

NACAC HISTORY

1980s

NACAC History: 1980

NACAC took a highly proactive stance in promoting counseling, financial aid and access at the federal level throughout the 1980s. When the report of the National Commission on Excellence in Education omitted counselors in its recommendations for improving education in the United States, the association prepared responses and position papers and lobbied at the federal level in support of training and funding for counseling in schools.

Federal advocacy became a preoccupation of NACAC and leaders. It was only logical that much of the decade was consumed by deliberations over the benefits and costs of moving closer to the legislative action in Washington, DC.

1980:

In June, the Executive Board appointed a Task Force on Long Range Planning, chaired by Conrad Sharrow of St. Lawrence University (WI), and “charged with: establishing strategies for allocating resources effectively; focusing on results; highlighting tradeoffs and alternatives; and equipping the association to deal with contingencies.”

Professional development programs took center-stage for NACAC. Having made a commitment to developing a knowledge base for members and related professionals, the association began to establish itself as the essential “go-to” training source for college admission professionals at the secondary and college levels. Efforts in the past had included the professional audits developed for secondary counseling and admission offices, scattered workshops at the S/R level, early efforts to infuse a college advising component into collegiate counselor training programs, as well as work with the American School Counselor’s Association on credentialing. Among initiatives of 1980 was the establishment of an expert “Consultant’s Clearinghouse” service and development of a core curriculum for use in workshops and training. Specifically, the 1980 NACAC Assembly adopted a resolution directing:

That NACAC approve and support development of a core curriculum for the professional training of college admissions counselors leading to a certificate of professional recognition. The curriculum... is designed to meet the needs of persons new to the profession, those with experience, and those seeking advanced administrative and managerial skills. Participation in a program utilizing this curriculum at the appropriate level will lead to receipt of an NACAC certificate of professional recognition.

Under the purview of the Admissions Practices Committee, the association withdrew its earlier statement on “Who’s Who” type programs and adopted a Statement on Personal Recognition Programs in the College Admission Process. An examination of correspondence for 1980 clearly shows that business related to this action took up an inordinate amount of NACAC’s time and energy during the year. Educational Communications, the publisher of *Who’s Who in American High School Students*, mounted a large public relations campaign against NACAC’s statement and aimed at S/R leaders—bringing several to their offices in Illinois.

A new *Statement of Transfer Students’ Rights and Responsibilities* was approved by the Assembly, as were changes to the *SPGP* specifying that students be allowed to choose between offers of admission without financial penalty and restricting financial offers to students who had not applied for admission. The *Monitoring Procedures* were refined through making the Admissions Practices Committee the “allegor” in reported violations, thus maintaining the anonymity of reporters of infractions. *Guidelines for College Day/College Night Programs* were also accepted.

In related business, a Tuition and Housing Deposit Task Force was appointed, chaired by Don Dickason, to work with the Association of College and University Housing Officers toward ensuring that required deposit policies maintained students’ right to select among college offers without penalty.

The Human Relations Committee prepared “A Program of Action to Improve Minority Involvement in Higher Education” for presentation to the Assembly and General Membership Meeting attendees.

NACAC Mission

The National Association for College Admission Counseling advocates and supports ethical and professional practice in helping students transition to postsecondary education. NACAC promotes high professional standards and social responsibility through collaboration, knowledge and education.

For more information, visit www.nacacnet.org

Multiple controversies related to possible permutations of a move to the Washington, DC area had grown throughout 1980. Executive Director Marshall prepared a discussion paper for the board, titled “The Washington Presence.” His recommendation that the hiring of an established lobbyist be considered, as opposed to a staffed NACAC office, does not appear to have received board support. When Assembly II convened to conduct business at the 1980 conference, the urgency surrounding the discussion of a presence in Washington, DC led the Assembly to suspend its original agenda and launch immediately into that discussion under New Business. The delegation from Potomac and Chesapeake ACAC presented a carefully supported motion in favor of moving the national office to Washington, DC, which was defeated. However, a motion to establish a liaison office in the Washington area carried. This was a blunt reversal of a decision of the Executive Board, made earlier that year, not to establish such an office.

Animated discussions in the 1980 General Membership Meeting concluded with an amendment to the Bylaws that added a membership category that would include independent counselors. A proposal for membership categories that might include proprietary schools or colleges was defeated.

Membership continued to expand on national and international levels. By 1980, 30 NACAC members were from outside the US and international chapters were anticipated with locations in Europe and the Caribbean. In 1980, Kentucky ACAC was chartered by the Executive Board as the 20th S/R association.

When the Executive Board met immediately following the 1980 conference, it moved to implement the directive of the Assembly to employ a Washington-based liaison.

Following up on a motion of the general membership to oppose “any legislation currently proposed to regulate the design or use of standardized tests in the admissions process or to regulate the process itself,” the board moved to develop a national “forum” on standardized testing, spearheaded by the Government and Interassociation Relations Committee. In many ways, this was a very interesting time in the association’s relationship to College Board as the two associations were closely aligned in opposing any governmental regulation of testing.

Also of interest for 1980:

- NACAC became the new home of “project choice.”
- NACAC accepted an invitation to be part of the “HEATH” project—Higher Education of the Handicapped” funded by the Office of Education to reach out to secondary school counselors who assist students with disabilities and meeting 504 regulations.
- A workshop was held at Bentley College (MA), November 1980, “Improving College Information for Prospective Students.”
- A NACAC Summer Workshop on College Admissions for Minority Counselors at Davidson College (NC) was held August 1980. Forty-one participants attended—none from secondary schools.
- In the late '70s, NACAC had representation on the

Coalition for Coordination of Student Financial Aid. This apparently disappeared when the coalition was “reorganized” in 1980.

- Work continued on the Jossey Bass publication of a College Admissions Handbook.
- The Human Relations Committee was given approval to begin developing a “brochure to aid in the recruitment of minority members.”
- The March S/R leadership conference continued.
- *A Guide to the College Admissions Process* by Steven Munger was published under NACAC auspices.

NACAC History: 1981

It was clear by 1981 that National College Fairs had created a revenue stream that could fund many of the ambitions of the association. At the same time, several threats to the fair program were developing. As just one example, one of the largest and most lucrative fairs, the NY Long Island College Fair, was organized in cooperation with the Long Island Professional Guidance Association. Leaders of this organization were prepared to shut down the fair, held on two school days, by refusing to release students from school unless they were afforded some of the revenue generated by the fair. In addition, commercial ventures were interested in replicating NACAC’s successful program. Braxton Rethwisch, NACAC vice president for special services, summarized these and other concerns in a proposal he made to the Executive Board to redistribute revenue from the fairs:

Questions with regard to NACAC’s operation of the National College Fair program have been raised from several quarters. The issues have centered around input, or lack of it, by local people within a proposed National College Fair site with regard to matters such as location, date, selection of personnel to run the program, etc. In recent times the question of revenue—the way it is generated, and the way it might be shared, has been the focus of much discussion... Now we are faced with competition by organizations and individuals who seek to fill the need for good college information opportunities. These external forces are working while questions are being raised within our own ranks about the validity of the notion that NACAC should reap all the monetary benefits from a program which involves so much support at the local level.

