



PRESENTATION HANDOUT



How Can Colleges Provide School Counselors With The Information They Need To Succeed?



**High School  
Counselor Marketing**  
[HighSchoolCounselorMarketing.com](http://HighSchoolCounselorMarketing.com)

# Your Presenters

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# Agenda

1. Communication strategies with high school counselors
2. Information for counselors
3. Events



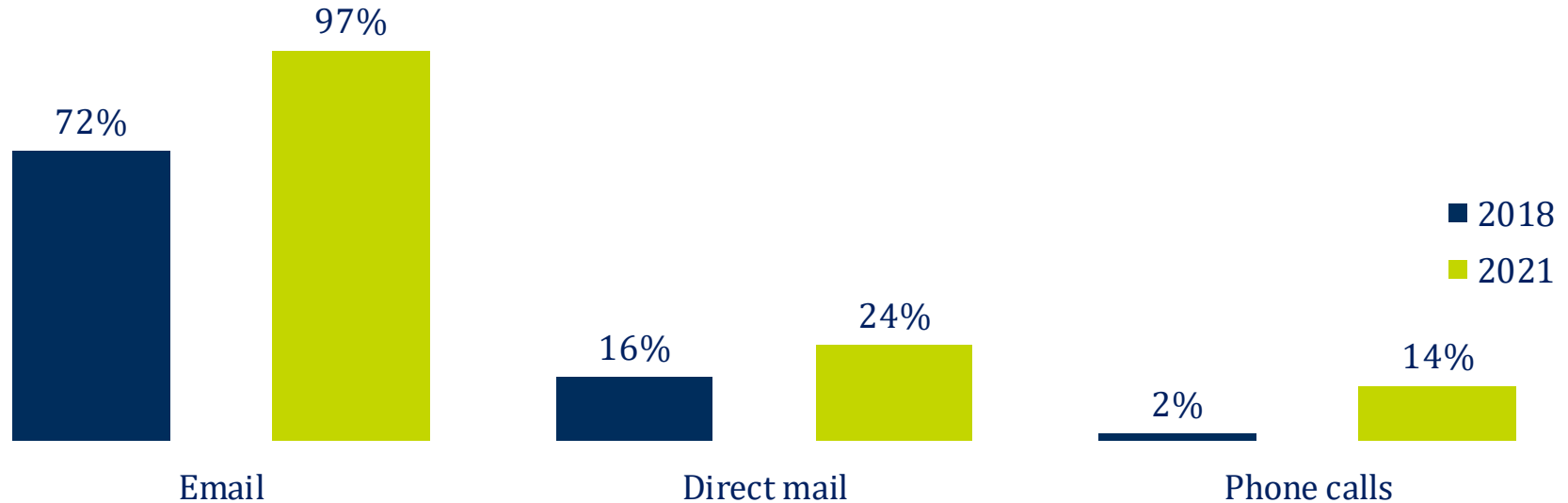
# Communication Strategies with High School Counselors

## Join by Web



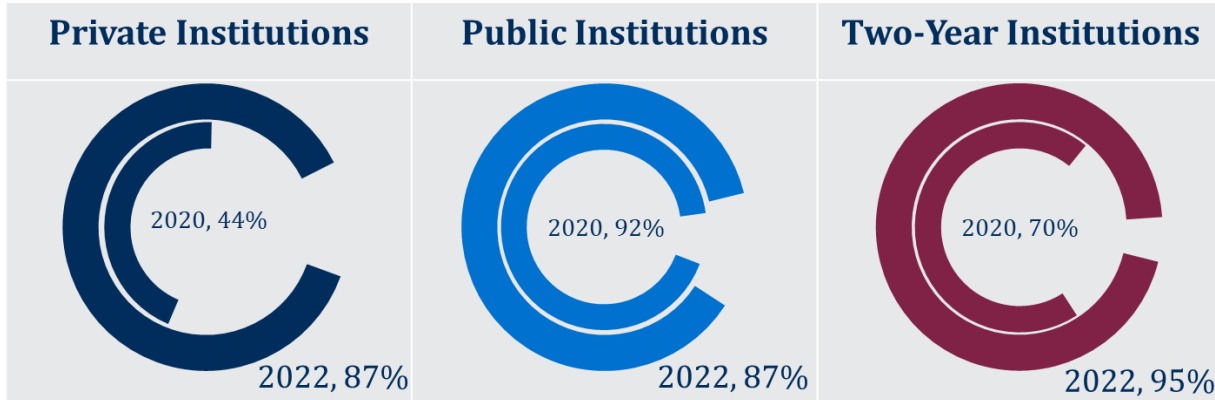
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# Counselors' preferences

