

NACAC HISTORY 1930s

NACAC History: 1937

First Meetings: Setting the Agenda for the Association and Defining the Challenges of a Profession:

- First to chair meeting: E. W. Hale, Beloit College, WI
- First elected Association President: Milton C. Towner, Lawrence College, WI
- Those serving as officers in 1937 included: Vice-President: Mrs. R. S. DeGolyer of Rockford College (IL), (the first woman elected as an officer of the Association); Secretary-Treasurer: E. W. Hale of Beloit College (WI); Members of the Executive Committee-at-large: C. A. Serenius, Augustana College (IL) and G.H. Smith, DePauw University (IN).

March 1937:

Subject of Conference: The attitude of high school principals, high school students, and parents toward college 'Scholarships.'

Cause of Conference: There has been a growing tendency in the high school world to demand more and more aid from the colleges in the form of scholarships and other grants. The conference was called . . . to discuss the problem and try to find some ways to protect ourselves and circumvent the present abuse of the scholarship system.

So begins minutes of the inaugural meeting of The College Field Workers on March 23, 1937. Convened in Oak Park, Illinois following "the Austin High School College Day," thirteen institutions were represented: Central YMCA College, Knox College, Lake Forest College, Monmouth College, Rockford College (all located in IL); Cornell College, Grinnell College, Dubuque University (IA); Carleton College (MN); Denison

University (OH), Beloit College, Milwaukee Downer College, and Ripon College (WI). Edward Hale of Beloit College chaired the meeting. On this day, like-minded and idealistic professionals charged with enrolling students at several liberal arts colleges and universities in the Midwest came together, and the seeds of the National Association for College Admission Counseling were planted.

As a likely precursor to this meeting (as mentioned in minutes of The College Field Workers' meeting the following May, and in an oral history interview with James Gage, Beloit College, WI, who served as President of the Association of College Admission Counselors in 1941), a group called "The Midwestern College Conference," comprised of college presidents, had been meeting since 1934. This group's focus was, at least in part, matters pertaining college admissions procedures.

At this March 1937 conference, after lively discussion, the definitions of "scholarship" and "grant-in-aid" were distinguished. It was decided that, as distinct from a scholarship awarded with "honor attached," "all other grants were relief measures and merely badges of decent citizenship rather than special honors..."

Other recommendations resulting from this meeting included a suggestion that these definitions be forwarded for consideration of the Committee on Scholarships of the North Central Association (accrediting body). Specifically it was recommended that "no award from a college granted on the basis of need, or a grant of a government job or other work job, shall be published as an honor award."

It has sometimes been reported that this meeting resulted in a first admission-profession code of ethics. However, while the topic of ethical procedures certainly dominated much of the discussion, it was not until later in 1937 that an actual document dealing with ethics was approved.

NACAC Mission

The National Association for College Admission Counseling advocates and supports ethical and professional practice in helping students transition to postsecondary education. NACAC promotes high professional standards and social responsibility through collaboration, knowledge and education.

For more information, visit www.nacacnet.org

May 1937:

College Representatives to the Association and location of the May 16-17 Meeting

Date	College	State	Rep.
June 1	Milwaukee-Downer	Wis.	Mrs. Marie Adams
June 2	DePauw	Ind.	S. Herbert Smith
July 31	Rockford	Ill.	Mrs. R. S. DeGolyer
May 31	Carle	Iowa	J. M. Macaulay
June 7	Grinnell	Iowa	Mrs. Roger T. Howe
	Coe	Iowa	Wm. Berger
June 11	Manchester College	Indiana	J. Oscar Wingard
"	Saukville Adolphus	Wis.	E. W. Hale
June 12	Monmouth	Ill.	Harold L. Abrahamson
	James Millikin Univ.	Ill.	Earl C. Nefer
15	DePauw College	Ind.	E. W. Hale
9	Knox College	Ill.	Mark T. Anderson
13	Notamegon College	Mich.	M. Stead
19	Carleton College	Minnesota	B. J. Van Riper
23	St. Mary's College, Notre Dame	Indiana	Miss Mary Anderson
16	Illinois Wesleyan Univ.	Ill.	Norman S. Wickman
22	Albion College	Mich.	
July 8	Loyola University	Chicago	Rev. W. J. Zimmerman, S.J.
16	Central YMCA College	Ill.	E. W. Lawson
12	Lake Forest College	Ill.	Ralph L. Ferguson
June 28	Elmhurst College	Ill.	
23	Marguerite Univ.	Wis.	
28	Illinois College	Ill.	Charles S. Corder
25	Augustana College	Ill.	C. A. Serenius
Aug 11	Lawrence College	Wis.	M. C. Towner
19	Wisc. College	Wis.	M. C. Towner
17	Lewis Institute	Ill.	L. F. Schupp
	Illinois College	Ill.	C. A. Serenius
	Iowa Wesleyan College	Iowa	Frederic S. Miller
	University of Dubuque	Iowa	Samuel S. George
	Wabash College	Ind.	Frank S. Peck
	North Central College	Ill.	H. L. Swisher
	Mac Murray College	Ill.	H. J. Lawrence
Nov 1	Chicago University	Ill.	
4	Marquette College	Ill.	
	St. Albin College	Ill.	
	Carroll College	Ill.	

