



## UTAH COUNCIL CODE OF ETHICS AND TOUR REGULATIONS

### CODE OF ETHICS

1. Representatives must present clear and accurate information concerning their institution or agency while avoiding ambiguous, questionable, or false information about competing institutions or agencies. Ambiguous or false claims about accreditation, “national rankings”, or guarantees of employment upon completion of education or training are not acceptable.
2. Only full-time admissions officers, institutional representatives or delegated salaried school officials shall represent schools or agencies during the Tour program. Others may accompany professional admissions staff members, if they are all well trained and if they abide by the same principles and regulations expected of professionals. The institutions remain responsible for anyone representing them.
3. Representatives should refrain from all disparaging comparisons of any other agency or institution, secondary, post secondary, or similar institution including their programs, locations, personnel, and services.
4. Discounts on tuition or other fees will not be offered for an immediate enrollment.
5. Representatives will not insist or pressure students to make immediate decisions to enroll, or make substantial down payments because of few openings.
6. Representatives shall provide service to students by assisting them in matching their interests, and abilities to the appropriate institutions that will enable them to best achieve their educational and career goals.
7. Representatives should present themselves in a professional manner when working with students, their family and their school.

### TOUR REGULATIONS

1. Representatives will attend all scheduled programs during the tour, unless prior communications has occurred with those host counselors where an institution will not be visiting. In case of emergency or illness, the representative scheduled has the responsibility of contacting the Host counselor as soon as he or she will be unable to attend as well as the opening presenter.
2. Representatives are expected to be on time (arrive and immediately check in with the opening presenter [or their school won't be announced] and then, if time allows, prepare their individual room for presentation) and stay until the program has been completed.
3. Appropriate items to distribute to students include brochures describing an institution and its programs, catalogs, applications, pens or pencils, and other items containing factual information. Gimmick items such as calendars, shop bags, t-shirts, jackets, buttons, key chains, bumper stickers, posters, headbands, lanyards, decals, candy, and the like may not be distributed during the Tour day.
4. To encourage Tour attendance, no home visits or follow-up visits to the high school will be permitted within 1 week prior to or following the Tour day.
5. Representatives are individually responsible to arrange for any special audio-visual needs at the high schools. Further, representatives will be courteous when using these materials, especially in a fair setting where multiple schools are located in one room and the use of these items [for example high volume] may cause a disruption to other concurrent presentations.
6. No transactions involving the exchange of money shall be permitted.
7. Contests such as drawings and lotteries are prohibited.

I, the undersigned, as an institutional representative of \_\_\_\_\_, do hereby agree to abide by the above noted Code of Ethics and Tour Regulations and understand that failure to do so by any representative of our institution may result in sanctions including but not limited to, removal from Tour participation and/or removal from the Utah Council.

Print Name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_