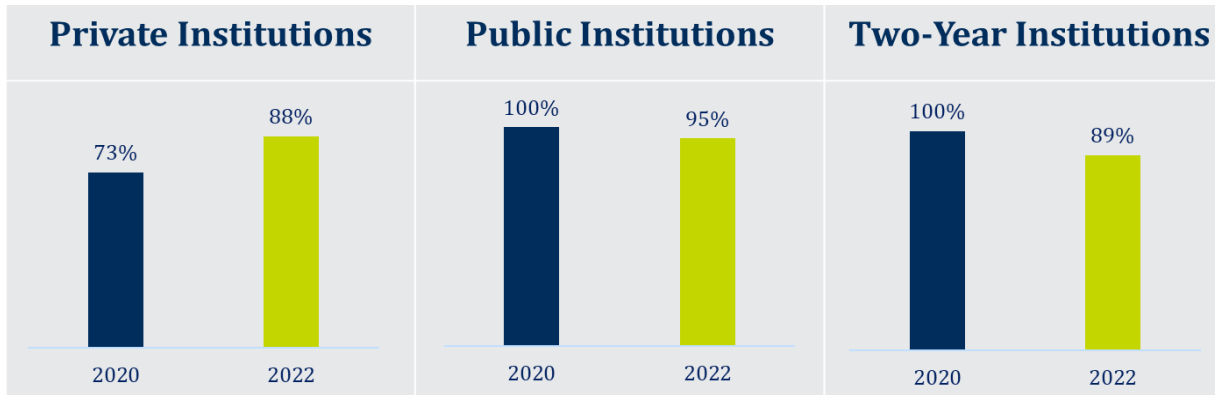


# Email to communicate with high school counselors

*Use*

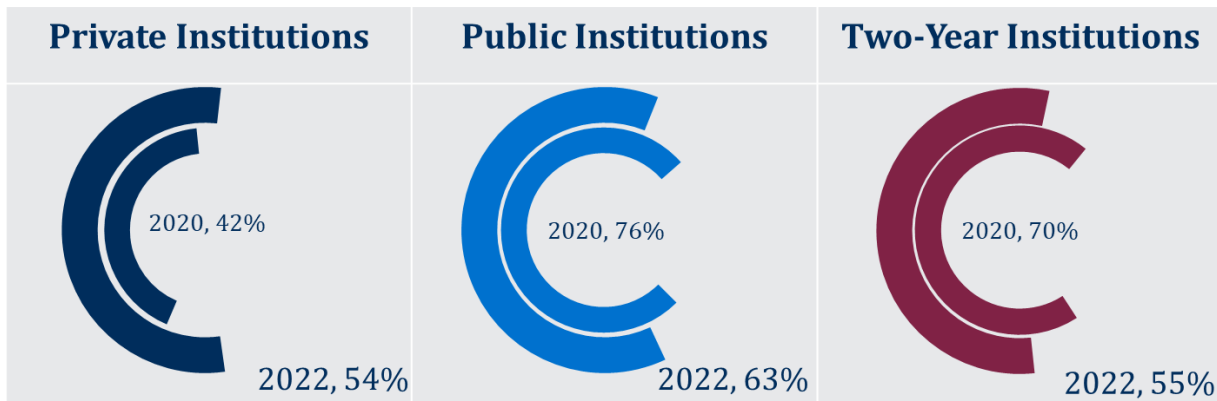


*Effectiveness*

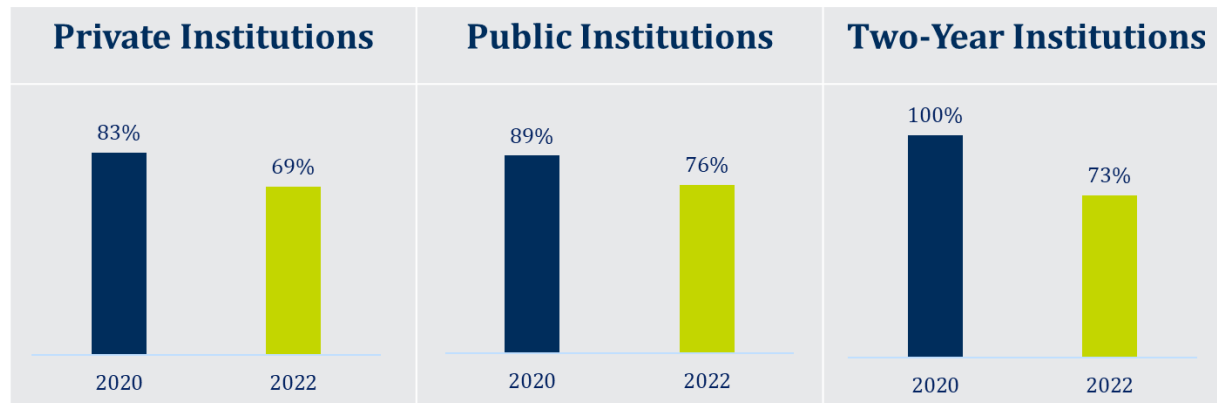


# Direct mail to communicate with high school counselors

*Use*



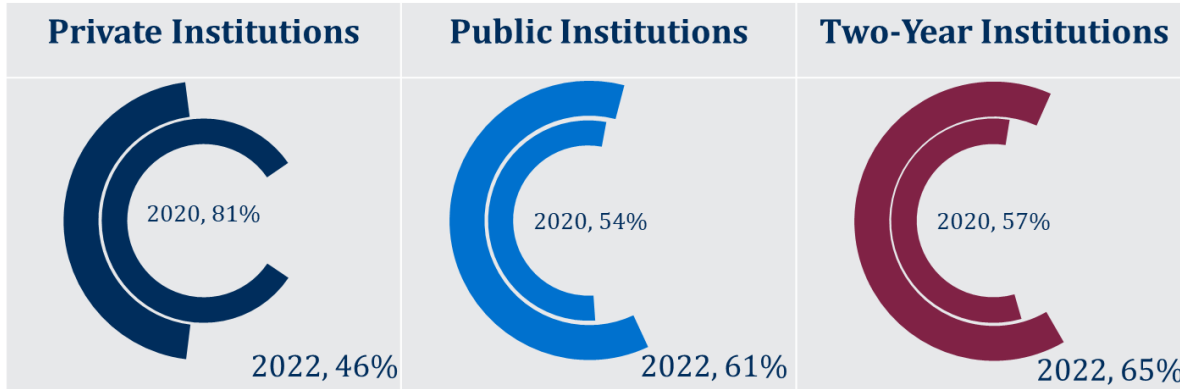
