



PCACAC

POTOMAC & CHESAPEAKE ASSOCIATION
FOR COLLEGE ADMISSION COUNSELING

*LEADERSHIP EDUCATION WEBINAR CERTIFICATE PROGRAM
ETHICAL NAVIGATIONS*



Ethical Marketing

LEADERSHIP EDUCATION WEBINAR

January 2025



Admission Practices HOST: Emily Coffey

- **Who are we?**: Admissions Practice (AP) Committee
- **What are we doing today?**: Ethical Marketing
- **Why is it important?**
 - [NACAC's Guide to Ethical Practices in College Admissions \(GEPCA\)](#)
 - “College counseling and admission professionals help students make thoughtful choices about their futures. Our work is guided by principles of honesty, integrity, transparency, equity, and respect for students and fellow professionals. These values guide us in our service to students and families, our institutions, society and each other.” (GEPCA Preamble)



PRESENTERS

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Using the Guide to Ethical Practices in College Admission

- What is the Guide (GEPCA)?
It is the Guide to Ethical Practices in College Admission. It is a document that “reflects NACAC’s commitment to principled conduct among professionals that support students in the college transition process.”
- CORE VALUES of the Guide include; commitment to education, access and equity, professionalism, collegiality, collaboration, trust and social responsibility
- How can the Guide be used to maintain ethical marketing practices?

LEARNING OBJECTIVES

1. Discuss potential ethical dilemmas in marketing
2. Explore and understand the college approach to marketing
3. Explore and understand how to guide students and families through current college admissions marketing trends
4. Understand the Guide to inform ethical marketing practices and our responses to those practices



Guiding Principles: Strong Storytelling vs. False Advertising

College-side marketers should know the difference between strong storytelling and false advertising.

They should ensure their strategies land squarely on the strong storytelling side of the line.

Guiding Principles: Strong Storytelling

- Identifies a specific audience
- Presents a simple, clear narrative
- Makes a personal or emotional appeal
- Faithfully represents the university

Guiding Principles: False Advertising

- Oversimplifies realities, leading to misconceptions
- Overstates certain statistics or success stories
- Omits critical costs, barriers, or details
- Obscures data or methodologies behind claims

Guiding Principles: Marketing to Applicants

Colleges shouldn't knowingly market to applicants they won't admit.

Application growth for the sake of rankings and at the expense of the time and energy of teenagers is unethical.

Guiding Principles: Marketing to Applicants

Colleges should strive toward transparency, especially as AI tools in marketing and selection become common.

Students and families should know who they're communicating with, and how they might navigate application processes.

Guiding Principles: Marketing to Applicants

Colleges should refrain from creating a false urgency or messaging that is fear driven. Students and families should receive accurate information regarding the application process.

Using the Guide: College Counselors

From the Guide:

“To provide college admission counseling in the best interest of students, members should: a) Provide guidance, information, and exposure to help students determine their best academic, personal, and financial college match.” (Article IB, 1a)

How do we (college counselors) prepare our students to interact with colleges and interpret the information they receive?

Using the Guide

- Encourage students to assess their comfort levels with different methods of communication and set boundaries.
- Educate students on how to identify patterns of excessive pressure to make a decision or repetitive outreach and to navigate/address their concerns
- Empower students to utilize this to make informed decisions about what kind of institution do you want to be a student at
- Reinforce importance of self-care and burnout from constant college-related outreach/communication

Using the Guide

Help students and families understand the different channels of communication - text vs email - that they will need to navigate during the process.

Colleges ask for permission to text; however, the content included in the text must be considered.

QUESTIONS?



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



THANK YOU!



Please complete the Webinar Exit Survey!