

**Professional Ethics:
At Home and On the Road**

Andrew Hendry

NACAC

- National Association for College Admission Counseling (www.nacac.org)
- Created 1937, currently includes more than 6,500 members including 1,550 public, private, and independent postsecondary institutions
- Statement of Principles of Good Practice: "the code of ethical conduct for all individuals and

SESTYWORKS

**Statement of Principles
of Good Practice**

- Recognized by NACAC members, the American Association of Collegiate Registrar and Admissions Officers (AACRAO), and The College Board
- Endorsed by the American Council on Education, the National Association of Secondary School

Scenario

Prospective Student to Admissions Counselor:
"Tell me why I should attend ABC University
instead of XYZ College?"

What's your response?

SENIOR WORKS

Encourage students to visit
as many schools as possible
to find a suitable fit

**SPGP: Statement of
Core Values**

Professionalism: the extent to which we practice

Educational
parents

SPGP Topics

- "responsible for development of ... written communications, and presentations, i.e., ... college fairs used for their institution's promotional and recruitment activity." (1.2.)

state clearly the admission requirements

Scenario

National commitment date is May 1st
Pratima 1st 1st

SPGP Topics

- *will accept...only official transcripts in the admission...process which come directly from the counseling, guidance, or registrar's offices of the institution(s) the candidate attends or has

General Ideas...

- "Know who you are" as an individual and office/institution

- What do you know about your school?
- Alumni perspective? Don't know it all!
- Will help you be able to



SEATWORKS

Office Dynamics

Company/Office Culture

Office Etiquette

- Use of e-mail auto reply/
phone voice mail



Traveling

- One of the most expensive/time consuming part of the recruitment process – important to maximize your efforts
- Know your institutional expectations
 - Making arrangements – understand your processes/ Standard Operating Procedures
 - What does your director/travel coordinator expect from your efforts?

Exp. in chain of command/counselor dmo. off/ etc.

Partnership

From NACAC's Statement on the Counseling
Dimension of the Admissions Process:

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Making strategic enrollment
management WORK for you

SENIORWORKS
