

NACAC HISTORY 1990s

NACAC History: 1990

A Decade of Meeting the Challenges of the Profession: Doing the Right Thing

After two decades of deliberation, NACAC became property owners, as the association established a permanent home in Alexandria, VA. NACAC was now positioned to interface with affiliated educational organizations and policy leaders. But early successes in government relations were tempered by the realities of transforming promises into realities.

NACAC's founding and long-standing commitment to a code of ethics was seriously questioned for the first time, leading to nearly a decade of debate over student vs. institutional prerogatives within the membership and Assembly. Provisions of the *SPGP*, particularly those dealing with the May 1 candidate reply date and need-blind admission, were challenged by some members, leading to negotiation and compromises.

The national climate facing college admission changed dramatically during the 1990s. Strides made in increasing access to a college education for all students were threatened by huge cuts in financial aid and reversals in the affirmative action agenda of the nation. The impact of technology in the work of every association member offered new opportunities and new training needs.

Ratings and rankings of colleges and universities that emerged in the media brought new pressures to college admission offices and led to questionable reporting of data. The growing emphasis on enrollment management models created a shift from an educational to a business-oriented admission landscape.

Three executive directors served NACAC during the 90s. Stability in staff leadership was established when the experienced associate executive director, Joyce Smith, was named the association's ninth executive director in 1997. She was appointed chief executive officer in 2007 and is the longest serving head of staff.

1990:

Early in 1990, several initiatives were launched to strengthen NACAC's commitment to minority issues. The Executive Board approved complimentary national conference registration for first-time attendees from Historically Black Colleges and Universities. Funding was approved for a special project to assist NACAC in identifying and developing strategies to address issues related to minority student college admission. The Human Relations Committee undertook a review of the 1983 document, *Guidelines for the Traditionally Underrepresented in Higher Education*. In early fall, President-elect Regina Manley, appointed the NACAC Commission on Minority Participation in Higher Education. Chaired by Sharon Alston, recent coordinator of minority concerns, the commission was to focus on factors surrounding the enrollment, retention and graduation of minority students in higher education.

By May of 1990, the Ad Hoc Committee on Building Acquisition had focused its Washington-area real estate search on the newly-developing Old Town Alexandria, VA, commercial district. The Assembly empowered the association to purchase a permanent national office facility, by resolution at the 1990 conference.

NACAC launched into the '90s with a new focus on advocacy through media. *Getting Into College*, a 53-minute video guide to the college admission process, was produced with input from several NACAC leaders including Past President Evelyn Yeagle. The video was distributed exclusively to school counselors and libraries by NACAC at a cost of approximately \$30. *Parents in the Process*, a second videotape featuring parents and counselors discussing the college admission process, was available by mid-summer. Former NACAC President Rusty



Regina E. Manley

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

Shunk created a promotional piece advocating for school counselors, *How Counselors Help College-Bound Students*, that was sent to media outlets across the nation.

In June the Executive Board issued “the first comprehensive statement on precollege guidance in schools,” calling for improved student: counselor ratios, greater focus on precollege counseling in the role of school counselors, and making specific recommendations for related content of counseling programs from middle through high school. This document, the NACAC Statement on Precollege Guidance and Counseling and the Role of the School Counselor, was distributed to legislators and to all secondary school principals. A corollary document for postsecondary issues was also distributed widely, a *Statement on the Counseling Dimension of the Admission Process at the College/University Level*.

The Executive Board approved funding for state and regional Professional Relations Committee chairpersons to attend the summer Leadership and Development Institute. This was the first time that national committee counterparts attended and trained at the LDI.

1990 began a period of in-depth discussion and heartfelt debate over ethical guidelines for association members, particularly as specified in the *Statement of Principles of Good Practice*. The association reaffirmed its commitment to setting standards of ethical behavior and to monitoring, in response to some who felt that the *SPGP* should be a set of “guidelines” as opposed to “standards.” Every monthly edition of the 1990 *NACAC Bulletin* featured an in-depth discussion of ethics, authored by a member of the Admission Practices Committee. Over time, issues surrounding enrollment deposits and deadlines, merit aid and need-blind admission developed as most controversial.

In the 1990 Assembly, several amendments to the *Statement of Principles of Good Practice*, proposed by the Admission Practices Committee, resulted in extended debate within the Assembly. The November Bulletin explained provisions on which consensus was reached:

One amendment addresses NACAC member concerns about students authoring their own applications and essays. A new addition to the Statement directs colleges to provide explicit information about services for students with handicapping conditions. Other amendments clarify international students’ admission procedures...

The Assembly also approved a set of monitoring procedures for nonmember institutions participating in NACAC College Fairs.

However, the delegates did not approve a proposed revision to Article II.A.9 (an article number that became a “household word” for all Assembly members in the next several years, as debate continued) of the *SPGP*, as presented by Steve Syverson, the vice president for admission practices. This revision addressed the parameters of the May 1 candidate reply date. The AP Committee proposed wording that would have allowed requests for enrollment deposits prior to May 1, provided it was made clear that they were fully refundable. After extensive parliamentary positioning, a very minor amendment of the existing wording was adopted specifying that the provision

applied to “first year” candidates for “fall admission.” Debate over Article II.A.9 was to continue into the next Assembly and beyond.

Additionally, the 1990 Assembly passed a resolution directing the Admission Practices Committee to reexamine the *SPGP* and consider the establishment of a section governing institutions and individuals that administer and/or use college admission tests.

In a response to the tabled resolution of the 1989 conference addressing “early decision/action” admission programs, the Admission Practices Committee unveiled a draft of *Guidelines for Admission Decision Options in Higher Education* in the summer. This draft was considered by the Assembly and then sent to members for feedback, prior to the preparation of a final draft by an ad hoc Assembly committee.

At the Membership Meeting, the Credentials Committee introduced a Bylaws amendment that clarified the role of regional admission representatives in terms of NACAC membership. It specified that an individual might hold only one voting NACAC membership, and that membership must be in the state or regional association where the voting member performs the majority of his/her professional duties.

The Executive Board, at its post-conference meeting, earmarked funds to disseminate the *SPGP* widely to university presidents, admission and financial aid officers, and housing directors.

Also of interest in 1990:

- Exhibitor advertising was first approved for the 1990 national conference program book.
- Eight special research projects received funding from the Fund for the Advancement of College Admission Counseling (FACAC).
- The 25th NACAC College Fair (site) was scheduled for Indianapolis in April of 1991. The first National College Fair Contest was held. The winner, from Maine East Township High School in Illinois, received a \$1,000 award.
- NACAC’s Commission for the Advancement of Professional Standards (CAPS) continued to examine issues related to professional preparation, competencies, and credentialing of school and admission counselors.

NACAC History: 1991

The December 1990 *NACAC Bulletin* announced the hire of current (2012) NACAC CEO, Joyce Smith. Smith came to NACAC with a background in both admission and association work. At the time of her appointment, she was executive director of admission, marketing and scholarship services at Queens College (NY). She had also worked in admission at Amherst College (MA) and at the College Board.

Early in 1991, the association took up the challenge presented by a US Department of Education ruling that limited “race exclusive” scholarships as a violation of the Civil Rights Act of 1964. In a national press release, NACAC President Regina Manley wrote:

Education is the means by which we prepare our youth to become contributing members of society. It is the means by which we ensure the continuation of our society. Scholarships, then, for many students represent the only means by which they can gain access to higher education. As an organization we disagree with the department's position on minority scholarships. In light of changing demographics, we place our nation at further risk when we are unwilling to invest in the future of our nation's youth.

When the board met in Alexandria in June, members had an opportunity to tour a new, 12,600 sq. foot office facility, which had been identified by the Committee on Acquisition. On June 10, 1991, the Executive Board approved the purchase of the building at 1631 Prince Street for \$2.2 million—a move that would have been unimaginable to that small group of Midwest college admission officers who met in the Men's Grill Room of the Carson, Pirie Scott Department Store in Chicago in the 1938. The association would have the opportunity to design the new headquarters building to its needs.

A version of the SPGP entitled The Joint Statement of Principles of Good Practice in College Admission and Recruitment received endorsement from important allied organizations including the American Council on Education, College Board, NASSP, AACRAO and NASPA. The Joint Statement was disseminated to more than 2000 college presidents by ACE. Yet, Vice President for Admission Practices Steve Syverson wrote in August:

However, in spite of its widespread endorsement, member institutions continue to express concern about it. The most frequently expressed concerns... this year revolved around the National Candidate Reply Date, the misuse and misreporting of test information and need-blind admission. To that end, in an effort to better represent the views of the membership, a survey soliciting opinions... was sent to all institutional members of NACAC. The results... have guided the committee in its continued deliberations.

The results of this survey showed that 80 percent of members believed that the SPGP should be enforced, either with existing or revised monitoring procedures, while 18 percent believed it should be used as a guideline. Specifically, in terms of the issue most hotly debated, 78 percent supported the May 1 Candidate Reply Date as it was then worded in the statement. Regarding support for the concept of need-blind admission procedures, "respondents overwhelmingly (91 percent of colleges, 95 percent of counselors) support retaining the current wording which requires colleges to offer admission to qualified candidates without regard to their level of financial need."

NACAC professional development programs had reached a new level of maturity by 1991. New Associate Executive Director Joyce Smith assumed a leadership role for this aspect of association work. Tom Rushing, vice president for professional relations, wrote in the August 1991 Bulletin that coordinators had been identified for five ongoing training programs: Tools of the Trade, Admission Middle Management Institute, Beyond the Basics, The Hampton Experience (for minority counselors), and Keys to Professional Practice.

Similarly, government relations advocacy demonstrated a growing impact. NACAC drafted a bill that became part of the proposed Student Counseling and Assistance Network Act (SCAN), and found initial sponsors in Senator Herbert Kohl of Wisconsin and Representative Tom Sawyer of Ohio. The suggested legislation had the potential to become part of the Higher Education Act reauthorization. The bill was designed to provide funds for early intervention with students and parents and provide training for both secondary school and admission counselors regarding financial aid programs. Additionally, it would create a computerized database of financial aid information and wage a public service campaign to alert students to possibilities. NACAC President Regina Manley testified before the Senate Subcommittee on Government Information and Regulation in support of SCAN. (This was Manley's second Capitol Hill Testimony on behalf of NACAC priorities. She had testified in 1989 before the House Education and Labor Committee in support of NACAC-sponsored provisions of legislation linking federal financial aid to national voluntary service.) The provisions of SCAN were the focus of Capitol Hill visits during the LDI in March and members across the nation were asked to contact their legislators in support of the legislation. President Manley and President-elect Dan Saracino once again offered NACAC testimony in May before the House Subcommittee on Postsecondary Education where they addressed issues surrounding the complexities of the financial aid system and the need for early intervention.