A second "informal" meeting of this group followed soon after, held at the LaSalle Hotel in Chicago on May 16 and 17, 1937. Fifty-two higher education institutions were invited and 15 were represented at this gathering, held for the purposes of "An Appraisal of Scholarship and Recruiting Practices." Institutions in attendance included: Augustana College, Beloit College, Carleton College, Cornell College (IA), Central YMCA College, Dennison University, DePauw University, University of Dubuque, Grinnell College, Illinois Wesleyan University, Knox College, Lake Forest College, Lawrence College, Milwaukee-Downer College, Monmouth College, North Central College, Rockford College, and Wabash College. It is interesting to note that representatives of Ohio institutions were specifically invited because, according to meeting minutes, that state already had a functioning association dealing with similar issues.

As noted in the minutes of this meeting:
The meeting grew out of a four years (sic) experience of the Representatives of the Midwest College Conference, from which has come a spirit of mutual understanding and respect that has laid the foundation for high standards of procedure in our common fields of activity; and has made it possible to present a united front in facing the evils which we all recognize now exist in the high school and college worlds relative to the matter of scholarship and other grants, and practices relating to selection

and admission of students. It was felt that much more could be accomplished if a larger group of college representatives came together to discuss these common problems.

It was decided that a formal organization should be established in order to develop common admission practices among colleges "regarding the selection and admission of students; to maintain common interests; to provide for mutual acquaintance and to bring personnel of the association more directly in line with the true academic functions of the member institutions."

At this meeting, a subcommittee was appointed to develop specific recommendations regarding the formation of an association. Members of this subcommittee included Marie Adams of Milwaukee-Downer College (a woman's college which consolidated as part of Lawrence University in 1964), S. Herbert Smith of DePauw University, and Milton C. Towner of Lawrence College. This group returned with the recommendations for the establishment of the "Association of College Representatives" with membership open to those charged with selection and admission of students to accredited colleges. It was proposed that the purposes of the Association be:

1. To study and promote efficient means of raising and maintaining standards of admission practices.
2. To disseminate information regarding actual education opportunities available within the area of the Association.
3. To cooperate with the American College Publicity Association in publicizing acceptable admissions practices.

Those present unanimously adopted these purposes. In addition, it was decided that a president, vice president, secretary-treasurer as well as two members-at-large be elected annually, to serve as the Executive Committee of the association. The following officers were elected to serve a one-year term: Milton C. Towner of Lawrence College—president, Mrs. R.S. DeGolyer of Rockford College—vice president (noteworthy, the first woman elected as an officer of the Association), E. W. Hale of Beloit College—secretary-treasurer. Members of the Executive Committee-at-large were: C.A. Serenius of Augustana College and G.H. Smith of DePauw University.

Significant further business was accomplished at this meeting, much of which provides the clear foundation for NACAC doctrines and documents that have been revised and refined over the years of the association's history. Specifically:

- A formal definition of "scholarship" was adopted and it was specified that scholarship recipients should be selected from among those students ranking in the upper 10 percent of their graduating class.
- The practice of blanket offers of scholarships to all high school valedictorians or honor society members was identified as unethical.
- A statement was made prohibiting offers of "student aid" to students considering transfer from one postsecondary institution to another "without approval of such aid by the institution from which the student contemplates transfer."

