

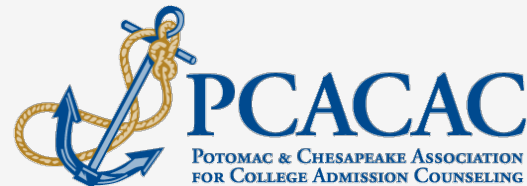
Welcome to  
PCACAC's  
16<sup>th</sup> Annual  
Summer  
Institute



Finding True  
North: Navigating  
our Ethical  
Responsibilities

B1

Monday, July 15, 2019



# Presenter(s)/Panelist(s)

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# Learning Objectives

1

- Overview of NACAC's SPGP:CEPP

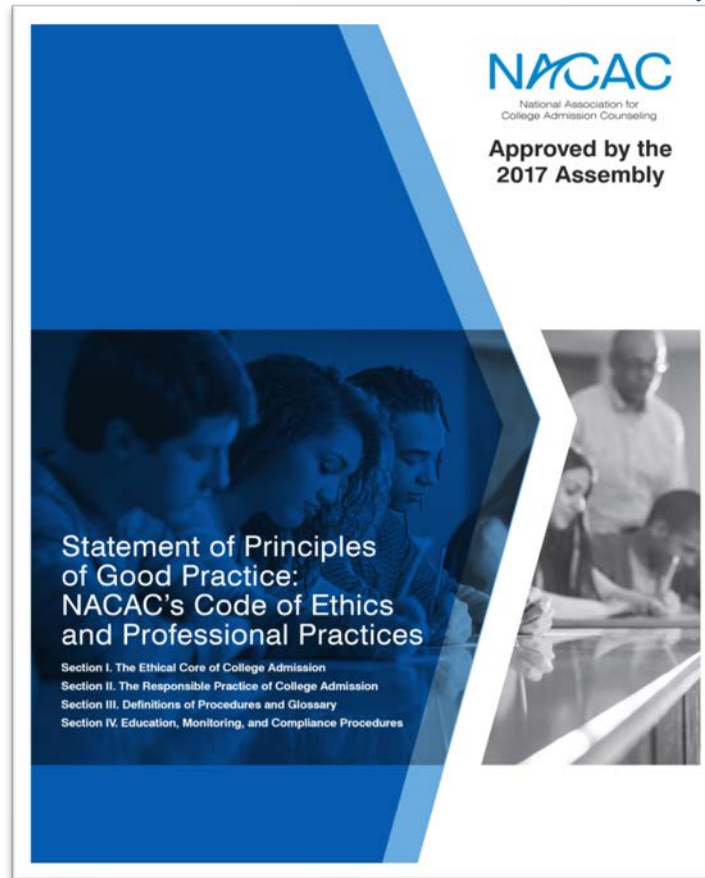
2

- Review of a few Case Studies

3

- Overall ethical admissions practices

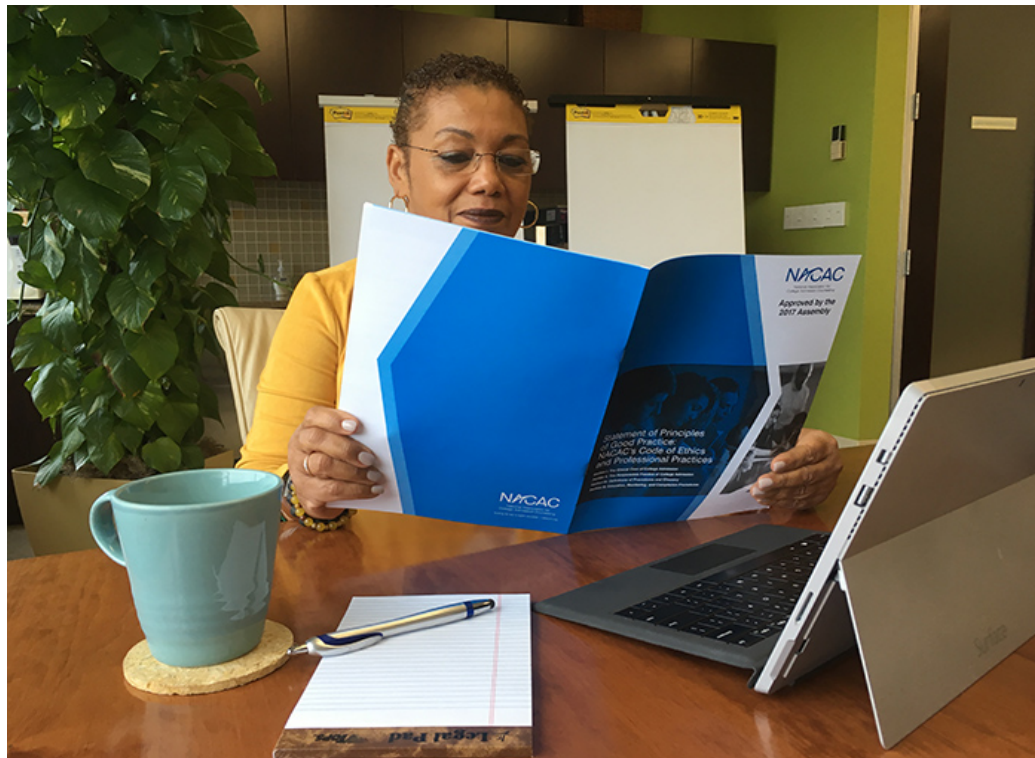
# About the Code of Ethics and Professional Practices (CEPP)



