



POLICY

PRINCIPLES OF GOOD PRACTICE
IN THE CHIROPRACTIC COLLEGE ADMISSION PROCESS

I. ADMISSION PROMOTION AND RECRUITMENT

Sherman College of Chiropractic agrees that:

1. All admissions counselors, representatives and recruiters will be treated as professional members of chiropractic college staffs. Compensation will be in the form of salaries and never involve commissions and/or bonuses based on the number of students recruited.
2. Responsibility for the development and presentation of admissions publications, written communications, correspondence and presentations such as college nights, days, fairs or recruitment meetings shall rest solely with the college and the college will:
 - a. Ensure that the requirements for admission to the institution, whether it be initial admission or transfer from another chiropractic college, will be stated widely and clearly in documents readily available to prospective students.
 - b. Provide a current and accurate calendar of events associated with admission to the college. If special options such as early admission, conditional acceptance or waiting list are available, they shall be included in the calendar publication. Admission policies such as deadline dates, deposit requirements and refund requirements must be clearly noted and made available to the prospective students.
 - c. Make available information about costs, opportunities and requirements for all types of financial aid and scholarships. The relationship between Financial Planning policies and Admission policies will be clearly delineated.
 - d. Clearly delineate policies on advanced placement, credit by examination, etc. for the prospective student.
 - e. Ensure that any depiction or description of the physical facilities or the local community will be current and realistic.
 - f. If housing is available on campus, provide information about its availability, cost and deposit requirements.

3. All personnel, whether alumni recruiters, institutional representatives, students, faculty and



staff will be apprised of the contents of this statement. Chiropractic colleges who retain enrollment management or consulting firms shall ensure their adherence to these principles.

4. The presentation of chiropractic institutions to the counseling personnel of other institutions, prospective students and their parents will be comprehensive and accurate. The college will:
 - a. Clearly state the admission requirements and publish any changes in a timely manner so that the admission process will not adversely affect candidates.
 - b. Publish widely deadlines for admission, housing and financial aid.
 - c. On request, furnish data describing the freshman class and profiles of the enrolling class to candidates.
 - d. Not use disparaging comparisons of any other institutions.
 - e. Provide accurate information about the use and role of standardized testing in the admission process.
 - f. On request, provide information and statistics, in accordance with federal, state and local law or guidelines, about crime on campus and in the vicinity of the college.
5. Only professional promotional tactics will be used by admission counselors and other admission representatives.

Sherman College of Chiropractic will not:

- a. Contract with any other institution's personnel for remuneration for referred students.
 - b. Contract with placement services that require a fee for each student enrolled.
 - c. Encourage students to transfer if they show no interest in doing so.
6. Sherman College of Chiropractic will refrain from recruiting students who are enrolled, registered with, have declared their intent to enroll in or have submitted a contractual deposit to any other chiropractic institution unless the student initiates an inquiry.
7. If the college utilizes the services of admission referral services or personnel outside the college, they will seek to ensure the validity and professional competency of such services or personnel.



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II. ADMISSION PROCEDURES

Sherman College of Chiropractic agrees that it will:

1. Accept full responsibility for admission decisions and for proper notification of those decisions to prospective students.
2. Ensure the complete confidentiality of information about candidates as required by federal, state or local regulations.
3. Notify candidates as soon as possible if they are clearly unqualified for admission.
4. Admit students on the basis of academic and personal criteria rather than the student's financial need.
5. Offer admission only to candidates who have submitted formal applications.
6. Ensure that any waiting lists be of reasonable length and be maintained for an appropriate period of time.
7. Ensure that transfer students receive accurate information about procedures, deadlines, document needs and deposit requirements in a timely fashion.
8. Accept only official transcripts documenting student academic records directly from the institution or other appropriate agency issuing them.

III. STANDARDIZED COLLEGE ADMISSION TESTING

Because test results can never be a perfect measure of the potential of prospective students, all members of the admission team should be committed to eliminate bias of any kind, provide equal opportunity and use such results as only one of the measures available in the admission process.

Sherman College of Chiropractic agrees that it will:

1. Use test scores discreetly and for valid and appropriate reasons only.
2. Provide accurate and complete information to prospective students about the use of any standardized tests.
3. Not use minimum test scores as the sole admission criteria and will consider other relevant information in making the admission decision.

Policy 2001 Principles of Good Practice

Created 05/01/98

Revised 07/21/98, 03/25/99, 03/21/00, 04/09/02, 05/30/04



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4. Conduct institutional research into the best use of standardized tests if such are used in the admission process.
5. Give careful consideration to the possible effect of socioeconomic status, race, gender, disabling conditions and/or ethnic background on the results of standardized tests.
6. Provide proper background and training for staff in the interpretation and use of standardized tests.
7. Provide appropriate counseling to prospective students as to which standardized tests to take.
8. Ensure the confidentiality of all test results.

IV. USE OF STATE AND NATIONAL BOARD EXAM DATA

Sherman College of Chiropractic agrees that it will not:

1. Use the statistics generated by the National Board of Chiropractic Examiners as a means of promoting their college or recruiting students.
2. Use the results and statistics of any state board examination as a means of promotion and student recruitment.
3. Use state or national examination statistics to denigrate any other college.

V. FINANCIAL AID

Sherman College of Chiropractic supports the principle of distributing financial aid based on an assessment of needs. Scholarships distributed on a no-need basis should not detract from needs based funding.

Sherman College of Chiropractic agrees to:

1. Offer financial aid to candidates for enrollment in the form of scholarships, grants, loans, or employment either alone or in combination.
2. Make a diligent effort to ensure that the educational costs and the available aid are communicated to all interested individuals through as wide a range of communicative media as possible.



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3. Make a fair and consistent appraisal of the financial contribution of candidates' families.
4. Give each applicant an accurate assessment of the costs involved in obtaining an education at the college.
5. Develop, maintain and disseminate policies on renewal of financial aid.
6. Maintain confidentiality of financial aid where appropriate.
7. Not utilize financial aid considerations to deny acceptance to otherwise qualified applicants.
8. Not make financial aid awards to students who have committed to another institution unless the student initiates the inquiry.
9. Not make financial aid awards to students who have not completed and submitted an application for admission.
10. Not withhold financial aid awards until the students' awards from other colleges have been revealed. Nor will they revise financial aid awards to match those of the students' choices of other colleges.

VI. ADVANCED STANDING STUDENTS AND THE AWARD OF CREDIT

Sherman College of Chiropractic agrees that it will:

1. Not use advanced standing, exemption credits and placement policies as recruiting tools.
2. As far as is possible, use authenticated methods and techniques to evaluate student competency.
3. Ensure that the policies and procedures for granting credit will be published widely in college publications available to prospective students.
4. Evaluate previously earned credit with integrity adhering to all tenets of fairness.

(Adapted from a similar document of the National Association for College Admission Counseling.)