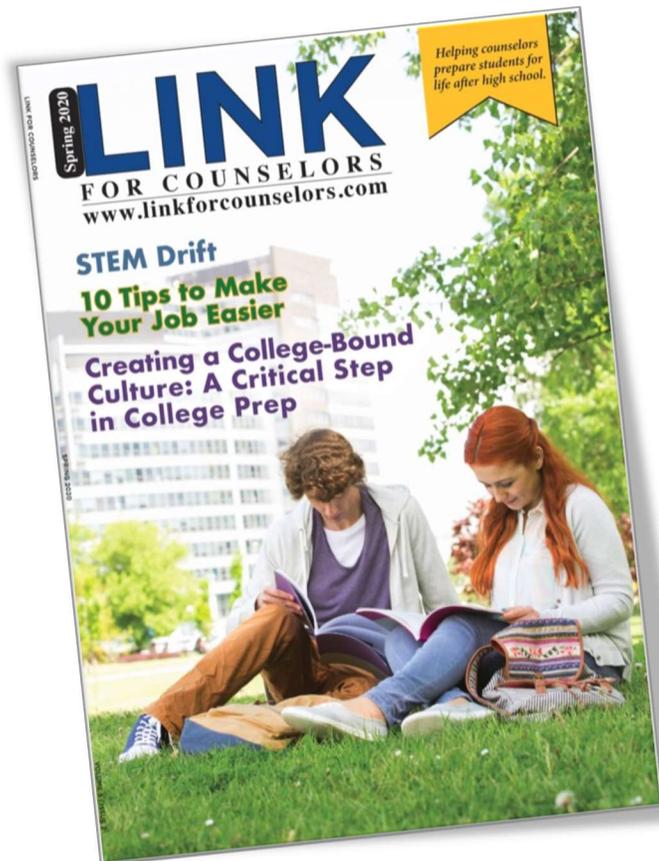




Editorial Assessment Report

Spring 2020 Issue



1212 Sadler Drive
North Liberty, IA 52317
319.338.7210
paramountresearch.com

Contents

Introduction3

Respondent Profile4

 Organization Type 4

 Students Served 5

 NACAC Membership 6

About the Spring 2020 Issue of *LINK for Counselors*.....7

 Article Readership..... 8

 Most Interesting Article 9

 Reason for Interest 10

Appendix13

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.

