



# Editorial Assessment Report

Spring 2026 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.

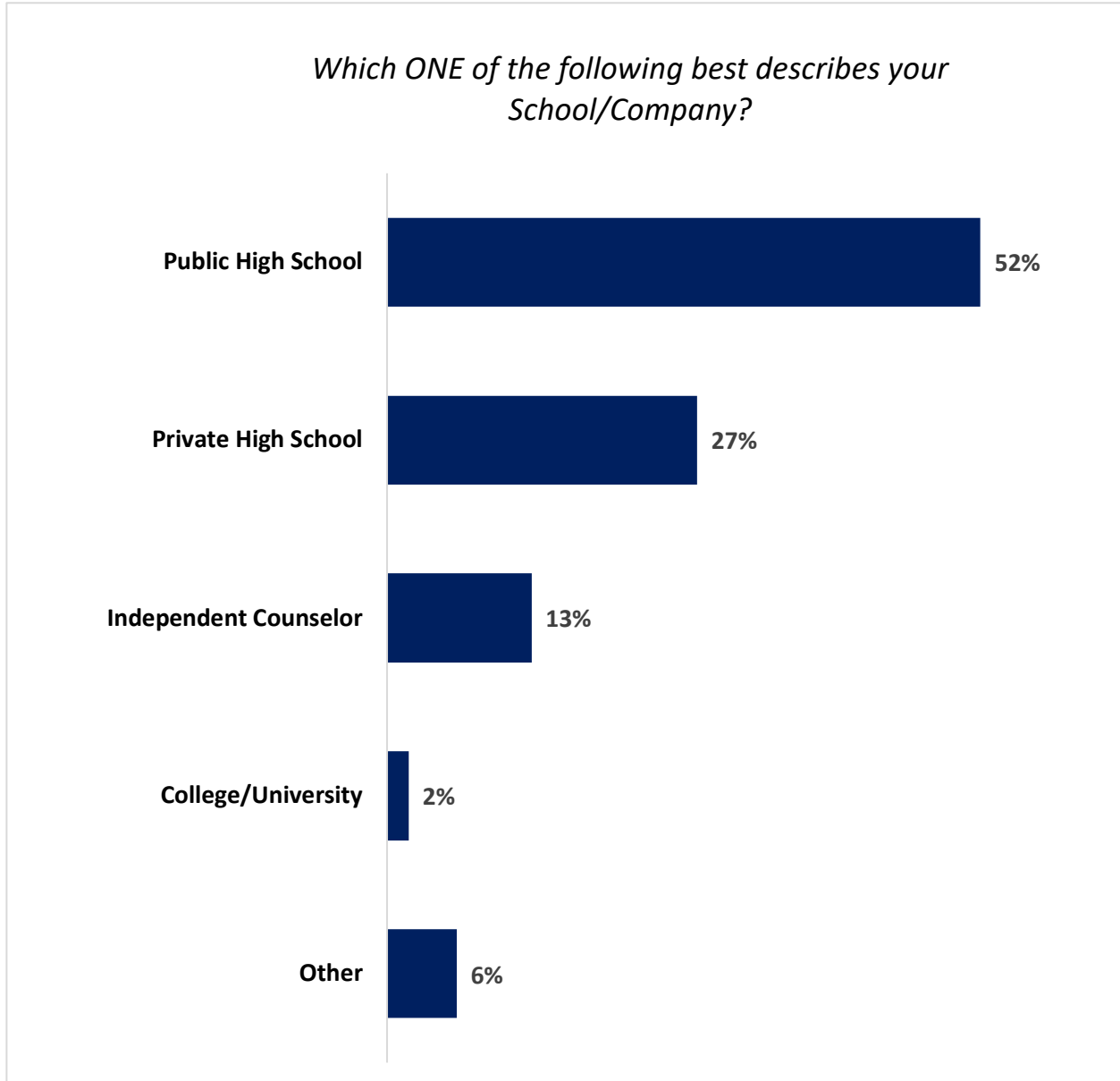
## Number of Responses/Margin of Error

Based on 214 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

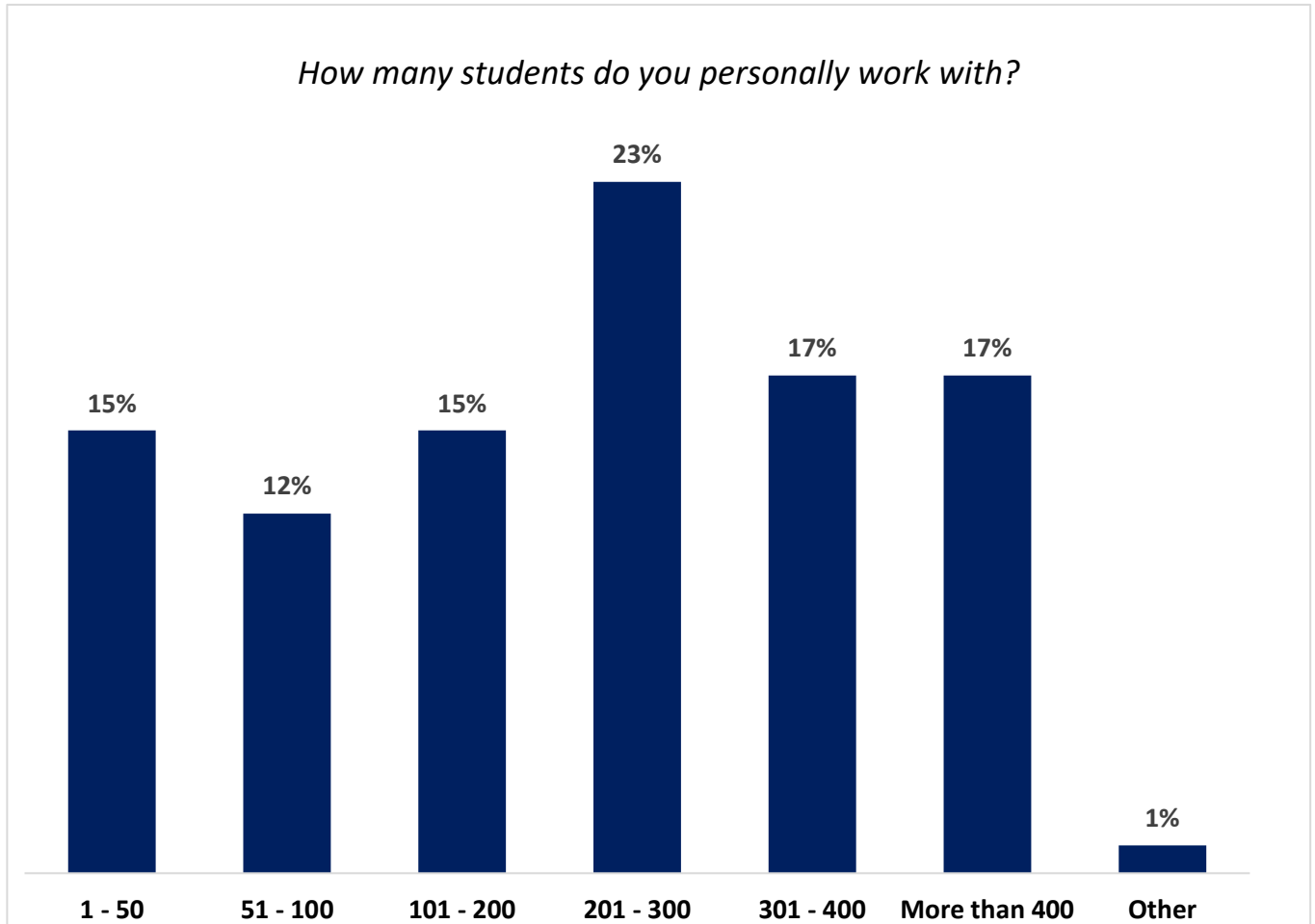
Nearly all respondents work at a public or private high school. The largest segment (52%) work at a public high school. Another one in four (27%) indicated private high school.



Base = those respondents who answered the question or 213.

## Students Served

The typical respondent personally works with an average of 235 students. The largest segment of respondents (23%) indicated they personally work with between 201 and 300 students.

