



National American University

Admissions Code of Conduct

National American University recognizes the diverse and important role of admissions personnel in contributing to academic achievement and promoting the ideals of higher education. Their willingness to respond to students' needs and the integrity reflected in every aspect of their duties help create an environment wherein academic study may flourish. The admissions professional serves the university community by presenting an accurate and current overview of National American University to prospective students and works to enroll a student population which is most likely to benefit from the academic programs offered by the university. The university's admissions employees acknowledge the responsibilities of their profession and agree to execute their responsibilities in accordance with National American University's Admissions Code of Conduct and the American Association of Collegiate Registrars and Admissions Officers (AACRAO) Code of Ethics, including the following ethical principles:

- Admissions personnel shall conduct themselves with integrity, fairness, honesty, and respect for others;
- Admissions personnel shall avoid conflicts between personal interests and professional responsibilities, and shall resolve perceived conflicts through full disclosure and independent review; and
- Admissions personnel shall dispense complete, accurate, understandable, and truthful information and advice at all times.

Based on these ethical principles, the university's admissions personnel shall adhere to the following standards of professional conduct:

- Serve and advance higher education by safeguarding the academic integrity of National American University;
- Protect the legitimate privacy interests of all individuals and maintain appropriate confidentiality of university and student education records;
- Advance university interests through the competent practice of the admissions profession;
- Act as stewards and objective enforcers of university policies and practices;
- Promote university policies and practices that conform with this statement, especially when existing policies or practices are in conflict with it;
- Promote broad and equal access to higher education for students meeting the university's admissions standards;
- Adhere to principles of nondiscrimination and equality within the framework of the university's mission and purposes, as well as prevailing state and federal law;
- Assist students to develop their talents and interests and become responsible citizens;

Source: *Adapted from AACRAO, [Statement of Professional Ethics and Practice](#) (2010).*

- Provide to prospective students and their families with accurate interpretations of university admissions criteria, transfer credit policies, costs, and educational offerings;
- Recruit distinct student populations (international students, students with learning disabilities, etc.) only when appropriate university resources and commitment to serve those populations are in place;
- Avoid practices in the recruitment and enrollment of international students that would not be ethical in the recruitment or enrollment of domestic students;
- Ensure that information management systems protect and maintain the integrity, confidentiality, and security of university and student records;
- Provide accurate interpretations of university records;
- Exercise sound management principles, using university resources effectively and efficiently;
- Remain knowledgeable of current principles and practices of the admissions profession;
- Contribute to the continuing advancement of the admissions profession;
- Encourage the professional development of individuals at all levels of academic and enrollment services;
- Ensure that contractors and other third-parties involved in the delivery of academic and enrollment services adhere to the principles articulated in this code of conduct;
- Adhere to the principles articulated in this code of conduct.

Any doubts as to whether a course of conduct is legally proper should be resolved by referring the matter to the appropriate admission supervisor and/or office of general counsel for guidance.

I understand and will comply with National American University's Admissions Code of Conduct.

Employee Name (Please Print)

Employee Signature

Date

Source: *Adapted from AACRAO, Statement of Professional Ethics and Practice (2010).*

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