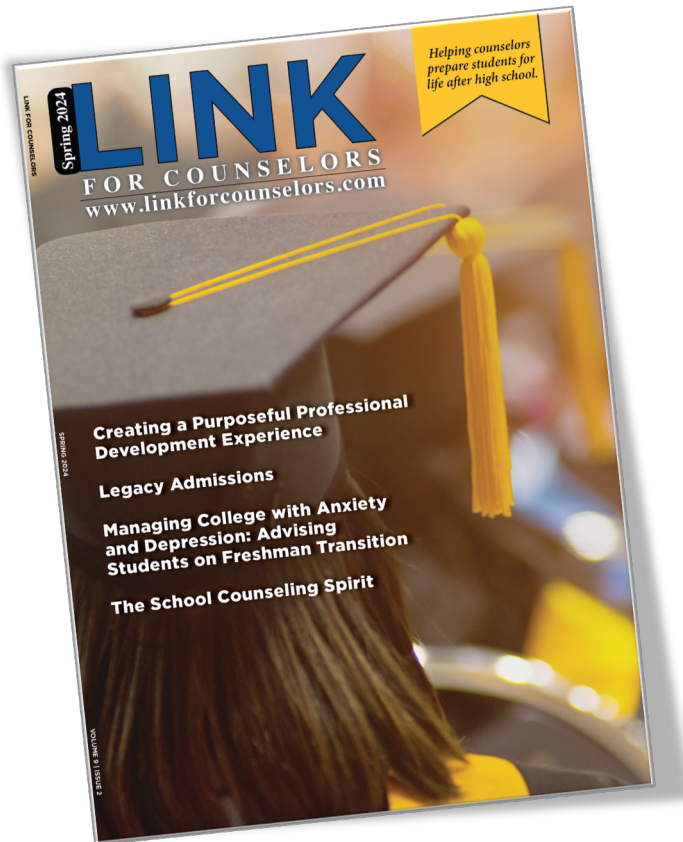




# Editorial Assessment Report

Spring 2024 Issue



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

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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.

