**IDAHO ASSOCIATION OF COLLEGE REGISTRARS**

**AND ADMISSION OFFICERS (IACRAO)**

**HIGH SCHOOL RELATION STANDARDS AND PROCEDURES**

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**Ethical Standards and Code of Conduct**

**MISSION STATEMENT**

The Idaho Association of Collegiate Registrars and Admission Officers (IACRAO) is an educational association, affiliated with the American Association of Collegiate Registrars and Admission Officers (AACRAO) and the Pacific Association of the Collegiate Registrars and Admission Officers (PACRAO). IACRAO contributes to the advancement of higher education by promoting professional development of its members. IACRAO incorporates unity, cooperation, and an exchange of ideas through meetings, workshops, and relationships with AACROA, PACRAO, and other professional associations; on-going professional development of higher education professionals in Idaho as a key objective.

1. The purpose of this document is to provide recruiters and college representatives guidelines and information to be utilized in their performance of student recruitment.
2. It will be the responsibility of each representative/recruiter to uphold the constitution of IACRAO and to represent IACRAO with dignity and pride.
3. It will be the responsibility of each representative/recruiter to represent their institution with dignity, pride, and uphold the goals, values and beliefs of the institution.

**Ethical Conduct**

Introduction – IACRAO Code of Conduct establishes guidelines for professional conduct by those acting on behalf of IACRAO and Idaho educational institutions.

Conduct – Those acting on behalf of IACRAO have a general duty to conduct themselves in a manner that will maintain and strengthen the public’s trust and confidence in the integrity of IACRAO and the Institution the individual represents.

**Expectations of IACRAO Representatives**

* Maintain an ongoing dedication to honesty and responsibility
* Act in a reliable and dependable manner
* Treat others with impartiality
* Treat others with civility and decency
* Abide by constitution, bylaws, and professional practices of IACRAO
* Abide by State, Federal, and other laws and regulations set forth by the institution of employment

**Professional Practices**

**In the course of working with high school administrators, faculty, counselors and students it is of the utmost importance for the college representative to:**

1. Be on time for meetings, fairs, high school visitations, and appointments, be respectful at all times in regard to schedules, stick to the time limit that is established by the host school
2. Have current university/college materials available
3. Dress in an appropriate and professional manner
4. Demonstrate a courteous ethical standard of performance, presentations should be professional, and appropriate in content
5. Shall portray a united and cooperative front among all of the state institutions
6. Will promote and foster a friendly spirit of professional pride
7. Encourage individual and institutional growth in and through the profession
8. Will work toward the advancement of the professional status of the profession and the organization
9. Will support the officers of the organization
10. Attend annual meetings
11. Attend workshops as offered
12. Make certain that their name and information is supplied to IACRAO listserv; contact Boise State University Representative

**IACRAO’s Relationship to Other Associations**

IACRAO is part of a regional association, PACRAO (Pacific Association of Collegiate Registrars and Admissions Officers), which includes Alaska, Hawaii, Washington, Oregon, Idaho, California, Nevada, Arizona, Utah, British Columbia, and Alberta, Canada. IACRAO is also a part of AACRAO (American Association of Collegiate Registrars and Admissions Officers), which includes all of the state associations, regional associations, as well as foreign institutions. Each of these associations have separate membership dues that institutions are responsible for, just as each institution in Idaho pays dues to IACRAO.

The basic goals of AACRAO and of the state and regional associations are the same:

1. To enhance the profession, and
2. To enhance the professional development of the individual members (AACRAO website, 2008)

Communication between state and regional associations and AACRAO is primarily done through the president. Most of the communication is through email communication; however, AACRAO has a State and Regional Workshop every year at the AACRAO Headquarters in Washington DC. IACRAO has sent the President Elect to this workshop for the past few years. This is an opportunity for the IACRAO president to network with other state and regional presidents and to learn useful information for the association.

Both PACRAO and AACRAO have annual meetings that IACRAO members can also attend. PACRAO’s annual meeting is typically the first week of November and AACRAO’s annual meeting is typically the end of March. These are ways to enhance professional development of individuals, as well as gaining new knowledge for each institution. AACRAO will also send a representative to each state and regional meeting if requested. This is another way for the state membership to be connected to AACRAO.

