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(Original Signature of Member)

116TH CONGRESS
1ST SESSION

H. R. _____

To amend title 38, United States Code, to require that educational institutions abide by Principles of Excellence as a condition of approval for purposes of the educational assistance programs of the Department of Veterans Affairs, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

M____. _____ introduced the following bill; which was referred to the
Committee on _____

A BILL

To amend title 38, United States Code, to require that educational institutions abide by Principles of Excellence as a condition of approval for purposes of the educational assistance programs of the Department of Veterans Affairs, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

1 **SECTION 1. REQUIREMENT THAT EDUCATIONAL INSTITU-**
2 **TIONS ABIDE BY PRINCIPLES OF EXCEL-**
3 **LLENCE AS A CONDITION OF APPROVAL FOR**
4 **PURPOSES OF THE EDUCATIONAL ASSIST-**
5 **ANCE PROGRAMS OF THE DEPARTMENT OF**
6 **VETERANS AFFAIRS.**

7 (a) IN GENERAL.—Section 3679 of title 38, United
8 States Code, is amended by adding at the end the fol-
9 lowing new subsection:

10 “(f)(1) A State approving agency, or the Secretary
11 when acting in the role of the State approving agency,
12 shall disapprove a course of education provided by an edu-
13 cational institution if—

14 “(A) the educational institution has not agreed
15 to abide by the Principles of Excellence under ; or

16 “(B) the educational institution has agreed to
17 abide by such Principles of Excellence but has vio-
18 lated such Principles of Excellence.

19 “(2) In this section, the term ‘Principles of Excel-
20 lence’—

21 “(A) means the Principles of Excellence under
22 Executive Order 13607, as in effect on the date of
23 the enactment of this subsection; and

24 “(B) includes a requirement that an edu-
25 cational institution and any third party lead gener-

1 ator, marketing firm, or company that owns and op-
2 erates the educational institution will—

3 “(i) have in place and comply with pro-
4 gram integrity requirements consistent with
5 sections 668.71 through 668.75 and 668.14 of
6 title 34, Code of Federal Regulations;

7 “(ii) in the effort to eliminate unfair, de-
8 ceptive, and abusive marketing aimed at stu-
9 dent veterans—

10 “(I) prohibit inducements, including
11 any gratuity, favor, discount, entertain-
12 ment, hospitality, loan, transportation,
13 lodging, meals, or other item having a
14 monetary value of more than a de minimis
15 amount, to any individual or entity, or its
16 agents including third party lead genera-
17 tors or marketing firms other than salaries
18 paid to employees or fees paid to contrac-
19 tors in conformity with all applicable laws
20 for the purpose of securing enrollments of
21 student veterans or obtaining access edu-
22 cational assistance under this title, with
23 the exception of scholarships, grants, and
24 tuition reductions provided by the edu-
25 cational institution;

1 “(II) refrain from providing any com-
2 mission, bonus, or other incentive payment
3 based directly or indirectly on securing en-
4 rollments or federal financial aid (including
5 educational assistance under this title) to
6 any person or entity engaged in any stu-
7 dent recruiting, admission activities, or
8 making decisions regarding the award of
9 student financial assistance; and

10 “(III) refrain from high-pressure re-
11 cruitment tactics, including making three
12 or more unsolicited contacts , including
13 contacts by phone, email, or in-person, and
14 engaging in same-day recruitment and reg-
15 istration for the purpose of securing stu-
16 dent veteran enrollments.”.

17 (b) EFFECTIVE DATE.—Subsection (f) of section
18 3679 of title 38, United States Code, shall apply to an
19 educational institution beginning on the date that is 180
20 days after the date of the enactment of this Act.