The University of Wisconsin – Whitewater (UW-W) appreciates the willingness of faculty, staff, alumni, and students to interact with prospective international students and their families in either an official or unofficial capacity. These exchanges can enhance the visibility and reputation of UW-Whitewater.

To ensure such interactions are conducted with the highest degree of professionalism, and that consistent and accurate information is exchanged, this document outlines good practices for UW-Whitewater faculty, staff, alumni, and students to follow.

UW-Whitewater’s guidelines for professional interactions are adapted from the “Guidelines for Ethical Practices in International Student Recruitment” produced in 2006 by NAFSA: The Association of International Educators. NAFSA’s guidelines emphasize a considerate and integrated approach to recruitment or any behaviors that may impact international students. By extension, these guidelines can apply to interactions that UW-Whitewater faculty, staff, alumni, and students might have with prospective students and their parents while in the U.S. or while abroad.

The University of Wisconsin – Whitewater’s commitment to the development of the individual, to the growth of personal and professional integrity, and to respect for diversity and global perspectives underpins this integrated approach.

To view the NAFSA guidelines go to: [http://www.nafsa.org/resourceLibrary/Default.aspx?id=16232](http://www.nafsa.org/resourceLibrary/Default.aspx?id=16232)

Thus, when engaging with prospective international students and their families, the University expects that faculty, staff, alumni, and students abide by the following over-arching principles:

- **Students**: Student welfare is the first priority in any interaction.
- **Mission**: A clear mission statement and an institutional commitment to international students and related programs and services represent best practice.
- **Information**: Accurate and honest information is the hallmark of ethical promotion.
- **Training**: Those that represent the institution, either formally or informally, must be aware of ethical issues and be trained to act responsibly in the recruitment process.
- **Relationships**: Responsible relationships with all partners are requisite and are based on accurate information, fair dealing, and accountability with partners, including campus departments, commercial partners, and service providers.
- **Communications**: Culturally sensitive and ongoing communication is essential.
University of Wisconsin - Whitewater expects the following behavior when faculty, staff, alumni, or students interact with prospective students, parents, and/or high school or university contacts on either a formal or informal basis:

Those who interact with prospective international students and their families:

1. Communicate accurate, complete, current, and unbiased information about UW-Whitewater including: UW-W’s mission; admissions criteria; educational costs; availability of financial assistance; academic program offerings; co-curricular program offerings; housing; and the community to assist prospective students and their parents in making informed decisions. Providing accurate information about UW-Whitewater increases the likelihood that the student experience at UW–Whitewater matches the experience the student is likely to have.

2. Do not make unfounded promises such as guaranteeing admission, financial assistance, visas, or on-campus jobs.

3. Recognize the limits of their expertise and refer prospective students and their parents to the Center for Global Education, the School of Graduate Studies, and the UW-Whitewater website for detailed information.

4. Coordinate their efforts, report back to, and share information with the Center for Global Education and with the School of Graduate Studies admissions officers.

5. Protect the civil and human rights of all individuals in relationships with students, parents, and other partners.

6. Do not utilize their affiliation with UW-W to intimidate, exploit, threaten, coerce, or sexually harass others.

7. Do not collect any type of compensation from a prospective student, parent, or educational partner including transportation costs, housing, meals, or monetary payment.

8. Understand that the Center for Global Education may interview new students to confirm that the students received accurate information about UW-W and did not provide the UW-Whitewater and did not provide a faculty or staff member with any type of compensation.

9. Understand that the norm or common sense of standard practices relating to student recruitment may differ between the United States and another country. In such cases, act in accordance with the accepted principles of right and wrong to which the University of Wisconsin – Whitewater prescribes.

Please note: For the purposes of this document:

- **Ethical conduct** is defined as “being in accordance with the accepted principles of right and wrong that govern the conduct of a profession.”

- **Unethical conduct** is defined as “not conforming to approved standards of social and professional behavior.”