Rethwisch argued that NACAC was best able to provide fairs organized by professionals in counseling and college admissions and to oversee the ethical aspects of the fairs. He proposed a revenue-sharing model through which state and regional associations would receive a “base fee” of \$1100 for fairs held within their geographic boundaries, plus an incentive of 2-3 percent of booth sales revenue generated after the first 200 booths sold. This proposal was adopted at the July 1981 board meeting. It has provided the basic outline of how fair revenue has been distributed since.

1981 saw a strong push to gain greater national recognition for NACAC, especially from related professional organizations. Invitations were sent to all of the nationally prominent

professional associations of similar focus and interest to participate in the 1981 NACAC conference.

While association leaders had gradually begun to be involved in advocacy on Capitol Hill—most notably Evelyn Yeagle, Joe Monte, and other members of the Government and Interassociation Relations Committee—a more permanent “presence” in Washington, DC was finally realized with the hiring of a staff liaison hired on a one-quarter-time basis located there.

Proposed federal budget cuts that were predicted to significantly influence federal student financial aid, even to the point of threatening the existence of some colleges, gave the association a rallying point. On March 6, a “call to arms” was sent out to members over the executive director’s signature asking that members engage with Congress to contest the cuts. As explanation, Marshall wrote:

Just prior to writing the letter of March 6, Ann Fritts, John Vlandis, Roger Campbell, and myself attended a meeting in Washington, DC of the National Student Aid Coalition along with 30 representatives of higher education associations around the country. Discussions within the group assembled reflected absolute frustration over the Administration’s refusal to consider compromise concerning development of student financial aid programs for fiscal year 1981-82. The consensus of the group was that the only way to be heard by Congressional Representatives was to inaugurate a grass roots movement. Individuals need to write their concerns regarding how financial aid cutbacks would affect their institutions and the students they serve. NACAC has a responsibility to assist its members—secondary schools, individuals, etc. As I view the possible numbers of colleges that could close their doors as a direct result of federal budget cuts, many of them are NACAC members. We have a responsibility to either assist them in seeking additional funds or to assist them in an orderly demise.

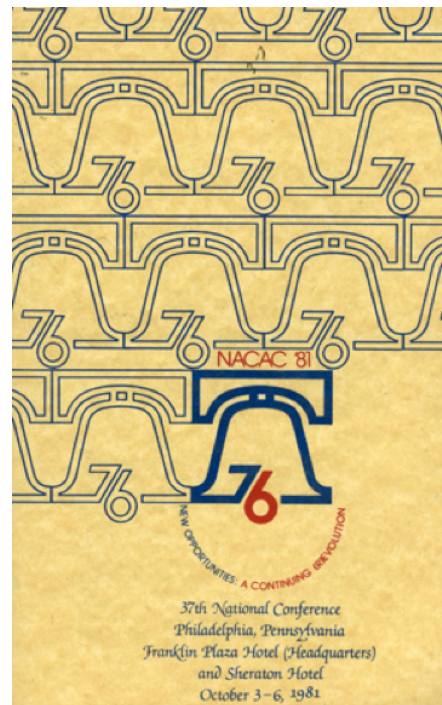
The immediate response found in letters to Marshall indicated mixed reviews of a political agenda for NACAC. In support, William Miller, vice-president for student affairs at Roanoke College, wrote: “You can be assured that Roanoke College will provide whatever support necessary to assure that a fair and even-handed approach is given to any cuts in financial aid assistance by President Reagan.” At the other end of the continuum Dwight Hatcher, director of admission at Kenyon, suggested: “Perhaps the colleges that close, should close. Perhaps the 500,000 to 750,000 students who drop out, should drop out. (They might even decide to work their ways through college as did many of us.) I believe that Charles Darwin had a message for all of us... to perceive higher education as a right rather than a privilege is a perversion of all that the education community in America stands for.

The NACACtion Center/Hotline, which had been in operation since November of 1978, saw a 35 percent increase in student searches in 1980-81. The project was now utilizing the Guidance Information Service (GIS) computer software. Unlimited searches continued to be a free service to secondary school members. However, with a total budget of \$60,000, one-third of which was paid to GIS, \$20,000 of offsetting income

came from “counselors purchasing the guides to activate the system” including a comprehensive kit costing \$30.90.

The Task Force on Long Range Planning, having conducted a survey of membership using a 12-page instrument, began meeting in earnest at the 1981 national conference. Progress in 1981 included continued refinement of the *NACAC Mission Statement and Goals and Objectives of the Association*. A subcommittee on “professionalism” was appointed.

The Admissions Practices Committee presented the first *Statement on Recruitment and Admission of Student Athletes* for adoption at the 1981 Assembly, which was approved. At the General Membership Meeting a motion carried to hire a consultant for minority concerns to be involved in future conference planning.



Also of interest in 1981:

- The association prepared a response to the 1981 publication of *A Nation at Risk*, the seminal report of the National Commission on Excellence in Education.
- State and regional leadership met in March with national leaders.
- The association considered a proposed videotape project, to be undertaken with Producers INSync, to produce 10-15 minute videotapes focusing on individual colleges, for use by high schools and students.
- Executive Director Charles Marshall was invited to address the American Council on Education. He made the case for baccalaureate programs to be offered in college admission.
- *Guidelines for College Day/College Night Programs* was published and made available for purchase.
- The ad hoc committee appointed the year previous completed a comprehensive plan for a national forum on testing. Funding for the forum was a necessary next step.
- Task Force on Deposits, under Don Dickason’s leadership, continued to work with the Association of Collegiate and University Housing Officers (ACUHO) and prepared a survey for members of both associations.

NACAC History: 1982

As NACAC launched a new newsletter for members in 1982, the *NACAC Bulletin*, issues regarding financial aid were prominent for the association and its members. The January Bulletin was filled with articles dealing with federal cutbacks to financial aid. In December of 1981 members of the Admissions Practices and Government and Interassociation Relations Committee (GIRC) committees had traveled to Washington to meet with William A. Blakey, counsel and staff director of the House Education and Labor Subcommittee on Postsecondary Education. The NACAC leaders came away with a very grim picture of the White House's lack of support for education and financial aid. In addition, they received what now seems rather surprising advice from Blakey that the association not go to Washington to lobby. "He emphasized establishing connections in Washington through our member institutions, 'because Congress is more responsive to voters and taxpayers.'"



