

**Professional Ethics:
At Home and On the Road**

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Making strategic enrollment
management WORK for you

SEMIWORKS.

Definitions

Eth · ics \ 'eth-iks \ n sing or pl 1: a discipline when dealing with good and evil and with moral duty
2: moral principles or practice

Pro · fes · sion \ prə-'fesh-ən \ n 3: the whole body of persons engaged in a calling

The Merriam-Webster Dictionary

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Scenario

During a campus tour, the parent of a prospective student asks you about violent crime in the area. You are aware that two XYZ University students have been robbed at gunpoint just off-campus in the last three weeks.

How do you respond?

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Resource Availability

NACAC

- National Association for College Admission Counseling (www.nacac.org)
- Created 1937, currently includes more than 6,500 members including 1,550 public, private, and independent postsecondary institutions
- Statement of Principles of Good Practice: "the code of ethical conduct for all individuals and institutions involved in the admission process."

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Statement of Principles of Good Practice

- Recognized by NACAC members, the American Association of Collegiate Registrar and Admissions Officers (AACRAO), and The College Board
- Endorsed by the American Council on Education, the National Association of Secondary School Principals, the National Student Association, and the American School Counselor Association

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Statement of Principles of Good Practice

- Contains both mandatory and recommended admissions practices
- Fundamental principle underlying the SPGP: each student is to be treated equitably and with dignity during the college admissions process



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Scenario

Prospective Student to Admissions Counselor:
"Tell me why I should attend ABC University
instead of XYZ College?"

What's your response?

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Encourage students to visit
as many schools as possible
to find a suitable fit

**SPGP: Statement of
Core Values**

- Professionalism: the extent to which we practice ethical behavior
- Collaboration: to enhance profession's effectiveness
- Trust: with one another and students
- Education: belief in educating various populations about the transition to and within postsecondary education
- Fairness/Equity: with one another and students
- Social Responsibility: by safeguarding students' rights and access to postsecondary education

SESTWORKS.

Educators
parents
students

Scenario

You are meeting with a prospective student and during the conversation it becomes apparent the student does not have the credentials to be admitted to your institution.

Your next move is to _____

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Stick to your guns

SPGP Topics

- "responsible for development of ... written communications, and presentations, i.e., ... college fairs used for their institution's promotional and recruitment activity." (1.2.)
- "state clearly the admissions requirements ... so that candidates will not be adversely affected in the admission process." (1.2.4.a)
- "notify candidates as soon as possible if they are clearly inadmissible." (1.1.A.17)

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Scenario

Date missing

What's wrong with this statement?

"Excellencia University has been ranked by *US News & World Report* as one of the top three public universities (bachelor's) in the South."

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Time-line

SPGP Topics

- "will identify the source and year of study when ... cit(ing) published rankings of academic programs." (1.2.)
- "will not use disparaging comparisons of secondary or postsecondary institutions." (1.4.d)
- "will refrain from recruiting students who are enrolled, registered, or have declared their intent ... with other institutions unless the students initiate inquiries themselves." (1.6)

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Scenario

Josh,

Congratulations on your admission to Incomparable University on January 15. We're finalizing our plans for our freshman class and need to receive your \$150 enrollment deposit no later than March 15 in order to hold a spot for you here at Incomparable. Please let us know ASAP!

Best wishes,
Your Admissions Rep

What's wrong with this statement?

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National commitment date is May 1st
Postmarked by May 1st

SPGP Topics

- "will permit first-year candidates for fall admission to choose...among offers...until May 1. Colleges that solicit commitments ...prior to May 1 may do so provided those offers include a clear statement that written requests for extensions until May 1 will be granted."
(I.A.6)



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Coordination is key

SPGP Topics

- "will provide precise information about their academic majors ..." (I.2.c)
- "will not discriminate...based on the particular application form ..., provided the college or university has agreed explicitly ... or implicitly, to accept the particular version of the application."
(I.A.14)

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SPGP Topics

- "will accept...only official transcripts in the admission...process which come directly from the counseling, guidance, or registrar's offices of the institution(s) the candidate attends or has attended" (II.A.12)
- "will receive information about candidates in confidence...and will respect completely the confidential nature of such data." (II.A.2)

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FERPA

Federal Education Right To Privacy Act of 1974

- Student education records may not be disclosed unless the student has given written consent or the request fits one of the legal exceptions
- Exception: consent is generally not required for the release of directory information
- Other exceptions: health/safety emergencies, subpoena, violation of drug/alcohol policy or federal/state/local law

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Scenario

You receive a frantic phone call from an individual claiming to be a student's mother, and she must find her son immediately because of a family emergency.

