

6 Things Every Enrollment Manager Needs to Know About High School Counselors

After meeting one-on-one with a counselor, high school students are:

3X MORE
LIKELY TO ATTEND
A COLLEGE OR
UNIVERSITY

(according to NACAC)

2X MORE
LIKELY TO ATTEND
A FOUR-YEAR
INSTITUTION

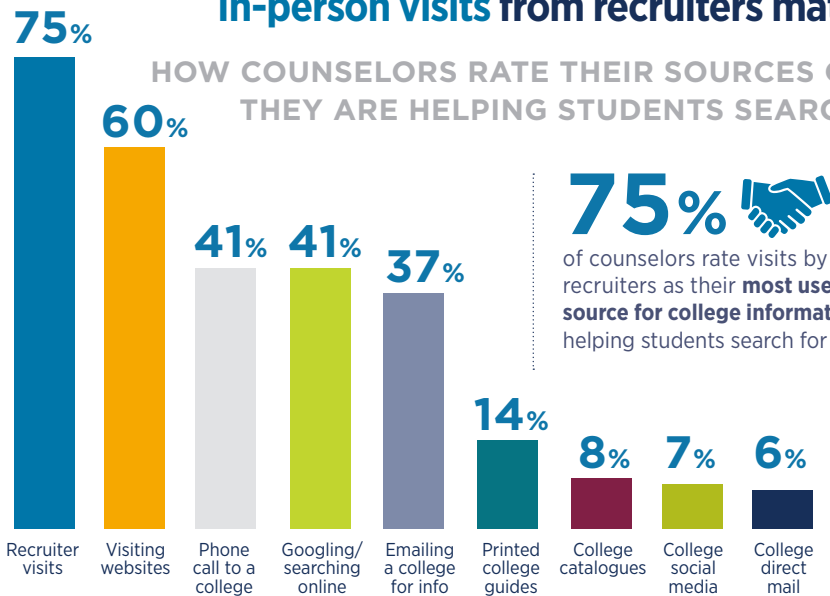
**NEARLY
7X MORE**
LIKELY TO APPLY
FOR FINANCIAL AID

TAKEAWAY

High school counselors have a substantial impact on college participation rates. To encourage them to consider your institution, it is important to understand their perceptions, behaviors, and needs for communication (see next items).

In-person visits from recruiters matter — a lot

HOW COUNSELORS RATE THEIR SOURCES OF INFORMATION WHEN THEY ARE HELPING STUDENTS SEARCH FOR COLLEGES:



75% 

of counselors rate visits by college recruiters as their **most useful and practical source for college information** when helping students search for a college

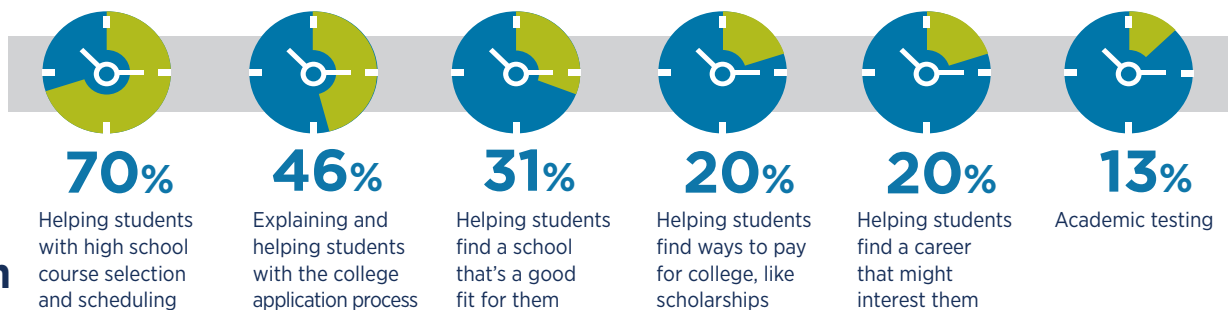
TAKEAWAY

Counselors need your help to stay up to date. Keep visiting schools and make it easier for counselors to obtain information using direct phone lines, direct email addresses, dedicated web pages, and search engine optimization.

(source of data—see below)

70% of counselors rate course selection as their most important activity when helping students plan for college

HOW COUNSELORS HELP WITH COLLEGE PLANNING



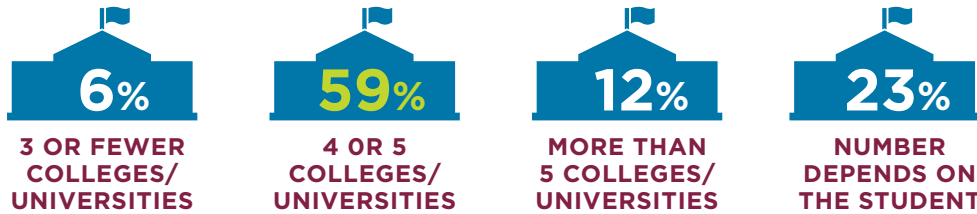
ABOVE: Percentages show counselors who ranked activity as either first or second among the six options.

TAKEAWAY

Keep counselors informed about your academic programs and any changes to their requirements. Do this often, because counselors are managing many priorities and cannot stay 100 percent focused on college planning.

Source of data: 2017 RNL Research Report: High School Counselors and Their Role in College Planning

Almost 60 percent of counselors recommend applying to four or five colleges and universities



TAKEAWAY

Comparison shopping is here to stay, and counselors encourage it. Keep your institution top-of-mind by using multiple channels of effective communication to connect with students and counselors. You need to stand out!

Counselors say students' top college concerns are gaining admission and being able to afford it

COUNSELORS' VIEW OF STUDENTS' CONCERNS WHEN SEARCHING FOR A COLLEGE



5 of every 10 high school students rule out colleges based on sticker price alone*

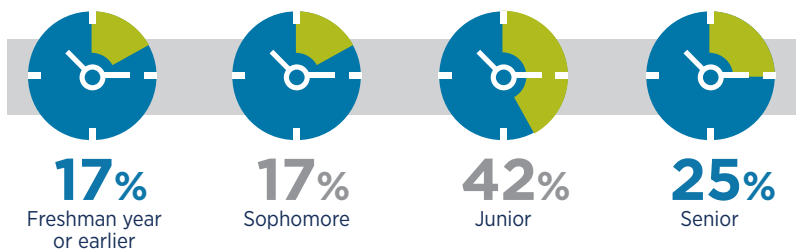
ABOVE: Percentages show counselors who rated the issues that high school students worry about as Very Concerned and Concerned.

TAKEAWAY

Strive to more clearly communicate your financial aid, scholarships, admissions criteria, and enrollment process, and start communicating earlier with students, parents, and counselors (see next item).

EARLY and LATE college searches

WHEN DO STUDENTS BEGIN SEARCHING?



TAKEAWAY

College planning is indeed starting earlier, for numerous reasons. However, 25 percent of students are starting in their senior year. Recommendations:

- Vary your communication flows to match students' varied timing for the college search process.
- Don't wait until the junior year to start communicating and to begin the financing conversation.
- It's not too late to start recruiting students in their senior year, if 25 percent are just starting!
- Pay special attention to minority and first-generation students who tend to start their planning later.*

Primary source of data for infographic: 2017 RNL Research Report: High School Counselors and their Role in College Planning

NACAC data source: Velez, E.D. (2016). How Can High School Counseling Shape Students' Postsecondary Attendance? National Association for College Admission Counseling.

*Additional data source: 2016 RNL Research Report: High School Students' and Parents' Perceptions of Financial Aid