GIRC busied itself with development of an effective communications network with S/R counterparts. When the Leadership Conference took place in March the focus was on federal budget issues. A particular concern was a proposed cutoff of funds for college-bound students who were previously eligible for Social Security benefits, unless they enrolled in college by May 1 of 1982. President-elect Lois Mazucca testified before the House Subcommittee on Higher Education, arguing against these cuts. As a result of the concerns mounting over the availability of financial aid, much of the business of the annual conference addressed these issues.

The association made a decision to "disband the proposed NACAC forum on testing" due to the creation by the National Academy of Science's Committee on Ability Testing. Roger Campbell, for GIRC vice president, Executive Director Marshall and Washington liaison, John Lee, represented NACAC at a February Symposium on Testing at which the results were reported. Many of the recommendations of this report later became provisions of NACAC's documents addressing standardized testing.

The 1982 Assembly II adopted several changes to the *SPGP* and *Monitoring Procedures* that were proposed by the Admissions Practices Committee. The *Monitoring Procedures* were reconfigured so that allegations should go to the president of the S/R association of which the violator was a S/R member.

New provisions of *SPGP* related to financial aid included that:

- *Member institutions are encouraged to support the principle of distributing financial aid funds on the basis of proven financial need. No-need scholarship funds should not in any way delete or diminish the total amount of funds available to students with demonstrated need.*
- *They shall not publicly announce the amount of need-based aid to an individual candidate; however, amounts of no-need scholarship awards may be a matter of public record... and*
- *A student's need for financial aid shall not be a criterion for admission selection: (This provision of the *SPGP* stood until 1995.)*

The AP Committee at Assembly I also proposed a provision for college members that they would: "State in their literature whether or not they adhere to an Aid Blind Admissions Policy. Students denied admission for financial reasons should be informed of the reason for their denial." This item was referred to committee prior to Assembly II, and the motion was withdrawn at Assembly II.

The Assembly passed an addendum to the *Statement of Students' Rights and Responsibilities* specifying that students were to submit a deposit to "only one institution."

In his remarks to the 1982 General Membership Meeting, Executive Director Marshall noted that, "Controversy over financial aid is the dominant theme of the moment." One may assume that this referred to controversies both at the federal level and within the association. Tallie Wickstrom of the College Board was invited to give a report on the current status of financial aid. She reported that the federally approved "Multiple Date Entry Forms" for federal and institutional financial aid, which at that time were produced by College Board and ACT, were not finalized. She added that, if not approved soon, another "vehicle" would have to be prepared.

Michael Dessimoz of Illinois ACAC presented a resolution the purpose of which was to solidify the position of the association and to exhort both the association and its members to voice their concerns over the lack of timeliness of both the preparation of financial aid application forms and the needs analysis system and process.

Gail Roycroft, vice president for admissions practices, presented a motion to the membership asking that "NACAC reaffirm its position in the Statement of Good Practice that we are committed to the tenet: College and University members agree that they will not deny admission to a candidate on the grounds that the institution does not have assistance funds to meet the candidate's apparent financial need, except for foreign students, and to bring that affirmation to the immediate attention of the membership and allied constituents." The motion carried.

Also of interest in 1982:

- The Long Range Planning Task Force reported at the National Conference. Progress included completion of the member survey regarding priorities of the association. The committee moved on to review governance structures and functions, membership categories and dues.
- The association made a major shift to computerized accounting practices, resulting in a change to an accrual accounting system.
- The project undertaken with Jossey-Bass to prepare a textbook on college admission was completed with a publication date set for December.
- The Professional Education Committee completed the basic curriculum outline for use in training persons new to the profession and began working on a curriculum for advanced practitioners.

NACAC History: 1983

President Lois Mazucca wrote midway through her 1983 presidency, “As America becomes middle-aged as a country and comes to terms with itself, I sense that NACAC is coming of age. I sense that we are not just concerned with solving problems, but rather with dealing with issues as an ongoing process.”



In 1983, for the first time, NACAC’s March National Leadership Conference was held in Washington, DC. The theme of the conference was “Mega-Partnership—Students, Society and Ourselves.” National and S/R leaders were organized to meet with legislators and aides on Capitol Hill.

The Professional Education Committee further explored a curriculum in management skills for college admissions officers. The original concept was that of two consecutive one-week summer training institutes, followed by a two-day assessment which would lead to a certification. However, a large survey of college and university CEOs, found little support

for such certification. As a result, the committee decided to pursue shorter, less expensive workshops to be held in summer and prior to the national conference.

The Human Relations Committee revised the 11 Minority Resolutions from 1969 for presentation to the Executive Board and Assembly. The concept of Human Relations continued to grow beyond the original attention to African-American and Latino students. As President Mazucca noted in the *NACAC Bulletin*:

The original definition of human relations in the Association was synonymous with minority concerns and even more specifically, with Black concerns. The evolving understanding is that human relations must be expanded to include all students, and our focus must include the learning disabled, physically handicapped, women, all minority ethnic groups, student athletes, and others who encounter the type of barriers to education that fall within the Association’s area of concern.

Shortly before the national conference, the leadership of NACAC completed a position paper, *From High School to College: A Critical Transition*. This document grew out of conversations with National Association of Secondary School Principals’ (NASSP’s) School/College Relations Committee and was designed to ensure that the college admission process and timeline were understood among those organizations and individuals addressing issues related to the transition, and to highlight the lack of attention to the role of counselors in the process. The publication was sent to association members, Congress, and others within the educational community.

Major business conducted at the 1983 national conference focused on Bylaw revisions originating from the Task Force for Long Range Planning and revisions of the *SPGP*, the latter particularly addressing financial aid and need-blind admission practices.

The report of the task force had been considered and approved by the Executive Board in June and August. When presented at the 1983 Assembly and General Membership meetings, the following substantive actions were taken by the appropriate bodies:

- Article III of the Bylaws: “Purposes of the Corporation” was amended.
- It was approved that, in order to strengthen the S/R association leadership role, S/R presidents were to be seated as Assembly delegates. Also, one additional delegate was to be seated for each additional 50 national members beyond 100.
- The period of eligibility of national and S/R leaders to be nominated to the Executive Board was extended to five years.
- The size of the Executive Board was reduced from 11 to 10 members; the positions of secretary and treasurer were combined into one office. The task force had recommended that the vice presidency for publications and research be eliminated. This latter was not approved by the Assembly.

