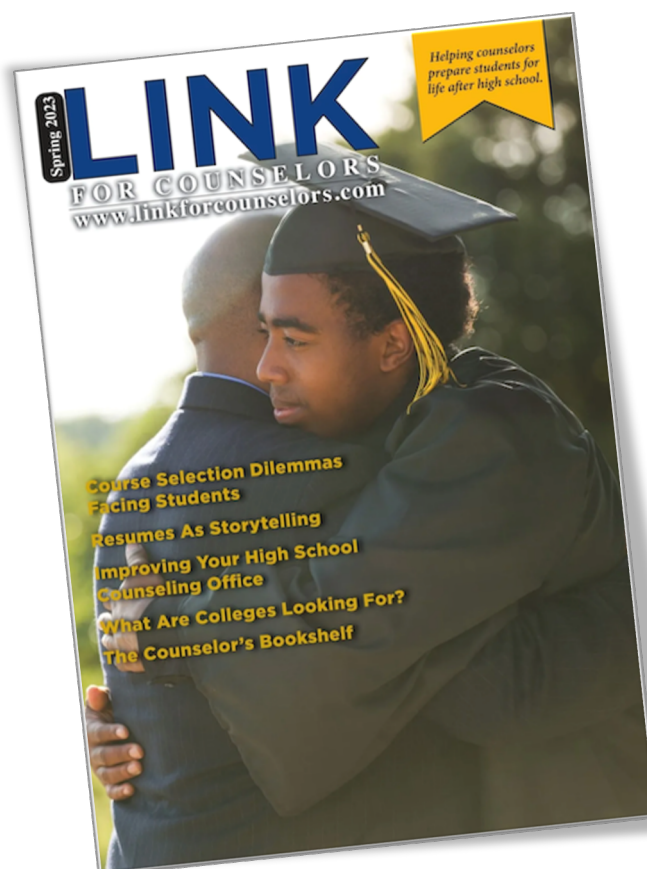




Editorial Assessment Report

Spring 2023 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.

