

Policy 302: On-Campus Credit Card Marketing

Related Policies and Procedures:

Adopted: 05/ 15/ 2024

Amended:

I. Introduction

II. Responsible Party

Office of Academic Affairs

Faculty Senate

III. Purpose

This policy establishes guidelines for the marketing and promotion of credit cards to students on campus by credit card issuers and their third-party vendors (collectively referred to as "credit card marketers"). The intent is to regulate these activities in an appropriate manner while providing debt education for students.

IV. Definitions

V. Policy

Purpose

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Credit Card Marketing Regulations

The following regulations shall apply to credit card marketing activities on campus:

Registration

All credit card marketers must register with the Office of Student Services before conducting any marketing or promotional events on campus grounds. Registration is valid for one academic year.

Designated Locations

Credit card marketing and promotional events shall only be permitted in the following designated areas of campus: ATEC Second Floor Lobby

Gift Restrictions

Credit card marketers are prohibited from offering any gifts to students in exchange for completing a credit card application, unless the student is also provided credit card debt education literature such as brochures or electronic information (see Section IV).

Student Debt Education

The college will incorporate debt education into student engagement programming starting with the 2024-2025 incoming class. Presentations will cover credit card debt risks and money management skills.

Credit Card Debt Literature

Credit card debt education literature in the form of brochures, handouts or digital media must be made available to students whenever credit card marketers are present. This literature shall include information on:

- Responsible card usage
- Interest rates and fees
- Paying off balances
- Consequences of missed payments
- Building good credit

The College's bookstore will also distribute credit card debt education literature at least quarterly with purchases.

Policy Violations

Any violations of this policy by credit card marketers will result in revocation of registration and campus access privileges. Violations by students will be handled through the Student Code of Conduct.

Policy Oversight

The Office of Student Services shall oversee implementation and enforcement of this policy. Review of the policy will occur every four years.