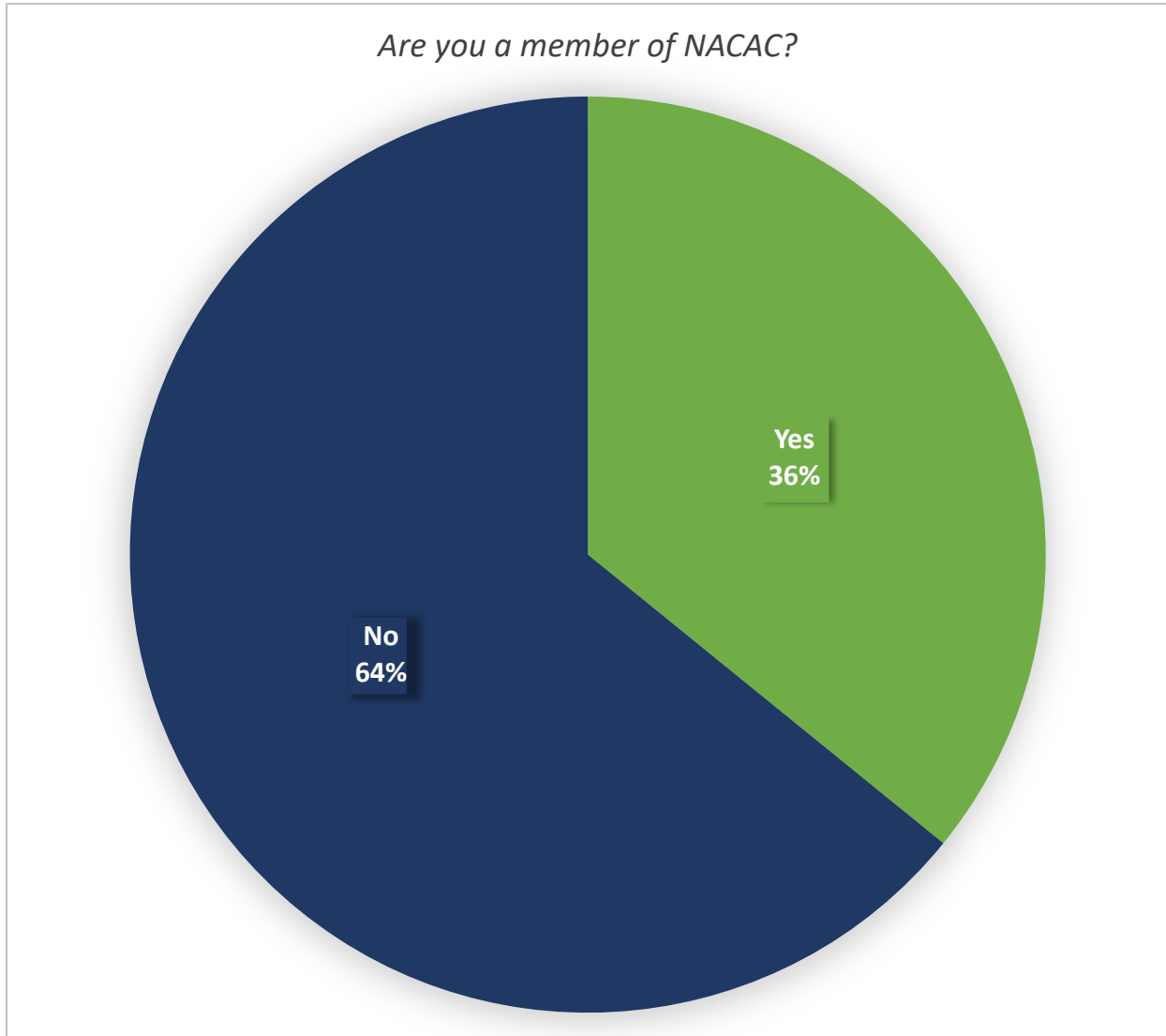


**Estimated Mean: 235**

*Base = those respondents who answered the question or 214.*

## NACAC Membership

More than six in ten of the *LINK for Counselors* subscribers (64%) are not NACAC members.



Base = those respondents who answered the question or 212.

# About the *LINK for Counselors* Spring 2026 Issue



## Article Readership

‘The Questions Your Students Should Ask Before Choosing a College’ and ‘How Colleges Review Applications: What Your Students Should Know’ were the most thoroughly read articles in the Spring 2026 issue of *LINK for Counselors*. Nearly six in ten respondents (59% each) read half or more of the articles. Slightly less (56%) indicated ‘The Changing Landscape of College Admissions.’