- The NACAC membership declined to approve voting membership, proposed by the task force, for either proprietary institutions or independent counselors.
- Subscription non-voting membership was extended to individuals employed by member-eligible institutions that had not joined NACAC, students, and retired members.

In addition, a State and Regional President's Council was established as a part of the NACAC governance structure, chaired by a coordinator. Leslie Miles, president of New England ACAC, was selected as the first coordinator in 1984.

In related business, the membership directed that the Executive Board be charged with preparing a set of criteria for "independent counselors" voting membership and that this matter come before the membership again in 1984.

It also should be noted that in addition to the above, the task force recommended "maintaining a national office in the Midwest with a Washington liaison and developing a common application form."

In considering the *Statement of Principles of Good Practice*, the Assembly defeated a proposed revision that would have eliminated the prohibition against need-sensitive admission policies. The language: "College and University Members agree that they will: Not deny admission to a candidate on the grounds that the institution does not have assistance funds to meet the candidate's apparent financial need..." was retained. In addition, a motion to change the word "shall" to "should" in the statement, "A student's need for financial aid shall not be a criterion for admission selection," was defeated, thus maintaining that prohibition. Wording was added to require institutions to specify in publications the provisions and calendars of special admission programs, including early action and early decision.

The Assembly adopted the *Guidelines for the Traditionally Underrepresented in Higher Education*.

Also of interest in 1983:

- Sponsored by a research grant from NACAC, the association published the *Guide to College Programs for Learning Disabled Students*, written by Mim Sullivan and Carol Hopkins of Loyola Academy in IL.
- Since there had been so little action involving the Consultant Clearinghouse, the board decided "it should be allowed to disappear."
- The Executive Board established an award for "individual or individuals who have substantially supported the concepts of access and choice for students," the seed of Human Relations Award.
- All S/Rs were encouraged to establish a Human Relations Committee.
- The board appointed a College Fair Task Force to study "the feasibility of using College Fairs for major marketing research."
- Higher standards for NCAA eligibility of college athletes, which by today's standards seem quite lax, led NACAC to become proactive in writing a joint curriculum guide with that group.

- The fourth NACAC Workshop on College Admissions for Minority Counselors was held at Hampton University in Virginia.
- The Executive Board moved to develop a training workshop for S/R presidents-elect to be an annual event beginning in August of 1984. This was the foundation for the current Leadership Development Institute (LDI).
- At the request of the National Student Aid Coalition, the association developed a time-line relating to college counseling activities at the secondary level, to serve as an explanation of the transition process.
- NACACtion Center enjoyed a "steady increase" in the number of students served and schools using it.
- The Executive Board reviewed proposals relating to the preparation of a microcomputer data base and program for retrieval, based on selective questions of students. The system was to be designed as a tool to help counselors in advising students and their families in the college selection process. Board members agreed to undertake further study of existing and planned computer-based information systems.
- NACAC formally expressed concern over federal legislation tying federal financial aid to registration for the draft.
- NACAC submitted a proposal to the Department of Defense (DOD) to provide college admission and financial aid counseling to students in 55 Defense schools around the world.
- In summer 1983, NACAC published the 100th issue of the *NACAC Journal of College Admission* and began a new volume numbering system. The 1983 issue, mailed in July, was numbered "100," with future *Journals* to proceed from this number and be identified by season of the year, rather than specific month.
- The association created the "Excellence in Education Award" to "recognize an individual of national prominence who has served to strengthen the quality of education in America."
- NACAC reached a milestone in generating over \$2 million income.

NACAC History: 1984

In the January 1984 *NACAC Bulletin*, Executive Director Marshall wrote, "1983 was a year of reflection on issues facing our nation and the association as they related to educational needs. 1984, therefore, must become the year of action to ensure that federal, state and local policies respond to the education needs of our young people." The association accepted his challenge.

At the end of 1983, Marshall and the Washington Liaison John Lee were participants in the Reagan Administration's National Forum on Excellence in Education at which the association's paper, *From High School to College: A Critical Transition*, was disseminated. And despite what appeared to be heightened attention to education in the nation, Marshall noted

that, “education will not always remain on the front burner. It is expected that after November 1984, Congress and the national press will begin to lose interest in educational issues.” He challenged members to continue their proactive stance in legislative matters.

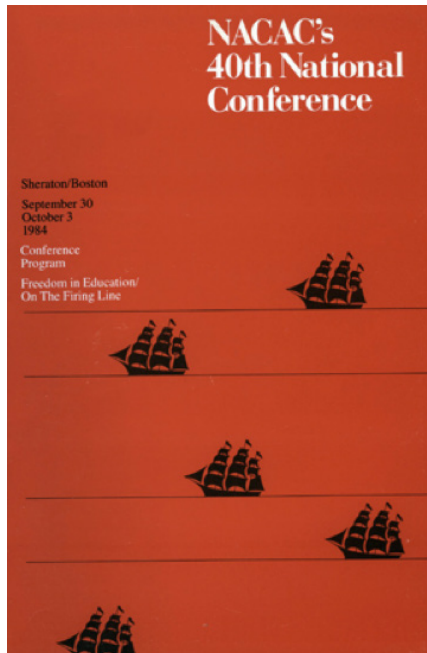
Momentum carried into the second National Leadership Meeting held in Washington, DC. Leaders at the national and S/R levels continued to fight for federal financial aid commitments and proposed the development of a National Center for Postsecondary Educational Opportunity, which would provide “expanded training programs for secondary school counselors and others who work with students.” In April, NACAC President Roger Campbell was invited to testify before the House Subcommittee on Postsecondary Education in support of the proposed Center.

In spring, near the first anniversary of *A Nation at Risk*, NACAC released an additional position paper in support of strong counseling programs: *Counseling, A Facet of Excellence*. President-elect Pamela Fay testified before the Democratic National Platform Committee on behalf of the association.

It is not surprising that the theme of the 1984 national conference was “Freedom in Education/On the Firing Line.”

Independent counselors were accepted into full voting membership at the 1984 General Membership Meeting. The Assembly adopted three new articles to the *Statement of Principles of Good Practice*, addressing the expectations of these newly enfranchised members. In addition, delegates approved language to the *SPGP* requiring more transparency of college members regarding academic programs and financial aid. The Assembly also heard a resolution from the Executive Board that it was forming an ad hoc committee to once again explore membership for proprietary schools.

In further business, the membership passed a resolution in response to Senate bill 2915, stating that NACAC did not support the use of federal dollars in the funding of non-need, merit based scholarship awards. The Publications and Research Committee was asked to develop and publish “guidelines by which students and families may assess the worth of ‘college guides,’ commercially published.” The Credentials Committee stated that it was in the process of developing strategies to encourage more minorities to seek



positions as Assembly delegates, thus creating a larger pool for national minority leadership.

