10 Things Effective Counselors Do
to Help Students Apply to 4 or More Colleges

1. **LEARN** about the colleges students apply to often. Talk with college representatives, study the college catalog, observe the admission process, and take campus tours.

2. **KNOW COURSE WORK** requirements for colleges students frequently apply to. Make sure that students know them too.

3. **KNOW WHERE** to find specific test requirements for any particular college, and advise students accordingly. Encourage all potential college-bound students to take a college admission test, such as the SAT®.

4. **BE FAMILIAR** with the application process of popular colleges.

5. **ESTABLISH PROCEDURES** to ensure that students provide the information in time to meet the college application submission deadlines.

6. **COMMUNICATE OFTEN** with students and parents through newsletters, the school website, emails, and parent nights.

7. **EMPHASIZE** to students that the first step in researching colleges is to examine their own interests, goals, and plans for the future.

8. **DISTRIBUTE** handouts to help guide students along the college search; post handouts and critical deadlines on the school website.

9. **PROVIDE** students with the tools for researching colleges: Websites, Guidebooks, Lists of resources

10. **CONDUCT** college fairs or participate in local fairs organized by other schools or organizations.

**NOTE:** The information on this page was shared by practicing school counselors and is included in the College Counseling Sourcebook 7th ed. The numerical ranking of this list does not reflect the order of importance or the order in which these activities are performed.

For more resources, visit collegeboard.org/fourormore.

To contact us, please email CounselorFourOrMore@collegeboard.org.