Members of IACRAO may also belong to NACAC (National Association for College Admission Counseling) and PNACAC (Pacific Northwest Association for College Admission Counseling). These associations focus on the college admission process and include high school counselors. The larger college fairs that institutions may participate in are typically associated with NACAC or PNACAC. NACAC has guidelines that must be followed as well as best practices for recruitment. Information from NACAC is very useful for high school relations.

**Commonly Used Terms in IACRAO**

**AACRAO**—American Association of Collegiate Registrars and Admissions Officers, this is the national organization for our IACRAO chapter.

**PACRAO**—Pacific Association of Collegiate Registrars and Admissions Officers, this is the regional organization for our IACRAO chapter, consisting of colleges throughout the western United States.

**IACRAO**—Idaho Association of Collegiate Registrars and Admissions Officers, this is the state chapter of the national and regional organization.

**High School Relations -** Used to refer to the employees who recruit within the various high schools.

**Admissions**-Used to refer to the employees who work with the process of enrollment management, may also include High School Relations.

**Higher Ed Day**-The day the IACRAO representatives visit a school to promote higher education in the state, and to recruit prospective students, generally geared towards high school juniors.

**Spring Tour**-This is a culmination of all of the Higher Ed Days throughout the state. The state is divided into several regions, Southeast Idaho, Treasure Valley, Magic Valley, and North Idaho.

**Fall Counselor Day**-Each region hosts a Fall Counselor Day, usually in September. The various institutions in the region rotate hosting the Counselor Day. All high school counselors from the various schools in the region are invited to receive materials from colleges, the various testing agencies (ACT and SAT), Higher Education in Idaho booklets, and the *What’s New in Idaho* booklets.

**Higher Ed Booklet**-The Office of the State Board of Education publishes the Higher Education in Idaho booklet each year. This book has a description of each college in the state, along with information on scholarships, financial aid, program offerings, etc. The book is distributed to high schools through the Fall Counselor Days, and the books should be distributed to the juniors at each school.

**Higher Ed Days Format**-There are various formats for Higher Ed Days that high school counselors will choose from. Format A allows for a 20-minute opening session where a video, introducing higher Ed Days, is shown and where the recruiters introduce themselves. Following the opening session, three 30-minute information sessions are available for the students to attend. Format A is listed as 20/30/30/30. Format B does not have an opening and the sessions with the recruiters could be from 20-40 minutes in length. Some examples of Format B are 30/30/30, 20/20/20, and/or 40/40. Another format is the Fair Format, which is similar to a college fair and sometimes held at the lunch hour or in the evening. The Panel Format is used to present information to a group of students and then allowing time for their questions. Every participating high school has the opportunity to choose the format that will be used for their visit. The schedule sent to the recruiters will indicate each high school and the format chosen.

**What’s New in Idaho Colleges and Universities Booklet-**This is a booklet produced by the various IACRAO institutions each year. The coordination of the book is rotated throughout the colleges. Each institution is asked to provide information for the booklet that describes new programs, new activities, and updates that the colleges want the high school counselors to know about for the upcoming year.

**High School Relations Chair**-Coordinates the annual Spring Tour, this person is elected by the members of the High School Relations group at the IACRAO Summer Conference.

**Regional Coordinators**-These are the people who set up the Spring Tour for each region. They work with the various high schools to coordinate and schedule the times and dates of the tour.

**Regions**-The state of Idaho has been divided into four regions for IACRAO purposes. The regions are:

*Northern Idaho*-Consists of the schools in the northern part of the state, this region has a North Idaho North (NIN) and North Idaho South (NIS) region in Moscow. Colleges and universities in this region are North Idaho College, Lewis-Clark State College, and University of Idaho.

*Treasure Valley*-Consists of the schools in the Boise and surrounding areas, colleges and universities in this region are College of Idaho, Northwest Nazarene University, Boise Bible College, and Boise State University.

