

AMENDMENT TO DIVISION C OF RULES
COMMITTEE PRINT 115-30
OFFERED BY MR. TAKANO OF CALIFORNIA

At the end of division C (before the short title), insert the following:

1 SEC. _____. (a) None of the funds made available
2 under this Act may be used for recruiting or marketing
3 activities by an institution of higher education (as defined
4 in section 102 of the Higher Education Act of 1965 (20
5 U.S.C. 1002).

6 (b) Subject to subsection (c), the recruiting and mar-
7 keting activities subject to subsection (a) include the fol-
8 lowing:

9 (1) Advertising and promotion activities, includ-
10 ing paid announcements in newspapers, magazines,
11 radio, television, billboards, electronic media, naming
12 rights, or any other public medium of communica-
13 tion, including paying for displays or promotions at
14 job fairs, military installations, or college recruiting
15 events.

16 (2) Efforts to identify and attract prospective
17 students, either directly or through a contractor or
18 other third party, including contact concerning a

1 prospective student's potential enrollment or applica-
2 tion for grant, loan, or work assistance under title
3 IV of the Higher Education Act of 1965 (20 U.S.C.
4 1070 et seq.) or participation in preadmission or ad-
5 vising activities, including—

6 (A) paying employees responsible for over-
7 seeing enrollment and for contacting potential
8 students in-person, by phone, by email, or by
9 other internet communications regarding enroll-
10 ment; and

11 (B) soliciting an individual to provide con-
12 tact information to an institution of higher edu-
13 cation, including websites established for such
14 purpose and funds paid to third parties for
15 such purpose.

16 (c) Any activity that is required as a condition of re-
17 ceipt of funds by an institution under title IV of the High-
18 er Education Act of 1965 (20 U.S.C. 1070 et seq.), is
19 specifically authorized under such title, or is otherwise
20 specified by the Secretary of Education, shall not be con-
21 sidered to be a covered activity under subsection (b).

