

STATEMENT OF GOOD PRACTICES

Updated: Spring 2024



I. PURPOSE

- A. The Arkansas Association of Collegiate Registrars and Admissions Officers believes in the professional competence of each admissions office and representative. The organization understands and accepts responsibility for the educational community.

Each admissions officer is responsible for his/her respective institution of higher education. Admissions officers must have the proper credentials and be educated in the moral and ethical principles derived from this statement.

Each member institution promotes high standards in relationships with associated personnel, students, and parents.

As professionals, the welfare of students is the most important consideration while offering assistance. The following guidelines have been established and are intended to benefit students, parents, hosts, and representatives attending College Planning Programs.

II. COLLEGE PLANNING PROGRAMS

A. General

1. Maintain the highest level of personal and professional conduct.
2. Do not speak adversely about another professional or institution.
3. Treat prospective students/parents/visitors professionally and respect the confidentiality of information.
4. Do not seek information based on race, sex, creed, or physical or mental disability.
5. Abide by the guidelines of the host site.
 - a) RSVP for the College Planning Program via the designated portal and abide by calendar guidelines.
6. Arrive early, check in with the host site, and remain in your designated area for the length of the scheduled event.
7. Avoid utilizing unsupervised students, cadets or other non-professionals. If it is necessary to use these representatives, use good judgment and make sure the host is aware of your plans.

B. Shared Information

1. *Provide students, parents, and counselors with information and deadlines pertinent to the current school year. Do not give false promises regarding admission to your institution, scholarships, or financial aid.*

2. Promote institutions through informational materials such as viewbooks, brochures, informational request cards, QR codes, and other factual information.
 3. Distribution of plastic advertisement bags, pencils, pens, and stickers is allowed. All other promotional items or giveaways are prohibited. Any questions should be directed to the ARKACRAO President or College Planning Program Coordinator.
- C. Proxy Representatives & Additional Recruiters
1. If using alumni as representatives, make sure this information is provided and designated representatives use nametags.
- D. Competitions, Promotions, Technologies, & Recruitment Displays
1. No contests or demonstrations are allowed.
 2. If operating a computer-based program related to your campus, a request for set-up needs must be made ahead of time, and verified by the host. This must not interfere with or distract other display areas.
 3. The use of musical devices and Bluetooth speakers is prohibited.
 4. Confine recruitment to the designated/assigned area. The use of display boards/stand-up campus advertisements cannot interfere or conceal the area of another representative. These must also be confined to the designated/assigned area, and must remain behind the area or may be allowed to the side, if it does not cause interference.

III. CLEARINGHOUSE CALENDAR

- A. Scheduled college planning programs will be in the Clearinghouse Calendar. Any additions will be sent by the College Planning Program Coordinator.
- B. Any requests for programs that are not scheduled through the Clearinghouse Calendar should be referred to the College Planning Program Coordinator.
- C. Hosts of scheduled programs are encouraged to invite all ARKACRAO member institutions. However, if no invitation is received, do not attend a program in question before contacting the host.
1. *Any member of ArkACRAO who has purchased the current clearing house calendar or is up to date with their ArkACRAO dues will be invited to the college planning programs. An institution must be up to date on their dues to attend the college planning programs on the clearinghouse calendar.*
 - a) *A host site can limit the number of attendees wishing to set up a table at a college planning program. The host site must communicate the capacity limit with the ArkACRAO Vice President of Technology and Vice President of Admissions and Administration to ensure the number of attendees does not*

exceed the desired number set by the host site.

IV. TRAINING & UNDERSTANDING

- A. Each Director of Admissions/Recruitment is responsible for sharing this information with recruitment officers.