

NACAC HISTORY 1960s

NACAC History: 1960 and 1961

The 60s were a period of rapid growth for the association, during which time it experienced concomitant enrichments and challenges. The association grew in professional stature as it established itself as a truly “national” organization. A national office was opened and a professional staff led by an executive secretary was hired. Beginning in 1957 and growing throughout the 1960s, ACAC maintained the College Admission Center (CAC), which served as a clearinghouse and interface for students seeking college admission and colleges seeking college candidates. The revenue from the CAC fueled much of ACAC’s budget until near the end of the decade.

Concerns over an unfocused administrative response to the expanded size and programs of the association led to major changes in the leadership and decision-making structures. A new constitution, adopted in 1966, launched an Assembly form of governance with delegates being elected by the growing state and regional associations.

By the middle of the decade, some in the association had begun to raise the issue of a lack of diversity in membership and drew attention to the narrow focus on a relatively small population of students addressed. Voices raised issues related to “underprivileged” students. The 1969 National Conference in Chicago was a turning point in establishing a human relations initiative within ACAC. Unscheduled presenters disrupted many sessions. Prominent African-American speaker and member of the Georgia House of Representatives Julian Bond, who was a scheduled keynote speaker, cancelled at the last minute and was replaced by a “controversial” Harlem activist. Nonmembers disrupted many other sessions. Several scheduled presentations were seen as inflammatory and/or insulting to attendees. The result was nearly open warfare by the end of the decade, as a vocal group of members insisted that the needs of minority and underrepresented students be a concern of ACAC. Much to their credit, the leaders of ACAC embraced these new challenges, almost immediately addressing both the substance and style of what happened at the 1969 conference.

Louis Fritzemeier remembers the decade:

The transition to the structure provided with the establishment of a central office, along with the hiring of an executive secretary and other staff, changed both the operating procedures of the association and the role of officers. In an oral history interview on May 19, 1968, Louis Fritzemeier, Oak Park and River Forest High School, ACAC Treasurer 1959-1960 (along with Mrs. Wilma Fritzemeier), gave a clear witness to the character of those changes. (Presented as transcribed from oral history tape, May 19, 1986):

Louis: The most important role that Mrs. Fritzemeier and I played was that we were the last people—and I say WE because she did an awful lot of the work—we were the last people to handle the accounts, the handbooks and all that before Joe Jefferson came in as an employed person. We—she—spent hours on this. As we often said, I was called treasurer but she was the bookkeeper and she did much more than I did because, after all, I was in a full-time job and at that age, many wives didn’t work and so she had time to do this. And so she gave a lot of volunteer hours to ACAC—hundreds of them. I remember when the truck came up that first day to deliver the new issue of handbooks; there was a full truck of them! Just filled our basement.

Wilma: From the ping-pong table to the ceiling. We shipped them out.

Louis: ...all over the country. See by this time ACAC was no longer a Midwest association. And she kept accounts of membership, but the thing that took more of her time than that was selling and shipping out the handbooks. I don’t know how many thousands of them we had, but it was a whole basement full.

Wilma: But when that year was over and they opened the Evanston office, Joe Jefferson and this young woman who was the secretary in the office, came down and we just loaded up everything we had and moved it to this lovely rented office space in Evanston. And so we said it went from a volunteer operation to a full-blown office business.

Louis: A whole set-up, you know, just had a whole set-up.

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

Ongoing ACAC activities in the 1960s:

The College Admissions Center:

Initiated in the late 50s, the importance of the College Admissions Center to the association throughout the 1960s should not be overlooked. By July of 1961, participation had reached the level of 4,000 registrants. According to a history written for the association's 1964-1966 Handbook for the Counselors of College Bound Students, the ACAC College Admission Center (CAC) was, even then, the "oldest and largest admission clearinghouse." It had been established by ACAC in 1958 (and located in its earliest years at Glenbrook High School in Illinois) as an attempt "to solve a problem that was brought into focus by a survey conducted by the Association of College Admissions Counselors in 1957." This survey showed that college applications were clustered at colleges and universities that were receiving far more applications than spaces available, while other colleges "were not operating at capacity." Eugene Wilson, dean of admission at Amherst, authored a grant proposal to the Sloan Foundation and chaired the committee that designed the original processes of the center.

Beginning with 623 student registrants and 85 participating colleges, the center, by 1963, registered more than 5200 students who were reviewed by 234 participating colleges and universities—most members of ACAC. From information provided by both student and school counselor, a detailed profile was compiled on each registrant. College admissions officers either visited the CAC to review entire applications or could subscribe to the center's "mail service." In the latter instance, colleges submitted basic admission criteria to the center and received bi-weekly rosters of registrants meeting these criteria. Appropriate candidates were then invited to complete applications to colleges. The CAC maintained a transcript clearinghouse to support applicants' efforts.

In 1961, a College Admission Center Advisory Board was appointed and included representatives from secondary schools, colleges and educational organizations including the College Board and the New York City Board of Education. Its first chair was F. Gardner Bridge, director of admissions at Trinity College in Connecticut.

Initially, it was a requirement that prospective students for the CAC have been rejected by a college before being permitted to register. This requirement was eliminated in 1962 so that colleges might both "search for, as well as rescue, talent." Services of the center were also extended to serve students transitioning between two- and four-year colleges. Members at the 1963 annual conference reemphasized the mission of the CAC stating that it should "remain a rescue operation," but also that definition "should be broad enough to include any student who, for any reason, encountered or could expect to encounter difficulty gaining college admission." Groups specifically targeted for assistance in 1963 included "physically handicapped" students and foreign students. Conspicuously absent was any mention of economically disadvantaged or minority students.