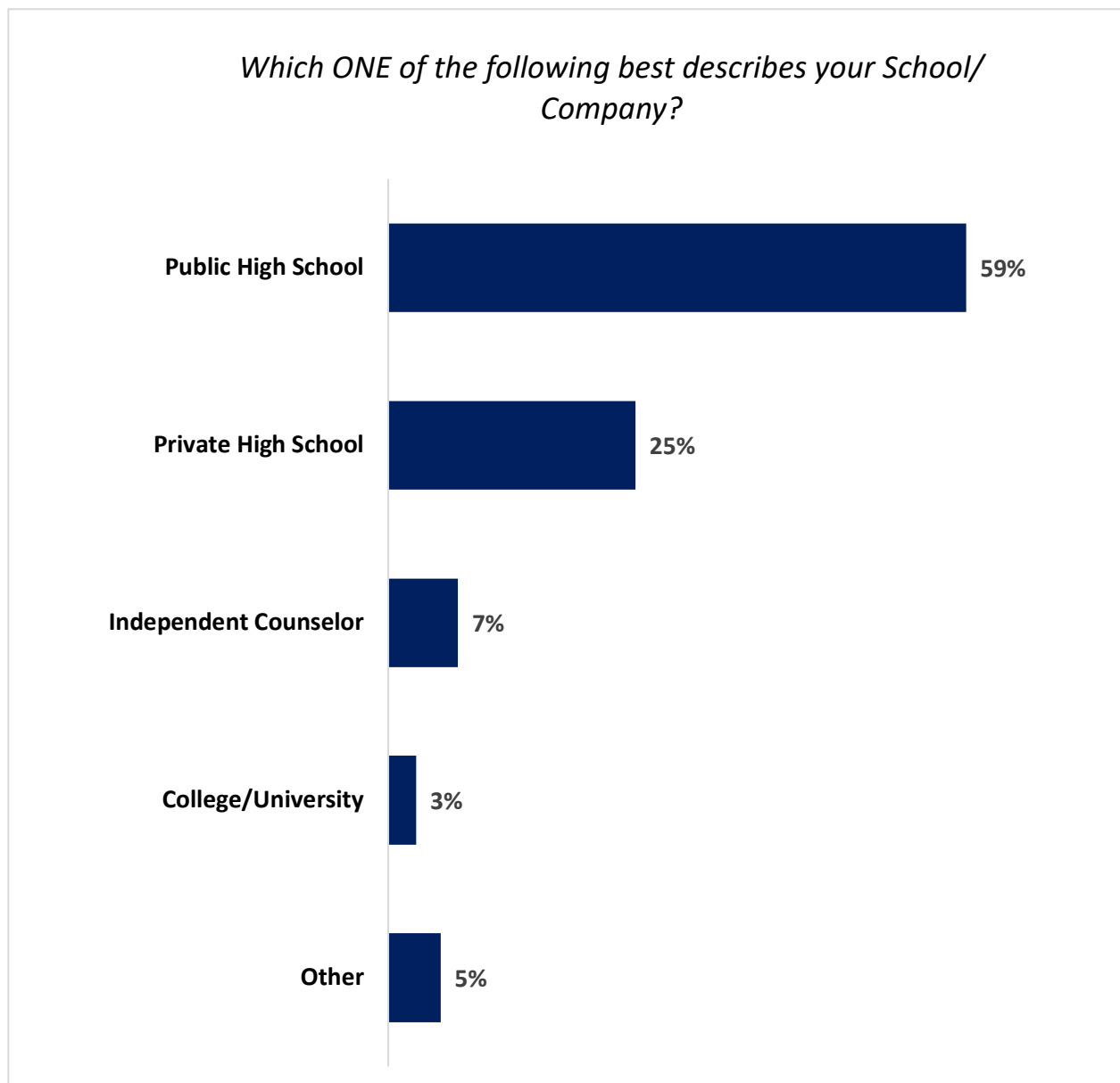
Number of Responses/Margin of Error

Based on 280 survey respondents, the margin of error for this study is **+/- 5.82** percentage points. This means that 95 percent of the time, the study results fall within 5.82 