Policy title	Category
Prohibition Against Commission and High-Pressure Recruitment Tactics for Service Members	Admissions Athletics Financial Aid Marketing / Public Relations
Owner Enrollment Management & Marketing	**Approved by** Ad Council, June 2026

Purpose of this policy

This policy establishes Nebraska Wesleyan University's institutional standards for recruiting, marketing, and advertising activities, in full compliance with Department of Defense (DoD)/Department of War (DoW) requirements governing educational institutions that receive federal financial aid or Tuition Assistance (TA) funds.

Application of this policy

This policy applies to:

- All employees, contractors, agents, and third parties acting on behalf of the institution in recruiting or admissions capacities.
- All marketing and advertising activities targeting prospective students, including those who are active-duty service members, veterans, or dependents.

Policy statement

Nebraska Wesleyan University ensures compliance with Program Integrity Rules consistent with federal regulations (34 C.F.R. 668.71-668.75 and 668.14) and the Department of Defense (DoD) Voluntary Education Partnership Memorandum of Understanding (MOU) regarding restrictions on misrepresentation, recruitment, and payment of incentive compensation.

Prohibition on Incentive Compensation

Nebraska Wesleyan University strictly prohibits the direct or indirect payment of commissions, bonuses, or other incentive compensation to any individual or entity whose compensation is contingent upon the successful enrollment of students or the award of federal financial assistance, including FTA funds. This prohibition applies to all recruiting agents, admissions personnel, and third-party service providers.

Prohibition on High-Pressure Recruitment Tactics & Unsolicited Contacts

Nebraska Wesleyan University prohibits all recruiting personnel from engaging in high-pressure or aggressive recruitment tactics. Specifically, the institution prohibits:

- Making three (3) or more unsolicited contacts with a prospective student through any channel (phone, email, or in-person) for the purpose of securing Service member enrollments.
- Engaging in same-day recruitment and registration practices targeting Service members for the purpose of securing enrollments.
- Any other tactic designed to pressure, coerce, or mislead prospective students regarding enrollment decisions.

Compliance with this policy

Violations of this policy may result in disciplinary action up to and including termination of employment or contractual relationships.

Last revised date
June 16, 2026