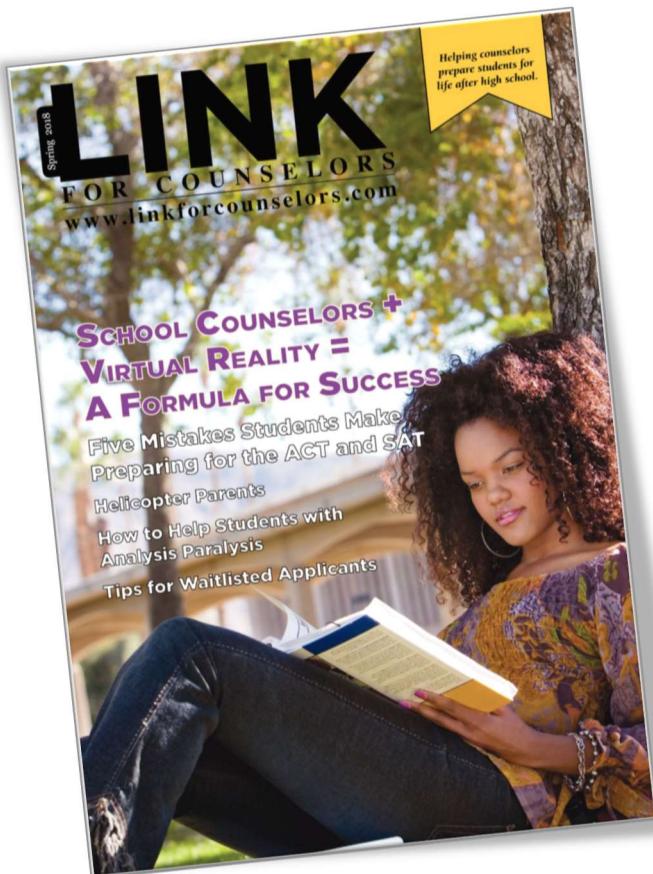




Editorial Assessment Report

Spring 2018 Issue



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Introduction

Methodology

Paramount Research utilized the online research methodology for this project. Potential respondents for the study were randomly selected from the magazine subscription list. Email invitations were managed by the magazine with consultation from Paramount Research. All other aspects of the project were under the sole control of Paramount Research.

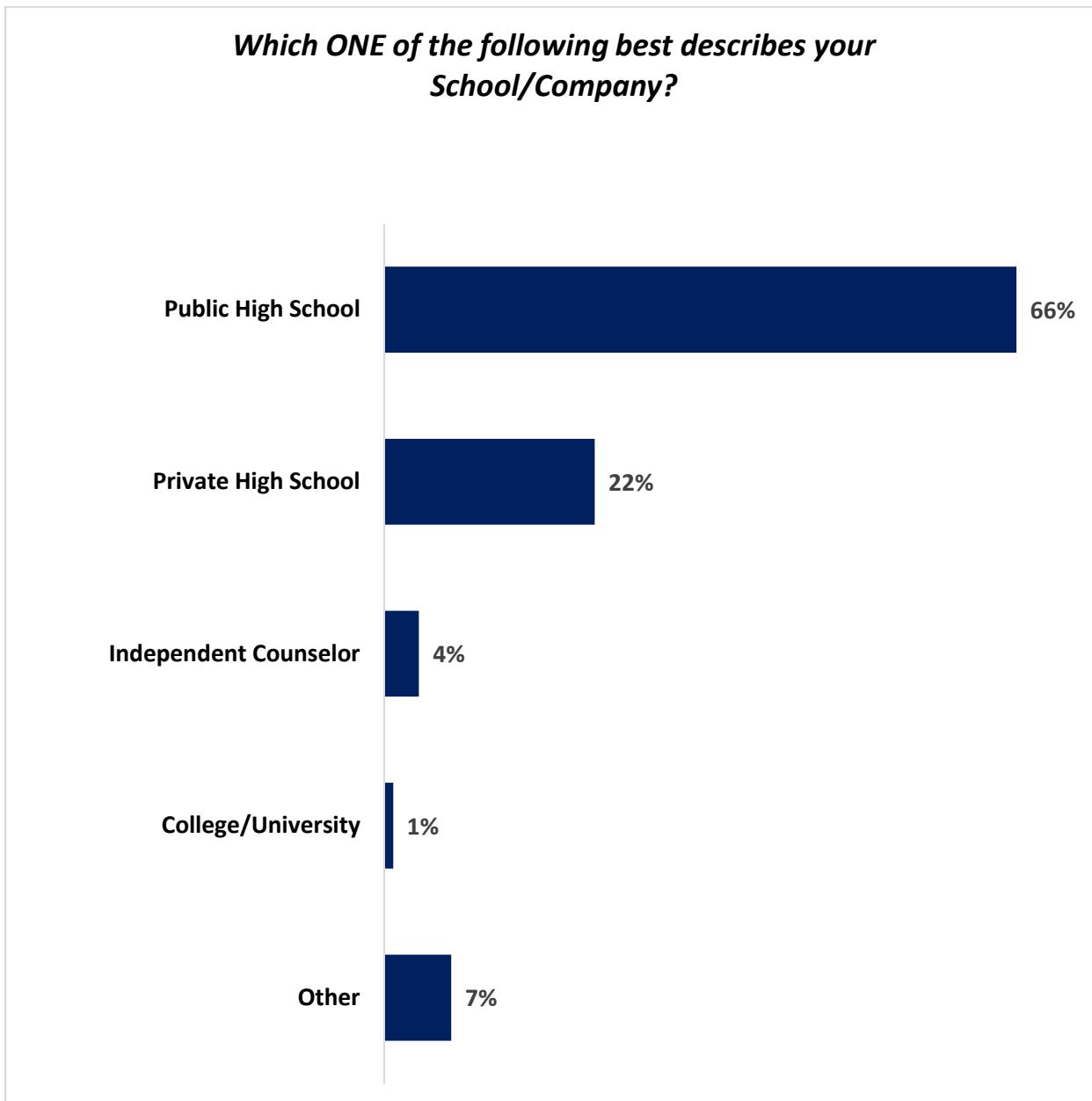
Number of Responses/Margin of Error

Based on 852 survey respondents, the margin of error for this study is **+/- 3.29** percentage points. This means that 95 percent of the time, the study results fall within 3.29 percentage points in either direction of the results that would be found if the entire survey population (*LINK for Counselors* magazine subscribers) completed the survey.

