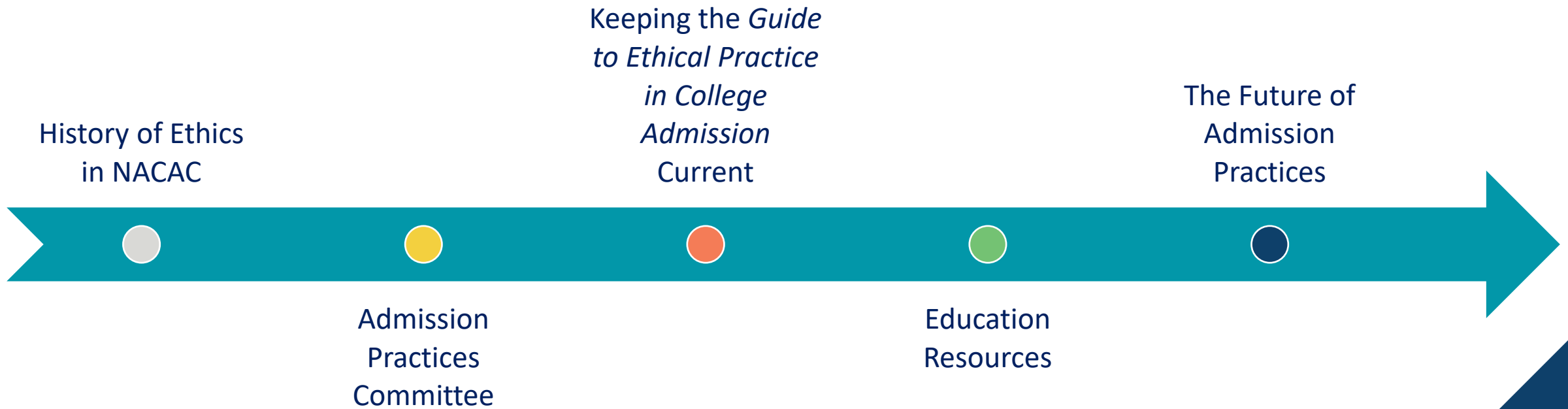


# The Evolution of Ethics in the College Admissions Process

# What are we talking about today?



# History of Ethics in NACAC

## *Code of Ethics (1937)*

- Since the beginning
- Evolved overtime
- Focus has remained the same

## *Statement of Principles of Good Practice*

- Mandatory Practices and Best Practices
- Monitoring, Investigation, and Enforcement

## *Code of Ethics and Professional Practices (2017)*

- Mandatory Practices only
- Monitoring, Investigation, and Enforcement

## *Guide to Ethical Practice in College Admission (2020)*

- Best Practices only
- With no Mandatory Practice, there is no Monitoring, Investigation, and Enforcement

# ROADMAP TO THE *GUIDE TO ETHICAL PRACTICE IN COLLEGE ADMISSION*

*Creating NACAC's new best practices guide*



# The National Admission Practices Committee

- **Who We Were**
  - Standing committee
  - Limited in size (seven members)
  - Fixed terms
  - Defined focus
- **Who We Are Now**
  - Special committee
  - No longer limited in size (up to 20 members)
  - 2-year terms, with an option to extend
  - Evolving focus
- **Charge:**
  - Manage the process for updating the *Guide to Ethical Practice in College Admission*
  - Develop new educational materials to help promote NACAC's recommended ethical best practices.



## National and Affiliate Relationship

- Most affiliates currently have AP chairs
- Each affiliate chair is assigned to a national committee liaison
- National committee and affiliate crossover meetings

## Benefits

- More voices
- Regional trends
- Information sharing
- Education and promotion
- Development and networking

# FAQs

- What the heck is the *Guide to Ethical Practice in College Admission* (GEPCA)?
- Can an institution get in “trouble” if it dodges best practices as outlined in the GEPCA?
- Does the AP Committee keep a list of “infractions?”
- What are my options if I believe an individual or institution is behaving in a way that falls afoul of the GEPCA?
- Will my students be penalized if I feel like I need to have a potentially tense conversation with an admission officer?
- How should I best use the GEPCA?
- What do I do if I have a comment, concern, or idea in regard to the Guide?

# How Will We Stay Current?



## Input from members and the public

- ❖ The *Guide to Ethical Practice in College Admission* is no longer amended in real-time by members during the Annual Conference.
- ❖ An [intake form](#) lives on NACAC's website to collect questions about the *Guide to Ethical Practice in College Admission* as well as suggested revisions for the National AP committee to consider.
- ❖ The National Admission Practices committee will reply to all questions and review suggested revisions.
- ❖ Any recommended change to the *Guide to Ethical Practice in College Admission* by the National AP committee will first go to NACAC's Compliance Officer before going to NACAC's Board of Directors.
- ❖ Any revisions approved by the Board will be shared with NACAC's membership prior to that year's annual conference.
- ❖ All submissions will get a response from the National AP Committee.





NACAC's [Guide to Ethical Practice in College Admission](#) is the conscience of our profession. It can guide our actions in the face of current and emerging pressures. It empowers us to build trust and find common ground while we work to ensure that every student's dignity, worth, and potential are realized in the transition to postsecondary education. While this guide is intended to state what NACAC members believe are the best, ethical practices for conducting the admission process, we believe they are applicable to all admission professionals.

