



Any institution/organization participating in South Dakota Fall Planning Days and Spring College Fairs must adhere to the CCASD Code of Ethics.

ARTICLE I. Personnel

- A. Professional admissions people or delegated officials shall be post-high Planning Day representatives.
- B. Enrolled post-high undergraduate students shall not participate in the sponsored post-high Planning Days.
- C. College personnel from a non-academic area (i.e., coaching or band) cannot attend Planning Days for the sole purpose of recruiting students for activities in that particular non-academic area.

ARTICLE II. Planning Day Procedures

- A. Representatives must present clear and accurate information concerning their institution or agency while avoiding ambiguous, questionable or false information about competing institutions and agencies, ambiguous or false accreditation or guarantees of employment upon completion of education or training are not acceptable.
- B. The use of audio-visual equipment will not be allowed when the planning day is done in a large group setting. In an individual session program representatives must furnish their own audio-video equipment.
- C. **Post-high representatives shall remain within the areas assigned to them during the Planning Day programs. Representatives must remain behind their tables in a group setting. An institution shall limit its number of representatives to comply with this requirement.**
- D. Professional admissions people or delegated representatives cannot visit a high school during the week in which a Planning Day is scheduled at that high school (other than for the Planning Day).
- E. Professional admissions people or delegated officials shall avoid unprofessional tactics during Planning Day programs, such as raffles, inappropriate attire or other inappropriate methods of operation. **Appropriate items to distribute to students include brochures describing an Institution and its programs, catalogs, applications, pens, pencils or other items containing factual information. Gimmick items that would disrupt the overall program such as frisbees, footballs, etc. will not be allowed.**
- F. **Table displays shall not exceed 18" above the top of a table** at programs where two or more institutions share common quarters for counseling purposes. All display materials must fit on the top of the table space assigned to the institution.
- G. Representatives will not insist on or pressure students to make immediate decisions to enroll, enlist or make substantial down payments because of few remaining openings.
- H. Representatives will attend all scheduled programs for which they have registered. In case of emergency or illness, the representative scheduled has the responsibility of contacting the host counselor and the CCASD Executive Director as soon as the representative knows he or she will be unable to attend. Representatives are also expected to be on time and stay until the program has been completed. Failure to comply with either of these rules can result in an institution's being disqualified from participation the following year. If a representative is absent from any program or late for two or more programs for which an institution has registered, the CCASD Executive Director shall notify the representative's institution of such absences.
- I. All press information concerning Planning Days shall be released by the Executive Director of CCASD or the high school counselor involved. Post high institutions shall not issue press releases concerning the schedule, but may use paid advertising to publicize the event(s).
- J. Members of CCASD shall avoid participating in a Planning Day program in South Dakota which has not been approved by the Executive Board of the Council. Planning Days are defined as programs (either fairs or individual sessions) at which representatives promote the programs of individual institutions. This does not preclude representatives from an institution participating in generic career presentations at which representatives provide information on their type of institution, rather than specific program details. Members of CCASD are encouraged to refer requests for attendance at unapproved Planning Day programs to the Executive Director or President of CCASD.