Respondent Profile

Organization Type

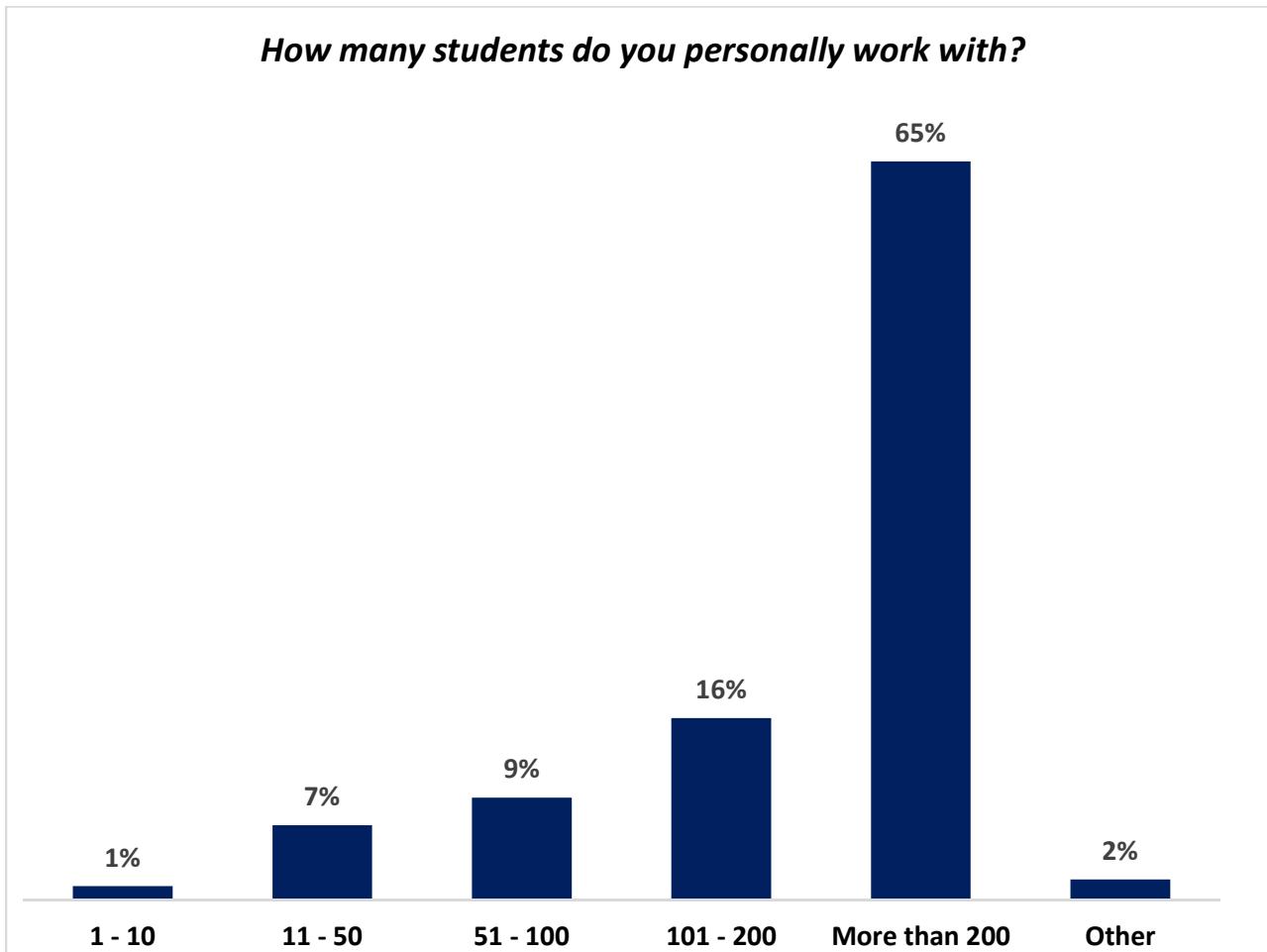
Nearly all respondents work at a public or private high school. The largest segment (66%) work at a public high school. Another one in five (22%) indicated a private high school.



Base = those respondents who answered the question or 852.

Students Served

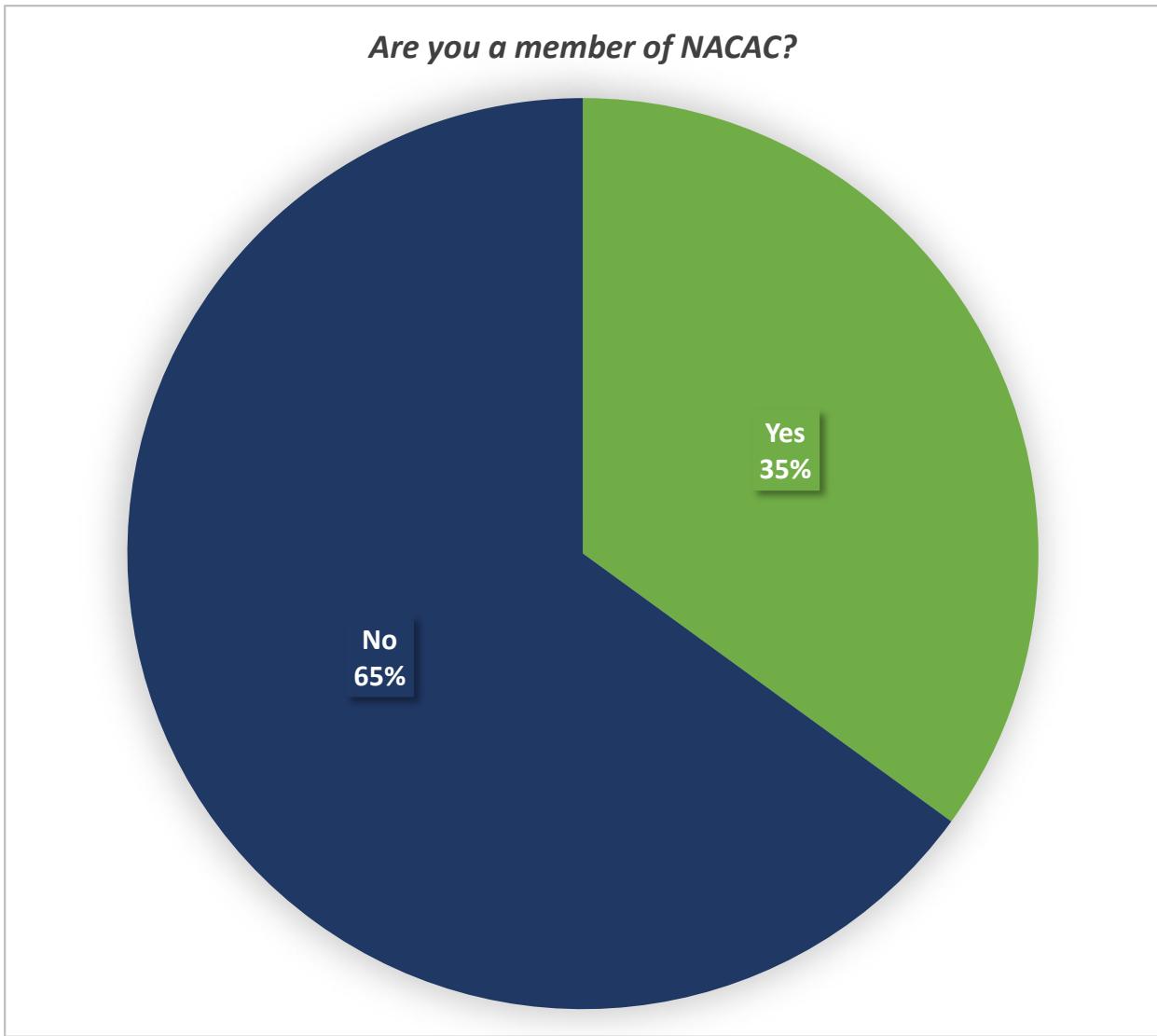
The majority of respondents (65%) personally work with more than 200 students. One in seven (16%) indicated between 101 and 200 students. Less than one in ten (9%) indicated between 51 and 100 students.



