



WHITE PAPER

Findings from EAB's 2021 Survey of High School Counselors

Actionable Insight for College Admission Teams

Enroll360

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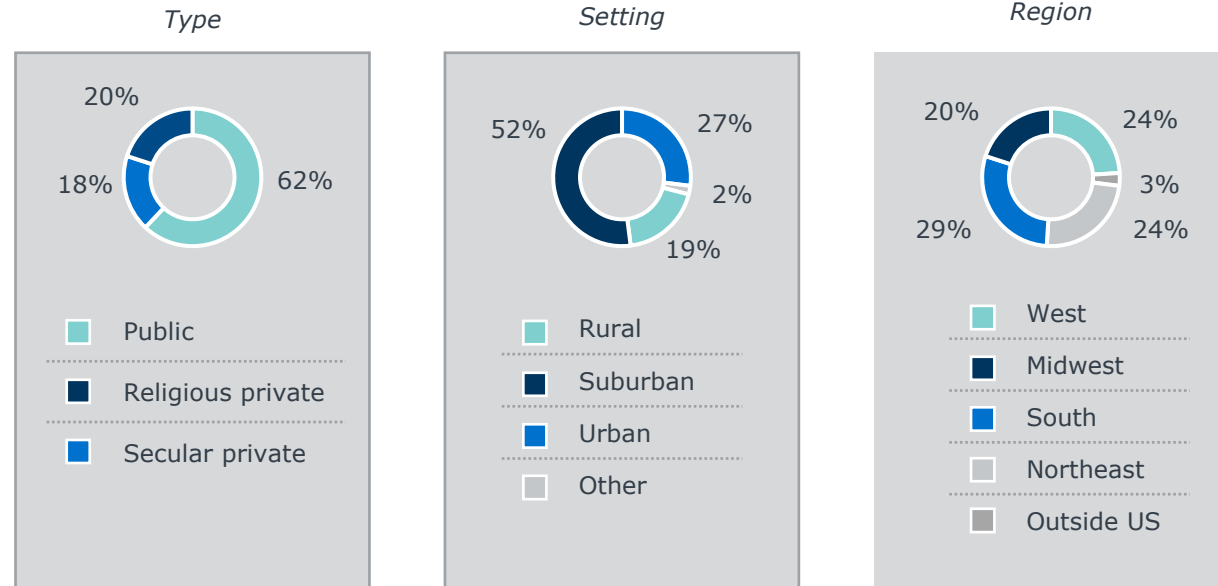
An Overview of the Survey on Which This Report Is Based

EAB's 2021 Survey of High School Counselors

Takeaways

- This report is based on survey responses from more than 800 counselors at a diverse mix of high school types nationwide.
- Many of the questions in the survey concerned students' college-search behaviors and attitudes toward college-going, as perceived by their counselors. The survey thus reflects a blend of student and counselor attitudes and beliefs.
- The insights shared in this report are meant to inform college and university enrollment teams' recruitment-marketing outreach to both students and counselors.

Participating High Schools, by Type, Setting, and Region



		Public	Private
Breakdown of private and public high schools by school setting	Rural	26%	7%
	Suburban	51%	57%
	Urban	23%	36%
		100%	100%



810

participants



Data gathered
11/2/2021-12/13/2021

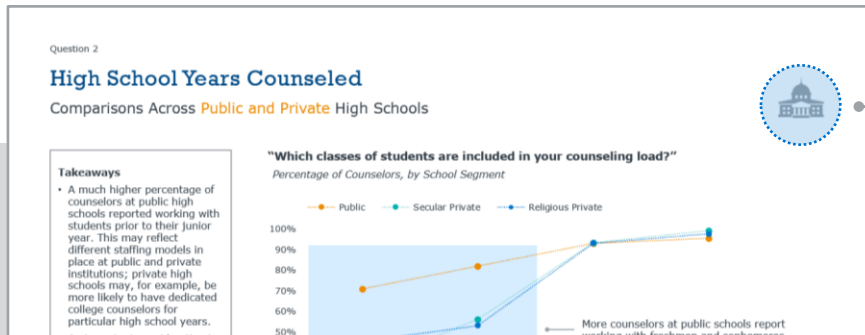
Source: EAB research and analysis.

A Note on the Structure of This Report

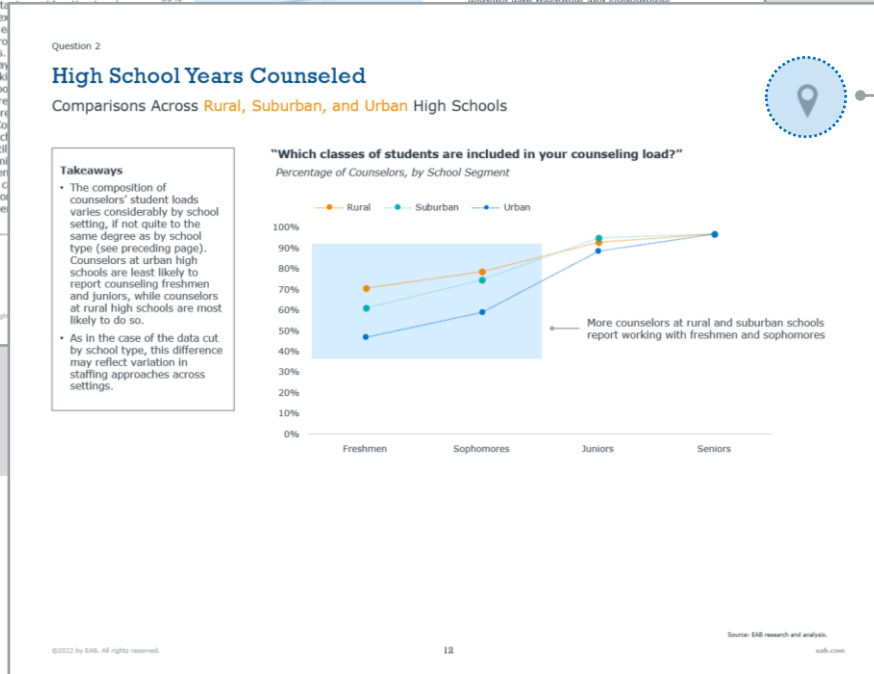
The Data for Each Question Is Cut by School Type and School Setting

Example: Question 1, High School Years Counseled

One Page for Each School-Segment Cut



Indicates data cut by **school type**
(public, private secular, private religious)



Indicates data cut by **school setting**
(rural, suburban, urban)

Six Key Recommendations for Enrollment Leaders

Summary Observations and Actionable Insights from the Survey

Take a nuanced view of school segments

- 1 The categories into which high schools are grouped can obscure important differences between them. For example, within the “private schools” category, religious private schools are a kind of hybrid, sharing some characteristics with their secular private counterparts and others with public schools. Factor this kind of nuance into your recruitment outreach to counselors and their students.
-

Capitalize on common concerns

- 2 While different things matter to counselors and students at different types of schools, some concerns are universal. For example, counselors in all school segments cite limited awareness of particular colleges as a major barrier that prevents students from applying. These types of shared concerns constitute a highly leveraged area of focus for admission teams’ recruitment outreach.
-

Address key differences

- 3 There are points on which the opinions of counselors and students differ markedly across school types—for example, lack of family support is a much bigger issue for students at rural schools than it is for their peers at suburban and urban institutions. Make sure your recruitment outreach is based on an awareness of such differences.
-

Support student search

- 4 Findings from our survey underscore the degree to which students at public institutions face more barriers to college-going than do their peers at private schools. Ironically, if unsurprisingly, public school students also receive the least intensive counseling (at least judging from their schools’ counselor-staffing ratios). Your recruitment outreach can help fill the gap.
-

Recognize fundamental student worries

- 5 College-going concerns of public-school students tend to focus on big, serious challenges, such as taking on too much student-loan debt and being academically underprepared, rather than on the “softer” objectives of self-actualization and happiness that more often preoccupy their private-school peers. Calibrate your messaging accordingly.
-

Make the most of counselors’ eagerness to hear from you

- 6 Practically all counselors want to receive information from colleges, and a large majority want it to be sent proactively. Furthermore, counselors are open to hearing from colleges through a variety of channels and are interested in a broad range of topics. Ensure that the intensity of your outreach matches counselors’ appetite for contact with you.



Counselor Caseload Characteristics

SECTION

1

Size of Counseling Load

Comparisons Across **Public and Private** High Schools

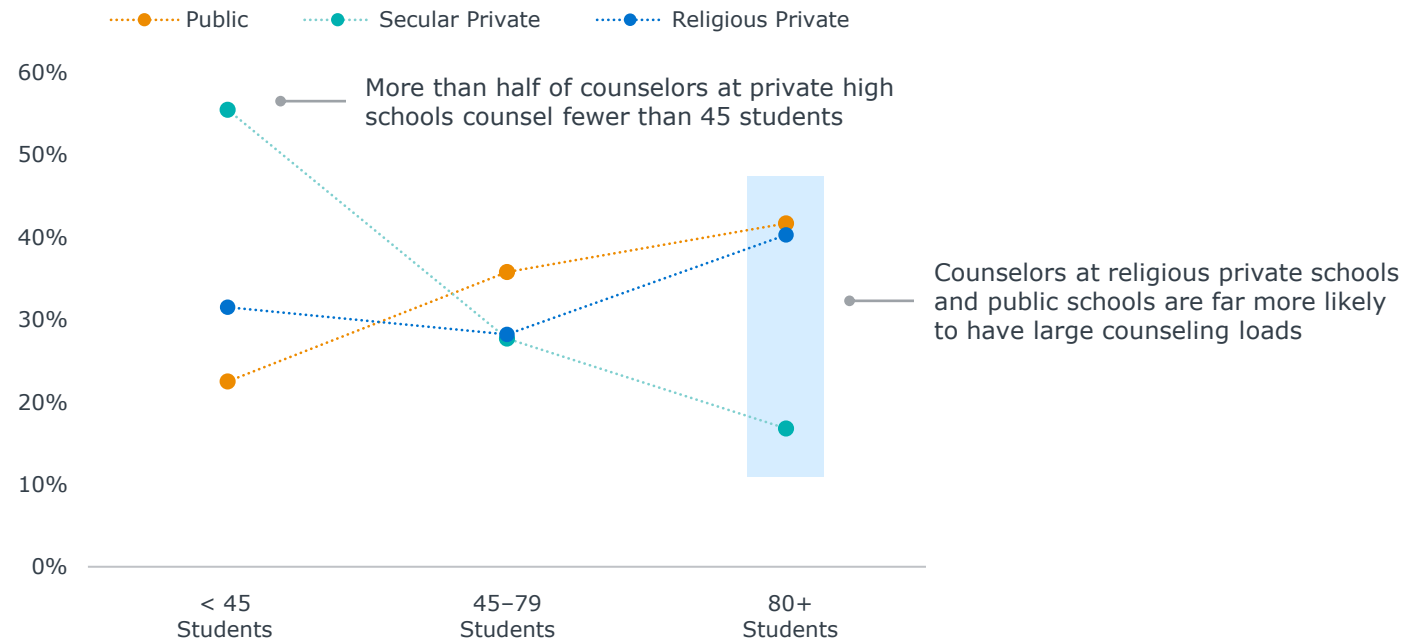


Takeaways

- Counselors at secular private high schools are far more likely to have smaller student loads than are their counterparts at religious private schools and public schools.
- These observations suggest that students in greatest need of close counseling attention—those attending public institutions, who are disproportionately lower-income and first-generation college goers—are least likely to get it. Admission teams can help fill the gap with recruitment marketing, which can be a highly effective tool for connecting students with educational resources on college-going.