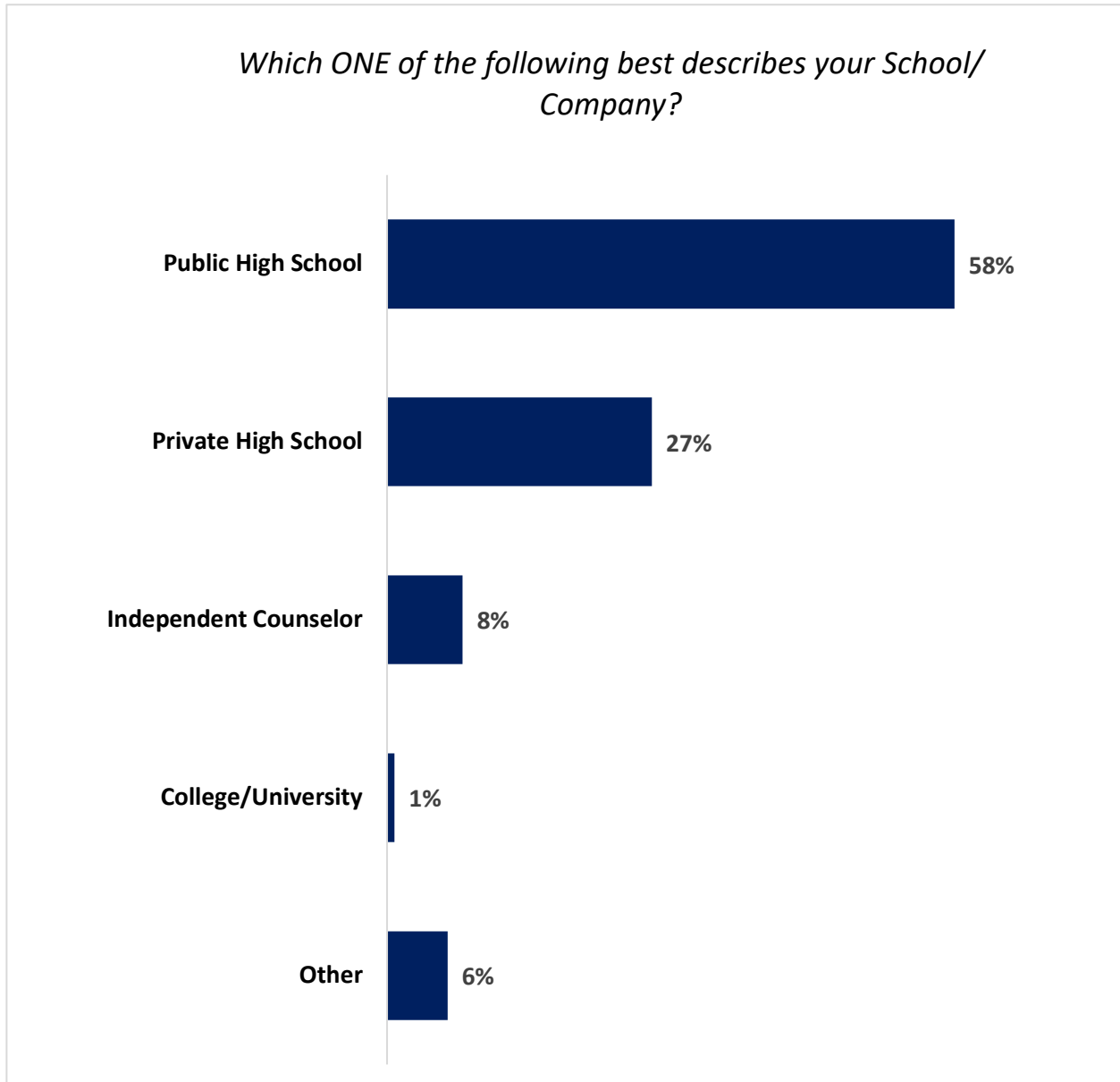
## Number of Responses/Margin of Error

Based on 259 survey respondents, the margin of error for this study is +/- 6 percentage points. This means that 95 percent of the time, the study results fall within 6 