Base = those respondents who answered the question or 852.

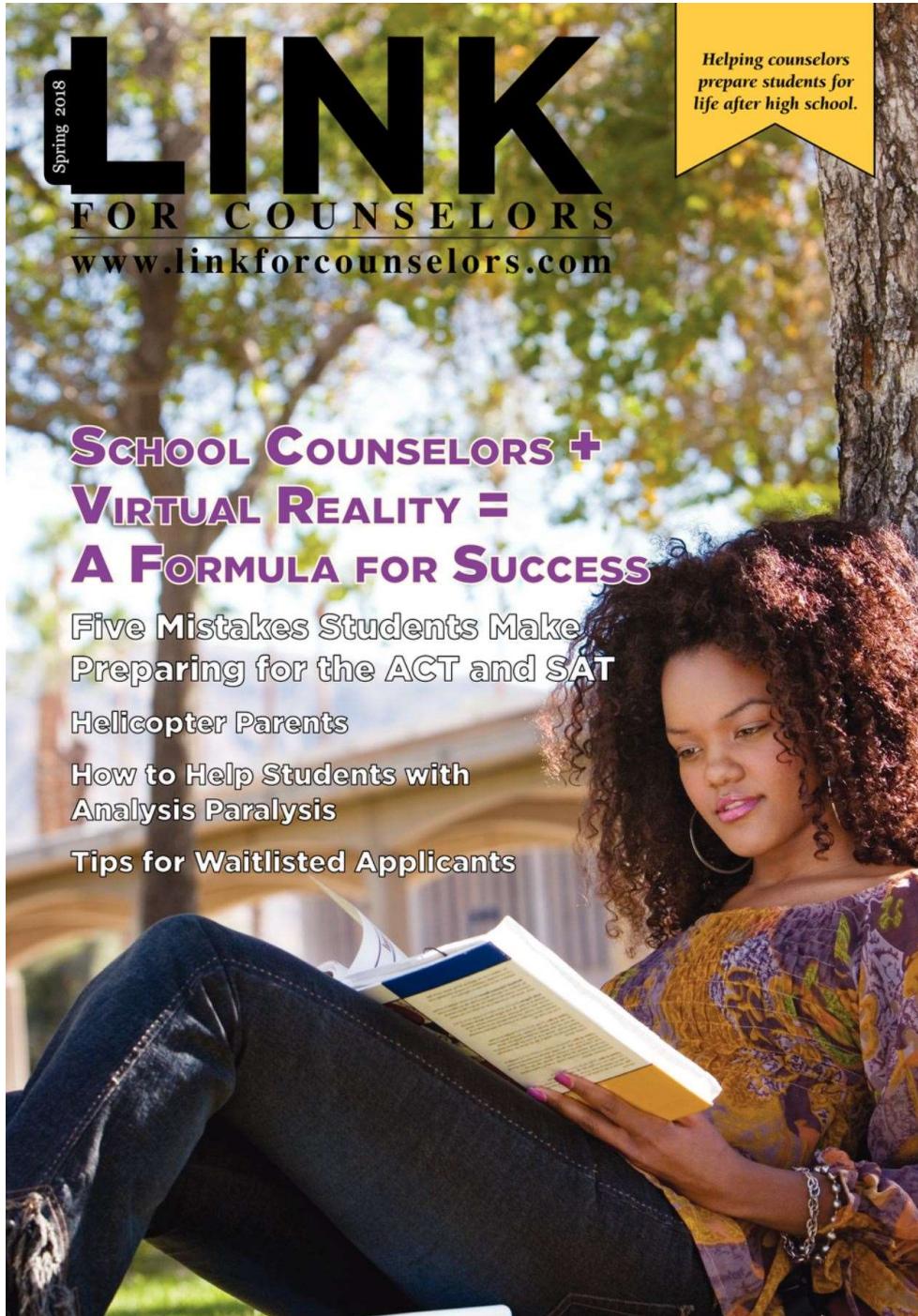
NACAC Membership

More than one in three respondents (35%) are NACAC members.



Base = those respondents who answered the question or 851.

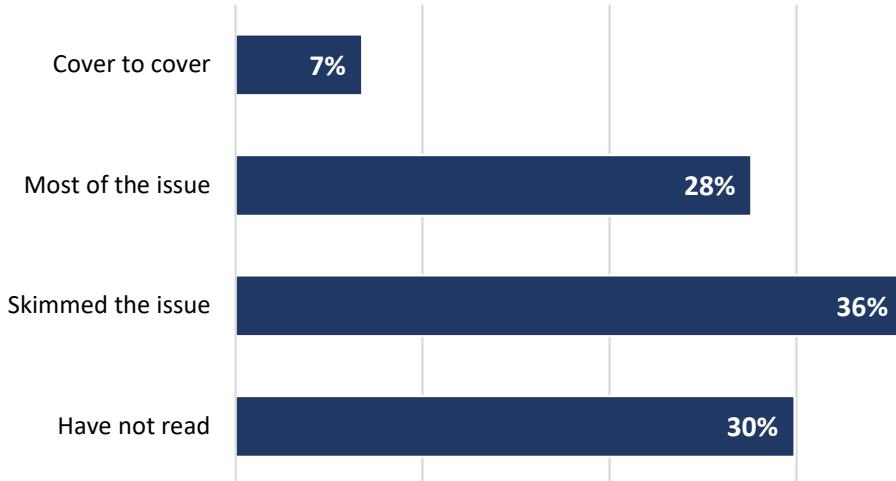
About the Spring 2018 Issue of *LINK for Counselors*



Degree of Readership

More than one in three respondents (35%) read most or all of the Spring 2018 issue of *LINK for Counselors*. Slightly more (36%) skimmed the issue.

To what extent have you read the Spring 2018 issue of LINK for Counselors?



Base = those respondents who answered the question or 783.

Article Readership

'If You Could Give Your Seniors Only One Piece of Advice About College...what would it be?' was the most thoroughly read article in the Spring 2018 issue of *LINK for Counselors*. Six in ten respondents (59%) read half or more of the article. Slightly less (51%) indicated 'Who's deciding? What's going on in the admissions office.'

To what extent did you read each of the following articles from the Spring 2018 issue of LINK for Counselors?

Article	% Reading Half or More
If You Could Give Your Seniors Only One Piece of Advice About College...what would it be?	59%
Who's deciding? What's going on in the admissions office	51%
Does Character Count?	48%
Why Helping Students Choose Career Pathways are More Important Than College Exploration	46%
Tips for Waitlisted Applicants	44%
Five Mistakes Students Make Preparing for the SAT	40%
Scholarship Watch	37%
Helicopter Parents	36%
How to Identify Extracurricular Overload	32%
College Night Handouts	31%
The Need to Lead	29%
Health Professions Your Students Can Start Now	28%
Interview with a Counselor	28%
School Counselors + Virtual Reality = A Formula for Success	26%
You've Earned It! The Secret of Self-Esteem	25%
How to Help Students with Analysis Paralysis	22%
Counselors Calendar	22%
Digital Gaming Offers New Dimension of Opportunity	19%
Getting Onboard with Online Instruction	15%
Top Blogs	12%

Base = those respondents who at least skimmed the issue and who answered the question, or 466.