### ***To what extent did you read each of the following articles from the Spring 2026 issue of LINK for Counselors?***

Article	% Reading Half or More
The Questions Your Students Should Ask Before Choosing a College, page 10	59%
How Colleges Review Applications: What Your Students Should Know, page 24	59%
The Changing Landscape of College Admissions, page 14	56%
The Ultimate Goal of a High School Counselor, page 8	53%
10 Top Scholarships for Your Students, page 22	46%
Beyond the Draft: A Structured Approach to College Essay Coaching, page 17	41%
Helping Your Students Through Emotional Crises, page 6	37%
Are Parents Overly Involved in the College Process, page 42	37%
When Students Say, "I Want to Major in Psychology": A Counselor's Response Guide, page 28	32%
5 Things Your Students Should Know About Federal vs. Private Loans, page 44	32%
Healthcare Professions, page 40	23%
From Stress to Steadfastness: My Final Season with Students, page 38	20%
HOPE: Hope, Opportunity, Perseverance, and Equity for Every Student!, page 34	20%
Teaming Up with Teachers to Improve Student Mental Health, page 58	18%
Beyond the Books: How a Life Skills Camp Empowered Middle and High School Students at Salisbury Academy, page 12	17%
Helping Parents of Autistic Teens See the Power of Summer Programs, page 20	16%

*Base = those respondents who at least skimmed the issue and who answered the question, or 114.*

## Most Interesting Article

One in seven respondents (14% each) selected ‘The Questions Your Students Should Ask Before Choosing a College’, ‘The Changing Landscape of College Admissions’, or ‘When Students Say, "I Want to Major in Psychology": A Counselor's Response Guide’ as the most interesting articles in the Spring 2026 issue of *LINK for Counselors*.

***Which ONE article from the Spring 2026 issue of LINK for Counselors did you find most interesting?***

Article	% Indicating
The Questions Your Students Should Ask Before Choosing a College, page 10	14%
The Changing Landscape of College Admissions, page 14	14%
When Students Say, "I Want to Major in Psychology": A Counselor's Response Guide, page 28	14%
The Ultimate Goal of a High School Counselor, page 8	11%
How Colleges Review Applications: What Your Students Should Know, page 24	11%
Helping Your Students Through Emotional Crises, page 6	10%
5 Things Your Students Should Know About Federal vs. Private Loans, page 44	6%
10 Top Scholarships for Your Students, page 22	5%
Are Parents Overly Involved in the College Process, page 42	5%
Beyond the Draft: A Structured Approach to College Essay Coaching, page 17	3%
Helping Parents of Autistic Teens See the Power of Summer Programs, page 20	2%
Beyond the Books: How a Life Skills Camp Empowered Middle and High School Students at Salisbury Academy, page 12	1%
HOPE: Hope, Opportunity, Perseverance, and Equity for Every Student!, page 34	1%
From Stress to Steadfastness: My Final Season with Students, page 38	1%
Healthcare Professions, page 40	1%

*Base = those respondents who at least skimmed the issue and who answered the question, or 107.*

## Reason For Interest

- Why did you find that particular article most interesting?

### **10 Top Scholarships for Your Students, page 22**

- I am new to the high school role, so I am trying to develop the scholarship opportunities for our students.
- I think it is because it is most relevant currently as most of my seniors are finished the application process and now are making decisions based on finances. I am helping them with finding and applying to scholarships.
- The different options that are out there
- This was a great resource! I appreciated the dates of when the applications opened and when it closed. I'm going to use this in my upcoming scholarship newsletter.

### **5 Things Your Students Should Know About Federal vs. Private Loans, page 44**

- The cold hard truth that higher education is a business and they don't look out for the consumer.

### **Are Parents Overly Involved in the College Process, page 42**

- Because parents and families, even those who went to college themselves, are feeling even more lost than before. I want to reassure them that school officials have it handled but they want to be involved in some way. No one is really talking about the hoarding of access.
- relevant and interesting

### **Beyond the Draft: A Structured Approach to College Essay Coaching, page 17**

- It really reinforced what I used to tell my students and what I am trying to convey to my granddaughter. It was very well-done. The articles in this issue all seemed to intertwine in some way. I am thrilled my article fits well in the package.
- Students struggle with writing a compelling essay. I would say it's one of the most difficult aspects of the application.

