

NACAC HISTORY 1950s

NACAC History: 1950

A Decade of Professional Maturation

In the decade spanning 1950 to 1959, the Association of College Admission Counselors held membership meetings annually in the fall of each year. Publication of an association newsletter, *The ACACer* began in 1950, an initiative of then-President J. Scott Hemry of Stephens College in Missouri. During this decade the association continued to publish the *ACAC College Handbook*, containing information on member colleges and universities, distributed to high schools with North Central Association accreditation. The association maintained a placement service for admission counselors throughout this decade. In 1952 secondary school members were first accepted into “associate memberships.” In 1955 the constitution was changed in order that secondary schools could become voting members, and the Executive Board was expanded to include three members from the secondary school sector. The College Admission Clearinghouse was established in 1958, providing a matching service for students interested in college admission and member colleges and universities. Also in this year, the association’s Code of Ethics underwent a major revision. At the end of this decade, the association was officially incorporated within the State of Iowa in July of 1959.

The ACACer



Officers of the Association 1950-59:

Elections for the ACAC Executive Board took place at the Annual Business Meeting of the membership. Board terms were three years. The officers of the association continued, as had been the ongoing practice, to be elected by the Executive Board. Officers served from that date (October) until the following election at the next annual meeting. The first contested election appears to have taken place in 1954 for the 1954-55 Executive Board. In 1955, secondary schools were given voting membership status, and 1955-56 marked the first year for which secondary school members were elected to the Board, as it was expanded to include three such positions.

It is notable that, prior to the establishment of a national office staff, all officers of the association were responsible for all of their own expenses, including travel to meetings

Nomination procedure noted in the *ACACer*, September 1956: the Executive Board “will nominate a Nominating Committee. This Committee will present a slate of nominees. These names and biographical sketches of each will be available at the opening of the Convention. If any member of the Association would like to nominate some person other than those selected by the Committee, they may put these names in nomination by presenting their nominee in... must be seconded with signatures of at least five other ACAC members...” The nomination had to be received by 8:15 p.m. on the evening preceding the membership meeting, at which time the voting members of the Association elected the Executive Board.

1950:

The Executive Board met twice in 1950 prior to the annual business meeting, which was held on October 18, 1950 at the Chase Hotel in St. Louis. At that time, membership totaled 144 college and university members, representing 15 different states. The balance in the association treasury was \$1,705. The distribution of the *College Handbook*, containing information on member colleges, continued to be a pivotal work of the association. In this year, 5,000 handbooks were printed and

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.

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distributed at a cost of 59.02 cents per copy. These were sold to non-NCA secondary schools at a price of 50 cents per copy.

In a board discussion focused on securing the next conference site, it was suggested that state secretaries be asked to submit bids for holding the conference the following year. The importance of including more public school administrators and “guidance officers” in conferences “and giving them a greater part and emphasis in the program” was noted.

By the fall of 1950, state secretaries were serving ACAC state affiliates in Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin. The association continued to coordinate College Day programs throughout the Midwest.

The August 1950 issue of *The ACACer*:

- reported that the Wisconsin state members held a meeting that year in mid-June
- published results of a survey of “Enrollment Trends”, an early effort at synthesizing the experiences of association members
- announced a new placement service for “men or women interested in securing admissions jobs.”

This newsletter also noted that “Directors of Admission of 12 Upstate New York Colleges and Universities meet informally once a month to exchange ideas and have frank discussion of their admissions problems.” These institutions were being recruited for ACAC by John Hafer, admission director at Syracuse formerly of Coe College in Iowa.

NACAC History: 1951

By 1951, the concept of statewide ACAC meetings was well-established, with documentation that year of meetings held in Missouri and Ohio. The association was enjoying significant, rapid growth. Members represented 15 states, and new association members were welcomed from states outside the Midwest including New York, Pennsylvania, New Jersey, Kansas, Florida, and Mississippi.



The foundation and purposes of the association were reiterated in an article by Walter Gray, board member from Millikin, which appeared in the May 1951 *ACACer*. As well as reviewing the association’s Code of Ethics, Gray noted that, “Since the end of World War II, the governmental provision for educational subsidies and a period of general economic

prosperity has minimized some of the hazards of the early fiercely competitive periods. Now in 1951, with nothing certain but uncertainty, it would be well if we should all re-examine our practices and policies in the light of the Code of Ethics to which we, as members of the ACAC, have subscribed.”