Most Interesting Article

The largest segment of respondents (18%) selected ‘Who’s deciding? What’s going on in the admissions office’ as the most interesting article in the Spring 2018 issue of *LINK for Counselors*. One in seven (13%) selected ‘Why Helping Students Choose Career Pathways are More Important Than College Exploration’.

Which ONE article from the Spring 2018 issue of *LINK for Counselors* did you find most interesting?

Article	% Indicating
Who’s deciding? What’s going on in the admissions office	18%
Why Helping Students Choose Career Pathways are More Important Than College Exploration	13%
If You Could Give Your Seniors Only One Piece of Advice About College...what would it be?	12%
Tips for Waitlisted Applicants	8%
Five Mistakes Students Make Preparing for the SAT	8%
Does Character Count?	6%
Helicopter Parents	6%
Scholarship Watch	4%
School Counselors + Virtual Reality = A Formula for Success	3%
College Night Handouts	3%
How to Identify Extracurricular Overload	3%
The Need to Lead	2%
Health Professions Your Students Can Start Now	2%
How to Help Students with Analysis Paralysis	2%
Counselors Calendar	2%
Getting Onboard with Online Instruction	1%
Interview with a Counselor	1%
You’ve Earned It! The Secret of Self-Esteem	1%
Digital Gaming Offers New Dimension of Opportunity	1%
Top Blogs	1%
Other	2%

Base = those respondents who at least skimmed the issue and who answered the question, or 428.

Reason for Interest

Why did you find that particular article most interesting?

College Night Handouts

- Because it helped me prepare for my spring grade level meetings
- Because of the college information they shared.
- Great resource..."no need to reinvent the wheel"
- Helpful for students when choosing a college and what to look for because they don't have a clue. This way, they have something in hand to guide them through the process.
- Helpful information to share with students and parents.
- It's very applicable to my job...it's clear, concise, easy to read and fill out for students and parents.
- Our campus is hosting our district college night this fall. This was especially relevant to our event calendar this year.
- The most helpful/practical
- Very relevant

Digital Gaming Offers New Dimension of Opportunity

- It spoke about a lot of items that my students are interested in.
- It was another major/career to share with my students.
- My son is getting a degree in game design so it made me think of him
- relevant

Does Character Count?

- after researching further, found that there was no public school voice in their work.
- Because from my experience most colleges aren't considering their character. I hope more colleges take that into consideration.
- Because we talk about this all the time with students
- Character is an important personal value and so tough to factor into admissions process
- I stress the importance of character to students all the time; it's tried and true and never goes out of style.
- I think there is more to admissions than grades... this supported my belief.
- It is a topic often overlooked and not often discussed.
- It is good reminders for students that there are things that matter beyond grades & test scores, and that these are things anyone can demonstrate, you don't have to be a smart student to have character.
- It was helpful to have something that is print to share with students.

- It's an issue. When I talk to some schools about my students, they sometimes do not seem to want to hear the negative about certain students. When some schools are concerned only about a head count, it may not matter to them.
- Most relevant for my students at this point in the process
- relevance
- Students don't always understand that their character is a part of their "person" and follows them everywhere.
- The relevant content
- We are trying to implement RTI with fidelity

Five Mistakes Students Make Preparing for the SAT

- Advice for the SAT
- Because it seemed the most timely for my students. It was all I really had time to read.
- Do not use an actual test as a test prep.
- Encouraging students to study for one test at a time.
- i can pass it to my students
- I can pass these tips on to my students.
- I found this article interesting because the students on my school campus do not test well on the SAT.
- I needed to know what the mistakes to compare and/or contrast the mistakes my students could possibly be making.
- I thought that the advice was fairly accurate, but I disagreed with a couple of points.
- Information
- it affects a great number of my own students
- It is of particular value to UK students preparing for May's Test
- It was a recent topic for our students at our school.
- It was timely with exams coming up
- Most of my families talk about going into first test without prep to get a baseline- I always tell them not to do that- this article helps to give reasons why.
- Some of the points mentioned are contrary to what I have advised.
- Specifics
- studying ACT and SAT at the same time.
- this issue has come up several times this year.
- We are getting closer to students taking the SAT and it was information that I could share with my students that would be beneficial to them.
- We get a lot of questions about test prep.

Getting Onboard with Online Instruction

- Because on-line classes are already in the schools including ours. The seniors and I see the day when all textbooks will be on-line. The students are already proficient from the early grades in computer use and data recovery.
- I teach online and always like to read perspectives regarding online education.
- Made points I can share with y students.
- online education and counselling is something that I have been looking into doing.
- Our school is presently moving towards more online instruction

Health Professions Your Students Can Start Now

- I am always interested in passing along carer info
- I had not thought of students completing these in high school
- many of our students are interested in health care professions
- We have a lot of students interested in Health Care after high school. It was interesting to see how they can get involved quickly and start to grow their career soon after high school. I will go back and fully read the article later!

Helicopter Parents

- Can relate to it.
- Comparison of parents
- Enjoyed talking about the article with other counselors. We use the term helicopter parent often, but do we know why they act like they do?
- I work in a small school where parents are overly-involved, especially when it comes to college and scholarship applications.
- I work in a small school, and maybe it's easier for me to identify this behavior. I am always looking for strategies to deal with helicopter parents.
- It always an interesting thing to approach parents that want to be super involved and this had a great ideas.
- It gave practical advice for something I deal with often.
- It happens all the time.
- It is most applicable to my job these days!
- It is relevant to my practice.
- It was an article I was needing to read at the time due to what I was experiencing at school with a group of parents.
- It was mine - does not count.
- Many of the parents i deal with tend to be Helicopter parents. This article was good insight.
- Parents are investing so much in their students and it causing families great amounts of stress.
- Reading about how other counselors deal with helicopter parents and the tips on working with helicopter parents was very helpful.
- The reality of the parenting style and impact.

- The title was interesting, and I haven't had time to read the rest of the magazine in depth as yet.
- This is becoming an increasingly serious challenge at our school. Parents insist "my son doesn't have time to fill out college applications" and we're trying to reassure them to take a step back.
- Very relevant to the population I deal with.
- We deal with this all the time.

How to Help Students with Analysis Paralysis

- Always helpful to help students that deal with that challenge.
- I have many students who overthink and obsess over things that keep them from being productive -- I've talked to them about things in the article!
- I have several students who are in the analysis paralysis mode.
- It describes my students
- it was relevant to me

How to Identify Extracurricular Overload

- I am in charge of writing a newsletter for our school and found a couple of points that I want to highlight. I have been wanting to do an article on this topic so the timing was perfect!
- I have so many students who take on an overload and other things suffer in their life.
- It is such an issue for our students so I am glad others are writing about it so we can help our students maintain a healthy balance of academics and activities.
- It spoke to what our students attempt to do to gain admission to schools instead of looking for ways to feed their passion/interests.
- It was a topic I had not seen explored in an article before
- pertained to students at that time
- Pertains to many of our students
- Practicality
- Relevant to what I am seeing with students. Stressed out.
- relevant to me
- We have a lot of problems with this at our school.