*Magic Valley*-Consists of the schools in and around the Twin Falls area, this area extends to the Nevada border. College of Southern Idaho is the only college in this region.

*Southeast Idaho*-Consists of the schools in the southeast corner of the state, the region extends north to the Montana boarder, south to the Utah boarder, and east to the Wyoming border. Colleges and universities in this region include BYU-Idaho, Eastern Idaho Technical College, and Idaho State University.

**College Board**-The College Board is a not-for-profit membership association whose mission is to connect students to college success and opportunity. Among its best-known programs are the SAT®, the PSAT/NMSQT®, and the Advanced Placement Program® (AP®).

**ACT**-ACT is an independent, not-for-profit organization that provides more than a hundred assessment, research, information, and program management services in the broad areas of education and workforce development.

**NACAC**-The National Association for College Admission Counseling (NACAC) 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.

**PNACAC**-PNACAC is a regional affiliate of the National Association for College Admission Counseling, an education association of secondary school counselors, college and university admission officers and counselors, and related individuals who work with students as they make the transition from high school to postsecondary education. PNACAC serves the states of Alaska, Idaho, Montana, Oregon, and Washington.

**College Fairs/National Fairs**-Each year, several high schools in each region will host college fairs. These fairs are a great opportunity to meet prospective students and their parents. When attending these fairs, please be professional, and stay until the fair is over, even if other schools begin taking down their booths early. National College Fairs have stricter guidelines and rules of operation. Please ensure that you abide by the regulations of the organization hosting these. Contact your High School Relations Chair for more information.

**ListServ**: An email communication system used to communicate with the various members of IACRAO.

**Higher Education Days and the Spring Tour**

As an IACRAO organization, college representatives have the opportunity to annually visit nearly all of the high schools in the state. It is important to realize that representatives are invited to come into these schools to represent the State of Idaho, the quality of higher education in the state, and each of our institutions.

At the annual Summer IACRAO Conference, a High School Relations Chair is elected by the members of the High School Relations group in attendance. The Chair is responsible for overseeing the coordination of the Spring Tour through Regional Coordinators. The Regional Coordinators represent Southeast Idaho, Treasure Valley, Magic Valley, and North Idaho.

Each Regional Coordinator will work to set up a schedule for the IACRAO group to visit the various high schools during the assigned Spring Tour Schedule (also decided upon at the Summer Conference). As the Regional Coordinators set up the schedule, it is important to remember that representatives are working around high school schedules, and around things such as spring break.

The Regional Coordinators should try to have their section of the tour scheduled before the Christmas break. This allows the High School Relations Chair time to put the entire schedule together, review it, and send it out to the IACRAO members for their review.

Check email regularly that comes through the IACRAO High School Relations listserv. Updates and changes to the Higher Ed Day tours are made right up until tour begins. Additionally, if a representative’s institution has committed to a specific leg of the Higher Ed Day tour, the representative should attend all high schools included on that portion of the tour.

Once tour starts, it is important that representatives act professionally and appreciatively to the schools hosting the organization***.*** When possible, try to travel and arrive at the schools together. This shows a unified front, and is helpful to the hosting institutions. Generally, try to travel and eat together in between schools, this will prevent newer representatives from becoming lost and increase safety during difficult weather.

Representatives should make every effort to arrive on time (15 minutes early is recommended). If is not possible to arrive on time due to unplanned circumstances (e.g. weather, illness, etc.), the representative should immediately notify the high school so adjustments can be made.

Upon arrival, each representative should check in at the main office of the school or with the counselor. They will then be shown to the assigned room or area in which they will be doing presentations. The representative(s) assigned to the auditorium will be in charge of the opening session if applicable. Remember, not all schools have enough audio/visual equipment for each of the representatives to use. Be flexible with presentations; have a backup plan ready in case video or PowerPoint presentations cannot be shown.

At schools with an opening session, quickly set up in the designated presentation room and then proceed to the area where the opening session will be held. College representatives usually sit together as a group, so introductions and where students can find a particular representative/college presentation can be quickly announced. After the colleges introduce themselves, they are usually dismissed to finish setting up their rooms.