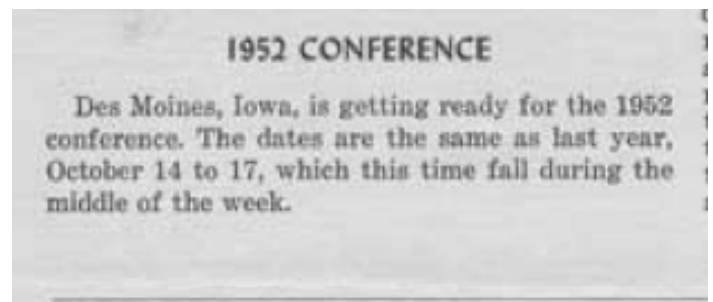
The 1951 fall conference was held in Cleveland, “in order to comply with the wishes of the majority of our membership so that the conference could be held in a different section of the country and where the speaking talents of the area could be best used.” A special invitation was extended to high school counselors to participate in the entirety of the meeting, including as observers at the business sessions. (An offer was also extended to school counselors to be added to the mailing list for the *ACACer*.) At the business meeting, John Hafer of Syracuse University presented a request on behalf of those attending from secondary schools that these individuals “become identified officially with the A.C.A.C.” A motion was approved to “consider this problem.”

In 1951, an addendum was added to the ACAC membership application requiring that both admission officials and college presidents specifically agree, in writing, to 10 provisions of the Code of Ethics, as a condition of membership.

NACAC History: 1952

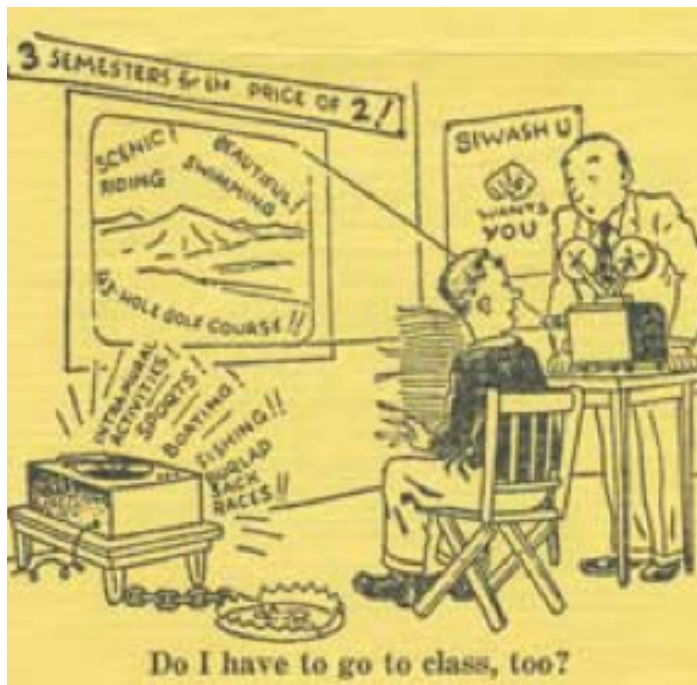
The association continued to pursue a wider geographic representation in 1952. New members that year included Rutgers University, University of Colorado, Colorado College, and New Mexico Institute of Mining and Technology. ACAC members continued to affiliate in statewide groups, and the March 1952 *ACACer* mentions longevity of activity within “the Ohio College Association,” which was a precursor to founding of the national association.

A survey was conducted of secondary schools receiving the ACAC Handbook that confirmed its importance to high schools and garnered some suggestions for improvement including, for the first time, alphabetizing the member colleges included.



The annual conference took place in October in Des Moines, Iowa. A balance of \$2,534 was held in the treasury. It was reported that ACAC was preparing a brochure describing the purposes of the association, its history, Code of Ethics, membership qualifications and services. The state secretaries presented reports on meetings (s added) that had taken place throughout the eight state affiliates. President Clum Bucher “urged all of the eight state organizations to adopt a more professional approach in their year’s program.” Reports were

also given by affiliate groups of “the liberal arts colleges, the women’s colleges, the teachers colleges, and large universities.”



Several amendments to the association’s constitution were approved at this conference. Among these were provisions for termination of membership for failure to attend at least one of any two consecutive annual meetings and failure to comply with standing rules of the association. Most significantly, “associate membership” was extended to secondary schools, absent voting privileges. The minutes of this meeting include the adoption, by a vote of 58 to 5, of “the resolution on ROTC embodied in the report of the Ohio state meeting.” While wording of the resolution does not appear in the minutes of the meeting it is published in the March 1953 *ACACer* as follows:

“Be it resolved that the A.C.A.C. considers it unethical under the Code of Ethics to permit military personnel or students from college R.O.T.C. units to visit high schools for the purpose of promoting the R.O.T.C. programs in general or for individual colleges.”

