

# The Trusted Source in College Admission

**NACAC**

National Association for  
College Admission Counseling



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## Message from the CEO

NACAC represents a broad collection of enrollment management, admission, and counseling professionals who together support students seeking higher education.

Our core beliefs represent our commitment to the dignity, worth, and potential of every student, to one another, and to the communities we serve:

**Professionalism:** We subscribe to and practice ethical behavior and are responsible for the integrity of our actions and those of our member institutions and organizations.

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

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

**Trust:** We share a belief that our profession is based upon trust, mutual respect, and honesty, with one another and with students.

**Fairness and Equity:** We believe that we should treat one another and students in a fundamentally fair and equitable manner.

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

We are committed to service in the best interest of students and families and the dedicated professionals we serve. —Joyce Smith, *NACAC CEO*

## Membership

Members of the National Association for College Admission Counseling come together for one reason—to better serve students in their transition to higher education. Members are committed to fair and ethical treatment of all students, based on the organization’s founding principles.

NACAC membership is open to a variety of professionals who assist students with their postsecondary education endeavors, including:

### **Institutions:**

- US and non-US based primary/secondary schools
- US and non-US based postsecondary institutions (nonprofit)
- School districts
- University systems

### **Organizations:**

- Nonprofit organizations
- Community-based organizations
- For-profit organizations

### **Individuals:**

- Individuals employed at member or member-eligible institutions or organizations
- Independent educational consultants
- College/University Faculty
- Undergraduate/Graduate Students



## Education, Networking, and Programming

### Professional Development

NACAC offers professional development in the form of textbooks, webinars, and educational workshops tailored to the needs of college admission counseling professionals. Descriptions of NACAC professional development offerings are available at [www.nacacnet.org](http://www.nacacnet.org).

### National College Fairs

Free to the public and hosting more than 675,000 students annually, NACAC's National College Fairs offer colleges and universities an opportunity to interact with students, parents, and counselors from across the country.

### National Conference

With more than 7,000 attendees, the NACAC national conference provides an excellent platform for peer-to-peer networking. The annual conference offers more than 120 educational sessions and an exhibit hall with nearly 200 vendors.

### Special Interest Groups (SIGs)

NACAC's 27 Special Interest Groups (SIGs) nurture the growing diversity in our association by providing micro-communities within which members can network and add value to their NACAC membership experience.



## Resources and Information

### **Member Communications**

Connect with colleagues and stay on top of news and research with NACAC's publications.

- ***Bulletin***—NACAC's biweekly publication keeps members aware of admission-related trends and issues throughout the association and the profession.
- ***Admitted Blog***—Daily updates on NACAC and the world of college admission counseling.
- ***The Journal of College Admission***—NACAC's award-winning magazine offers readers resources from thought-leaders tracking the pulse of college admission counseling; the foremost authorities on trends, data, and research; and members dedicated to ethics.

### **Research**

NACAC is the primary resource for research on college admission. Each year, NACAC publishes research on the college admission process, which include the *State of College Admission* report, College Openings Update, and other studies conducted by respected professionals in the education field.

### **International Initiatives**

NACAC regularly produces publications, toolkits, and programs to help members successfully counsel, recruit, and enroll students in an increasingly global environment. With the association's ever-growing cohort of international members, there are numerous opportunities to network in support of international students coming to the US or American students seeking opportunities abroad.

### **Affiliate Partnership**

NACAC and its 23 affiliate associations share a common mission to serve and support the needs of admission counseling professionals and the students they serve. NACAC and its affiliates work together to broaden geographic representation in the organization through partnership programs, activities, and operations.



## Ethics and Advocacy

### Fair and Ethical College Admission Practices

Ethical college admission is the cornerstone of NACAC. Members agree to follow the *SPGP: NACAC's Code of Ethics and Professional Practices*, the association's code of conduct, and are recognized as leaders in promoting best professional college admission practices and ethical standards.

### Advocate for Educational Policy/Legislative Action

Policymakers and education leaders recognize NACAC as the primary authority on postsecondary transition issues. NACAC's advocacy initiatives and collaborative projects with other organizations have influenced national and state policy and legislation to support counselors and enhance access to higher education. The online NACAC Legislative Action Center helps members stay well-informed of Action Alerts and national, state, and local legislative initiatives.