One interesting secondary outcome of the CAC was the creation of a significant database of information on secondary school student characteristics and college admission statistics.

The CAC became the primary source of revenue for the association for several years. When income diminished, due to competition from similar clearinghouses and less member interest, significant financial challenges were created for the association.

N.D.E.A. Training Institutes:

Beginning in 1959 with an ACAC "College Admissions Team Program," the National Defense Education Act Teacher Training Institutes provided an opportunity throughout the 60s for ACAC to send teams of admission professionals to work with counselors participating in the institutes and to "further the cause of professionalizing" the admission profession. Louis Fritzscheier, in an oral history interview, noted that the initial efforts to educate many guidance counselors about college admission processes and counseling practices originated with these institutes.

1960-61:

In the minutes of the 1960 ACAC Annual Business meeting, which note that the meeting took place during what was the 16th Annual Convention, the association congratulated itself for "continued efforts of ACAC to present the complete picture of college admission, as opposed to sensational and often distorted reports as evidence in recent popular periodical and news reports." It was clear that the association was close to achieving the goal of opening a national office staffed by an Executive Secretary:

In order to better serve members and accomplish the goals of the Association, the 1960 Executive Board continued to pursue the establishment of a central office with a full-time "Executive-Secretary." President Charles Gavin was able to announce to the members at the 1957 annual Conference that a national office was scheduled to open on November 1, 1960 in the North Shore Hotel, Evanston, IL.

By time of the report of the president at the Annual Business Meeting held in October of 1961 in St. Louis, both of these things had been accomplished. The Association of College Admissions Counselors had opened its first national office, located in the North Shore Hotel in Evanston, Chicago Avenue at Davis Street. Joseph Jefferson, former director of university admissions and financial aid at Columbia University, was appointed as the first executive secretary for the association at a salary of \$13,000. His tenure began on November 15, 1960. A second employee, Winifred Piper, was hired in late November of that year with the title of administrative assistant.

The opening of a national office facilitated the consolidation of ACAC services including the ongoing professional Placement Service, the publications programs and the College Admission Center (CAC). The movement of all of these services and others to the North Shore Hotel, almost immediately caused space and personnel concerns.

Members of the association voted in 1960 to reduce the size of the Executive Board, shrinking the number of college members from nine to six.

The association adopted several changes to the constitution in 1961. These included:

- “The abolishment of individual memberships because of the impossible task of judging which individuals are eligible for membership in ACAC,”
- Combining the positions of secretary and treasurer into one office, and
- Removing the ethics code from the constitution and establishing it as a separate document.

At some date between July and November of 1961, the association’s office moved the short distance from the North Shore Hotel at Chicago Avenue and Davis Street to an office at 610 Church Street in Evanston. This is documented on association letterhead and correspondence. Several years later, then Executive Director Ted Cooper stated that the office had been relocated to 610 Church Street a year after establishing the national headquarters “in a room of the old North Shore Hotel in Evanston.”

NACAC History: 1962 and 1963

Joseph Jefferson, ACAC executive secretary, in his report to the 1962 Annual Business Meeting, announced that membership had grown to 1,109. He also noted that the active state associations were essential to managing the growth of the association. By this time, state and regional meetings were taking place throughout the nation. New York State had the largest representation within the membership and Illinois the second largest.

As of the 1962 Annual Meeting, total assets of the association had risen to more than \$75,000, despite a significant budget deficit for the fiscal year due largely to a board decision to mail the spring issue of the Journal “to every school and college in the United States”... “as a service to American Education.”

In a 1962 year-end report, Jefferson noted outreach successes including the production of a long-playing record, “Getting Into College Today”, which was a joint project with Guidance Associates, and an article highlighting the College Admissions Center that appeared in the April 1962 Reader’s Digest. The Executive Secretary raised concerns that the association might be reaching a size (nearly 1,500 members) at which membership and meetings would lose a sense of “identity and participation.”

In 1963 ACAC added publication of the Newsletter, to that of the Journal. Presidents of “state organizations” met with the ACAC Executive Board at the 1963 convention forming “an informal coordinating council of state officers.” Executive Secretary Joseph Jefferson stated regarding the convention that, “Five years ago this was an interesting meeting to attend—today it is a ‘must’ for all concerned with college admission.”

Also in his report of that year, Jefferson spoke passionately about the lack of recognition among members of the then essential role of the College Admissions Center:

The story of the Center is a story of students and of people—many of them little people who would have been crushed by the defeat of rejection and lost, if we had not begun our rescue operation in 1958. The center is full of human interest and our normal admiration and concern for the underdog, who may not need to be in that position too long—particularly if we express our concern for him and throw him the lifeline as we do through CAC. It is the story of Directors of Admission desperately anxious to help the good students they must turn down simply because they are caught in “the numbers game.” It is a story of counselors determined to help students and who now have found an orderly, professional, inexpensive and much more sensible way than the old last minute “admissions telethon”, which was costly, non-professional and unsatisfactory to everyone but the Bell System.

Jefferson continued in his report to recount the compelling stories of students matched with member institutions. He reiterated the research opportunities that were provided by the center’s database. He noted its contribution to eliminating the necessity of students making multiple applications. The CAC continued to be the major revenue stream for the association and, when 1963 was a second deficit budget year, concerns were raised about this dependence.