*Effectiveness*



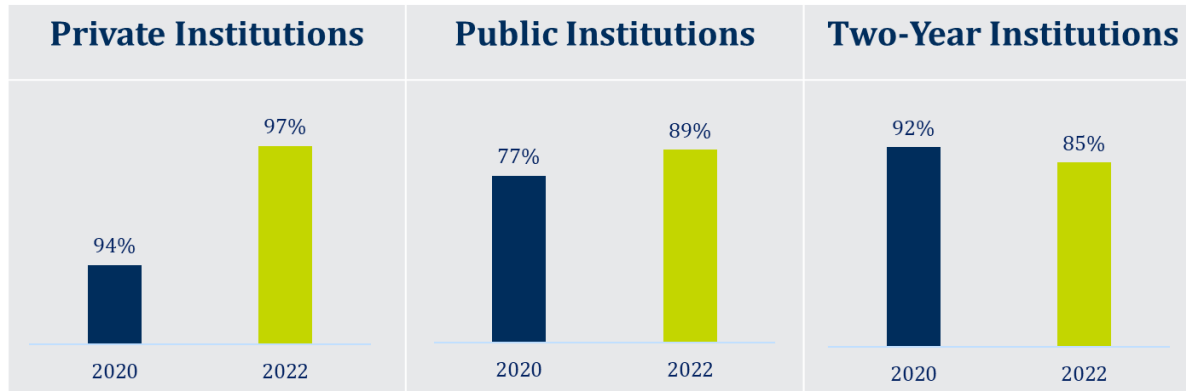


# Phone calls to high school counselors

*Use*



*Effectiveness*



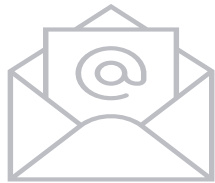
# Best practices for communication with counselors



Email with updates, checklists, steps, and links to important document or information.



