

# Membership Mobilization and Engagement: School Counselor Webinar Series

## College Admissions 101

For sophomores, juniors and parents

*We will begin at 1:00 pm EST*

*Due to the large number of participants, all attendees' phones are muted on entry to the webinar. Please do not take your phone off mute. We look forward to answering questions via the "chat" feature that you will find in the menu bar above.*

*To get your call in number for the audio line, please use the menu bar above, go to the drop down box, and select Audio Conference.*

# Submitting Online Questions – Chat Feature

Questions may be submitted at any time during the presentation using the chat feature. To submit a question:

- Click Chat icon
- Type your question into the chat dialog box.
- Select recipient “Presenter”
- Click send/enter.



# Presenter

## **Debra F. Craig, M.A., Special Projects**

- Debra is a nationally recognized education leader and school counseling professional and has served in a number of K-16 school counseling, instruction and leadership capacities. These roles have included College/Career Counselor, Interim Director of Professional Development and Chief Educational Manager of K-12 Services at the College Board, Southwestern Regional Office.
- Appointed to serve on the Texas Higher Education Coordinating Board (THECB) Common Application Committee and the Texas Guaranteed Student Loan Corporation, Debra has been involved providing expert guidance and leadership in student access, college admissions and financial aid policy.
- Debra was named Counselor of the Year by the Texas Counseling Association and was honored with the William Fleming for Counseling Excellence and the Founders' Awards by the Texas Association for College Admission Counseling.
- Debra has led a number of award winning initiatives and programs to serve students and families including content creation for the Texas State University uPhone, Parent College Admission Course, and the Fish Bowl Freshman Orientation Programs.
- Debra holds a Master's of Education in Guidance and Counseling from the University of Texas and a Bachelor of Science degree in Political Science from Texas Tech University.



# College Admissions 101

for sophomores, juniors and parents

February 2014

# Today's Objectives

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- To review the benefits of conducting early college planning sessions with students and parents
- To present models for college planning sessions with students and parents
- To highlight techniques and resources for these college planning sessions
- To maximize counselor time and expertise

# How many times have you heard...

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- ▶ “I want to go to a GOOD college...”
- ▶ “Is it better to make an A in a regular course, or a B in an AP course?”
- ▶ “What is our high school code?”
- ▶ “How many times should I take the SAT?”
- ▶ “Why didn’t **you** tell me this before my senior year?”

# And from parents.....

- ▶ Phone call: “WE are completing the SAT registration form, what is the high school code?”
- ▶ “But taking an AP course could hurt her GPA if she makes a B”
- ▶ “How many times should my daughter take the SAT?”
- ▶ “I want my child to go to a GOOD college”
- ▶ “I wish we had known this **earlier....**”

# Too much, too late

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- ▶ There is so much information to acquire about the college planning process that it is overwhelming for students and parents.
- ▶ Better informed students and parents make better decisions.
- ▶ Setting a foundation of information before the senior year makes for less stress...for everyone.

# Student Sessions (beyond the classroom)

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- ▶ When/how I could get to my students without invading instructional time?
- ▶ How can I entice them to come to the sessions?
- ▶ What would be the important topics to discuss?
- ▶ What resources should I have for the meetings?

