

**THREE RIVERS COLLEGE
GENERAL ADMINISTRATION POLICY**

Section: 1000 General Administration	
Sub Section: 1300 Public Relations and Information	
Title: GAP 1320 Consumer Protection	Page 1 of 4
Associated Regulations: GAR 1310 College Communications; GAR 1315 Social Media; SR 2210 Admission Requirements; SR 2740 Student Rights and Responsibilities; FR 3109 Student Refunds; SR 2750 Return of Title IV Information; SR 2140 Student Appeals; SR 2130 Student Grievance	
Associated Policy: GAP 1200 Equal Opportunity	
References: Higher Learning Commission Policy on Student Consumer Protection 9/1/2019; National Council for State Authorization Reciprocity Agreements (NC-SARA) Complaint Process; Missouri Department of Higher Education	
Supersedes: NA	
Responsible Administrator: Chief Technology Officer; Chief Student Services Officer	
Initial Approval: 08-21-2019	Last Revision: 01-15-2020

Three Rivers College ensures that accurate, appropriate, and timely information is available to current and prospective students, as well as members of the College community. The college further commits itself to the policy that there shall be no unlawful discrimination against any person because of race, color, religion, sexual orientation, disability, age, gender, or national origin. The College treats its students ethically, respectfully, and professionally in marketing, recruiting, and admissions practices so students may make informed enrollment decisions without undue pressure. Prior to enrolling a prospective student, the College ensures students have sufficient time to review the institution's policies and procedures, to understand the amount of federal, state, and institutional financial aid the student is eligible to receive, and to learn how many credits, if any, will transfer and whether they will be applied. The College maintains compliance with all accreditation, state, federal, regional, and local regulatory requirements regarding public relations and communications information for higher education.

Three Rivers College does not use aggressive or unfair marketing and recruiting practices. The College prohibits the use of high pressure tactics to induce a prospective student to register by a specific deadline with the promise of free cash, goods, or services outside of regular scholarship funds, institutional fee waivers, financial aid, or other normal institutional offerings; nor does the College provide prospective students with any guarantees of employment directly related to a student's education.

College publications that include recruiting information containing job placement, salary, or student outcomes data must cite the source of the information and relevant explanatory information that makes the data clear to understand. Citations for student outcomes and surveys must clearly indicate the class and/or cohort and the publication date. All such information is maintained by the institution in the event that the Higher Learning Commission or other agency requests the data.

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In no case may College personnel complete or sign an application on behalf of a prospective student. Students have the sole responsibility to register for each academic semester or term in which they are enrolled (SR 2210 Admission Requirements; SR 2740 Student Rights and Responsibilities). In no case does the College personnel complete a class registration for a student nor shall College initiate an “automatic” registration for the next semester without a student’s consent, and must allow the student the option to cancel prior to being assessed tuition or fees for that semester/term (FR 3109 Student Refunds). The College honors a request from any prospective student to remove personal contact information such as the student’s name, physical address, email address, phone number, or text information that was collected through the admissions/recruiting process.

The Communications Department has a process for the development and review of the electronic and printed forms of marketing, promotional, and recruitment materials; college publications; and other public-facing information. This process ensures that all such information is accessible, accurate, and transparent to prospective students and the College community. Additionally, it must be approved by the Communications Department prior to dissemination. College information is made available through, but not limited to, the College Catalog, website, social media, academic program handbooks, advertising, and all marketing and recruitment materials (GAR 1310 College Communications, GAR 1315 Social Media).

The Communications Department coordinates all press releases and announcements concerning Three Rivers College. Additionally, Communications is responsible for College media relations, including the initial fielding of phone calls for the Office of the President from the media and reporters addressing questions regarding College activities, events, and issues. Permission to send mass emails using the “everyone” email groups must be approved by the Office of the President or his/her designee.

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Three Rivers College is dedicated to providing fair and impartial resolution of student complaints. It is the practice of the College to resolve student complaints at the lowest possible level through informal action by either using the Student Complaint Portal or by contacting Student Services. When a complaint is not resolved at this level, the student will be given the option to file an appeal with the Chief Student Services Officer please refer to College regulation SR 2140 Student Appeals for details.

In rare cases when all other forms of resolution have failed and the student believes their status at the College has been adversely affected by an incorrect or inappropriate decision or behavior, the student can file a grievance. Please refer to College regulation SR 2130 Student Grievance for details.

If a concern cannot be resolved to the student's satisfaction through the College's Student Appeals process or, if applicable, the College's Grievance process, the student may seek additional assistance by filing a complaint with the Missouri Department of Higher Education or the Higher Learning Commission.

Distance Education students who believe their concerns have not been sufficiently addressed through the College's appeal and/or grievance procedures and who are taking online courses through the College and reside in NC-SARA states may file with the National Council for State Authorization Reciprocity Agreements (NC-SARA) Complaint Process or the Missouri Department of Higher Education. Online students residing in California or Massachusetts should follow those states' complaint resolution guidelines.

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DOCUMENT HISTORY:

- 08-21-2019:** Initial approval of Policy GAP1320 Consumer Protection.
- 01-15-2020:** Addition of Student Complaint Process, including information regarding the NC-SARA Complaint Process.