

Welcome to the 21st Annual Summer Institute

The Evolution and Application of Ethics in the College Admission Process

Session A1

July 22, 2024



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Learning Objectives

Objective 1: To understand the history behind admissions practices

Objective 2: To understand the practical use of the GEPCA

Objective 3: To apply best practice in our everyday work life



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

Since 2020, Guide to Ethical Practice in College Admission



TIMELINE

November 2017

DOJ contacts NACAC about alleged antitrust violations in the *Code of Ethics and Professional Practices*.

Board agrees to terms of the Consent Decree.

October 2019

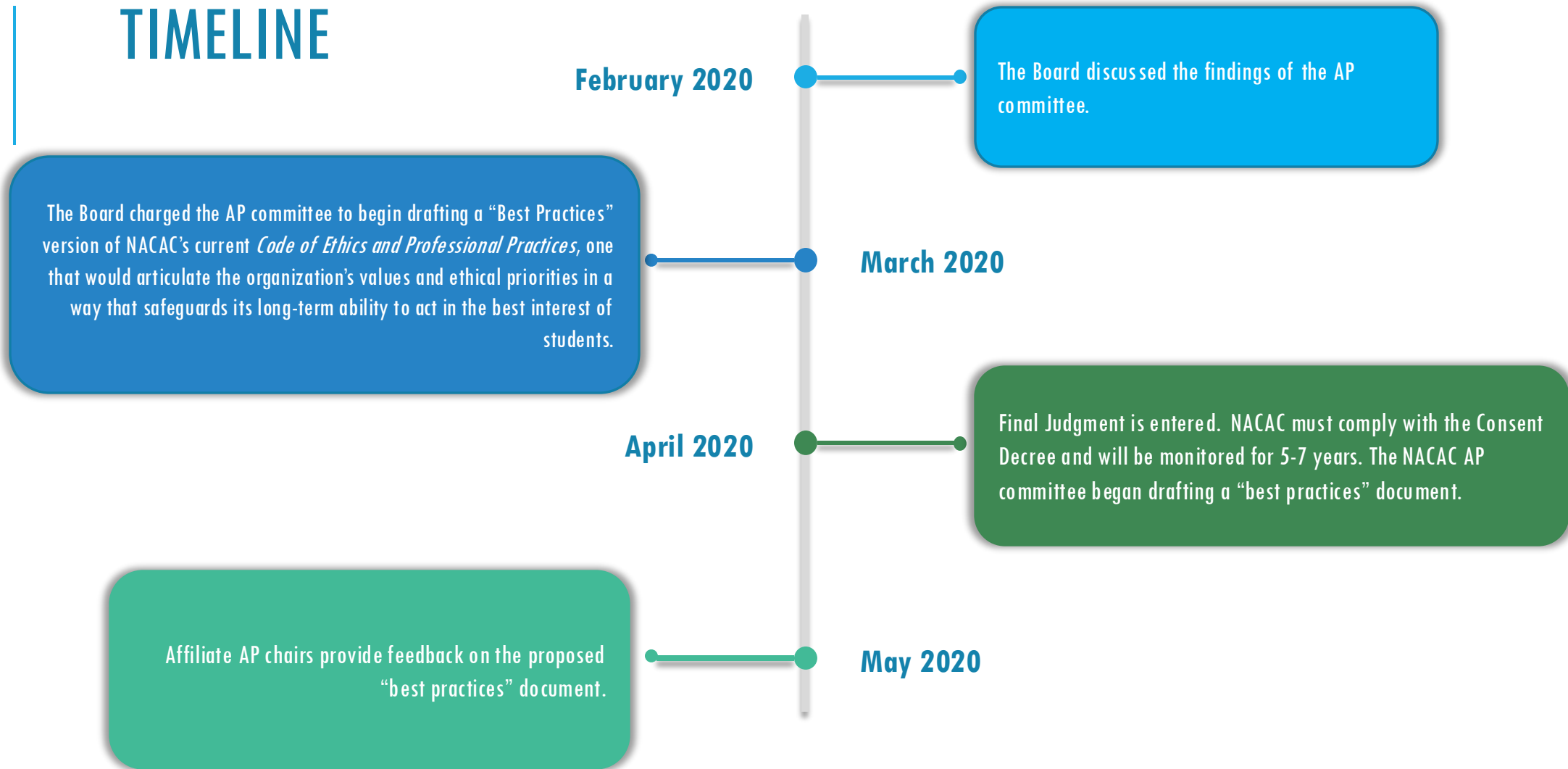
Late 2019 – Early 2020

The national AP committee considered the report of the Ad Hoc Committee on Leadership in College Admission as well as the 2019 delegate exercise led in caucuses and a survey to determine the attitudes of the members.