At the October 6, 1963, business meeting of the association, a constitutional change was proposed that would specify that one member of the Executive Board would be elected to a three-year term “upon recommendation of the president, not restricted to the active members of the association.” This proposal was based upon the “trend toward inter-organizational coordination of efforts and activities,” the intention being to bring to the board leaders of similar educational associations. The motion was defeated.

Dan Tyson of Rockford College, chair of an ACAC Ad Hoc Committee to study the *Code of Ethics and Statement of Financial Aid Principles*, presented a revised Code of Ethics to the association at this meeting. The membership voted to refer this back to the Executive Board for further study and report at the 1964 Business Meeting.

A new focus for ACAC, and perhaps the most seminal impact of the year 1963 upon the association, was the addition of a growing, and later contentious, agenda addressing the needs of minority, disadvantaged and underrepresented students. In the first recorded receipt of an outside grant to the association, \$7,500 was received from the Kiplinger Association to finance “a guidance booklet directed to Negro Students to be published by the association with the assistance of the National Urban League.”

On October 6, Richard R. Perry, University of Toledo, presented a pivotal resolution to the 1963 business meeting on behalf of the College Admissions Center Advisory Board and the Board of Directors. The resolution was adopted unanimously by all members attending. This resolution is so important to the history of NACAC and to American educational history that it is presented here in its entirety:

Democracy's strength requires each new generation of citizens to be intellectually capable of effective participation in the affairs of society. Such participation requires increasingly a background of extensive, challenging, educational experiences. Educational experiences which challenge and develop the potential of a student should be made available regardless of the student's ability to pay for them. Numbers of potentially capable college age youth are denied the opportunity for such educational experiences because the vagaries of culture leave them disadvantaged and unrecognized.

Present financial aid programs from colleges and universities and the government, as well as private foundations, are clear indications that the community of education recognizes an obligation in this general area. The difficulty with present programs is that they do not dip deeply enough into the pool of potentially capable but culturally disadvantaged youth.

The member institutions of the Association of College Admissions Counselors have been at the cutting edge of significant contributions in the field of the admission of students to higher education. The record of these member institutions and of the Association of College Admissions Counselors is testimony to a willingness to structure new means to meet new challenges.

Therefore, be it resolved that:

- 1. The member secondary schools of the Association of College Admissions Counselors make a special effort to identify among their students those who are judged potentially capable of significant contributions to society, but who because of the present circumstances of cultural deprivation may be denied the opportunity for higher education.*
- 2. The identification of these youth be made known to the member colleges and universities of ACAC through the facilities of the national office.*

It is further resolved that: All member colleges and universities of ACAC offer admission and financial assistance to as many of these students as possible in order that their potentially beneficial contributions to democracy may not be lost because of an absence of opportunity.

At the end of 1963, ACAC took an additional clear step toward addressing the needs of inner-city/underrepresented students. It formed a committee for a Special Counseling Workshop Project to work with representatives of the Chicago Public Schools to address "the problems involved in counseling students from deprived socio-economic backgrounds." This program appears to have continued at least until April of 1964.

A footnote to the year 1963 is the incorporation of ACAC as a not-for-profit educational association.

NACAC History: 1964 and 1965

As a result of the 1963 "Resolution to Assist the Higher Education of Disadvantaged American Students", ACAC launched a Cooperative Admission and Aid Plan (CAAP) in March of 1964. The plan was designed to match students identified through the NYC Board of Education's Horizons

Program with ACAC member colleges utilizing, the College Admissions Center. These colleges were asked to join the CAAP and to offer admission and full financial funding to at least one student in 1964 and then at least one additional student every two-four years following. Later in 1964, this program was expanded to include service to "a number of rural secondary schools and geographically diverse city school systems" with the hope that "in subsequent years each ACAC member secondary school will have the opportunity to refer at least one disadvantaged student into the plan."

Also in 1964, ACAC partnered with NSSFNS to launch the College Assistance Project, also called "the Hoy Plan" and named after ACAC Board Member John Hoy, whose vision it was. The plan would enlist 150 trained volunteer visitors from the admission and financial aid world to increase the number of admission visits being made to high schools with predominately "Negro" student populations. These visitors would then partner with secondary school counselors to identify prospects for admission to appropriate member colleges.

By the winter of 1964, the Executive Board had appointed a Commission on Organization and Function, an apparent result of a lack of overall administrative planning and direction. Past-President Harlan White of Purdue University was appointed to chair this commission and, in early remarks, put forth a scathing indictment of the lack of order in the affairs of the association: "I have tried to find a more charitable expression to describe our situation, but the truth is the only phrase that really tells the story is 'utter chaos.'" He went on to say that, "No one really knows what the relationship between the executive secretary and the board really (sic) is. At least I am one board member that does not know." He raised concerns about the lack of oversight of budget and finances by the board, as well as the absence of an organizational chart or standing policies. Finally he stated: "The administrative chaos in which the association now finds itself cannot be corrected overnight. However, enough can be done... prior to the national conference to make it possible to elect officers in good conscience... Believe me, ladies and gentlemen, the needs are great, they demand immediate attention, and the challenge is ours."