Also at this meeting, it was unanimously agreed that titles of those in college admission roles should not be reflective of a "salesman." Therefore, "the word 'recruiting' should be dropped along with all titles carrying similar implications." "Admissions officer" or "personnel advisor" were recommended instead.

A report from an April 1937 meeting of the North Central Association, defining a code of ethical conduct related to college admission procedures and practices, was taken under consideration. A majority of provisions were approved by action of those present. However, one section of the NCA document endorsing the efficacy of "College Days" held by secondary schools was referred for further study noting, "The Association of College Representatives regards 'College Day' as being of doubtful value and therefore wishes for the present to withhold judgment of College Day programs pending the report of its commission appointed to study the problem." (See appendix A to view minutes regarding action on 1937 NCA Code of Ethics) A special commission was appointed to serve with the executive offers to "study present practices in high school visiting and College Day programs"—in effect the first Admission Practices Committee of the association.

Finally, the new association secretary was instructed to send copies of the minutes of this meeting to all accredited colleges and universities in Minnesota, Iowa, Wisconsin, Illinois, Indiana and Michigan with an invitation to join the association, attend the next meeting scheduled for late June, and to ratify the action taken upon the proposed code of ethics submitted by the NCA.

June 1937:

The Association of College Representatives convened again on June 28, 1937 at The Chicago Daily News Building in Chicago. Representatives of 26 colleges and universities were in attendance. The meeting began with recommendations from the commission studying "College Days and High School Visitation" concluding that:

1. A full day should be allowed, beginning with an assembly for students, including written materials. Sample materials from the Michigan Education Association were suggested, but are not found in the archival collection.
2. Facilities should provide for private conferences for each institution represented.
3. The day should be educational in nature with information provided on "post high school educational and vocational opportunities."
4. "The meaning of 'accredited' as applied by the North Central Association should be explained and displayed by participating colleges."
5. "The present assembly program with band concert, an address, and general introduction of representatives should be eliminated."
6. "No school should provide lunches other than regular cafeteria facilities for college representatives at College Days."

Following discussion, it was determined that a request would be made to the North Central Association for development and dissemination of a manual, based upon these parameters, for use in guiding secondary schools in planning successful College Day programs. Further, a commission of association members was appointed to "draw up a manual of information regarding college opportunities for use of our own members, the idea being to provide quick information for use in guidance of prospective students who may be served better by some other institution than the one addressed."

Several initiatives were launched at this meeting, both to develop ways to measure the institutional costs, benefits, and outcomes of admission professionals' work and to define standards for information about academic programs, costs and financial aid opportunities to be shared with secondary schools and the general public.

Additional actions taken in June of 1937 included:

- The suggestion of the requirement of a small college application fee, in response to "the tendency of some students to send in a number of applications for admission to college simultaneously."
- The appointment of a member to collect "in a scrap book" a sample of application forms from all members.
- The approval of a statement that no high school should publish the awarding of a scholarship without prior approval of the college regarding accuracy.

A highlight of this meeting was the reading of a paper by President Towner entitled, "How May Recruiting Among High Institutions Be Placed on a Sound Basis?" prepared for presentation to the Administrative Officers Institute of the University of Chicago the following month.

September 1937:

There is record of one more association meeting in 1937, held on September 3rd at Judson Court of the University of Chicago. Thirty-two colleges were represented. For the first time, secondary school representatives were present at the meeting, although without a vote. These included faculty from Oak Park High School, Bloom Township High School and University High School all in Illinois. Members of record on this date numbered 25. The treasurer's report indicated \$74.23 cash-on-hand. At this meeting, a decision was made to allow both individual and institutional memberships. However, it was specified that "no institution to have more than one vote on an issue."

Most significant of the business accomplished at this meeting was the acceptance of a report from the Executive Committee: "Suggested procedures for high school and college cooperation in the selection and admission of students," approved after some discussion, debate and amending.

The meeting was attended by a representative of the North Central Association who reported that this group objected to the association's definition of "scholarship" as forwarded to that group. The concern was that the term "achievement" as applied to the criteria for an award (see appendix A) was "ambiguous, permitting the granting of scholarships for achievement on

the football field.” After much discussion, especially regarding specific class rank requirements, the definition was slightly reworded to allow institutional flexibility and so that special talent in music or art might still merit a scholarship.

