Diverse Uses of NACAC's Textbook: Applications for Counselor Educators, College Counselors, and Enrollment Managers

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5th edition!
History of Fundamentals

• Started out as a “how to” text for school counselors—lots of nuts and bolts
• Editions added chapters in response to current trends and emerging issues in the field, many taking on a more “big picture” tone
• Edition three added significant elements in theory and research, expanding interest among counselor educators and graduate students
• Subsequent additions expanded information of interest to enrollment managers as well
Users by Sales (4th Edition)

- Secondary Counselors— 594
- Graduate Students— 569
- IEC— 299
- Other Postsecondary Users— 225
- Faculty-- 85
Counseling foundations and theory

Ethics and practice

Student pathways and options

Serving diverse student populations
Most popular chapters:

Framework for College Counseling

Demystifying Enrollment Management
New Chapters!

- Foundations of Standardized Admission Testing
- Advising Students and Families About Paying for College
- Counseling First-Generation Students and Families
- Technology Tools for the Savvy School Counselor
- Serving Undocumented Students
- Counseling International Students at US High Schools
- Advising the Transnational Applicant
Chapter 25— Counseling the Transnational Applicant

- New Chapter!
  - Written with Kathleen Schultz
  - “Transnational applicant” - student who applies to colleges in multiple countries
  - Includes:
    - Statistics related to student enrollment trends
    - Examples of international programs and their requirements
    - Best practices and ethical considerations
    - Model for developing an international college PD program (ICO)
      - ICO will be in the NYC and Boston areas this November
Chapter 26—Building Relevant School-Family-Community Partnerships

• Updated chapter
  – Written with Julia Bryan, Dana Griffin, & Lynette Henry
    • Discusses the importance of partnerships/collaborations between school personnel (with a focus on school counselors) and families, other school staff, and the community
    • Includes references to research showing how culturally relevant partnerships can improve academic achievement, attendance, behavior, college-going culture, and college attendance
    • Explains a step-by-step model of how to build and sustain partnerships, including examples for each step
Chapter 17 – Institutional Needs vs. The Public Good
Learning the “Behind the Scenes” of Enrollment

- The struggle: meeting institutional needs AND the public good
- Anyone working in the field, or counseling students, must understand these models if they are to be successful
- Complexity and nuances inform our work
- Why is cost such a significant fact in admission? Context matters...
- What are other “institutional needs” and how do they impact admission?
- Demystifying myths can create greater access
- The hidden gem in these chapters: other articles & resources!
College/Postsecondary Options

• Review of Options at All Levels
• Appealing to Students Beyond the “Typical NACAC Crowd”
• Helpful in Connecting Colleges with Career Paths
  – Is 4 years the only way to engineering?
  – Is engineering what you really want?
• Helpful with Financial Planning
The New Edition and Teaching College Counseling

- New chapters add breadth to the practice of college admissions with more “how to” topics
- Support theory of college counseling with additional chapters on introduction to testing, etc.
- Provides a comprehensive look at college admissions, from viewpoints of both counseling and enrollment management
- Most chapters include discussion questions and/or case studies to help dive deeper into the topics
The New Edition and Practicing College Counseling

• New chapters add breadth to the practice of college admissions with more “how to” topics
• Expands connection between the “nuts and bolts” of college counseling and the affective elements of the process
• Provides a comprehensive look at college admissions, from viewpoints of both counseling and enrollment management
• Great resource to use “as needed,” as you approach new topics and issues in your career
“The Textbook in Action”

“I didn’t know that!”
New Counselors/Graduate Programs

• Provides theory that can get overlooked once they’re in schools
• Brings the actual practice of college counseling to life in ways no other text does
• Drills down to individual topics, allowing counselors to see how to develop college counseling plans based on individual needs
• Combined with other NACAC resources (Step by Step), provides foundation for creation of solid college counseling curriculum
• Counselor educators – easy to use as a full text OR choose select chapters to enhance your curriculum
• One of many reasons why graduate courses in college counseling are needed!
Experienced Counselors

- Provides theory they either didn’t remember or ever knew
- Offers multiple perspectives on college counseling that adds depth to their practice
- Allows them to offer more individually tailored postsecondary plans to students and families
- Renews opportunities to see college counseling as a curriculum and a process, not just an outcome
Available through NACAC Publications page (hardcover) and Amazon (Kindle)
Q & A