Esther DeMerritt (Coe College) and Enzo Guintoli (institution unknown) served with White on the Ad Hoc Committee on Administration. This committee brought a final report with recommendations to the Executive Board in July 1964 with the preamble: "The attached report is a rather direct report and is meant to be so." In the report the committee called for:

- establishment of clear budgeting and other financial operation parameters
- plans for more efficient and larger space and staffing
- the establishment of clear lines of responsibility
- the hiring of an "executive assistant and controller"

The committee made clear that the organizational structure of the association required change in order that the Executive Board would be the responsible authority for the finances and policy matters of the association, rather than the Executive Secretary. While supporting the good work of the executive secretary, the committee strongly recommended "that the



Executive Board firmly establish itself as the duly elected policy making body of the association." It should be noted that Executive Secretary Joseph Jefferson also sent an assessment of the state of the association to the Executive Board on July 25, 1964. His attachment of recommendations is not found in the NACAC archives.

The Ad Hoc Committee on Administration gave an interim report to members at the Annual Business Meeting held on October 10, 1964. It promised that much more would be coming to the membership over the coming year from the newly constituted Commission on Organization and Structure.

This meeting also saw the adoption of the new ACAC Code of Ethics that had been proposed to the membership the previous year. In addition, it was announced that the ACAC vice-president would now be chair of a board subcommittee on ethics.

One very interesting note from the president's 1964 report to members was the "tabling" of a recommendation from the executive secretary and the CAC Advisory Board for the opening of an Eastern office. Also worth noting are President Wing's remarks highlighting the changing nature of college admission:

I recall a time about five years ago when many of us in college admissions work believed and would have predicted that, as soon as advanced placement programs were thoroughly established around the country, some colleges would be admitting half their classes at the sophomore level. But it hasn't happened that way. Like a hurricane whose course is difficult to predict, admissions went in the direction of diversity. Students who might have gotten advanced placement have been replaced in many college freshman classes by students without that preparation, chosen because they were from particular socio-economic backgrounds or geographical areas instead of solely on the basis of academic ability.

Lest it be thought that every bit of business of 1964 was deadly serious, in a 1964 letter, Winifred Piper of the ACAC staff wrote to past presidents asking for their photographs in order to begin the tradition of images of past presidents appearing in the national office. In a humorous response Past President Cliff

W. Wing, Jr. wrote: "Dear Winnie, Your note concerning the fact that you plan to hang all past presidents was a little frightening. I thought you did that while they were in office."

At the Annual Business Meeting of 1965, the special Commission on Organization and Function presented an "interim report" and its recommendations to the ACAC membership. The committee recommended a "representative form of government, rather than a Town Meeting type of government." Although no copy of the report is found in NACAC archives, there is reference to constituting an Assembly, the meetings of which would be open to members.

It was announced to the membership that a Selection Committee had been appointed, chaired by Emery Walker, to replace Executive Secretary Joseph Jefferson who, along with long-term staffers Winnie Piper and Ellen McCue, had submitted his resignation. Jefferson gave a somewhat impassioned report to the membership exhorting the accomplishments of the College Admissions Center and condemning copycat clearinghouses that were proliferating and had questionable practices. He was prescient in stating that "the need for training college counselors is so urgent that we can no longer defer our responsibilities in this area" and predicting "we shall study the curricula and other needs, and then undertake credit-bearing programs or otherwise cooperate with many of our member universities."

President Wilson reported to the membership that the Executive Board had prepared a "personnel manual". He suggested that the expansion of association publications would necessitate outsourcing of some work or the hiring of a publications editor. A moratorium having been set on new association projects in the past year, he once again admonished the association about growing too quickly and taking on too many new directions and association relationships. At the end of this meeting, Ted Cooper ascended to the presidency of ACAC, the first secondary school member to do so.

Very significant in NACAC's history is the fact that Alexander Moore, principal of Crispus Attucks High School in Indianapolis,

was elected by the Indiana ACAC group to sit on the ACAC Executive Board in 1965. In doing so, he became the first African-American to serve in an elected ACAC leadership position.

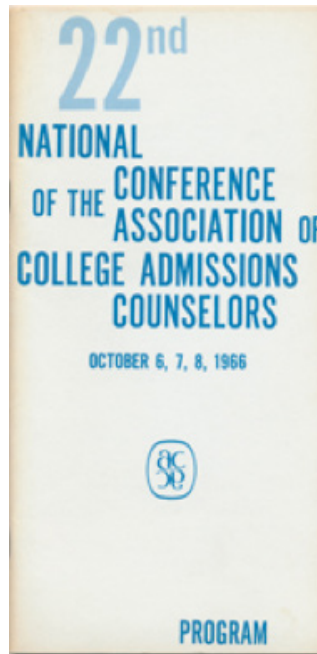
As 1965 drew to a close, the November-December ACAC *Newsletter* contained articles mirroring the growing political issues of the nation. The front-page article was entitled, "The Responsibility of the University in Obtaining Student Deferments," reflecting the escalating military draft. Another full page dealt with the expansion of the Admissions Opportunity Workshops targeted at the training of those counselors meeting the needs of "disadvantaged" students.

NACAC History: 1966 and 1967

The calendar year 1966 began with a still vacant position of executive director. The January-February 1966 ACAC newsletter explained, "The Selection Committee and the Executive Board are still busy in the search for an executive secretary to succeed Joe Jefferson. In the interim the responsibilities of the national office are being directed by a committee of four (including three staff members), which reports directly to Ted Cooper, president of the association." Ted Cooper remained president for 11 months of the fiscal year, before resigning to take the position of executive director. Acting president, Bruce Westerdahl, chaired the 1966 Annual Business Meeting, however Cooper gave the reports for both the president and the executive director at this meeting. Later, Louise Paine, 1967 ACAC president, was to say of the search for a new executive for the association, "We were in the midst of what appeared to be and was, for a long time, an expensive, a fruitless, and unsuccessful search for a new executive secretary... It was not until June 3 that we finally realized that we had our best candidate for executive secretary, now called executive director, in our midst and hired Ted Cooper."