The national AP committee responded to the initial charge of the Board to create a document that would remain a combination of best and mandatory practices. Like-organizations' codes of ethics were analyzed, legal opinions were solicited, and numerous legal documents were reviewed and considered throughout the process.

January 2020

TIMELINE



TIMELINE

June 2020

NACAC Board of Directors approves draft of the proposed *Guide to Ethical Practice in College Admission*.

Members provided feedback on proposed *Guide to Ethical Practice in College Admission*.

July 2020

August 2020

National AP Committee makes final revisions. Proposed *Guide to Ethical Practice in College Admission* is shared with the members.

Assembly delegates approve replacing the *Code of Ethical Practice in College Admission* with the *Guide to Ethical Practice in College Admission*.

September 2020

What is the same?



Maintains the priority of serving the best needs of the student.

Maintains most of the formerly mandatory practices as recommended practices

Maintains recommended earliest deadlines of May 1 and October 15

What is different?

All provisions are best practice

NACAC and affiliate AP committees will not enforce compliance

Recommended practices are less specific than mandatory practices

Updates to core values

There are no sanctions for non-compliance

NACAC Admission Practices Committee



The National AP Committee is not limited in size, one will serve 2 years with an option to extend. The focus of the committee is evolving



Charged with managing the process for updating NACAC's Guide to Ethical Practice in College Admission



Develop new educational material to promote NACAC's recommended best practices.



They are a resource to the National membership and are available to assist and recommend ethical best practice

PCACAC Admission Practices Committee



We are an affiliate of the National Admissions Practices Committee



We consist of school counselors, college admission counselors and independent counselors from PCACAC



We identify and share regional trends with National AP and other affiliates



We are charged with educating the membership about NACAC's Guide to Ethical Practice in College Admission



We are a resource to our membership and are available to assist and recommend ethical best practice



We are the authors of the monthly publication Ethical Navigations

Frequently Asked Questions

- What is the Guide to Ethical Practice in College Admission (GEPCA or The Guide)? Where can I find it? [THE GUIDE](#)
- How can I best use The Guide?
- Can an Institution get in trouble if it dodges best practices as outlined in the Guide?
- Does the National or affiliate AP committees keep a list of infractions?
- What are my options if I believe an individual or institution is behaving in a way that is contrary to The Guide?
- What do I do if I have a comment, concern or idea regarding the Guide?



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 *

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 Undergraduate
- 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

CASE STUDIES

Scenario 1 Admissions Dates and Deadlines

After reading about Beach University's early action program and receiving an invitation to apply early action, Florence submits an early action application for the nursing program. She submits her completed application by the December 1st early action deadline and awaits her early action decision, which is supposed to arrive no later than December 31st, according to the Early Action Program at Beach University. She receives a timely decision, but while it states that she is accepted to Beach University, it also states the nursing program is at capacity. She contacts the admissions office and is told that the Priority Deadline for the nursing program was November 1st, but she will be considered for a space if one becomes available. Florence is confused, upset and surprised.

SCENARIO 1 POSSIBLE APPROACH

Florence should discuss this situation with her school counselor, who should feel empowered to contact the institution and suggest that the priority deadline for the nursing program be better aligned with the deadline for the early action program. The counselor could also suggest that the priority deadline and the limited availability be communicated as part of the early action program information (i.e. instructions, invitation, etc.)

Which section of the Guide to Ethical Practice in College Admission can you find information relating to this topic?

Article III, Section A.1.a:

1. Non-restrictive application plans Colleges allow students filing applications using one of these non-restrictive plans to submit applications to multiple institutions. It is recommended that colleges allow students who are offered enrollment using one of these plans until at least May 1 to confirm their intent to enroll. Colleges should disclose whether admission to their institution or to any of their programs or majors or selection for scholarships is on a first-come, first-served basis.

a) Early Action (EA): Students apply by an earlier deadline to receive a decision in advance of the college's Regular Decision notification date.

Article III, Section B:

Priority deadline: A priority deadline is an application deadline that colleges may establish for programs and majors that have limited space. The deadline may also be used for students who want to be considered for specific scholarships.