One other item that warranted considerable discussion was that of defining parameters for an application fee, which finally read: “A fee will be required with every application for the admission to college, at least two dollars of which is not refundable, unless the applicant be rejected, but may be credited to the student’s account.”

The final outcome of the September 1937 meeting was the adoption, with revisions, of the procedural policies recommended by the Executive Committee including sections addressing:

1. Financial Assistance to Students
2. The College Representative in the High School
3. Qualifications of the College Representative

It was directed that the final report of these actions be forwarded to the North Central Association.

NACAC History: 1938

Pursuing a Place at the Table

- NACAC archives include typed minutes from meetings on April 6 and May 5 of 1938, as well as hand-written notes taken at a meeting on October 4.
- Association President: Edward W. Hale, Beloit College, WI
- Those serving as officers in 1938 included: vice president: C. A. Serenius, Augustana College (IL); secretary-treasurer: Donald J. Keegan SJ, Marquette University (WI); Members of the Executive Committee: Mack T. Henderson, Knox College (IL) and Vernon D. Patterson, Grinnell College (IA).

April 1938:

Even at this early date in NACAC’s history, members realized that it was through shared vision, goals and networking with other members that progress would be made for the admission profession. President Edward A. Hale stressed that “the value of the fellowship of the association is a fundamental prerequisite to the development and maintenance of high standards in practices relative to student selection.”

Though the minutes are somewhat unclear, the April 6 meeting appears to have been a dinner meeting held at the Stevens Hotel in Chicago, prior to and in conjunction with a meeting of the North Central Association scheduled for the following day. Forty-one representatives of member colleges and universities attended, as well as “individual members” from Joliet Township High School and the Women’s College Information group in Chicago. Members traveled from as far away as Oklahoma and South Dakota.

It had been understood that, at its meeting the next day, the NCA would present a report entitled “The Ethics of

Recruiting Practices,” which would “incorporate the results of conferences” of the Association of College Representatives. However, the report had apparently stalled with the NCA Executive Committee. In an effort to move the report forward, a panel was convened by the Association of College Representatives at this evening meeting to help in framing answers to questions that had arisen in NCA deliberations. This panel included: Chair G. Herbert Smith, dean of freshman men (sic) and director of the Rector Scholarship Foundation at DePaul University; John L. Belke, alumni secretary, Denison University; Carter Davidson, president, Knox College; W.W. Haggard, principal, Joliet Township High School; Miss A.D. Hostetter, acting president, Frances Shimer Jr. College; Mrs. Edith Lewis, Woman’s College Information; William H. Seaman, director of admissions, Oberlin College, C. A. Serenius, assistant to the president, Augustana College; and G. P. Tuttle, registrar, University of Illinois. Presidents from several NCA member colleges were invited to attend the dinner and panel presentation.

While the recording of the panel’s comments is incomplete, several points were noted that are indicative of the state of college advising and admission in 1938 and which are well-worth comparing to contemporary discussions within NACAC. Panel Chair Smith began by presenting a written statement on “Future of Student Enlistment” which noted, “There is a definite growing program of student enlistment, that is here to stay. The future holds only a change in method, with competition definitely on the increase.”

The issue of and the association’s concern for equal opportunity for all students are first documented in minutes of this meeting. Principal Haggard of Joliet Township H.S. stated: “The problem of college recruiting is simple with us. A questionnaire is handed out to the seniors in March asking for their first and second choices of college. We call the seniors in according to this list, and welcome all college representatives who have reason to come. We give out no lists.” To this, John Belke of Denison responded, “All Mr. Haggard has done is to solve his own administration problem. He needs an adequate guidance program. Student choice of a college on a questionnaire is of little value. Research on this in Ohio showed clearly that only 40 percent of the students actually went where the questionnaires indicated they wanted to go. We in the college want to know what sort of a program of guidance each high school maintains. It is essential that this association obtain the facts of the field by survey. *We should pay attention to the smaller groups, now neglected, from which many could go if they had information as to how it can be done.*”

In response, and with an eye to a broader national role for the association, Knox College President Davidson stated, “It is the duty of the high school principal to cooperate with the colleges, not to protect himself. *Cooperation among the colleges perhaps might be nation-wide, even with Harvard and Yale.*”

When discussion among members present once again turned to scholarships as incentives “one of the visiting college presidents” stated that “it was not criquet (sic) for colleges in Minnesota to entice the cream of high school students of Dakota out of the state with financial assistance which the

state schools could not equal.” Edith Lewis of Shimer Jr. College responded that “placing state line restrictions on the choice of a college would defeat any adequate guidance program.” Following this, and reminiscent of decades of later discussions within NACAC, Oberlin’s director of admission, William Seaman, suggested, “We have been putting too much emphasis on minor police infringements instead of on a long view constructive program.” He went on to suggest the need for a survey to determine the essential elements of effective precollege guidance services.