Make sure counselors know who you are and how to reach you.



Respond to questions fast.



Call counselors to confirm appointments, visits, and to see what information they need.



Call after visit to follow up on questions, students who might be interested or applying, etc.

A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand near a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text "Information for Counselors" is centered in white, sans-serif font.

# Information for Counselors

## Join by Web



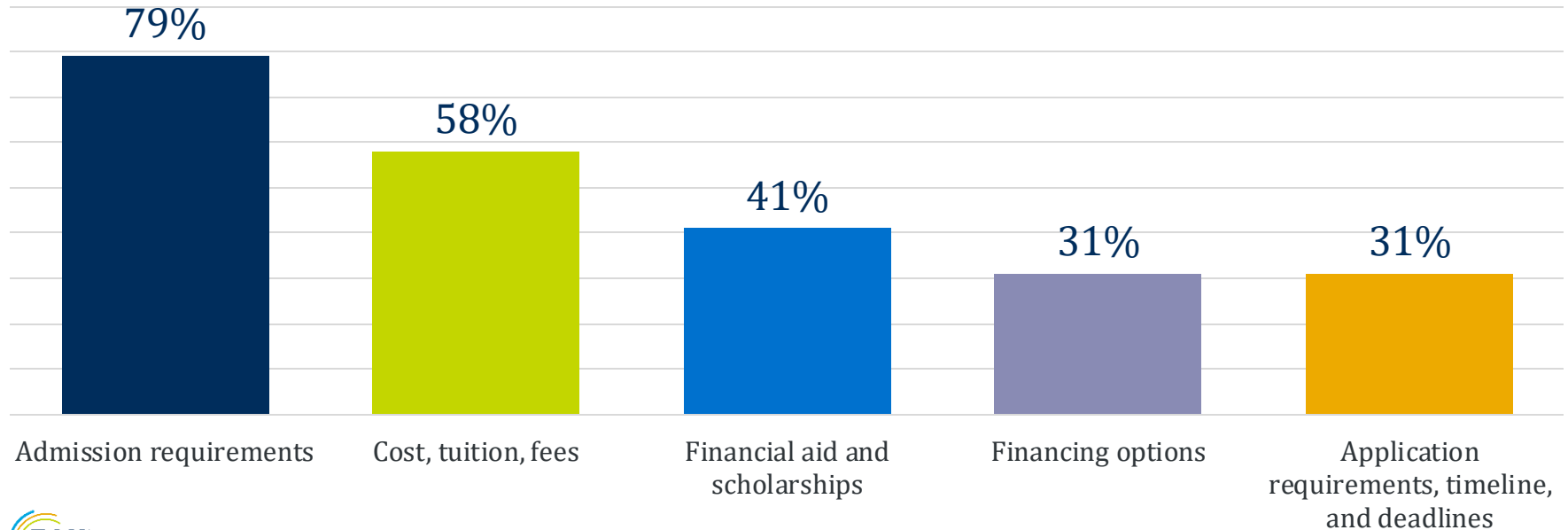
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# Counselors' use of college websites

