# WAC 131-32-040Dissemination of course and enrollment information.

(1) For the purposes of this section, "recruitment" is defined as information and activities which attempt to persuade potential students to attend a certain college.~~—information used to compete for enrollment.~~ "Information" is defined as the ~~factual~~ description of course ~~availabilities~~ availability, enrollment requirements, and college characteristics. ~~However, excessive dissemination of what would otherwise be construed as legitimate course and enrollment information is viewed as competition or recruitment.~~

(2) In general, ~~it is not the policy of the~~ community and technical colleges ~~to~~ do not compete with each other ~~or with other institutions of higher education~~ for enrollment. ~~It is the general policy of the community~~ Community and technical colleges ~~to~~ should inform the ~~citizens~~ residents of their districts of the programs and services available to them.

(3) Community and technical colleges act in the spirit of cooperation to benefit the individual college, fellow colleges, and the community and technical college system as a whole. Colleges should act in good faith when recruiting prospective students or distributing information about the programs and services the college provides. Advertisements and other information about the college should be targeted to residents within the college’s district boundaries to the greatest extent possible. Colleges may share information within another college’s district boundaries only when they can offer a program or service not offered by the other college. In cases in which a college is invited by an organization to share information outside of its district boundaries, that college should inform and/or coordinate with the college to which that district belongs.

~~(3)~~ (4) The Community and Technical College Act ~~(RCW~~ [**~~28B.50.020~~**](http://app.leg.wa.gov/RCW/default.aspx?cite=28B.50.020)~~)~~ requires ~~the college system to offer educational service "to every citizen." Traditional methods of informing potential students—i.e., communication with high school counselors and students—reach only a small proportion of the potential enrollment, less than fifteen percent a year. In order to reach the rest of their potential student body—which is essentially the adult population at large—community and technical colleges utilize mass media dissemination, principally of quarterly course announcements.~~ “That each college district shall maintain an open-door policy, to the end that no student will be denied admission because of the location of the student's residence or because of the student's educational background or ability.” ([RCW 28B.50.090](https://apps.leg.wa.gov/rcw/default.aspx?cite=28B.50.090))

(5) Colleges are not limited to advertising or sharing information internationally, as allowed under US law.

~~(4)~~ (6) Mass dissemination of unsolicited course and enrollment information ~~shall be held~~ should only occur within college district boundaries except where ~~postal and~~ media distribution patterns prohibit. ~~Exceptions~~ Other exceptions include regional activities such as fairs, high school-college days, and public exhibits in which the college is invited to participate. ~~It is appropriate for a community or technical college to make known to the citizens of its district courses and programs offered exclusively by neighboring districts.~~

~~(6)~~ (7) News releases ~~and free public service announcements are an appropriate method of calling attention to new programs or to space availability in existing courses and programs. Public service announcements and news releases~~ shall not be sent and paid advertising should not be placed ~~to media~~ outside the college ~~district~~ district’s boundaries except in those areas where more than one institution is served by the same primary media.

 (8) If requested or invited, colleges may share information about the college’s programs and services, even if the requestor resides outside of the college’s district boundaries. This excludes solicitations, requests, or invitations to place paid advertising.

~~(5) It is appropriate to provide each adult citizen in the district with course and enrollment information once during each quarter on an unsolicited basis. In heavily populated areas, budgetary considerations may rule out such total distribution. Quarterly course announcements should be prepared and distributed in a way that provides the best balance between minimum cost and maximum dissemination of course information to district citizens. However, dissemination of such announcements at college expense to persons other than those requesting them shall be limited to one of the following methods:~~

~~Mailing to district boxholders (direct mail)~~

~~Newspaper advertisement~~

~~Newspaper insert~~

~~Other method of mass distribution~~

~~It may be appropriate for one district to disseminate quarterly course announcements to boxholders or recipients of newspaper inserts residing in other districts. Such arrangements shall not take place until both districts have agreed to the arrangement in writing.~~

 ~~(7) Publications which provide factual information on specific instructional programs, on special programs or on special services provide an efficient method of responding to inquiries from potential students. Their unsolicited dissemination shall be limited to the district of origin.~~

~~(8) Districts may purchase advertising to provide supplementary course and registration announcements when it can be demonstrated that paid advertising is more cost-effective than other methods. In areas where media serve more than one college district, colleges should give preference to pooled advertisements rather than individual college advertisements to attract enrollment. Paid advertising shall not be placed with media outside the college district except in areas where more than one institution is served by the same primary news media.~~

~~(9) Where community and technical college districts overlap, the colleges shall plan and implement the dissemination of course and enrollment information so as to avoid unnecessary competition with each other and with adjacent districts for potential students. Issues arising from the process will be adjudicated under the provisions of the regional planning agreement specified by RCW~~ [**~~28B.50.215~~**](http://app.leg.wa.gov/RCW/default.aspx?cite=28B.50.215)~~.~~

~~(10) In the event that state-funded enrollments are generated through interdistrict recruiting efforts that are contrary to the provisions of this section, the operating budget allocation of the intruding district may be adjusted by action of the state board. Budget allocation adjustments shall be determined by deducting funding attributable to enrollments generated by activities contrary to this section. The state board shall take into consideration the number of interdistrict enrollments that reasonably could have been expected to occur regardless of the interdistrict recruiting effort. At the request of either district that is party to an interdistrict recruiting dispute, the state board shall hold a hearing on the issues at dispute. The hearing will be held under the provisions of WAC~~ [**~~131-08-007~~**](https://app.leg.wa.gov/WAC/default.aspx?cite=131-08-007)~~. The board as a result of such hearings may approve a settlement that contains alternatives to the provisions of this section.~~

[Statutory Authority: RCW [**28B.50.060**](http://app.leg.wa.gov/RCW/default.aspx?cite=28B.50.060), [28B.50.]090, [28B.50.]140(11) and [28B.50.]215. WSR 92-13-020 (Order 138, Resolution No. 92-05-23), § 131-32-040, filed 6/8/92, effective 7/9/92. Statutory Authority: RCW [**28B.50.090**](http://app.leg.wa.gov/RCW/default.aspx?cite=28B.50.090)(11) and [**28B.50.060**](http://app.leg.wa.gov/RCW/default.aspx?cite=28B.50.060). WSR 86-22-028 (Order 112, Resolution No. 86-45), § 131-32-040, filed 10/30/86.]