“How many college-bound seniors are in your current counseling load?”

Percentage of Counselors, by Average Number of Students Counseled and School Segment



Source: EAB research and analysis.

Size of Counseling Load

Comparisons Across Rural, Suburban, and Urban High Schools

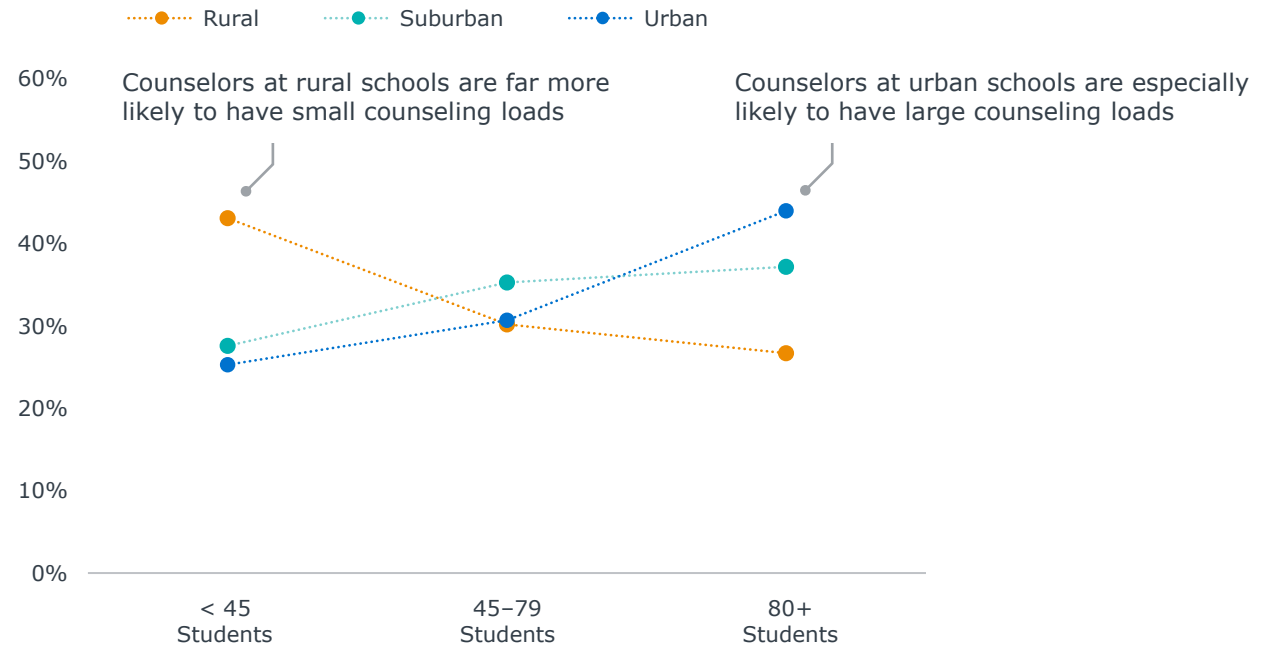


Takeaways

- Rural schools, the vast majority of which are public, buck the trend of public institutions having high counselor loads (see preceding page); as shown in the chart at right, counselors at rural schools are far more likely to be counseling fewer than 45 students. (Note that this does not necessarily mean that their students are getting more counseling, as other, non-counseling duties may be claiming more of rural-school counselors' time).
- Counselor case loads at suburban and urban schools tend to be heavier; more respondents from these types of institutions fell into the 80+ category than did into the two lower-load groups.

“How many college-bound seniors are in your current counseling load?”

Percentage of Counselors, by Average Number of Students Counseled and School Segment



High School Years Counseled

Comparisons Across **Public and Private** High Schools

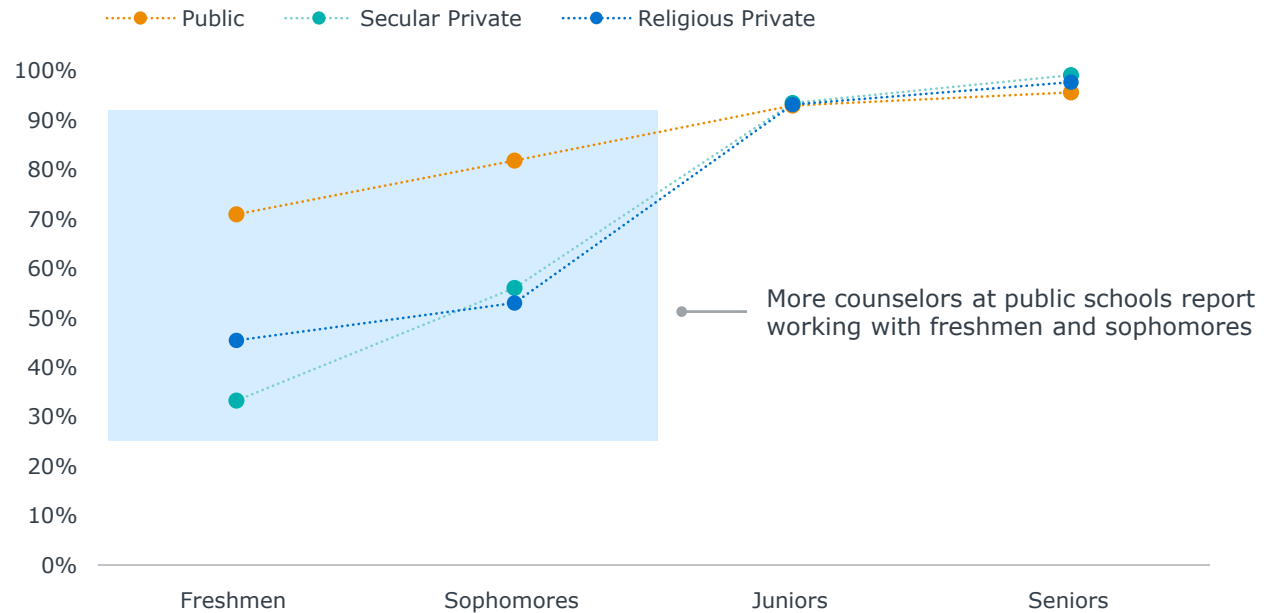


Takeaways

- A much higher percentage of counselors at public high schools reported working with students prior to their junior year. This may reflect different staffing models in place at public and private institutions; private high schools may, for example, be more likely to have dedicated college counselors for particular high school years.
- An important consideration in this context is that engaging students earlier is associated with improved enrollment outcomes. College admission teams may benefit from piggybacking on the efforts of high school counselors who do engage freshmen and sophomores on college search. Conversely, at schools where such discussions do not begin until students' junior year, admissions teams' recruitment marketing outreach can play an outsized role in promoting earlier engagement.

"Which classes of students are included in your counseling load?"

Percentage of Counselors, by School Segment



High School Years Counseled

Comparisons Across Rural, Suburban, and Urban High Schools

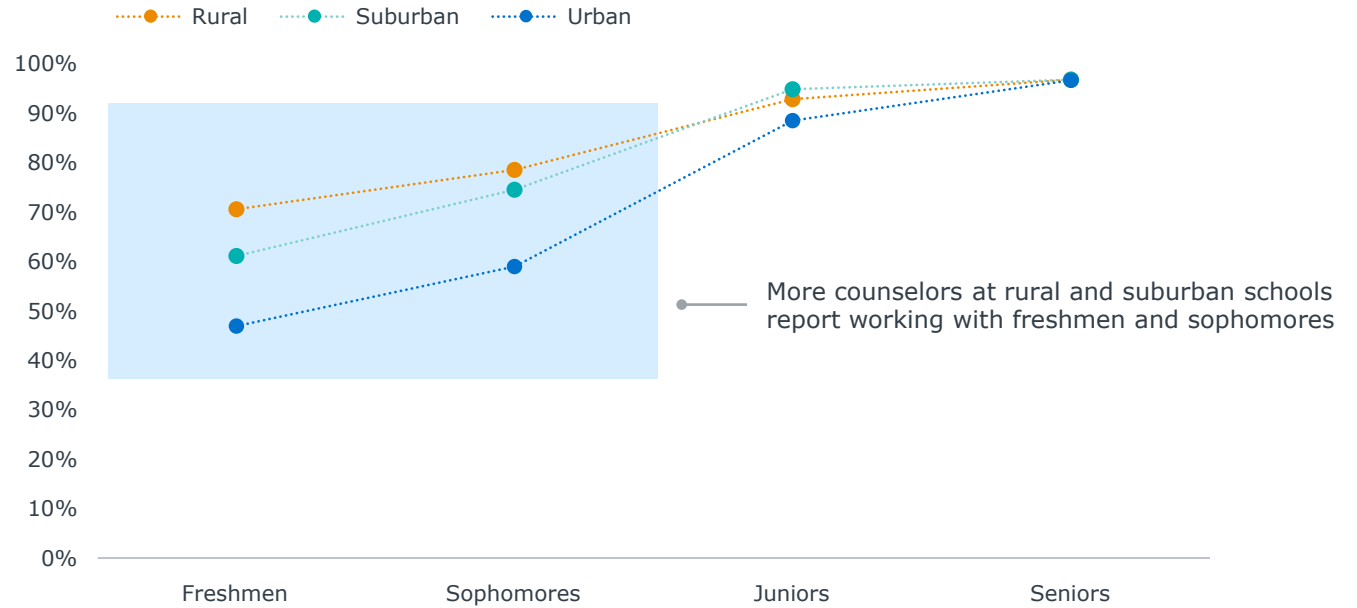


Takeaways

- The composition of counselors' student loads varies considerably by school setting, if not quite to the same degree as by school type (see preceding page). Counselors at urban high schools are least likely to report counseling freshmen and juniors, while counselors at rural high schools are most likely to do so.
- As in the case of the data cut by school type, this difference may reflect variation in staffing approaches across settings.