The association's efforts were initially rewarded with mixed results. All of the components of SCAN were included in the House bill addressing reauthorization. However, the corollary Senate bill included only a public service campaign aimed at early awareness. Senator Kohl of Wisconsin offered amendments in November reintroducing most of the SCAN provisions.

The work of the Commission for the Advancement of Professional Standards (CAPS) concluded in early 1991. The outcome was a Statement on Counselor Competencies that avoided prescribing narrow training options or credentialing. The commission envisioned, instead, a broad range of

NACACTION

New Orleans Conference Update: Theodore Sizer to Speak at Opening Session



Theodore Sizer, professor of education and director of the Master of Arts in Teaching Program at Brown University (RI), will address the opening session of the 47th National Conference in New Orleans, LA, Oct. 2-5.

Sizer is the author of *Horace's Compromise: The Dilemma of the American High School* (1984). The book was inspired by visits Sizer made to numerous high schools while he chaired *A Study of High Schools* for the National Association of Secondary School Principals and the Commission on Educational Issues of the National Association of Independent Schools.

Horace's Compromise questions current educational practices and advocates active involvement by students in the learning process. "A good school is a place that produces thoughtful people, people whose instinct is to say, 'what's



going on here?" It's noisy and contentious because people are asking questions, having confrontations, arguing about ideas," contends Sizer.

Sizer is now working on a follow-up book entitled *Horace's School*, which will follow the fictional title character as his school struggles to make the reforms recommended in the first book.

Sizer has worked to put many of his recommendations for educational reform into action. When he came to Brown, Sizer founded The Coalition of Essential Schools, a group of 52 schools that have adopted nine guidelines for reform. The schools, which range from inner-city schools with former dropout rates of 40 percent to schools in affluent areas, have each instituted the guidelines in their own way.

While reform has not come easily to the

schools, many have seen significant results. For example, 75 percent of the sophomores at Central Park East Secondary School in East Harlem have reading scores well above New York City's average. At Providence's (RI) Hope High School, only 6 percent of seniors in the traditional program went on to college in 1989, but 90 percent of the Hope Essential School's first graduating class did so.

Sizer's career in education includes personal experience as a teacher. He served as headmaster and instructor in history at Phillips Academy (MA) from 1972 to 1981, following eight years as dean of the Graduate School of Education at Harvard. He has received several honors including the CASE 1988 Gold Medal for Excellence in Undergraduate Teaching. A 1953 Yale graduate, Sizer earned his MAT in social studies and a Ph.D. in American history and education at Harvard.

With Sizer's broad background in education and innovative ideas about learning, his address promises to be a highlight of the 1991 national conference.

opportunities, offered by NACAC, S/Rs and other professional organizations that might provide training programs aimed at the competencies identified by the statement. The statement on competencies was mailed to all members in February.

The tone of 1991 the national conference held in New Orleans, might best be characterized as “activist.” Meetings of both the Assembly and General Membership engaged participants in intense deliberations focused on the obligations of members to the association, the profession, their institutions and students. Vice President Syverson had framed part of the debate that was to come over the SPGP in the May Bulletin:

I am confident that the issue of May 1 and its inclusion or exclusion from the SPGP will be a source of conversation and action at the 1991 Assembly... and I strongly encourage you to apprise your delegates of your personal feelings. We should not have a statement included in the SPGP that is widely ignored by our membership. That makes the statement a mockery that is given only lip service and lacks in real professional commitment from the membership.”

The 1991 Assembly adopted, with minor amendment, the *Guidelines for Admission Decision Options in Higher Education* that was the outcome of two years’ work of the Ad Hoc Committee to Study Admission Decisions Options in Higher Education. As a result, the definitions and parameters of “early decision” and “early action” programs were codified. In addition, the acceptable provisions of “waitlist” were identified.

Somewhat understating the passion of the proceedings, the November *NACAC Bulletin* recorded that, “A large portion of the debate in the 1991 Delegate Assembly centered on changes to the NACAC *Statement of Principles of Good Practice* offered by the Admission Practices Committee... When the debate ended and the votes were cast, the following changes, additions, and deletions to the Statement were approved by the delegates... “ The most substantive of these outcomes were:

- The requirement that postsecondary institutions clearly specify in detail all admission calendar options including early admission, early action, early decision and waitlist. (I.A.2.b)
- While maintaining the May 1 Candidate Reply Date, the allowance of requests for deposits prior “provided those offers include a clear statement that written requests for extensions until May 1 will be granted, and that such requests will not jeopardize a student’s status for housing and/or financial aid.” (II.A.9)
- A corollary statement regarding offers of financial aid. (IV.A.6)
- Specification of the parameters of acceptable waitlist processes.
- Instruction that standardized test scores be reported in “middle 50 percent” bands by both postsecondary and secondary members. (III.A.1 and III.B.13)

Following action on the statement, the Assembly charged the Admission Practices Committee with an examination of “how the entire statement reflects the association’s mission to serve students in transition.” In addition, the Assembly referred the

Guidelines for the Traditionally Underrepresented in Higher Education back to the Human Relations Committee for further review.

The General Membership approved a new statement on *Guidelines for Recycling Counseling and Admission Publications and Materials*. Members of international/overseas institutions announced their intention to seek a regional NACAC charter.

A Sign of the Times:

In 1991, Franklin and Marshall College in Pennsylvania became the fifth U.S. private, liberal arts college to offer some form of “test-optional” admission process. Bates, Bowdoin, Middlebury and Union had already adopted such policies.

Also of interest in 1991:

- For the first time the conference fee for the conference social was included in conference registration fee.
- The name of the *Journal of College Admissions* was changed to the *Journal for College Admission*.
- A policy was adopted specifying that conference hall exhibitors could not present sessions with a single focus on products or commercial services.
- The first meeting of the Commission on Minority Participation in Higher Education was held in January.
- The Executive Board approved a change in National College Fair revenue sharing. The base compensation became \$1,500 with an additional payment of 7.5 percent for booth sales over 200.
- *Facts About American Colleges* was published and mailed to 16,000 high schools, as part of a special “Back to School” membership drive, and was to be distributed to 300,000 students at National College Fairs in 1991-92. This replaced the National Fair Resource Guide.
- *The Parents’ Guide to The College Admission Process*, was published in August, an outgrowth of the PACT training guide.
- NACAC published *Guiding the College-Bound Learning Disabled Student: A Directory of Programs and Services at NACAC Member Institutions*, developed by Past President Jim Alexander and Judy Rolfe.
- The Executive Board approved a change in title of Coordinator for Minority Concerns to Coordinator of Diversity Concerns.
- NACAC won a one-year contract from the Department of Defense to provide overseas counseling to students in Department of Defense Schools.
- Human Relations S/R counterparts met at LDI in Chicago.
- NACAC published *Guidance and Counseling: A Shared Responsibility* a paper commissioned by the Lilly Endowment calling for more inclusion of precollege guidance and counseling dimension in those programs.
- The Assembly approved a nearly \$4 million 1992 budget.

NACAC History: 1992

Membership had grown to more than 5,000 when the doors to the new NACAC headquarters at 1631 Prince Street in Alexandria, VA, opened on April 27. President Dan Saracino said, "NACAC has taken a major step into the future... the building will allow our staff to deliver member programs and services in a comfortable, attractive and functional facility." An official dedication of the building was held on June 5th.



The budget ran a year-end deficit of more than \$67,000 in 1992. In part this was due to moving expenses. But a weakened economy resulted in decreased income from the National College Fairs and publication/media revenues, as well as lower investment income. Fortunately, significant surpluses from the years 1988 to 1990 cushioned the outcome in terms of total resources. The association was even able to make a \$556,000 down payment on its real estate investment.

Guided by Dan Saracino's Presidential Goals, the Executive Board made a strong commitment to expanded advocacy and public relations efforts on behalf of the role of counselors in meeting essential needs of students. The initiatives were targeted particularly at:

- Identifying student needs for improved precollege guidance and counseling,
- Early intervention,
- The role of the counselor in the school-to-college transition, and
- Commitment to high ethical standards by institutions and individuals.

The association celebrated when all of the proposals contained in SCAN were included in the reauthorization legislation. Executive Director Frank Burnett said in his 1992 report to the members that, "NACAC's success in having counseling and information provisions included in the reauthorization of the Higher Education Act of 1992 will go down in our 55 year history as the association's most important legislative accomplishment. However, a comparable member, leader and staff effort will be required if we are to secure funding to carry out this important work. " Not surprisingly, SCAN was the focus of the March 7-10 Leadership meeting in Washington D.C.

Beyond the promotion of the SCAN legislation, Executive Director Burnett testified on April 2 before a panel of the US Department of Education that was seeking early recommendations regarding the reauthorization of the Elementary and Secondary Education Act (ESEA) of 1993. He spoke on behalf of strengthening precollege guidance and counseling. By winter, the association had prepared 18 specific recommendations for the ESEA, including the establishment of counselor training academies and identification of model counseling programs.

The Admission Practices Committee spent the year educating both membership and the general public about the *Statement of Principles of Good Practice*. Students' Rights and Responsibilities and the Guide for Parents were made available to members and schools in both print and camera-ready editions. A Student's Rights poster was produced and mailed to all members.

State and regional admission practices counterpart chairs participated in the summer LDI. This gave the national and S/R AP committees an opportunity to reach consensus about mission and procedure and to establish a network of consistency in the monitoring of the statement. State and Regional leaders were recruited to advance the ethical guidelines of the association. At the same time, it was clear that there would be a need for ongoing dialogue and deliberations over the ethical guidelines of the association.

At the January 1992 Executive Board meeting, President Dan Saracino presented a totally new concept to the Executive Board. He proposed a collaboration with Catalyst Communications, producers of a new counseling tool dubbed CollegeView, which had the potential to move the association into an innovative venture and generate new income. The Executive Board gave preliminary approval to the concept.

By the end of the summer, a firm agreement had been worked out between NACAC and Catalyst, to be unveiled at the 1992 national conference. Cutting edge at this time, CollegeView would give students access to information on prospective colleges via personal computers in the counselor's office or school library. Students would be able to create a custom search profile, which would match them with colleges fitting their profile. Students would then receive information on matches. All NACAC member colleges would be included in basic data given to students. But colleges that chose to participate with a fuller "interactive multimedia presentation" could do so for a fee. "To ensure to colleges that there was a strong secondary school participation in CollegeView," Catalyst planned to develop a "gifting" program for hardware stations. The annual subscription fee for high schools was set at \$695. This partnership promised to provide a new revenue source for NACAC, something the membership had repeatedly called for—due to concern over dependence upon National College Fair income. Catalyst would pay a "commission" to NACAC for each high school and college that subscribed to the service, for a period of 48 months.

