

## **The Professional School Counselor and Post-Secondary Student Recruitment**

(Adopted 2004; revised 2009)

### **American School Counselor Association (ASCA) Position**

Professional school counselors encourage and promote positive and equitable reception of career and post-secondary educational institution recruiters into the school setting. These recruiters may include individuals from organizations such as:

- apprenticeship programs
- athletic programs
- branches of the military
- career and technical education institutions
- colleges and universities.

### **The Rationale**

Comprehensive and accurate information is essential for students as they explore post-secondary career and educational options (National Occupational Information Coordinating Committee, 2001). While federal law requires the distribution of student directory information, the professional school counselor also recognizes the importance of student and family choices in the recruitment process and assists them as they make informed post-secondary choices (Stone & Dahir, 2006).

### **The Professional School Counselor's Role**

Professional school counselors are advocates for students in the recruitment process, and ensure that students and their families are informed of their rights under the Family Educational Rights and Privacy Act (FERPA) and in accordance with ASCA's Ethical Standards for School Counselors. The professional school counselor addresses good decision-making skills and provides opportunities to practice these skills through the school's comprehensive school counseling program. The professional school counselor collaborates with students, their families, and recruiters to provide information about post-secondary options and assists students as they make choices about their future. Collaborating with school administrators, professional school counselors develop written information and/or hold informational meetings to inform all concerned parties about the policies and procedures for obtaining student information as well as the student and parent/guardian's right to withhold their information.

### **Summary**

The professional school counselor assists students and their families as they make informed decisions about post-secondary options. The professional school counselor collaborates with individuals involved in the student recruitment process to ensure the delivery of comprehensive and accurate information while protecting student rights as specified by state/federal law, school district policies and procedures, and ASCA's Ethical Standards for School Counselors.

### **References**

National Occupational Information Coordinating Committee (NOICC). (2001). *The national career development guidelines handbook k-adult*. Washington, DC: Author.

Stone, C. B. & Dahir, C. A. (2006). *The transformed school counselor*. Boston, MA: Houghton Mifflin Company.