Please submit your questions about or suggestions for possible revisions to the [Guide to Ethical Practice in College Admission](#). A member of the national Admission Practices committee will respond to your questions and will contact you once a decision has been made regarding any suggested revisions to the [Guide to Ethical Practice in College Admission](#).

Name \*

<input type="text"/>	<input type="text"/>
First Name	Last Name

Preferred Email Address \*

Are you a student or parent? \*

Professional or personal description \*

If you selected "other" above, please provide additional details

Affiliate (If applicable)

Are you a student or parent? \*

Professional or personal description \*

If you selected "other" above, please provide additional details

Affiliate (If applicable)

Please check the box below that best defines your request \*

- I have a question about the Guide to Ethical Practice in College Admission or about NACAC's ethical best practices
- I would like to suggest revisions to the Guide to Ethical Practice in College Admission

My question/suggestion is related to: \*

- Truthfulness and Transparency
- Professional Conduct
- Confidentiality
- Admission Cycle Dates, Deadlines and Procedures for First-Time Fall Entry Undergraduates
- Wait Lists
- Transfer Admission
- International Admission
- Application Plans
- Other

Please enter your question or suggested revision to be considered for future versions of the Guide to Ethical Practice in College Admission. Please be as specific as possible and include detailed examples that will add context to your question or suggestion

Submit Form

# Education Resources



What is currently in place:



- visit [NACAC website](#)
  - [Guide to Ethical Practice in College Admission](#)
  - [Sample Scenarios](#) to review, applying real-world ethical dilemma scenarios for admission and counseling professionals (Structure: Specific dilemma, Possible solutions, Specific reference to the Guide)
- A PowerPoint presentation that ACAC groups can use at conferences and workshops.
- A document that outlines events that got us to this point
- FAQs that highlight significant changes from the previous compliance model to the new best practices model.

## WHAT IS DIFFERENT?

The *Guide to Ethical Practice in College Admission* is a living and evolving document that includes suggested best ethical practices. As such, structures within NACAC will continue to solicit feedback from members, follow field trends, and update observed and suggested best practices accordingly.

Best practices are just that—highly recommended, but no longer enforced through punitive or corrective actions by the association. There will be no continuing nor ongoing NACAC-imposed sanctions for actions which deviate from suggested best practices.

Ongoing practices are no longer prescriptive but continue to focus on actions which support and protect student choice throughout the college admission process.

Resource documents and advising will focus firmly upon education, training, collegial communication and collaboration, and actions which support the needs and protection of students throughout the college admission process.

**Going forward, admissions practices as outlined by NACAC membership will focus upon three pillars meant to promote transparency, access, and collaboration throughout the college admission process.**

### 1. Advocacy



- Principles of best practice are expressly stated in the *Guide to Ethical Practice in College Admission*. These will be continuously evaluated and responsive to input from members, observed shifts within the university-going landscape, and the needs of all students. Particular focus will be upon ensuring that the needs and special considerations of marginalized and/or underrepresented students are considered and met.

### 2. Communication



- NACAC remains a member-driven and member-responsive organization. The association commits to providing current, digestible, and accessible/disseminatable resource tools to ensure that members and constituents are empowered to navigate the complexities of the college admission process.
- NACAC commits to continuous engagement with affiliate and partner organizations, as well as welcoming member feedback. Dual dialogue and engagement will remain a constant and valued tool in maintaining and developing best practices which are relevant and responsive to the needs of students.

### 3. Education



- Evaluation, assessment, responsive action, and training will continue to prevail in the work of NACAC as the field of higher education, university search, and enrollment practices consistently evolve. Member insights will be solicited and considered; the work of the National AP committee will center around responsive best practices and provision of current, relevant, and accurate resource materials.

# Education Resources



What's to come:



Use NACAC's social media platforms to promote information with a "Did you know?" posts that highlights what has and hasn't changed



Additional one-page sheets



Expanding the existing ethical dilemmas PowerPoint presentation. Create a presentation for members to use at staffing trainings



Surveying affiliate members on what education materials they feel would be most beneficial



Create content related to ethical matters that affect our international populations and members and translate materials into multiple languages.



# National AP Committee

## Two Main Functions:

- Provide steady, navigable resources
- The *Guide to Ethical Practice in College Admission* is intended to be a living document and will evolve as our field changes

## Working Groups in 2022

- GEPCA Subgroup: Establish a formal process for updating the Guide to Ethical Practice in College Admission
- Education Materials Subgroup: Create and disseminate education materials relating to NACAC's recommended best ethical practices and the Guide to Ethical Practice in College Admission

Working Groups in 2023 will be determined by the NACAC Board of Directors

# The Future of Admission Practices

## What is happening at the affiliate level?

- Most affiliates have chosen to maintain AP chairs/committees
- Admissions Practices Three Pillars shape the approach that each affiliate has taken
- Each affiliate offers AP-related sessions at their conferences usually including sample ethical dilemmas

## What is International ACAC doing?

- Webinars, Ethical Practice Resources, Translations, Auditing of Member Practices per affiliate bylaws

As a NACAC member, what information and resources do you need to feel set up for success in continuing to be student-centered in your practice?

# The Future of Admission Practices

# QUESTIONS?



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