Signs of the times:

The 1992 NACAC Admission Trends Survey found that 73 percent of responding postsecondary institutions had “a video program at their college or university... 27 percent did not use videos in recruitment efforts.” President Dan Saracino appointed a Commission on Technology Applications in College Admission.

Midway through planning for a 1992 national conference in Long Beach California, it became clear that construction on the primary conference facility would not be completed in time for the meeting. The contracts were canceled and plans for the conference moved to Los Angeles. This second location became the focus of new anxiety when major civil disturbances erupted, following the verdict related to the beating of Rodney King. An “extra” edition of the *NACAC Bulletin*, produced in July, addressed this concern. The association saw the conference as an opportunity to reach out to the LA community and, in response, a scholarship competition was announced for economically disadvantaged students attending high school within the “curfew” boundaries of LA. Established in conjunction with Western ACAC, a portion of conference registration fees were earmarked for the “Changing Los Angeles Scholarship Program.” Over time, this competition has evolved into the annual essay contest, now a regular feature of each NACAC conference—a gesture to students from the host city.

Despite initial concerns, with solid planning by the WACAC Local Arrangements Committee, the logistics of the 1992 Conference ran smoothly and without incident.

Two amendments were approved to the *SPGP* when Assembly II convened in Los Angeles:

- A provision was added prohibiting institutions to “offer or pay a per capita premium to any individual or agency for the recruitment or enrollment of students.”
- Wording was added requiring that institutions identify source and date when publishing ratings or rankings.

A motion to suspend monitoring of the *SPGP* was defeated. The Assembly also approved a revised *Statement on the Recruitment and Admission of Student Athletes*.

After lively debate, much of it focused on appropriate terminology for various ethnic groups, an updated version



of the *Guidelines for the Traditionally Underrepresented in High Education* was approved. The Credentials Committee presented revisions to the association’s Articles of Incorporation and Bylaws to the Assembly and membership, as appropriate. Most of the changes made were for the purposes of clarification and consistency.

What did not go smoothly was receipt by the members of NACAC’s relationship with Catalyst Communications. There was considerable discussion/debate within both the Assembly and those in attendance at the General Membership meeting, regarding the NACAC/Catalyst agreement. As reviewed in the November Bulletin, “The dialogue ranged from a discussion of the expansion of the revenue base of the association, to a need to create a formal endorsement policy.” In the end, the Assembly “asked the NACAC Executive Board to prepare an endorsement policy for consideration at the 1993 Assembly.” The General Membership meeting went further and, in a deal-ending move, “directed the Executive Board to withdraw at the earliest possible date from the CollegeView agreement with Catalyst Communication.” Following this action, NACAC terminated its contract with Catalyst, while agreeing to “provide technical and professional assistance on a non-exclusive basis.” As a result, the Executive Board directed staff to study endorsement policies of other professional organizations and prepare a report for the Board.

Two additional resolutions were passed by the membership. The first directed the Executive Board to appoint a commission to study the association membership composition, including a reexamination of for-profit institutions. The second directed the Executive Board to prepare a position paper addressing “the appropriate role and relationship of the United States military institutions and organizations to NACAC and its state and/or regional associations, with respect to the current Department of Defense policy of gender orientation discrimination.”

Also of interest in 1992:

- In March, the Executive Board approved the development of an oral history of the association, through interviews with past presidents.
- In preparation for the move of national headquarters, archival materials were placed at the archival library of Bowling Green State University (OH).
- The National College Fairs celebrated a 20th anniversary. Working in collaboration with SACAC, the first National College Fair in Birmingham, AL, was held in September. In addition, the association began planning for the addition of Performing Arts College Fairs.
- Building upon the earlier grant from the Lilly Foundation, NACAC and College Board worked together on a conference, “Keeping the Options Open”, that attracted 200 counselors, teachers and school administrators to San Antonio in May. The focus was strengthening educational guidance and counseling in schools.
- A Spanish-language version of the *Guide for Parents* was completed and available through the national office, likely a first for NACAC.

- Work was completed on a Statement of Articulation between the vice president for human relations and the coordinator for multicultural concerns, in order to clarify roles and responsibilities.
- The Commission on Minority Participation in Higher Education completed *Achieving Diversity: Issues in the Recruitment and Retention of Underrepresented Racial/Ethnic Students in Higher Education—A Review of the Literature*, and prepared to move on to a second phase of its agenda.
- The results of the 4th annual Admission Trends Survey were reported in the August *NACAC Bulletin*.
- NACAC appointed a new Commission on Technology Applications in School and College Admission Counseling, the work to commence at the Los Angeles conference.
- The charter for NACAC's 22nd affiliate was presented to the Overseas Association of College Admission Counselors at the NACAC 1992 conference.
- The Admission Practices Committee completed work on a *Counseling, Test Prep and Scholarship Services: A Consumer's Guide*, which was available by December.
- The Executive Board approved the development of two new professional development publications: *The Counseling Practitioner* and *The Admission Practitioner*.

a special term; this to create more diversity on the committee to respond to the members' resolution to study the composition of membership.

- Established a policy for commercial participation at the 1993 conference and considered the development of an official endorsement policy.
- Initiated discussion regarding creation of a counselor certification program, revisiting the work of the NACAC Commission for Advancement of Professional Standards during the period of 1988-90.
- Sent a communication to President Clinton specifying the association's position on sexual orientation and military service.
- Reaffirmed the need-blind admission guidelines in the *SPGP* and authorized a cooperative survey of housing deposit policies and deadlines to be developed in cooperation with the Association of College and University Housing Officers—International (ACUHO-I).

In the government relations arena, the association continued to work for recognition of the essential nature of counseling in the educational process of the nation. In addition to pressing for funding of the SCAN provisions, legislation was proposed for inclusion in the Elementary and Secondary Education Act (ESEA) including four major thrusts:

- Creation of Counselor Training Academies for elementary, middle and secondary school counselors.
- Identification of exemplary counseling programs
- Sponsorship of new research into guidance and counseling needs of learners, especially those disadvantaged and at risk.
- Design and implementation of evaluation models to determine effectiveness of practices.

The March Leadership Meeting, at which these issues were to be addressed, was seriously impacted by a major storm throughout the nation. A summary of what transpired as a result appeared in the *April Bulletin*:

Snow, ice, and, sleet instead of cherry blossoms, crocus and daffodils arrived in Washington, DC on March 13—the first day of the annual NACAC Leadership Conference. Only those who came early, either to sightsee or to attend the meeting of the Executive Board, were on hand to play “Congressional Insight” over pizza on the first night of the four-day gathering – 20 in all. By the time NACAC moved to Capitol Hill on Tuesday, March 16, 32 members out of a planned 75 were in attendance. Some leaders were stranded at airports in Chicago, Pittsburgh, and Atlanta; but many others never got out of their driveways.

Those who did make it to Capitol Hill addressed the SCAN priorities, specifically appropriation of funds for the three NACAC-backed Higher Education Act provisions that had become part of a provision for “Counselors, Model Program Community Partnership Counseling Grants and Public Information.” In a lesson in the realities of Washington, a total of \$100 million had been authorized, but not appropriated. NACAC lobbied for “seed money” to start up these

NACAC History: 1993

In many ways, the actions of the 1992 NACAC conference left as many questions unanswered as answered. Some of the more difficult ethical questions had been skirted and the tension between institutional prerogatives and student interests continued to grow. There was no clear-cut direction emerging about new revenue streams and there was a growing concern among members over any alliances with commercial ventures.

Regarding ethics, President Cleve Latham shared his perspective in his first president's column in the *January Bulletin*:

I see NACAC as a vital, energetic association that proudly claims a place among the nation's leading educational organizations, concerned about the future of our nation's students because their tomorrow is the tomorrow of this country. What we can accomplish on their behalf today is an investment in what they will accomplish for the nation... If we have to choose between protecting students or protecting our institutions, I hope we will choose the students. If we have to choose between idealism and pragmatism, I hope we will choose idealism, and then fight to maintain it.

The Executive Board began the year with a full agenda. At its January board meeting alone, the officers:

- Created a Commission on the Role of Standardized Testing in the College Admission Process, appointments to be made at the following meeting.
- Appointed Audrey Hill of Watkins Mill High School in Maryland to the Membership Advisory Committee for

programs. NACAC leaders also promoted enactment of NACAC's proposals for reauthorization of ESEA, including reestablishment of an office of Guidance and Counseling within the Department of Education and a Fund for Options through Counseling for United States Students (FOCUSS) to create training for counselors and identify model counseling programs at all levels of education. It should be said that, when the ESEA was actually introduced to the Congress and Senate in October, only a small number of the provisions NACAC proposed had been even partially included in the bill.

In March, in response to the directive of the 1992 Assembly, the Media and Marketing Advisory Committee was charged with developing an endorsement policy for the association. Over the course of the year, this policy was considered by the Executive Board and by S/R leaders at the summer LDI. The policy that evolved was designed to address a full array of products, programs and services, including publications, videos, and computerized guidance information systems. Specifically excluded from any possible endorsement were test preparation programs, application processing/brokering services, financial aid search firms and college rating/ranking publications. The policy established very specific criteria to be considered before any endorsement.

By spring, appointments had been made to the Commission on the Role of Standardized Testing in the College Admission Process. Susan Tree of Westtown School in Pennsylvania was named chair. The charge to the commission was to "examine the current and future impact of standardized testing in the school-to-college transition and make recommendations to the governance units and to the membership regarding future association policy."

The May 1993 Bulletin featured an interview with then President Clinton's retired school counselor, Betty Irons. Asked for her thoughts about a counseling career she answered:

"I think it's the greatest opportunity in the world for a dedicated educator, because you help students in every avenue, in every aspect of their life."

Irons went on to tell the story of how a US President chose his college:

"When he (Clinton) was in tenth grade he came in about the second or third week of school. My desk was piled high... and he said, 'Mrs. Irons, where would you go to school if you wanted to be a foreign diplomat?' I hadn't been asked that many times, especially by a sophomore and I just said, 'Well, Bill, off the top of my head I'd say Georgetown University.'"

The Admission Practices Committee's "1993 plate" was full. Major topics to be addressed included candidate deposit issues—especially the definition of "without penalty" with regard to May 1 and housing deposits, as well as revisiting the association's historic commitment to need-blind admission.

Even before the 1992 conference, Vice President for Admission Practices Hoganson had begun meetings with ACUHO-I officers to address concerns over the existing inconsistencies in enrollment and housing deposit deadlines and procedures. A dilemma was created by the limitations of

on-campus housing available at many colleges and universities. This meant that, if a student deferred a housing deposit until the May 1 enrollment deposit deadline, housing options might no longer be available. On the other hand, housing enticements such as preferential or "special interest" housing options were used as ways through which to manipulate deposits prior to May 1, in violation of the SPGP. Michael Hofter of ACUHO-I attended the AP Committee's 1992 preconference workshop, which focused on housing deposits. In April of 1993, a jointly developed survey regarding housing commitment policies and practices was sent by NACAC to housing officers at institutions holding membership in NACAC. The results provided the basis for compromise agreements that were prepared for the 1993 Assembly.

