



Washington and Lee University

Alumni Admissions Program

A brief overview of our mission, purpose and professional standards. All AAP Chairs and Committee Members should refer to the forthcoming AAP Training and Reference Guide for more information on the AAP yearly cycle of responsibilities.

Mission Statement

The Alumni Admissions Program (AAP) is a collaboration between the Offices of Admissions and Alumni Affairs to support a network of alumni volunteers who feel positively about W&L and serve the University by promoting it to prospective students and families.

AAP volunteers establish a positive W&L local presence by modeling the character, integrity and spirit of W&L, while educating prospective students and families about our distinctive traits. They further the University's mission and admissions goals.

Program Purpose

The AAP is of joint value to the University. As alumni ambassadors, AAP volunteers play a significant role in promoting our institutional strengths in local communities. As admissions ambassadors, AAP interviewers' impressions provide valuable information about a student's interests and character which augments Admissions Officers' evaluations of the student's academic and extracurricular qualifications.

Professional Standards and Practices

AAP volunteer service comes with responsibilities and expectations to ensure that W&L's strengths and values are promoted locally. Our practices are informed by our governing organization, the National Association for College Admission Counseling (NACAC) and are shared by many of our selective peers. Please review:

1. **Eligibility.** Undergraduate or law school alumni are eligible to serve as alumni volunteers save the following scenarios:
 - a. Conflicts of interest, real or perceived, will inform the volunteer's eligibility, as determined by W&L. Such conflicts may include: serving as an admissions officer, college counselor, independent college counselor or for-profit college preparation consultant; and/or being a parent of a current applicant to W&L. (Alumni parents will not interview during the application year for which the child is applying.)
 - b. An alumni volunteer may not represent more than one undergraduate institution as an interviewer.
2. **The Role of the Alumni Volunteer.** In serving as ambassadors of W&L, alumni volunteers *will*:
 - a. Serve as University ambassadors; refer new prospective students; conduct personal interviews with candidates; serve as representatives at college fairs, pre-college events and local W&L Admission Presentations (when asked and as schedules allow); and, through partnership with local Alumni Chapters, welcome admitted students to the W&L community and encourage them to confirm their enrollment at W&L.
 - b. Fully review, agree to and abide by any AAP training and reference guides that become available.
 - c. Abide by the [non-discrimination policies](#) established by W&L.
 - d. Abide by the [confidentiality policies](#) of W&L.
 - e. Abide by the Code of Ethics and Professional Practices established by [NACAC](#).

- 3. Alumni and Applicant Interactions.** Alumni are expected to uphold the highest ethical standards. While representing W&L, they *will*:
- a. Strive to create a mutually respectful environment and interaction.
 - b. Treat all information provided by W&L or the applicant as confidential.
 - c. Guard against interactions that could be construed as risky or inappropriate, interview in a safe, accessible, neutral- and preferably professional and public- location, at a time that is agreed upon by both parties and that respects commitments to school, work, activities, and family obligations. (Personal homes should not be used for interviews. Ideal locations are coffee shops, public libraries or a professional meeting space.)
 - d. Use professional language.
 - e. Provide the Admissions Office with thorough interview report forms for all conducted interviews.

Alumni *will not*:

- f. Request that applicants provide a transcript, application, essays, resume or questionnaire to their interviewer.
 - g. Create any impressions or expectations, positive or negative, about the student's chances of admission.
 - h. Interview applicants with whom there is an existing relationship (e.g. a personal, familial or professional connection) that would hinder one's objectivity and/or suggest a real or perceived bias to a third party. (Instead of interviewing such a student, volunteers are invited to submit a letter of recommendation.)
 - i. Initiate conversation that may make a candidate uncomfortable or that is overly personal, whether with regard to the candidate or the volunteer.
 - j. Tell a personal story or joke unrelated to W&L, or a non-professional anecdote related to W&L.
 - k. Use disparaging comparisons of secondary or post-secondary institutions.
 - l. Ask the candidate to share what other colleges/universities he or she is considering, per NACAC's *Code of Ethics and Professional Practices*. Rather, Alumni may ask how the candidate built his/her list of colleges, what types of colleges or locations he/she is considering and whether W&L is of high interest to him/her.
 - m. Remark on candidate's physical appearance during an interview or in an interview report.
- 4. General Communications.** The alumni volunteer communicates effectively with the Offices of Admissions and Alumni Affairs throughout their volunteer service. Alumni volunteers will:
- a. Keep their contact information up-to-date in both the [Colonnade Connections](#) and the [AAP Portal](#).
 - b. Respond to requests and updates from their local AAP Chair in a timely manner.
 - c. Review briefs and updates from W&L, including those shared through the AAP portal, Admissions' emails/newsletters and Alumni Affairs' "Generally Speaking" newsletter.
 - d. Represent and communicate the interests and views of the University and its Offices of Admissions and Alumni Affairs, not personal interests or views.
 - e. Contact the Office of Admissions if they do not know the answer to a question.
 - f. Follow through on commitments to which they have agreed.
 - g. Inform the Office of Admissions of college fairs and/or community-based organizations in their local area to which they are made aware.