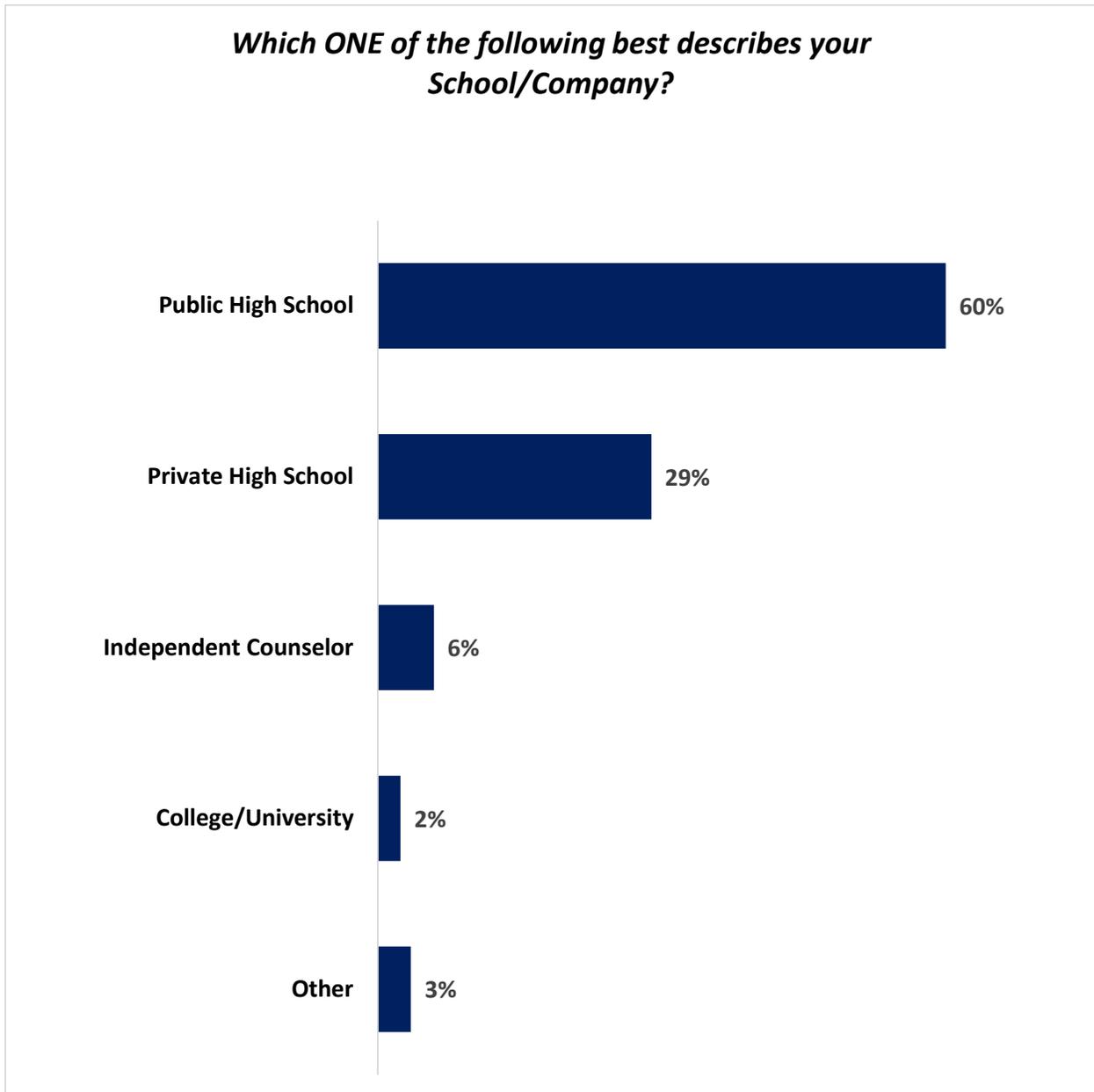
Number of Responses/Margin of Error

Based on 376 survey respondents, the margin of error for this study is **+/- 4.94** percentage points. This means that 95 percent of the time, the study results fall within 4.94 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