"Which classes of students are included in your counseling load?"

Percentage of Counselors, by School Segment





Counselors' Feedback on Their Students' College Search

SECTION

2

Barriers to Considering College

Comparisons Across Public and Private High Schools

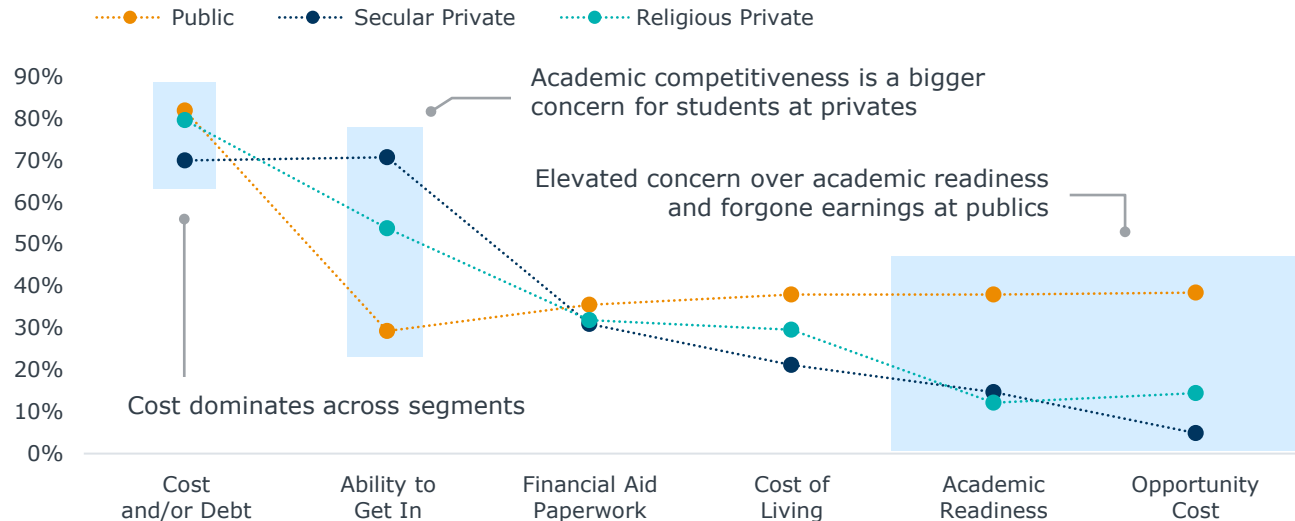


Takeaways

- For most students, affordability dominates all other barriers to considering college, by a wide margin.
- Students at private high schools (secular privates especially) are far more concerned than other students about their ability to get into their chosen schools.
- Students at publics are more likely to face a greater number of barriers than are their peers at private high schools.
- Students at public high schools think far more about the income they stand to lose while attending college (referred to as “opportunity cost” in the chart at right).
- Students in all school segments struggle to about the same degree with financial aid paperwork.

“What barriers do your students face when considering college?”

Percentage of Counselors Citing Particular Barriers



Barriers Not Cited by More than One-Third of Counselors in Any School Segment

(Number in Parentheses Shows the Percentage of All Respondents Citing the Corresponding Barrier)

Awareness of colleges (25%)	Access to family-income data (13%)	Impostor syndrome (8%)
Distance from home (21%)	Lack of role models (13%)	English-language ability (7%)
Cultural fit (18%)	Citizenship status (12%)	Fees for field of study (2%)
Application fees (14%)	Other (11%)	

Barriers to Considering College

Comparisons Across Rural, Suburban, and Urban High Schools

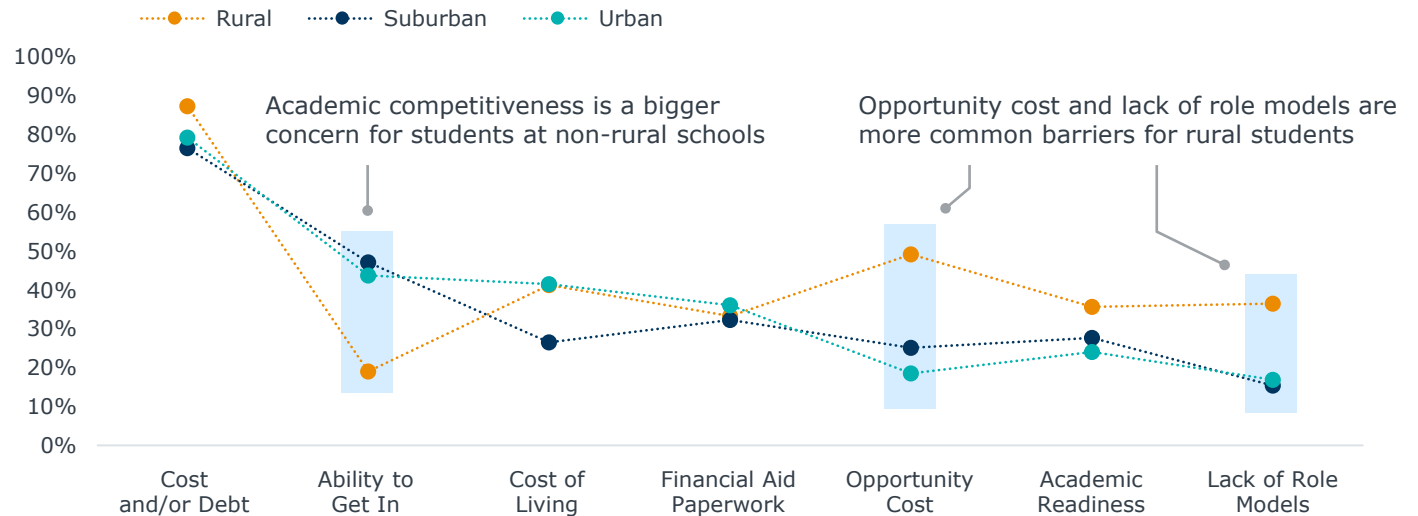


Takeaways

- Cost of attendance dominates all other barriers to considering college, irrespective of school segment.
- Rural students' consideration of college is less likely to be impeded by concerns about their ability to get into their chosen schools. This may be because the schools they tend to apply to are less selective.
- Students at rural high schools are far more likely to think about the income they will lose while attending college.
- Lack of college-going role models is a much more significant problem for rural students.
- Urban and suburban students resemble each other more than either group resembles rural students.
- Academic readiness is second only to cost among barriers faced by rural students.

"What barriers do your students face when considering college?"

Percentage of Counselors Citing Particular Barriers



Barriers Not Cited by More than One-Third of Counselors in Any School Segment

(Number in Parentheses Shows the Percentage of All Respondents Citing the Corresponding Barrier)

Awareness of colleges (26%)	Application fees (14%)	English-language ability (8%)
Distance from home (22%)	Cultural fit (12%)	Fees for field of study (2%)
Access to family-income data (19%)	Other (9%)	
Citizenship status (14%)	Impostor syndrome (9%)	

Barriers to Applying

Comparisons Across Public and Private High Schools

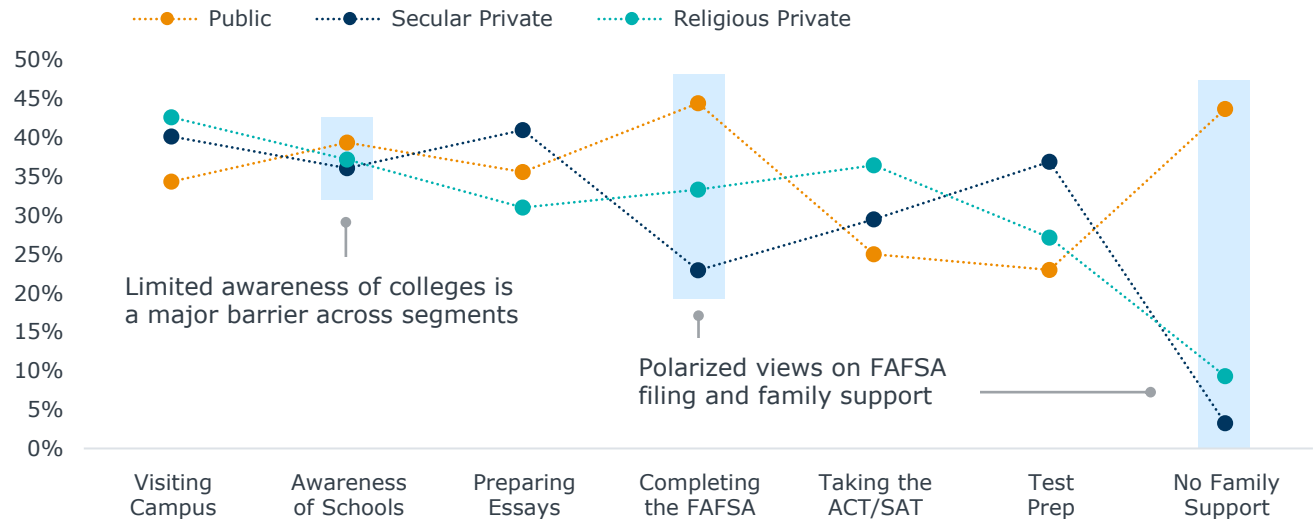


Takeaways

- Limited awareness of colleges is a frequently cited barrier to applying at both public and private high schools. It is also a barrier that college admission teams are well positioned to address, recruitment marketing being a highly effective and proven means of raising students' awareness of colleges.
- The two most frequently cited barriers for students at public high schools—filing the FAFSA and lack of family support—are among the least frequently cited for students at private high schools (secular privates especially).
- Preparing essays is the number one concern for students at secular private schools.