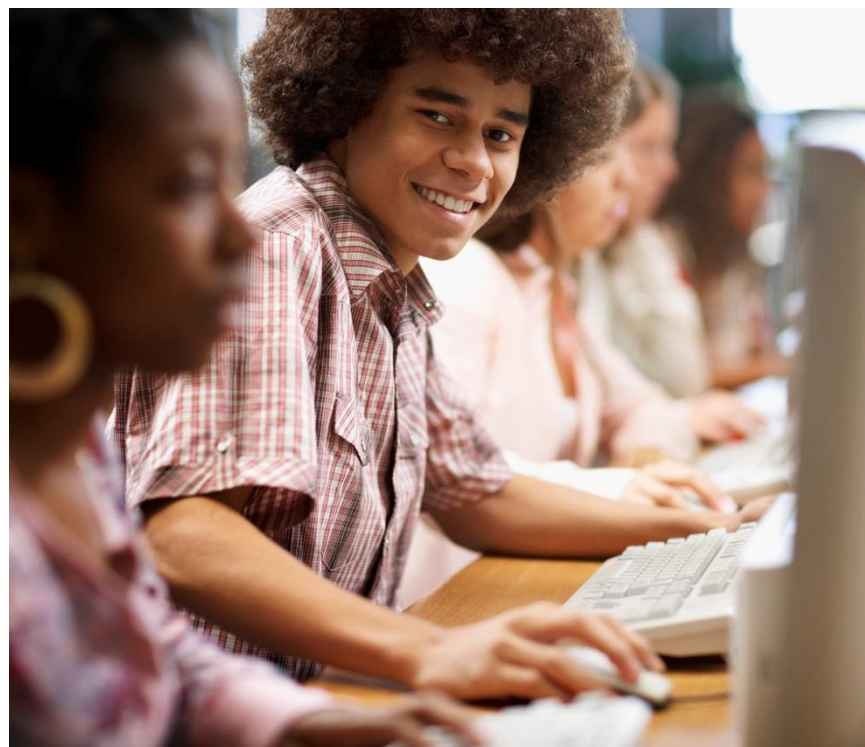
# When

- ▶ Lunch
- ▶ January/February
- ▶ Alternated T/TH and M/W/F
- ▶ Prior to course selection process
- ▶ During the same time period as parent sessions



# Who

- General, open sign-up, self-select
- Ten students at each lunch
- “Friends and French Fries”  
“ Lunch Bunch”
- Special invitation
  - By me
  - By teacher or administrator
  - Upon parent request



# How

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- ▶ Discussed in materials during fall classroom visits with sophomores and fall/spring classroom visits with juniors
- ▶ Posted flyers in classrooms (English and math)
- ▶ Posted flyers in areas where students gathered
- ▶ Distributed flyers to teachers and administrators

# What

- ▶ Not a set agenda
- ▶ Copy of student transcript
- ▶ Do have “back pocket” topics
  - Very general college terminology
  - What colleges are you thinking about
  - How do you picture your college
  - Admission requirements
- ▶ Checklists, reading lists, books, computer



# Checklists

- ▶ By Grade
- ▶ By season (fall, spring, summer)
- ▶ By subject
  - College fairs
  - College visits
  - College application process
  - Financial aid process



# Books/Websites

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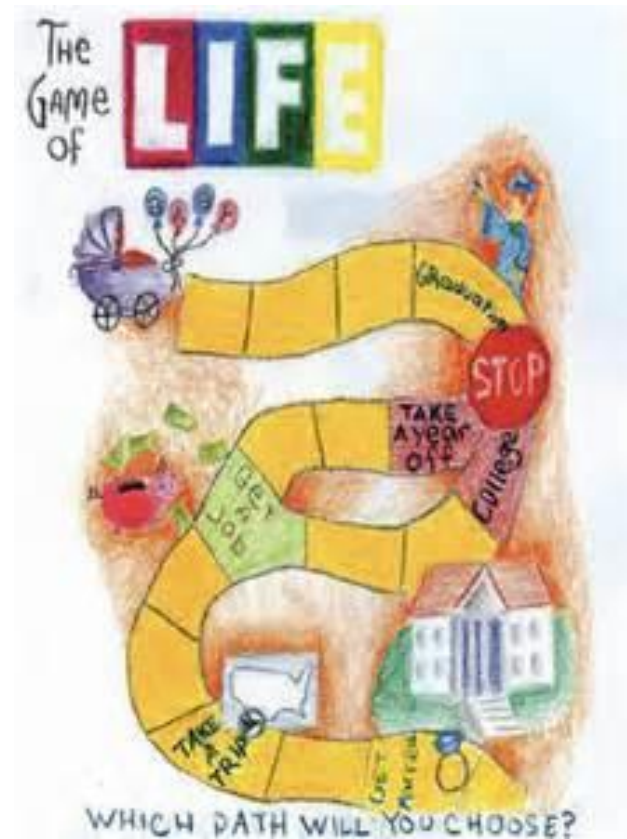
## ▶ Your favorites