During Higher Ed Days, be respectful of the schedule. Do not release students early as this leads to students roaming the halls and causing distractions. If the presentation finishes early, keep students in the room until the end of the session. It is important that sessions end on time. When the last session finishes, answer the remaining questions, and quickly collect presentation materials for students to resume their day.

To ensure future success with Higher Ed Days, representatives will meet together, usually during lunch, and sign thank-you cards for each of the high schools that have participated. Maintaining a positive relationship between the high schools and the college/university representatives is essential to the continued success of Higher Ed Days and to prospective students.

**College Fairs 101**

**What are they?**

Typically 3 kinds of fairs:

1. High School Fairs-typically held either by a group of schools or hosted by one school. They are like NACAC fairs but on a much smaller scale, usually with around 20-30 institutions participating. The participants/exhibitors are usually regionally located
2. NACAC National College Fairs
3. Individual Fairs at each School

College fairs are an opportunity for students to make contact with many colleges at once. High school fairs are generally smaller, usually only Idaho Schools. NACAC Fairs are large and may have 150-500 higher educational institutions participating and thousands of students attending. NACAC fairs have a strict set of guidelines for attendance.

**Tips for attending fairs:**

* + Get plenty of sleep
  + Dress appropriately
  + Wear comfortable shoes
  + Arrive early for set up time
  + Stay the entire time allotted for the fair
  + Bring water (but you may not be able to leave your booth to go to the bathroom)

**National Fair Timeline:**

* 4-5 months prior:
  1. Register for the event
     1. Usually an office manager or administrative assistant completes
     2. Determine the number of representatives who will be participating (only three representatives may be behind any 1 table)
  2. Check with supervisor on budget for lodging, airfare, and meals
  3. Visit the NACAC website for information about what hotel is hosting, specifics on mailing materials, addresses, phone numbers and other contact information.
     1. Website: www.nacacnet.org

**Check times for set up and fair**:

* 2-3 months:

1. Book hotel room-the host hotel tends to fill the fastest.
2. Book airfare-tickets are less expensive the earlier purchased. Make sure to leave enough time for set-up and take-down for the fair. Remember that taxis and shuttles take extra time and money.
3. Book ground travel- this includes scheduling a rental car if necessary and determining the most appropriate way to get from airport to hotel to venue, etc.
4. If needed, complete a travel advance to assist with up-front travel expenditures such as air fare and hotel accommodations.

* 1 Month:

1. Send promotional materials-be aware or additional shipping and handling costs.
2. Ask the representative who attended the previous year about their experience to ensure enough promotional material is sent, what to expect, and which recruitment methods proved successful.

* For more information:

<http://www.nacacnet.org/>

<http://www.aacrao.org/>

**College Fair Guidelines:**

* Arrive on time and staff booth during fair hours
* Dress to best represent your school
* Stay for the entire program. NACAC will follow up with schools that are no-shows. Exhibitors are expected to follow the cancellation policy detailed in the National College Fairs Registration Booklet. In the event of an emergency, institutions are asked to contact the National College Fair department at 1-800-822-6285
* Check in at the information booth
* Booths are restricted to three representatives per booth
* Recruitment is restricted to the parameters of the booth
* Audio-visual equipment should not interfere with the other exhibitors
* Displays cannot exceed or obstruct the view of adjacent booths. Displays should be no larger than 8 feet high (with the item on the floor) and 6 ft. wide by 3 ft. deep
* Promotional giveaways (including raffles and drawings) are strictly prohibited. Only literature pertaining to the college or university is permitted
* Be courteous to other exhibitors and fair attendees
* Fill out the exhibitor evaluation and return it to the informational booth at the conclusion of the fair
* Keep the aisles clear of boxes and materials

Failure to adhere to these guidelines will result in institutions being asked to vacate their booths at the National College Fair.

