



Principles for Professional Practice

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 which 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.**

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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. The concern led NACE to the development and adoption of the *Principles for Professional Practice*. The principles presented here are designed to provide practitioners with three basic precepts for career planning and recruitment:

- Maintain an open and free selection of employment opportunities in an atmosphere conducive to objective thought, where job candidates can choose optimum long-term uses of their talents that are consistent with personal objectives and all relevant facts;
- Maintain a recruitment process that is fair and equitable to candidates and employing organizations;
- Support informed and responsible decision making by 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 which may be substituted for the traditional personal interaction among career services professionals, employer professionals, and students.

These principles are not all-inclusive; they are intended to serve as a framework within which the career planning and 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, the NACE Principles for Professional Practice Committee was established. The committee, made up of practitioners, will provide advisory opinions to members on the application of the *Principles*, act as an informational clearinghouse for various ethical issues, periodically review and recommend changes to this document, and resolve problems which may arise.

It is important to keep in mind one final point. The *Principles* do not address certain professional obligations to support state and regional associations, professional development programs, salary surveys, and other demographic trend