“What barriers do your students face when applying to college?”

Percentage of Counselors Citing Particular Barriers



Barriers Not Cited by More than One-Third of Counselors in Any School Segment (Number in Parentheses Shows the Percentage of All Respondents Citing the Corresponding Barrier)

Completing the CSS Profile (26%)	Other (6%)
Not knowing how to get answers from colleges (25%)	Interviewing with admissions staff (5%)
Application fees (19%)	Obtaining fee waivers (5%)
Completing the application (18%)	Lack of encouragement from the college (4%)
Not knowing whom in admissions to contact (17%)	Securing recommendations (3%)
Concerns over cultural fit (16%)	Securing transcript (1%)
Meeting students from the school (11%)	

Source: EAB research and analysis.

Barriers to Applying

Comparisons Across Rural, Suburban, and Urban High Schools

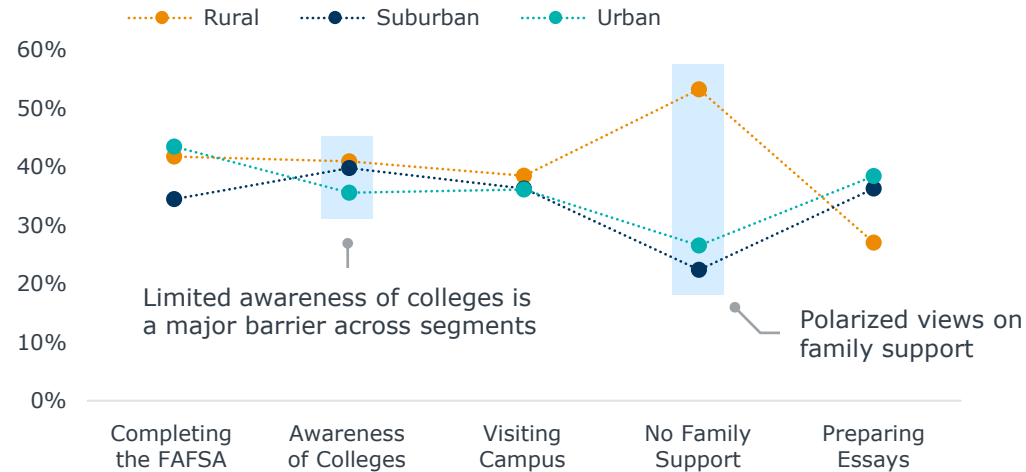


Takeaways

- Barriers to application faced by students are similar across schools in different settings, with the notable exception of lack of family support—a barrier rural students are far more likely to face.
- The most common barriers (those mentioned by a third or more of respondents) were cited with roughly the same frequency, indicating their approximately equal importance (again, with the exception of lack of family support).

“What barriers do your students face when applying to college?”

Percentage of Counselors Citing Particular Barriers



Barriers Not Cited by More than One-Third of Counselors in Any School Segment

(Number in Parentheses Shows the Percentage of All Respondents Citing the Corresponding Barrier)

Not knowing how to get answers from colleges (27%)	Meeting students from the school (11%)
Taking standardized tests (27%)	Obtaining fee waivers (6%)
Standardized-test prep (26%)	Other (5%)
Application fees (23%)	Lack of encouragement from the college (5%)
Completing the CSS Profile (21%)	Interviewing with admissions staff (4%)
Completing the application form (21%)	Securing recommendations (4%)
Concerns over cultural fit (16%)	Securing transcript (1%)

Source: EAB research and analysis.

Concerns About College

Comparisons Across Public and Private High Schools

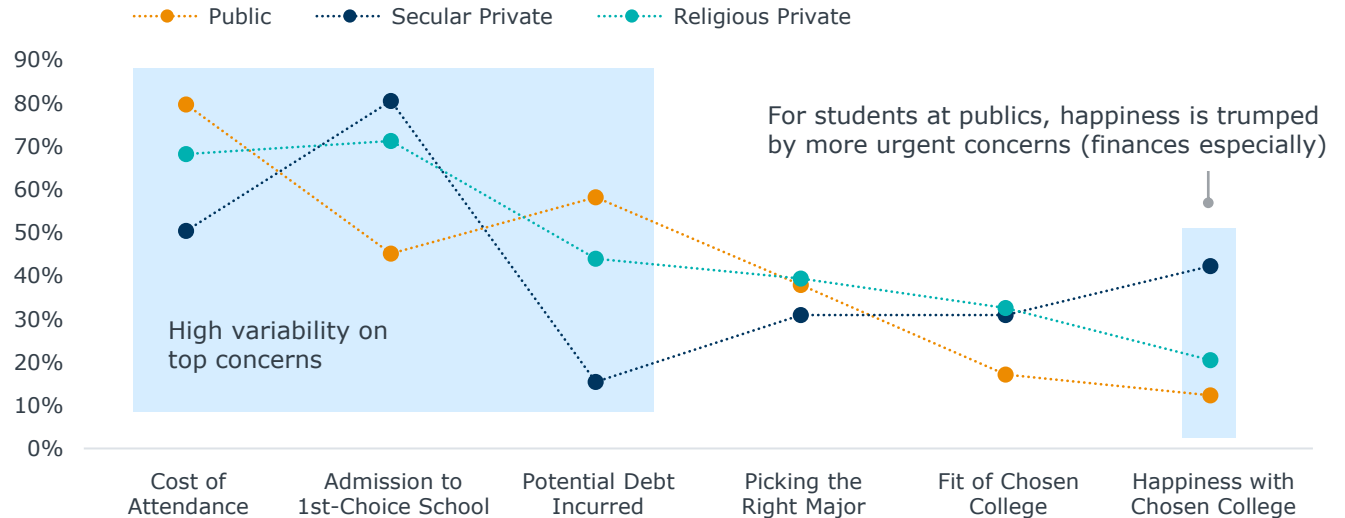


Takeaways

- Students' top college concerns vary considerably across school segments, with gaps of 20 percentage points or more on issues such as cost of attendance, a student's admission to their first-choice school, and potential debt they might incur.
- One frequently mentioned concern on which there was a relatively high degree of consensus across segments was picking the right major.
- Some factors that were cited with perhaps surprisingly low frequency included finding a job after graduation and success in college.
- It is telling that counselors at public institutions rated students' happiness with their chosen college so much lower than did counselors at secular private schools; it seems that, given more urgent worries over cost and debt, concern over happiness is a luxury students at public institutions cannot afford.

"What are your students' most frequently voiced concerns about college?"

Percentage of Counselors Citing Particular Concerns



Concerns Not Cited by More than One-Third of Counselors in Any School Segment (Number in Parentheses Shows the Percentage of All Respondents Citing the Corresponding Concern)

Mental health concerns (25%)	Making friends in college (4%)
Campus climate/DEIJ (14%)	Adapting to life on campus (4%)
Finding a job after graduation (11%)	COVID interfering with college-going (4%)
Success in college (9%)	Other (3%)
Keeping up academically in college (8%)	Getting into grad school (2%)
College readiness (7%)	Safety on campus (1%)
Students similar to me on campus (5%)	

Source: EAB research and analysis.

Concerns About College

Comparisons Across Rural, Suburban, and Urban High Schools

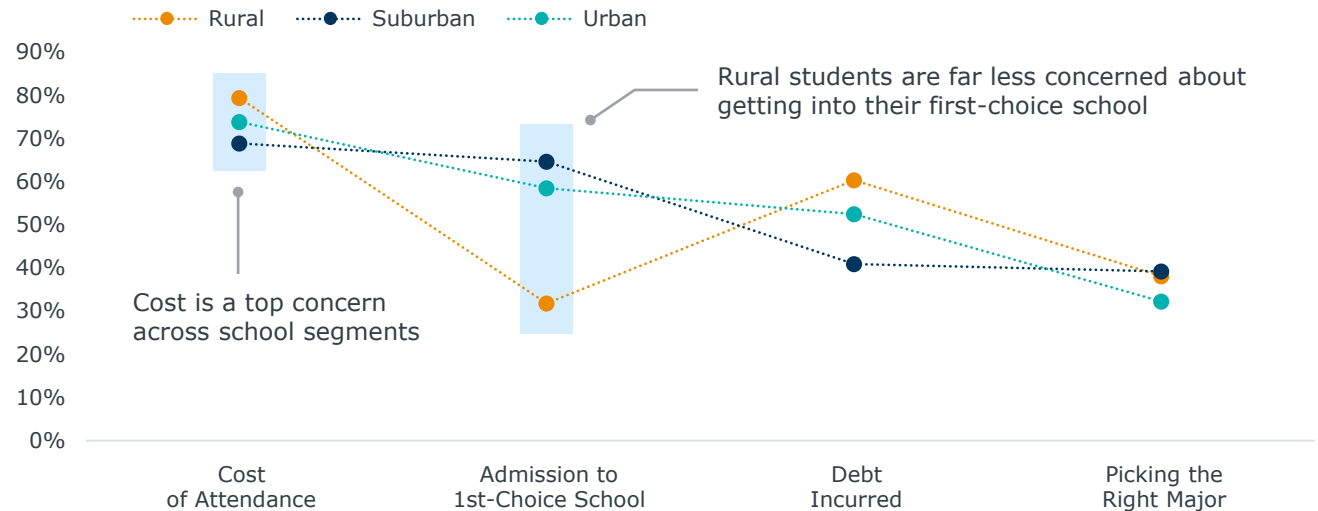


Takeaways

- While cost of attendance is the top college concern for students in all segments, worry over finances is especially pronounced at rural institutions, at which “debt incurred” rated a close second behind cost.
- Admission to a first-choice school was cited far less frequently as a key student concern by counselors at rural schools. Possible explanations for this include rural students’ first-choice schools being less selective and rural students being less able to afford their first-choice schools (and therefore being more ambivalent about admission to them)—both hypotheses are consistent with rural students’ greater concern over cost/debt.

“What are your students’ most frequently voiced concerns about college?”

