
LINK
FOR COUNSELORS

Editorial Assessment Report

Spring 2021 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.

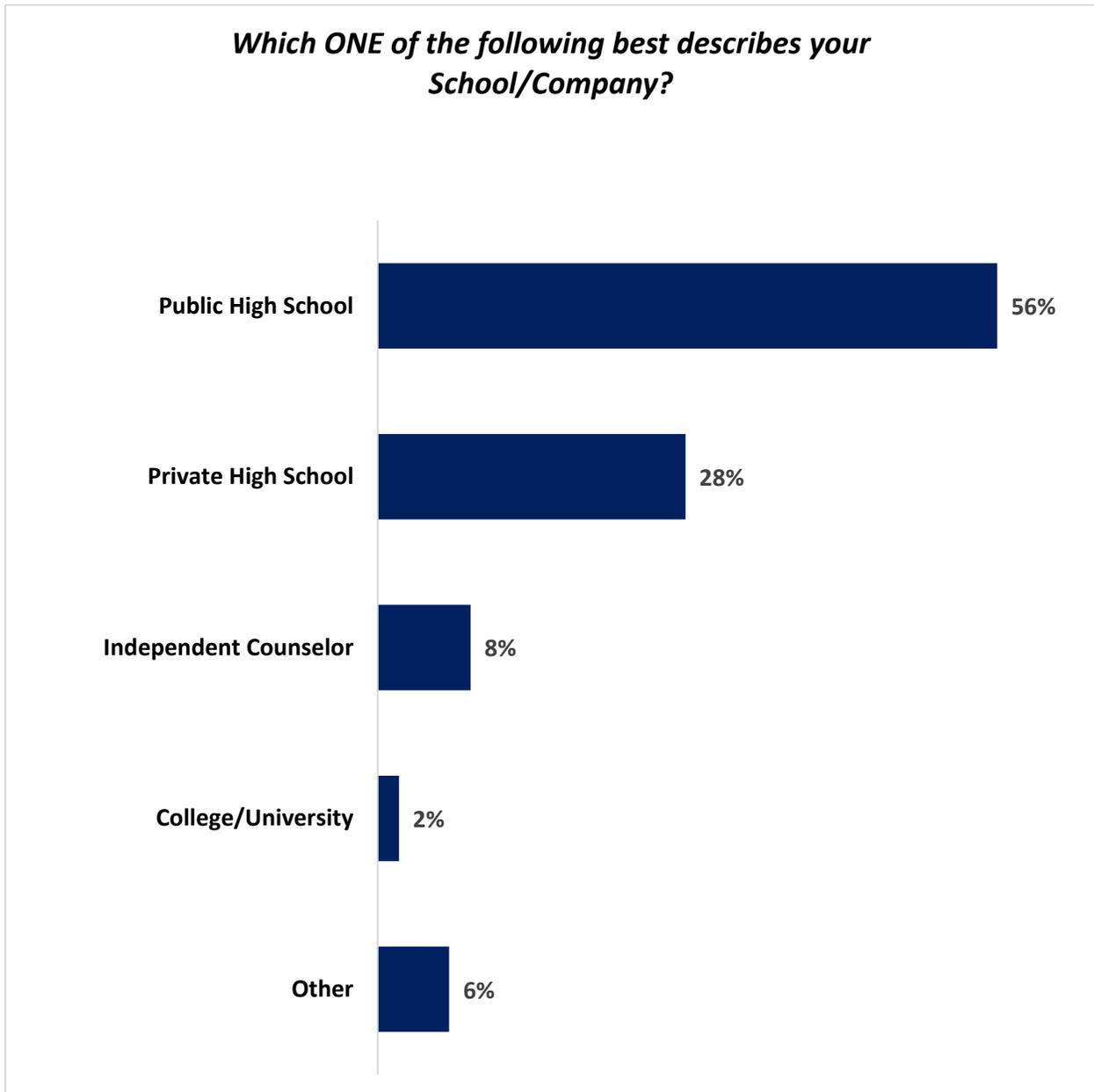
Number of Responses/Margin of Error

Based on 311 survey respondents, the margin of error for this study is +/- 5.51 percentage points. This means that 95 percent of the time, the study results fall within 5.51 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