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

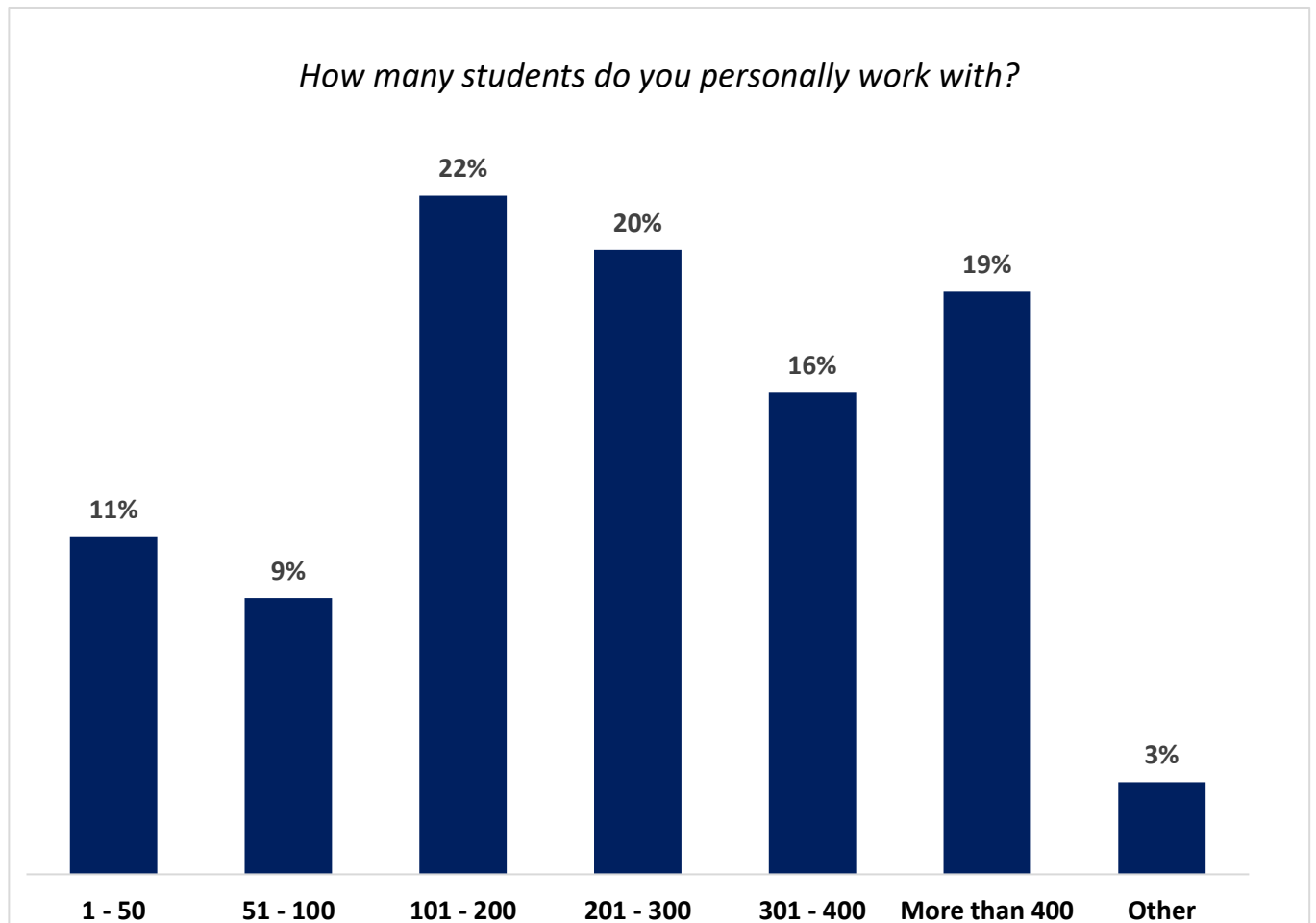
Nearly all respondents work at a public or private high school. The largest segment (59%) work at a public high school. Another one in four (25%) indicated private high school.