## ▶ My favorites

- Fiske's Guide to Colleges
- Book of Majors
- Colleges That Change Lives
- *Pre-College Planner*, from the Associated Colleges of the Midwest
  
- Big Future
- My College QuickStart
- Colleges/universities sites

# Extras

- ▶ Gift cards from area businesses
- ▶ Snacks
- ▶ College stuff
  - Posters
  - Caps
  - T-shirts
  - Pens/pads



# Benefits

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- ▶ Enhance/build personal relationship with the students
- ▶ “Word of mouth” benefits
- ▶ Optimize counseling time
- ▶ Reinforce college planning guidance

# Spin-offs

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- In off-season of each athletic sport I would make a presentation to the athletes about college, NCAA, sports recruiting, etc.
- The art teacher asked me to come in and talk about how to find specific schools for students interested in art institutes.
- AP teachers had me come in during times when they were grading timed writings.
- These students became my greeters/host for college representative visits.

# Parent Sessions

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- ▶ How could I answer the same questions at one time, rather than take 30 phone calls with the same question?
- ▶ How to help my “early interested” parents get information?
- ▶ What was the best way to meet the needs of my “high maintenance” and “helicopter” parents?
- ▶ How could I assist parents who felt their children would never get into college?

# When

- ▶ Breakfast, noon, night
- ▶ January/February
- ▶ Four week series
- ▶ 1.5 hours in length
- ▶ During the same time period as student sessions



# How

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- Described in materials during fall parent nights
- Posted flyers during “Back to School” night
- Posted on counselor section of website
- Put flyers in teacher mailboxes and in administrator offices
- Parents had to call and sign up to reserve a space

# What

- ▶ Limited size to 20 parents
- ▶ Assigned reading homework each week
- ▶ Specific topics for each week
- ▶ Checklists, reading lists, books, websites



# Week One: Introductions

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## ▶ Introductions

- Name, child's grade, what they most wanted from coming to the sessions, greatest fear

## ▶ Syllabus

- Topics, vocabulary list, reading list, key websites, discuss homework

## ▶ Parent role in the college planning process

- College fairs, college visits, moral support, what is support and what is pushy

# Week Two: The Tests

- ▶ AP
  - Scoring, college credit, college placement
- ▶ ACT and SAT
  - Fees, timing, registration, deadl
- ▶ SAT Subject Tests, CLEP, etc
  - Who should take, when, purpose



# Week Three: College Application Process

- ▶ Terminology and vocabulary list
  - Rolling, early action, early decision, etc.
- ▶ Parts of an application
  - Provide samples, transcript discussion, resume
- ▶ Essays
  - Purpose, topics, timing
- ▶ Teacher Recommendations
  - Purpose, who to ask and why, when to ask, thank you notes
- ▶ Counselor Recommendation
  - Purpose

# Week Four: Financial Aid

- ▶ FAFSA
  - What, when, EFC
- ▶ PROFILE and institutional forms
  - Purpose, procedures, deadlines
- ▶ Financial Aid packages
  - When, comparing, financial aid officers
  - Scholarships, grant, loans



# Books/Websites

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- ▶ Your favorites

- ▶ My favorites

- Fiske’s Guide to Colleges
- Colleges That Change Lives
  
- Letting Go: A Parent’s guide to Understanding the College Years
- Almost Grown: Launching Your Child From High School to College
- The iConnected Parent; Staying Close to your Kids in College (and Beyond) While Letting Them Grow Up
  
- Finaid.gov

# Homework

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- ▶ Parents have readings to do for the next week
- ▶ Each week has a vocabulary list to be reviewed by the next week
- ▶ Articles provided
- ▶ Web pages to review

