

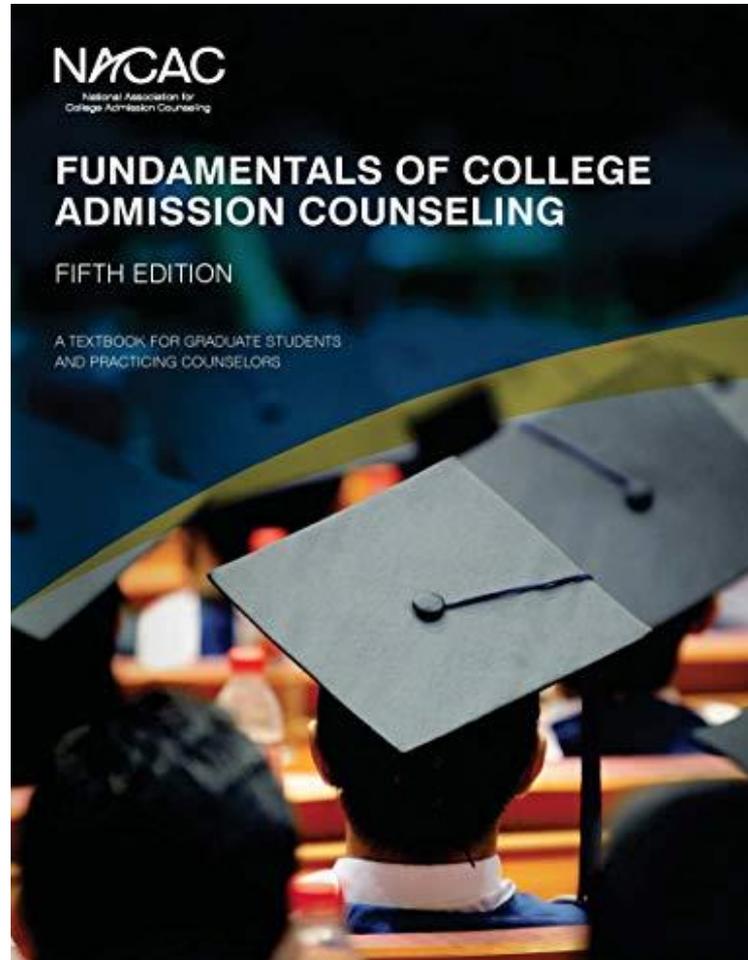
Diverse Uses of NACAC's Textbook: Applications for Counselor Educators, College Counselors, and Enrollment Managers

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NACAC

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

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Most popular chapters:
Framework for College Counseling
Demystifying Enrollment Management

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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

Beth Gilfillan

Chapter 25 – Counseling the Transnational Applicant

**Chapter 26 – Building Relevant School-Family-
Community Partnerships**

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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

Patrick O'Connor

Chapter 17 – Institutional Needs vs. The Public Good

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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!

Patrick O'Connor

Chapter 11 – Postsecondary Options

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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!”

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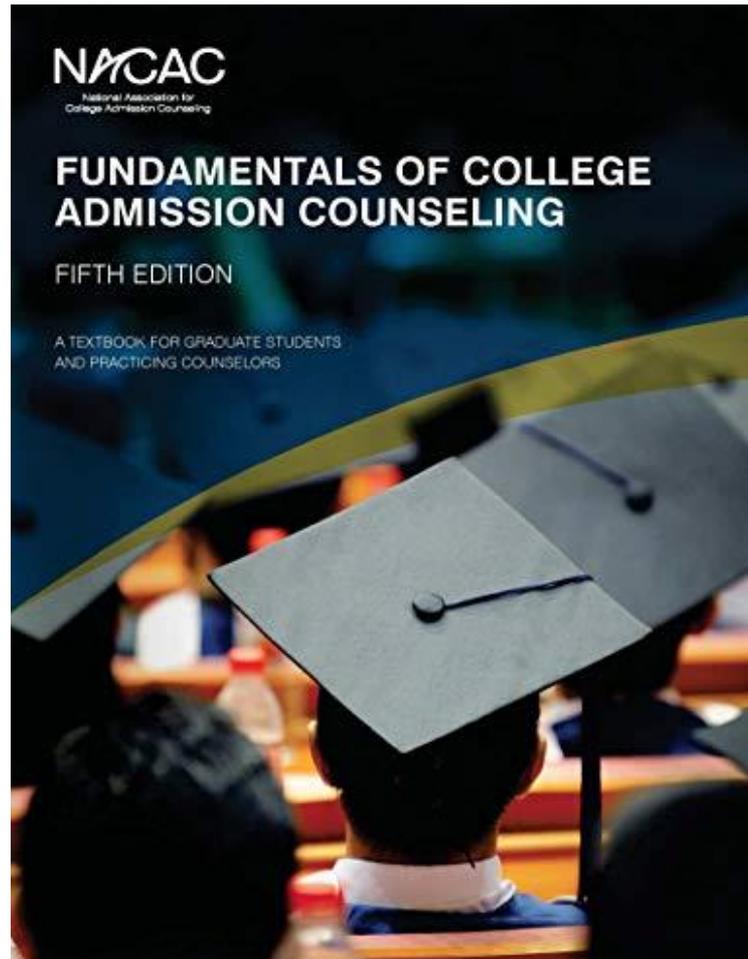
New Counselors/Graduate Programs

- 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

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