Among other reports for the membership, Cooper spoke on the status of the College Admissions Center. For many reasons, the number of students and colleges utilizing the services had dwindled. Several other "clearinghouses" provided competition for the CAC. Income from the CAC, upon which the association depended, was down to the extent that the 1965-66 fiscal year showed a deficit of \$26,000.

A new constitution presented for adoption at the 1966 national conference (and to be effective October 1967), ushered in a new era of association governance. By this date the association had grown significantly. Over 2,100 individuals attended the

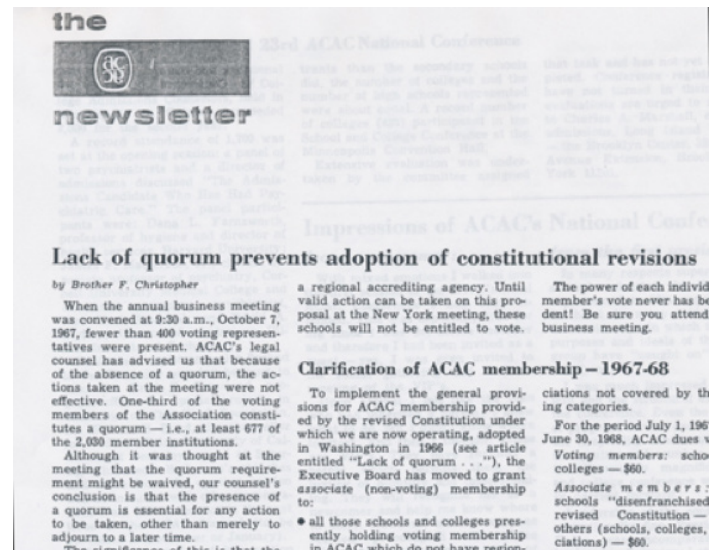


national conference in Washington, DC. The Executive Board had burgeoned to as many as 20 members, due to the fact that many of the current 17 state and regional associations were entitled to elect members to be seated on the board (see note below regarding officers). Costs to the association were growing, as the association paid all of these Executive Board members' travel expenses for board meetings. In contrast, the new constitution established an Assembly with representatives coming from the state and regional associations. This Assembly was to assume the responsibility of electing a national Executive Board of nine.

Eleven standing committees were specified in the bylaws that were a part of this constitution, all of which were to consist of five members, including minimally three members of the Assembly. These committees included:

- Educational Policy Committee
- Conference and Meetings Committee
- Credentials Committee
- Admissions Practices and Procedures Committee
- Subject Matter Articulation Committee
- Research and Experimentation Committee
- College Admissions Center Advisory Committee
- Publications Advisory Committee
- Professional Education Committee
- Membership Committee
- Finance Committee
- Nominating Committee

The membership approved the new constitution on October 8, 1966, along with a transition plan document.



It is important to note that in 1967 nearly all of the business of ACAC was very much the purview of the Executive Board. In a letter to membership from President Louise Paine, that appeared in the February 1967 ACAC *Newsletter*, she documented attending nine days of meetings for the association in the month of January alone. As a postscript she

added, "I considered giving my mother a picture of myself for Christmas when she greeted me at the door one evening with, 'Thank you, Miss, but we subscribe to as many magazines as we have time to read right now.'" On July 1, 1967 ACAC moved to much-needed larger quarters at 801 Davis Street in Evanston, eliminating serious space issues and allowing for expansion of staff.

Milton Towner, first president of the association, attended the ACAC National Convention of 1967. Afterward he was quoted as saying, "To see firsthand the many evidences of the dramatic ways in which the original purposes and ideals of the founding group have 'caught on' was most satisfying." More than 2,000 registrants attended and a record number of colleges (423) participated in the School and College Conference held at the Minneapolis Convention Center. The convention included the physical site of a placement service where job seekers and institutions seeking candidates could interface. Candidates paid \$25 for a year of referral services.

At the 1967 Annual Business Meeting, the association once again reported a net financial loss for the fiscal year. This loss of over \$36,000 was attributed, in large part, to another drop in revenue produced by the College Admissions Center. This was revenue upon which the association had depended for several years. Between June of 1965 and October of 1967 the net worth of ACAC had fallen from over \$100,000 to less than \$30,000 with a \$20,000 debt projected for June of 1968. Proposed solutions to the financial crisis included a large increase in the college user fee for the CAC (from \$20 to \$50), a reduction in the number of college handbooks to be printed, phasing out of the association's professional placement service, eliminating a building fund, cuts in newsletter and journal circulation, and a push for volume sales of the ACAC publications—including the ACAC "Map of Four-Year Colleges and Universities in the United States." In addition, a plea was made to members to make personal contributions and to encourage students to use the services of the College Admissions Center.

Several amendments to the new constitution and bylaws were presented, at the 1967 Annual Membership Meeting, as well as a revision to the Articles of Incorporation. While a vote in favor of passage of these proposals was taken, it proved an embarrassment when the association's legal counsel advised, after the fact, that the lack of a constitutionally mandated quorum of one-third of membership, made null the voting.