# Name Change: *SPGP* to *CEPP*

- Promoting ethical admission practices has been the cornerstone of NACAC since its creation in 1937.
- Previously, the association's foundational document was referred to as the *Statement of Principles of Good Practice*, or **SPGP**.
- A new document with a new name now guides NACAC members.
- Highlights from the *Code of Ethics and Professional Practices*, or **CEPP**, will be discussed in this presentation.

# Navigating the *CEPP*



The document can be viewed at

[www.nacacnet.org/cepp](http://www.nacacnet.org/cepp)

It includes an introduction and preamble as well as four sections:

- Section I: The Ethical Core of College Admission
- Section II: The Responsible Practice of College Admission
- Section III: Definitions of Procedures and Glossary
- Section IV. Education, Monitoring, and Compliance Procedures

# Section I: The Ethical Core of College Admission

- Truthfulness and Transparency
- Professional Conduct
- Respect for Confidentiality



## 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
- Wait Lists
- Transfer Admission
- The Use of Commissioned Agents in International Student Recruitment

Section III: Definitions of  
Procedures and Glossary

Section IV: Education,  
Monitoring, and Compliance

# What's in the CEPP?



# The *CEPP* addresses

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

# Other features include:

- Emphasizes the importance of May 1
- Establishes restrictions on using housing deadlines to manipulate commitments before May 1
- Requires transparency from colleges in their financial aid award letters
- Requires transparency in secondary school reporting including
  - Grading policies
  - Policy on reporting students' disciplinary records
  - Change in student enrollment status
- Includes a Definition of Procedures and Glossary

# Wait Lists

- Acknowledges difference between verbal and written offers
- Recognizes colleges' need for quick responses to offers from waitlist
- Ensures students on the waitlist know
  - How financial need will affect their chances of being offered admission
  - Availability of campus housing

# Transfers

- Allows institutional dates and deadlines for transfer students
- Requires transparency from college regarding transfer policies
- Requires colleges to list all transfer agreements with other institutions
- Requires colleges to provide **estimated** transfer credit and financial aid before requiring a deposit

# Commissioned Agents

- Makes colleges responsible for the conduct of the agents that work on their behalf
- Requires colleges to publish the names of agents or agencies that are authorized to represent them
- Requires colleges to disclose the names of agents with whom they have business relationships.



# Filing a complaint

- Complete complaint form on NACAC website-

<https://www.nacacnet.org/advocacy--ethics/statement-of-principles-of-good-practice/>

- Attach supporting documents (if available)
- Submit to NACAC
- NACAC will send to appropriate affiliate and/or NACAC Admission Practice chair

# Case Studies



# Case Study-Rank Ordering

- University has included on their application the following question:
- Please indicate your level of interest in University:
  - ❑ University is my #1 choice
  - ❑ University is one of my top choices
  - ❑ University is in the top half
  - ❑ University is under consideration but not a top choice
- Is this compliant?