While progress was made on the issue of deposits, lack of consensus over need-blind admission proved more challenging and acrimonious. In the April 1993 Bulletin, Vice President Hoganson framed the debate as follows:

...There are really only a few provisions of our Statement which serve students better, and before, they serve institutions. These include the admonitions that students will be admitted "on the basis of academic and personal criteria rather than financial need" (II.A.6 and IV.A.9) and those that ensure that students will be provided full information about the conditions and cost of attending an institution, as well as an estimate of financial aid available to them (IV.A.5), and therefore, that they will be permitted to "choose, without penalty, among offers admission and financial aid until May 1." (II.A.9 and IV.A.6)

Now eighteen months into my term... I can assure you that these are the exact areas which are most questioned, abused, and rebutted. When allegations involving these sections of the SPGP are presented against institutions they are the most heatedly justified. On the other hand, S/R Admission Practices Committees across the country have seen numbers of allegations that have to do with "pirating" of students, either by actively recruiting students who have already committed to another institution or by more simply offering admission to students who have not even submitted applications. When confronted, no one argues these cases and AP Committees are quickly able to bring about compliance with the Statement. College and university admission people realize that it is in their own self-interest to nip such procedures in the bud. It is much harder to win the arguments involving students' rights.

In June, the Executive Board directed the Admission Practices Committee to prepare a resolution addressing the need-blind provisions of the SPGP. This resolution was presented to and endorsed by the S/R Presidents' Council at the July LDI and then forwarded to the Assembly and membership at the 1993 national conference.

More than 2,600 professionals registered for the 1993 National Conference in Pittsburgh. Attendees enjoyed a delightful and warm welcome from children's television icon Fred Rogers, of *Mister Roger's Neighborhood*. Following this, the officers, delegates and members got down to the serious

work of considering the course of the association and the profession in challenging times.

Before presenting the Assembly with proposed revisions to the *SPGP*, Vice President Hoganson reviewed progress made in negotiations with ACUHO-I. She announced that she had received a letter from the Garry Johnson, president of ACUHO-I, indicating that association's Executive Board would amend their ethics statement to make housing deposits refundable. In turn, NACAC would remove narrow references to housing deposits from the *SPGP*.

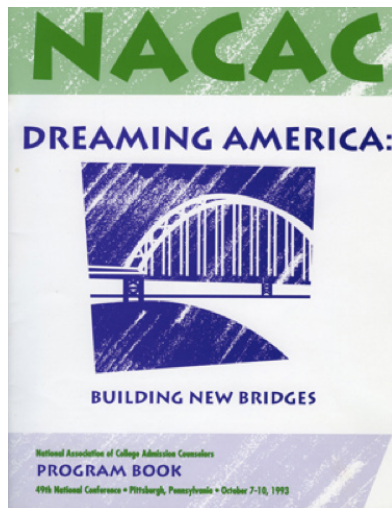
The Assembly approved brief, but substantive, revisions to the *SPGP* brought by the Admission Practices Committee and approved by the Executive Board including:

- The extension of the prohibition against paying per capita premiums for recruitment to international students and agencies.
- Removing the reference to housing deposits from the May 1 deposit parameters, while adding that postsecondary members would, "Work with administration... to ensure that financial aid and scholarship offers and housing options are not used to manipulate commitments prior to May 1."
- Specification of expectations of secondary school members in advising students applying under Early Decision plans.

After much discussion, the delegates approved the Resolution on Need-Blind Admission that reaffirmed the association's commitment to full implementation of need-blind admission practices. (See Appendix A) At the same time, it was agreed that monitoring of the need-blind provisions of the *SPGP* would stop short of sanctioning, until results of the member survey were complete. The Assembly directed the Admission Practices Committee to conduct a confidential survey of all members to clearly determine the "practices, beliefs, and feelings of the membership" regarding the need-blind issues.

In additional business, the Assembly approved the NACAC Endorsement Policy for products and services that had been drafted over the past year.

Reports to the General Membership Meeting included the association's Statement on Gays and Lesbians in the Military (see Appendix B) and Recommendations of the Commission on Minority Participation in Higher Education (see Appendix C). Regarding the first, the voting members directed the Human Relations Committee to set a course of action for an associational leadership role "in regard to promoting societal attitudes and behavior that affirm the dignity and rights of all



gay and lesbian students," with a report to come to the 1994 conference.

Two additional NACAC commissions reported to the 1993 General Membership Meeting: the Ad Hoc Commission on Membership Composition and the Commission on Technology Applications in School and College Admission (appointed at the 1992 Conference.)

Also of interest in 1993:

- NACAC launched a "Resume Referral Service," creating a candidate pool for member institutions seeking new staff members.
- NACAC presented a one-day workshop, Understanding Learning Disabilities, in March at Northwestern University, IL.
- NACAC's advertising policy for the Bulletin was changed to allow advertising by colleges and universities.
- William Conley resigned as vice president for professional relations in the spring of 1993 and President-elect Margaret Williamson filled the position until the 1993 election.
- Up to \$27,500 in funding was designated for strategic planning and long-range planning to take place at the LDI in July.
- By May of 1993, the Fund for the Advancement of College Admission Counseling had raised more than \$31,500. Between four and six grants had been awarded annually for FACAC-funded research projects since 1990.
- With the June 1993 Bulletin, NACAC completed its first year of printing on recycled paper.
- NACAC continued to grow with the 23rd and 24th new affiliate charters granted to the Caribbean Counselors Association and the Dakota Association of School and College Admission Professionals.
- Steps to College, a newsletter for high school juniors and seniors was introduced. With five issues produced per year, schools could purchase bulk copies of a completed newsletter or a disk or camera-ready print copy with space for schools to add and tailor information to their individual school.
- The first Performing Arts College Fair Tour (targeting East Coast, Midwest and South to West) took off in fall 1993.

NACAC History: 1994

1994 was celebrated as the year of NACAC's 50th Annual Conference. It was appropriate that this was a year in which a new Mission Statement was advanced for membership feedback. In drafting this statement, the Credentials Committee embraced the viewpoint that the "transition" from school to college should be the focus of NACAC and that the association's role was to serve as an advocate for the profession, regardless of membership.

This thinking on the part of NACAC's leaders was timely. Columns in the February 1994 Bulletin made it clear that

members, especially those on the admission side of the desk, were feeling incredible pressure from the growing emphasis on “enrollment management” targets. Both President Margaret Williamson and Executive Frank Director Burtnett wrote *Bulletin* columns decrying the impact on valued colleagues who had recently lost positions. Burtnett commented, “In an ideal world, a commitment to excellence and giving 100 percent to your endeavors should ensure security for a professional within an institution. But, this is not an ideal world...”

Sign of the Times:

Katharin Brink, vice president for professional concerns, in a column in the NACAC Bulletin, suggested that admission offices refrain from the practice of student interviews held in the homes of alumni or in hotel rooms, citing security concerns raised by school counselors.

1994 developed into a year of surveys. In 1993 the membership, at its annual meeting, had directed the Admission Practices Committee to conduct a survey related to an assessment of need-blind/need-conscious admission practices. The Professional Relations Committee was directed to survey the membership regarding the feasibility of a common secondary school report form. The national office undertook a “Member Needs Assessment” as part of the long-range/strategic planning process.

NACAC embarked on a school counselor advocacy campaign in 1994. Past-president Cleve Latham sent letters to Chief State School Officers stressing the importance of counselors and counseling in promoting academic achievement and facilitating the school-to-college transition. When national and S/R leaders met in Washington, DC in March, visits to Capitol Hill centered on the continuing effort aimed at funding for the provisions of the Higher Education Act reauthorization of 1992 that had been proposed by NACAC, as well as inclusion of counseling provisions in the ESEA. These efforts were rewarded when “college awareness language” was included in the version of the ESEA that went to the Senate for reauthorization in the summer.

Sign of the times:

The first direct student loans were issued July 1, under President Clinton’s new higher education financing program.

The Executive Board accepted the resignation of Executive Director Frank Burtnett in March and Associate Executive Director Joyce Smith was appointed acting executive director. A search for his replacement was announced in the April Bulletin. Kevin Keeley, formerly the president and CEO of the Phoenix Chamber of Commerce, was named NACAC’s new executive director in September and attended the 1994 conference as his first official duty.

Under the purview of the Human Relations Committee, *Achieving Diversity: Strategies for Recruitment and Retention of Traditionally Underrepresented Students* was published. This was an outcome of the second phase of the work of the Commission on Minority Participation in Higher Education.

The brainchild of Ed Bell, coordinator for multicultural concerns, the Multicultural Institute for Advanced Thinking and Practice in Admission (MIATPA) was a new and innovative NACAC program that had taken full form by spring of 1994. MIATPA was developed to sponsor research into institutional behaviors that could improve recruitment, access and retention as it pertains to students of color. With Bell as director, a Board of Mentors was appointed to identify research problems, select researchers, and eventually prepare monographs for publication. Research fellows were to be nominated by the chief administrator of their institution, which was to provide financial support for the candidate.

The Survey of Admission Practices was the major task of the Admission Practices Committee in 1994. It was significant in being the first to study the relationship of financial need to admission practices. The survey instrument was developed and the results compiled by Sequitor Corporation, an independent survey company. It was mailed to all members in late March. The questions were designed to gather information regarding both institutional practices and member opinions. The response rate was 47.9 percent from secondary school members and 43.9 percent from college/university members, indicating a high reliability of data. In addition to need-blind vs. need-conscious admission practices, the survey instrument probed the extent of three financial aid practices: gapping, preferential or differential packaging, and admit/deny. The report of survey response data was available by May and an executive summary by September. Results, which were influential in the development of recommendations by the Admission Practices Committee to the 1994 Assembly, included:

- 91 percent or 530 of 584 colleges and universities responding practiced need-blind admission prior to May 1.
- 9 percent or 50 respondents said they considered students’ ability to pay prior to May 1. (Practices after May 1 were surveyed separately.)
- Of institutions that identified as need-conscious, 84 percent were private. 67 percent practiced gapping, 74 percent practiced preferential/differential packaging and 32 percent practiced admit/deny. This data was noteworthy in light of the fact that a primary defense of need-conscious admission was the desire to meet full demonstrated need.
- 66 percent of secondary school respondents reported that need-blind admission was a concern to students and parents. 9 out of 10 said they would inform students if they knew that an institution was need-conscious.