CASE STUDIES

SENARIO 2

PCACAC June 2024 Ethical Navigation: Summer Decisions

This month's scenario:

With graduation “in the books,” Summer, the college counselor at Breakshere School, is wrapping up the school year. The seniors going to college seem eager for the next step, and Summer is excited for them. While preparing to send final transcripts to colleges, Summer hears the “new mail” chime on the computer.

Quickly, Summer scans the e-mail which reads, “Hi. Great news! Hot Beach University just sent me an e-mail offering an additional \$10k scholarship per year. I know I had planned to attend Breezy Mountain College, but this additional scholarship has me re-thinking my plans. HB has given me two weeks to decide. Can we meet before you go on summer break?”

With great care for students, Summer readily agrees to meet later in the week. What ethical issues should Summer consider as the student seeks guidance?

SENARIO 1 POSSIBLE APPROACH

With the delays from FAFSA, college concerns about enrolling a class, and the post-DOJ Guide from NACAC, counselors might want to be prepared for more summer offers of admission/scholarship. In light of this, *GEPCA* still provides advice on suggested best practices that can help Summer with advisement in this situation

First, the core value of Education should be considered. According to the Guide, *"We believe in and are committed to educating students, families, the public, fellow education professionals, and ourselves about the transition to and within postsecondary education."* Thus, Summer should be prepared to educate the student and their family that these offers could occur and encourage the student to continue to consider the entire fit to college, of which cost is just one factor. This value specifically ties into Article 1. B. 1. a). which reads, *"To provide college admission counseling in the best interest of students, members should: provide guidance, information, and exposure to help students determine their best academic, personal, and financial college match."*

Furthermore, Article 1. B. 1. b. iii.). explains, *"To provide college admission counseling in the best interest of students, members should: Educate students and families of their ethical responsibilities in the admission process, including counseling students that it is unethical to maintain an active enrollment deposit or the equivalent at more than one US college."*

CONT. POSSIBLE APPROACH

Thus, Summer could meet with the student to hear about the offer and discuss the student's goals and important factors. This conversation may also include a financial analysis to determine the total cost of attendance at both institutions. During this meeting, Summer could advise the student that it is appropriate to keep the Breezy Mountain commitment while determining the next steps. Summer might even encourage the student to let BMC know that the scholarship offer had been made and inquire about the possibility of appealing scholarship/aid. If the student decides to change schools to attend Hot Beach U, Summer would want to advise the student to immediately withdraw from Breezy Mountain so the student would have only one active enrollment.

CONT. POSSIBLE APPROACH

Addendum:

Because of the timing, an additional issue about final school transcripts might arise. As part of final school-year duties, Summer typically sends a final transcript to each student's college of choice—in this case, Breezy Mountain College. But, what if the student asks for an additional transcript to also be sent to Hot Beach University?

This situation seems similar to late waitlist movement. What would Summer do if a student was admitted off a waitlist after sending an initial final transcript to another school? (According to Article II. B e). *"Colleges should notify all wait list candidates of the final decision no later than August 1."* so late waitlist movement, particularly this year, is possible.). Having a school policy for final transcripts could help direct Summer. For example, to encourage students to have only one active enrollment, the Breakshere School might have developed a policy to send only one final transcript. Given the changes in college admission, Summer might want to work with the administration to make sure this policy has a way to adapt to enrollment changes during the summer.

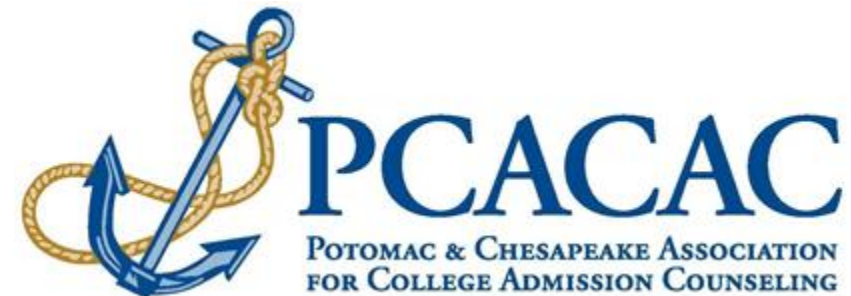
Audience feedback time (aka QUESTIONS)

Comments?

Insights?

Input?

Information gaps?



Please. . .

Complete the session evaluation on the Webex Summer Institute app before leaving the room today.



Thank you!