# Case Study Rank Ordering cont.

- This is not compliant according to SPGP: CEPP I. C. 3. which states:
- *College members will not ask candidates, their counselors, their schools or other to divulge or rank order their college preferences on applications or other documents. They may ask the question verbally only if the answer will not be used to influence an admission, scholarship or financial aid decision*
- If this question was optional would it still be non-compliant?
- Yes, it cannot be included on the application.
- If this question was asked verbally in an interview, would it still be a non-compliant?
- If it is being used in an admission decision, then it is.
- If it is coming up in casual conversation, it may not be.

# Case Study May 1

- University is having their Springfest concert on April 10 and notifies all admitted student that any students deposited before April 1 will be entered in a lottery to win a pair of tickets to see the famous performer, Shaylor Twift.
- Is this compliant?

# Case Study May 1 cont.

- No, because II. B. 2. which states
- *Colleges must not establish policies, engage in practices, imply advantage or offer incentives whose effect is to circumvent the NACAC's Code of Ethics and Professional Practices' established deadlines. Incentives are allowed when equally available to students who wait until the established deadlines. Colleges may not guarantee admission, specific college placement, or institutional financial aid or scholarship awards prior an application being submitted except when pre-existing criteria are stated in official publications*

# Case Study #Transfer Credit Evaluation

- Student has been admitted to University and contacts University about their transfer credit before depositing. University does not produce degree audits to admitted transfer students but sends the student a link to their online transfer credit equivalency database to review potential transfer credit. The student's deposit is due in two weeks.
- Is this compliant?

# Case Study Transfer Credit Evaluation cont.

- Yes, because II. D. 4. a. which states
- *Colleges will provide them with an evaluation of their prior college-level credits that is a good faith estimate of how those credits will be applied toward their graduation requirements. An online articulated transfer agreement will meet this requirement*
- **The University has demonstrated a good faith effort and is providing accessible information for the student.**



# Case Study Discipline Policy

- High School has on their school profile:
- “As per district policy, it is High School’s policy is to not to report any expulsions or out-of-school suspensions for its students.”
- A student has been expelled from High School, and the school has notified all of the colleges to which the student applies that the student is “no longer attending High School.”
- Is this compliant?

# Case Study Transfer Discipline Policy cont.

- Yes, because I. A. 3. b. which states
- *Secondary schools must describe on their school's transcripts or school profiles their grading scale or any other method of representing student progress, their grade distribution, their policies on weighting courses and on repeating courses, and whether grades from all courses attempted are reported on transcripts and included in any cumulative GPA calculation. Schools must 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.*
- **Note that the school has shared their reporting policy on the profile and has notified about the change in status.**

# Case Study Waitlist Potential

- In March, Student accepts a spot on the waitlist at College. In April, College contacts Student to ask:
  - What is your level of interest in College now that you have received your other admission decisions?
    - ❑ I am very interested in College
    - ❑ I am somewhat interested in College
    - ❑ I am no longer considering College
  - Is this compliant?

# Case Study Waitlist Potential cont.

- Yes, because II. C. 3. states
- *Colleges may ask students who have accepted a place on the wait list to indicate their level of interest, but must not ask them to rank order or identify their other college choices.*
- **The college is asking about interest only in their own institution from a student on the waitlist.**

# Case Study International

- A prospective international student was contacted by an agent, Mr. Agent, representing United States University. When the student goes to United States University's website, they cannot find any information about Mr. Agent on the website. Student follows up with a phone call and USU confirms Mr. Agent does represent them abroad.
- Is this compliant?

## Case Study International cont.

- No, because II. E. 2. c. states
- *Members must disclose that they are working with agents on all promotional information directed toward international applicants. Institutional websites will list the names and contact information of all commissioned agents with whom they have a business relationship.*

# Case Study Financial Aid

- Student has received a generous financial aid award from University. Student's top choice is College and Student contacts College to ask if they will revise their award to match that of University. College asks for a copy of the financial aid award from University as part of their reconsideration.
- Is this compliant?

## Case Study Financial Aid cont.

- Yes, because I. C. 4. states
- *Colleges may, however, require documentation that might divulge the name of another institution when it supports a candidates' appeal of an admission, financial aid or scholarship decision. This is only permissible when the appeal has been initiated by the candidate and when the appeal references an offer from another institution.*



Questions?

# Please...

Complete a session evaluation  
via the mobile app before you  
leave.

Thank you!