# Extras

- ▶ Cookies at first session
- ▶ Books to preview
- ▶ Cartoons in each session
  - “Zits” is a favorite



# Benefits

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- ▶ Enhance/build relationship with the parents
- ▶ “Word of mouth” benefits, sharing materials
- ▶ Optimize counseling time
- ▶ Meeting the needs of anxious parents
- ▶ Building networking support for parents

# Spin-offs

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- ▶ Development of a session for senior parents, “You’re Going to Miss Me When I am Gone”
- ▶ Sessions for our students with disabilities and their parents with college representatives from the learning resources office
- ▶ Parents who attended the sessions volunteered to be panelists at future parent nights
- ▶ Parents who attended the sessions volunteered to allow me to use their names and contact information for other parents (golf dad; specific school interest)

# Spin-offs

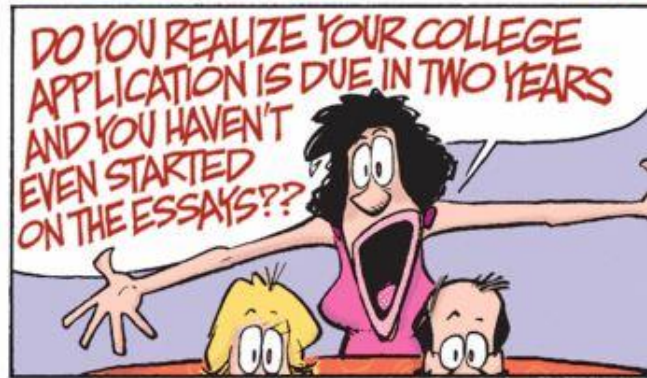
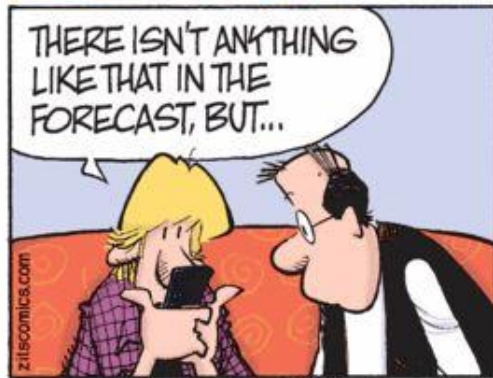
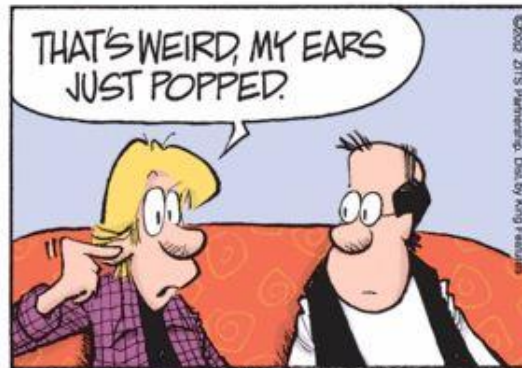
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- ▶ Parent volunteers to update/monitor scholarship materials
- ▶ Parents attended college representative visits to the school/hosted
- ▶ Parents would bring back materials from campus visits
- ▶ Parents donated books for future sessions for other parents or books for students

# Wrap-Up

ZITS

BY JERRY SCOTT AND JIM BORGMAN



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# Questions?

E-mail: [fcw@collegeboard.org](mailto:fcw@collegeboard.org)

# College Counseling Resources

College Board @ [www.collegeboard.com](http://www.collegeboard.com)

## Apply to 4 or More Campaign

<http://counselorworkshops.collegeboard.org/apply-to-four-or-more>

## Big Future - College Planning

<https://bigfuture.collegeboard.org>

## Counselor Resource Page

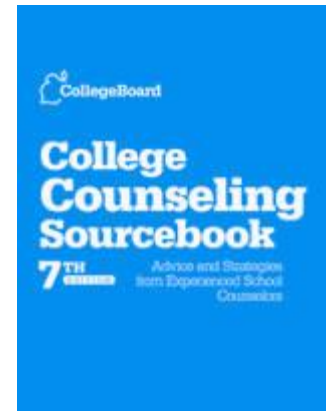
<http://counselorworkshops.collegeboard.org/resources>

