

POLICY ON CREDIT CARD MARKETING TO STUDENTS

I. PURPOSE

To prohibit the advertising, marketing, or merchandising of credit cards to students on the New York Medical College campus.

II. POLICY

In accordance with §6437 of the New York State Education Law Article 129-A, the advertising, marketing, or merchandising of credit cards to students is prohibited on the Valhalla campus of New York Medical College. Violation of this policy will be subject to the penalty as defined below. An exception to the policy is further defined below.

III. SCOPE

This policy applies to all students, faculty and staff associated with New York Medical College.

IV. DEFINITIONS

“Penalty” – as it applies to the violation of this policy, is as follows:

1. Any individual visitor, licensee, or invitee on the campus found violating this policy may be banned from the campus for a period of up to two (2) years.
2. Any credit card issuer represented by said visitor, licensee or invitee shall be banned from the campus for a period of up to one (1) year.
3. Any student or member of the faculty or staff found violating this policy shall receive a warning and be subject to disciplinary action as outlined by appropriate College policies.

“Exception” – as it applies to this policy is as follows:

This policy does not apply to any advertising, marketing, or merchandising of credit cards by either the College or an agent of the college to non-students.

V. EFFECTIVE DATE

This policy is effective as of August 1, 2011.

VI. POLICY MANAGEMENT AND RESPONSIBILITY

Responsible Executives: Senior Vice President for Finance/CFO/Vice-Provost for Administration; Dean of the School of Medicine; Dean of the School of Health Science and Practice; and Dean of the Graduate School of Basic Medical Science

Responsible Officer: Associate Dean for Student Affairs,
Student Financial Planning & Student Affairs

Responsible Office: Office of Student Financial Planning

Approved:



Karl P. Adler, M.D.
Chief Executive Officer

8/10/11
Date