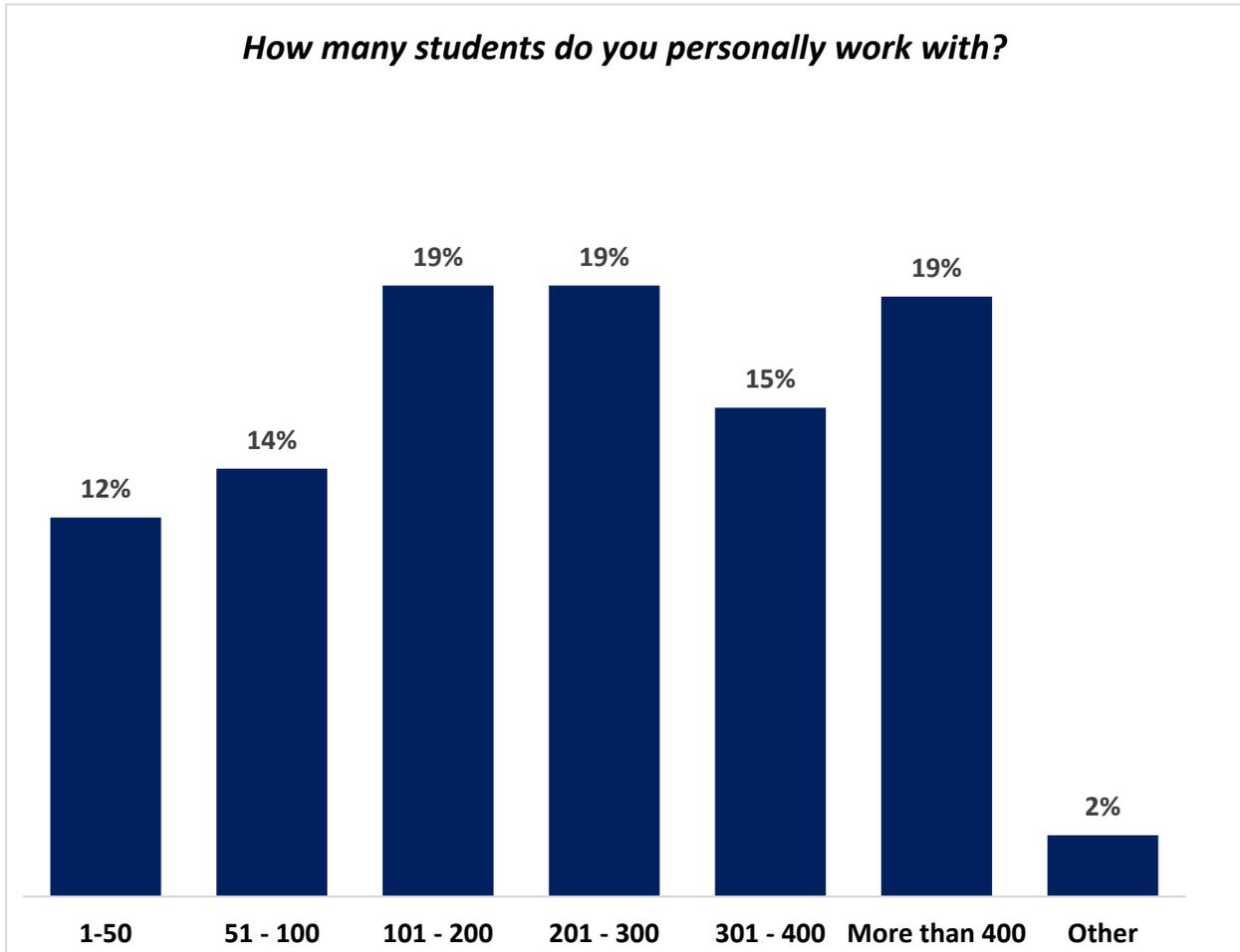
Nearly all respondents work at a public or private high school. The largest segment (56%) work at a public high school. Another three in ten (28%) indicated private high school.



Base = those respondents who answered the question or 311.

Students Served

Most respondents (53%) personally work with more than 200 students. Another two in ten (19%) indicated between 101 and 200 students. Slightly less (14%) indicated between 51 and 100 students.