Asked their view on retaining the provisions of the SPGP related to need-blind admission, among all respondents:

- 71 percent favored retaining the principles as part of the SPGP.
- 22 percent favored revising the principles.
- 2 percent favored deleting them.
- The respondents were slightly in favor of monitoring without sanctions vs. sanctioning.

- 70 percent of colleges and universities would support the creation of a signatory list of institutions practicing need-blind admission. More than 90 percent of secondary schools were in favor of the list.

An initial draft of a new NACAC Mission Statement was completed by the Mission Task Force appointed for that purpose and reviewed by the S/R President's Council and all standing committees. In June the Executive Board made revisions based upon feedback and a second draft was readied for consideration of delegates and members at the national conference.

Sign of the times:

"The State University of New York has banned military recruitment on 29 of its campuses, following the SUNY Board of Trustees' decision not to appeal a state Supreme Court order. The state court had made a ruling last November, stating that public universities must ban military recruiters from their campuses as long as the armed forces discriminate against gays and lesbians."

In 1994 NACAC returned to Chicago for its 50th national conference. This had been the site of the association's 25th conference in 1969 at which the original "minority resolutions" had been introduced to raise a new consciousness within the membership. Appropriately, the 1994 conference included a Multicultural Forum for which Frank N. Mickens, a nationally recognized African American school administrator, gave the opening address.



In the Assembly, before moving into the proposals related to need-blind admission practices, other minor revisions to the *SPGP* were approved, including a new requirement for colleges and universities to provide students with information on financial aid "packaging policies." In addition requirements were made more specific regarding the maintenance of any waitlist.

Based upon the outcome of the 1994 Survey of Admission Practices, the Admission Practices Committee proposed a "Resolution on Need-Blind Admission." The resolution recommended no change in the language of the articles/sections of the *SPGP* addressing the expectation of need-blind admission practices. It proposed an extension of a moratorium on sanctions for institutions found in violation of those sections through December 1995, as the association continued to deliberate and educate members. The Assembly accepted these recommendations.

The most controversial issue among the proposals emanating from the AP Committee's resolution to the Assembly was a proposed signatory list of member institutions self-identifying as need-blind. After much discussion and debate, the signatory list was not approved, based upon some delegates' argument that the list was, effectively, a sanctioning of members that were need-conscious in their policies. However, recognizing the importance of giving students full information with which to make decisions, and in an attempt to effect a similar outcome, delegates directed the Executive Board "to investigate the feasibility and practicality of requiring a financial aid profile from all postsecondary members (which will include each institution's current policies regarding need-blind, need conscious, gapping, differential packaging, and admit/deny practices) to be used as a service to students, families, and counselors and report to the 1995 Assembly..." A related motion was later passed by the Assembly, directing "the appropriate body to explore with National Association of Student Financial Aid Administrators and other organizations the establishment of a standard financial aid award form and report to the 1995 Assembly..."

In addition to presenting the draft of the new Mission Statement to the Assembly and General Membership, several revisions to the Bylaws were proposed. The process for filling an unexpired term on the Executive Board was revised, as was the definition of the duties of the Human Relations Committee. Additionally, the state and regional guidelines for "Determining Consistency with NACAC Governing Documents" was amended to allow two years for affiliates to come into compliance, as required.

The General Membership Meeting of 1994 included the reports of the Ad Hoc Commission on Membership Composition, the Commission on the Role of Standardized Testing in the College Admission Process and the Commission on Technology applications in College Admission.

In other business of the General Membership Meeting:

- The voting members passed a motion that asked that reinstatement of the office of the vice president for legislative and professional concerns on the Executive Board be considered.
- The Executive Board was directed to appoint a six-member public school advisory committee to provide input to several standing committees "on the programs and services that will attract and retain public school members."

It should be noted that in 1994 a change was made in the timeline for the succession of newly-elected Executive Board members. The president-elect and officers elected at the 1994 conference did not take office until January of 1995.

Also of interest in 1994:

- After the Admission Practices Committee completed negotiations with the National Association of Schools of Music, that group agreed to amend their scholarship reply date to May 1, consistent with the *SPGP*.

- The Executive Board dissolved the position of liaison to Historically Black Colleges and Universities, the role of which had been decreasingly effective, and reassigned those responsibilities to the coordinator for multicultural concerns.
- A \$100 application fee was set for those entities seeking endorsement by NACAC.
- The number of Performing Arts College Fairs was increased to 20.
- Beginning in the fall of 1994, alumni representatives were allowed to represent colleges and universities at National College Fairs, on a trial basis.
- NACAC announced “LEAD2”, a new professional development for deans and directors of admission.
- NACAC and College Board jointly released, *Strengthening Educational Guidance and Counseling in Schools*, the final report of a cooperative project aimed at improving and expanding counseling programs throughout the nation’s schools.
- Donald Johnson, an expert in counseling gay and lesbian students, addressed participants of the summer LDI in Baltimore. The Human Relations Committee developed a preconference workshop on counseling gay and lesbian students.
- Early Decision Agreement and NACAC Application Fee Waiver forms were made available to members.

NACAC History: 1995

Sign of the Times:

A piece in the February 1995 NACAC Bulletin noted that while 80 percent of NACAC members “claimed they used e-mail (sic)... few members realize that their address can gain them access to the Internet.” This article continued with an explanation of what, the Internet is and instructed readers in terms such as “bandwidth”, “download” and “modem.”

Some aspects of NACAC’s year of 1995 were very much “business as usual.” The Executive Board, led by Steve Steinhilber, began the year by following up on directives of the 1994 General Membership Meeting, including the appointment of the Public School Advisory Committee. The Professional Relations Committee completed work on a draft of a *Common Secondary School Report* that was published in the *May Bulletin*, with a request for member feedback. The Human Relations Committee released the third edition of the *NACAC Multicultural Directory* (formerly *Keys to Diversity*), an update of the directory to minority leaders in the association, with additional resources. A FACAC-funded monograph series was launched and included two papers written by former NACAC presidents: *Ways to Benefit Students, Institutions, and Retirees Utilizing the Expertise of Retired ACAC Members* by James Alexander, and *Humor in College Admission: a Mostly Lighthearted Look at the College Admission Process*, by Rusty Shunk.

But, beneath the surface of these ordinary agenda items, the association and the profession were dealing with many game-changing national trends.

With a new Republican majority in both houses of Congress, major cutbacks to education funding became a deep concern for the members and NACAC’s legislative agenda. Programs for which NACAC had long fought, including counseling priorities in the Elementary and Secondary Education Act, special programs that addressed the needs of underrepresented students, as well as enlightened federal financial aid policies were threatened. And far beyond these cutbacks, the members of NACAC and their leaders found much about which to be concerned in the political climate of 1995. The Speaker of the House, Newt Gingrich, called for the abolition of the Department of Education. Federal student loan interest subsidies were vulnerable. Proposition 187 was passed in California requiring public officials, including school administrators, to identify and turn in to Immigration and Naturalization Service any individuals “suspected” of being in the county illegally.

Perhaps most disturbing were multiple threats to affirmative action, including a successful legal challenge to a race-based scholarship at the University of Maryland and the California State Board of Regents’ effort to abolish racial preference in the state’s university admission. The March 1995 *NACAC Bulletin* recounted:

NACAC has demonstrated its commitment to affirmative action by establishing leadership positions, committees, special commissions and policy statements focused on the special concerns of underrepresented populations and their treatment in the college transition process... Events, however, are running ahead of the association’s efforts. The college admission process has become a focal point for those against affirmative action and recent events have made the admission process more of a barometer of the times than an academic issue.

NACAC’s affiliation with educational coalitions became more important than ever before, as NACAC joined the newly constituted Alliance to Save Student Aid. In June the Executive Board on behalf of the association publicly reaffirmed its commitment to the principles of affirmative action.

Beyond politics, a survey conducted by ACE reported that 1994 college enrollment had declined for the second consecutive year. As competition for the most highly recruited students increased, concern rose over the growing impact of *U.S. News & World Report*’s college rankings. Members of the NACAC staff and Executive Board had met with the editors of that publication earlier in the 90s and met with no success in seeing suggested modifications to the ranking system implemented. In April of 1995, *The Wall Street Journal* ran a front-page story about colleges and universities that had inflated or misrepresented test scores or selectivity in self-reported data to *U.S. News*. A column in the May issue of the *Bulletin* explained:

This story sparked controversy among NACAC members from the perspective of affirmative action, ethical reporting of data, as well as the pressures colleges are under to maintain a good rating. The competition to be listed in the popular college ratings, which are based on measures that include the number of applicants, how many students are rejected, the test scores of the applicant pool, etc., has placed incredible pressure on the profession. Colleges have created new ways to define an applicant to inflate their pools and colleagues are redefining the scores of students who may lessen the competitiveness of their ratings—all approaches that are being questioned for their appropriateness.

In light of the political climate of the country and other challenges to the profession, it is not surprising that the theme selected for the annual conference in Boston was, “Charting Our Course: Turbulent Seas to Safe Harbor.”

A Member Remembers the Decade:

I remember the packed-to-the-gills session from years ago, upon first publication of U. S. News college listings that, I think, also involved Ted Fiske of the Fiske Guide—and how controversial it was! And now it’s a part of the landscape—liked or not—for so many of us on both sides of the college admission fence. Rick Rizolli, The Rivers School, MA.

Admission practice issues continued in the forefront of association business throughout 1995. In January, newly elected Vice President for Admission Practices Bill McClintick and the Admission Practices Committee undertook a thorough review of the *Statement of Principles of Good Practice*, even as the association continued to tackle the issues still unresolved regarding the SPGP’s provisions dealing with need-blind admission expectations. In April, McClintick wrote, “We all came to recognize that determining the practical role of the SPGP and, by association, NACAC and the members, is at the heart of numerous questions about the association principles, including the need-blind matter in particular.” The action of the Assembly over the past two years had really forced the question as to whether the SPGP should be a set of standards to be enforced or, rather, a set or recommended guidelines representing the ideal. In the end, the position taken by the AP Committee was a compromise between these two views. The committee stated:

Regarding the Statement of Principles of Good Practice, the members of the Admission Practices Committee reaffirm their belief in and commitment to the Monitoring Procedures of the SPGP, as well as the sanctions clause. We believe, however, that there are principles in the SPGP that, if violated, should not result in sanctions for the institution found to be in violation. We also believe that there are some components of the SPGP that, if violated, should result in sanctions for the institution found to be in violation.

On the need-blind issue specifically, we reaffirm the association’s belief in need-blind admission, as an ideal. We recognize, however, that some institutions have chosen to move away from a policy of need-blind admission. While we will

continue to encourage these members to adopt a need-blind policy, the Admission Practices Committee does not believe in administering sanctions against these institutions.