Base = those respondents who answered the question or 280.

Students Served

Most respondents (58%) personally work with more than 200 students. Two in ten (22%) indicated between 101 and 200 students. Another one in ten (9%) indicated between 51 and 100 students.

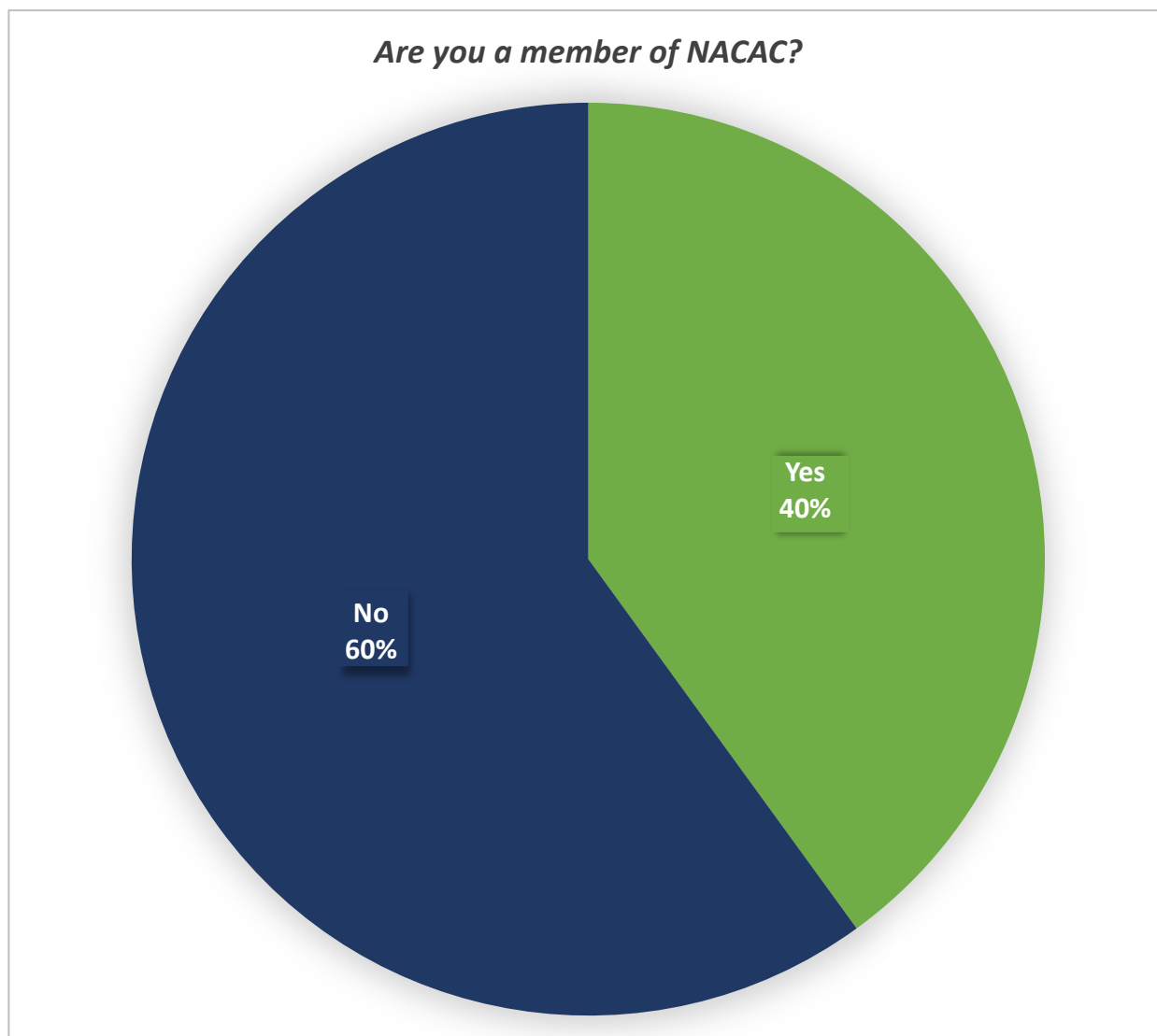


Estimated Mean: 247

Base = those respondents who answered the question or 280.

NACAC Membership

Six in ten of the *Link for Counselors* subscribers (60%) are not NACAC members.



Base = those respondents who answered the question or 279.

About the *LINK for Counselors* Spring 2023 Issue



Article Readership

‘What Are Colleges Looking For?’ was the most thoroughly read article in the Spring 2023 issue of *LINK for Counselors*. More than six in ten respondents (61%) read half or more of the article. Slightly less (60%) indicated ‘Improving Your High School College Counseling Office.’

To what extent did you read each of the following articles from the Spring 2023 issue of LINK for Counselors?

Article	% Reading Half or More
What Are Colleges Looking For?, page 21	61%
Improving Your High School College Counseling Office, page 10	60%
Scholarship Watch, page 54	45%
Resumes as Storytelling, page 16	43%
“Success Inspired by School Counselors” – An Administrator’s Perspective, page 18	41%
How to Manage Parent Expectations When It Comes to the College Essay, page 31	38%
5 Reasons to Use Social Media To Promote Your Counseling Program, page 34	37%
Course Selection Dilemmas Facing Students, page 50	37%
Life in the College Residence Halls: What Counselors Need to Know, page 13	32%
Think Outside the Box: Preparing Neurodiverse Students for College and Career Success, page 25	30%
Data Track Your Way to Actually Advising Students – We Did!, Page 36	28%
The Counselor’s Bookshelf, page 46	28%
She’s So Articulate – Mitigating Bias in College Admissions, page 42	28%
How To Transition from School Counselor to an Independent Educational Consultant, page 44	25%
Helping More Students Experience the Wonders of a Career in Computer Science, page 52	23%
Resiliency Through Collaboration, page 38	20%
Drones, page 40	11%

Base = those respondents who at least skimmed the issue and who answered the question, or 157.

Most Interesting Article

Nearly two in ten respondents (19%) selected ‘Improving Your High School College Counseling Office’ as the most interesting article in the Spring 2023 issue of *LINK for Counselors*. Another one in six (17%) selected ‘What Are Colleges Looking For?’

Which ONE article from the Spring 2023 issue of LINK for Counselors did you find most interesting?

Article	% Indicating
Improving Your High School College Counseling Office, page 10	19%
What Are Colleges Looking For?, page 21	17%
How to Manage Parent Expectations When It Comes to the College Essay, page 31	11%
Resumes as Storytelling, page 16	7%
Think Outside the Box: Preparing Neurodiverse Students for College and Career Success, page 25	6%
5 Reasons to Use Social Media To Promote Your Counseling Program, page 34	6%
How To Transition from School Counselor to an Independent Educational Consultant, page 44	6%
Course Selection Dilemmas Facing Students, page 50	6%
Scholarship Watch, page 54	5%
“Success Inspired by School Counselors” – An Administrator’s Perspective, page 18	3%
Life in the College Residence Halls: What Counselors Need to Know, page 13	3%
She’s So Articulate – Mitigating Bias in College Admissions, page 42	3%
The Counselor’s Bookshelf, page 46	3%
Data Track Your Way to Actually Advising Students – We Did!, Page 36	2%
Helping More Students Experience the Wonders of a Career in Computer Science, page 52	1%
Drones, page 40	1%

Base = those respondents who at least skimmed the issue and who answered the question, or 149.