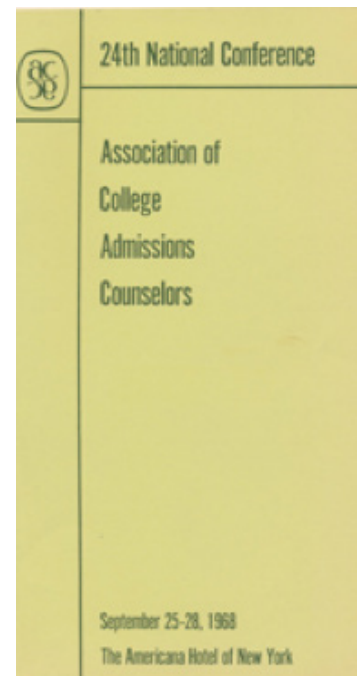
The first ACAC Assembly Meeting took place at the 1967 conference in the afternoon following the membership meeting. An interesting procedural fact is that the first order of business was the election of officers by the Assembly. In accordance with the rules of the newly-adopted constitution, a single slate of candidates was presented to the Assembly, which voted to approve the slate. Immediately following this action, the gavel was passed from Louise Paine to Brother Christopher who took over as president of the association and chaired the remainder of the meeting. One of the first motions ever made to the Assembly was made at this meeting by Joseph Monte, NACAC president in 1975, and a continuing member of NACAC as of the writing of this history in 2012. "Mr. Monte (Upper Einstein High School): I am going to present a resolution. In

consequence the colleges pay annual membership dues of \$100 and that the secondary schools pay annual membership dues of \$30, beginning July 1, 1968." The motion was "tabled."

NACAC History: 1968

A major undertaking of 1968 was the partnering with Minnesota Mining & Manufacturing Co. (3M) for a joint research project to create a tool for use of college counselors in working with students. This tool would replace the ACAC Handbook and take the format of a loose-leaf binder containing information on two- and four-year colleges. High school counselors could easily reproduce pages of the binder for inclusion in student "guidance notebooks." This project was of such scope that 3M underwrote and hired a staff of eight dedicated to the project and rented additional office space in the 801 Davis Street building. It was anticipated that the project would generate revenue for the association through sales of "individualized college statements" within the kit and a \$30 fee for purchase of the kits by high schools. By late summer, 2,210 colleges and universities had submitted information for the "Admission Search Kits (ASK)". But a targeted August printing and delivery date was delayed due to computer problems—perhaps the first such delay that the association encountered. It should be noted that the 3M project was the first of many to come for the association about which the membership questioned the propriety of such a commercial partnership. Executive Director Ted Cooper wrote that, "Nearly all the criticism received could be summed up in the words of a typical comment from a member: 'ACAC should avoid alliances with commercial interests that make any discussion of professional ethics, within or outside ACAC, a travesty.'" Indeed, many issues did arise as the project proceeded, not the least among them those created by "10 or 12... 3M salesmen busy trying to sell colleges 'advertising space' in the kit." By December, the ASKits had been completed and delivered to schools as promised.

The 1968 conference saw "official" passage of the constitutional amendments, originally presented in 1967. Among these, the most significant change was the extension of voting membership to institutions accredited by state agencies, in addition to those accredited by regional agencies. Of most historical interest was the addition of the word "National" to the name of the association, which became the "National Association of College Admissions Counselors," the first name



change since 1941 when the ACAC name was adopted.

By the time of the 1968 conference, the association was able to report a favorable reversal of financial fortune. In addition to general austerity measures, several cost-cutting steps were undertaken including phasing out the placement service, striking the building fund from the budget, and cutting various publications. Dues were raised significantly to \$50 for high schools and \$75 for colleges and universities. The fiscal year ended with a \$2,820 surplus, in place of a projected \$41,190 deficit.

1968 conference speakers clearly reflected the nation's concern over student unrest across the nation's college campuses. Some like Samuel Gould, chancellor of the State University of New York, spoke in the most academic and intellectual of tones. Others like Whitney Young, Jr., executive director of the National Urban League, spoke with more passion and anecdotes. All raised issues related to social and educational inequity, and the role of college admission processes as either part of the problem or the solution. But Young's words probably left those attending the conference with the greatest challenges and the least sense of closure:

What's at stake here is far more than what happens to black people. What's at stake is your being imaginative in your programs, your admissions policies, and your outreach, and in the special help you give to young people AFTER they get on your campuses. What's at stake is America going down as the most hypocritical nation the world has ever known or the nation with the greatest opportunity. What's at stake is the future of our cities, whether they are going to become populated by economically and politically poor people and non-whites. What's at stake is your profession, whether you're just a craft outfit... whether you are going down in history as the kind of leaders that a professional group like you ought to have.

The words of Young and other the speakers would fester within the conscience of members of the association over the following year. They set the stage for a determination to provide a platform at the next conference for further dialogue and deliberation.

NACAC History: 1969

Over the first three quarters of 1969, the association conducted business very much as usual. All of the standing committees met and reported to the membership regularly. An employment assistance service was reinstated. A model professional training program for high school counselors and college admission personnel was developed and offered for the first time by the Illinois ACAC as a summer institute. A national NACAC Leadership Conference was held in March, attended by leaders of 18 state and regional ACACs. The preparation of a second edition of the 3M ASKit was undertaken.

