

Ad Hoc Committee on Serving Next-Generation College Counseling and Admission Professionals

PURPOSE

The Ad Hoc Committee on Serving Next-Generation College Counseling and Admission Professionals was asked to develop recommendations for programs and services to attract, serve, and maintain the newest members of the college counseling and admission profession.

COMMITTEE MEMBERS

Co-Chairs

Emma Adebayo, Augustana College (IL)

Julie Chapman, SquareOne Higher Education Consulting (TN)

Kate Beck, NYC iSchool (NY)

Jose Bolivar, BookNook (CA)

Grace Bradley, Barnard College (NY)

Allyson Brown, Spartanburg Methodist College (SC)

Brandon Bruan, Pacific Lutheran University (WA)

Josue Castellon, Foundation for a College Education (CA)

Nikki Chun, University of Hawaii at Manoa

Germel Clarke, United States Naval Academy (MD)

Brandon Curry, Indiana University Fort Wayne (IN)

Maria Della Bella, Kentucky College of Art + Design (KY)

Derrick Kang, Mid-Pacific Institute (HI)

Ebony Lovett, Whitefield Academy (GA)

Yuchen Lu, Peking University Experimental School (Jiaxing)

Julio Mata, Francis Parker School (CA)

CONTINUES.

Bruce Neimeyer, Global College Search Associates, LLC (MD)

Ashley Pallie, California Institute of Technology

Veronica Pecero, The University of Texas at Austin

Ariana Pistorino, University of San Francisco (CA)

Brian K. Smith, Marlborough School (CA)

Debra Taylor, College Ready, LLC (OH)

NACAC Staff Liaisons

Melissa Clinedinst, Director of Research and Grants

Sophia Chaale, Senior Instructional Designer

RECOMMENDATIONS

Networking

- Articulate the value of networking to new professionals
- Provide best practices for Networking
- Increase the number and quality of networking opportunities
- Collect data to better understand the career experiences of new professionals
- Partner with senior leaders on ROI of supporting junior staff
- Establish educational efforts with key organizations about the value and impact of admission and counseling professionals in their respective organizations

Onboarding/Professional Development

Create university onboarding materials designed around four topical areas institutions could use with new staff members:

- Transitioning to a new profession
- Introduction to the College Admission Field
- Professional Development
- Self-care investment

Defining Career Terms

- Finalize postsecondary frontline individual contributor framework and move toward developing education and training modules to address the key skills and job duties outlined in the framework.
- Consider a similar framework for providing college counseling to prospective students in secondary schools and CBOs and as independent educational consultants.

STATUS FOR EACH RECOMMENDATION

NETWORKING

Articulate the value of networking to new professionals

NACAC can and will work to improve communications about networking and the value of networking opportunities. In the years ahead, NACAC will also be planning and executing Next Gen professional networking events across the country.

Provide best practices for networking

With the creation of the new member engagement platform associated with the new website (coming fall 2022), NACAC is positioned to provide creative content related to online networking and relationship building. A [recent example of this is a podcast](#) recorded for NACAC's College Admissions Decoded that emphasizes next generation college admission counseling professional.

Increase the number and quality of networking opportunities

NACAC is unable to pursue this recommendation for now. We will revisit this annually and consider ways to find funding sources for such efforts.

Collect data to better understand the career experiences of new professionals

NACAC launched a member needs assessment in spring 2022 to gather information about new professionals. A grant proposal is being developed to address this important aspect of NACAC's membership.

Partner with senior leaders on ROI of supporting junior staff

NACAC will expand communication efforts to include recognition of new professionals and junior staff as a form of advocacy to senior admissions leaders and institutional administrators.

Establish educational efforts with key organizations about the value and impact of admission and counseling professionals in their respective organizations

NACAC will work to develop advocacy on the profession's behalf to a more diverse group of audiences—strategic placement of messages with higher education leaders, superintendents, etc.

ONBOARDING/PROFESSIONAL DEVELOPMENT

Create university onboarding materials designed around four topical areas institutions could use with new staff members:

- **Transitioning to a New Profession**
- **Introduction to the College Admission Field**
- **Professional Development**
- **Self-Care Investment**

There is opportunity for NACAC to consider this topic for future professional development sessions. A first step is to survey what exists externally to create a targeted product mix. NACAC's current Emerging Leaders Program is a program that addresses this topic of introduction to the college admission field.

DEFINING CAREER TERMS

Recommendations:

- **Finalize postsecondary frontline individual contributor framework and move toward developing education and training modules to address the key skills and job duties outlined in the framework**
- **Consider a similar framework for providing college counseling to prospective students in secondary schools and CBOs and as independent educational consultants**

The Education and Training team completed an analysis and developed a framework for developing skills and competencies at each professional level. This framework informs NACAC development of programming and professional development pathways for NACAC members. NACAC will launch a member needs assessment to better understand member segments and support varied professional needs within the scope of available financial and personnel resources.