



March 23, 2018

Dear Superintendent,

On behalf of the National Association for College Admission Counseling (NACAC) and the Potomac and Chesapeake Association for College Admission Counseling (PCACAC), I wanted to make you aware of the various resources available to your counselors through our organizations.

Founded in 1937, NACAC is an association of more than 16,000 members, including school counselors and college admission staff, who work with students making the transition from high school to postsecondary education ("college"). NACAC is committed to maintaining professional standards that foster ethical and social responsibility among those involved in the college application and enrollment process, as outlined in the NACAC's SPGP: Code of Ethics and Professional Practices, which may be accessed on our [website](#). Through our advocacy efforts, we are also dedicated to ensuring that all students have access to high quality school counseling to help them make informed decisions as they prepare for and pursue college or career. PCACAC, one of 23 affiliates of NACAC, serves school counselors and admission professionals in Delaware, the District of Columbia, Maryland, Virginia, and West Virginia. More can be learned about PCACAC on our [website](#).

As you know, school counselors play a key role in assisting students through the transition to postsecondary education. Results of a recent NACAC report showed that high school seniors who talked one-on-one with a school counselor were:

- 6.8 times more likely to complete a Free Application for Federal Student Aid (FAFSA)
- 3.2 times more likely to attend college
- 2 times more likely to attend a bachelor's degree program

For many students, particularly those in public schools, access to college counseling is limited at best. Counselors are few in number, often have large student caseloads, and have additional constraints on the amount of time they can dedicate to college counseling. On average, public school counselors spent 20 percent of their time on postsecondary counseling, while their private school counterparts spent 31 percent of their time on college counseling.

According to US Department of Education data, the average student-to-counselor ratio in the United States was 482:1. In Washington, D.C., that average was 361:1. In Delaware, that average was 429:1. In Maryland, that average was 369:1. In Virginia, that average was 370:1. In West Virginia, that average was 373:1. Our organizations as well as the American School Counselor Association (ASCA) recommend that schools strive to maintain a student-to-counselor ratio of 250:1.

Given changes in both the national and global economy in recent decades, as well as rapidly shifting student demographics, the role of professionals who assist students in this process has never been more important. We invite you and your counselors to attend NACAC's [conference](#), [college fairs](#), PCACAC's [Annual Conference](#) and/or its [Summer Institute](#), all of which will help counselors and others that work with students in the college search and application process.

Should you have any questions, please feel free to contact us at info@pcacac.org or at the email addresses below.

Sincerely,

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