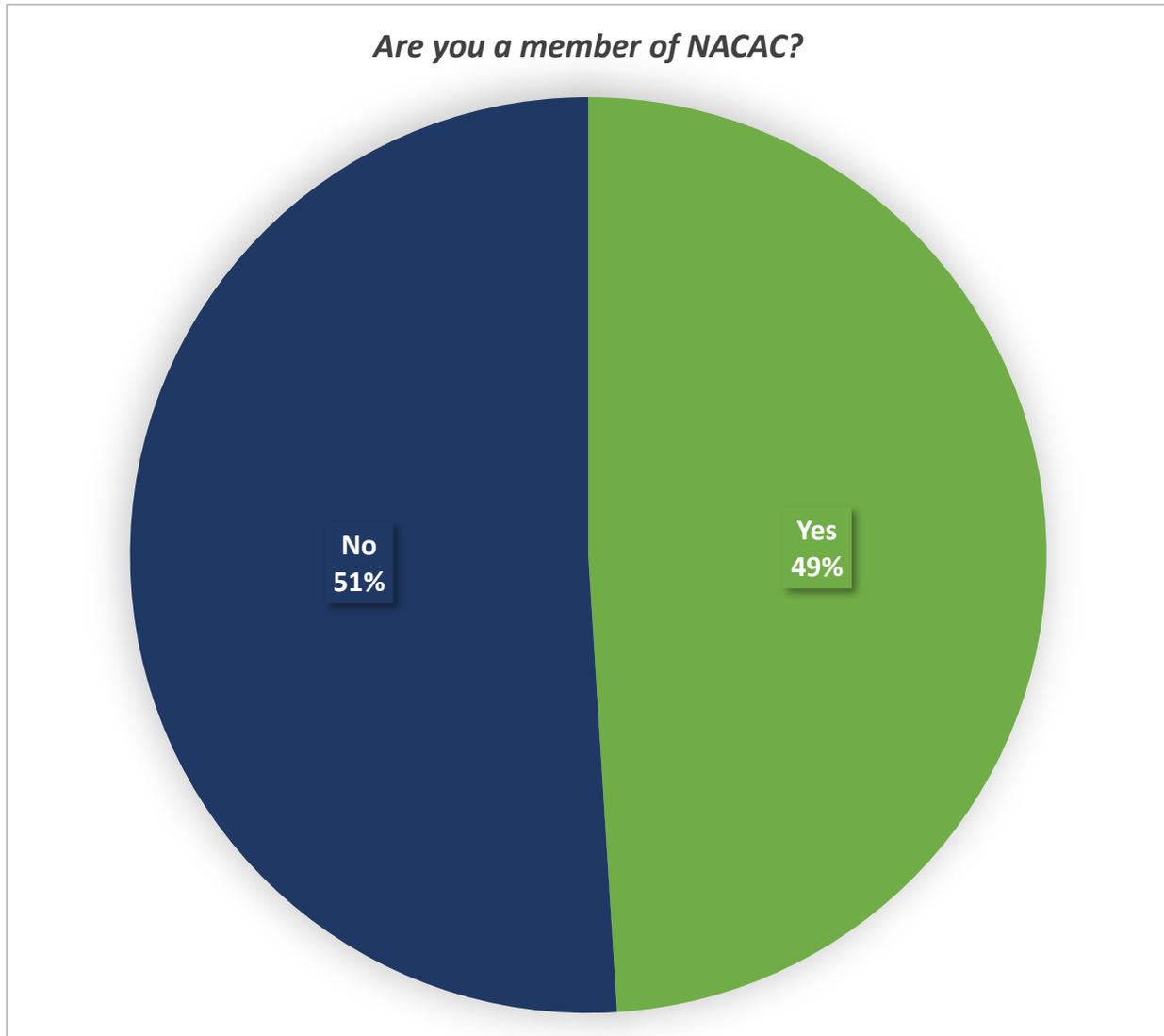


Estimated Mean: 234

Base = those respondents who answered the question or 310.

NACAC Membership

More than half of the *Link for Counselors* subscribers (51%) are not NACAC members.



Base = those respondents who answered the question or 310.