If You Could Give Your Seniors Only One Piece of Advice About College...what would it be?

- Always looking for articles I can readily share with my students and their families.
- applies to by students
- Because I work with Juniors and Seniors related to college counseling
- Because it relates to my students now!
- Curious as to what the answer would be
- don't remember
- Helps to synthesize our message to our students and understand other's perspectives
- i have dealt with this personally

- I was curious what the five items would be
- I work in a public magnet school where students are focused primarily on top ranked schools. I like to remind them that it is not where you go, but what you do when you get there.
- interesting to compare my thoughts with those of my colleagues
- It had some good ideas of how to guide students
- It offered good advice on what to tell seniors about college
- It pertains to all students.
- It provided comparisons with peers, and also made me think what my personal suggestion would be
- just tips such as finding a mentor
- Loved that the author made reference to students paying attention to their values when choosing a college!
- Our students typically look at brand name schools and the highest ranked. We are a public magnet school attracting some of the most talented students in the state/country. I constantly need to reinforce the fact that they can be successful anywhere.
- Quick and easy tips
- Real Life advice that students will take advantage of hearing....
- Relevance
- Simply because it's interesting to note if your own advise is similar.
- Something I deal with daily.
- The 4 things recommended to do in college.
- The advice to give seniors concerning what is important.
- The advice, will hopefully help a student to be better equipped for college life, college courses, etc.
- The variety of advice you can give to students
- There is so much to tell them, but few that will resonate with them at this time, so i found the tone encouraging and helpful.
- This is something I would like to ask all our alumni.

Interview with a Counselor

- Gave specific suggestions to assist students in preparation.
- human interest- relating to peers in the same profession
- Sometimes the load of 490 students is overwhelming. I struggle with feeling my efforts make a difference. Very reassuring.

Other

- Intend to read most of these, and most topics are very relevant
- The article is currently so time-appropriate as I am beginning Junior conferences very soon. I want parents and students to realize in Connie's words "they are more than a number and are not defined by test scores and GPA! :0)

- The first one, "Five Mistakes Students Make Preparing for SAT" was insightful because it enlightened and provided the opportunity to re-evaluate some of the strategies that I previously used with students and families regarding test-prep. The information was helpful and resourceful. (2) Interview with a Counselor - The information was so relevant (especially considering the recent Florida shooting). As a current school and college counselor, in addition to our daily responsibilities and workload, the recent tragic events that occurred involving school shootings have brought upon more stress in my role. The counselor interviewed shared poignant information on work/life balance and simply 'taking care of you.' Her story was interesting; her counseling philosophy and strategies are commendable. Since she is a school counselor. I'm a school counselor. Her story and experiences are relatable, insightful and very helpful to read from colleague to colleague.

Scholarship Watch

- I always see those scholarship websites and it was great to know and read as to why they were good sites. anything about money, scholarship as a handout, etc. is super helpful Parents and students always want to know about money
- I am always looking for scholarship and scholarship tips to share with my students and parents.
- I am always on the lookout for scholarships to direct my students to this time of year.
- I have many international students who don't qualify for FASFA.
- I was over scholarships at the time.
- I'm in charge of posting scholarships for my school.
- Students and parents are most often concerned about the cost of college.
- The most asked about topic from students and parents.
- Timing. Junior parents are awakening to the reality of seeking scholarships

School Counselors + Virtual Reality = A Formula for Success

- Because I work at an online high school
- Global Nomads Group
- I had some enlightening information...
- I hadn't considered the implications of using virtual tours to "visit" college campuses that my students will likely not be able to visit in person
- Incorporating VR
- Information I can use to improve my practice.
- It was something I have mixed feelings about
- Just sparked more of an interest for me
- My life K-12 only counselor, district testing coordinator, Student Council Advisor, NHS Advisor, and this year taught 4 Family and Consumer Sciences classes. I was hoping for strategies etc to keep my spirits up.
- Relevance
- Some new and exciting opportunities for school counselors

- We are always looking for ways to communicate with our students and introduce ideas when we cannot see the whole group.

The Need to Lead

- Always telling students how important leadership skills are. Exploring its value.
- Found it to be great advice for prospective college students, information I usually don't run across
- I am on the Education Advisory Board for Lead2Feed and I encourage students to lead by participating in the L2F Challenge every year. One year it was collecting nonperishable items for the Greater Chicago Food Depository, last year it was a Diaper Drive for a teen parenting program in one of the poorest neighborhoods in Chicago and this year students worked with the Cook County Farm Bureau as well as Ronald McDonald House Charities. L2F is a leadership program.
- I liked the recommendations for how students can show leadership skills in less obvious ways.
- I often work with low-income students who struggle to find ways to "get leadership" and I enjoy finding ways that students can show the qualities of strong leadership without having a "Leadership" position or title.
- I think this is a great read with good tips to share with students who aren't your typical strong leader. It gives some other ideas for ways to shine.
- Our school emphasizes leadership, but independent thinking and teamwork are valuable assets that college campuses also need.

Tips for Waitlisted Applicants

- Great advice for waitlisted students.
- Helpful, practical tips
- I have more students on waiting lists than any other previous year.
- I have several students that have been denied admission and are appealing the decision or who have been waitlisted. It was relevant to my work
- I now have my first student in 10+ years to get waitlisted!
- In my personal experience, I've had many more students that were WL this year than previously.
- Insightful insights that confirmed my thoughts and practices.
- It is applicable to a few of my students.
- It offered some great advice. I also like the 1 piece of advice article.
- It offered some helpful tips and interesting perspectives.
- Items are shareable to students and parents. Also generated great conversations with students.
- Most stress in students
- Most timely
- My students are always seeking advice to deal with this.
- Often waitlisted students feel in limbo and defeated...the other articles are good, but address topics I've read material on before. I haven't seen anything on this topic in a while.
- One of the most asked questions from my students and parents

- The article gave real examples that students can easily accomplish.
- This gives the students an active role instead of sitting back for an invitation.

Who's deciding? What's going on in the admissions office.

- Allowed me to prepare students.
- Always trying to give students info on how the application process proceeds through our office and beyond.
- As a counselor for seniors, I always want to know what makes a student's application stand out and be noticed, giving the student the best opportunity of gaining admission into the school they desire to attend.
- Because I felt like I received inside information to better advise my high school seniors
- Because I have always been curious as to how admissions departments have viewed our students in terms of their writing, recommendations, etc.
- Because just like the students and parents we serve, counselors are hungry for any peek behind the curtain.
- Curious about topic
- Currently what students are most interested in hearing about
- Gained insight into what colleges are looking for in students and what they possibly are not, sometimes surprising.
- Gave me a better insight
- Gives an inside look as to how Admissions Offices work
- Good info to include in a beginning of the year Senior/Parent night program
- Hearing the insight of admissions.
- I am new to my position and found the info most helpful.
- I found the information helpful and relevant.
- I found the information very relevant as we advise students on the admissions process.
- I know what's happening from MY side of the desk but love to hear trends and updates from the offices I'm not on the inside of.
- I like evidence that I can relate to students why it's important to spend a little time to meet with colleges at fairs or when they visit our campus.
- I like to read about admissions from actual admissions reps
- I wanted to make sure that the items that I focus on with my own students are still THE same ones that others are.
- I'm new to college/career counseling and I still don't understand how decisions are made.
- Important to understand when working with students to explain the process
- Information that is particularly pertinent to me as a professional right now.
- Inside look
- Insight for students to be more successful
- Interesting information that I did not know.