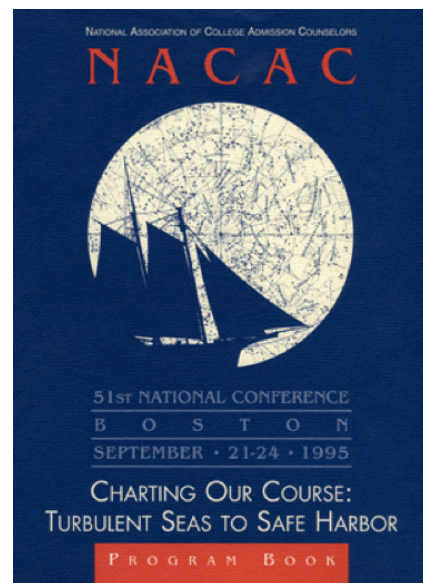
When the 1995 Assembly convened, the AP Committee proposed a philosophical shift, which was reflected in a change of wording to some provisions of the statement, including those addressing need-blind/need-conscious practices. Throughout the SPGP, statements that would in the future be monitored and enforced were preceded with the word “will.” Those that were defined as recommended, but unenforceable, became “should” statements. Some statements were eliminated entirely, the rationale being that they were ambiguous, unenforceable or redundant. Beyond this, the continuing concern over disclosure and “need-conscious” practices led the Admission Practices Committee to recommend that colleges and universities be required to disclose “precisely” the nature of the relationship between financial need and the admission decision.

In other business the Assembly approved amendments to the Bylaws that included retitling the vice president for professional relations as the vice president for professional development and the related committee was renamed the Professional Development Committee. Delegates adopted a very strong statement supporting affirmative action in the college admission process. They directed the association to develop and distribute guidelines for Financial Aid Information Sheet to be distributed by admission and financial aid offices of individual colleges.

Those who attended the 51st national conference in Boston approved by vote of the membership a new name for NACAC: the National Association for College Admission Counseling. This new name embraced a more diverse membership and reflected the work of all those who appeared in the membership categories of the association.

The membership’s uncategorical reaffirmation of its stance on affirmative action was another historic outcome of the conference:

- *For nearly half a century, members of NACAC have subscribed formally to a philosophy of institutional and individual belief in “the dignity, the worth, and the potential of every human being.”*



- *To that end, the introduction of the association's Statement of Principles of Good Practice calls for all members to cooperate in the development of programs and services in postsecondary counseling, admission, and financial aid to eliminate bias related to race, creed, gender, sexual orientation, age, political affiliation, national origin, disabling condition and socioeconomic status.*
- *In addition, NACAC supports the right of colleges and universities to establish policies and practices of admission and financial aid which are in compliance with the Statement and which are intended to increase access and opportunity for individuals from historically underrepresented or disadvantaged groups where admission or attendance would otherwise be unlikely or impossible.*
- *With this long-standing premise serving as the foundation of the association's very identity, the 1995 Assembly of the National Association of College Admission Counselors reaffirmed the association's commitment to believing in and promoting affirmative action in the college admission process.*
- NACAC attempted a no-fee credit card with MBNA America Bank, the income produced to benefit FACAC.
- MIATPA scholars and mentors met for the first Institute in May.
- The Admission Practices Committee clarified that the May 1 candidate reply date was a "postmark" date.
- The NACAC listserv became operational in the fall of 1995.
- The Fund for the Advancement of College Admission Counseling (FACAC) was given a new name: the Fund for the Future.
- Affinity groups continued to grow. Groups meeting at the 1995 conference included the Gay, Lesbian and Bisexual Affinity Group.
- Results of the 7th annual Admission Trends Survey were reported in October.
- Photocopy-ready loose inserts of the final versions of the NACAC Secondary School Report Form, Request for Application Fee Waiver, and Early Decision Agreement Form were included in the November Bulletin.

Following the national conference, the Executive Board initiated a dialogue with College Board over issues that had proven controversial with members, among them the newly-released College Scholarship Service financial aid PROFILE. Concerns revolved around the filing deadlines, fees, and scarcity of waivers. An independent survey conducted by Sue Biemeret, a past president of Illinois ACAC, revealed that the distinction between colleges "requiring" the new form and those "accepting" it in place of their own institutional form were, at best, blurry. Early on, the NACAC efforts resulted in the availability of more fee waivers for low-income students.

As the year ended, the association was able to take some consolation in the fact that the attacks on the federal student aid and loan programs had been scaled back to a small extent. The December Bulletin included a list of related "NACAC Advocacy Victories."

Also of interest in 1995:

- NACAC membership topped 6,000 at the beginning of 1995.
- NACAC went "on-line" with a World Wide Web site: www.dn.net/NACAC. (Shortened later in the year to www.nacac.com)
- In the winter of 1995, seven "field representatives," selected NACAC members, traveled to overseas Department of Defense Dependent Schools to present programs on college admissions and do individual counseling; part of a NACAC five-year DOD contract awarded in 1993.
- The NACAC Membership Directory began annual publication.
- Updated editions of the Parents and Counselors Together (PACT) materials were published, including one in Spanish.

NACAC History: 1996

A NACAC Leader remembers the decade:

Ron (Koger) took over at a time when the association was sorting out its priorities: Were we an association for admission professionals, for students, for parents, or for all three? Should we embrace more paradigms from the business community in our association structure and objectives, in order to make sure NACAC has a more relevant voice outside of education?

Ron used his administrative leadership and heartfelt compassion for students and professionals to help focus NACAC's membership and staff on the development of a strategic plan. This special mix of "heart and head" management inspired other Board members to provide additional insights and structures that gave NACAC a refreshed set of core values.

This work continued under Audrey's (Hill) leadership as president (1997), where she had the important task of bringing the priorities to life and gaining broad membership support for their implementation—and when it came to consensus building, no one was better than Audrey. Audrey's warm regard for everyone and unflinching faith in NACAC's ability to help students realize their college goals created an atmosphere of energy and joy that helped NACAC realize the possible and achieve phenomenal growth. Patrick O'Connor, NACAC President 1998.

The year-end reports of both President Ron Koger and Executive Director Kevin Keeley cited progress made in recognition and visibility for NACAC. Collaborative efforts with College Board, ACT and several foundations were underway. The voice of the association was being heard more clearly on Capitol Hill.

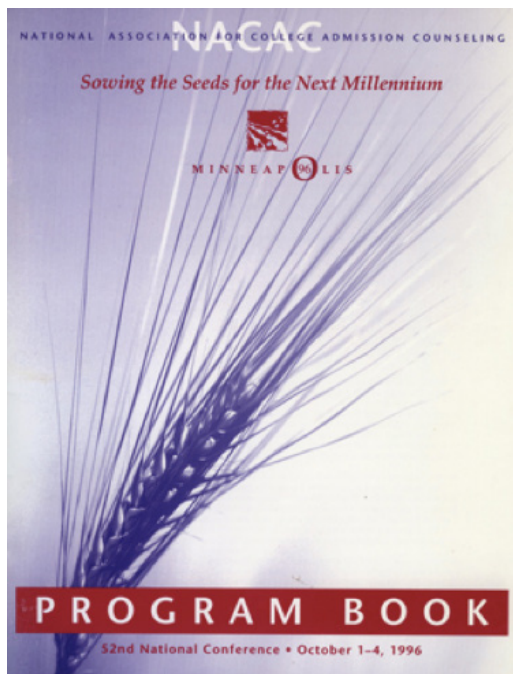
With a compromise having been reached over the need-blind/need-conscious controversy, the Admission Practices Committee turned its attention to new challenges. The

committee explored ways in which to incorporate education more prominently into the *SPGP Monitoring Procedures*. Vice President for Admission Practices Bill McClintick and Executive Director Kevin Keeley met with officials of the NCAA to discuss growing concern over the NCAA's proposed student eligibility certification process. Additionally, they met with representatives of the National Merit Scholarship Corporation to open communication on the selection process, as well as the April 15 deadline for declaring a first-choice college. NACAC joined with NAFSAA and AACRAO in establishing an interassociation Task Force on Financial Aid to address "issues surrounding ethical concerns and delivery of financial assistance.

In 1996 the Finance Committee directed staff to consider "a conservative increase in the association's technology investment funds" and government bonds.

The Human Relations Committee adopted as its theme for the year, "What Happens to a Dream Deferred?" Under this umbrella, it promoted the Parents, Counselors and Communities Together (PACT) materials and the *Guide for Parents*. The committee monitored court and legislative actions that impacted equity and access. A special project was launched to assure that fast advancing technology was available to students in underserved secondary schools.

In recognition of economic factors limiting access for some to professional development opportunities, the 1996 Professional Development Committee took the position that these programs were "services" rather than "revenue generating opportunities." While exploring on-line programming, cautions were raised about limitations in who might be able to participate. The committee reiterated NACAC's long-standing position that counseling graduate programs needed to include a college counseling curriculum. As a pilot program in inexpensive PD opportunities, National College Fair Luncheon Seminars were held in Pittsburgh, Boston and New Jersey for college exhibitors.



Based upon the recommendation of the Media and Marketing Committee, the Executive Board approved a partnership with Pacific Media Concepts to produce and market a 90-minute videotape, *The Road to College*. The board also endorsed three college guides: *Counseling for College: A Professional's Guide to Motivating, Advising and Preparing Students for Higher Education*, by Eileen Matthey and Associates, Peterson's *Four-Year Colleges 1996*, and *The K & W Guide to Colleges for the Learning Disabled*, by Marybeth Kravets and Imy Wax.

The 1996 Assembly approved minor revisions to the *SPGP* and significant changes to the *Monitoring Procedures*. The association's Endorsement Policy was revised in order to streamline and clarify the process. Among other delegate motions adopted, were those directing the Executive Board to again study professional certification for college admission counselors, to recognize special affinity "caucuses" within the NACAC governance structure, and to appoint an ad hoc committee to "initiate aggressive fundraising in 1997 and to develop a three-year revenue enhancement plan that will decrease the association's dependence on National College Fair revenue."

The General Membership Meeting directed the Board to appoint committees to:

- Meet with the College Board College Scholarship Service to "evaluate the efficacy of their financial aid PROFILE form," and
- "Take a stand against" and work to redesign the NCAA Clearinghouse process.

Sign of the Times:

The January 1996 Bulletin summarized a survey of the "Arts and Sciences Group" that found that fewer students used the Internet as an admission tool than had been assumed. A main causal factor was lack of access. The survey found that "one-third of those polled had access to the internet at home or school. Also, only one in seven had access to the World Wide Web, the widely used graphic interface for the Internet."