### **From Stress to Steadfastness: My Final Season with Students, page 38**

- Great ideas to actually help students and parents.

### **Healthcare Professions, page 40**

- It is good information for my Medical Assistant students.

### **Helping Your Students Through Emotional Crises, page 6**

- Emphasized the essential role of school counselors in supporting students during difficult times. Education about healthy coping mechanisms and connecting students to community resources for outside support.
- I usually have tons of students in emotional crisis....

- relevancy

**HOPE: Hope, Opportunity, Perseverance, and Equity for Every Student!, page 34**

- Reading as much information about this is topic is important to my equity and inclusion work as a Middle School counselor.

**How Colleges Review Applications: What Your Students Should Know, page 24**

- Applications have changed from when I started this job 25 years ago!
- Gives useful information for my students.
- I felt like it gave strong and succinct talking points for discussions with students and parents.
- I typically share this information with parents, and this confirmed that I was sharing the correct information.
- It provided some good insight into how applications are reviewed
- It regarded some of my thoughts
- relevant
- The college landscape is ever changing & now with AI, I wanted to see if this article would touch upon some colleges that value AI for application review versus those who prefer to continue the more personal approach.
- The landscape of college admissions changes periodically. As a counselor, I want to be best informed so I can provide the best possible guidance to my students.
- updated information

**The Changing Landscape of College Admissions, page 14**

- Because I wanted to have proof to explain to the parents that act and sat are more popular
- Because of the insight it provided.
- Insightful and forward thinking!
- The current assessment of the responsibilities

**The Questions Your Students Should Ask Before Choosing a College, page 10**

- Fits with the college counseling I am doing.
- I could connect to a lot of what was mentioned and shared.
- It verified my suggestions to students on this important question.
- most relevant currently with helping students decide on college

**The Ultimate Goal of a High School Counselor, page 8**

- Helped to clarify the responsibilities and goals that common school counselors should be focused on.
- I have been in school counseling for a long time and sometimes you need some reminders what and why we do it.
- let me know what to expect from the high school counselors I work with

- not sure

**When Students Say, "I Want to Major in Psychology": A Counselor's Response Guide, page 28**

- Addresses common/relevant issue.
- How to glean information from the student to let them understand, as well as yourself, what they really want to study and have a career in.
- In reading it, I was able to distill much of the research and work I've done over the years with domestic and international students. NEXT most interesting article was healthcare professions.
- It happened to be at a point where I was working with a student who had indicated an interest in psychology but with no discernable reason or articulated goals. It helped me frame this choice to her as something more than just "that sounds fun."
- It is a common degree that individuals want to pursue but struggle with finding employment or practical application for it after college
- It points to our profession.
- It was helpful, clear, and gave me new information to think about.
- It's a different topic that I hadn't read a lot about. A lot of my students want to major in psychology, and I never considered that I should present them with a series of questions to narrow down their field of interest.
- Really appreciated the expansiveness of possibilities within one major selection
- So many of my students want to major in psychology, but don't know what to do with it. This is such a broad field that it is challenging to guide high school students, especially those who think there is a lot of money to be made. This article did a fantastic job of breaking it down, making it easier to provide data and information!
- Well considered and insightful. Provides important suggestions regarding personal issues vs. professional interests. Thank you. Appreciate articles with such substance.

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## Reader Comments/Suggestions

