

# **Statement of Good Admission Practices** *(Revised 7/99)*

## **ARTICLE I. Personnel**

- A. Professional admissions people or delegated officials shall be post-high Planning Day representatives.
- B. Enrolled post-high undergraduate students shall not participate in the sponsored post-high school Planning Days.
- C. College personnel from a non-academic area (i.e. coaching or band) cannot attend Planning Days for the sole purpose of recruiting students for activities in that particular non-academic area.

## **ARTICLE II. Planning Day Procedures**

- A. Representatives must present clear and accurate information concerning their institution or agency while avoiding ambiguous, questionable or false information about competing institutions and agencies. Ambiguous or false accreditation, or guarantees of employment upon completion of education or training are not acceptable.
- B. The use of audio visual equipment will not be allowed when the planning day is done in a large group setting. In an individual session program representatives must furnish their own audio-video equipment.
- C. Post-high representatives shall remain within the areas assigned to them during the Planning Day programs. Representatives must remain behind their tables in a group setting. An institution shall limit its number of representatives to comply with this requirement.
- D. Professional admissions people or delegated representatives cannot visit a high school during the week in which a Planning Day is scheduled at that high school (other than for the Planning Day).
- E. Professional admissions people or delegated officials shall avoid unprofessional tactics during Planning Day programs, such as raffles, inappropriate attire or other inappropriate methods of operation.  
Appropriate items to distribute to students include brochures describing an institution and its programs, catalogs, applications, pens, pencils or other items containing factual information. Gimmick items that would disrupt the overall program such as frisbees, footballs, etc., will not be allowed.
- F. Table displays shall not exceed 18" above the top of a table at programs where two or more institutions share common quarters for counseling purposes. All display materials must fit on the top of the table space assigned to the institution.
- G. All member institutions should communicate their policies to prospects and applicants in their presentations, correspondence, and publications stating that they either (A) Do not consider financial aid in the admission process, or (B) Do consider financial aid in the admission process and provide an historical perspective as to how often and to what degree they have been need-conscious.  
Representatives will not insist on or pressure students to make immediate decisions to enroll, enlist or make substantial down payments because of few remaining openings.

- H. Representatives will attend all scheduled programs for which they have registered. In case of emergency or illness, the representative scheduled has the responsibility of contacting the host counselor and the Dakota ACAC Executive Director as soon as the representative knows he or she will be unable to attend. Representatives are also expected to be on time and stay until the program has been completed. Failure to comply with either of these rules can result in an institution's being disqualified from participation the following year.

If a representative is absent from any program or late for two or more programs for which an institution has registered, the Dakota ACAC Executive Director shall notify the representative's institution of such absences.

- I. All press information concerning Planning Days shall be released by the Executive Director of the Dakota ACAC or the high school counselor involved. Post high institutions shall not issue press releases concerning the schedule, but may use paid advertising to publicize the event(s).
- J. Members of the Dakota ACAC shall avoid participating in a Planning Day program in South Dakota which has not been approved by the Executive Board of the Dakota ACAC. Planning Days are defined as programs (either fairs or individual sessions) at which representatives promote the programs of individual institutions. This does not preclude representatives from an institution participating in generic career presentations at which representatives provide information on their type of institution, rather than specific program details. Members of the Dakota ACAC are encouraged to refer requests for attendance at unapproved Planning Day programs to the Executive Director or President of the Dakota ACAC.

## **ARTICLE III. Continuing Professional Service**

- A. Professional admissions people or delegated officials must conduct themselves in such a way as to strengthen the professional service of post-high school planning.
- B. Professional admissions people or delegated officials shall be responsible for presenting clear and accurate information concerning their own institution and avoiding ambiguous, questionable or false information about other institutions.
- C. Professional admissions people or delegated officials must contact proper high school officials prior to follow-up visits. Contact with prospective students for the purpose of arranging a high school visit should clearly state that the local counselor will have complete information and will be able to confirm the visit prior to the arrival of the institution's representative. Dakota ACAC does not believe that high school counselors are obligated to receive post-high representatives who have not made an appointment in advance of a visit.
- D. Admissions representatives who are responsible for the development of publications used for their institution's promotional and recruitment activities shall ensure that all information in such publications is clear and accurate and that all pictures and descriptions of the campus are accurate and realistic.

- E. Dakota ACAC members are responsible for all people whom the institution involves in admissions, promotional and recruitment activities (including their alumni, coaches, students and faculty) and for educating them about the principles of the Dakota ACAC. Dakota ACAC members that engage the services of admissions management firms or consulting firms shall be responsible for assuring that such firms adhere to these principles.
- F. Admissions representatives shall avoid unprofessional promotional tactics, such as:
  - a. Contracting with high school personnel for remuneration for referred students.
  - b. Contracting with placement services that require a fee from the institution for each student enrolled.
  - c. Encouraging students to transfer prior to their completion of the program if they have shown no interest in doing so.
- G. Admissions representatives shall be aware of the nature and intent of all admission referral services utilized at their institution (including their alumni, coaches, students and faculty) and seek to insure the appropriateness of such sources.

#### **ARTICLE IV. Enforcement**

- A. All institutions seeking representation in the Dakota Association for College Admission Counseling must conform to this *Statement of Good Admission Practices*. Violations should be reported to the Executive Director or the President of the Dakota ACAC. This will be forwarded to the Admission Practices Committee for review. Failure to adhere to the *Statement of Good Admission Practices* may result in the withdrawal of the institution's privilege to participate in Dakota ACAC activities.
- B. The person making the complaint must furnish a written statement of violation within thirty (30) days to the Executive Director or President of Dakota ACAC plus a copy of this statement to the accused. This will provide the accused with the specific details of the violation plus the name of his accuser.
- C. The Executive Director shall distribute copies of the statement of the violation to each member of the Admission Practices Committee. A hearing of the Committee shall be scheduled within thirty (30) days following receipt of the complaint/violation by the Executive Director. Both the complainant and the accused shall be present and shall have the opportunity to present witnesses and evidence and shall have the right to question each other and/or the witnesses. Either party may be accompanied by counsel.
- D. The Admission Practices Committee shall consider all the facts presented and determine if a violation of the *Statement of Good Admission Practices* has occurred. In event of a violation, the Committee is authorized to impose sanction(s). The decisions of the Committee are final. An appeal to the Dakota ACAC Board of Directors shall be considered if there is new evidence or if the accused can prove there was a lack of fair hearing by the Admission Practices Committee. The complaint and hearing shall be considered confidential until, or if, a sanction is imposed and the written report of the sanction is received by the President of the Dakota ACAC.