

Code of Professional Conduct and Business Ethics for Supplemental Educational Services Providers

SES Providers (and other education service providers) operate in an environment that touches communities, school officials, parents, students and other providers. The importance of the activities and complexity of the interactions make it paramount that approved providers for the State of Maryland adhere to the highest standards of professional conduct and business ethics. This code describes key organizational behaviors and policies.

High quality educational programs delivered by trained professionals represent the core value that is to be reflected throughout all of our partnerships with schools, parents and students. The following structure represents the collective judgment of what constitutes ethical behavior. Approved providers for the State of Maryland are committed to using this guide to assist them in decision-making and performance at all levels of their organizations – from the CEO to the employee in the classroom. Accountability for achieving desired results consistent with these guidelines and standards is the ultimate benchmark for approved providers for the State of Maryland.

General Guidelines

In the conduct of business and discharge of responsibilities, approved providers for the State of Maryland commit to:

1. Conducting business honestly, openly, fairly, and with integrity.
2. Complying with applicable laws, statutes, regulations and ordinances.
3. Avoiding known conflict of interest situations.
4. Never offering or accepting illegal payments for services rendered.
5. Applying these guidelines and standards throughout the company by insuring all employees understand them and act accordingly.
6. Refraining from publicly criticizing or disparaging other providers.
7. In the case of any conflict, first attempt resolution directly with each other; The parties involved may ask the State of Maryland to help mediate potential disputes.
8. Complying with the confidentiality and non-disclosure provisions of all applicable federal, state and local laws, including those relating to student identity, records, reports, data, scores and other sensitive information.
9. Being factual and forthright in reporting and documenting attendance rates, effectiveness of their programs, and in explaining the theoretical/empirical rationale behind major elements of its program, as well as the link between research and program design.
10. Taking appropriate corrective action against provider employees, consultants or contractors who act in a manner detrimental to the letter or spirit of this code.
11. Taking immediate steps to correct any actions on its part that willfully or inadvertently violate the letter or spirit of this code.

*Adapted with permission from Education Industry Association (EIA) for the State of Maryland.

Standards Specific to Maryland SES Providers

Approved Providers MAY:

- Provide small incentives to potential students, including door prizes of a nominal value (**approximately \$3-5 per prize**) and light refreshments, while attending informational sessions.
- Offer enrolled students performance rewards with a maximum value of \$3-5 per reward that is directly linked to documented meaningful attendance benchmarks and/or the completion of assessment and/or program objectives.
- Employ school district employees (except principals, assistant principals, or local school system SES coordinators) for instruction-related services or program coordination purposes as long as the person does not restrict the marketing or enrollment opportunities of other providers, subject to LSS policies governing conflict of interests and other LSS-imposed requirements.
- Provide additional compensation to tutors for student achievement, consistent with a company's written policy, subject to LSS policies.

Approved Providers WILL NOT:

- Offer a student or parent any form of incentive for signing-up with a provider during the recruitment period.
- Advertise, discuss or inform parents and students in any way regarding attendance and/or performance rewards during recruitment and prior to the start of the SES program.
- Host parties, carnivals, dinners, or other events to encourage student enrollment in SES programs.
- Compensate school district employees personally in exchange for access to facilities, to obtain student lists, to collect applications or obtain other similar benefits for their SES program.
- Misrepresent to anyone the State's approval or likelihood of becoming approved, the location of a provider's program, or any other relevant information to influence the recruitment of students.
- Pre-print their name on the district enrollment form.
- Encourage students/parents to switch providers once enrolled. A student is considered enrolled once the District has issued the formal student/Provider confirmation.
- Disseminate advertisements, flyers or any other printed information regarding registration and/or enrollment without prior approval of MSDE.

I have read and understand the Code of Professional Conduct and Business Ethics and Specific Standards to Maryland SES Providers. I understand that failure to comply with these standards could result in sanctions including, but not limited to, removal from the State Approved Provider List.

Print SES Provider Representative Name

Print Name of SES Provider

Signature of SES Provider Representative

Date

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