The NACAC Human Relations Award was given for the first time at the 1984 conference to William Davis of Upward Bound in Chicago.

By September of 1984 the board had appointed an ad hoc committee to evaluate location and expenses related to the national office, including those generated by a relocation to the Washington, DC area. Deliberation about a possible move became an all-consuming issue for the Executive Board, staff and the association over the next two years.

President Pamela Fay-Williams, speaking of her years in the presidential cycle, 1983-1986: *There was a growing consensus at that time that NACAC needed to move the headquarters to the Washington, DC area. The major reasons for the desire were: 1) to become a part of the educational voice that was becoming more powerful and was located in Washington at Dupont Circle, 2) to build strong working relationships with other educational associations, the majority of whom were already located in Washington, 3) to strive to become a powerful presence on behalf of students in the transition process, 4) to gain visibility, and 5) to be better able to participate in the political process.*

Also of interest in 1984:

- In April, the board appointed a Task Force for Professional Standards organized “for the purpose of developing a document of standards for admissions offices,” to be submitted to the Council for the Advancement of Standards by December of 1985.
- The Summer *NACAC Journal of College Admissions* contained data from NACAC’s survey of admissions officers’ salaries: *Setting Salaries for College Admissions Officers: A Practical Guide 1983-84 Update*.
- The second NACAC Admissions Management Institute was held immediately preceding the national conference.
- The NACAC publication, *Guidelines for Developing a School Profile*, was distributed to all secondary school members.
- Shortly after the national conference concluded, the association rolled out the final version of *High School Planning for College Bound Athletes*, cosponsored by NASSP.

A sign of the times:

A centerspread in the May *NACAC Bulletin*, “Computer Cuts Time and Talk for This Member,” demonstrated that computers were moving into the world of high school counseling. The article explained that counselor Jack Wright of Franklin High School in Los Angeles was using a “portable typewriter-size computer to perform financial needs analysis.” It noted that his “computer (Sharp VL6000 Model) has a calculator keyboard and several function keys. It is programmed to parallel the needs analysis methodology of the College Scholarship Service’s Financial Aid Form.” The piece added that, “Other college counselors in Los Angeles are in the process of purchasing computers. Having such resources available, Wright said, illustrates more clearly how important the role of the counselor is.”

NACAC History: 1985

As President Pam Fay looked back at the first eight months of the year, she wrote: "The association undertook three major projects this year: the location of the national office, the possible admission of proprietary schools to voting membership and a study of our management and governance structures and relationships."

National Office Notebook

Unlike many of the earlier educational reform reports, both of these studies speak to our concerns and future. As NACAC members, we must seize the opportunity that lies before us to:

1. Engage in local needs assessment aimed at determining the particular guidance and counseling needs of students and how best to meet those needs. Today's student cannot be served with yesterday's program, and every effort must be devoted to bringing about the improvement of the counseling services in our schools.

2. Work with the responsible decision makers (e.g., administrators, school boards, etc.) to plan and design future-oriented guidance programs that include a strong educational counseling dimension.

3. Develop new and more comprehensive strategies for assisting, through guidance services, those students who have been denied full access to postsecondary education and to help these youth make the most of the early educational experience. Responding to the needs of underrepresented students further suggests that we must devote even greater energy to increasing support of federal, state, and institutional student aid initiatives that help disadvantaged students enter and remain in college.

4. Determine the preservice and inservice training needs of school counselors and college admission workers and take the necessary steps to ensure that all who are responsible for professional preparation participate in the improvement of such training.

5. Adopt an advocacy philosophy on behalf of the students whom we serve. NACAC members must, of course, provide quality services, but we must also speak out more assertively and use creative avenues of collaboration and communication to form coalitions with students, parents, educators, and community representatives in support of improved educational counseling programs.

In this, my first message to the NACAC membership, I pledge that my



Frank Burnett, NACAC's new Executive Director

energies will be directed toward the development and delivery of association programs and services that will assist you in your work. I am proud of the tradition and dedication that you bring to your professional roles and believe in the potential of your work—counselors can truly help America learn.

Frank Burnett

Write This Down Right Now

Our new address will be:

National Association of
College Admission Counselors
1800 Diagonal Road, Suite 430
Alexandria, Virginia 22314

Our new phone number
will be:

(703) 836-2222
that's 836-ACAC

The new address and phone number
become effective March 1, 1987.

Leaders of NACAC who met on Capitol Hill in March of 1985, for what had now become the annual Legislative Conference, felt a new urgency regarding the association's role in advocacy for access to higher education and the means to finance that education. There was a sense that real progress was being made in ensuring that the NACAC's voice was heard in

opposition to cuts in student financial aid and in support for the National Center for Postsecondary Educational Opportunity as a part of reauthorization.

It is clear from the content of *NACAC Bulletins*, correspondence and minutes of the 1985 national conference that the association had become focused on affecting positive educational change through legislative influence. It was not much of a leap for NACAC leaders to turn their attention once again to relocating the national headquarters to Washington. When the members had been surveyed about this possibility in 1976, opinions had been divided evenly for and against.

But in 1985, it was obvious to many association leaders that the "politics" of education in the nation had changed. The decisions being made in Washington had an impact in every corner of the nation and for every professional educator and NACAC member.

John Vlandis, NACAC past-president (1981), chaired the Ad Hoc Committee on the Location of the National Office, which had been appointed just prior to the 1984 national conference. An attempt was made to survey members in attendance at that conference. But of more than 2000 attendees, only 165 completed the survey. Of those who responded, 82 thought that federal support for financial aid policies would be the most critical factor in access to higher education over the next five to ten years; 102 felt that the best location from which to pursue NACAC's political agenda was Washington. According to the report of the survey, "When asked whether a move would adversely affect any of the missions of the association, an insignificant number of the members anticipated any negative consequences of moving the national office."

The possible move was also on the agenda of the state and regional leaders when they met in March at the Legislative/Leadership Conference. They were asked to engage their memberships in feedback to national. The result of that polling showed that 12 S/Rs were in favor of relocating to the Washington area; 7 voted to stay in Illinois; and 1 association was divided. As a result, the Executive Board, at its June meeting, voted to support "consideration of locating the national office in the Washington area" if costs were found manageable. The matter would be presented to the 1985 Assembly.

There were indications that some National Office staff, including the executive director, were unconvinced a move was best for the association. Marshall wrote in the August 1985 *NACAC Bulletin*:

While the staff agrees that there are aspects of our work with allied associations which might be enhanced by such a move, as association management professionals, we must encourage you, as members, to make certain that you understand how any major relocation will affect the mission of the association and the short- and long-term costs to the association of carrying out such a relocation. We must all have a clear focus as to what the association wishes to accomplish in the next three to five years, both in terms of ongoing activities and new areas to which we might devote our resources. It is only after rigorous analysis of both desired activities and the financial impact of any proposed change that a sensible decision can be made.