*99% of high school counselors use college websites on their research*

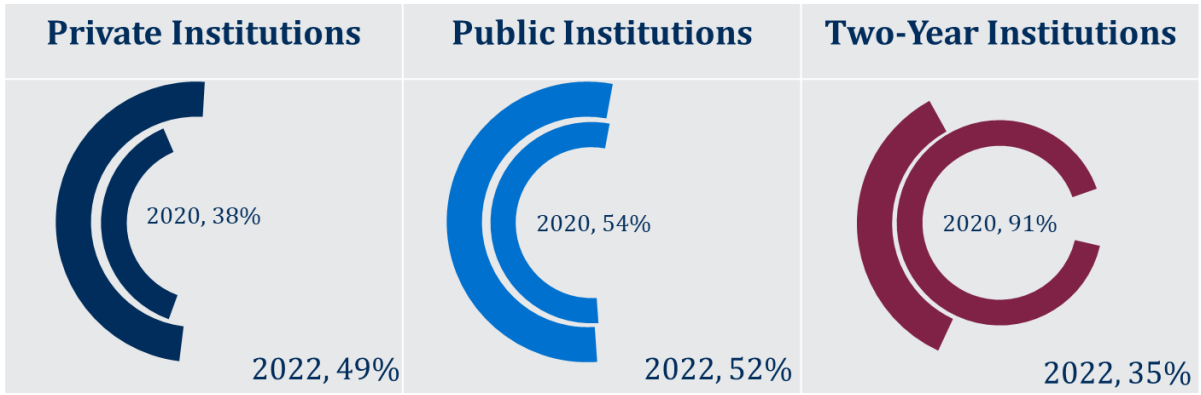
*62% believe these sites are effective*

*What areas are they using?*

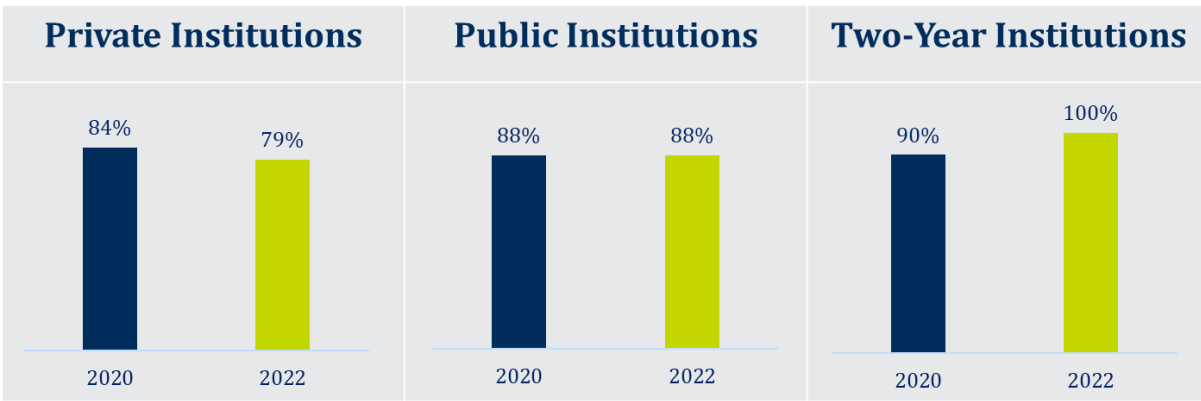


# Website area for high school counselors

Use



Effectiveness



# What do counselors find frustrating in college websites?

Hard to navigate; Not easy way to search for answers. No frequent questions and answers.

Contact information not easily found-who's my representative this year?

Information buried in places hard to find.

COA, tuition, and fees- and not easily found net price calculator.

Admission requirements are not clearly stated.

Information about academics (majors, minors, programs) not clearly explained.

Financial aid and scholarship area-difficult to understand.

Class profile missing or hidden.

Inconsistency of information - requirements, cost, application deadlines.

High school counselor area/portal missing.

Lack of transparency. Vague information on degree programs.

Plain language-website information seems to be written for experts (how do I translate that to parents?)

Rah, rah, rah, rather than nuts and bolts.



# What do counselors want to see in college websites?

Up to date, streamlined, and to the point area just for high school counselors.

Information on tours, link to register.

Up-to-date deadlines.

Need basic information on one page to download and share (Deadlines, admissions criteria, application requirements, etc.)

Ability to speak to a human being.

Deadlines -all of them in one place (application, deposit, housing).

English proficiency requirements.

Housing options and deadlines.

Simple information for counselors.

Testing requirements in plain language.





# Best practices for counselor website areas



Current contact information- name, email, and telephone number



Application materials checklist, steps, and timeline



Frequent questions and answers (downloadable document for students and families)



Class profile (downloadable document for students and families)



Links to COA, tuition, fees, and cost calculator



Information about academics (majors, minors, programs)



Link to sign up for campus tours



Link to virtual tour

# Best practices for counselor printed materials



Cost, tuition,  
scholarships/grants



Scholarship and financial aid  
updates



Checklists they can print  
and/or forward via email



Information about academics  
(majors, minors, programs)

# Best practices for downloadable PDFs



Cost, tuition, scholarships/grants



Scholarship and financial aid updates



Checklists they can print and/or forward via email



Information about academics (majors, minors, programs)

A person wearing a blue checkered shirt is holding a smartphone in their hands. In the foreground, a laptop keyboard is visible. The word "Events" is written in white, sans-serif font across the center of the image.