Reason For Interest

- Why did you find that particular article most interesting?

“Success Inspired by School Counselors” – An Administrator’s Perspective, page 18

- I liked that it was written from an Administrator's position.
- Student success is defined and examined, and the role of school counselors in helping to achieve that success.

5 Reasons to Use Social Media To Promote Your Counseling Program, page 34

- Always looking to see if we can enhance our school counseling program by learning what works for others.
- Help promote counseling.
- I have been wanting to increase our internet presence and find better ways to get information out to our students and parents.
- If we want to reach the majority of our students, as counselors we need to go where the students are. Sad to say that is social media.
- Needed and resourceful points for campus counselors.
- Super creative ways to use social media, however, the "why" behind why to use was eye opening.

Course Selection Dilemmas Facing Students, page 50

- diversity of opinion about rigor; how to cope with occasionally competing demands (state requirements versus personal interest, e.g.)
- In the midst of course selections at the time.
- reinforcement of how/which APs to choose.
- We are deep into course selections with our students -choosing classes for next year. So it was a very timely article for me
- We are working on effective advising with a grant from TEA.

Data Track Your Way to Actually Advising Students – We Did!, Page 36

- I'm a College & Career Advisor at a HS in Texas with 2700 students. I always find it beneficial to learn how other schools with similar demographics operate. This article provided insight on concepts that could be applicable to our campus. I plan on contacting Sarah or Brenda to pick their brains a little more. Thanks!

Drones, page 40

- I really enjoy learning about new career fields so I can share with my students.

Helping More Students Experience the Wonders of a Career in Computer Science, page 52

- We need so much more of this. 20% of male college graduates earn as much OR LESS than a high school only graduate because of the major!

How to Manage Parent Expectations When It Comes to the College Essay, page 31

- All info helping navigate controlling parents is helpful right now.
- Gave me new perspective.
- Great resource to share with parents who want to write their student's college essay for them.

- Honestly, parents who overstep in the college process has been a huge issue. I actually had a mother get letters of recommendations from staff (back to sixth grade) and send those along with a resume and essay for her child to admissions offices this year and assume she had applied to college for her child. The student and I struggled with trying to reason with the mother that the student needed to be completing the application process!
- I can always use help in dealing with parents!!
- I received a lot of questions and concerns when students are doing their college entrance essays. The article was very helpful and share multiple times.
- It is directly relatable to issues we are having in our school and office.
- it shows what is happening, and some ways to manage. Parents are getting more and more involved in this process, turning their student's essay into less and less theirs. We are at the essay part of the discussion of what to expect in the application process.
- It was relevant to our school population.
- Most relevant as I take my class of 2024 into their senior year. Counselor by grade level loping.
- Parent expectations are very relevant to my school- parents tend to be very anxious about the college process and often have unrealistic expectations.
- Relatable; suggestions from an admissions counselor; specific verbiage to use (practical)
- Very helpful and straight-forward advice that I can use!

How To Transition from School Counselor to an Independent Educational Consultant, page 44

- How to navigate into doing that one day. I think about that as a second career and am not sure how to do it. That's why this is interesting to me.
- I am rethinking how I work and why I do what I do.
- I am transitioning from school counselor to IEC.
- I had never thought of the option of using my knowledge to be an independent Educational Consultant
- It creates options for my future.
- It's something I'm considering doing next.
- This is something that I am really interested in and would like to pursue.

Improving Your High School College Counseling Office, page 10

- Always looking for ways to improve my practice.
- because students have to feel welcomed and safe if we as counselors want them to come and discuss their life choices with us
- Because that I something I fantasize about having the time to do in my work-life.
- I am a new counselor in a rural area of South Carolina, and it seems that my co-workers and the program are light years behind other area schools in service delivery.
- I am always interested in finding ways to improve the counseling department. I am eager to learn new systems, techniques, and perspectives.
- I am always trying to improve things for myself and my office.
- I really enjoyed hearing from the College Counselor's point of view.
- I was drawn to that article for the instant gratification, to feel more enthusiastic about potential for office improvement.
- I'm a new counselor so this felt relevant.
- It provided suggestions that most relate to my role.