- It confirmed/alerted me to practices currently being used in admissions.
- It gave insight into what's going on in the college admissions offices.
- It helps me to stay current with what is happening on the admissions end.
- It is always good to gain perspective of what is going on in college admissions offices.
- It is always interesting to see the trends that are happening in college admissions.
- It provided a good overview and details. I think the hs folks are always curious about how and why decisions are made, how applications are read. It seems mysterious to many on the hs side.
- It really helps students understand what goes on in the college admissions process.
- It was relevant to a discussion I was having with my students
- It's always helpful to understand what's happening in the admissions offices
- It's currency and relevance to what I do all year.
- It's good to have an understanding of what goes on "behind the scenes" as admissions representatives read applications.
- It's very pertinent especially with so many spots at the competitive universities being filled by international students and minority students.
- Many of my students find themselves on wait lists. I am always looking for the most up to date information to guide them through the waiting period.
- More information as to who to advise seniors
- Most relevant to me personally working with college bound students and application process
- Most useful information to understanding admissions decisions
- new info
- Nice to know what goes on in the "black box" of college admissions
- parents and students have difficulty understanding admission decisions. I had to help 3 colleagues deal with their child's disappointment with admission decisions.
- reinforced many of the ideas that I already had
- Relevance
- students and parents always have difficulty understanding acceptance decisions.
- The 10 key things to tell students about making an impression in the college admissions process.
- These decisions are so important to my students' future, so it is interesting to hear what admissions folks are thinking.
- To gain insight into decisions
- Useful at this time of year.
- Useful to comment with students and parents.
- Very informative with new ideas to use

Why Helping Students Choose Career Pathways are More Important Than College Exploration

- All of it
- an area where I had the least background knowledge

- Because as a counselor I feel like the area that gets the least attention sometimes is the career exploration part. So I am always looking for ways to incorporate that into my job
- Because we are focusing on Career Exploration right now in our high school---just completed our annual Career Day.
- Because it is no longer about all students going to college. There are many options for trade schools now and a BIG push in CTE/ROP
- career exploration is what is driving our curriculum right now.
- Given students the opportunity to search different pathways they might be interested.
- Great to know that there's more to just college in this day in age
- I agree with the concept that students must discover their interests, strengths, and passions, and career paths before choosing colleges. It just makes sense :)
- I work at a career tech center so being career ready is a big focus of what we promote
- I'm a Career Center Technician and I help students discover their career strengths for a career choice. We encourage our students to solidify a career choice by completing career exploration assessments and career research.
- Interested in information regarding college and beyond for our students. Also check Health Professions article above.
- It a area of interest especially with all the change in college and career readiness
- It is a shift from our traditional approach to preparing students for life after high school.
- It is reality! College is part of the journey not the destination.
- It is very relevant in today's world and with the Future Ready Index. It is where we are going.
- It provided great information and resources.
- deciding BEFORE graduation
- Pennsylvania is holding career exploration as an evaluation tool.
- pertinent
- Since I operate the College & Career Center at our high school, I was especially interested in this article which ties in very well with my job concerns.
- So relevant to today's career ready initiatives
- students are so unsure about career path and seem to need help in this area. Families are more concerned than ever about the costs involved with "exploring" in college.
- Students graduate from colleges with bachelor's degree where jobs are no longer in demand. Student should pursue a career based on interest, skills and demand.
- The article provided a perspective I had not thought about.
- The information was important to my counseling activities with my student body. I am a career tech counselor.
- The suggestion that students need a working idea of what their career choice entails.
- This article totally applies to my job in the College & Career Center at our high school.
- Topic that I'm focused on at present
- We are doing more and more with career readiness.

- We have been working on career exploration this year.

You've Earned It! The Secret of Self-Esteem

- applies to all levels of student
- Because it can pertain to any student at any school!

Appendix

Which ONE of the following best describes your School/Company?

- Administration building
- Adult learning
- Advisor in public schools to help students and their parents with financial aid
- All level school counselor (pk-12)
- Association
- Boces
- Career & technical education (2 mentions)
- CBO (2 mentions)
- Central office
- Charter high school (5 mentions)
- Community-based organization
- Currently public elementary counselor
- Director of k-12 counseling services in a public school district
- District director
- Home education k-12
- Intermediate unit (public) placed at a private high school
- Job training
- K-12
- Mid - high 6 - 12
- Middle school and home school 9-12
- Middle school public
- Non-profit college access program
- Non-profit educational organization
- Non-profit college prep program
- Nonprofit organization
- Parochial high school
- Prep center owner
- Private 3k-high school
- Private high school and middle school
- Private k-12 virtual school
- Private prek-12 school
- Public career and technical center
- Public charter high school
- Public jr & sr high school
- Public junior high grades 7-9
- Public k-12 campus
- Public middle school (4 mentions)
- Public school

- Public school district level (2 mentions)
- Public school system
- School district home education
- State education agency
- State education department
- Technical college (public)
- Trio grant program
- Trio program
- Two-year career/tech public high school
- UBLOC charter
- Upward Bound
- Writing coach

How many students do you personally work with?

- Admin assistant so I work with the whole school or individually as needed
- As needed as I coach counselors
- Director
- Director of team of 4 serving 1100 students
- District staff
- I am the college/career counselor for 9-12 students but also take the top 35% seniors as academic counselor
- Lead counselor supervising a staff of 9 counselors
- Registrar for school
- support multiple schools with students
- The number varies from week to week
- varies
- Varies from day to day, as I help the students, but I am not a counselor
- Work with counselors

Which ONE article from the Spring 2018 issue of LINK for Counselors did you find most interesting?

- Articles from college admissions staff are usually most interesting
- Did not read

- Haven't finished reading any article completely yet
- I haven't finished the issue yet
- I haven't had a chance to read it yet.
- I haven't read enough to pick just one. All that I skimmed and read was very interesting.
- I haven't read it yet
- Keep Calm and Carry On
- None - I will read the articles but have not had time as of today.
- There are two: (1) Five Mistakes Students Make Preparing for SAT & (2) Interview with a Counselor

Do you have any comments/suggestions about the Spring 2018 issue of LINK for Counselors or topics you would like to see covered in future issues?

- ACT vs SAT should writing be taken in both?
- Always learn something new from LINK
- always like updates on what admissions is focusing on or related changes
- Anxiety, Parent/Community relationships, Ethics, Lawsuits
- Anything about preparing for and having students be successful in college
- articles about how to stay on trend with admissions, how to get administration to approve college visits
- As a UK teacher I find the magazine of tremendous value. The rich variety of universities available could be an area for future development.
- Campus safety for students of color is important to us at our KIPP school. Also, transitioning students with technology, what tech is used in college versus high schools.
- changes in the fed financial aid simplified.