College presidents in attendance participated in discussion after the panel presentation. They appeared to dismiss the college representatives’ request for guidelines with regard to scholarship definitions and publication, suggesting “that was a single item fitting into a larger pattern and that the association (NCA) would take up the whole matter later.” One college reported their solution to the problem of high schools publishing “grants” as “honors” which was to notify “high schools that publication of an award not sanctioned by the college, would automatically cancel the award itself.”

Also at this meeting new officers for the association were elected including: president: Edward W. Hale, Beloit College; vice president: C. A. Serenius, Augustana College; secretary-treasurer: Donald J. Keegan S.J., Marquette University; members of the Executive committee: Mack T. Henderson, Knox College and Vernon D. Patterson, Grinnell College.

May 1938:

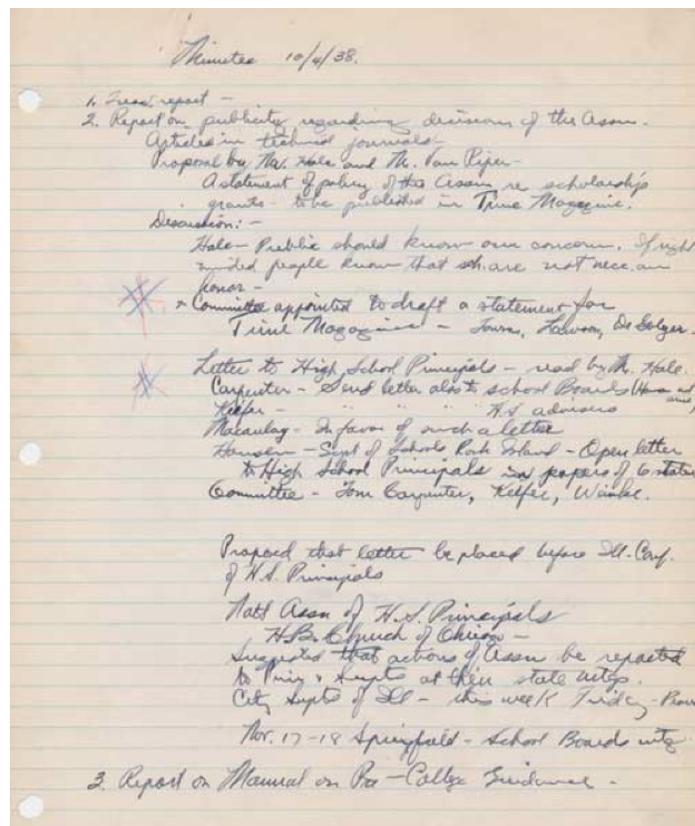
The Executive Committee of the Association of College Representatives convened on May 5 in the Men’s Grill Room of Carson, Pirie, Scott in Chicago.

While much of the deliberations at this meeting continued to focus on curtailing the practice by high schools of publicizing need-based grants as if they were honor scholarships, it was agreed that the association’s larger purpose needed to be communicated. The minutes state, “All felt that the impression was abroad that the organization had been formed for the sole purpose of combating the scholarship racket. The scholarship racket has been and is one of the problems which we must seek to solve. However, it is only one means of promoting efficient methods of raising and maintaining standards of admission practice.”

In response, the secretary was directed to prepare a statement of the association’s accomplishments to date and plans for the coming year. This was to be “mimeographed” and sent to all member colleges with notice of membership dues.

Finally, Mack Henderson of Knox College was appointed to chair a committee to prepare detailed suggestions for college day programs within secondary schools to be shared with high school principals. He was instructed to consult with the North Central Association in selecting members for this committee.

