



PRINCIPLES FOR

PROFESSIONAL PRACTICE

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Career services and employment professionals are involved in an important process—helping students choose and attain personally rewarding careers, and helping employers develop effective college relations programs that contribute to effective candidate selections for their organizations. The impact of this process upon individuals and organizations requires commitment by practitioners to principles for professional practice.

Career services and employment professionals are involved in this process in a partnership effort with a common goal of achieving the best match between the individual student and the employing organization. This partnership effort traditionally involves students, but may also involve alumni, community members, prospective students, and/or faculty/staff.

The National Association of Colleges and Employers (NACE), as the national professional association to facilitate the employment of the college educated, is also concerned with this process. This concern led NACE to develop and adopt the *Principles for Professional Practice*. The principles presented here are designed to provide practitioners with three basic precepts for career planning and recruitment:

- experiential learning opportunities in an atmosphere conducive to objective thought, where candidates can optimize their talents and meet their personal objectives;
- to candidates and employing organizations;
- candidates.

Adherence to the guidelines will support the collaborative effort of career services and employment professionals while reducing the potential for abuses. The guidelines also apply to new technology or third-party recruiting relationships that may be substituted for the traditional personal interaction among career services professionals, employment professionals, and students.

These principles are not all-inclusive; they are intended to recruitment processes should function, and as a foundation upon which professionalism can be promoted.

As part of NACE's commitment to provide leadership in the ethics area and to facilitate the ongoing dialogue on ethics-related issues, NACE established the NACE Principles for Professional Practice Committee. The committee, made up of practitioners, provides advisory opinions to members on the application of the *Principles*, acts as an informational clearinghouse for various ethical issues arising within the regions, periodically reviews and recommends changes to this document, and resolves problems that may arise.

Principles do not address certain professional obligations to support state and regional associations, professional development programs, salary surveys, and other demographic trend surveys. Obligations such as these are recognized as vital to the continuing growth of our profession, but since they do not relate directly to the recruitment process, the NACE Board of Directors strongly encourages career services and employment professionals to support and participate in these activities.

The Board of Directors
THE NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS
(Revised January 2012)

1. Career services professionals, without imposing personal values or biases, will assist individuals in developing a career

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3. Career services professionals will provide students with information on a range of career opportunities and types of employing organizations. They will inform students of the means and resources to gain access to information that may

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Career services professionals will also provide employing organizations with accurate information about the educational institution and its students, and about the recruitment policies

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4. Career services professionals will provide comparable services to all employers, regardless of whether the employ-

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informed of the availability of assessments, the purpose of such assessments, and the disclosure policies regarding assessment results.

9. If the charging of fees for career services becomes necessary, such fees will be appropriate to the budgetary needs to services. Career services professionals are encouraged to counsel student and university organizations engaged in recruitment activities to follow this principle.

10. Career services professionals will advise students about their obligations in the recruitment process and establish mechanisms that include providing truthful and accurate information; adhering to schedules; accepting an offer of employment in good faith; notifying employers on a timely basis of an acceptance or nonacceptance and withdrawing from the recruiting process after accepting an offer of employment; interviewing only with employers that meet the qualification requirements they meet; and requesting reimbursement of only reasonable and legitimate expenses incurred in the recruitment process.

11. Career services professionals will provide services to inform those students about these laws; represent the reality of

1. Employment professionals will refrain from any practices that include acceptance of offers and encouragement of revocation of another offer. Employment professionals will strive to communicate decisions to candidates within the agreed-upon time frame.

(P&R&W S&R&M&Q&D&O&V D&O D&M N&Q&R&O&H R&I&W&K U&H&U&M&P&Q&W&D&Q&G&F&D&U&H&M&R&S&Q&W H&G D&V&O D&W&K&Q-

W&H&O&D&E&M&E&P&D&U&N&T&U W&K&Q&W&H&6&W&D&W&H&F&R&D&J&H&K&W R&I&R&Q&O&W&M&P&S&R&P&Q&W R&R&U&W&Q&W&M&Q W&K&Q&W&H&6&W&D&W&H W&P&W W&K&Q&W&Y K&U&N&D&W&R&K&U&D&W&R&Q&Q&G&F&R&D&J&H pursuit of eligible international employment opportunities.

12. Career services will establish job and internship posting guidelines, communicate these guidelines to students and employers, and review job and internship postings submitted to their systems that adhere to their university's standards and NACE Principles, in a manner that includes the following:

- a) All postings should adhere standards and guidelines prescribed by the institution;
- b) Job postings should be suitable and appropriate for candidates from their institution, as determined by career services staff;

F, Q&W&H&Q&K R&W&Q&J&V&R&G P&H W&K&G Q&W&R&Q D&Q&G&F&U&W&H&D&R&U&Q&W&H&Q&W 6&H \$ 3&R&W&R&Q 6&W&D&W&H P&Q&W&R&Q&6 ,Q&W&H&Q&K \$ Q&W&R&Q D&Q&G&F&U&H&D&R&U&Q&W&H&Q&W Assess Opportunities and Determine the Implications for Compensation" www.naceweb.org/connections/advocacy/internship_position_paper/ .)

13. Career services professionals also will promote and encourage acceptance of these principles throughout their educational institutions, particularly with faculty and staff who work directly with employers, and will respond to reports of noncompliance.

process on or off campus. This includes receptions, dinners, company tours, etc.

6. Employment professionals will maintain equal employment action principles in recruiting activities in a manner that includes the following:

- a) Recruiting, interviewing, and hiring individuals without regard to race, color, national origin, religion, age, gender, sexual orientation, veteran status, or dis

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Questionable practices or problems involving recruiters and career services practitioners will be resolved between ~~W&DUWMDV&NO\ D&REOH 1& UHRPP&G WH~~ following:

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W&W&RQ&W&HPQ&W&E&RI&W&E&REOH

‡ W&W&WR&U&R&O&M&G&WD&P&R&Q&W&D&I&F&O&U&W&H

‡ 5H Q&U&O&M FRQ&F&H&Q&W&W&K&K&U&V RI WH
Q&K&O&M&R&O&R&U&W&R&R&W&K&D&S&R&S&D&W&H&I&F&D&O&V

If the problem remains unresolved, complaints or requests for advisory opinions may be presented to the NACE Principles for Professional Practice Committee for ultimate determination by the NACE Board of Directors. Remedies for violations can include written warning, probation, suspension, and expulsion from NACE membership. For specific details for filing and