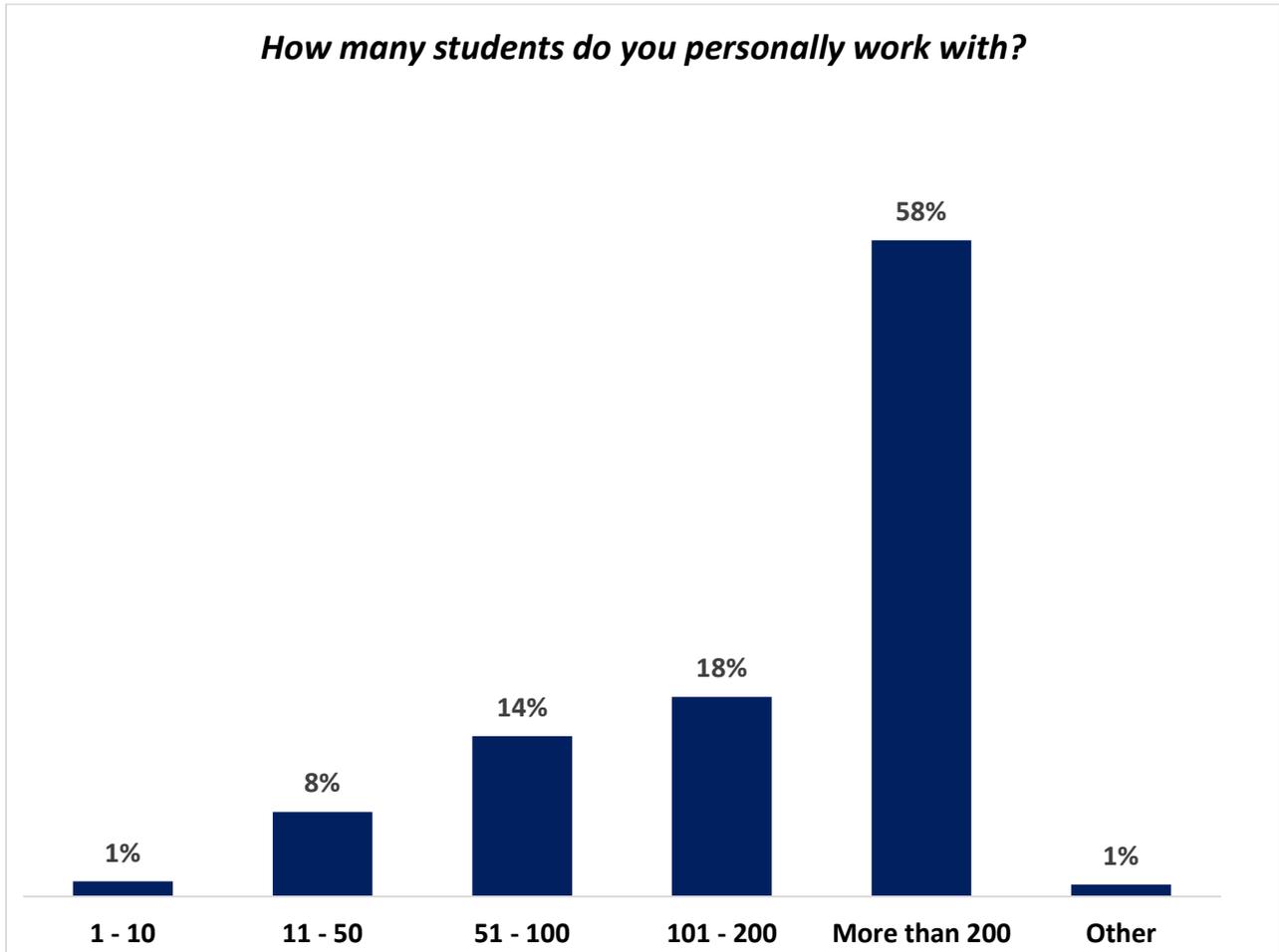
Nearly all respondents work at a public or private high school. The largest segment (60%) work at a public high school. Another three in ten (29%) indicated a private high school.



Base = those respondents who answered the question or 376.

Students Served

The majority of respondents (58%) personally work with more than 200 students. Nearly two in ten (18%) indicated between 101 and 200 students. Slightly less (14%) indicated between 51 and 100 students.

