

NACAC

AN INTRODUCTION TO THE STATEMENT OF PRINCIPLES OF GOOD PRACTICE



Ethical college admission is the cornerstone of the National Association for College Admission Counseling (NACAC). Since its founding in 1937, when a select number of college and university professionals and high-school counselors came together to create a Code of Ethics within the admission-counseling profession, NACAC has striven to ensure principled conduct among professionals in the recruitment of students and the transition to postsecondary education.

This code of conduct is known today as the Statement of Principles of Good Practice (SPGP). The practices set forth in the SPGP are grounded in the six Core Values of the Association:

Professionalism

We believe our work in counseling, admission and enrollment management is professional only to the extent that we subscribe to and practice ethical behavior, as stated in our Member Conventions. We are responsible for the integrity of our actions and, insofar as we can affect them, the actions of our member institutions and organizations.

Collaboration

We believe the effectiveness of our profession, college counseling, admission and enrollment management is enhanced when we work together to promote and protect students and their best interests.

Trust

We believe our profession, college counseling, admission and enrollment management is based upon trust, mutual respect and honesty, with one another and with students.

Education

We believe in and are committed to educating students, their families, the public, fellow education professionals, and ourselves about the transition to and within postsecondary education.

Fairness and Equity

We believe our members have a responsibility to treat one another and students in a fundamentally fair and equitable manner.

Social Responsibility

We believe we have a duty to serve students responsibly, by safeguarding their rights and their access to and within postsecondary education.

The SPGP is comprised of three sections:

Mandatory Practices, which all NACAC members agree to follow and which are monitored and enforced by the Admission Practices Committee; **Interpretations of Mandatory Practices**, which clarify Mandatory Practices through context and example; and **Best Practices**, which represent preferred recruitment, admission, and counseling methods but which are not monitored for compliance.

The reverse side of this sheet highlights the Mandatory Practices that generate the questions and concerns most commonly addressed by the Admission Practices Committee. A complete version of the SPGP can be found at www.nacacnet.org. Questions or concerns about possible violations of the SPGP can be reported to ethics@nacacnet.org or to the Chair of your affiliate's Admission Practices Committee.

STATEMENT OF PRINCIPLES OF GOOD PRACTICE: AN ABRIDGED VERSION FOR TRAINING AND EDUCATION



This sheet highlights the Mandatory Practices within NACAC's Statement of Principles of Good Practice (SPGP) that generate the questions and concerns most commonly addressed by the Admission Practices Committee. A complete version of the SPGP can be found at www.nacacnet.org. Questions or concerns about possible violations of the SPGP can be reported to ethics@nacacnet.org or to the Chair of your affiliate's Admission Practices Committee.

All members agree that they will:

- Accurately represent and promote their schools, institutions, organizations, and services
- Not use disparaging comparisons of secondary or postsecondary institutions
- Not offer or accept any reward or remuneration from a secondary school, college, university, agency, or organization for placement or recruitment of students
- Be responsible for compliance with applicable privacy laws and regulations
- Not guarantee admission or specific college placement or make guarantees of any financial aid or scholarship awards prior to an application being submitted
- Not use minimum test scores as the sole criterion for admission, advising, or financial aid
- Counsel students to abide by all application requirements and restrictions
- Neither require nor ask candidates or the secondary schools to indicate the order of the candidates' college or university preferences, except under Early Decision
- Permit first-year candidates for fall admission to choose among offers of admission, financial aid and scholarships until May 1 and state this deadline explicitly in their offers of admission
- Work with their institutions' senior administrative officers to ensure that financial aid and scholarship offers and housing options are not used to manipulate commitments prior to May 1
- Not offer incentives that are exclusive to Early Decision candidates
- Notify accepted aid applicants of financial aid decisions before the enrollment confirmation deadline
- Not establish any application deadlines for first-year candidates for fall admission prior to October 15
- Not notify first-year candidates for fall admission prior to the receipt of a transcript that reflects completion of the final semester of the junior year of high school or the equivalent

Postsecondary members agree that they will:

- State clearly the requirements for the first-year and transfer admission and enrollment processes, including secondary school preparation, standardized testing, financial aid, housing and notification deadlines, and refund procedures
- Not knowingly recruit students who have committed to or declared their intent to enroll in other institutions

Counseling members agree that they will:

- Sign only one pending Early Decision or Restricted Early Action agreement for any student
- Not reveal, unless authorized, candidates' college or university preferences



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