

AMENDMENT TO RULES COMMITTEE
PRINT 115-70
OFFERED BY MR. TAKANO OF CALIFORNIA

At the end of title X, add the following new section:

1 **SEC. 10 ____. RESTRICTIONS ON SOURCES OF FUNDS FOR**
2 **RECRUITING AND MARKETING ACTIVITIES.**

3 (a) IN GENERAL.—An institution of higher education
4 (as defined in section 102 of the Higher Education Act
5 of 1965 (20 U.S.C. 1002)) may not use revenues derived
6 from sections 1784a, 2007, or 2015 of title 10, United
7 States Code, for recruiting or marketing activities de-
8 scribed in subsection (b).

9 (b) COVERED ACTIVITIES.—Except as provided in
10 subsection (c), the recruiting and marketing activities sub-
11 ject to subsection (a) shall include the following:

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

1 (2) Efforts to identify and attract prospective
2 students, either directly or through a contractor or
3 other third party, including contact concerning a
4 prospective student's potential enrollment or applica-
5 tion for grant, loan, or work assistance under title
6 IV of the Higher Education Act of 1965 (20 U.S.C.
7 1070 et seq.) or participation in preadmission or ad-
8 vising activities, including—

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

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

19 (c) EXCEPTIONS.—Any activity that is required as a
20 condition of receipt of funds by an institution under title
21 IV of the Higher Education Act of 1965 (20 U.S.C. 1070
22 et seq.), is specifically authorized under such title, or is
23 otherwise specified by the Secretary of Education, shall

1 not be considered to be a covered activity under subsection

2 (b).