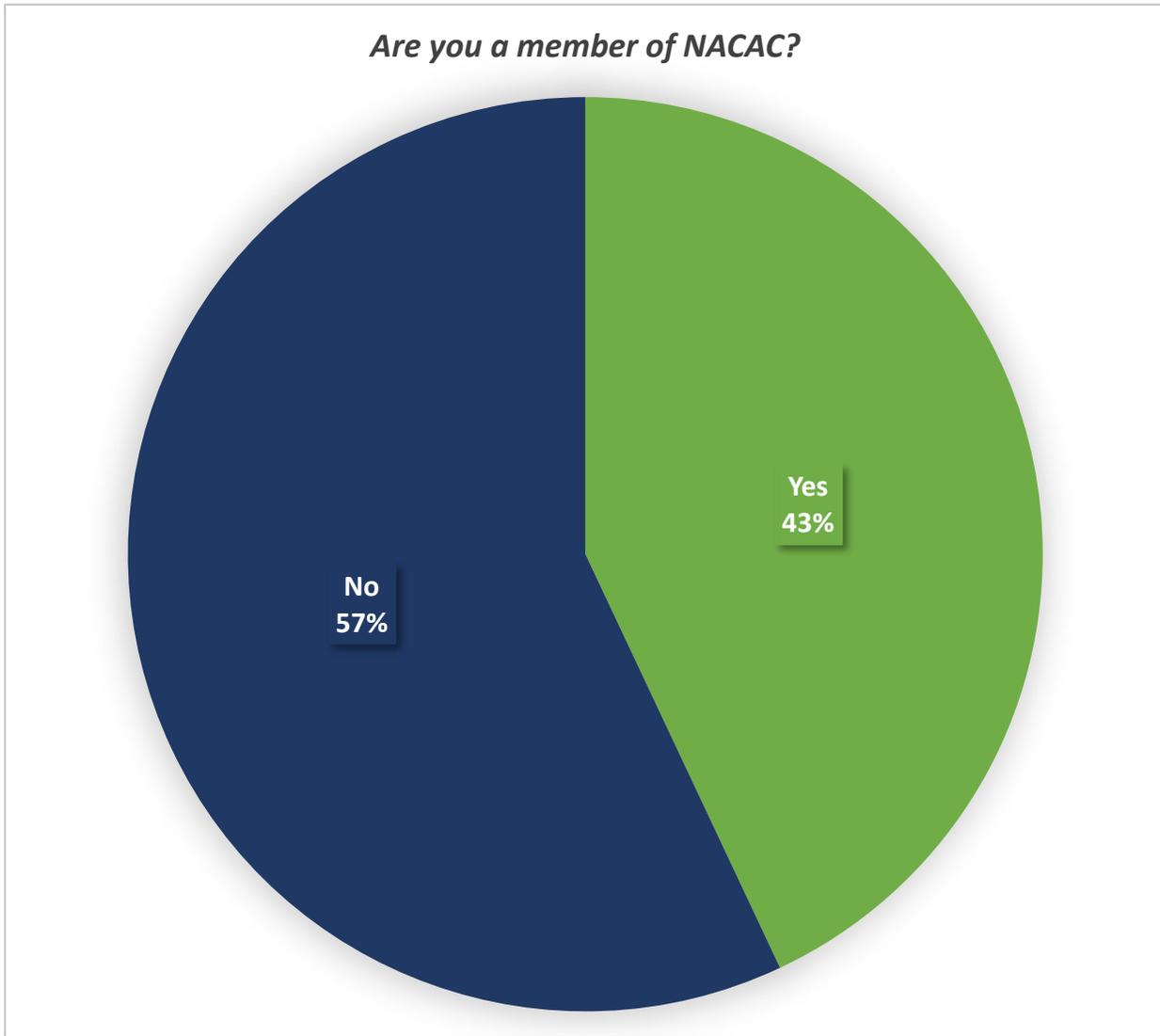


Estimated Mean: 143

Base = those respondents who answered the question or 373.