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

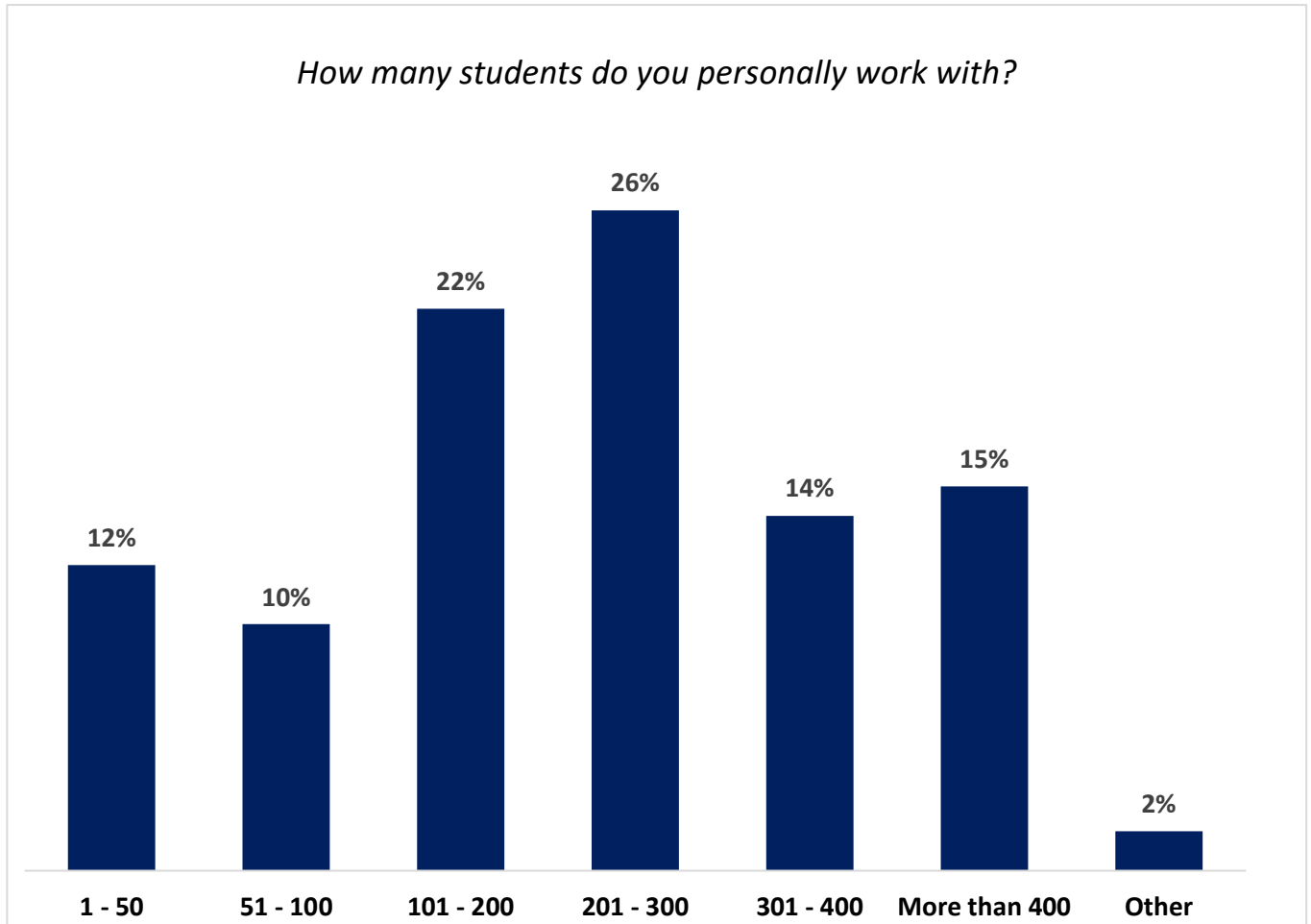
Nearly all respondents work at a public or private high school. The largest segment (58%) work at a public high school. Another one in four (27%) indicated private high school.