- My department struggles and I the section regarding it taking a village was food for thought. I think we would benefit from getting parents more involved to help their children and getting things up on our website for them to access would be helpful.
- Nice ideas given.
- one person office so always trying to get best practices.
- Topic on Crunching Numbers was very informative. Using data may be one area that all counselors may need additional support.
- We have some work to do in improving our counseling office at the high school level.

Life in the College Residence Halls: What Counselors Need to Know, page 13

- My own child is a first semester dorm student.

Other (please specify)

- All articles are very helpful and they all either confirmed current knowledge and/or provided new bits of information and/or perspectives to help me do my job better.

Resumes as Storytelling, page 16

- Always advising about extra curriculars.
- I like reading/learning about different ways to create things.
- It is easy for the students to relate to storytelling.
- Make sure to engage and “move “the reader because the clock is ticking.
- Resumes are becoming the PATH to better post-secondary institutions.

Scholarship Watch, page 54

- I am always looking for ways for students to access scholarships.
- I regularly share scholarships with students, so I read every article I come across about them.
- It was timely and students were asking.
- New scholarship sites to explore.
- This article helped me with giving my students scholarship resources.

She’s So Articulate – Mitigating Bias in College Admissions, page 42

- I'm interested in exploring how EVERYONE has biases, not just the majority race.
- It pertains to the students I work with

The Counselor’s Bookshelf, page 46

- I am always looking for books to read to help me with my job.
- I am always looking for new ideas in our field and want to be educated on what parents may read.
- I want to keep up with the information.
- This article offers a great diversity of items to add to my reading list and expand my personal and professional knowledge.

Think Outside the Box: Preparing Neurodiverse Students for College and Career Success, page 25

- A focus of some of current work and I shared with colleagues.
- I thought of my own son's challenges and some of my students.
- It's a topic that's not explored enough. I like advice given in that article.
- The article was very informative and taught me new information. It also gave me ideas to use in working with students.

What Are Colleges Looking For?, page 21

- always a good idea to know what colleges want.
- Applies to the work I do with students.
- Colleges are looking for a different kind of student than when our students ' parents applied.
- Colleges are looking beyond the GPA and looking at things like dedication and commitment and the student's willingness to challenge themselves.
- I always want students to be informed. They often ask what the college is looking for in the applicants.
- I felt the article addressed what many of my students have been asking me as they apply to schools.
- It directly relates to how I support students in the CRC office.
- It's information I can use for my College & Career Guidance class.
- It's something I've been wondering about since COVID.
- Its transparency.
- most helpful in advising students applying to top colleges.
- Relevant information
- The actual data that you researched.
- This topic is always a mystery. Sometimes it's hard to understand why a given student is accepted and another is not at the same school.
- Validation of how we support our students to prepare for college application process.
- very relevant to what I was just talking to my Jr class about.

Reader Comments/Suggestions

- Do you have any comments/suggestions about the Spring 2023 issue of LINK for Counselors or topics you would like to see covered in future issues?
- As counseling support at an all-boys school, I am interested in articles that address young men's mental health, literacy, and providing them with college/career search support.
 - Coping skills on mental health, especially anxiety and PTSD. Adverse Childhood Experiences (ACEs) also. Thank you for all you do.
 - counseling undocumented students and multi-lingual learners.
 - Dual Credit vs AP; Dual credit: is it worth it?
 - Everything is great. I often share the digital magazine with my students and parents.
 - FAFSA Simplification Act and its impact on families and small business owners.
 - Great information is provided to assist me in providing college options and scholarship opportunities for our students.
 - Grief
 - group counseling ideas
 - HBCU's
 - Helping families to have conversations with their children about college affordability within the context of the college process - building the college list, and then making the final choice.
 - Hope to see more articles discussing about affordability and list colleges who offer merit aid and those for underserved students.
 - How to educate the public and even teachers and admin to stop referring to my office as "guidance." I have a sign on my door and a clear email signature, and I constantly refer to the "school counseling office." But still, some of them refer to it as "guidance" in a meeting.
 - How to get internships at various colleges
 - How to transition from High School counselor to college counselor.
 - I am not sure what was covered because I haven't had time to read it lately due to chaos at my school. I would like to see bullying, suicide awareness training and registration processes for high schools.
 - I appreciate receiving this every time I see LINK in my Inbox - thank you.
 - I like how you have topic categories. Possibly more public school/ funding coverage?
 - I like the articles about writing personal statements.
 - I like the topics and articles that I can directly reference to students.
 - I LOVE the print issue. Please do not discontinue the print issue; if necessary, I would be more than happy to pay a nominal fee per issue to have the hard copy. I save them all, would be happy to pay for a print subscription to help offset printing costs. Suggested topic may include Counseling Programs in schools with high ratios versus low ratios (I'm in California) and ways they can still be helpful; and maybe also a sub section on how Counseling Programs differ in areas where counselors are admin staff (higher pay but also longer hours) vs. Counseling Programs where counselors are part of the teacher's union staff, et cetera.
 - I may have missed it in a recent issue, but have you covered EOP/EOPS at 4 year universities for first gen students? Especially at a private university.
 - I particularly liked this month's article about managing parent expectations about the college essay. Anything about dealing with parents during the college process is helpful.