October 1938:



Unfortunately, hand-written notes taken at the October 4, 1938 meeting of the association are unedited and, at times, unclear. Discussion related to several agenda items are outlined and the following outcomes can be gleaned:

The subcommittee dealing with publicity of the Association’s discussions reported. Proposed actions included:

- Articles in technical journals
- “A statement of policy of the association regarding scholarship grants to be published in *Time Magazine*” for which a committee was formed
- A letter to be sent to high school principals, school boards and high school advisers regarding grants vs. scholarships was read by President Hale

Extensive discussion was held addressing the state of precollege guidance in secondary schools and a proposed “Manual on Pre-College Guidance.” It was noted that college attendance was a rather “limited” concern in terms of the whole universe of school guidance. The fact that many students did not have financial resources to attend college was highlighted: “Recognition of very serious problem... dozens who should go cannot go—brilliant people who cannot attend. Tragedy to students the high school and society.” (sic)

Despite this rather grim view, it was noted that hope was represented by the increased “professional-mindedness” of college representatives who were being prepared to deal with issues of pre-college guidance, beyond information on or recruiting for individual colleges. It was reinforced that well-planned college days could be helpful, with representatives becoming “agents” in improving guidance programs within the schools. Once again, issues of access and equality were raised and several highly idealistic statements were recorded. Among them:

- “Do not flash wealth before the student. Live comfortably, but do not use a display of wealth as an argument to get students. Such a display is un-American.”
- “Equality of opportunity (is a) cornerstone of our American society. Colleges must share in the responsibility by providing (for) some of these worthy, but needy young people.”

In conclusion of these discussions, a committee was appointed to draft a plan for the pre-college guidance manual.

NACAC History: 1939

Speaking with a Cohesive Voice

- Association President: Edward W. Hale, Beloit College, WI (Jan through March)
- Thomas Carpenter, Knox College, IL (April through December)
- Others elected to office during some portion of 1939 include:
- Secretary-Treasurer: M. Gardner, Grinnell College (IA)

Attendance Mar. 30, 1939 Association of College Representatives

Name	Institution
George B. Toge	Beloit
John Brown	Illinois Wesleyan University
Richard Petrie	Illinois Wesleyan University
R. D. Folkers	Illinois Wesleyan University
Charles Carbutt	Illinois Wesleyan University
James Hamilton	Illinois Wesleyan University
C. L. Miller	Illinois Wesleyan University
Arthur Chaffette	Illinois Wesleyan University
Faythe M. Lewis	Illinois Wesleyan University
Allegro H. Sawyer	Illinois Wesleyan University
Benjamin Van Alker	Illinois Wesleyan University
C. M. Lawson	Illinois Wesleyan University
Alvin S. Smith	Illinois Wesleyan University
Margaret Musser	Illinois Wesleyan University
Madison Gardner	Illinois Wesleyan University
Ralph Ferguson	Illinois Wesleyan University
Robert E. Johnson	Illinois Wesleyan University
Thomas H. Hoffmann	Illinois Wesleyan University
George E. Hoffman	Illinois Wesleyan University
Harold H. Campbell	Illinois Wesleyan University
H. Harry Hudson	Illinois Wesleyan University
H. C. Patterson	Illinois Wesleyan University
Nicholas N. Olson	Illinois Wesleyan University
Walter L. Carter	Illinois Wesleyan University
James Cunningham	Illinois Wesleyan University
	Lawrence
	Francis Sherwin Gillogh
	Francis Sherwin
	James Oliver
	Illinois College
	North Park College
	Knox College
	Mount Mary College

- At Large: Milton C. Towner, Lawrence College (WI); C. M. Lawson, Central YMCA College (IL); Franz S. Prell, Wabash College (IN); R. P. Petrie, Monmouth College (IL); Mrs. R.S. DeGolyer, Rockford College (IL); Ruth Garfitt, Northwestern University (IL); Jay Gerber, Northwestern University (IL); Robert Farber, DePauw University (IN); R.L. Ferguson, Lake Forest College (IL).
- The meetings of the Association of College Representatives in 1939 were marked by some resolution of issues that had been considered since its founding. The decade of the 1930's ended with a new name for the association and a clearer sense of focus.

January 1939:

The association met on January 11, 1939 at the Hotel LaSalle in Chicago.

