

# Principles of Ethical Practice for EducationUSA Advising

EducationUSA Advisers are responsible for the administration and delivery of educational Advising services about study in the United States. Whether employed professionals or working as volunteers within varying organizational structures, EducationUSA Advisers in EducationUSA Advising Centers must subscribe to the following principles of ethical practice.

1. Serve all clients without regard to nationality, race, sex, socio-economic status, sexual orientation, or physical ability.
2. Use one's office, title and professional associations only for the conduct of official EducationUSA Advising work or other work assigned by host institution supervisor.
3. Provide accurate, comprehensive, current, and impartial information about educational opportunities at accredited colleges and universities in the United States.
4. Ensure that statements of personal opinion or judgment are clearly designated as such.
5. Refrain from endorsing any ranking of a college or university.
6. Provide a general introduction to the Advising process at no charge; this presentation may be in the form of a group session, video presentation, or another format available to the EducationUSA Center.
7. If fees are to be charged, provide a fee structure for services that is clearly publicized to clients, and is reasonable by local standards. Receipts must be issued to the client and documented in the EducationUSA Center's income account.
8. Know and comply with the laws, regulations, and policies of the United States and the host country that are relevant to international students.
9. Refuse to give names of advisees to third parties, such as colleges, universities, or commercial and non-commercial organizations, without the advisees' consent.
10. Decline to accept gifts or favors whose value is more than \$20.00 (U.S. dollars). Under no circumstances may cash or its equivalent be accepted.
11. Refrain from endorsing services provided by a company or organization in the areas of test preparation, admissions, placement, language training, or visa procurement.
12. Refuse personal fees/honoraria for professional services, such as lectures or consultations.
13. Follow the U.S. Department of State's "Policy Guidance for EducationUSA Centers on Commercial Recruitment Agents."
14. Seek appropriate guidance and direction from his/her Regional Educational Advising Coordinator (REAC), State Department Program Officer, and Supervisor when faced with an ethical dilemma.