Base = those respondents who answered the question or 258.

### Students Served

The largest segment of respondents (26%) indicated they personally work with between 201 and 300 students. Slightly less (22%) indicated between 101 and 200.

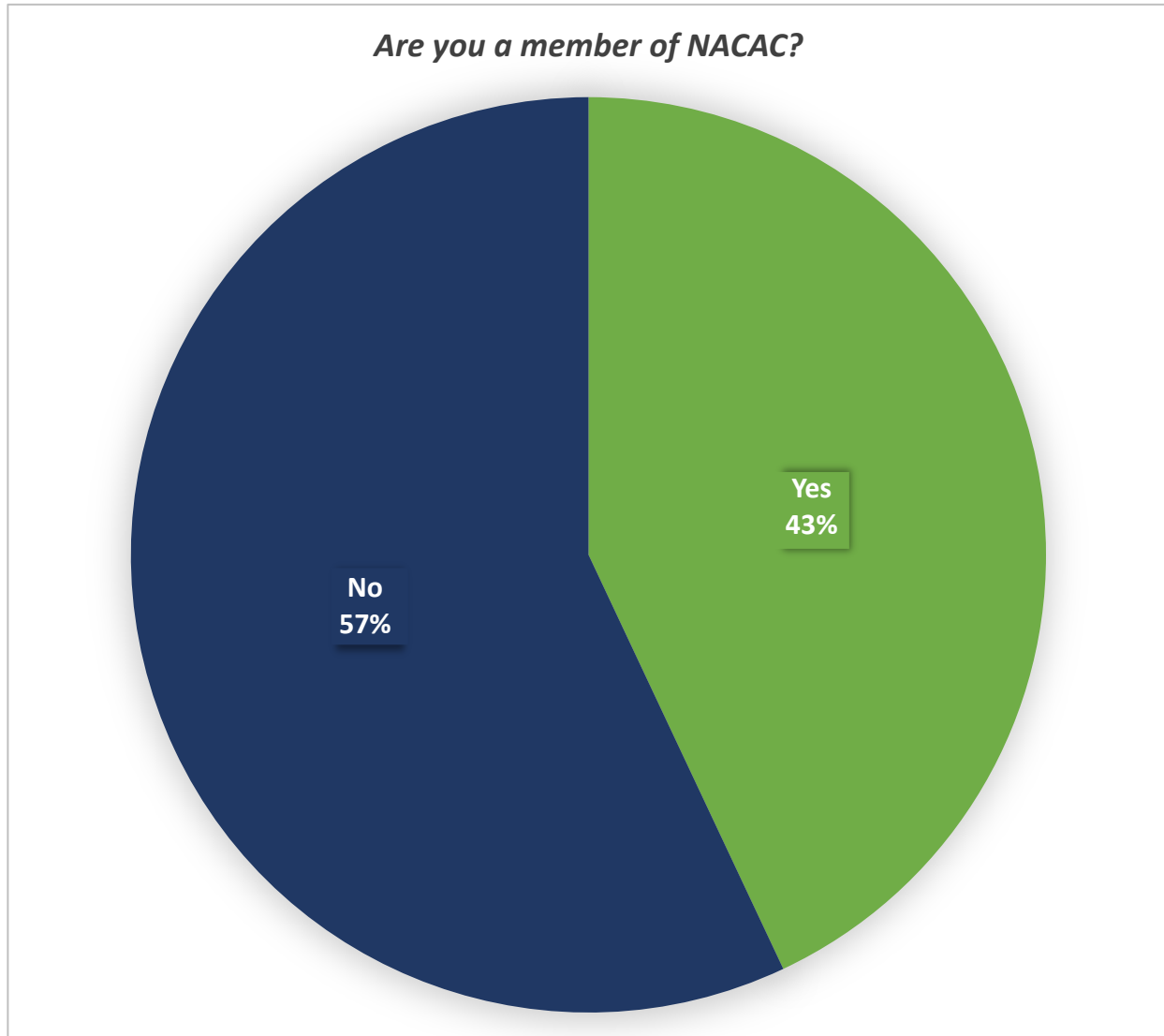


**Estimated Mean: 233**

*Base = those respondents who answered the question or 259.*

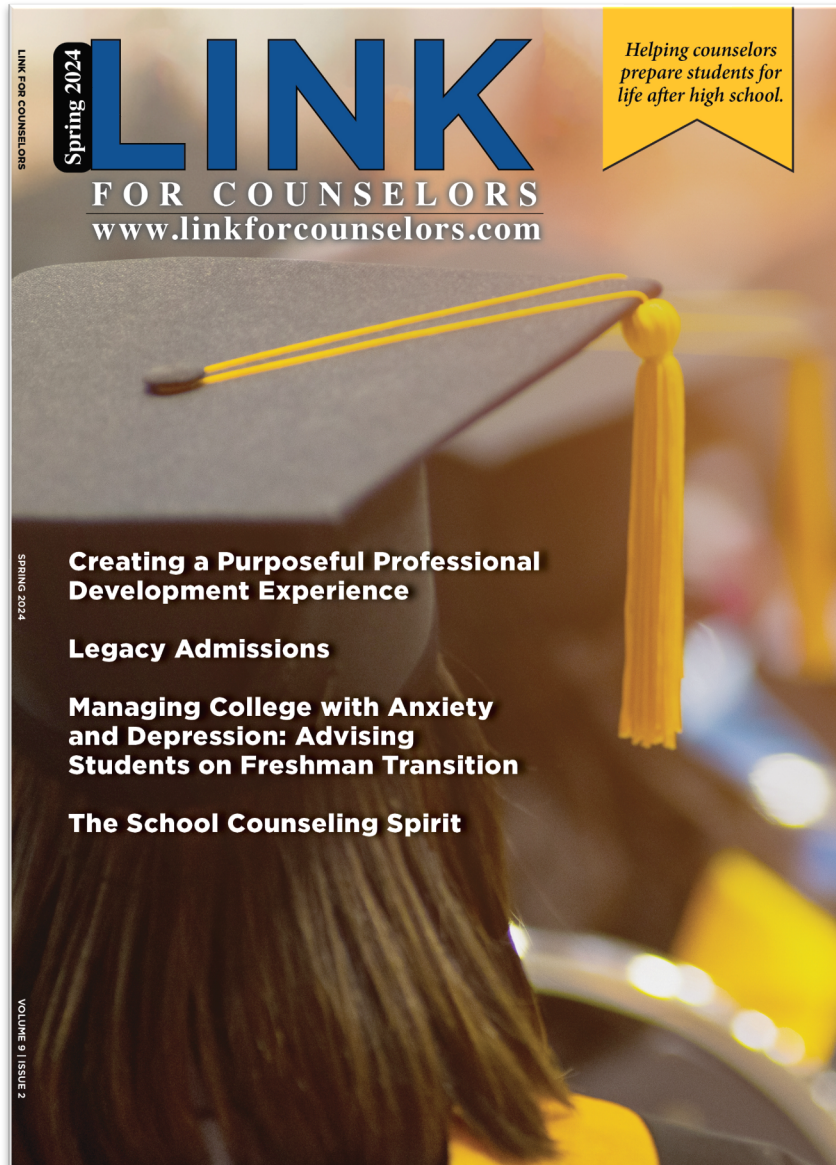
## NACAC Membership

Nearly six in ten of the *Link for Counselors* subscribers (57%) are not NACAC members.



*Base = those respondents who answered the question or 259.*

# About the *LINK for Counselors* Spring 2024 Issue



## Article Readership

‘The Future of College’ and ‘How to Help Students Who Don't Get into Their First-Choice College’ were the most thoroughly read articles in the Spring 2024 issue of *LINK for Counselors*. More than four in ten respondents (43% each) read half or more of each article. Slightly less (37%) indicated ‘Nobody Expects to Struggle in College: Here's How Your Students Can Tell Whether They Are at Risk.’

### *To what extent did you read each of the following articles from the Spring 2024 issue of LINK for Counselors?*

Article	% Reading Half or More
The Future of College, page 26	43%
How to Help Students Who Don't Get into Their First-Choice College, page 18	43%
Nobody Expects to Struggle in College: Here's How Your Students Can Tell Whether They Are at Risk, page 15	37%
Managing College with Anxiety and Depression: Advising Students on Freshman Transition, page 54	36%
Your Student Has a Long College List: So How Do You Narrow it Down?, page 43	32%
How to Parse a College Essay Prompt Following the Supreme Court's Ruling Against Affirmative Action, page 10	28%
Discussing College Success Plans and Why It Is the Most Important Part of College Admissions, page 47	26%
The Standardized College Admissions Exam as Extracurricular Activity, page 40	25%
Creating a Budget for College Expenses: Money Management Tips, page 50	24%
The School Counseling Spirit, page 52	24%
A Comprehensive Guide to Campus Safety: Protecting Yourself in the College Environment, page 32	23%