- I really utilize the articles most and will share them with parents and students in my newsletters if it is a relevant topic for families.
- I sincerely find all issues of Link for Counselor a valuable resource.
- I think it would be interesting to address the challenges for LGBTQIA students in a variety of states & young women...all facing legislation and laws pertaining to them.
- I think topics are relative to my school counselor position in the high school.
- I would like things to share straight to students.
- I would like to see articles on the AI/Chat and colleges takes on it with college essays.
- Incorporating more first-gen resources
- It would be great to see how other counselors handle the day to day of paperwork.
- Keep up the good work!
- Keep up the good work. I think a lot of really good topics are being covered. No changes at this time.
- LOVE the Careers to consider! More, please
- More articles concerning students I work with who struggle with poverty, lack of opportunities and access. How to respond to their needs, level the playing field for opportunities, etc.
- More content on scholarships
- More information regarding social media and mental health anxiety in elementary-aged students-- what can we do?
- more professional development opportunities?
- More topics on career prep, i.e., resume writing, LinkedIn profile creation, selecting college majors, understanding self and strengths, etc. The importance of counselors helping to teach this information is so essential to students, as I believe they should get this information from as many reliable sources as possible on multiple occasions, not just during a workshop. This prep should begin in 9th grade, not 12th grade.
- My school population is in one of the most economically challenged districts in the country. Accordingly, it would be helpful if you offered information about free programs / services. Thank you.
- Scope of Info and resources is wonderful.
- Selective colleges best known for disability resources, mainly for ADHD and learning disabilities but also for wheelchair accessibility.
- Small groups are on the rise-would love to know what groups other counselors are running and how they're managing that workload with all of the academic and post-secondary work they are doing as well.
- Specific programming for HBCU, HSI or Women's colleges
- Thank you!
- Thank you. I wish there were some additional stories about TRIO or Upward Bound college access programs.
- The articles are very helpful in generating ideas for my position as a school counselor. The resume article and the article on what colleges are looking for were very interesting.
- The future of school counseling in the United States. In Florida, there are too many openings for counselors; our governor is setting up "counselor aides" who only need an AA to take those spots.
- the pressure of kids deciding whether to send scores or not.

800 SAT= No

1550 SAY= yes

1280???

1320?? some kids are so stressed out - unintended consequence but it is another piece of stress on wonderful students

- Topics are very informative and time sensitive. Maybe more information on the college admissions process for the fall.
- Upcoming FAFSA changes, college planning for 6-12
- What do colleges look for in a counselor letter? And I would love some discussion on moving away from requiring a counselor letter with the way our caseloads continue to increase.
- Would love any articles on school counseling in small school districts. Yes, I have a smaller case load than the national average but also have a ton of what would be considered by ASCA "non-school counseling duties". Lots of paper and very little people!

Appendix

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

- 34 yrs. public/ 13 in private school and volunteer for church youth group
- Adult Education
- Alternate Learning Center 6-12
- Charter K-12
- Counselor Consultant for PreK -12
- CTE
- DAEP
- independent counselor and volunteer advisor to CBO
- non-public, therapeutic school
- Public Charter High School
- Public Charter Secondary School
- Public High School grades 6-12
- public middle school
- Public Tech Center for high school students and adults
- School District

➤ ***How many students do you personally work with?***

- 1800
- Caseloads near 700!
- District wide support
- HS Alternative School
- I work as a liaison for the schools, students, and educators with our local workforce.
- Not assigned alpha or grade
- Work as a director of admissions