



As a member institution of the National Association for College Admissions Counselors, South Georgia State College must adhere to ethical standards in its recruitment of prospective students.

Member schools, colleges, and universities, as well as other institutions, organizations and individuals dedicated to the pursuit of higher education, believe in the dignity, worth and potential of each and every student. To enable all students to make the dream of higher education a reality, these institutions and individuals develop and provide programs and services in postsecondary counseling, admission and financial aid. They strive to eliminate bias within the education system based on ethnicity, creed, gender, sexual orientation, age, political affiliation, national origin and disability. They understand and value the importance of college counseling and view it as a fundamental aspect of their job as educators.

The following are several guidelines, as well as best practices taken from NACAC's Guide to Ethical Practice in College Admission, that volunteers should be aware of when representing South Georgia State College

South Georgia State College Recruiters must:

- Provide information about SGSC that is current, accurate, and factual.
- Have no more than two Recruiters behind the college fair table at one time.
- Remain behind your assigned college fair table at all times.
- Arrive at least 15 minutes prior to the fair and staff the SGSC table for the entire duration of the college fair hours.
- Have a clean SGSC table cloth or table runner on recruitment table at all times.
- Dressed professionally for all off-campus events, no casual attire (no jeans, t-shirts, sneakers or hats)
- Distribute only academic materials and relatable promotional items to students and their parents at a college fair (no candy or large promotional items).
- Do not speak negatively about another institution (even a comment made in the spirit of our healthy rivalry is not considered appropriate).
- Not call students or families to the table or booth at a college fair. They must approach you.
- Keep audio visual equipment confined to the college fair booth and volume levels to a minimum.
- Not violate any building rules or ordinances by displaying balloons, stickers, and elaborate displays not permitted at the college fair.

This represents a small portion of best practices that Recruiters should abide by at recruitment events. All faculty, staff, alumni or student representatives intending to recruit for South Georgia State College must familiarize themselves with NACAC principles, core values and best practices. For the entire NACAC document, please visit nacacnet.org.

Guidelines for interacting with prospective students

It is important to remember that when interacting with prospective students or family members our goal is to provide the information they need to make a well-informed decision when choosing a college. SGSC has much to offer prospective and current students. However, we realize that we are not the best choice for everyone. Our goal is to recruit students who will have the best chance of earning a degree and who will also have an overall positive and successful college experience.

Please follow the guidelines below when interacting with prospective students and their families:

DO...

- Be enthusiastic, and professional.
- Wear your SGSC nametag
- Know current tuition, admission requirements, enrollment and academic personnel and general facts about the college.
- Say “I’ll find out” and do so if you are uncertain about the answer to a question, please direct prospective students and family members to the appropriate source www.sgsc.edu for updated information
- Keep the esteem of SGSC

DON’T...

- Make any statement, guess or promise regarding the possibility of a student’s admissibility to SGSC.
- Make any comment or promise regarding financial aid eligibility. Please encourage students to complete the Free Application for Federal Student Aid (FAFSA).
- No eating or reading books and/or other materials while representing SGSC during the time of the event or in the presence of potential students at events.
- Solicit students from other representatives at college fairs or other recruitment events.