Creating a Purposeful Professional Development Experience, page 38	21%
Legacy Admissions, page 21	21%
The Top 10 Most Read LINK for Counselors Blog Posts of 2023, page 20	19%
The Importance of Creativity: The Role of the Art School, page 24	18%
Respiratory Therapy, page 30	14%

*Base = those respondents who at least skimmed the issue and who answered the question, or 158.*



## Most Interesting Article

One in six respondents (16%) selected ‘How to Help Students Who Don't Get into Their First-Choice College’ as the most interesting article in the Spring 2024 issue of *LINK for Counselors*. Slightly less (15%) selected ‘Managing College with Anxiety and Depression: Advising Students on Freshman Transition.’

### *Which ONE article from the Spring 2024 issue of LINK for Counselors did you find most interesting?*

Article	% Indicating
How to Help Students Who Don't Get into Their First-Choice College, page 18	16%
Managing College with Anxiety and Depression: Advising Students on Freshman Transition, page 54	15%
Nobody Expects to Struggle in College: Here's How Your Students Can Tell Whether They Are at Risk, page 15	14%
The Future of College, page 26	11%
How to Parse a College Essay Prompt Following the Supreme Court's Ruling Against Affirmative Action, page 10	10%
Your Student Has a Long College List: So How Do You Narrow it Down?, page 43	5%
The School Counseling Spirit, page 52	5%
The Top 10 Most Read LINK for Counselors Blog Posts of 2023, page 20	4%
Creating a Budget for College Expenses: Money Management Tips, page 50	4%
Legacy Admissions, page 21	3%
A Comprehensive Guide to Campus Safety: Protecting Yourself in the College Environment, page 32	3%
Creating a Purposeful Professional Development Experience, page 38	2%
The Standardized College Admissions Exam as Extracurricular Activity, page 40	2%
Discussing College Success Plans and Why It Is the Most Important Part of College Admissions, page 47	2%
The Importance of Creativity: The Role of the Art School, page 24	1%

*Base = those respondents who at least skimmed the issue and who answered the question, or 146.*

## Reason For Interest

➤ Why did you find that particular article most interesting?