The very first item of business was to address a request for membership in the Association of College Representatives from “a commercial agency engaged in recruiting students for schools and colleges.” After discussion, it was agreed that the extension of membership to an individual not on the professional staff of a college would violate the “articles of agreement which brought this Association into being.” The membership request was therefore denied.

Prescient of discussions that would continue throughout NACAC's history, this meeting brought some closure to nearly three-years' deliberation over grant and scholarship definitions, as well as guidelines for awarding and publicizing both. As was noted, these topics had “been uppermost in the minds of the members.” Specific recommendations were:

- *That all members publish in their college literature the following statement:*
 - o *_____ College is in agreement with the following recommendation of the Association of College Representatives: We solicit the cooperation of parents and secondary school officials in discouraging persons who do not need financial aid from competing with needy students for the use of scholarship funds. To be elected an honor scholar is a rightful ambition of any student irrespective of financial status, but to expect financial consideration when such is not needed is to request the college to take from some worthy and needy student his opportunity to attend college.*
- *That “gummed stickers be prepared and made available to all members” for use in notification of scholarships. Content wording of the stickers was to be:*
 - o *THIS GRANT IS NOT A SCHOLARSHIP AND MUST NOT BE PUBLICIZED AS SUCH. This is in accord with the following action of the Association of College Representatives to which this college subscribes.*
 - o *Publication or public announcement by high schools of grants made by colleges shall be limited to scholarships only.*

- o *Definitions:*
 - Scholarship: A scholarship is a financial award made in recognition of superior scholastic ability and scholastic achievement. In order to be eligible for consideration for a scholarship which is granted without examination or audition the candidate must rank in the upper ten per cent of his high school graduating class. This does not refer to the specifications of endowed scholarships when such specifications interfere with its application.
 - Grants-in-aid: A grant-in-aid is a financial grant made to a student not eligible for a scholarship. It is assumed such grants are made to deserving students who cannot afford to attend without such aid.
- o *The sticker containing the above legend is to be printed on an attractive colored paper and is to be affixed to all letters of grant sent to applicants and also to be affixed to the notification sent to the school from which the applicant comes. The sticker would of course not be affixed to letters of scholarship grant, but to letters involving grants-in-aid, work, and loans.*

It was recommended that the association's policies with regard to financial aid should be widely advertised. This included publication in the Journal of the National Education Association (NEA) and communication with the national Parent Teachers Association, as well as "other agencies and publications as the Executive Committee may deem wise."

Other items of business at this meeting included further discussion of College Day programs and a committee was appointed to identify satisfactory and unsatisfactory characteristics. This report would be distributed both to members and to secondary schools. In particular this committee was instructed to review practices at Elgin, Highland Park and New Trier high schools, all in Illinois.

Additionally, a committee was appointed to develop a standardized "College Inquiry Blank" for use in high schools, reflective of the information member colleges sought.

March 1939:

Minutes of the association's meeting held on March 30, 1939 at the Stevens Hotel in Chicago begin with the treasurer's report at which total receipts for 1938-39 were \$244.46 and expenditures \$189.21, leaving a balance of \$53.25.

Reports were given on the progress of the committees assigned to develop a Pre-College Guidance Manual and to study College Day Programs. As a result of the latter report, several recommendations were adopted. These included:

- To avoid holding programs on Monday or Saturday,
- To avoid the use of "extensive exhibits, motion pictures, projection machines, campus models, electrical and mechanical demonstrations,"
- To dispense with assemblies, speakers and entertainment, and

- "To center the attention of students upon individual conferences with admissions counselors by providing adequate space for the holding of such conferences."

The president was instructed to appoint a new committee to follow-up on these recommendations through communication with high school administrators, including coordination of scheduling of College Days, especially in the Chicago area.

Finally, it was agreed that no College Day programs, except those conducted under the auspices of the high schools, would receive participation from member institutions and that no admission fee should be charged.

Major governance decisions were made at this meeting:

- The Executive Committee recommended that the name of the association be changed to "The Association of College Admissions Officers." After some discussion the name "The Association of College Admissions Counselors" was adopted instead, as descriptive of "our functions as an association as well as our individual functions as guidance officers."
- Following a report of the Nominating Committee, the composition of the leadership of the association was redefined. The governing body was renamed "The Executive Board" and was to be comprised of nine members serving rotating three year terms. A chairman and a secretary-treasurer were to be elected by that board at its first meeting of each year. A rather complicated process for nomination and elections was approved in which each association member suggested multiple individuals for election and those receiving the highest number of votes were elected.

