

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

Andrew Hendry

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**NACAC**

- National Association for College Admission Counseling ([www.nacac.org](http://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

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SESTYWORKS

**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

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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?

SENIOR WORKS

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

Educational  
parents

**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.)

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state clearly the admission requirements

Scenario

National commitment date is May 1st

Pratman, 1st

**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

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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



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SEATWORKS

### Office Dynamics

Company/Office Culture

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**Office Etiquette**

- Use of e-mail auto reply/  
phone voice mail



## 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?

Exp. in chain of command/counselor dmo. off/ etc.

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**Partnership**

From NACAC's Statement on the Counseling  
Dimension of the Admissions Process:

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Making strategic enrollment  
management WORK for you

**SENIORWORKS**

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