Percentage of Counselors Citing Particular Concerns



Concerns Not Cited by More than One-Third of Counselors in Any School Segment
(Number in Parentheses Shows the Percentage of All Respondents Citing the Corresponding Concern)

Mental health concerns (26%)	Students similar to me on campus (5%)
Fit of chosen college (21%)	Adapting to life on campus (5%)
Happiness with chosen college (18%)	Making friends in college (4%)
Success in college (16%)	COVID interfering with college-going (3%)
Finding a job after graduation (13%)	Other (2%)
Campus climate/DEIJ (12%)	Getting into grad school (1%)
Keeping up academically in college (12%)	Safety on campus (1%)
College readiness (10%)	

Source: EAB research and analysis.

Demographic-Specific Challenges

Comparisons Across **Public and Private** High Schools

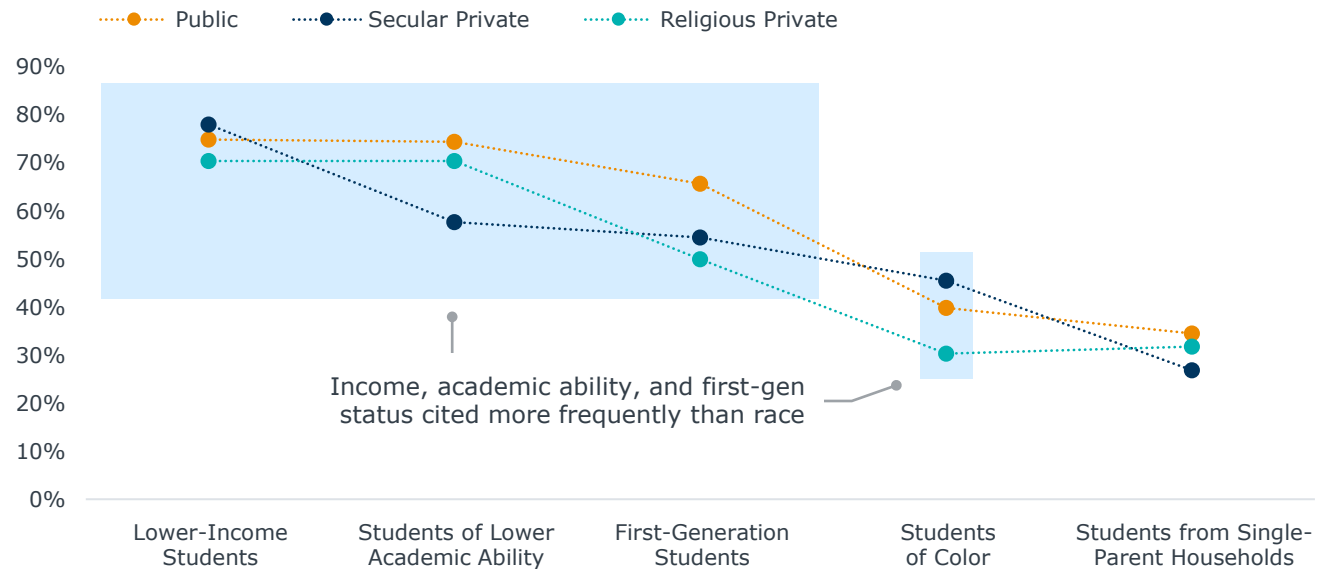


Takeaways

- Counselors were much more likely to cite lower income, lower academic ability, and first-gen status as barriers to pursuing college than they were to cite race.
- This finding is consistent with [research](#) from the Pell Institute and University of Pennsylvania showing that the rate of college-going among moderate- and high-income Black students is as high as or higher than that for White students of similar economic backgrounds.
- This finding is also of interest insofar as nonracial barriers are directly addressable in a way that racially based ones are not (due to legal restrictions on the consideration of race in admission).

“Which student demographics face the greatest barriers to pursuing college after high school?”

Percentage of Surveyed Counselors



Source: EAB research and analysis.

Demographic-Specific Challenges

Comparisons Across Rural, Suburban, and Urban High Schools

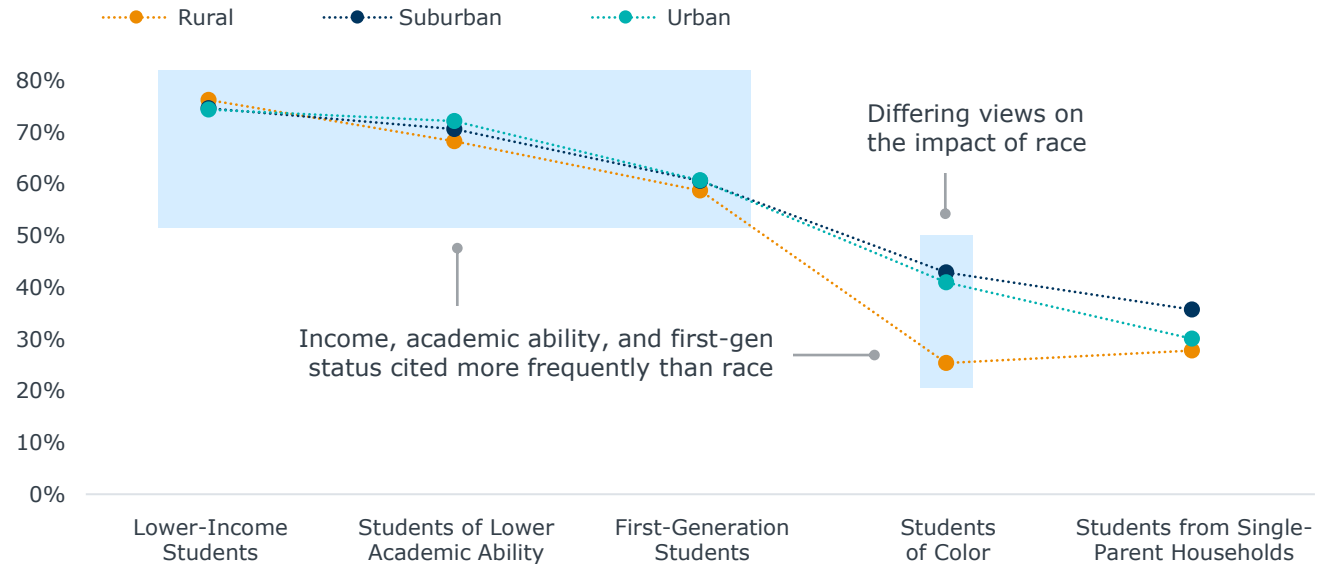


Takeaways

- Demographic characteristics identified as barriers to pursuing college differ less by school setting than they do by school type (see preceding page).
- One exception to the above point is that counselors at rural schools are considerably less likely to identify race as a barrier to college-going. This may be due to there being fewer students of color at rural high schools. It might also be due to counselors at rural schools having less of an appreciation of the impact that race can have on students' college-going prospects.
- As in the cut of the data based on school type, counselors across all school segments were more likely to cite lower income, lower academic ability, and first-gen status as barriers to pursuing college than they were to cite race.

“Which student demographics face the greatest barriers to pursuing college after high school?”

Percentage of Surveyed Counselors



Source: EAB research and analysis.

Campus Visits

Comparisons Across Public and Private High Schools

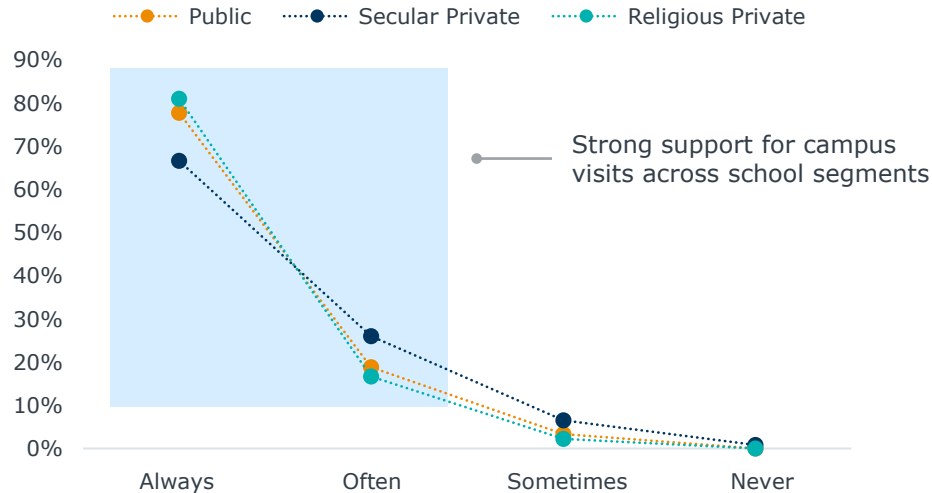


Takeaways

- There is very strong support for campus visits across school types, with at least 93% of counselors in all segments saying they “always” or “often” recommend that students visit schools they are interested in attending.
- One notable difference between school types is a lower number of counselors at secular private institutions saying they “always” recommend campus visits. Reasons for this might include them seeing less need to prompt their more affluent students to visit (it may be a given that these students plan to do so) and/or an assumption that the many other forms of college-search support these students receive make visiting less crucial.

“Do you encourage your students to visit schools they are interested in attending?”

Percentage of Surveyed Counselors



Campus Visits

Comparisons Across Rural, Suburban, and Urban High Schools

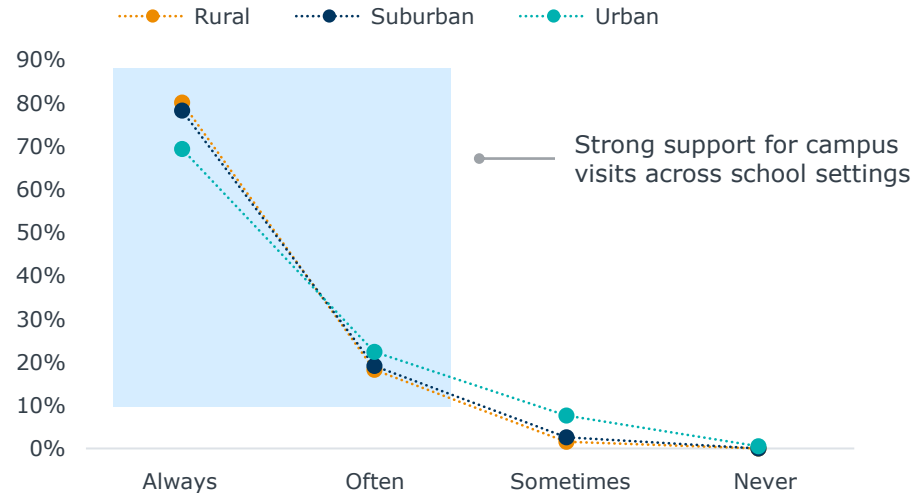


Takeaways

- As is the case with data cut by school type, data cut by school setting shows strong support for campus visits, with at least 92% of counselors in all segments saying they “always” or “often” encourage students to visit schools they are interested in attending.
- The data shows a slight trend toward counselors at urban schools being less likely to recommend visits. This may be due to a higher prevalence of lower-income populations at urban schools, i.e., students who may not be able to afford to visit campuses.