This issue continued to be debated at NACAC meetings for many years to come.

NACAC History: 1953

The 1953 annual conference was held in Milwaukee in the historic Hotel Pfister. At the annual business meeting the balance in the treasury stood at \$6,585. *The College Handbook* was ready for distribution, and each college member was to receive two copies and each high school associate member one. A decision was reached to present to the membership a constitutional revision splitting the offices of secretary and

treasurer. In a discussion targeted to garnering greater professional recognition for ACAC, it was noted that the Michigan Registrars and Admissions Officers was enjoying prominence in that state. A decision was reached to hold the annual conference on alternating years in Chicago.

A brief edition of the *ACACer*, dated March 1953, includes a banner noting: “ACAC Office: 111 West Washington Street, Suite 860-862, Chicago 2, IL. “In addition, the Executive Board scheduled its next meeting at this location. It is unclear whether this was an office devoted specifically to ACAC business or, perhaps, a regional admission office of one of the member institutions.

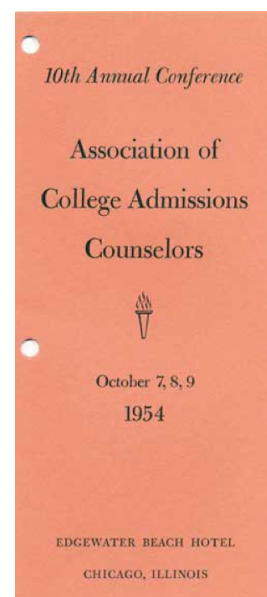
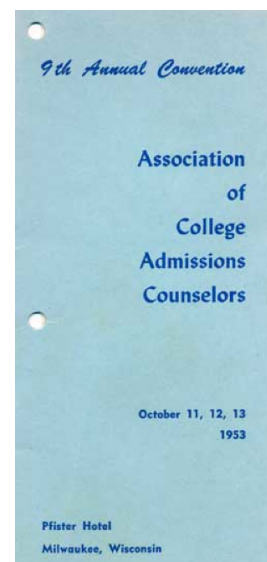
NACAC History: 1954

A new source of revenue for the association was instituted at the annual 1954 Business Meeting held at the Edgewater Beach Hotel in Chicago, where it was decided that a new fee of \$25 would be charged for each college that wished to have a page of information included in the ongoing publication of the *College Handbook*. This was to be distinct from the \$25 fee for membership dues.

Several minor procedural changes to the constitution were adopted at this meeting. In addition to the election of officers, “a list of high school personnel for consideration” as advisors to the board was presented. These names included several individuals who later served as secondary school leaders within ACAC.

The 1954 meeting was the largest to date, attended by 309 individuals representing 139 colleges, 42 high schools and 22 states. The growth of ACAC into a more diverse professional organization, even in terms of geography was, however, not without controversy as in 1964 correspondence from Past-President John Hafer to the national office:

I came to Syracuse University from Coe College in 1950, therefore, was Dean of Admissions at Syracuse while I was a member of the Board and subsequently President of ACAC.



How well I remember... these were interesting years when some of my old friends even left me. I was elected to the Board soon after leaving Coe, but it was not a popular election due to the fact that I had moved from the Midwest. In those days, ACAC was really a provincial organization and guarded any expansion beyond the North Central area. I constantly fought for expansion to nationalism—feeling very strongly that expansion was inevitable, and we could not have any strength until we moved to a national organization.

When I was elected President... I insisted on a three day meeting... so that we can (sic) discuss our future. I wrote Board members beforehand and told them I was proposing that we change the Constitution to read "Accredited by any Regional Organization," so that we could eliminate the "North Central Accrediting Association." I told them that I also felt that we are (sic) at a crossroads, and should either fold or move into a National organization. I felt this way because ACCROA (sic) had expanded its organization to include Admissions people for the first time, and a communication from them indicated that they would like to have us merge for a strong national unit.

For two days, we argued and fought—pulled no punches, and if the Board could have impeached me then and there I am sure they would have done it. Two of my good friends on the Board, always good supporters, even turned against me. When I told them that I had talked with several Eastern colleges about joining and had their assurances that they would, this made matters worse. I proposed Amherst College as the first in the East because Bill Wilson would carry others.