At the same time, and as the association was planning for its 25th national conference, there was an awareness that the issues of equity and diversity, which had been raised at the 1968 national conference, would need to be addressed. Early attempts to move in this direction seem, at best, awkward and



painfully patronizing, at worst blatantly racist, when read in the context of NACAC today. In his president's column for the April 1969 *National ACAC Newsletter*, President Russell Judd wrote:

We were delighted with the number of Negroes who were able to attend the convention through the efforts of Hugh Land, President of the National Scholarship Service and Fund for Negro Students. The Executive Board voted unanimously to back a proposal called "PROP"—Project Professionalization—which will conduct counseling institutes for counselors from high schools of predominantly Negro students. PROP has been funded and some of us may be called upon to serve as consultants.

The standing committees have been tackling the problems of our profession. Each chairman has appointed at least one Negro to his (sic) committee.

Developing an articulate leadership voice was difficult, particularly since virtually all of the NACAC leaders were from the majority. A past president of NACAC wrote in an article in this same newsletter titled "The Aware ACACer," ostensibly to encourage leadership in campus diversity issues:

You do have a responsibility on both the high-school (sic) and college level and you will be involved. Minority-group problems are the product of our society's neglect. Like it or not, every high school is now involved with the minority-group problem and every college and university is or shortly will be involved...

How are these students different? Their high school rank is badly deceptive as there is a low competition level in their high schools. Their aptitude scores are low but accurate. Their motivation vacillates and quickly returns to a low level. Their cultural level is low. They tend to procrastinate. They need assistance with their applications for admission, financial statements, and housing applications. They have a total financial-aid need. They assume defeat in everything they do. They will not show gratitude for anything you do for them (and why should they?)

At the same time, it should be said that a genuine effort to be responsive to the messages of the 1968 conference was demonstrated by the Program Committee for the 1969 conference. It adopted a theme of "Educational Opportunity" and invited a highly provocative group of speakers to present

plenary sessions. Session topics included titles such as: “The Impossible Dream? College admissions as seen through the eyes of inner-city college advisors” and “Student Activism and Responsibility: Confrontation politics at high schools and colleges.” Several student panels were scheduled. Julian Bond, African-American member of the Georgia House of Representatives and a prominent leader in the civil rights community, was to be a featured keynote speaker. Other keynoters included Antonia Pantoja, founder of ASPIRA, and Luis Valdez, a flamboyant California community organizer and director of El Teatro Campesino. Later in the planning, US Senator and 1968 Democratic nominee for Vice-President Edmund Muskie joined the list of planned speakers. The Closing Session of the conference was a panel of students from prominent law schools moderated by Robert Kirkpatrick, NACAC vice president for professional education, who, in the end, provided a reasoned perspective to the conference. One of the panelists was Hilary Rodham a student at Yale Law School, who rose to be US Secretary of State under President Barack Obama.

Anything else that marked ACAC's year of 1969, pales by comparison with what transpired in relation to the “Silver Anniversary Conference” held October 8-11 at the Conrad Hilton Hotel—in the shadow of the riots of the 1968 Democratic Party Convention. And anyone who truly wants to understand the watershed for the association that was the 1969 conference should read the November 1969 issue of the *National ACAC Newsletter* in its entirety, including the transcripts of speakers' remarks and the responses that were elicited from member attendees. The reporting in the November 1969 Newsletter is a surprisingly well-balanced explanation of what transpired. Some portions are quoted here from the front-page article, “The Evolution of a Confrontation”:

It all started in the 1967 annual conference of ACAC in Minneapolis. Negro members of NSSFNS observed that, apart from a few cautious circumventions of the problems of the “disenchanted/disadvantaged,” the conference program was primarily of the whites, by the whites, and for the whites. Most everyone agreed in principle that this was a situation that needed correction.

The 1968 program committee worked closely with Hugh Lane and the NSSFNS to bring about at least some visible black involvement to the conference in New York... The results were encouraging but still only “token.” Keynote speaker Whitney Young referred to the Negro representation as “the few black faces you have sprinkled around in the audience” and said: “This convention should be ringing with resolutions that would lift man out of the enormous mass and make him a human being with dignity.”

This article continued by pointing out the “lip service” observed by people of color who attended the 1967 conference. It noted that in planning for the 1969 conference, the program committee modeled on a “February 1968 seminar at San Mateo College in California in which Negroes and Chicanos together formed a separate caucus, passed a set of resolutions... the first of its kind... a volatile session, illuminating, controversial, discomfiting, and necessary.”

As chairman of the program committee for the 1969 annual conference of NACAC, Benjamin McKendall (Reed College) and the program committee, anticipating takeover tactics by a number of dissident groups at the Chicago conference, designed a program to include many of the potential dissenters. Information about the conference reached members of the Council on College Attendance, a responsible Chicago organization recently formed for the purpose of assisting Negro students in their efforts to enter college. The CCA proposed a set of resolutions to be presented and discussed at the conference. One CCA member served on the program committee. Others came to the conference as representatives of member institutions or were admitted to the conference through the Sample Membership Program established by the Executive Board at its February, 1969, meeting. Also many friends of CCA serving with community action groups based in and out of Chicago attended the conference as guests of the association.

The NACAC archives contain a letter on CCA letterhead, dated May 29, 1969, written by NACAC Executive Director Ted Cooper, inviting secondary school counselors “concerned with the problems of minority group youth” to attend the conference.