“Do you encourage your students to visit schools they are interested in attending?”

Percentage of Surveyed Counselors



Alternatives to Campus Visits

Comparisons Across **Public and Private** High Schools

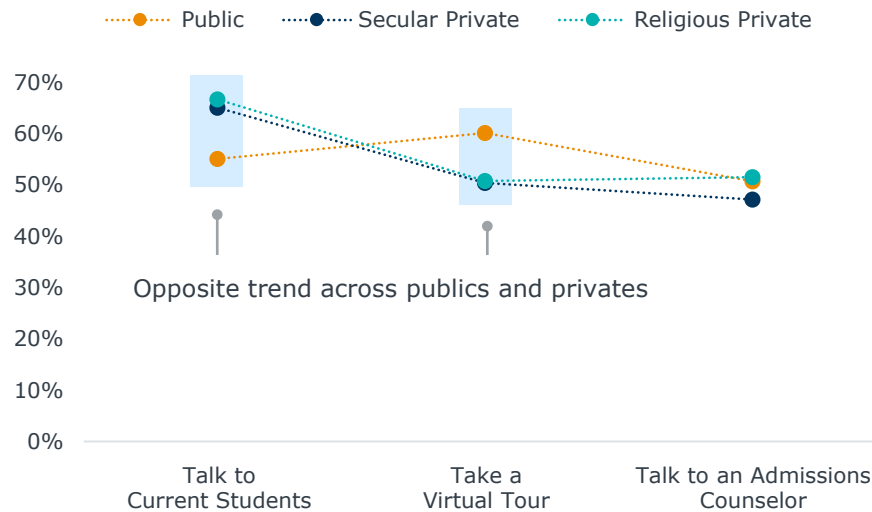


Takeaways

- Campus-visit alternatives assessed in the survey fell into two categories: ones that many counselors favored (shown in the chart at right) and ones that few favored (shown in the table below the chart).
- The rank of the most popular options differed somewhat between private and public institutions, with counselors at publics being less likely to favor conversations with current college students and more likely to favor virtual tours. This may be because students at public high schools have fewer college-going peers and correspondingly limited opportunities for organic networking (a circumstance that college admission teams could help address by facilitating contacts between their own students and college-bound high schoolers).

“What are the best ways for students to learn more about a school if they can’t visit?”

Percentage of Counselors Citing Particular Options



Options Not Cited by More than One-Third of Counselors in Any School Segment
(Number in Parentheses Shows the Percentage of All Respondents Citing the Corresponding Option)

Visit the school’s social media pages (12%)	Talk to alumni (7%)
Talk to faculty/staff (9%)	Other (4%)

Alternatives to Campus Visits

Comparisons Across Rural, Suburban, and Urban High Schools

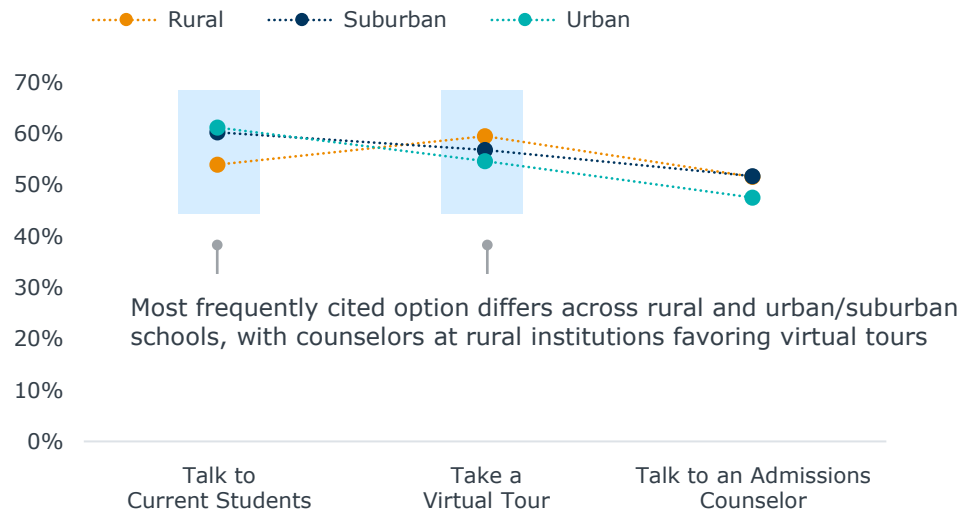


Takeaways

- As was the case with data cut by school type, data cut by school setting shows alternatives to visiting campus clustered in two broad categories: alternatives that many counselors favored (shown in the chart at right) and ones that few favored (shown in the table below the chart).
- Among top-scoring options, data cut by school setting shows less of a spread than data cut by school type (see previous page).
- That said, the most frequently cited alternate source did differ across segments, with counselors at rural schools picking virtual tours most frequently and their counterparts at urban and suburban schools being more likely to recommend talking to current students. This is consistent with the greater distances rural students need to travel in order to visit. It might also reflect rural students having fewer college-going peers within their social networks.

“What are the best ways for students to learn more about a school if they can’t visit?”

Percentage of Counselors Citing Particular Options



Options Not Cited by More than One-Third of Counselors in Any School Segment
(Number in Parentheses Shows the Percentage of All Respondents Citing the Corresponding Option)

Visit the school’s social media pages (13%)	Talk to faculty/staff (7%)
Talk to alumni (8%)	Other (4%)

Student Involvement with Community-Based Organizations

Comparisons Across **Public and Private** High Schools

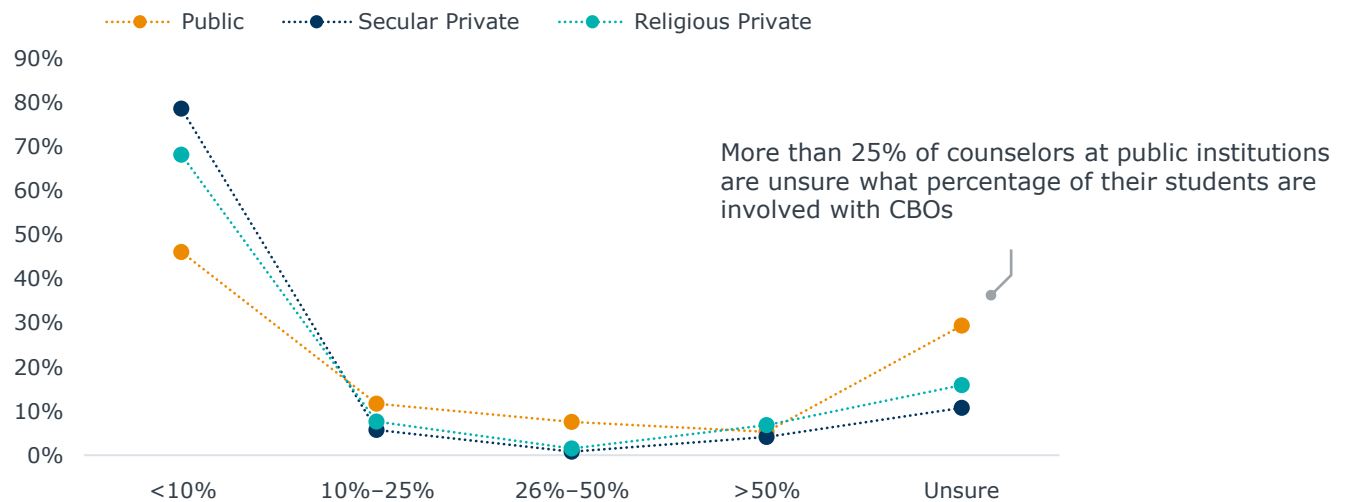


Takeaways

- The percentage of students involved with CBOs is less than 10% at the vast majority of private schools represented in the survey and at almost half of public institutions—a low figure considering the prevalence of economically disadvantaged and first-generation students (those most likely to benefit from CBO participation) at the nation’s high schools.
- The above statistic may understate students’ CBO involvement, since a large number of counselors at public institutions do not know how many of their students are involved with CBOs. This blind spot suggests a potentially useful role colleges might play in educating counselors about CBO involvement and otherwise facilitating connections between these two key providers of college-search support.

“What percentage of your students participate in a college-readiness program through a community-based organization (CBO) or similar resource outside your school?”

Percentage of Counselors, by Degree of Student Involvement



Percentage of schools where 10% or more of students are involved with CBOs	Public	25%
	Secular private	11%
	Religious private	16%

Source: EAB research and analysis.