Parents are interested in learning about scholarships and how colleges allocate funding for scholarships

- Colleges rescinding acceptances
- colleges rescinding offers of acceptances

- Continue with articles that will help support ACP - Academic and Career Planning. Possible lesson share would be nice
- Continue with updated information on: SAT/ACT & Prep, College Admissions advice, Essays, and admissions articles. Also, information on AP exam success tips, 21st century education topics, AP/Dual -Enrollment, or IB preferences with colleges, PLEASE add google survey help, data, analysis. High School events, and workshops for students and scholarships :)
- Counseling students towards resiliency, coaching student-parent communication regarding post-secondary planning, supporting student transition to college, best resources for 1st gen students, best non-need based scholarship programs
- Counselor student ratios
- Counselors role in Mental Health counseling
- Dual credit courses vs. AP testing for colleges. How many Honors/AP is too many? the stress of high school students.
- Enjoy reading when I have time.
- ethics, ED/EA/REA - the increase, counselor recommendations, viewpoint from the college side-what do you want to see in a high school profile (what's useful, what should we not include, length, etc.). If you are ever in need of someone to tackle a topic for you, I would be more than happy to assist, especially on the profile piece.
dhudson@stteresasacademy.org
- Excellent Journal!
- Freshman transition to high school information.
- good articles
- Good info. I am a clinical social worker so am not a member of your org.
- Great information source! Thank you!
- Great latest issue covering variety of relevant topics thanks!
- great resource
- grief counseling
- Guides to help parents help their students, I believe you had an article

- about college rejections - parents appreciated that.
- helping student choose a college major, benefits of starting at a community college, scholarships
 - Helping students find scholarships that relate to them would be helpful.
 - Helping students with special needs; post-graduation options for students with disabilities; how to maintain a positive work environment, while also making sure the counselors are not begin taken advantage of by administration; scholarship resources; building resilience in adolescents
 - helping undocumented students navigate higher education, school violence/school safety
 - How colleges could streamline the info/rec letters they request from counselors, particularly public school counselors with large caseloads.
 - How counselors prepare students for non-college destinations (apprenticeships, the military, tech schools, trade schools etc).
 - How to deal with the impact of sexting and social media on children.
 - How to help break down administrators/district denial of the drug use taking place!
 - How to talk to angry students
 - How TRIO Programs and schools can work together and programs for First Generations students at the college level.
 - I am happy to provide a story about AGUILA Youth Leadership Institute - www.aguilayouth.org
 - I am uniquely working with international students from China who are completing high school with us and applying to mostly California colleges and other notable universities in the U.S. I would love to see some content about working with this specific population or international students in general. Some unique things that come up include working alongside, not against, agents, how to speak into the challenge of college ranking vs. college fit, working with the students who don't want to be studying in

the U.S., working with students who have a different understanding of how to be successful (grades, cheating, autonomy), etc. Thank you!

- I appreciate anything that helps me know about the specifics of a college - the differences between private and non-private colleges/universities. Things that make colleges alike and different.
- I appreciate particularly the articles regarding finishing high school strong and preparing for the college application process which effects students and parents lives in so many different ways.
- I appreciate the breadth of the publication.
- I appreciate the good information presented in your articles.
- I appreciate the information, quite valuable insights
- I appreciate the topical article links that come in the emails more than I do the full version.
- I don't have any suggestions. The articles that are in the LINK - are good!
- I enjoy current trends in education
- I enjoy reading the topics included in each edition. Articles like the SAT tips in the current issue are particularly helpful. I think there's a tendency to "lean to the top" with your articles, talking about wait listing, and other matters that relate to the most selective schools. I'd like to see more topics about things like how middle income students afford college and the business end of admissions. We also need to be promoting two-year and technical education, where majors exist that offer tremendous employment opportunities for young people.
- I enjoy the bold headlines which allow me to read the stories of interest to me.
- I enjoy the issues. I'd like to see more about multicultural/low income fly-in programs and summer programs for STEM.
- I enjoyed many of the articles in the Spring issue of Link for Counselors, especially the one about the helicopter parents.

- I especially enjoy information about advising students on college as well as articles on mental health issues.
- I have not read the Spring issue. It will be my Easter break reading . All of the articles look interesting.
- I have shared articles with students, parents, and administration.
- I just LOVE the LINK magazine!!!
- I like articles on ACT Prep and ways to implement in the school.
- I like statistics.
- I love seeing what you come up with. You have relevant articles that I didn't even know I needed the info until you present them.
- I love the articles! Co-op experiences: examples of college that do this well. Direct admission to specific programs such as business, engineering, architecture vs exploratory
- I love the LINK catalog - full of helpful articles for me and for students and parents!
- I love the relevant topics such as dealing with bullying.
- I need help being organized as a school counselor to get it all done.
- I only just started to read it, but I generally like the topics you choose to cover.
- I read through the issue when it comes and share information as needed. I am the only high school counselor, so I share sometimes with other high school counselors. There is always something I learn. I don't have any specific topics.
- I really enjoy reading about different careers.
- I really enjoy the articles on helping students through all the stages of the college application/choice process.
- I really enjoy the information LINK provides.
- I really enjoy your publication and use it so much. I'm on the RMACAC Board and use your articles for several of my professional development events. I'd like to see more downloadable links to some of the articles you have that could be used as handouts for students and families
- I really like the "Tips for Aspiring Pre-Meds". The information of what students can do to understand what their proposed major/career entails (to better self-select occupations) and to prepare for stronger admissions prospects is an area that I would like to see covered in future issues.
- I think it is a terrific publication, and I talk about things I read at lunch with other counselors. I also use info for parents and students as relevant.
- I think LINK is an outstanding publication with relevant articles based on my occupation as a high school college & career counselor.
- I think that any articles on helping students that fall in the middle-income area in regards to paying for their bachelor's degree is very valuable.
- I think the issue was relatively comprehensive in that the topics target all three domains related to school counseling: Academic (College), Career and Personal/Social. In the future, it would be nice to see more professionals in the counseling field who are actively working as school and college counselors to be contributors to the publication. Overall, LINK for Counselors is a rich resource for counselors and educators. I look forward to receiving each publication.
- I think you are doing a great job!
- I will sometime print an article and copy for teachers/parents or students.
- I would like to receive the printed issue and the website issue. My email is eclaude@bmcc.cuny.edu I would like to see the subject of Self-care. Health Care Professionals going into treatment themselves. Most counselors are not in treatment. As a result, the negative transference is damaging the client/patient. Training to include psychotherapy for the counselor is imperative.
- I would like to see articles that are ready for me to share with students and their parents. Right now, it is geared towards counselors and how we can help, but there are things I would like to share on

- my work social media account and/or my web page, but I don't want to share something that is not geared towards them.
- I would like to see exposure of colleges that have a majority of their courses taught by contingent faculty.
 - I would like to see the print copy return.
 - I would like to see the printed copy of the Link Counselor Magazine being sent to me
 - IEPs transitions for High School Seniors to college freshmen.
 - I'm always looking for information on new initiatives and new programs about schools. I also love information from the admissions side that I can share with families and students that backs up what I'm telling them.
 - I'm reading the newsletter only. I work with Scholars 9th - 12th grade and find your articles useful for them.
 - Info for international students studying in US high schools
 - Information about DACA students and how to best direct them in the college application process.
 - Information about how to direct non-traditional college applicant. I.e. DACA students, or recent immigrants holding a green card, etc.
 - Information on scholarship writing, tips on writing a good essay.
 - Interest inventories that would be good for students.
 - Is it possible in having additional advertisers with locations in the South?
 - It is a great resource and the links are very helpful. Please continue sharing the resources. Possibly resources added for 339 requirements might be helpful.
 - It seems the majority of your articles focus on college advising. I've found these informative and helpful but would like to see more on helping students with social/emotional issues.
 - It was well done and interesting. No suggestions.
 - It would be great if the articles in print were also easily accessible online.