As reported in “The Evolution of a Confrontation,” “Without approval of the NACAC program committee or Executive Board, the CCA made up (a) set of 16 resolutions which they distributed and promoted throughout the conference sessions.”

Additionally, they attempted to get these resolutions considered at the Legislative Meeting of the conference, held prior to most of the conference sessions, and were rebuffed. In order to give some sense of their focus and tone, a few of the resolutions included:

NACAC Institutional Members:

1. *That either 10 percent of each member's undergraduate student body be composed of minority students and, of that number, 6 percent be high risk; or, the use of the new federal guidelines as set down by the Supreme Court for the desegregation of public schools be utilized.*
2. *That institutions of higher learning that are members of ACAC should not receive Federal Funds unless there is proportional representation of minority-group persons on every level of institutional activity, including the student body, faculty, administration, and governing boards.*
4. *That NACAC set up a national committee (of which 1/3 would be black/brown) to write guidelines to implement the above statements.*

Financial Aid:

5. *That all members of NACAC make appropriations out of their normal operating budgets for the recruitment and financing of minority students; that amount should finance 10 percent of their student body.*

Admissions:

10. That the admission of marginal students be determined by a special committee (which should include black/brown students) that are sensitive to the needs and problems of minority students.
11. That these students not be required to take admission exams.
15. That all ACAC members be obligated to incorporate these resolutions into their institutional policies regarding the above areas, if they are to maintain membership in the organization.

Thursday of the conference included what were considered highly controversial presentations by the scheduled speakers: Antonia Pantoja and Luis Valdez. When Julian Bond cancelled at the last minute, he was replaced by controversial Harlem activist, Preston Wilcox. The luncheon entertainment was presented by "The Spirit of Soul", an interracial choral group from Evanston Township High School. When Senator Edmund Muskie finally spoke it was noted that "at any rate the audience of over 1,500 conferees was better prepared for Senator Muskie's message because of the inspirational presentation of these youngsters."

"The Evolution of a Confrontation" continues:

By Friday the membership was seething, CCA representatives were posted in the audiences of all the panel sessions in an effort to divert the discussion from scheduled topics to the ubiquitous 16 points. Delegates, faced with another forced reading of resolutions, were leaving the panel discussions and some were heading for home, complaining about rudeness and vulgarity on the part of hecklers and tiresome arrogance on the part of immature student-panelists. Every indication was that the disadvantaged had succeeded only in disseminating their disenchantment.

Thus, few ACAC'ers were prepared for the turn of events on Saturday. Without hecklers, the session in the International Ballroom, "Confrontation: Schools and Colleges Face Each Other," was received like a breath of fresh air. Lynn Steele of the Urban League presented the CCA's 16 resolutions in a low key for reasonable consideration. He was followed by a closing session, presided over by Past President Russell Judd with President-elect Robert Kirkpatrick as moderator, which seemed to complete the turnabout in attitudes with speakers Hillary Rodham of Yale Law School, Charles J. Hamilton, Jr., and Alfred D. Price, Jr., of Harvard Law School (which finished) the conference off on a more positive note...

At the end of this panel, Mrs. Anvilla Schultz, president of the Southern ACAC, announced that her Southern association formally approved in principle the CCA's 16 resolutions.

A CCA representative then took the stage and asked those present for a show of hands if they favored in principle the CCA resolutions as individuals and not as officials of their institutions. The resulting show of hands in favor was unanimous among the 900 present.

James Moore, chairman of CCA, then spoke of the black students' dire need for help in a speech that contrasted in its reason and empathy with the hysterical threats and accusations

of Thursday. There remained only the official action by the Assembly in the afternoon, which was presented with an 11-point version of the CCA's 16 resolutions by the Wisconsin ACAC delegation which they passed by a vote of 75 to one.

The Wisconsin version was entirely acceptable to the CCA, in effect eliminating only items and phrasings that would make implementation an impossibility to admission officers. The resolutions as passed by the Assembly read:

"We, the Assembly of NACAC, recognize and agree with the basic philosophy of the 16 resolutions as proposed by the Council on College Attendance, and we pledge ourselves to work toward the implementation of this philosophy in our own state and regional Associations. Also we move THAT each NACAC College and University Member, through its admissions officers,

1. *should strive to have a minimum of 10 percent of its undergraduate student body composed of minority students, and of that number at least half be high risk.*
2. *should strive toward proportional representation of minority group persons on every level of instructional activity.*
3. *should have in its admission policy a statement as an affirmative action clause indicating what the school's admission practice is for minority students*
4. *should make appropriations out of its normal operating budget for the recruitment and financing of minority students.*
5. *should seek to take full advantage of all federal aid programs for minority students.*
6. *should use financial need as the only factor in determining financial aid for minority students.*
7. *should use a twelve month year in assessing financial need should an academic program extend beyond the normal academic year.*
8. *should determine the admission of minority students through a special committee, the composition of which should include black/brown students and faculty who are sensitive to the needs and problems of minority students.*
9. *should eliminate the use of aptitude-test scores as a major factor in determining eligibility for admission for minority students.*
10. *should assure minority students at least two years in which to adjust to (sic) university environment.*
11. *should extend supportive services to all minority students to insure successful college careers; and*

THAT the president of NACAC be instructed to appoint a special Human Relations Committee (of which one third would be black/brown) to write guidelines for the interpretation of the preceding statements."

This final resolution, that established a NACAC Human Relations Committee, was to prove the mechanism through which the association moved forward into an engaged and constructive dialogue that characterized what was to come in the next decade.