Somewhat related to deliberations around the relocation, the Executive Board hired the firm of Ernst and Whinney to conduct an external management and governance audit. The outcome was a recommendation for a new staff structure, with an executive vice president heading national staff. Directors for professional development, operations, and legislative concerns would work under this executive.

The Executive Board's decision at the end of the 1984 conference to continue to push for consideration of membership for proprietary schools was finally abandoned after S/R leaders were asked to poll their membership. "The vote was overwhelmingly against the admission of proprietary schools to voting members. 17 S/Rs voted against; 1 voted for; and 2 were undecided or desired more information," said President Fay in explaining the decision.

The 1985 Future Programs and Projects Committee developed an agreement with Teletape Information Systems to establish a new venture called "CollegeLine." CollegeLine provided students, counselors and parents with fast, convenient and cost-free access to information about colleges and universities in which they were interested. For a fee, a professional audiotape was prepared for participating colleges. Students could dial a toll-free number and listen to "Teletapes" corresponding to colleges of interest. Access included evening and weekend hours, when admission offices would normally be closed. Postcards were provided in order to send for more information by mail. The service was launched in fall for the 1985-86 school year. The May 1985 *NACAC Bulletin* noted, "We are able to become the first educational association to provide a national service of this type."

When the 1985 Assembly convened, President Fay commented on the future of the association from a national viewpoint and discussed the need for increased national visibility for the association as it continues to grow. She reminded delegates of the need to be close to the education press based in Washington, DC, and the other associations that NACAC works with so frequently.

The question of relocation of the national office was put to the delegates when Assembly II convened. Discussion followed, much of which focused on the limits on lobbying in relation to tax status of the association. Charles Marshall concluded "that whatever the decision on the relocation, the staff was prepared to carry out the wishes of the membership."

After "considerable discussion" a written ballot was taken and the resolution to move the national headquarters to Washington, DC, was approved by a vote of 85 to 26. The recommendations of the management audit regarding governance, however, were referred to an ad hoc committee for further study.

The 1985 general membership did not approve the addition to membership of "individuals who perform admission counseling functions on a volunteer basis for member institutions." Wording was added to the Articles of Incorporation targeted at greater diversity among those in committee leadership roles and those nominated for elected leadership. A new Human Relations resolution was approved which included

several provisions to strengthen the association's agenda in meeting the needs of minority and underserved students. The membership, acting on a motion made by Past President Joe Monte, instructed the Credentials Committee to review a resolution to bring retired members into full voting membership, and bring a recommendation to the 1986 General Membership Meeting.

Two firsts occurred at the 1985 national conference, including the awarding of Continuing Education Credits for select workshops and sessions. Xavier University's Division of Continuing Education provided the credits. The Past Presidents' Council established a special foundation to raise funds in honor of NACAC's anticipated 50th anniversary.

All of this important business having occurred in the business meetings, one may smile when considering that 1985 is perhaps best remembered as the year NACAC lost its "s." A vote of the membership officially changed Article I of the *Articles of Incorporation*, and NACAC became the "National Association of College Admission Counselors."

Also of interest in 1985:

- NACAC endorsed a resolution about "college guides" developed by the Eastern Group of Admissions Directors (EGAD), which spoke against subjective and "inaccurate" guides and promoted counseling instead.
- The Human Relations Committee undertook development of a *Guide to Postsecondary Education* targeted to parents of "disadvantaged" students in grades 9-12.
- A grant of \$19,000 was received from Teagle Foundation of New York to underwrite costs of a "National College Counseling Project."
- NACAC representatives were appointed to the planning committee to establish the National Center for Postsecondary Opportunity as a not-for-profit corporation. Also included were members of AACD, NASFAA, NCEDA and USSA. The goal was to be in a position to bid for a contract from the Department of Education, if funded by reauthorization of the Higher Education Act.
- NACAC published the *Performance Appraisal Manual*, a tool for assessing the work of admission offices.

NACAC History: 1986

1986 was NACAC's 50th anniversary celebration year. The association also celebrated a major legislative accomplishment in that the proposed Center for Postsecondary Opportunity had been included in the congressional report of the reauthorization of the Higher Education Act, the only new program included.

The Executive Board put a timeline in place for the proposed headquarters relocation and, in January, voted to invite administrative and professional staff, only, to move with the association. A "stay incentive" and "relocation policy" were adopted. Charles Marshall left the NACAC staff early in 1986, and Helen Pape was appointed acting executive director in

Fr. Drinan to Address Opening Session at D.C. Conference

Author and authority on constitutional law and civil liberties



The Rev. Robert F. Drinan, S.J., will address the opening session of the NACAC national conference in Washington, D.C., next October. Fr. Drinan is professor of law at Georgetown University Law Center in Washington and a noted specialist in international human rights, constitutional law, civil liberties, legislation and arms control. He will draw on his expertise in several fields and speak on the topic, "Educating for the Twenty-First Century."

Fr. Drinan is also one of the few clergymen to have served as an elected member of the U.S. Congress. From 1971-81, he was elected representative from the 8th District, Massachusetts, to the U.S. House of Representatives. While there, he served on committees on the Judiciary, Internal Security, Government Operations, as well as the House Select Committee on Aging. He was also chairman of the House Judiciary Subcommittee on Criminal Justice. He has been an official congressional delegate on visits to Vietnam, Thailand, the People's Republic of China, Indonesia and the Philippines; and has traveled on human-rights missions to El Salvador, Guatemala, Nicaragua, Argentina, France and Vietnam. (continued on page 7)

- A professional archivist was hired in the anticipation of NACAC's 50th anniversary to bring order to NACAC records and documents and to develop an oral history.
- The Professional Education Committee sent its publication *Standards for Admission Programs*, a publication designed to bring uniformity to admission programs at all postsecondary member institutions, and submitted it to the Council for the Advancement of Standards for Students Services/Development Programs for inclusion in the CAS document of standards."
- *Professional Development Guidelines for Secondary School Counselors: A Self-Audit* was updated from the earlier version published in 1978 and made available through joint sponsorship with the American School Counselor Association.

March. A search was announced in the June Bulletin, and a new executive director was announced at the 1986 conference. Frank Burtnett would join the association in January 1987.

New Bylaws provisions were approved by the 1986 Assembly, the purpose of which were to provide "Guidelines for Determining Consistency with NACAC Governing Documents" for state and regional associations. At the General Membership Meeting, retired members were officially granted voting privilege.