Can you tell this person when and where the student's next class is today?

No: For the safety of the student you cannot tell another person where a student is at any time.

General Rule: Contact FERPA Coordinator or campus police

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FERPA

- Parents may obtain non-directory information only by obtaining a signed consent from the student (student may restrict parents obtaining directory information through an "affirmative restriction")
- Key Thought: When in doubt, do not release information – refer instead to institution's FERPA coordinator (typically Records/Registrar's Office)

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Scenario

An unauthorized person comes into your office and retrieves information about a student from your computer that you left unattended. Under FERPA, are you responsible?

Yes: Info on computer screens should be treated the same as any printed material.

General Rule: The medium in which student info is held is unimportant. You are responsible for ensuring that no information is left accessible or unattended, including computer displays.

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General Ideas...

- Recruiter vs. Counselor – ethical duties
 - Foundation for counseling: meeting students' needs
 - Recognize the interests/well-being of the student as paramount to those of the institution
 - Differences based on type of institution
 - first-generation students
 - high financial need

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General Ideas...

- "Know who you are" as an individual and office/institution
 - What do you know about your school?
 - Alumni perspective? Don't know it all!
 - Will help you be able to accurately assist students/families



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Office Dynamics

- Campus/Office Culture
 - Director's view
 - Institution's image to outside world
 - Senior leadership's (President!) Influence(s)
- Image/Appearance matters
 - Dress code
- "Customer Service" in/outside office
 - Support staff, receptionist, physical plant
 - Being a team player matters

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Office Dynamics

- Profession vs. Job
- Give more than expected
- Tact and discretion
- Communication
 - letter writing
 - appropriate e-mail
- Travel
 - some do, some don't

The Golden Rule:
Do unto others as you would have them do unto you!

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Office Etiquette

- Use of e-mail auto reply/
phone voice mail
- Making requests: don't
assume your coworkers are
less busy/stressed than you
- Food: beware soda
HISSES, microwave *BEEPS*,
and food *CRUNCHING*,
MUNCHING while others are
working!



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Netiquette

- Not the same as when you were a student!
- Know the basics of professional cyber culture and
your office/institutional parameters (appropriate
use policy)
- Respect others' time and bandwidth (protect their
privacy, avoid spamming)
- Don't put anything into an e-mail message that you
wouldn't want the world to know about
- Remember, you have no control over where your
message goes after you hit the send key!

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Netiquette

- Format "official" messages the same as you
would a business letter
- The Golden Rule (revised): "Type unto others
as you would have them type unto you"
- You'll be judged by the quality of your writing –
be sure you're proud of what you send
- Behave ethically, using the same standards
online as you would in real life (be aware of
where you are in cyberspace)

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Traveling

- One of the most expensive/time consuming part of the recruitment process – important to maximize your efforts
- Know your institutional expectations
 - Making arrangements – understand your processes/ Standard Operating Procedures
 - What does your director/travel coordinator expect from your efforts?
 - Fairs/private visits/counselor drop-offs/etc.
- Remember you're a professional: be ready (dress, attitude) to meet prospective students or parents anywhere, anytime.

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Scenario

John is representing Everywhere College at an out-of-state college fair. Because his school is small and 1,000 miles away, he's not getting much "traffic" at his table. He decides to walk around the corner to visit Sally, a friend who represents another college from his state.

What's wrong with this picture?
How could it be corrected?

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Suggestions

- Seek out professional development opportunities in order to develop/maintain the highest possible level of knowledge and skills
- Engage peers who challenge you professionally
- Beware negativity
- Have fun AND be professional
- Embrace Your Role!

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Partnership

From NACAC's Statement on the Counseling Dimension of the Admissions Process:
"College admission counselors stand with school counselors at the junction between secondary and postsecondary education and together they play a pivotal role in helping to ease students' transition from one level to the next."

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Final Thoughts

Remember, whether you realize it or not, all you say and do will be observed! You are representing yourself, and more importantly, your institution.



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Additional Resources

- www.nacac.org
 - Statement of Principles of Good Practice (2001)
www.nacac.com/downloads/policy_sopgp.pdf
 - Statement on Counselor Competencies (July 2000)
www.nacac.com/downloads/policy_couns_competencies.pdf
 - Statement on the Counseling Dimension of the Admissions Process (October 1990)
www.nacac.com/downloads/policy_couns_dimension.pdf

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Making strategic enrollment
management WORK for you

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