

# 10 Things Effective Counselors Do

## to Help Students Apply to 4 or More Colleges

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**1 LEARN** about the colleges students apply to often. Talk with college representatives, study the college catalogs, observe the admission process, and take campus tours.

**2 KNOW COURSE WORK** requirements for colleges students frequently apply to. Make sure that students know them too.

**3 KNOW WHERE** to find specific test requirements for any particular college, and advise students accordingly. Encourage all potential college-bound students to take a college admission test, such as the SAT®.

**4 BE FAMILIAR** with the application process of popular colleges.

**5 ESTABLISH PROCEDURES** to ensure that students provide the information in time to meet the college application submission deadlines.

**6 COMMUNICATE OFTEN** with students and parents through newsletters, the school website, emails, and parent nights.

**7 EMPHASIZE** to students that the first step in researching colleges is to examine their own interests, goals, and plans for the future.

**8 DISTRIBUTE** handouts to help guide students along the college search; post handouts and critical deadlines on the school website.

**9 PROVIDE** students with the tools for researching colleges:

- Websites
- Guidebooks
- Lists of resources

**10 CONDUCT** college fairs or participate in local fairs organized by other schools or organizations.

**NOTE:** The information on this page was shared by practicing school counselors and is included in the *College Counseling Sourcebook* 7th ed. The numerical ranking of this list does not reflect the order of importance or the order in which these activities are performed.

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For more resources, visit [collegeboard.org/fouormore](https://collegeboard.org/fouormore).

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