## College Counseling Sourcebook\*

- Nuts and Bolts of College Advising
- Tips and resources from practicing school counselors
- Chapters devoted to Special Populations including:

Low income and First Generation  
Students in Foster Care  
Students with Disabilities

*\* Join the Apply to 4 or More campaign and provide summary information to receive a complimentary PDF in Spring 2014*



# College Board's Professional Development Opportunity for School Counselors



Destination Equity 2014 focuses on counseling practices and programs that encourage access and success for students as they prepare for college and careers. Through compelling sessions and engaging dialogue, you will acquire hands-on strategies and tools that can be implemented at your school, in your district, in your community and at the state level.

## Featured Plenary Speakers

Calvin Mackie - Friday, April 11<sup>th</sup>

Noma LeMoine - Saturday, April 12<sup>th</sup>

## Featured Plenary Session

*"Creating a Successful Launch of the New College Board Assessments" – Friday, April 11<sup>th</sup>*

<http://destinationequity.collegeboard.org/>



# Membership Mobilization & Engagement

## Spring 2014 Webinar Series

You're Going to Miss Me When I'm Gone: Transitioning Students from High School To College

Wed., Mar. 12, 2014

1:00 PM to 2:00 PM EST

Building Leadership Skills in College and Career Readiness Counseling

Wed., Mar. 19, 2014

1:00 PM to 2:00 PM EST

School Counselors & College Access Providers: Partnership Power

Wed., April 30, 2014

1:00 PM to 2:00 PM EST

Register today!

To learn more, visit:

<http://professionals.collegeboard.com/guidance> or

<http://counselorworkshops.collegeboard.org/>

# Webinar Session Give Away!!

## A Randomly Selected Poll Question Responder!

### *College Board College Planning Packet*

*“Apply to 4 or More” Tee shirt*

*Post-its Notes*

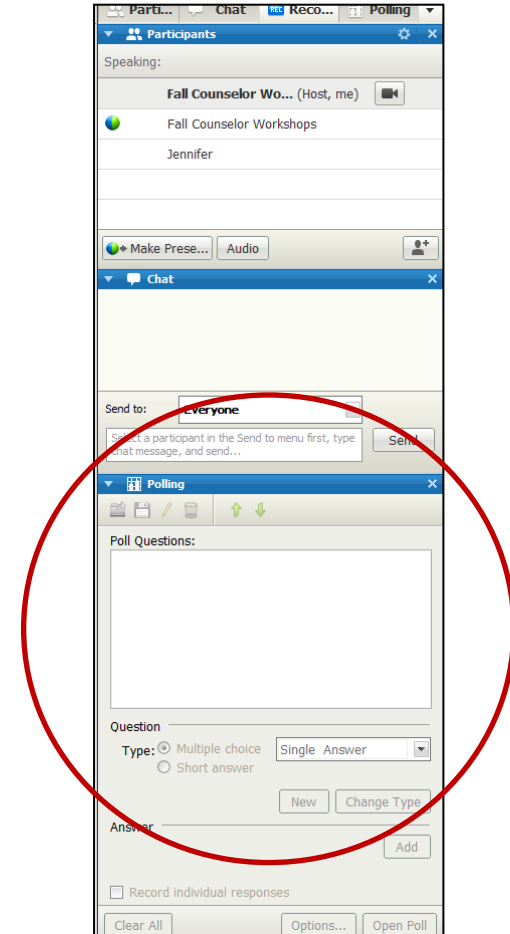
*Pencils & Ink Pens*

*Set of Handouts & Flyers*



# Submitting Poll Question Responses

*We thank you in advance for providing us your feedback!*



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# THANK YOU

# for your participation!

*Note: This webinar will be archived.*

*A link to the presentation will be emailed to participants and made available online.*