### **A Comprehensive Guide to Campus Safety: Protecting Yourself in the College Environment, page 32**

- Every student who attends college needs to pay particular attention to their surroundings and it is important they know what to do and where to go if they are having safety issues. I wish more was done to make students aware of what is available. I like to hear about what different schools feel are their most challenging areas and what they do about those issues.
- It fit perfectly into a presentation I am developing.
- Often times students don't think of this.
- We present on the topic of campus safety and safely transitioning to college, to our seniors every year and this article helped enhance what we already had.

### **Creating a Budget for College Expenses: Money Management Tips, page 50**

- A lot of young people have not been taught how to manage money from a young age and as a result they develop bad habits resulting in a lot of debt.
- It gave practical ways to plan for college
- it is useful to students getting ready to graduate
- Money is a real concern for parents and students. They'll get a good education from most colleges but how do they handle the debt.

### **Creating a Purposeful Professional Development Experience, page 38**

- This article is very rarely discussed with families, especially students.

### **How to Help Students Who Don't Get into Their First-Choice, page 18**

- always looking for tips!
- Because so many students do not get into their idea of a first-choice college, I found this article interesting, helpful and relevant - particularly now as students are hearing back from their institutions and trying to make thoughtful decisions.
- Gave me suggestions that I hadn't tried.
- giving support to the student
- I skimmed most of the articles, but this one I mostly read I think because it occurs frequently with my students.
- It directly applies to my caseload. I always appreciate easy to use tips
- it was relevant and insightful
- It's very difficult to explain why students were not admitted
- relevant to my work
- This is a very salient topic that depends greatly on social constructs that the student has been brought up to believe. I struggle as a counselor to help students depersonalize the process because it is so personal! I had a student today admit to me that her ego won't let her go to a safety school. That's not something I can change. Life may have to play out for her to learn that lesson. She is a strong student, but not getting the outcomes she wants. I find that I am at a loss for how to counsel her, so I just listen, share numbers, and try to celebrate the wins she has, though she does not want to.
- This is the case with many of my advisees.

- Ways to navigate students to other college/career choices.

### **How to Parse a College Essay Prompt Following the Supreme Court's Ruling Against Affirmative Action, page 10**

- current event
- I liked the chart.
- It gave a lot of useful information that I can put in practice when helping students tackle their college essays. it also provided some good insight into the use of AI and how it may be used to help or hinder a student's application
- It was current to the questions our parents and students had
- It was the one article I read most of based on personal curiosity.
- it's relevance to what we are currently doing
- The ideas that it gave for college essays

### **Legacy Admissions, page 21**

- Because I was just speaking to 11th grade students and several of them mentioned that they were a "legacy" at a particular school and felt that would get them in.
- I didn't really know it was a thing. I should have, but I didn't.
- It's a current issue that families are dealing with.
- New information

### **Managing College with Anxiety and Depression: Advising Students on Freshman Transition, page 54**

- Because mental health concerns take up a lot of my time. Helping students and parents prepare for college and manage mental health is very important.
- Because of the increase of mental health concerns on college campuses
- I have seen an increase in anxiety and depression in juniors and seniors
- It was eye opening, and our students are dealing with so much. Especially, with suicide being so high, in my opinion.
- It's such a big transition for students and most of them are not prepared for the change.
- Just reinforced what I am telling students.
- Many of my virtual / home ed students are nervous about transitioning to an on-campus college.
- Mental health concerns are rising in HS and college - it's the one area that every parent and counselor needs to read. However, I would prefer the article to be written by an LCPC - is the IEC a certified mental health professional, can more articles be written by school counselors and not IEC community.
- Mental Health is a complex issue, and we don't often address these issues on the collegiate level
- One concern of my department is how our students who have challenges and support systems in high school will be able to navigate that road in college.
- relevant to my students and with tips to pass along to my students
- So many students are dealing with anxiety today. It really struck me.
- So many students struggle with this
- very relevant for my students
- We have had several students return home due to mental health issues