Student Involvement with Community-Based Organizations

Comparisons Across Rural, Suburban, and Urban High Schools

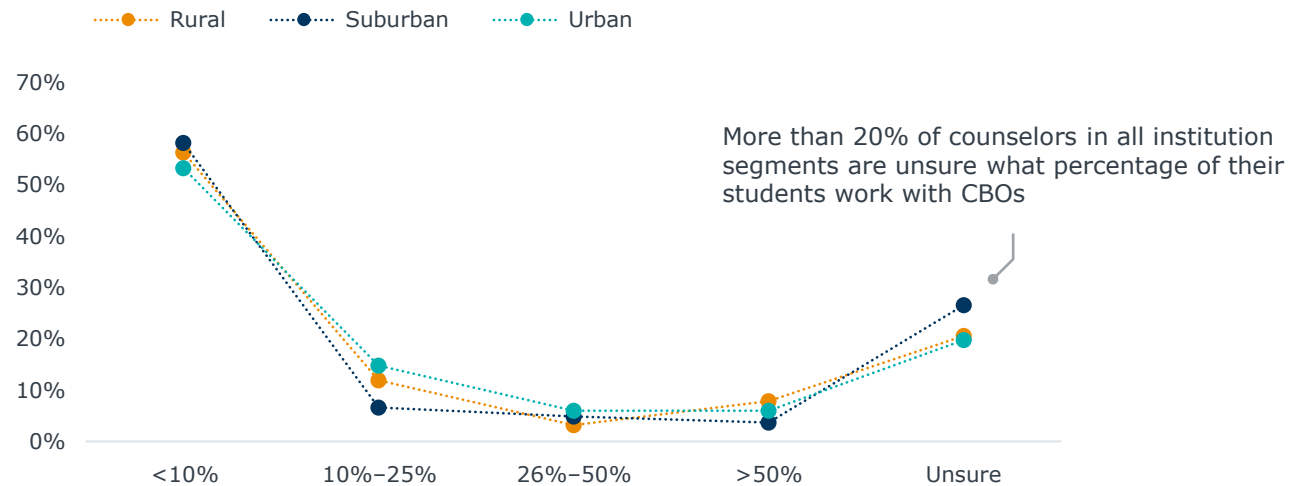


Takeaways

- Like the cut of data on the preceding page, a view of the data by school setting suggests that many students who might benefit from engaging with a CBO are not doing so. The data at right also underscores the potential for greater CBO awareness among counselors.

“What percentage of your students participate in a college-readiness program through a community-based organization or similar resource outside your school?”

Percentage of Counselors, by Degree of Student Involvement



Percentage of schools where 10% or more of students are involved with CBOs	Rural	23%
	Suburban	15%
	Urban	27%

Source: EAB research and analysis.



Counselors' Communication Preferences

SECTION

3

Topics of Greatest Interest to Counselors

Comparisons Across **Public and Private** High Schools



Takeaways

- Counselors want to receive information from colleges on a large number of topics. The corresponding downside for admission teams is that generating communication streams on such a broad set of themes can be labor-intensive. The upside is that such communications are assured of a receptive audience and therefore represent a valuable opportunity for boosting counselor engagement.
- Counselors' interest level in particular topics is fairly consistent across school segments, with a few notable exceptions. Counselors at secular private institutions are less interested in cost-related information than are their counterparts at private religious and public institutions. They are also less interested in information on degree programs and student housing than are counselors at public schools.

“On which topics would you like colleges and universities to provide you with information?”

Percentage of Counselors Citing Particular Topics,
Topics Cited by at Least One-Third of Respondents in at Least One School Segment

	Public	Private		Maximum gap ¹
		Secular	Religious	
<i>Financial considerations dominate</i>				
Admission requirements	82%	85%	86%	3%
Scholarships	83%	72%	87%	16%
Costs (e.g., tuition, fees, housing)	82%	62%	78%	20%
Financial aid	70%	67%	67%	4%
Majors/minors	64%	59%	67%	7%
Application deadlines	59%	59%	60%	1%
Degree programs	61%	42%	49%	19%
General information about the college	50%	46%	46%	4%
Local attractions	40%	51%	48%	11%
Student activities	44%	48%	38%	10%
Job placement of graduates	45%	42%	38%	7%
Size of school (#of enrolled students)	38%	37%	43%	6%
Mental health and counseling services	44%	41%	32%	13%
Student housing options	47%	37%	32%	16%
Careers related to specific majors	44%	35%	34%	9%
Career services	37%	33%	36%	4%
Campus facilities	29%	33%	30%	5%
On-campus job opportunities	34%	24%	21%	14%

1. Percentage-point gap between segment with highest value and segment with lowest value. Gap calculation may in some cases appear to be off by 1%, due to rounding.

Source: EAB research and analysis.

Topics of Greatest Interest to Counselors

Comparisons Across Rural, Suburban, and Urban High Schools



Takeaways

- Topics of greatest interest to counselors vary less markedly by school setting than they do by school type (see preceding page).
- As is the case with data cut by school type, three of counselors' four most frequently chosen topics, across all segments, were related to college finances—scholarships, costs, and financial aid.

“On which topics would you like colleges and universities to provide you with information?”

Percentage of Counselors Citing Particular Topics,
Topics Cited by at Least One-Third of Respondents in at Least One School Segment

Financial considerations dominate

	Rural	Suburban	Urban	Maximum gap ¹
Admission requirements	82%	85%	83%	3%
Scholarships	85%	81%	81%	4%
Costs (e.g., tuition, fees, housing)	83%	77%	74%	8%
Financial aid	75%	68%	65%	10%
Majors/minors	68%	65%	59%	8%
Application deadlines	63%	61%	52%	11%
Degree programs	61%	54%	52%	9%
General information about the college	50%	49%	45%	5%
Student housing options	50%	40%	41%	10%
Student activities	42%	42%	45%	4%
Local attractions	37%	46%	43%	10%
Job placement of graduates	38%	46%	40%	8%
Careers related to specific majors	43%	40%	38%	5%
Mental health and counseling services	36%	44%	39%	8%
Size of school (#of enrolled students)	32%	40%	39%	9%
Career services	35%	37%	32%	5%
On-campus job opportunities	36%	28%	27%	9%

1. Percentage-point gap between segment with highest value and segment with lowest value. Gap calculation may in some cases appear to be off by 1%, due to rounding.

Source: EAB research and analysis.

Counselors' Preferred Communication Channels

Comparisons Across **Public and Private** High Schools

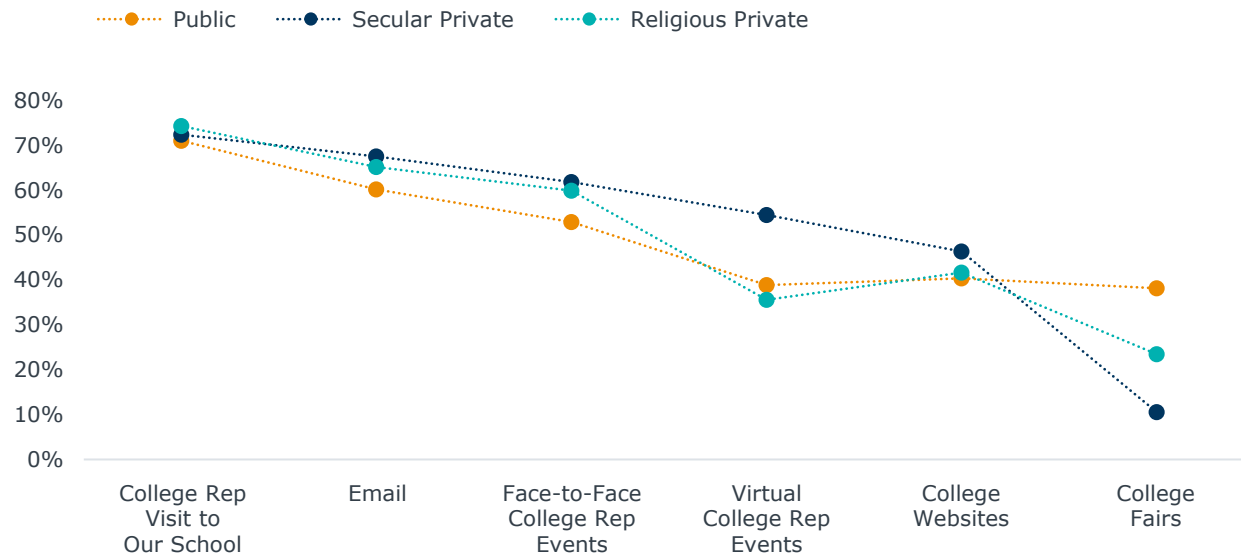


Takeaways

- Counselors' top three preferred means of hearing from colleges was the same in all school segments—visits by college reps, email, and face-to-face college-rep events. Colleges' websites were also consistently cited as an important information source.
- Many channels were cited by a high percentage of counselors, an indication that colleges have a lot of strong options when choosing how to connect with counselors.
- Counselor opinions differed on virtual college-rep events, which were more likely to be favored by counselors at secular private schools, and college fairs, which counselors at public high schools were far more likely to prefer.
- Only a small minority of counselors indicated a preference for receiving information via phone calls.

"How do you prefer to receive information from colleges?"

Percentage of Counselors Citing Particular Options



Options Not Cited by More than One-Third of Counselors in Any School Segment
(Number in Parentheses Shows the Percentage of All Respondents Citing the Corresponding Option)

Virtual presentations (29%)	Phone calls from the college (8%)
Paper mail (18%)	Other (6%)
Phone calls to the college (10%)	No preference (1%)

Counselors' Preferred Communication Channels

Comparisons Across Rural, Suburban, and Urban High Schools

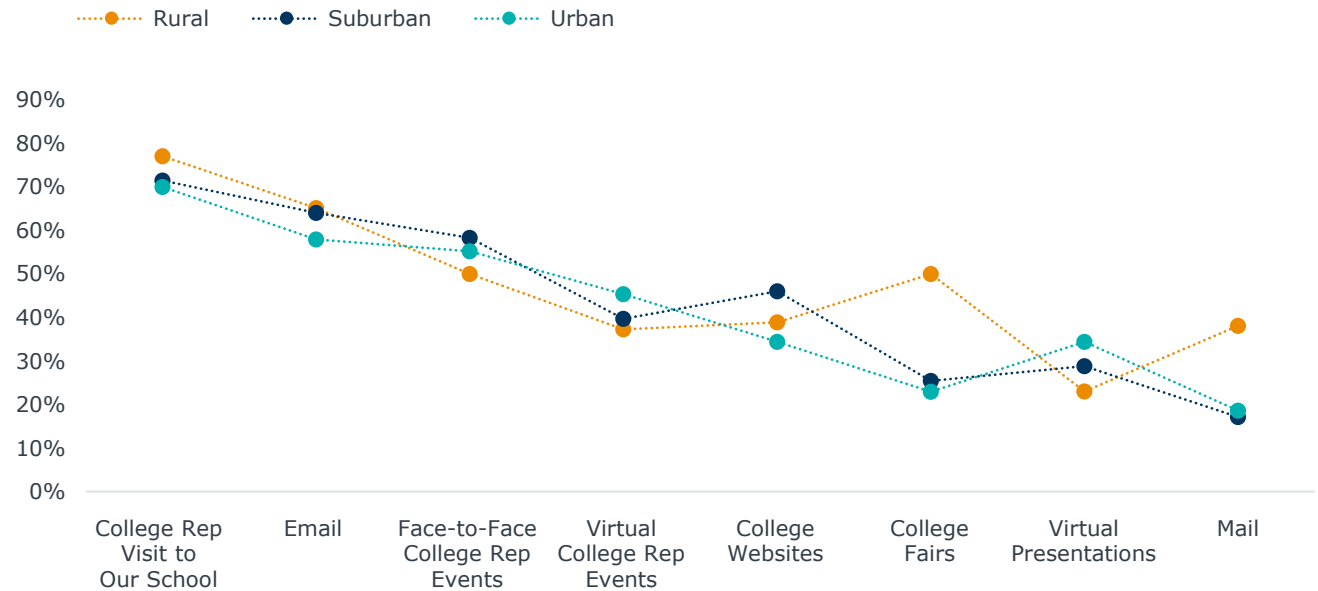


Takeaways

- There was a fairly large spread among frequently cited channels (i.e., those chosen by at least a third of respondents in any given school segment). At one end of the spectrum, counselors showed a strong preference for college rep visits, email, and face-to-face college rep events; at the other, they showed less enthusiasm for college fairs, virtual presentations, and paper mail.
- While counselors' most preferred channels were the same across school segments, their feelings about other channels were less consistent; for example, counselors at rural institutions were much more likely than their urban and suburban counterparts to cite college fairs and paper mail as preferred options.