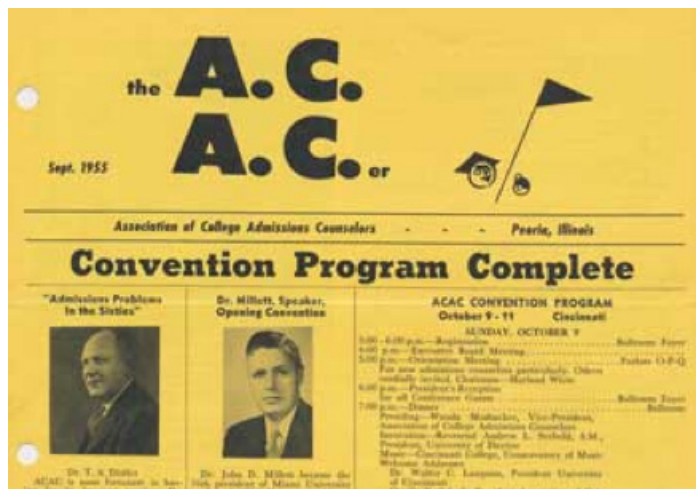
A vote indicated that we would go national by one vote, but that we should not go on a campaign to seek membership. I assume we might say this was the beginning of the expansion of ACAC, for our Eastern friends came in rapidly. Three of the Board members, two of them now past-presidents, were somewhat bitter for a long period of time, and it was anything but easy for me. Not long ago, at one of the ACAC conventions, these two past-presidents admitted that they were in error and thanked me for having the courage to continue my fight.

One wonders what the association might look like today, or if it would have survived at all, had John Hafer not moved from Coe College to Syracuse University.

NACAC History: 1955

By July of 1955, an advisory committee made up of high school counselors had been appointed "in the belief that much can be done to improve high school—college relationships in the important area of pre-college counseling." This group requested representation on the Executive Board through the addition of three high school members.

As the association continued to grow and become more geographically diverse, efforts were made to facilitate better communication among members. A commitment was made to publish the ACACer, which had previously been sporadic, more regularly in order to keep members apprised of Association business. At a March 1955 Executive Board Meeting the possibility of hiring a full-time executive secretary for ACAC was raised.



In a decision that re-charted the future of the association, secondary school professionals were voted into full membership in the association at the business meeting held in Cincinnati in October of 1955 at what was, for the first time, called a "convention." Registration fees were \$1.00 for high school and \$3.00 for college attendees. Twenty-nine states were represented; Ohio had the largest delegation with 97, Illinois second with 65. Sixty-four high school representatives attended. Plenary sessions addressed what may have been the first conference theme, "College Admissions as Educational Service." Additional amendments to the constitution included expanding the Executive Board to twelve members, three to be elected as high school representatives serving three-year rotating terms. Dues remained \$25 for college and university members and were set at \$6 for secondary schools. All memberships were institutional ones.

The first record of secondary schools approved for membership in ACAC, indicates this occurred at the December 1955 Executive Board meeting. These schools included:

- Evanston Township High School, Evanston, IL
- Shortridge High School, Indianapolis, Indiana
- Proviso Township High School, Maywood, Illinois

Throughout 1955, ACAC maintained a placement service for admission counselors and member colleges and universities.

NACAC History: 1956

In the February 1956 issue of the ACACer, President Harlan W. White wrote:

For years ACAC has been approaching the crossroads! At almost every convention, at almost every gathering where the future of A.C.A.C. has been discussed, we were approaching the Cross Roads! Thank the Lord we are past the Cross Roads and are now ready to go to work... For A.C.A.C. now—brings together ALL of the college counselors—both high school and college to work for the best interest of our greatest concern—the college-bound student. This course gives focus, direction and incentive to our Association in an area where no other group has either the courage to attempt or the close contact with the student to be successful.

In this way the history of the association was reset.



The premier issue of *The ACAC Journal* (today the *Journal of College Admission*) was presented to the Executive Board at its March meeting. It was reported that “it was received with pleasure by all members of the Board and hearty approval of the effort was expressed to the editor.”

In 1956, the first Budget Committee of the Board was approved. ACAC finances had grown to the point that an annual budgeting process was required. That year, starting with a balance of \$13,696, income was \$6,601 and expenses were \$11,810, leaving a final balance of \$8,488, most of which was invested in US Government Bonds.