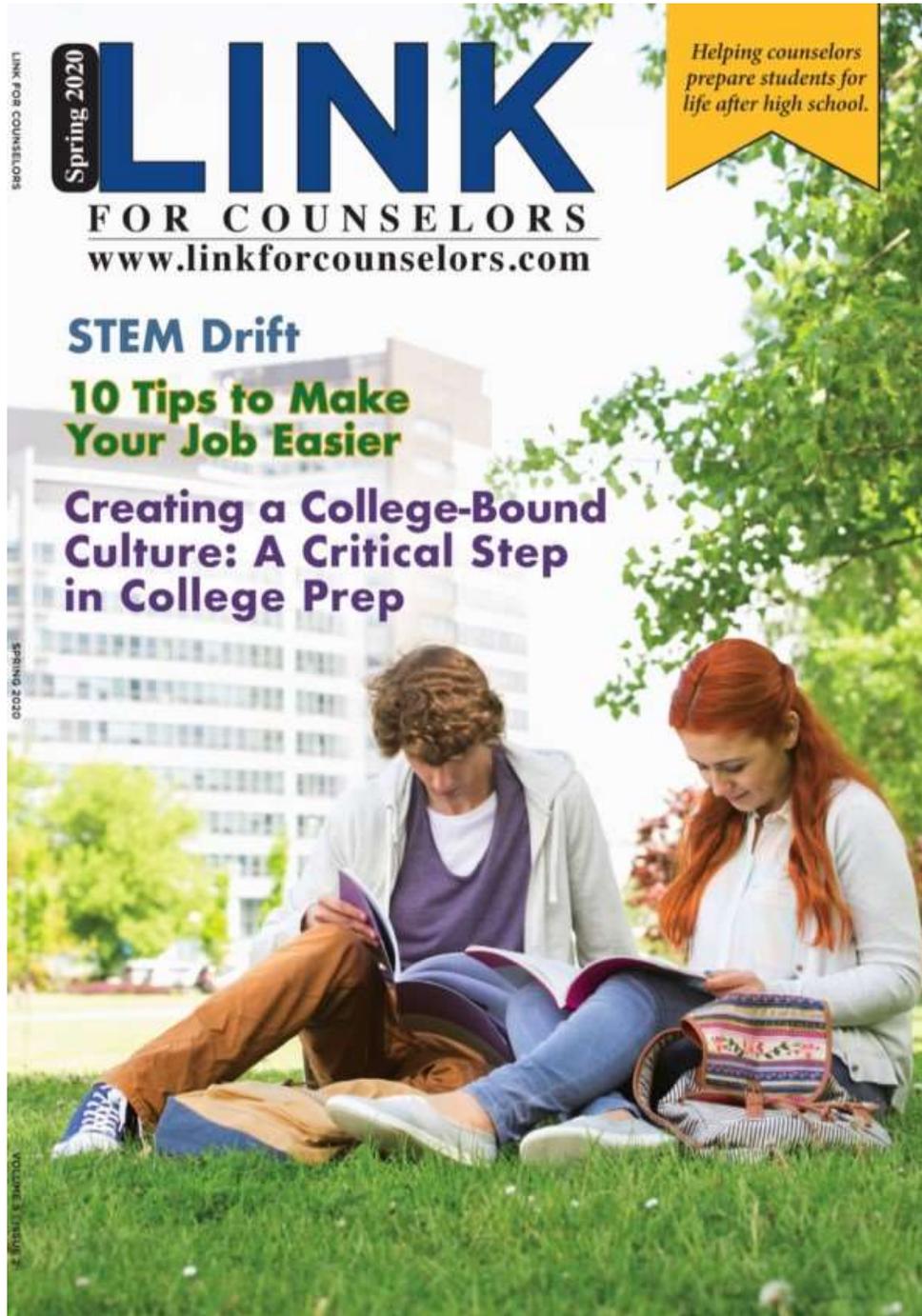
NACAC Membership

Nearly six in ten (57%) LINK for Counselors readers are not members of NACAC.



Base = those respondents who answered the question or 371.

About the Spring 2020 Issue of *LINK for Counselors*



Article Readership

‘5 Things Counselors Need to Do Now to Prepare Students for College’ was the most thoroughly read article in the Spring 2020 issue of *LINK for Counselors*. Nearly five in ten respondents (46%) read half or more of the article. Slightly less (41%) indicated ‘Helping Students: What Can You Do to Help Your Students.’

To what extent did you read each of the following articles from the Spring 2020 issue of LINK for Counselors?

Article	% Reading Half or More
5 Things Counselors Need to Do Now to Prepare Students for College, page 48	46%
Helping Students: What Can You Do to Help Your Students, page 13	41%
So, What Are Your Students Planning on Studying in College?, page 10	36%
Embrace the Change: A Foundation for Early Growth and Transition for High School Seniors, page 31	34%
How to Help Students Maximize Their High School Experience, page 52	33%
10 Tips to Make Your Job Easier, page 28	33%
Creating a College-Bound Culture: A Critical Step in College Prep, page 42	30%
Help Students Choose a Future Proof Major, page 36	29%
STEM Drift, page 21	15%
The Flip Side, page 39	12%
To Join or Not to Join, page 56	11%
Band of Sisters, page 54	6%

Base = those respondents who at least skimmed the issue and who answered the question, or 164.

Most Interesting Article

Nearly one in four respondents (24%) selected ‘5 Things Counselors Need to Do Now to Prepare Students for College’ as the most interesting article in the Spring 2020 issue of *LINK for Counselors*. Another one in six (16%) selected ‘Helping Students: What Can You Do to Help Your Students.’

Which ONE article from the Spring 2020 issue of LINK for Counselors did you find most interesting?