- It would be nice for all our counselors to receive hard copies...more useful
- Keep doing what you're doing. I really value the content as there is always more to learn.
- Keep it coming. Great resource.
- Keep it coming. It's a great resource.
- Less ads
- Like the info shared. I serve a very rural area, so I enjoy having info that extends to all areas. But also some actually pertains to my students --- btw, I am a clinical social worker so that is why I am not a member.
- Like the personalization included with providing information
- Link for Counselors is always up to date and a beneficial tool for high school Counselors and students. We utilize many College Night handouts for our school's "Student/Parent Nights". Keep up the good work!
- LINK is great. I love receiving it. Thank you!
- LINK is wonderful. I don't have a ton of time to sit and read through it all like I want to. But I enjoy skimming through all the articles and marking the ones that catch my eye. Those are the ones I look forward to reading first. Then I skim through the rest. Great stuff!
- Love the articles. Items in the article are good information for students and parents as well.
- Love your Quick Hits section! incredibly relevant. Organizational tips for students k-12.
- Loved the 2 scholarship pages.
- Loved the article, "Tips for Waitlisted Applicants."
- Maybe more personal stories on counselors and struggles they may face such as ethical issues, parental problems or student issues.
- mental health
- Mental health concerns among college students
- Mental health issues among students and parents, what is the role of the counselor

- Mental health services offered by colleges/universities.
- Merit Aid for Students
- More articles on the International Baccalaureate Program and its correlation in colleges and universities.
- More career articles not just downloadable information.
- More discussion about how scholarship for undeserved students. also, articles about specific majors and how to prepare like the one about premed programs. Successful programs that work in the classroom to support students
- More info on ways that students can fund college
- More information on jobs/careers with little or no college needed or more career/tech schools/programs.
- More information on Mindfulness and GRIT to help our students succeed in school.
- More information relevant to overseas students: which colleges best look after them
- More on how to choose a school given one's professional goals
- more on individual Careers
- More on Mental Health
- more resources
- Most families work on searching and selecting a college to attend but should also prepare earlier in the process to find best funding solutions.
- Need for more school counselors and better counselor/student ratios
- No, it's all great!
- No, you do a great job.
- No. I appreciate the topics you cover. Have a good day.
- No. I love your publication and look forward to receiving it.
- No. I think the articles are interesting.
- No. I believe you are doing a fine job.
- No. I have enjoyed the topic that have been presented. They have been very timely and relevant.
- No--I just love every issue! Great information needed.
- Not at this time. I feel you are addressing a broad range of topics.
- Not at this time. Thanks.
- Not specifically; I enjoy the random articles on different topics.
- Not sure if this was done in a previous edition, but advice for how to talk to students about looking at schools outside of their immediate area. A lot of my students want to stick close to home, even when there are better opportunities for them elsewhere and there's not a lot of reasons to stay (just familiarity).
- Perhaps have more articles focused on student emotional wellness and mental health. Advertisers that can help with tips for anxiety or offer an online platform that we can share with students.
- Perhaps some more articles about independent and religious high schools
- Pre-med article was extremely helpful.
- Really need more online professional development opportunities
- resources for helping students determine what career/college major may be a good fit
- Responding to students during a school crisis. Should school personnel be armed
- Scholarship available to students and DREAMers DACA recipients
- Scholarships and financial aid for average students
- Scholarships for students
- Services for students with disabilities at colleges (accommodations, procedures, etc.)
- social media, brain development
- Some insight into CTE credentialing and efforts to assist the school counselor with establishing a network system with these organizations.
- Suggestion: Possible putting a "Do this one thing" action with students. I think as counselors we look at the tips that we read and sometimes get overwhelmed with the idea of starting something new or changing how we do certain things. Having one action item to do with our students would possibly encourage more

- counselors to implement things we read about.
- Summer plans for juniors and seniors. Dual credit or community college credits before starting freshman college year.
 - Thank you for the valuable information that is usable!!!
 - Thank you for this publication. The articles are very informative and in real time.
 - Thank you.
 - Thank you. I find Link to be enjoyable and helpful for my career.
 - The article on pre-med was valuable. I appreciated the link inside the article to the Georgetown four-year plan for medical school.
 - The articles are always relevant and helpful! Ideas for future articles-information about the importance of summer programs and internships, advice for undocumented students, student activism in the wake of multiple school shootings, advice for helping students choose a major...
 - The digital version isn't very user friendly. It could use a new interface.
 - The hot issue is gun control and educators being armed. Lack of Mental Health resources in schools. What do we do about Betsy Devos???????
 - The topics are always relevant and insightful. Thanks,
 - The topics are varied and relevant...no suggestions at this time.
 - The topics that are covered are relevant and timeless. Keep doing a great job. Maybe address some admission requirements and how competitive it is for international students.
 - The trend for starting the admissions in July or even earlier.
 - the uselessness of taking the Writing portion of the ACT and SAT
 - Tips for effectively using social media as part of the college counseling communications tool kit. Side-by-side comparison of software like Naviance, SCIOR, etc. to help counselors choose which is right for their school.
 - Tips for student interviews with Colleges
 - Topics to include Guidance Counselors real role in high schools.
 - Topics to see covered:
 - Helping students who want to attend international schools
 - Motivating seniors
 - Crafting a solid college counseling program
 - Topics: Testing for College Admissions, Letters of Rec and Essay Writing, Demonstrated Interest, Summer Enrichment, Athletic Recruitment and Admissions, International students and Domestic College Admissions
 - Trafficking of drugs, children, and adults both men and woman. Dealing with students with serious IEPs with Social and Emotional needs.
 - Transitioning Freshman
 - trauma
 - TRIO programs and how they assist high schools
 - Undocumented
 - Updates on new ideas in presenting old topics.....Things are changing in education and I would like new ideas
 - Useable activities to teach kindness and skills for being a good human.
 - Very informative - keep up the good work
 - Very much enjoy Link and it is very helpful and useful.
 - Well done. I love how relevant the articles and information are to the work I do in college counseling. I often use the articles written to share with my students or as handouts.
 - Writing a good Counselor Letter of Recommendation.
 - Writing a good counselor letter of recommendation.....do colleges really use these letters??
 - Yes. I would love to see an article about the middle class and how they will be able to afford private colleges. Essentially, private colleges will be available mostly for the very wealthy and the very needy.