Other committees of the board included:

- a committee to address issues of the new high school membership
- a committee to “codify” the constitution for publication
- a Publications Committee with oversight of the *ACACer* and other association publications
- a Special Studies Committee, charged with investigating commercial agencies advising college-bound students
- a Special Projects Committee charged with, among other tasks, exploring the advisability of both a paid ACAC secretary and the establishment of regional workshops.

By May of 1956, the impact of the inclusion of secondary schools in membership had begun to be felt. Since the previous October, 10 colleges and 80 high schools had been

approved for membership. Of the high schools admitted, 28 were from Illinois, 18 from Indiana, 14 from Ohio, with smaller numbers from other states.

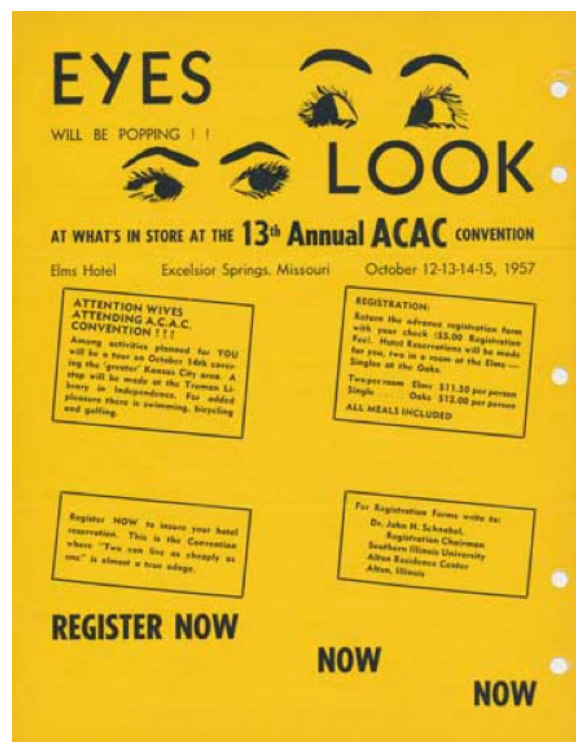
It is somewhat surprising to find that, despite the fact that women had served as officers of the association since its founding, the 1956 conference was perceived, even by leaders, as male-centered. Notes on the upcoming gathering include suggestions that information on activities near the hotel were included “not for the hard-working membership, but for those wives who are cordially invited to attend this year’s convention.”

The theme of the 1956 convention, held in Chicago, was “Breaking Barriers Between High School and College.” In a lofty goal, program chair McCrea Hazlett of the University of Chicago, suggested that the new structure of ACAC and the conference program was “a step toward the solution of one of America’s basic educational problems; the integration of secondary schools and colleges.” This meeting saw the first plenary speaker from a secondary school.

The ACAC became members of the College Entrance Examination Board in 1956, and it was suggested that high school members attend a conference session “devoted to the College Board tests. Since many new colleges are requiring College Board services...”

NACAC History: 1957

By fall of 1957, membership in ACAC numbered 229 colleges and universities and 182 high schools for a total of 411 members. The 1957 annual conference was held at The Elms Hotel, Excelsior Springs, MO. The conference theme was, “Effective Counseling for 1960 Admissions.” The registration fee for the four-day conference was \$5.00 and housing in the hotel was \$11.50 per person—all meals included.



The Executive Board produced a membership directory in 1957, for the first time separate from member information appearing in the ACAC *College Handbook*. A board committee was appointed to revise the Code of Ethics in order to “embrace our secondary school membership as well as our college membership.” The association continued to maintain an employment clearinghouse for prospective admission counselors seeking positions with member colleges and universities