### **Nobody Expects to Struggle in College: Here's How Your Students Can Tell Whether They Are at Risk, page 15**

- Because it fits the population I work with
- Good info to pass to students
- I liked the comparisons - effort vs ability and preparation vs performance. Those topics give me something to discuss with students when they are talking about their anxiety about college.
- It gave me insight into what to look for when working with my students.
- It hit home; my son struggled in college.
- It is a helpful guide for students.
- It's very relatable and accurate. The writer has a strong voice. Many articles are about getting into college; this one is about students once they get into college.
- Just as the title says....
- Many students think learning will be completely different than high school - they choose schools that they are not prepared for and struggle almost immediately. I wanted to look at what is being done to help these students recognize what is happening and where they could get help, before they consider dropping out of college.
- Mental Health is such an important topic and not just for those students who we have already identified.

**The Future of College, page 26**

- Because there is so much discussion about college and return on investment, demand for trades training/jobs.
- Due to its relevance
- I think there are many options out there for secondary students.
- It discussed a huge question and how the picture of college may have to change moving forward.
- So many changes are occurring. It's helpful to get insight from multiple roles involved.
- the future of college is under scrutiny

**The Importance of Creativity: The Role of the Art School, page 24**

- I liked this article since there is a misconception about art just being a "fluff" course in school.

**The School Counseling Spirit, page 52**

- I feel that school counselors are not respected in my school, nor do administrators and some teachers truly understand our role. We have had 6 different School Counseling Directors in my 17 years as a school counselor. With every change, administration has added on more work, I think because they can take advantage of the new director. Often times, I have advocated for our department and the additional responsibilities that should not be on our already busy list of roles/responsibilities, specifically talking with my principal and just anyone who would listen, but to no avail. In reading this article, I was hoping to find information that would help me in my efforts.
- It made me feel refreshed

**The Standardized College Admissions Exam as Extracurricular Activity, page 40**

- I feel very strongly that "test optional" policies for college admissions are a poor practice.

**The Top 10 Most Read LINK for Counselors Blog Posts of 2023, page 20**

- Because it exactly mirrors how I have been advising my students for years!!!! It is an article I shared with many!
- I liked it as a easy to use resource.

- It had interesting information.
- Links to info. that was of most importance to me.

**Your Student Has a Long College List: So How Do You Narrow it Down?, page 43**

- As I am meeting with Juniors, I find that they need the most help with this.
- I always find it hard to help my students narrow down a list of schools or help them to pinpoint which may be the best options.
- It was helpful to help my students' narrow things down that are important to get done
- It's an ongoing battle to help students and family's trim their lists of the same top schools and talk about a realistic list of schools where the focus is on fit - academic, social/emotional, financial. I tired of feeling like I'm a dream crusher. Students can have 1 or 2 dream schools on the list - but to help them understand their "why" school X, Y, and Z.

## Reader Comments/Suggestions

- Do you have any comments/suggestions about the Spring 2024 issue of LINK for Counselors or topics you would like to see covered in future issues?
- I would like to see some real in-depth analysis on decision-making in a post affirmative action world. I would like to see multiple interviews with directors of admissions on the topic.
  - Benefits of going out of state vs in state.
  - Challenges of serving underserved communities as a privileged counselor
  - colleges that provide high amounts of financial aid to domestic and international students
  - FAFSA
  - FAFSA, Scholarships, Wellness for counselors who are experiencing burnout
  - FAFSA support for undocumented families. Best practices for counseling students who base their self-worth and hard work on the outcome of their college decisions and cannot depersonalize a deny decision. What can we say to those students who willingly admit that they believe there are "good schools" and not good schools.
  - Future careers
  - Great information, but a lot to read at once. Perhaps more frequent issues or a special issue with college profiles.
  - Home Instruction and Bedside instruction
  - How do we help teachers/colleagues to move past COVID
  - How to deal with pushy parents
  - How, when, and why to appeal for additional grant funds.
  - I do set aside the email each time a new newsletter comes out. I look at each one when I have time
  - I enjoy looking through every issue
  - I enjoy updated - immediate information - with strong references - parents and families need good information
  - I like the relevant topics you cover- issues that are in schools today.
  - I liked the link for the most often requested articles.
  - I liked the timeliness of the articles, specifically: how to narrow down a lengthy list of colleges, how to parse an essay prompt, and how to help seniors when they don't get into their first-choice colleges.
  - I love the topics on handling parents and unrealistic expectations, also helping students develop a balanced college list.
  - I prefer the printed version.
  - I'd like to see more articles from admissions counselors at colleges, talking about changes to their processes.
  - I'd like to see more information on summer merit and expand on the answering College essays. I'd also like to see something on activities and extracurricular activities.
  - I'd love to hear from the colleges as to how FAFSA delays are affecting their timeline.
  - I'd love to learn more about colleges that allow counselors to visit. I learned so much at my Landmark visit, and it has been a wonderful connect made!
  - I've enjoyed and learned a lot from the articles.
  - It probably is important to cover the new FAFSA rollout and the impact. The other topic- AXS Companion