Article	% Indicating
5 Things Counselors Need to Do Now to Prepare Students for College, page 48	24%
Helping Students: What Can You Do to Help Your Students, page 13	16%
So, What Are Your Students Planning on Studying in College?, page 10	12%
10 Tips to Make Your Job Easier, page 28	12%
Creating a College-Bound Culture: A Critical Step in College Prep, page 42	10%
STEM Drift, page 21	6%
Embrace the Change: A Foundation for Early Growth and Transition for High School Seniors, page 31	6%
Help Students Choose a Future Proof Major, page 36	6%
How to Help Students Maximize Their High School Experience, page 52	5%
The Flip Side, page 39	1%
To Join or Not to Join, page 56	1%
Band of Sisters, page 54	1%
Other	1%

Base = those respondents who at least skimmed the issue and who answered the question, or 144.

Reason for Interest

Why did you find that particular article most interesting?

10 Tips to Make Your Job Easier, page 28

- Help making my job easier. I'll take any suggestions
- I love learning new ideas on how to do my job efficiently.
- I'm always looking for ideas on how to be more efficient.
- it gave me a few new ideas.
- my job is very challenging
- Need to work more efficiently
- nice reminders about what is important and what to prioritize
- Picked up something new
- Tips that might get students excited about college...
- To the point.
- Useful

5 Things Counselors Need to Do Now to Prepare Students for College, page 48

- Always looking for tips to better do my job.
- As a counselor, I was curious what another counselor thought was important.
- College is such a big transition and there were many helpful tasks in this article to bring forward to my students.
- concise and helpful
- Helped me know I am covering everything with my students.
- Helpful with planning junior year college meetings.
- I am just always looking for ideas as to how to help and be more efficient/effective.
- I reflected on what I am currently doing for my students and gave me some helpful tips on other things I could be doing.
- It confirmed a lot of what we already do, while inspiring some new ideas!
- It gave relevant info to be able to use right away
- it was a quick and practical guide I could send out to counselors
- It's what I need to get in the hands of my seniors now.
- Just a great reminder of how to best serve students in their college planning experience.
- Most relevant.
- Most useful information that I can apply in my daily job
- We work hard to help them prepare for and apply to college. Once they are accepted, we traditionally have made little to no time to give them a heads up on the transition and the emotional roller coaster.

Creating a College-Bound Culture: A Critical Step in College Prep, page 42

- Applies to what I do
- Creating a college bund culture at my school has been a big push and i am always looking for ideas.
- I find this particular article most interesting because we as counselor have to prepare students to get a mindset of leaving home going to a strange place, being able to take care of themselves, good study habits, time management, attendance, etc.

- I know the author
- I think creating a culture focused on college prep is important
- It is what my campus is focusing on...
- It reinforced some of my current strategies and offered a few new to consider
- It was a logical, well organized and practical article demonstrating how counselors, administrators and school communities can encourage and support students as they prepare for college. Many of the colleges featured in the LINK will directly benefit from this information. Equally important, students will also benefit from this important when applied.
- Mindset needed to create the environment that works for all involved
- My school has implemented a college-going culture beyond wearing college t-shirts on Friday. I wanted to see if we were on the right track.
- (blank)

Embrace the Change: A Foundation for Early Growth and Transition for High School Seniors, page 31

- For our 4th term, I was supposed to do a guidance lesson about change for our 3100 students at our high school. Found it helpful.
- In my many years working with high school students and the current stress, anxiety that many students have (which was pretty much nonexistent some years ago), I always want to help them have a successful transition. So this article was helpful.
- Most pertinent to me at the time. The transition to college has plenty of pitfalls to help students avoid.

Help Students Choose a Future Proof Major, page 36

- Good, thoughtful information
- The quality information that was shared.
- With technology, our career and job market is ever-changing. Students need to know how to gain transferable skills, especially those soft skills, that can get them through a lifetime of career changes.

Helping Students: What Can You Do to Help Your Students, page 13

- All of it
- As a school counselor, I am always looking for new ideas to try and hearing what others are doing is a way to do so. Also, as an older counselor, I think it is vital to try and stay current with new trends.
- Assisted in making me think outside of the box to assist students in different ways
- Helpful information
- Helps me help my students.
- I thought it might give me some new tips to energize students.
- I thought the five things to help students/ young adults was practical and teachable.
- It really related to my job
- it was basic but helpful and could apply across the board to many not just a few
- Related most to my current needs as a counselor.
- So many students are u see pressure and don't take time to stop and think about their own needs
- This article coincided with our classroom activity so it was helpful to review topics/ideas that we could share with our students.

