

# DoD Voluntary Education Partnership Incentive Compensation and Marketing

Date

8/21

Item

E.13

The purpose of this policy is to provide guidelines related to the Recruiting and Marketing, as well as the Payment of Incentive Compensation for the delivery of educational services to Service members, military retirees, and other personnel covered in the DoD Voluntary Education Partnership Memorandum of Understanding (MOU) between the DoD Office of the Under Secretary of Defense for Personnel and Readiness and the University. As part of its efforts remain compliant with program integrity requirements of the MOU, the University will:

- Refrain from high-pressure recruitment tactics such as making multiple unsolicited contacts (3 or more), including contacts by phone, email, or in-person, and engaging in same-day recruitment and registration for the purpose of securing enrollments.
- Refrain from providing any commission, bonus, or other incentive payment based directly or indirectly on securing enrollments or federal financial aid (including TA funds) to any persons or entities engaged in any student recruiting, admission activities, or making decisions regarding the award of student financial assistance.