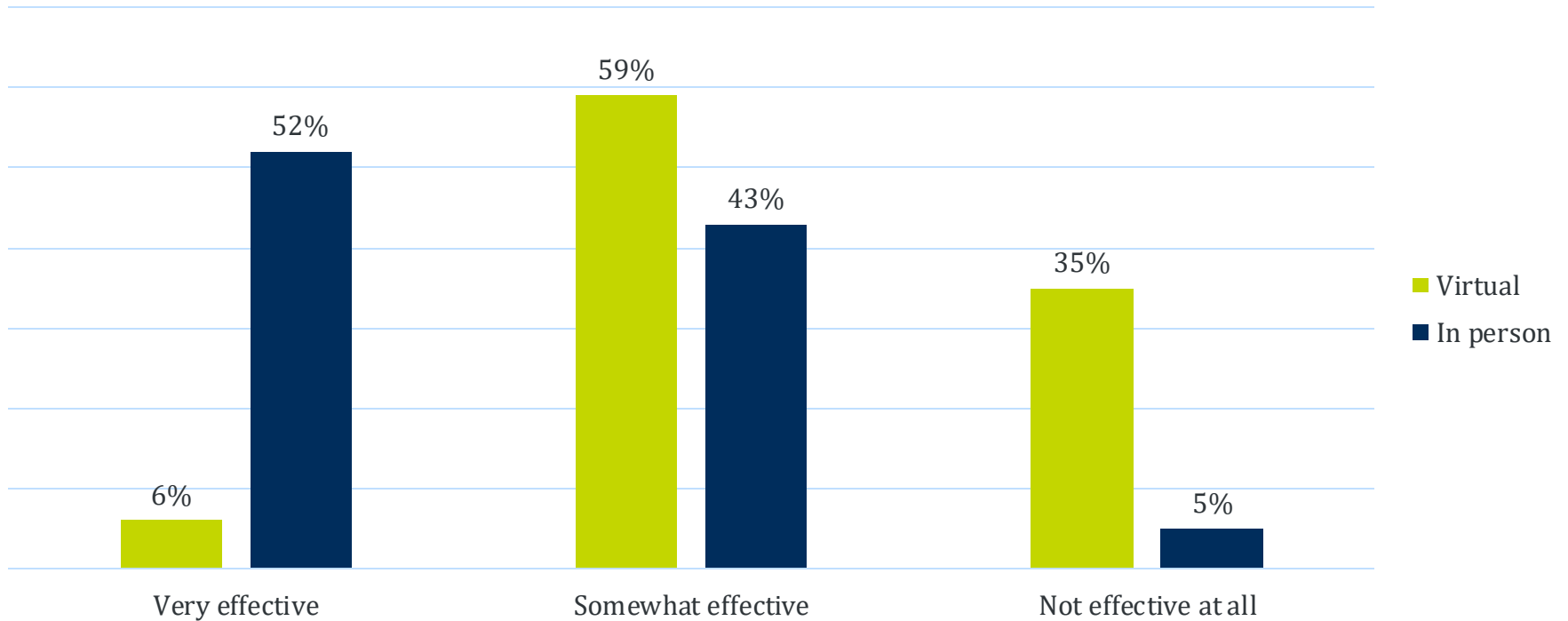
Events

## Join by Web

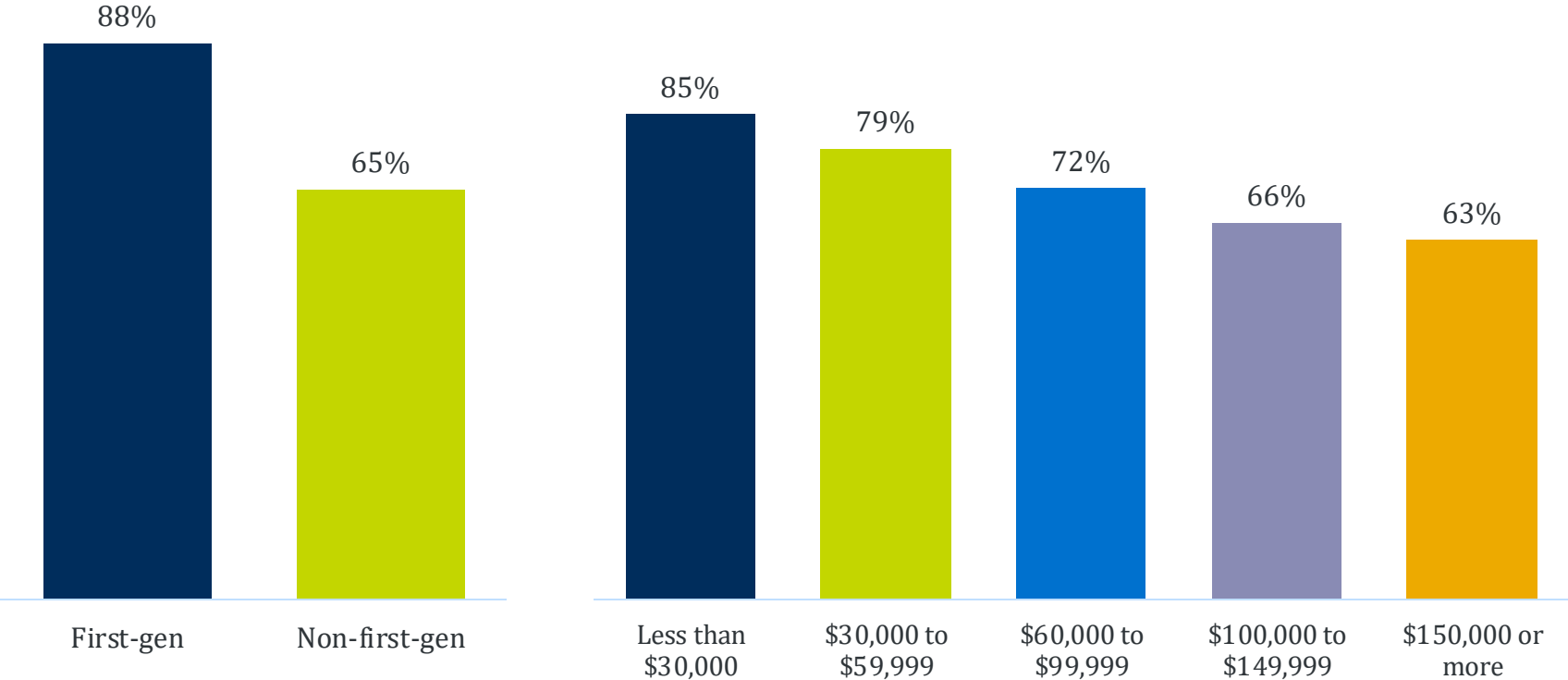


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# Counselors' ratings of college fairs