How to Help Students Maximize Their High School Experience, page 52

- Because it pertains most to what my position provides for students.
- It was relevant to my job.
- Students sometimes don't listen to an adult, even in the profession, of "how to's". Just wanted to see if what I tell students falls in line with what the experts are saying.

So, What Are Your Students Planning on Studying in College?, page 10

- Because several colleges force a student to apply to a specific school
- I talk to students a lot about what they are planning to major in and I thought the article would be interesting to read.
- I'm very interested in career counseling for high school students and believe that this is a key factor in student success in determining their future.
- It is important that students graduate in four years. Switching majors means they will probably go longer.
- Preparing your students
- Relevant to me.
- Tips
- Topic isn't new, but I like tone and expert
- Trying to find new ways to help my students

STEM Drift, page 21

- Focus on STEM in my work
- I work in a STEM related field for high school students, so I'm always looking for more STEM articles and information.
- It relates to my life on a personal level due to considering sending my soon to be kindergartner to a STEM school.
- The significant societal focus on STEM disciplines
- This is a persistent problem for my students, so was interested to find information about helping them reconcile this and or be better prepared to avoid the "drift"
- This is an AWESOME article - we need to discuss these issues in our schools, with our teachers, with our parents

The Flip Side, page 39

- I thought it was a great way to enhance counseling information and get it out to the masses of students. I knew about teachers doing "flipped classrooms" but I never gave it much thought to my position. This would be a great resource for students!

To Join or Not to Join, page 56

- Good words of wisdom, often times students over commit.

Appendix

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

- Academy
- alternative school program
- Charter High School
- Charter School
- Higher Education Scholarship Program
- IEC
- Private Virtual K-12 school
- Public K-12 school
- Public middle school
- Public School District
- Social Worker
- Specialized High School
- TRiO Program

How many students do you personally work with?

- No specific group. I work with students when needed
- Supervise campus staff
- Supervisor for 63,000 school district

Do you have any comments/suggestions about the Spring 2020 issue of LINK for Counselors or topics you would like to see covered in future issues?

- 1st generations students: programs that universities/colleges offer for them and/or scholarships for this group.
- Advocacy for transgender athletes. I would be more than happy to write the article.
- Always need more career/majors information especially free online tests, quizzes...
- Any information on how to get reluctant families to complete FAFSA
- Appreciated the article on Building a College-Bound Culture: A critical Step in College Prep.

Also, the College Profiles (pg 66-74) are a good way to get a quick introduction to a variety of colleges

- As we deal with the COVID-19 situation...how other schools who may be closed are handling senior class events including Graduation.
- changing trends, resources for students, info about highly selective admissions
- College Support/Mentoring/Special On-Campus Living Community Programs for students with Autism Spectrum Disorders, Recovering Addictions, and First Generation.
- Depending on when it's scheduled for publishing, any relevant Covid-19 college updates would be helpful.
- Digital counseling
- During this crisis, maybe some ideas to assist with e Learning.
- Effects of new NACAC Code of Ethics on college admissions. Changes to the ACTs and how it is affecting college admissions. Long term effects of COVID-19
- Follow up with counselors on Corona Virus disruptions. Share solutions to common problems we are facing.
- free shareable spreadsheets for counselors, students, and parents to get organized, comparison of online programs offering high school courses to public school students.
- Great topics. Thanks
- haven't had a chance to look at it yet
- Helping parents of elementary & middle school students to not get ahead of themselves in worrying about high school placement and potential for college admissions.
- How are colleges going to adjust to students being out of school - seniors possibly not have all credits or lower than expected grades? Will entrance requirements be adjusted?
- How are universities dealing with grades from the spring semester where students might not

