Principals of Good Practice

EducationUSA advisers are responsible for guiding students as they find their "best fit" U.S. higher education institution according to their needs, skills, and goals.

Advisers offer accurate, comprehensive, and current information about the full range of higher education opportunities available at accredited U.S. higher education institutions. Whether employed or working as volunteers within varying organizational structures, EducationUSA advisers in EducationUSA advising centers subscribe to the following principles of good practice.

1. Serve all clients without regard to nationality, race, sex, gender identity, socio-economic status, sexual orientation, or ability.

2. Use my office, title, and professional associations only for the conduct of official EducationUSA advising work or other work assigned by my host institution supervisor.

3. Provide accurate, comprehensive, and current information about the full range of higher education opportunities at accredited U.S. higher education institutions.

4. Ensure that statements of my personal opinion or judgment are clearly designated as such.

5. Refrain from endorsing any ranking of a college or university.

6. Provide at least a general introduction to the advising process at no charge; this presentation may be in the form of a group session or another format available at the EducationUSA advising center.

7. If fees are charged, provide a fee structure for services that is clearly publicized to clients and that is reasonable by local standards. Receipts must be issued to the client and documented in the EducationUSA center's accounts.

8. Know and comply with the laws, regulations, and policies of the United States and the host country relevant to international students.

9. Protect the privacy of EducationUSA advisees by not sharing their names or contact information with 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 or recommending 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 advisers on commission-based recruitment agents.

14. Seek appropriate guidance and direction from my Regional Educational Advising Coordinator (REAC), State Department Program Officer, and Supervisor when faced with an ethical dilemma.