Following adoption of these changes, nine members were elected to the new Executive Board which, after adjournment of the meeting, convened to elect Thomas Carpenter of Knox College as chairman of the board and M. Gardner of Grinnell College as secretary-treasurer.

August 1939:

The newly constituted Executive Board of The Association of College Admissions Counselors convened on August 1, 1939 at Harding Restaurant on the "7th Floor of The Fair Store" in Chicago. Thomas Carpenter of Knox College, as new Executive Board chair, opened the meeting. Due to changes of employment, several vacancies had occurred on the Board including Milton C. Towner who had left to become President of Huron College and W. W. Hale who was also moving to Huron College as a departmental head. It was noted that Ruth Garfitt of Northwestern University "had been married and has moved to Urbana."

At this meeting C. M. Lawson of Central YMCA College was selected to chair the committee continuing to work on parameters and coordinated scheduling for College Day programs.

President Carpenter reported that the North Central Association had yet to adopt the ACAC's statement on scholarships, despite requests. M. Gardner of Grinnell was appointed "as a committee of one for the purpose of influencing the key people in the North Central Association . . . in getting this scholarship statement adopted . . . " by this body.

An interesting final note from this meeting, and one that gives a glimpse into NACAC's future, is found in these minutes from August 1939:

Mr. Hale in leaving the meeting and the organization stated he felt that a program for the future should always have a least one issue of battle every year to stimulate interest of the Colleges and Admission Counselors and to attract new membership.

December 1939:

Minutes were sent to all association members, reporting business of a December 1, 1939 "General Meeting."

A report was made by the committee addressing College Days, noting progress on coordination of dates. The association officially adopted a stance "concerning the elimination of the use of fancy decorations and elaborate exhibits."

The committee that had been working to develop a form for use by high seniors concerning college plans presented a proposed model. After discussion, this form was approved and called "a college plan blank." It was agreed that the Executive Board would work to encourage its use in high schools as a means of identifying potential college candidates by colleges.

It was reported that Knox College had "discontinued the testing program which it set up for use in high schools, and has turned it over to the University of Illinois . . . for study to determine whether it might be used by the State." Discussion indicated Executive Board interest in exploring use of this testing in conjunction with the previously approved "college plan blank." Though the minutes are unclear as to specifics of this testing, it is an intriguing note, and perhaps a very early discussion of state-wide college admissions testing.

R.P. Petrie of Monmouth College reported for the committee working to develop a college information manual. The committee had developed an information survey to be completed by colleges and compiled into a resource for use of college representatives within the organization.

In a reinforcement of the association's emphasis on the "counseling" role expected of all members, the minutes state, "The representative will then have information available which will assist him in directing students to other colleges better equipped for the students' needs."

Discussion continued of efforts to promote acceptance of the association's definitions of scholarship and grant-in-aid. Both the North Central Association and the Parent Teacher Association remained targeted groups.

A report was presented to the membership "showing all action that had been taken by the association since its inception," copies of which were to be sent to members and other interested individuals. Unfortunately no record of this document is found.

In other action taken at this meeting, annual dues were set at \$5.00 to "be paid by an individual or the institution." A policy was adopted that, when high schools requested information of colleges for inclusion in books to be distributed to students, this material should be sent "on plain white paper mimeographed in black ink." A motion was approved to offer the association's cooperation to a new organization called the "Midwest Guidance Association," the purpose of which was to "study guidance processes so that they may do a better job within their own high schools in directing their students for the future." A motion was approved to appoint a committee to "formulate a policy to be used in admitting new members to the association." A motion carried directing that the next meeting of the Association be coordinated with the next meeting of the North Central Association.

It should also be noted that the secretary of the Executive Board was instructed to include with the minutes a comprehensive list of the membership to date. Though not actually labeled as to date, it is likely that this list is found in Appendix D.

One additional note regarding 1939:

It is possible that a Chicago office for the Association of College Admissions Counselors was at least temporarily opened in 1939. This is mentioned in an oral history taken from James Gage (President 1941) and the heading on the official list of members in 1939 lists an address that might also support this possibility. (Room 716—Daily News Building, Chicago, Illinois)