- have the digital capabilities that other more affluent students have?
- How to advise students about handling disappointment over cancellation of school activities
 - How to conduct an effective parent/teacher conference. Best scholarship search engines. Various classroom lesson plans for School Counselors, such as college search, financial aid, scholarship search
 - how to survive in difficult times
 - I am interested in ways to help students with anxiety issues. I would also like to have more information about strategies to support students with ADHD in advanced courses or at the college level.
 - I am really liking this resource!
 - I appreciate the admissions discussion along with financial aid topics. Scholarship resources are always appreciated as well.
 - I appreciate the relevant topics for counselors.
 - I appreciated the coverage on the ACT subsection testing happening starting in the fall.
 - I could really use help with handouts for my students. A simple word or pdf document. College admission timelines or steps to applying to college.
 - I enjoy the publication and find the articles very helpful.
 - I enjoyed reading the articles written by college admission counselors.
 - I enjoyed the articles, particularly Character Counts, regarding college application essays.
 - I especially like the articles on how to help students create essays and prepare for college. I've gotten some great ideas and suggestions from these.
 - I feel fortunate to continue receiving LINK for Counselors. I was Director of College Counseling at a Catholic girls high school for many years. The school was in existence 130 years when it closed in 2011 due to declining enrollment. When school closed, I started independent counseling. I have a school counselor at heart, but my situation changed. I very much stay connected with everything I used as a school counselor.
 - I have not read it yet. I am looking forward to reading it.
 - I look forward to reading the articles in LINK. I have found the resources extremely helpful in my role as a high school counselor.
 - I like the variety already
 - I love to read articles. Interesting and helpful!
 - I really appreciate LINK and the short articles it has to offer. I value the information I read to stay on top of trends or things related to high school and post-secondary education. It is one of several resources I receive a lot of information to do my job affectively.
 - I really enjoy Link for Counselors
 - I really think there are too many college ads. I get frustrated looking at ads that do not include the name of the state of the college or university is primarily located in.
 - I think it is appropriate for this time of the year and also like the variety of topics that you cover.
 - I would like something about scholarships. People think there are so many, and there are but they can be specific, and some are contests. They are very competitive, and I don't think people realize that. They always start a conversation with, "people" say there are so many scholarships that go unclaimed. Also, they do not understand that many scholarships are now part of a search engine.
 - Impact of technology on emotional intelligence
 - In depth report on the ACT testing of sub scores only.
 - In depth stories about online programs with statistical data regarding their pluses and minuses academically.
 - In light of what is happening, how can we help kids from home
 - it's good the way it is!
 - Love it, please keep up the good work!
 - Love the relevant and real articles!
 - Love to see an article about the future of SAT optional schools and where College Board sees it's role in five years from now.
 - Make it shorter
 - More articles with resources for students to help with choosing a major.

- No comments or suggestion, but I would like to say, I truly enjoy LINK for Counselors because of the information for counselors and students. I share a lot of the articles with all grade levels in helping them to know what to do in prepare for their next step toward graduation and the world of works.
- Obviously - normalizing this experience we are all living in. Making it not so scary.
- Online learning especially in light of what is happening around the globe.
- Reaching out to our students digitally. More digital resources for counseling when we are not face to face.
- -Scholarships for the B/C student
-Workforce vs Going to College
-Internships for High School Students (Pros/Cons)
- Speaker suggestions and words from counselors
- Strategies for working with students who lack motivation, suffer from depression and/or anxiety.
- Stress Management and Mindfulness
- Tele-counseling hints/tips - as a counselor at a traditional brick and mortar school, I am seeking for advice on how to best serve my students as we utilize a distance learning approach in response to coronavirus.
- Thanks for including articles that are truly relevant to our needs.
- The relatively new advent of "Bridge" programs that usually require students to make a decision very quickly- often within a month of the offer of admission- well before May 1- with a requirement of a significant nonrefundable deposit. (\$750!!). All required before the student learns if they have been admitted to other schools or learns what funding offers they may have. Puts students at a very definite disadvantage.
- there are so many great articles and I wish some of them had printable handouts to give parents and students
- Topic: who is really teaching at the colleges our students attend?
- Topics for ASCA conferences
- Universities abroad
- Ways to advise parents about how to deal with on campus health concerns.
- Wonderful articles. Excellent insight. Thank you.