The Executive Board spent months investigating sites for relocation in the Washington, DC, area. In December, the association signed a lease for 6,000 square feet of office space in a recently constructed office building at 1800 Diagonal Road in Alexandria, VA. The move was slated for February, with an occupancy date of March 1, 1987.

A chapter of NACAC's history ended with the decision to discontinue the NACACtion Center, effective December 31, 1986. With more high schools purchasing their own computer software that duplicated this service, the association saw a sharp decrease in demand. New President Gary Williams wrote in the November 1986 *Bulletin* that the closing:

...does not mean that we are no longer committed to our many high school members. On the contrary, we are eager to find ways of serving high school counselors, particularly those in public school systems. But NACAC also needs to provide services that are effective responses to real needs. I urge you to work with your state or regional ACAC and with the national standing committees to create such programs and bring them to our attention.

Also of interest in 1986:

- The Human Relations Committee created the "Parents' Guide" brochure to "encourage parents to guide their children toward college preparatory courses in high school."
- NACAC took on substantial sponsorship of the National College Counseling Project, pledging \$40,000 to the project, including the grant received the previous year from the Teagle Foundation. In the initial stage of the project, 15 sites were selected to serve as models for counseling programs nationally.

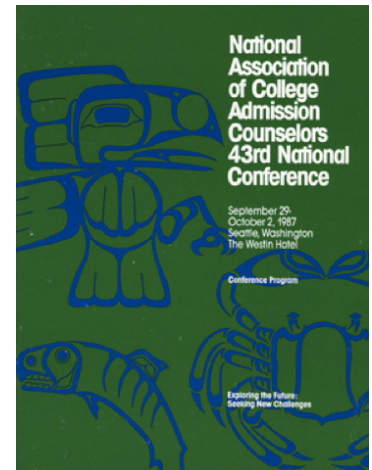
NACAC History: 1987

"What a tremendous year of transition—a new Executive Director and the move to Alexandria... This was also a period of healing, especially over the division caused by the move." —Personal notes from Rusty Shunk, NACAC President-elect in 1986-1987.

The most significant business of 1987 was the successful move of the National Office to Alexandria, VA, in March. President Gary Williams reported to the Assembly delegates that the move was accomplished with limited interruption of service to the members and that the new Executive Director, Frank Burtnett, had "assimilated into the association's programs and services very quickly." Williams said that he believes he is "the only NACAC president to receive phone calls from the Executive Director saying that the national office is presently in Northern Ohio, heading east."

Sixteen new staff members were hired and trained.

The Bylaws of the association once more underwent significant revisions in 1987. The governance structure changes were phased in over a three-year period. These included reduction of the size of the Executive Board, as three vice presidencies were eliminated: vice president for legislative and professional concerns; publications and research; future projects and programs. A member of the Executive Board would no longer chair the related committees. The "s" was removed from the name of the Admission Practices Committee. Reference to an Administrative Committee was eliminated. The relationship of the Executive Board to the national office staff was clarified by specifying that the president would, "Conduct meetings of the Executive Board in a manner that will assure that the focus of board meetings remains primarily on matters of policy."



It is worth noting that at this time in the association's history, and for several years to come, the coordinator for minority concerns was an ex officio member of the Executive Board.

Also of interest in 1987:

- NACAC published a new guide to college admission, *Picking the Right School*, with support of AT&T, distributed to students primarily through the National College Fairs.
- Workshops for admission counselors from Historically Black Colleges and Universities were held, staffed by NACAC members and funded by a grant from General Foods.
- The previously informal Legislative and Professional Concerns Committee newsletter was developed into a formalized *Legislative Update*.
- A special summer issue of the *Journal of College Admission* was dedicated to the topic of human relations.
- Responsibility for publication of the *Journal* was moved from the Publications and Research Committee to a national office staff position.
- NACAC reached a benchmark in membership prior to the 1987 national conference when a membership of 4,004 was reached.

NACAC History: 1988

NACAC found itself aptly positioned in Washington, DC, when the next report on the state of education in the United States was unveiled by Secretary of Education William Bennett. Once again, counselors were virtually ignored in his report, *American Education, Making It Work*. In response, NACAC President Rusty Shunk wrote an open letter to Bennett in which he said:

Like A Nation at Risk, this report fails to recognize or give appropriate attention to the guidance and counseling needs of students as they seek to find success in their educational experiences and move efficiently through the various educational transitions that they must face. By this omission, the U.S. Department of Education has overlooked the dedicated and competent school and admission counselors who contribute to the success of American education... Since 1980, the Department of Education has not included the counseling and college admission functions on one single agenda receiving programmatic attention... Critical research needs go unattended. Exemplary practices go unrecognized. In effect, the work of nearly 70,000 counselors in our elementary and secondary schools and their counterparts in the college admission community goes ignored... We find this omission unacceptable and on behalf of the nearly 4,000 institutional and individual NACAC members, we ask that you make public the Department of Education's position on the role of school and college admission counseling.

The cover of the May *NACAC Bulletin* featured a picture of NACAC senior staff members demonstrating across from the White House in response to the report.

In 1988, NACAC launched the Space Availability Survey, which continues today as a valued service to members on both sides of the admission desk. President Shunk noted of the survey's advent, "The ultimate benefactors, of course, will be students who will discover that many appropriate opportunities for higher education exist for them—often options they never knew about or considered before."

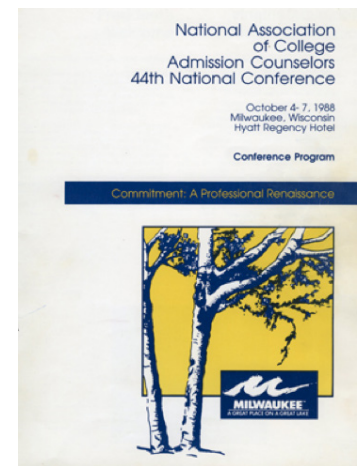
In a very significant departure from previous policy, the association accepted a \$10,000 grant from test preparation guru Stanley Kaplan. The grant was earmarked by Kaplan to pay the national conference expenses of school counselors, underrepresented within the association, who would otherwise not have had funding to attend. The validity of test preparation programs had been a serious topic of discussion among members for several years, and much debate ensued over the kinds of relationships the association should have with commercial entities. This grant, which was given for several years to come, opened the door to more leniency within NACAC regarding future grants and sponsorships.

A less controversial grant of \$47,000 was received that year from the Edna McConnell Clarke Foundation, to provide funding for the new Parents and Counselors Together project. These were among the earlier systematic efforts at external funding for NACAC programs.