About the *LINK for Counselors* Spring 2021 Issue



Article Readership

'Be Careful Where You Get Tips About the College Essay' was the most thoroughly read article in the Spring 2021 issue of *LINK for Counselors*. More than four in ten respondents (44%) read half or more of the article. Slightly less (43%) indicated 'Counseling, the Job is Changing.'

To what extent did you read each of the following articles from the Spring 2021 issue of LINK for Counselors?

Article	% Reading Half or More
Be Careful Where You Get Tips About the College Essay, page 22	44%
Counseling, the Job is Changing, page 14	43%
Success from the Start: Three Systems that Must Be in Place Before a Student Starts College, page 20	33%
Feeling Burned Out?, page 26	31%
The 2020 Pandemic: How the Good, the Bad, and the Ugly Sparked Cooperation, page 10	31%
Finding Mental Health Resources for Students: How to Make Confident Referrals, page 44	31%
The New Normal - How COVID-19 Impacts Learning and What Counselors Need to Take into Account, page 58	29%
To Gap Year or Not', page 55	27%
The Realities of the First Year, page 42	24%
Our Greatest Allies in College Planning, page 40	23%
Considerations Minority Students Should Take in Searching for That Perfect College Fit, page 48	21%
Criminal Justice: Opportunities Abound in Careers in Law Enforcement, Criminal Justice Services, or Higher Education, page 38	20%
Please Give Me My Space' a School Counselor's Perspective, page 36	20%
Helpers' on College and University Campuses, page 32	15%
Financial Aid Curated by Scholarship Owl, page 46	14%
Time Travel' is Just too Dangerous:' Helping Students Visualize their Future through Internships, page 52	14%
Occupational Therapy Assistant, page 51	13%
Technology Transformation: From Avoidance to Advocacy, page 17	11%
Independent Study, page 34	9%

Base = those respondents who at least skimmed the issue and who answered the question, or 155.

Reader Comments/Suggestions

Readers suggested a broad range of recommendations for *Link for Counselors*. The most mentioned topics included the impact of COVID-19 on students and counselors, more SEL coverage, and admittance data for test optional students. See the Appendix for a complete list of suggestions.

- ***Do you have any comments/suggestions about the Spring 2021 issue of LINK for Counselors or topics you would like to see covered in future issues?***

The Impact of COVID-19

“Changes due to Covid.”

“Covid’s impact on counseling.”

“Depending on what the Covid situation is, what are schools who have become “test optional” for this year only be choosing relating to future candidates for admission and why.”

“Financial Aid - impact of Covid, shifting through scholarships, how to compare FA packages.”

“I would really love to get practical information on how GPA/testing numbers for admitted students changed in the pandemic year and your policy on testing going forward for admission AND scholarship. It would be an invaluable resource if it was a very comprehensive list of colleges with data that would be considered reasonably stable for the class of 2022 admission cycle beginning August 2021.”

“More about the impact of COVID on matriculation rates and college entrance requirements.”

“More on counseling and handling a crisis during the pandemic Ex. Death.”

“Motivating students post-Covid.”

“Virtual counseling in a global pandemic.”

SEL Coverage

“I’d like to see more about mental health issues throughout high school.”

“More information about SEL.”

“SEL.”

“SEL, Remote Learning, Pandemic school related issues, health habits.”

“Social Emotional Learning Lessons, Secrets to the admission process, Scholarships for POC.”

“Working in remote environments, ways to teach SEL when remote.”

Test Optional Considerations

“I would like to see information on acceptance of students that submitted SAT/ACT scores compared to students that did not submit scores. I would like to share an article about the appeal process and low percentage of student that will be accepted from an appeal.”

“Summer opportunities for students during pandemic. Test optional - when should students submit test scores?”

“Test optional for next year.”

“Update on standardized testing for fall 2021.”

“What % of students did colleges accept without test scores this past cycle?”

Appendix

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

- Career and Technical Education
- Charter HS
- Charter School K-12
- Community Based Organization
- Early College
- Elementary
- Elementary school counselor & college admissions private counselor
- Independent High School
- Middle School
- Middle School, High School, & College Counselor
- Public elementary
- Public Elementary School
- Public Junior High
- Public Middle School
- Public middle school
- Retired now but practicing independently
- School District Home Education
- Simon Scholars Program
- TRIO Program UBMS
- TRIO Upward Bound Program

How many students do you personally work with?

