

University of Louisiana System

Title:

ADVERT

- E. Solicitation means an act of asking, enticing, or requesting a student to read, review, or consider materials relating to an application for a credit card or to complete an application for a credit card.
 - F. Student means a person who is under twenty-one years of age and who attends an institution of postsecondary education, whether enrolled on a full-time or part-time basis.
- II. Registration by vendor pursuant to R.S. 9:3578.3
- A. Prior to engaging in the solicitation of a student on a college campus, a credit card issuer shall register its intent to solicit the student for that purpose with an appropriate official of the institution of postsecondary education.
 - B. The registration shall include the principal place of business of the credit card issuer and shall be in such form as required by regulation of the commissioner.
- III. Pursuant to HR 23 of the 1999 Regular Session *and HCR 37 of the 2003 Regular Session*, to provide information on consumer credit and the dangers of credit card debt to college students and their parents as follows:
- A. Requirement that ~~credit card solicitors, etc.~~ *campuses* provide consumer credit information and information about credit card debt to college students and their parents, particularly during the admissions process and freshman orientation and also to disseminate such information on campus in any other manner deemed appropriate by the institution.
 - B. Provided information shall include consumer awareness information regarding good credit, sound money management, and the potential impact of credit card debt on personal finances and future employment, information about obtaining student loans to complete undergraduate, graduate, and professional school, as well as reputable resources which offer consumer credit information or counseling without charge or for a modest fee.

- V. If a university allows credit card vendors on campus to solicit, then the university shall limit the number of credit card solicitors to no more than two trademark vendors per year, and allow each vendor to solicit on campus no more than once per year. Institutions shall select vendors according to a University approved plan.

Policy References:

RULES of the Board of Supervisors for the University of Louisiana System
Louisiana Revised Statutes

Review Process:

Chief Officers for Student Affairs
Vice Presidents for Business and Finance
Board of Supervisors
University Presidents
Legal Counsel

Distribution:

University Presidents