

# Understanding the New

*Statement of Principles of Good Practice:  
NACAC's Code of Ethics and Professional Practices*



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# Statement of Principles of Good Practice: NACAC's Code of Ethics and Professional Practices

Special thanks to the members of the Steering Committee on Admission Practices and the national Admission Practices Committee for their contributions in clarifying ideas about policies, procedures, and professional practices.

This has been a collaborative effort. All NACAC members were provided an opportunity to provide input on the direction of this new document during the public review period.

We hope you, as association leaders, can see the effort to promote principled conduct among colleges and universities, while also facilitating better collaboration among school counselors, independent educational consultants, and institutions.

We hope this document represents “A Philosophy of Doing the Right Thing”

# What Happens Next at Assembly?

- The 2017 Assembly delegates will be asked to take action on this document in Boston on September 16, 2017.
- There will be two votes. The first motion will be to suspend the Rules of Order so that the proposed new SPGP can be voted on “as presented.” Because the document has been extensively vetted over the past six months, we are moving to have it voted on “as presented” without the option of introducing amendments or changes.
- Should the first motion pass, the second vote will be an “up or down” vote on the new SPGP.
- Each motion must be passed by a two-thirds majority.
- ***Since it would be unwise to try amending a document of this complexity on the floor of the Assembly, if the first motion fails, then the document will be withdrawn.***

# What Happens Next After Assembly?

- **If the new SPGP is approved**, it will become effective immediately and will replace the current SPGP, however there will be a moratorium until September 2018 on violations that are unique to the new document.
- The Admission Practices Committee will continue to monitor complaints and institutions out of compliance and will pursue complaints about SPGP principles that are consistent between the two documents (e.g. not requiring or incentivizing deposits before May 1, no application deadline before October 15).
- **If this new SPGP does not pass in the Assembly**, the current SPGP will remain in place and will be monitored as the AP Committee normally does. The proposed new SPGP will be referred back to the AP Committee for further review.

# Statement of Principles of Good Practice: NACAC's Code of Ethics and Professional Practices

The new SPGP includes the following:

- Introduction and Table of Contents
- Preamble that includes Core Values
- Section I. The Ethical Core of College Admission
- Section II. The Responsible Practice of College Admission
- Section III. Definitions of Procedures and Glossary of SPGP Terms
- Section IV. Education, Monitoring and Compliance Procedures



# SPGP: NACAC's Code of Ethics and Professional Practices

## Section I. The Ethical Core of College Admission

- Truthfulness and Transparency
- Professional Conduct
- Respect for Confidentiality

# SPGP: NACAC's Code of Ethics and Professional Practices

## Section II. The Responsible Practice of College Admission

- Application Plans for First-Time Undergraduates in the United States
- Admission Cycle Dates, Deadlines, and Procedures for First-Time Entry Undergraduates
- Waitlists
- Transfer Admission
- The Use of Commissioned Agents in International Student Recruitment

## Section III. Definitions of Procedures and Glossary of SPGP Terms

## SPGP:

# NACAC's Code of Ethics and Professional Practices

### Section IV. Education, Monitoring and Compliance Procedures

This was formerly a separate document that few members really knew about but we decided to add this to the SPGP so members would understand how to file a complaint and what the process entails.

Please note that penalties could include:

- Expulsion from NACAC-sponsored events
- Suspension of membership and all membership privileges
- Permanent termination of membership in NACAC

# Our objectives in drafting a new SPGP:

## To create a document that would:

- Protect students from unethical recruitment practices
- Protect institutions from unfair competition
- Provide clear ethical principles and clear rules for implementing them
- Offer rationales for its principles and rules
- Make it easy to find things, easy to navigate
- Enjoy the support of both sides of the desk
- Stand as the conscience of our profession

# Who vetted the new SPGP?

- Colleagues at well-resourced and under-resourced public and independent secondary schools
- Colleagues at postsecondary institutions including large, small, public, private, highly selective, open enrollment, two-year, four-year, tuition-dependent, HBCU, faith-based, liberal arts, technical, and international institutions
- Colleagues who work as independent educational consultants
- Colleagues at other related organizations, such as NASFAA, ASCA, AIRC, HECA, IECA, and the Common Application
- Colleagues at community-based organizations that serve low-income students
- Our fellow NACAC members and other colleagues. All members were sent links to a draft of the new SPGP and to *Survey Monkey*
- The Admission Practices Committee chairs at each of NACAC's 23 affiliates
- NACAC's standing committee chairs
- NACAC's Board of Directors
- Colleagues who attended sessions on the new SPGP at the 2016 NACAC Conference in Columbus and at the spring 2017 affiliate annual conferences.

**All told, the Steering Committee reviewed thousands of comments that arrived via surveys, emails, phone calls, and conference sessions, as well as comments or concerns that appeared on social media, the NACAC Exchange, and in the press.**

## The New SPGP provides significant attention to:

- Professional conduct
- Transparency
- Conflicts of interest
- Application plans
- Deferred and mid-year admission
- Transfer admission
- Wait lists
- International recruitment

## Examples of some of the changes:

- Stronger emphasis on “May 1 means May 1.”
- No poaching! Unless students initiate a transfer inquiry, colleges may not solicit transfer applications unless they have verified that the student is not enrolled at another college.
- Reporting disciplinary infractions: After discussions at NACAC Leadership Development Institute, we included this language: *“Schools must also disclose their policy for reporting disciplinary infractions. Regardless of such policies, they must disclose to colleges any change in a student’s enrollment status whether pre- or post-admission.”*
- Tighter restrictions on the use of housing deadlines to manipulate commitments before May 1. Housing deposits must be refunded if they are required before May 1 and a student cancels admission by May 1.
- Transparency from colleges in their financial aid award letters. Transparency from high schools concerning their grading policies and the data reported on their school profiles
- Detailed guidelines on the use of commissioned agents to recruit international students. Colleges must disclose the names of agents with whom they have business relationships.
- Repurposed a few current SPGP Mandatory and Best Practices to what will be a new document on recommended best practices that will reside in the NACAC Knowledge Center. For example: the responsible use of standardized test scores.

*Questions? Comments? Suggestions?*

Thanks for joining us!

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Additional questions may be directed to the Steering  
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