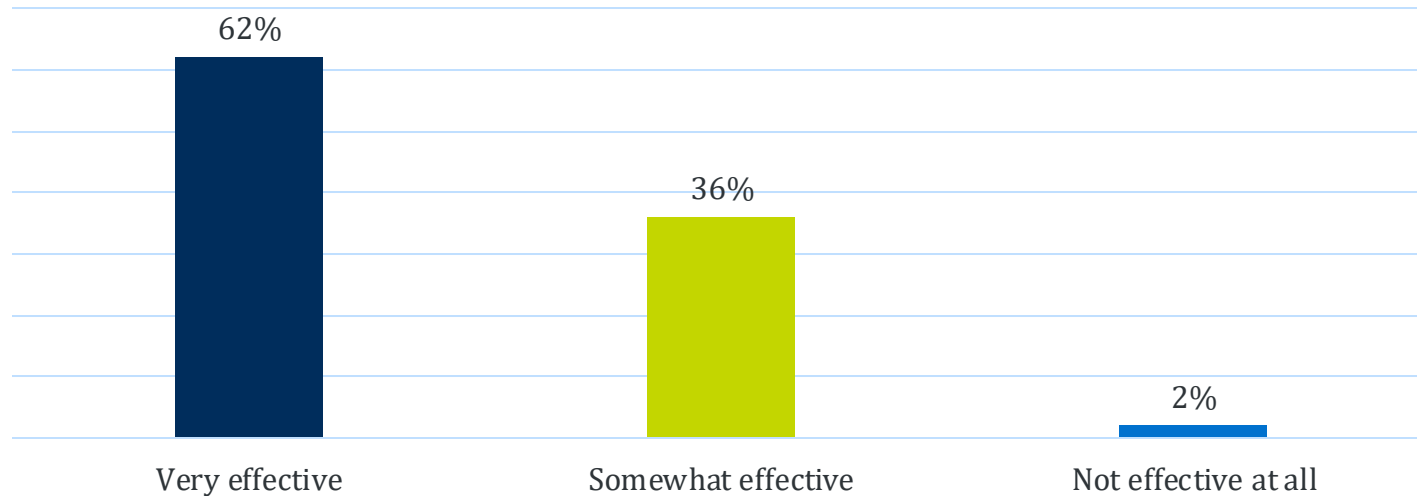


# Importance of college fairs for prospective families



# Effectiveness of college representatives' visits to high schools

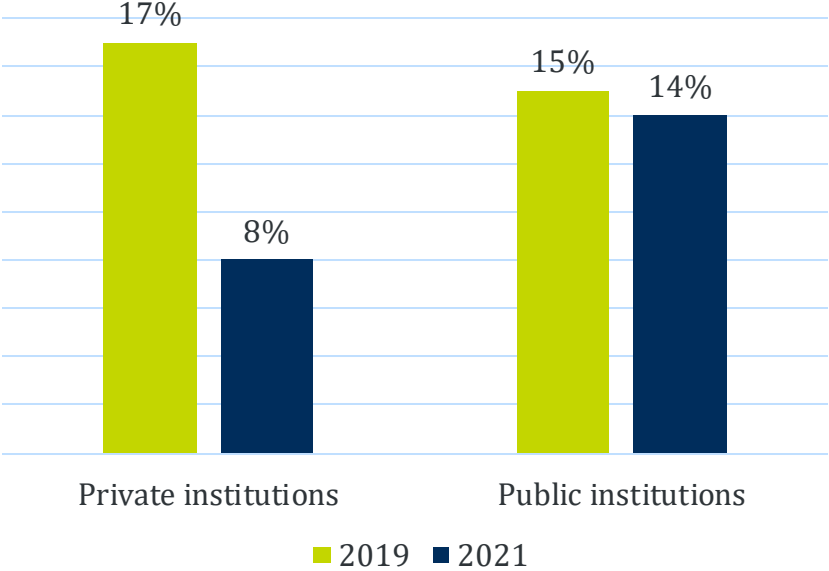
*Nearly all high school counselors reported using the resources offered by the college representatives working with their high school, which rated as the most effective tool counselors had in their work.*





# Undergraduate marketing & recruitment budget

% allocated to *“travel”*



Anticipated increase to budget allocations for *travel* in the next 12-24 months



# What makes a highly effective high school representative?

- Well trained
- Energetic
- Knows the high school and the population they enroll.
- Is willing to answer questions and follows up after visit.
- Brings materials the students can take home.
- Consistent
- Offers to help with application process and questions.
- Explains timeline of application and how admission works.
- Encourages students to visit in person (or virtually).
- Offers to connect students with current students from that high school who are currently enrolled or students in their academic area of interest.

# What makes a good high school visit experience for the students?

- They came prepared with college specific information plus gave personal insights and experiences.
- Admissions rep was here in person and used specific student transcript examples and college app examples which was very helpful for our students.
- It is helpful when a college sends us a list of students who have shown interest in the college beforehand.
- Sending representatives who are EXCITING as well as knowledgeable makes all the difference in the world. The engaging visit = students applying.
- The representatives are very personable, and time is no worry.
- They will not leave until all questions are answered.

# Final thoughts



Survey results show that the more things change, the more they stay the same!



Counselors, students, and college admission professionals all recognize the continued value of personal and face to face interaction.



The most effective way to communicate with counselors is using a varied, multi-channel approach that includes a clear and informative web presence as well as tangible components like brochures or downloadable pdf documents.

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# Sources:

- Ruffalo Noel Levitz & High School Counselor Marketing (2022). *2022 High School Counselors Report*. Cedar Rapids, Iowa: Ruffalo Noel Levitz.
- Ruffalo Noel Levitz (2022). *2022 Cost to Recruit an Undergraduate Student*. Cedar Rapids, Iowa: Ruffalo Noel Levitz.
- Ruffalo Noel Levitz, CampusESP & Ardeo Education (2022). *Prospective Family Engagement Report*. Cedar Rapids, Iowa: Ruffalo Noel Levitz.
- Ruffalo Noel Levitz (in press). *Marketing and Recruitment Practices for Undergraduate Students*. Cedar Rapids, Iowa: Ruffalo Noel Levitz.

A person wearing a blue shirt is holding a smartphone in their right hand and has their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text is centered and white.

Questions?

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