- It's great when there is information I can share with parents. I also share articles with the counselors who serve different grade levels
- Just more of the same good information
- Loved the articles on mental health in college freshman, transitioning to college, and particularly the safety on campus article. Thought the standardized testing article was interesting too. I'm not a college advisor so I focus more on the well-being articles and share out what the college advisors are interested in.
- Mental health and diversity/inclusion issues at colleges and universities
- more scholarship and financial aid info
- More scholarship and financial aid resources
- My favorite article was on Anxiety and college. I have many students with 504 plans and IEP's for emotional disabilities. This was very useful.
- New majors that are being offered at various schools.
- No, but I enjoy reading...
- No, Link offers a variety of different topics.
- No. It's great!
- Not sure if this have been covered, but when too many students (excellent students) start their college list by adding just the Ivies and top-tier schools, how can a counselor tell them those schools are impossible and to be more realistic WITHOUT deflating their spirit? Every time I tell a student, "Ok, all those schools listed are reach schools, it's important to create a well-balanced list of schools..." students walk out of my office often deflated or crushed. What are ways to send the message sooner about the level of selectivity of these schools, and a better way to word this when confronting a student about their list? Also, I saw somewhere that the terms "target" schools and "safety" schools are passe. Really? Then how do we label these schools?
- Please keep up the great work! Very informational!
- Post-Secondary and Workforce Readiness - what does that mean?
- Professional development for experienced counselors
- Retaining 1st generation students
- Thank you
- Thanks for doing what you do.
- The 2024 Spring issue was very informative, and the layout was engaging. I thought it was a valuable resource for me.
- The resource is wonderful, there just isn't enough time in a day to read it regularly. Thank you!
- The topics covered are on point. If you continue what you're doing, the magazine will remain relevant and useful to the work of college counselors (and consultants).
- very impressed with this spring 2024! mental health article was great! dealing with disappointment! writing essays. all topics were very timely. would love to be able to share articles with students/parents - I don't see a way to link the specific article.
- Would like to see an article related to working with difficult parents.
- Yes, I would love to see an article about to help students (especially seniors) who have no idea what they want to do after high school and seem unmotivated to even try.
- You do a very thorough job, but I find it overwhelming to read. Perhaps chunking the information into focused issues would work? I'd also love to have links to quickly copy and paste into emails to students I think would benefit from some content and in advance of when a counselor/IEC actually starts the work with the students. My big beef about high school waiting until fall of senior year to hold a college night is that it's right in the middle of the app season

when kids are already overwhelmed and still woefully uninformed relying on friends and rumors.



# Appendix

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

Those who indicated 'Other' wrote in the following:

- Adult Education
- Adult Education
- Alternative School
- Charter School
- Community Based Organization
- District leadership
- District Office
- Founder and Program Manager of a nonprofit organization which focus is on college readiness, Advisement also Career Exploration and Development
- Home Education / Virtual
- I am presently an independent counselor
- K-5 public counselor
- Private Middle School
- Public Career Technical School Career Counselor
- Public charter K-12 school
- Public grades 7-12
- Public Middle School

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

Those who indicated 'Other' wrote in the following:

- I operate the College & Career Center at our school. I work with students in all grades here (almost 1600 students).
- I support the Counselors on the campus and families that reach out.
- I'm the Director of Counseling
- support school counselors at the district level