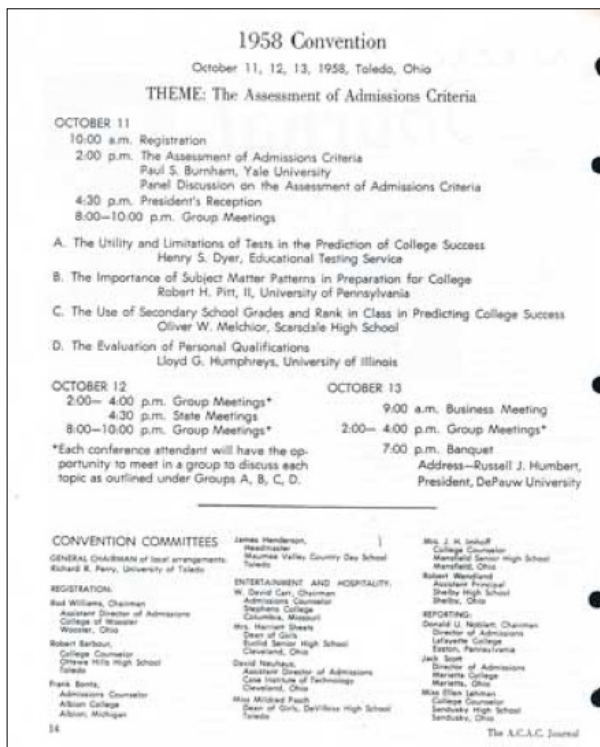
Plans were made to develop workshops and seminars at the state and local levels to address common concerns of college admission. Indeed, as reported by state secretaries in the May 1957 ACACer, state affiliates were meeting regularly and addressing issues pertinent both to regional and national admission issues.

At the 1957 Annual Business Meeting significant revisions were adopted to the association’s constitution, many reflecting the growing complexities of an increasingly large and institutionally diverse membership.

Though not truly business of ACAC, a very interesting column in the March 1957 ACACer describes a new “qualifying examination designed to serve the needs of scholarship sponsors generally,” to be given by the Educational Testing Service: the Scholarship Qualifying Test (SQT). This examination was to consolidate the testing requirements for scholarship candidates on a national scope.

NACAC History: 1958

1958 appears to have been a benchmark year in terms of two accomplishments in particular: the establishment of a College Admission Center (C.A.C.), and major revision to the association’s *Code of Ethics*.

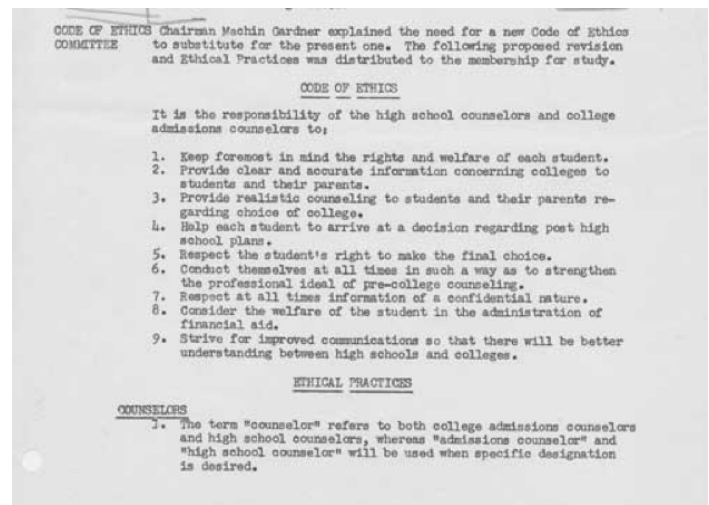


575 paid registrants attended what was recorded to be “The Fourteenth Annual Convention” of ACAC in Toledo, Ohio. The treasurer’s report noted a budget of \$13,875 for the fiscal year that spanned July 1, 1957 to June 30, 1958.

The minutes from this meeting include a report summarizing the inaugural year of the Association’s College Admissions Center. The C.A.C. continued to be a major service of ACAC for many years to follow. This initiative enabled high school candidates for college admission to register their information with the center, which was then accessed by colleges seeking candidates. The following from the minutes describes the first year of operation:

Important statistics show that there were 1,333 inquiries from 38 states, 12 foreign countries and the District of Columbia. 63% were from the Eastern section of the nation. 525 of those inquiring registered with the Center. 138 were girls; 387 were boys; 21% were transfer students. 64% of the girls were in the top half of their class. 31% of the boys were in the top half of their class. Only 25% ranked in the bottom fourth.

They are now attending 168 colleges. Approximately half were placed through C.A.C., the other half found placement otherwise. 81% of those placed attend college in the Midwest; 9% in the East. 85 colleges used the service; 44 of these colleges obtained from 1-17 students through C.A.C.



The membership was presented with a major revision of the association’s Code of Ethics at this meeting. The code applied to all members and included provisions addressing:

- Counseling
- Confidential information
- Scholarships
- Visits to high schools
- College Day and College Night programs
- Visits to colleges
- Publications

After considerable discussion and minor revision, the code was adopted by the membership and it became an article of the Association’s publication designated: Constitution and Standing Rules.