Also of interest in 1996:

- A major winter storm struck the East Coast and shut down the NACAC office for a week in January.
- The January 1996 Bulletin contained instructions for subscribing to NACAC's "online mailing list." The March *Bulletin* contained an article outlining the parameters and etiquette of use. The September Bulletin described an informal survey conducted in August, using the Listserve, that addressed members use of rankings and ratings as a counseling tool.
- As advocacy outreach in 1996 NACAC had representation on the Committee on Education Funding, the American Council on Education, the Hispanic Education Coalition, the National Alliance of Pupil Services Organizations, the Alliance to Save Student Aid, the Leadership Conference on Civil Rights and Affirmative Action, and the Ad-Hoc Coalition on Immigration Education Issues.

- A major delay in the processing of the 1996 school year FAFSA found NACAC negotiating the adherence to May 1 deadlines through surveys of both postsecondary and secondary members.
- The Professional Development Committee presented a program for advanced level admission professionals in June, The Summit at Tahoe, held at Lake Tahoe in Nevada.
- The 17th annual Counselors of Color Workshop was held on the campus of Claremont McKenna College in July.
- The Summer/Fall issue of the *Journal of College Admission* was dedicated to a special “diversity issue.”
- NACAC joined with 25 other higher education associations in supporting “inclusional pluralism in higher education,” as a response to a Supreme Court ruling that let stand the “Hopwood” decision, barring the use of race or ethnicity in admission at the University of Texas School of Law and, by jurisdictional extension, to all institutions in the three states of the Fifth Circuit.
- In order to facilitate even better lines of communication between the national organization and S/R affiliates, senior national staff were assigned as liaisons to each affiliate.
- The September Bulletin included forms to be completed in order to facilitate a “Computer Matching Program” that would connect secondary school counselors, needing computer access for students, with colleges, universities and vendors able to donate equipment.
- The 1996 National Conference featured a Technology Lab in the exhibit area, featuring 50 computer work stations at which attendees could connect to the internet in order to check email or explore new technology related to the college admission process.

NACAC History: 1997

1997 began with the announcement of Kevin Keeley’s resignation as executive director. The January *NACAC Bulletin* reported that Keeley cited “differences with the Executive Board regarding management philosophy.” Joyce Smith was once again asked to serve as acting executive director by President Audrey Hill and the Executive Board. The position lasted only one month. Smith was named executive director in February.

One of the first actions of the 1997 Executive Board was to comprise a Strategic Planning Committee, including officers and staff, to develop a multiyear direction for the association. A Member Needs Assessment Survey was conducted in April. The Planning Committee worked throughout the year and a final draft of the Mission and Vision Statements, along with Six Priorities of the Strategic Plan were approved at the June board meeting for presentation to the membership at the 1997 national conference. The document included:

Revised Vision Statement:

The vision of the National Association for College Admission Counseling is to be the leader in shaping the counseling, admission and enrollment processes that impact the formulation and realization of students’ postsecondary educational goals.

With changing technological, global and demographic trends, NACAC will institute policies and initiate programs and services that support the development of all professionals involved in this continuum.

The foundation of this vision is NACAC’s enduring commitment to its ethical principles.

Revised Mission Statement:

The National Association for College Admission Counseling will support and advance the work of counseling and enrollment professionals as they help all students realize their full educational potential, with particular emphasis on the transition to postsecondary education. NACAC is committed to promoting high professional standards that foster ethical and social responsibility.

The six priorities of the Strategic Plan:

- I. Strengthen Relationships with State and Regional Affiliates
- II. Diversify the Revenues of the Association
- III. Enhance Member Programs and Services
- IV. Broaden the Membership
- V. Assess the Governance Structure of the Association
- VI. Raise the Image and Visibility of the Association

In addressing a national political agenda, Sharon Alston, vice president for human relations, was selected to serve as NACAC’s planning liaison in the development of a public policy summit on affirmative action entitled, “Hopwood, Bakke and Beyond.” She joined representatives of AACRAO and other educational organizations.” At the Legislative Conference in March, the nationwide ACAC leadership continued to advocate for college-related school counselor training as a facet of the Higher Education Act reauthorization, as well as continued commitment to current affirmative action policies.

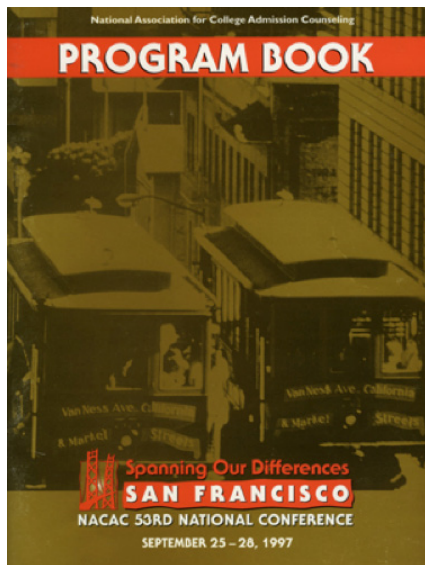
The Human Relations Committee completed a revision of the *Guidelines for the Traditionally Underrepresented in Higher Education* that was approved by the Executive Board in June. This committee also commissioned a survey on *The Changing Role of Secondary School Counselors*, which was mailed to school counselors, both members and nonmembers, seeking data about the actual work tasks of school counselors. The purpose was to inform advocacy efforts on behalf of counselors.

By summer, in light of multiple initiatives across the nation aimed at eliminating affirmative action practices in college admission, the Executive Board felt the need to once again reaffirm support of affirmative action. The following statement, developed by the Human Relations Committee, pledged unwavering commitment to all students’ access to college:

The lack of participation by students of color at the postsecondary level has been, and remains, one of the greatest challenges facing American higher education today... As an organization of professionals engaged in the school-to-college transition process, NACAC reaffirms its commitment to affirmative action programs created to end discrimination and enhance participation and success of disadvantaged ethnic groups and women of all races. The nation cannot afford a citizenry unequipped to participate in the educational, social, political and economical processes of society. Until equity for all students is reached, these opportunities created through affirmative action must continue."

In February the Executive Board appointed an Ad Hoc Committee on Higher Education Access for Overseas and International Students, charged to review problems in the recruitment, admission and retention of international and overseas American students. Following an initial meeting in March, the committee identified and published a list of issues that needed to be addressed. Input was sought from membership and the resulting document was, *Guidelines for the Recruitment and Support of Overseas and International Students*.

The interassociation NACAC/AACRAO/ NASFAA Financial Aid Task Force, which had begun meeting in 1996, completed its work in the spring of 1997. The outcome was a draft of revisions to the *Statement of Principles of Good Practice*. Following input from members of all three associations, the new provisions were presented for approval of the 1997 Assembly.



At the 1996 national conference, the Professional Development Committee had been charged with reexamining the possibility of establishing a certification process for college admission counseling. At its June meeting, the committee decided to recommend to the Executive Board against formal certification or accreditation. Instead, it recommended that:

- The 1989 *Statement of Counselor Competencies* be promoted,
- Formal recognition of various levels of experience be explored, and that
- A college counseling curriculum be promoted in graduate programs and national certification processes.

The NACAC membership had repeatedly, and most recently at the previous national conference, asked the leadership and staff to increase visibility of and identify new revenue sources for the association. Partially in response to the members, and partially as a service to students, NACAC announced a pilot initiative of Educational Expos, "designed to serve college-bound students, nontraditional students, parents and educators." The Expos would be held concurrent with and contiguous to National College Fairs and feature companies and organizations offering programs and products related to the college transition process. Prototype events were scheduled for November in Seattle and Philadelphia, with three additional sites to be identified the following spring. Promotional materials sent to vendors indicated that the price for a booth was \$2000. The initial Seattle Expo drew 6 vendors and the Philadelphia Expo, 15. The original idea, that had been to in future create stand alone Expos, was reevaluated when vendors indicated they would be unlikely to participate in that format.

The July board meeting saw the establishment of two new committees:

- The Admission and Counseling Issues Ad Hoc Committee, chaired by Past President Don Dickason (1974)
- The Governance Restructuring Committee

In July, the board also developed the definition and guidelines for "affinity groups" within the association. Affinity group meetings were scheduled for the 1997 conference.

NACAC's 53rd National Conference was held in September in San Francisco with a record attendance of nearly 3,500. A highlight of the 1997 national conference was the joint summit, "Hopwood, Bakke and Beyond: A Discussion About Student Diversity" that had been developed jointly with AACRAO.

The 1997 Assembly approved the revisions to the Guidelines for Traditionally Underrepresented in Higher Education that were proposed by the Human Relations Committee. An important dimension of the revision was the addition, in several places, of language inclusive of gay, lesbian, and bisexual students.

The Assembly also approved the revisions to the *Statement of Principles of Good Practice*, most of which addressed financial aid and grew out of the deliberations of the interassociation Task Force on Financial Aid. However, at the General Membership Meeting, the voting members directed the AP Committee to reconsider the deletion of the wording in the preamble to the Article on Financial Aid: "No need scholarship funds should not reduce the total amount of funds available to students with demonstrated need," and report back to 1998 Membership Meeting.

The delegates expressed some concern over the new Educational Expo program, but defeated a motion from WACAC that would have required support of the S/Rs before scheduling such an event.

In what was likely the first motion to the Assembly addressing the needs of undocumented students, “The 1997 Assembly did not approve a motion to provide the same opportunities for merit scholarships and admissions to undocumented students as international students.”

Also of interest in 1997:

- The National College Fairs celebrated a 25th anniversary.
- A new “fax-on-demand” service was available, offering members 24-hour access to NACAC documents.
- In May the Professional Development Committee published Top Ten Financial Aid Questions, a reference tool designed to help families identify the questions they should ask in order to understand the financial aid procedures at colleges and universities. An example: Question #4 “Will my request for financial aid have any impact on my ability to be admitted to college?”
- Twenty-two S/Rs received \$450 each from the Kaplan Educational Grant monies for uses related to their Human Relations agendas.
- In November, the association announced that it would add classified advertising to its Web site.

NACAC History: 1998

As the year began, new President Patrick O'Connor wrote in his column for the Bulletin:

The pace of change will never be predictable, but the vitality of our profession demands that we change our pace—to find time to respond, and not react; to plan, and not panic; to envision, and not enable. Such a shift requires time and energy... but such a shift is an absolute must for all of us. The Executive Board will spend considerable time this year determining how to stay ahead of trends, or perhaps deciding how all of us can help shape some of those trends.

One of the Executive Board's first actions was to appoint an Ad Hoc Committee on Enrollment Management to review the impact of that administrative model's impact on the profession. This committee was charged with addressing the changing role of the “traditional admission manager,” identifying effective models and best practices, and advising the association on professional development services needed.

Having experienced a lukewarm response from vendors to proposed “stand-alone” Education Expositions, along with some reservations on the part of members, the association revised some plans for these revenue-generating events and reevaluated the exposition model.