Information provided by the NACAC NCF Exhibitor Guidelines at [www.nacacnet.org](http://www.nacacnet.org/)

**College Fair Frequently Asked Questions:**

**Where can I find details about exhibiting at a particular fair?**   
Read the Fall National College Fair Exhibitor Manual and the Fall Performing and Visual Arts Fair Exhibitor Manual.

**What should I take to the fair?**

* Confirmation Letter - This confirms previous registration and assists the NACAC Event Manager if registration problems occur. Also, this letter includes your booth number.
* Tracking Number - This number will confirm the location of your shipment.
* Special Needs - If you have any specific dietary needs, NACAC encourages you to bring these necessary food and beverage items.

**How do I locate my box when I arrive at the fair?**  
The decorator handles the shipping needs of the exhibitor. Freight shipped to the decorator will be placed at the exhibit booth on the set up day.

NACAC recommends the college representatives have their tracking number available at the fair. This will assist in identifying the location of a missing box. In most cases, event facilities will not accept shipments.

**Why does hospitality vary at each fair?**  
NACAC provides hospitality as a light fair snack service to exhibitors. This service is not included in the cost of registering for the fair. Hospitality service is site-specific. Food and beverage prices vary with each facility, which determines the amount of food and beverage available. If facilities allow, NACAC will look for contributors willing to donate food, water or sodas in order to enhance this service.

**Why is there a fee for parking at the facility?**  
NACAC attempts to negotiate parking with the hosting facility; however, in most circumstances the parking is handled by the city or event facility and the fee cannot be controlled.

**How are booths arranged at the fair?**  
Exhibitors are set up by the date the registration was received by NACAC. Schools that register for the fair early will receive a more favorable position in the exhibit hall than a school that registers late. Schools are strategically assigned within the floor plan to provide smooth traffic flow. NACAC assigns specific booths to institutions that have attracted larger numbers of students in the past.

Each year registrants are different and the amount of schools vary. NACAC does not have a deadline for registration and also accepts on-site registrants. For this reason, NACAC is unable to allot exhibit space alphabetically or geographically.

**Professional Development**

**I. Institutional Opportunities**

* 1. Campus Opportunities

1. Attend classes, credit towards next academic level or enrichment
2. Familiarize yourself with campus programs
3. Network with campus students, faculty and staff
4. Join/Seek leadership in campus committees
5. Explore career options
6. Find a campus mentor
   1. Join Community Organizations
7. Exposure/Network with community members
8. Knowledge of community issues
9. Referrals for enrollment
10. Seek speaking opportunities, enrichment and résumé building

**II. Career Organizations**

1. State Opportunities - IACRAO
   1. Attend yearly convention
   2. Select and attend appropriate break-out sessions
   3. Network with state peers
   4. Volunteer for committees
   5. Find/Model a successful peer or upper level director
   6. Seek speaking and presentation opportunities for enrichment and résumé building
      1. IACRAO – http://www.IACRAO.net
      2. Idaho State Board of Higher Education -<http://www.boardofed.idaho.gov/>
2. Regional Opportunities – PNACAC/PACRO
   1. Attend yearly convention
   2. Select and attend appropriate break-out sessions
   3. Network with state peers
   4. Volunteer for committees
   5. Find/Model a successful peer or upper level director
   6. Seek speaking and presenting opportunities for enrichment and résumé building
   7. Attend PNACA Summer Institute for New Admissions Counselors
      1. PNACAC <http://www.pnacac.org/>
      2. PACRAO <http://www.pacrao.org/>
3. National Opportunities – NACAC/AACRAO
   1. Attend yearly convention
   2. Select appropriate break-out sessions
   3. Network with state peers
   4. Volunteer for committees
   5. Find/Model a successful peer or upper level director
   6. Seek speaking opportunities, enrichment and resume’ building
      1. NACAC <http://www.nacacnet.org>
      2. AACRAO <http://www.aacrao.org/>
4. Other Organizations
   1. College Board
      1. Summer Institute for New Admissions Counselors
      2. www.collegeboard.com
   2. ACT
      1. Attend appropriate programs
      2. www.act.org
   3. Master’s Degree Programs
      1. High School Counseling
      2. Higher Education, Public Administration
      3. Teaching