- Coordinator at the district level
- District Administrator
- elementary school 350 / high school 25-50+ annually
- None on a continuous daily basis

Do you have any comments/suggestions about the Spring 2021 issue of LINK for Counselors or topics you would like to see covered in future issues?

- change in schedule-habits from high school to college schedule

- Changes due to Covid
- Covid's impact on counseling
- Depending on what the Covid situation is, what are schools who have become "test optional" for this year only be choosing relating to future candidates for admission and why.
- Diverse ways to support Students of Color and Black ELL students.
- Equity for students and awareness
- Financial Aid - impact of Covid, shifting through scholarships, how to compare FA packages...
- Green Care for Schools
- I am a Career Development Coordinator and enjoy various articles but especially those related to career decisions.
- I do enjoy your magazine. Thank you.
- I enjoy the career-based articles
- I have to get better with reading LINK Counselors more often.
- I like the paper copy as I often take it home to read. Not always enough time during school to read it. What admissions counselors are looking for when reviewing a student application is always a good one. How to pick a good college for you is always another good topic. Reviewing what classes students should continue to take throughout high school (for students, obvious the counselors know all these topics; however, it is always nice for the students/parents to read or hear about that from someone other than their counselor.)
- I look forward to the publication and it is one of the few I actually look at regularly
- I really appreciate all that you do and find the information in Link very helpful.
- I really enjoy reading through this publication, it has very valuable information for myself and my students!!
- I shared articles with several parent.
- I thoroughly enjoy every issue. I have 25 years' experience in a college prep high

school where I was Director of College Counseling/Academic Dean/AP Coordinator. Sadly, in June 2011, the school closed after 130 years of educating young women in Sonoma County, CA. When school closed, I started private college counseling. I also volunteer at 3 public high schools each fall to help with their application workshops.

- I would like to see information on acceptance of students that submitted SAT/ACT scores compared to students that did not submit scores. I would like to share an article about the appeal process and low percentage of student that will be accepted from an appeal.
- I would really love to get practical information on how GPA/testing numbers for admitted students changed in the pandemic year and your policy on testing going forward for admission AND scholarship. It would be an invaluable resource if it was a very comprehensive list of colleges with data that would be considered reasonably stable for the class of 2022 admission cycle beginning August 2021.
- I'd like to see more about mental health issues throughout high school.
- Issues related to gap year programs, internship programs, volunteering programs
- LGBTQ subjects.
- Love your brief articles - informative, adaptable to my school/students, helpful.
- Loved the article and self-assessment on anxiety.
- More about the impact of COVID on matriculation rates and college entrance requirements
- More information about SEL
- More on counseling and handling a crisis during the pandemic Ex. death
- more on in-demand careers
- More supportive schools for students with mental health diagnoses; the process for getting accommodations at schools; the shift in expectations for students from high school to college
- Motivating students post-Covid

- Quick tips to make a Counselor's job easier - what ideas do other Counselors have that make their job easier or more efficient.
- 2) Transitioning back to in-person learning
- schools with unusual degrees, tell me about the hard-to-find degrees
- SEL
- SEL, Remote Learning, Pandemic school related issues, health habits
- Services for first generation students. Making college affordable for everyone
- Social Emotional Learning Lessons. Secrets to the admission process. Scholarships for POC
- Summer opportunities for students during pandemic. Test optional - when should students submit test scores?
- technology transformation, robotics trends,
- Test optional for next year.
- The growing use of adjunct faculty by more colleges, that is, our students have no idea who will be teaching them.
- The online version is more likely to be read as I am scrolling for downtime.
- The overuse of adjunct teachers by a growing number of colleges. We just don't know WHO is teaching our advisees!
- The Spring 2021 issue was very helpful, particularly the information about counselor professional development
- The topics have been varied which I appreciate. Thanks for doing such a great job!
- This is a very informative publication and honestly one of the only ones I take the time to read. Thank you!
- Try covering what it means to be a 1st-generation college student during the pandemic. What it is like to help students renegotiate their post-secondary plans and repurpose their skill set during the pandemic.
- Update on standardized testing for fall 2021
- Virtual counseling in a global pandemic
- What % of students did colleges accept without test scores this past cycle
- Working in remote environments, ways to teach SEL when remote.