



**PCACAC**

POTOMAC & CHESAPEAKE ASSOCIATION  
FOR COLLEGE ADMISSION COUNSELING

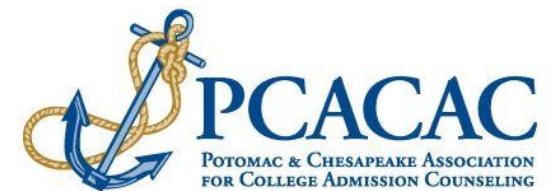
*LEADERSHIP EDUCATION WEBINAR CERTIFICATE PROGRAM  
ETHICAL NAVIGATIONS*



# *Data Privacy & Application Fraud*

**LEADERSHIP EDUCATION WEBINAR**

February 2025



# *PRESENTERS*

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- **John E. (Jake) Talmage, St. Paul's School for Boys**
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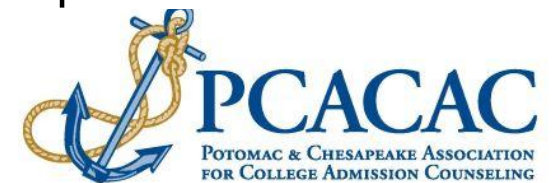


# *LEARNING OBJECTIVES*

1. Understand why misinformation and privacy matter
2. Explore the difference between Ethics and Legality
3. Explore Implications

# *Admission Practices HOST: Jake Talmage*

- **Who are we?**: Admissions Practice (AP) Committee
- **What are we doing today?**: Data Privacy & Application Fraud
- **Why is it important?**
  - [NACAC's Guide to Ethical Practices in College Admissions \(GEPCA\)](#)
  - Educate students and families of their ethical responsibilities in the admission process, including counseling students that it is unethical to: i) Submit false, plagiarized, or fraudulent statements on applications or other documents.
  - GEPCA is an ethical guide for professionals; not directed at students/parents



# ***Ethical Practices (GEPCA)***

- The Guide to Ethical Practices in College Admission (GEPCA), also called The Guide, is a document that “reflects NACAC’s commitment to principled conduct among professionals that support students in the college transition process.”
- Core Value: “Trust. We believe our profession is based upon trust, and honesty with one another and students.”
- 1 A. “Members should provide comprehensive, truthful, and factual information that will allow all parties to make informed decisions.”
- 1 B 1. b) “Educate students and families of their ethical responsibilities in the admissions process, including counseling students that it is unethical to submit false, plagiarized, or fraudulent statements on applications of other documents.”
- 1 C. “Confidentiality - Members should send and receive information about candidates in confidence and protect the confidentiality of all information that is shared. Adhere to their institution’s policies for confidentiality.”

# ***Data Privacy***

## Overview of Key Legislation:

- IDEA/ADA
- HIPAA
- FERPA
- HEA
- Title IX
- District rules, state, and international specific laws governing admissions transparency, financial aid policies, and DEI Initiatives

## Recent Changes & Challenges:

- Affirmative Action
- Privacy Acts
- Recent Executive Orders

# *Application Process*

## Examples:

- Misrepresenting academic records including fake transcripts or standardized test scores
- Impersonation during on-line exams
- False resume/activity list, demographics

## Institutional Safeguards:

- Document verification tools
- AI assisted fraud detection

## Ethical and Legal Consequences:

- How do colleges handle suspected fraud?
- Students could have revoked admissions or legal consequences



# *Ghostwriting*

What is it and why an issue?

- Third party services that write essays and applications
- AI generated essays

Institutional Responses:

- Plagiarism detection tools (Turnitin, AI content detection)

Supporting authentic student work

- Counselors can educate students about ethical writing
- How can admission officers support?
- What is role of counselors, teachers, and parents in guiding application efforts?

# *Implications Impact*

- **For Students:** Misinformation or unethical practices can harm students
- **For Admissions Professionals:** Personal integrity and fairness can influence self-identity
- **For Institutions:** Noncompliance can have ethical and legal impact (legal penalties, loss of public trust, accreditation issues)

# *Proactive Measures*

Develop Ethical Policies:

- Internal training for professionals on ethical decision making

Maintain Transparency and Communication:

- Clear accessible guidelines on application processes, deadlines, and criteria

Ensure Data Integrity and Security

- Prevent misuse of student data (e.g. FERPA compliance in CRM systems)

# *QUESTIONS?*



**YOU MAY ENTER YOUR  
QUESTIONS INTO THE Q&A  
BOX IN ZOOM**



**THANK YOU!**



**Please complete the Webinar Exit Survey!**