



College Counseling for Admissions Professionals: Improving Access and Retention

By Nathan J. Daun-Barnett, Carl W. Behrend, Cory M. Bezek

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College Counseling for Admissions Professionals is a much-needed resource to guide college admissions professionals in helping students navigate the college choice process. This research-based book prepares college admissions professionals to not only be marketers of their institution, but also disseminators of knowledge about the college choice process. Arguing that the most effective retention tool for an institution is to provide prospective students with the best possible information to choose the right institution, *College Counseling for Admissions Professionals* provides the full set of tools that every college admission professional needs today to ensure students applying to their institutions are making informed choices and will more likely achieve success while in college.

Coverage Includes:

- The role of college access professionals—including school counselors, pre-college outreach providers, and independent consultants—and how to effectively work with these groups
- The shifts in financial aid at the federal, state, and institutional levels and the implications of these trends for students' and families' ability and willingness to pay for college
- The abundance of college access tools on the Internet and those that are most useful for students and families

This volume empowers admissions counselors with the knowledge, insights, best practices, and resources to understand their role more broadly in order to better serve the needs of students, providing a solid foundation upon which to build their professional admissions career.

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Editorial Review

Review

"*College Counseling for Admissions Professionals* provides admissions and access professionals with a comprehensive analysis of research evidence and action strategies, providing new counselors with a comprehensive overview of the field and seasoned administrators with guidance for actions aimed at improving and expanding educational opportunity. It is a must read!"

-Edward St. John, Algo D. Henderson Collegiate Professor of Education, University of Michigan

"An outstanding read for college admissions officers regardless of their number of years of experience or institution type. We are reminded of our responsibility to students and their families in helping them make informed, well-researched college decisions. Persistence and graduation are of great import and often not considered in the "match" or "fit" discussion. I can imagine this book will be read widely by admissions officers as a reminder of why our work is vitally important to the students with whom we work."

- Stephanie Balmer, Vice President for Enrollment, Marketing, and Communications and Dean of Admissions, Dickinson College

"By reimagining the traditional role of admissions counselors, these authors offer a fresh look at how these professionals can work most collaboratively with their K12 counterparts?school counselors and pre-college advisors. This enlightened perspective and the workable recommendations offered will position admissions counselors as leaders among a wide network of college access professionals. I applaud the authors for re-conceiving the admissions counselor role and especially for doing so in a way that aligns it with those who work with students on the other side of the admissions table."

-Mandy Savitz-Romer, Director of the Prevention Science and Practice Program, Harvard Graduate School of Education

About the Author

Nathan J. Daun-Barnett is an Assistant Professor of Higher Education Administration in the Educational Leadership and Policy Program at the University at Buffalo, USA.

Carl W. Behrend is a retired school counselor, former chair of the guidance department at Orchard Park High School and founder of Behrend Consulting in Buffalo, New York, USA.

Cory M. Bezek is Director of Admissions at the State University of New York at Fredonia, USA.

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Archie Williams:

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Zandra Woods:

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Robert Victor:

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