2022 - 2023

LEADERSHIP EDUCATION CERTIFICATE PROGRAM
IT'S ALL ABOUT PRIORITIES: SELECTIVE ADMISSION AND COUNSELING
PRESENTERS

• Anthony Ambrogi, St. Catherine’s School
  • aambrogi@st.catherines.org

• Wendy Ayala, Collegiate Directions
  • wayala@collegiatedirections.org

• Jua Howard, U of California-Berkeley
  • jhhoward@berkeley.edu

• Nick Orban, U of Maryland-College Park
  • norban@umd.edu
LEARNING OBJECTIVES

• How do institutional priorities drive the mission and practices of the organization?
• How do they impact students in the process?
• How can you better understand your college/high school/CBO partners’ priorities and inform them of your own?
College Side - What Are Institutional Priorities?

Anything relevant to an institution’s

- Mission
- Goals
- Values
- Identity
Institutional Identities

University of California, Berkeley
- Land grant, public research institution
- Flagship campus
- Located 20 minutes outside San Francisco
- 32,000+ undergrads
- 76% CA residents
- 50 states / 80+ countries
- Division I / 1200+ student organizations

University of Maryland, College Park
- Land grant, public research institution
- 31,000 undergrads
- 70% MD residents, by state law
  - In practice, currently 77% MD residents
- Strength and value in diversity
- Located just outside Washington, DC (global reach)
Who Sets Values, Mission, and Priorities?

- Often, senior leadership within the institution
  - Presidents, Provosts, Chancellors, Deans, Boards of Trustees or Regents
- "Steer the ship" metaphor
- Changes in values, mission, priorities then trickle down to admissions/EM, in two ways:
  - Admissions may change who they recruit
  - Students may self-select in because of the new identity
Examples of Institutional Priorities

• Residency (in-state/out-of-state)
• Public vs Private
• Diversity
• Specific areas of academia
• Religious affiliation (ex: Jesuit vs Catholic)
• Institutional finances
Impacts of Institutional Priorities

- Revenue, tuition discounting, and enrollment planning
  - Balance between need-based and merit-based aid
  - Fundraising / Donors
- Alumni Engagement / Involvement
  - Legacy
- Special Talent
  - Athletics
  - Arts
- Community Engagement
- Circumstances in Time
  - Pandemic
How Do Priorities Affect Practice?

• Where and how recruiters engage with students, counselors and CBOs
  • Outreach / Recruitment Plan
  • On Campus Programs
  • Yield Programs

• How admission applications are reviewed
  • Reading Rubrics: Indexes, capped majors, in-state v. non-residents, etc.

• What application documents are required and carry more impact?
  • Transcript, SAT / ACT, essay, interview, etc.

• Where institutional aid funding is directed
College Priorities: Impact on Counseling

• How do counselors learn about colleges institutional priorities?
  • Visit colleges - information sessions, campus tours, and conversations with admission officers
  • Attend counselor events hosted by colleges in your area
  • Research individual college websites - including missions statements
  • Stay informed on admission data - macro and micro
College Priorities: Impact on Counseling

- How do you counsel or inform students and families about institutional priorities?
  - Individual counseling meetings with students
  - Parent and Student programs
  - E-newsletters and other communications
Priorities at the Secondary Level

- How do priorities at the secondary school level affect our work with students?
  - Expectations from parents/students - “the list,” individual engagement, etc.
  - Aspects that are important to the school’s administration
  - School counseling responsibilities and “other duties as assigned”
  - Where does “college counseling” end and someone else begin?
  - Promoting our vision/philosophy for college counseling

This is important for colleges to know!
• Learning About Institutional Priorities at a CBO level
  • Campus visits
  • Counselor/CBO events
  • RESEARCH
    • Books are Still Cool! - Fiske Guide, College Finder, I'm First! Guide, Ruggs
    • Websites & Data Sites
    • NACAC Exchange Server Resources
  • College/CBO newsletters
  • Staff information sessions
CBO Priorities

What Matters to Us

• Best with for the student and family
• Exposure to the college options our students and families have
• Ensure our students have the opportunities that others have access to
• Relationship building to best support students and families
• Financial Aid Makes a Difference!
CBO Priorities

How Colleges Connect & Function Matters

• Where and how colleges engage
  • CBO site visits
  • Virtual options
  • Accessible local events
  • On campus & yield programming
  • Email/phone availability - responsiveness

• Admissions Strategies and Priorities
  • How a college reads and what priorities they are focusing on
  • Letters of recommendation say a lot

• Support Beyond Admissions
  • Cross Departmental Communication (Student Support, Disability, First-Gen, Career Services, etc.)
College Priorities: Impact on CBOs

• How do you counsel or inform students and families about institutional priorities?

• Transparent Conversations Are Key!
  • 1:1 counseling sessions with students and families
  • Family meetings
  • College research group and 1:1 sessions
  • College Information sessions - let the colleges do the talking
Roundtable!

- Sharing of best practices
- How should college-side professionals share updates?
- What questions should secondary/CBO-side professionals ask of college side?
- What can colleges do better in sharing institutional priorities?
QUESTIONS?

YOU MAY ENTER YOUR QUESTIONS INTO THE Q&A BOX IN ZOOM

THANK YOU!