- Do you have any comments/suggestions about the Spring 2026 issue of LINK for Counselors or topics you would like to see covered in future issues?
- A few of the articles seem a bit too basic for experienced counselors, whom I assume would already know about the admissions process. But I really liked the ones that focused on careers and how counselors can guide students interested in specific fields.
  - A very complete, diverse, thorough edition. Really enjoyed it and honored to be part of it.
  - AI use in counseling- ethics, affirmative action changes/ updates - how it impacts admissions.
  - Artificial intelligence: How to give advice about future professions without a crystal ball. Sam Altman (OpenAI)—We were absolutely wrong in our predictions about which fields would be displaced first. It was the opposite of our predictions with creatives the first, not the last, to be displaced. Jason Wei (Meta now OpenAI) —"Nobody should give or receive any career advice right now. Everyone has broadly underestimated the scope and scale of change and the high variance of the future." In a time in which universities are closing, merging, laying off staff, and closing programs at an alarming rate, why and how counselors should check a university's financial position before recommending it. (I'm always posting about this.)
  - continue to keep it short and simple! thanks!
  - Continue updating college info and help for seniors in high school. Tips for mental health coping mechanisms.
  - Counselors are overwhelmed! They need more in-depth knowledge of college admissions issues, which continually change, and how to deal with difficult constituents.
  - Data and Grad Rates
  - Fabulous! Keep up the good work!
  - FINANCIAL RESOURCES FOR UNDOCUMENTED STUDENTS WHO APPLY TO COLLEGE\*\*\*\*\* ALL RESOURCES pertaining to students of different document status and the college application process
  - HBCU options
  - Human and spiritual grow
  - I appreciate the magazine and relevant articles. They are so helpful.
  - I enjoy reading about best practices for counselors. I also enjoy learning about colleges that offer unique programs for high school students.
  - I enjoy the informative, timely articles about college planning and counseling topics, and featured resources.
  - I genuinely enjoy the collaborative insights this magazine provides. The strategies and suggestions shared have been instrumental in helping me better support my students with retention and guiding them toward achieving their academic goals.
  - I like the write up on psychology degrees and insight on colleges

- I liked the Health Care article.
- I really enjoy the issues of LINK for Counselors.
- I wish I knew that y'all had a print edition. I only really read your e-newsletter. I just looked at the current issue and it's packed with great info. I especially love the warning on psychology degrees.
- I work at a private school at Puerto Rico which is not in the option of state list.
- I would like to read about the latest trends in university admissions
- I'd like to see more information about how colleges are tackling changes in higher ed, I'd also like to see more articles about student-led systemic change.
- Is college worth the cost? What options are available to students? Other options for paying for additional education
- Is there any consideration to include info, data etc. for Middle School Counselors. The LINK seems to be exclusive to HS Counselors.
- Just to add your team is doing great work providing scenario-based articles I can glean from. Very useful.
- Love the scholarship section.
- More articles about student adjustment to college.
- More information about Counselor Fly In or college visit opportunities.
- Motivational interviewing or ways to motivate challenging students
- No not at this. I like what you guys do!
- No, I love all the diverse topics covered!! Suggestions: Data, failing students and interventions and career readiness
- Opportunities to learn more about skilled trades options for students. Organizations or schools that train and/or market the opportunities in the trades areas and how school counselors can direct their students to those opportunities.
- overuse of accommodations hurting student's resiliency
- Please continue to provide information on the changing landscape of careers and college. Any changes as a result of AI are greatly appreciated.
- Scholarships for students. Transitioning from high school to college. 1st year for college students.
- Thank you for providing such wonderful resource for our students!
- The changing face of financial aid and pell grants
- The drop in Computer Science applications and the implications for that. Careers that are being taken over by AI and how to help students choose wisely.
- The issue looked great. The articles were interesting and everything from the artwork to the paper quality was top notch.
- The use of AI in the educational setting and how post-secondary institutions are 'adapting'. Additional insights on supporting social/emotional needs of learners in the year 2026.
- Tips for managing anxiety for high school students. High school students who try to earn a two-year degree before graduating high school- is this a positive thing or negative?

- Unique ways that high school counselors are increasing visibility, building connections, and/or addressing social emotional needs of students.
- When will act hi completely digital like the sat
- Why have colleges chosen to remain test optional? Featuring some of the strongest Student Accommodation programs in the country-Top 10 would be great
- Yes, stop with the obvious (weather affects students' college decisions) and focus on real things, like job prospects from attending one college versus another, and the other strengths and weaknesses of programs.
- Yes! I really enjoyed the article about financial aid and majoring in psychology.
- You may add students who got accepted by ivy league colleges or best universities to share their experiences

# Appendix

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

Those who indicated 'Other' wrote in the following:

- Administrator for the School District Home Education
- CBO
- CBO COLLEGE COUNSELOR
- CBO/Non-profit
- Charter High School
- Charter School
- I am a volunteer college counselor. I work with students and families most often at three regional public high schools.
- IEC and part-timer with an NFP/CBO
- Private coach
- Public Middle School
- Tutoring / Test preparation company

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

Those who indicated 'Other' wrote in the following:

- K-12 upon request
- Lead Counselor without a student group