A new section was added to the *SPGP* at the 1988 Assembly, addressing standardized testing and its use in the college admission process. Action of the delegates, amending the Bylaws, officially established the State and Regional President's Council with an elected coordinator, the purpose of which "is to represent the interests and concerns of the state and regional associations and to serve in an advisory capacity to the NACAC Executive Board." The council coordinator sat with the NACAC Executive Board as an ex officio member.

The general membership voted to amend the Bylaws to set the new quorum requirement at "one-tenth of voting members of NACAC entitled to vote and registered at the national conference," thereby ensuring a greater likelihood that essential future association business could be accomplished. The membership directed the Executive Board to develop for presentation to the 1989 Assembly "a viable plan that would allow tax benefits to parents to assist in financing postsecondary education." In addition, a resolution was passed regarding the impact of congressional methodology on financial aid and admission office staffing.

1988 saw the initiation of a study regarding the feasibility to purchase a permanent home for NACAC in the Washington area. The Ad Hoc Committee to Study the Acquisition of NACAC Property/Building Committee was appointed at the October Executive Board Meeting. It was chaired by past



Secretary/Treasurer Doug Thompson. Also in October, A Commission on Accreditation, Certification and Related Credentialing Issues was constituted.

Also of interest in 1988:

- Following a one-year hiatus, the March Leadership Institute in Washington was reinstated.
- Work was completed on Guide to the College Guides.
- Hawaii ACAC received its charter at the 1988 national conference.
- The NACAC archives were placed at Bowling Green University (OH).
- The award for excellence in NACAC Journal writing was renamed the "John B. Muir Editor's Award."
- The Fund for Advancement of College Admission Counseling was officially established with an advisory committee comprised of NACAC past presidents.

NACAC History: 1989

The Executive Board had a very busy January 1989 meeting. Board members voted to expand a standing policy that an unsuccessful nominee for the Executive Board serve on the standing committee he/she might have chaired for one year. This new policy would allow unelected nominees to serve on a committee of his/her choice. On the recommendation of the Human Relations Committee, training sites were approved for the newly completed Parents and Counselors Together (PACT) program. Funds would come, in part, from the grant received from the Edna McConnell Clark grant.

The board approved a request from the FACAC Advisory Board that startup funds be provided from five percent of the National College Fair net income for a period of three years, beginning with the 1990 budget.

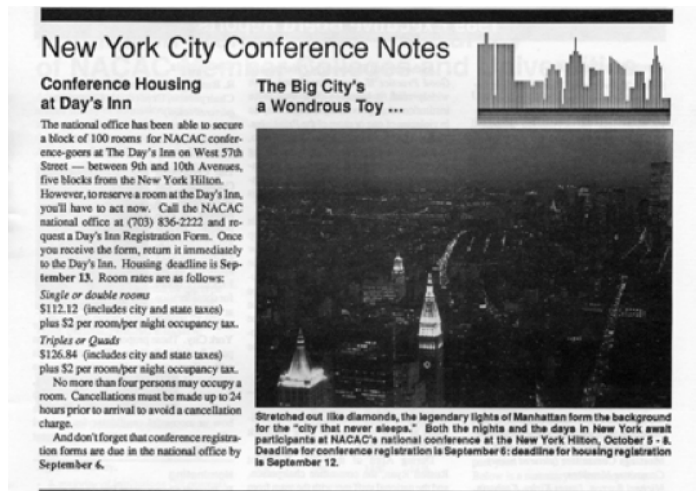
In answer to concerns about abuse of membership identification, the board adopted a statement on "Membership Identification Usage." The policy reiterated the *SPGP*'s encouragement that institutional members identify as members subscribing to the *SPGP*. It prohibited individuals from using membership as a professional credential.

Sign of the times:

January 22, 1989, Executive Board Meeting:
New Business, Item 4: Courtesy to Nonsmokers. Vice President Gooden requested more courteous attention to keeping smoking limited when the board meets in closed rooms.

In June, an additional \$20,000 was approved for FACAC, as a line item in the 1990 budget. A process was begun for fund research applications. Also at the June Board meeting authorization was given to hire a consultant to prepare financial materials pertinent to the possible purchase of a building.

At the July LDI, moving forward in the building acquisition effort, Committee Chair Doug Thompson laid out the process



New York City Conference Notes

Conference Housing at Day's Inn

The national office has been able to secure a block of 100 rooms for NACAC conference-goers at The Day's Inn on West 57th Street — between 9th and 10th Avenues, five blocks from the New York Hilton. However, to reserve a room at the Day's Inn, you'll have to act now. Call the NACAC national office at (703) 836-2222 and request a Day's Inn Registration Form. Once you receive the form, return it immediately to the Day's Inn. Housing deadline is September 13. Room rates are as follows:

Single or double rooms
\$112.12 (includes city and state taxes) plus \$2 per room/per night occupancy tax.

Triples or Quads
\$126.84 (includes city and state taxes) plus \$2 per room/per night occupancy tax.

No more than four persons may occupy a room. Cancellations must be made up to 24 hours prior to arrival to avoid a cancellation charge.

And don't forget that conference registration forms are due in the national office by September 6.

The Big City's a Wondrous Toy ...

Stretched out like diamonds, the legendary lights of Manhattan form the background for the "city that never sleeps." Both the nights and the days in New York await participants at NACAC's national conference at the New York Hilton, October 5 - 8. Deadline for conference registration is September 6; deadline for housing registration is September 12.

underway to S/R leaders. The 1989 Assembly approved a resolution to proceed with the purchase of a building, provided that three criteria were met: no interruption of programs and services to members, no adverse effect on the fiscal health of NACAC, and evidence of enhancement to the status and image of the association.

Delegates participating in the 1989 national conference Assembly II witnessed a moment of history for NACAC. Regina Manley of Chicago Public Schools was elected the first African American to serve in the presidential cycle for the NACAC Executive Board.

The 1989 Assembly approved amendments to the *SPGP*, which placed more responsibility on school counselors for providing comprehensive and accurate information to colleges, especially in school profiles. A decision was made to expand the membership of standing committees to seven, effective in 1990. The delegates approved an amendment to the proposed 1990 budget that provided for waiving the conference registration fee of elected Assembly delegates. The membership tabled a resolution that would require the signature of the president of each institution participating in National College Fairs, indicating compliance with the *SPGP*. In addition, a motion was tabled opposing "current" early admission conventions.

Also of interest in 1989:

- The Hampton Institute for minority counselors held its 10th conference.
- The association undertook an Early Action/Decision survey in an attempt to identify issues of concern.
- A new *Directory of Minority Professionals in School and College Admission Counseling* was developed.
- The Executive Board voted down a motion from the Nominating Committee to fund the attendance of nominees for office on the Executive Board at the NACAC national conference beginning with the 1991 conference.