Technological advances were beginning to have an impact on how NACAC conducted its business. By March, the first phase of a new Web site design was completed. An online directory of membership information was available and members were able to update their entry, as needed. Phase two would allow members to register electronically for events, such as National College Fairs and the national conference.

It was clear, however, that much of the profession was still uncomfortable with technological innovation in relation to the

profession. When the administrators of the Test of English as a Foreign Language (TOEFL) announced a move from a paper-based to a computer-based exam, many concerns were voiced through the NACAC listserv.

In an unflagging spirit of optimism, ACAC leaders from across the nation converged on Capitol Hill, once again, for the 1998 Legislative Conference. They lobbied for:

- A Congressional Hispanic Caucus bill, “The Higher Education for the Twenty-First Century Act,” which would fund college counseling programs and grants to prepare counselors for new education initiatives.
- The National Dropout Prevention Act.
- Extension of the State Student Incentive Grant.
- In favor of early intervention programs contained in several legislative proposals.
- Against the “Riggs” Bill in the House that would make California's anti-affirmative action Proposition 209 the law of the land.

A number of successful outcomes of NACAC advocacy were noted in *NACAC Bulletins* throughout the year. The Riggs bill was defeated, Pell Grants were increased, student loan interest rates lowered, and several admission-counseling programs were included in the Higher Education Act reauthorization. GEAR UP, an early intervention college preparation program, contained language specifically addressing professional development for school counselors.

The 1997 Assembly had charged the Professional Development Committee with the creation of a “certificate” program built around workshops and training available in the national and S/R PD programs. In April, the committee proposed a framework for professional competency recognition. Proposed competency designations—Bronze through Platinum—would reflect growing levels of knowledge, contribution to the profession and association, leadership and longevity. The advantages of such a program would include greater recognition of the profession, increased interassociation relationships, links with graduate programs, and revenue enhancement.

Never at a loss for issues, the Admission Practices Committee tackled a proliferating number of “honors scholarships” that asked for commitments from candidates prior to May 1. Manipulative housing deposit requests were once again in play. A new concern was raised regarding “a secondary school counselor's ability, responsibility and liability in releasing confidential information about a student to colleges” when colleges request information on disciplinary infractions.

The Ad Hoc Committee on Admission and Counseling Issues first met in mid-March and identified many issues of importance. Five of these were selected for in-depth consideration including:

- diversity among the population attending college,
- the cost of higher education and changes to financial aid systems,
- home and charter schools,

- the impact of technology, and
- professionalism.

The committee planned sessions at the 1998 national conference to engage members in dialogue over these issues.

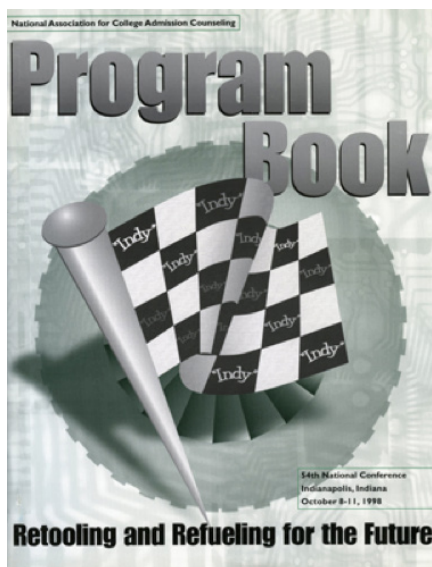
A 60-page report resulting from the Secondary School Counselor Survey was published in summer 1998. This groundbreaking national survey was “one of the most comprehensive reports published by the National Association for College Admission Counseling,” according to the 1998 Annual Report.

Over the course of 1998, guidelines were adopted for recognition of Special Interest Groups (SIGs) within the association. The preamble to the Guidelines Addressing Historically Underrepresented and Underserved Students was revised to better reflect the document’s purpose. The board also approved the National College Fair Fee Waiver process to benefit diversity of institutions represented at fairs. These waivers would allow for the recruitment of colleges and universities that had often been missing due to cost—for example, community colleges and historically black colleges and universities.

Sign of the Times:

From the November 1998 Bulletin: This year, the number of colleges that provided on-line admission applications grew to 68 percent, up from 60 percent in 1997... Most colleges (90 percent) reported an increase in the number of electronic inquiries they received from students. Admission offices nationwide are grappling with how to handle a recent surge in email inquiries, many of which come from students who have visited their Web site.

In a reflection of changes in application-method trends, the 1998 Assembly introduced and passed an amendment to the *Statement of Principles of Good Practice*, specifying that colleges and universities “will not” discriminate against applicants based on common applications or online applications. The Assembly also directed the Executive Board to once again consider reestablishing a vice president for government relations position on the board. At the General Membership Meeting, a Bylaw revision was adopted that identified acceptable accrediting processes for member institutions outside the United States.



At the final Executive Board meeting of 1998, two new committees were approved: an Ad Hoc Committee on Community College Issues and an ad hoc committee to “explore the value of a student division of membership within NACAC.”

Also of interest in 1998:

- NACAC launched a new quarterly newsletter for two-year counseling and admission professionals: cc:news.
- A NACAC membership card became available to members.
- By early summer, results of NACAC’s were published.
- In June, the Executive Board approved the Guidelines for the Development of New Programs, Products and Services, to be utilized by all association committees.
- The association published the results of the 11th Annual Space Availability Survey, available for the first time on the NACAC Web site.
- The board approved paying travel expenses for nominees for the Executive Board, beginning with the 1999 conference.
- In cooperation with the I Have a Dream Foundation, “College Camp” programs were held at Hamilton College (NY) and University of Colorado-Boulder, designed to assist underrepresented and underserved students and parents in the transition process .
- The first NACAC community service project was offered as part of the 1998 national conference program in Indianapolis..
- NACAC partnered with ACE and ACCRAO in conducting a series of four affirmative action workshops, held on college campuses, addressing the achievement of diversity in light of legal challenges to the practice.

NACAC History: 1999

In 1999, NACAC joined in the anticipation of an approaching new millennium. The front page of the January issue of the *NACAC Bulletin* carried a headline, “The Year 2000 Computer Bug: How Will it Affect You?” Instructions for preparing for this possible dilemma followed. In looking back, it is easy to dismiss the concerns. On the other hand, it is hard to dismiss all that had changed so quickly in a very few years for the association and the profession; and it is not so hard to understand an atmosphere of uncertainty.

Government Relations activity included cooperative efforts with allied organizations to ensure that language in support of counselors was included in draft legislation for the Elementary and Secondary Education Act. NACAC sponsored free Family Educational Rights and Privacy Act (FERPA) workshops for counselors in cooperation with the US Department of Education. The association continued to monitor challenges to affirmative action around the country.

Sign of the times:

A defunct admission policy at the University of Georgia that granted preferences to black applicants has been declared unconstitutional by a federal judge. The judge rejected an argument that the admission policy was needed to promote diversity and criticized the "stigmatizing, polarizing costs imposed by racial classifications." The ruling does not impact on the university's current admission policy, which was changed in 1996. However, the judge said he ruled on the policy to ensure that it would not be reinstated in the future. NACAC Bulletin, February 1999.

In May, the nation was rocked by the tragedy of the shootings at Columbine High School in Littleton, Colorado. The association paused to consider the importance of counseling and intervention programs in the schools. President Marcia Hunt wrote, "The events of Columbine reaffirm once again the need for school counselors. The value of our work can never be underestimated... The results of NACAC's recent survey of over 900 counselors... reflected the need for recruitment and training of counselors... We encourage members to urge their congressional representatives to support the inclusion of counselors in the language and funding of the Elementary and Secondary Education Act and similar legislation."

Sign of the times:

In one of the most innovative public relations strategies ever considered by NACAC, Esther Hugo, Coordinator for Multicultural Concerns, spearheaded a project to have easy to understand information on college and college admissions posted on grocery store bags and restaurant tray liners.

The human relations agenda of NACAC remained strong to the end of the 1990's decade. In May of 1999, grants to the three newest scholars of NACAC's Multicultural Institute for Advanced Thinking and Practice in Admission were announced. In the summer, camp college continued to encourage students from underserved backgrounds to make college an option.

Issues surrounding Early Decision/Early Action admission plans led to the composition of an NACAC/College Board Joint Task Force. First convened in May, this group with Jerry Pope, Vice President for Admission Practices, as a co-chair strived to develop consistent terminology and processes. May 1 deadline violations continued to be at the forefront of monitoring efforts for the Admission Practices Committee. VP Pope wrote, "Perhaps no other date on the calendar is given so much attention in



admission and counseling circles, and yet each spring seems to bring with it a new group of cases that test the limits of the May 1 policy." Increased numbers of applications made it more difficult for colleges to predict yield, creating a new quandary when deposits reached limits prior to May 1st.

In late summer, the Executive Board announced a new *Blueprint for Governance*, a reassessment of the association's governance structure, to be presented for consideration of the 1999 Assembly. Under consideration as a part of this review were changes in the title and role of elected officers and changes to the committee structure.

When the Assembly convened in Orlando, Florida in October, its agenda was full. Revisions to the *Statement of Principles of Good Practice* included the addition of wording specifying May 1 as a postmark date, and linking the provisions of the *SPGP* to the *NACAC Guidelines for Admission Decision Options*, thus eliminating some confusion surrounding ED/EA.

Extensive Assembly discussion resulted in the endorsement of the recommended new governance structure and a directive to the Credentials Committee to prepare appropriate amendments to the association's governing documents, to be presented for consideration at the 2000 national conference. The Assembly supported continuing work on a certificate program for members. The Executive Board was directed to research issues surrounding confidentiality and disclosure of disciplinary records on postsecondary applications, a report to follow in 2000.

At the General Membership Meeting, the term of the coordinator of the State and Regional Presidents' Council was extended to two years. A resolution on affirmative action and race-sensitive admission was approved.

Also of interest in 1999:

- A new National College Fair orientation video, "Get Ready for the National College Fair," was released by the department. The video was sent, free of charge, to over 10,000 high school counselors.
- The Workshop for Counselors of Color celebrated its 20th year. For the first time a component was provided for secondary school counselors.
- NACAC joined the Washington Higher Education Secretariat in September. There is significant status to this membership, as the Secretariat is composed of many of the most influential higher education associations in Washington, DC. Joyce Smith serves as the association representative to these meetings.
- The State and Regional Presidents' Council initiated the Rising Star Program, to recognize newer members who exemplify excellence and dedication in serving the needs of students, and new programs that similarly make a difference.
- The NACAC endorsement process formally became the Seal of Approval process. Volunteers were solicited to create a pool of reviewers from the leadership and membership.
- The Executive Board voted to continue the Educational Expositions pilot program through 2000.