"How do you prefer to receive information from colleges?"

Percentage of Counselors Citing Particular Options



Options Not Cited by More than One-Third of Counselors in Any School Segment
(Number in Parentheses Shows the Percentage of All Respondents Citing the Corresponding Option)

Phone calls to the college (8%)	Other (4%)
Phone calls from the college (6%)	No preference (1%)

Preferences for Proactive Communications

Comparisons Across **Public and Private** High Schools

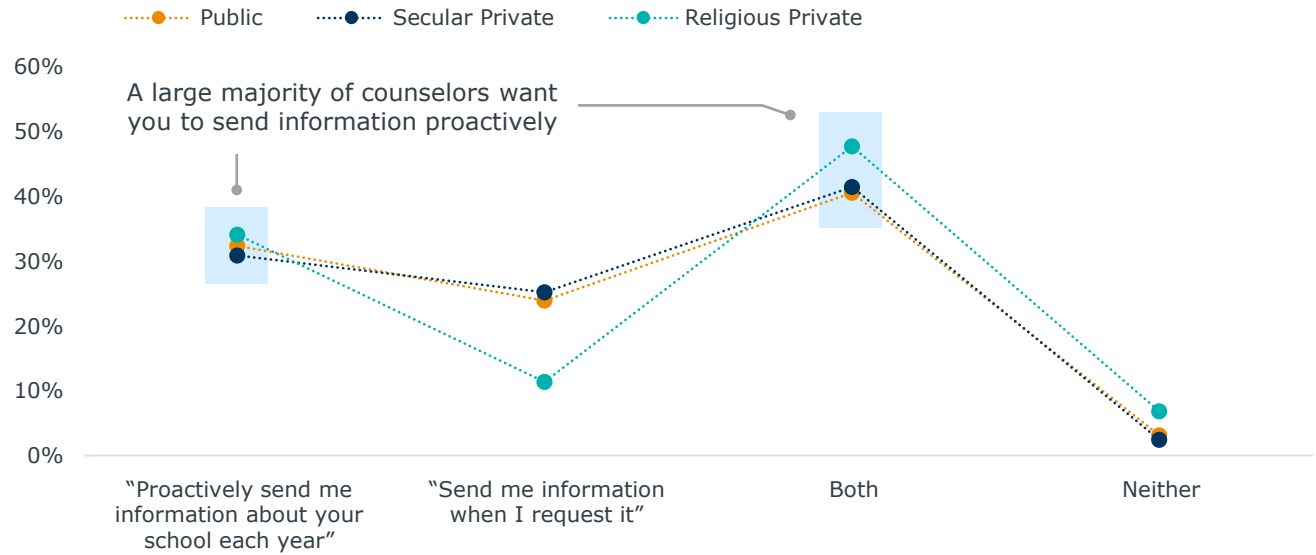


Takeaways

- A large majority of counselors want to receive information from colleges—at least 93% in all school segments.
- At least 72% of respondents in all segments said they would like admission teams to proactively send them information (a figure that includes the “both” category in the chart at right).

“Which of the following statements best reflects your preference for receiving communications from colleges?”

Percentage of Surveyed Counselors



Source: EAB research and analysis.

Preferences for Proactive Communications

Comparisons Across Rural, Suburban, and Urban High Schools

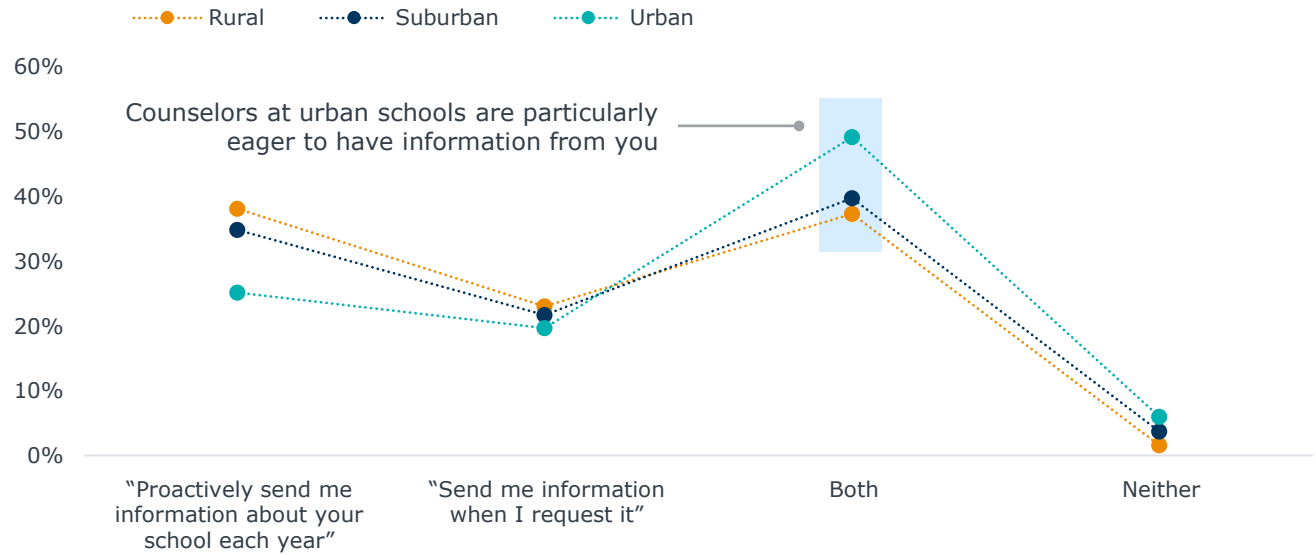


Takeaways

- Data cut by school setting shows a slightly larger spread than data cut by school type, with counselors at urban schools being significantly more likely to want both proactive information sends and information sent at their request.
- The above observation indicates a particular eagerness on the part of counselors at urban schools to receive information from colleges—perhaps a reflection of a greater desire for support on their part.

“Which of the following statements best reflects your preference for receiving communications from colleges?”

Percentage of Surveyed Counselors



Source: EAB research and analysis.

Preferences for Receiving Student Communications

Comparisons Across **Public and Private** High Schools

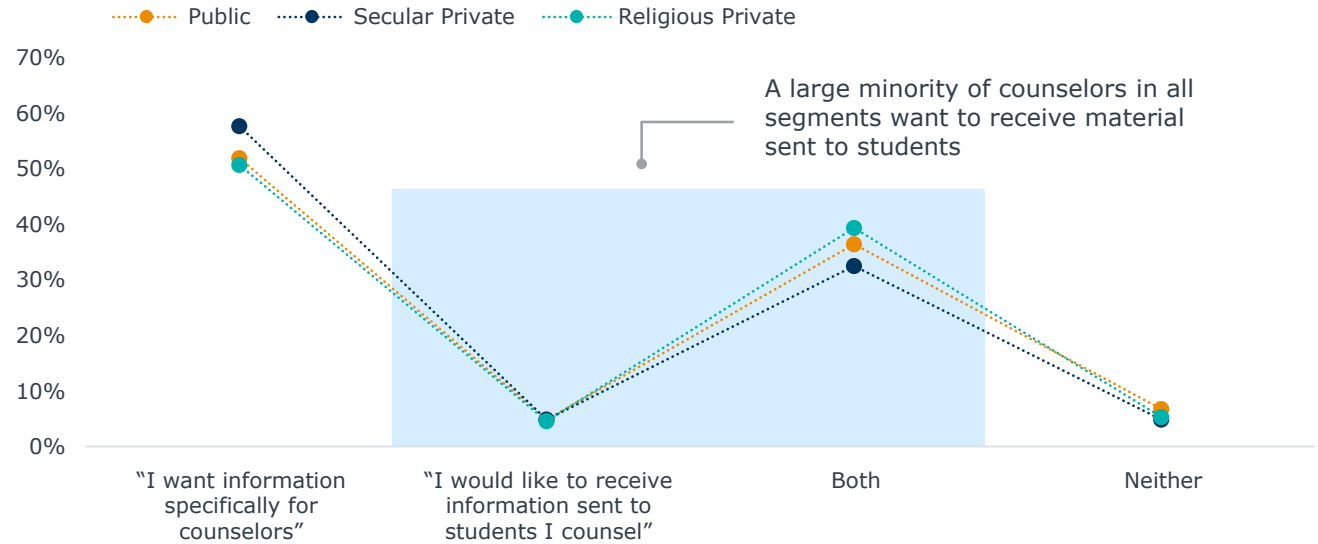


Takeaways

- More than a third of counselors in all segments want to receive communications that colleges send to students.
- The percentage of counselors who do or do not want to receive information sent to students is very similar across segments.

“Which of the following statements best reflects your preference for receiving communications from colleges?”

Percentage of Surveyed Counselors



Preferences for Receiving Student Communications

Comparisons Across Rural, Suburban, and Urban High Schools

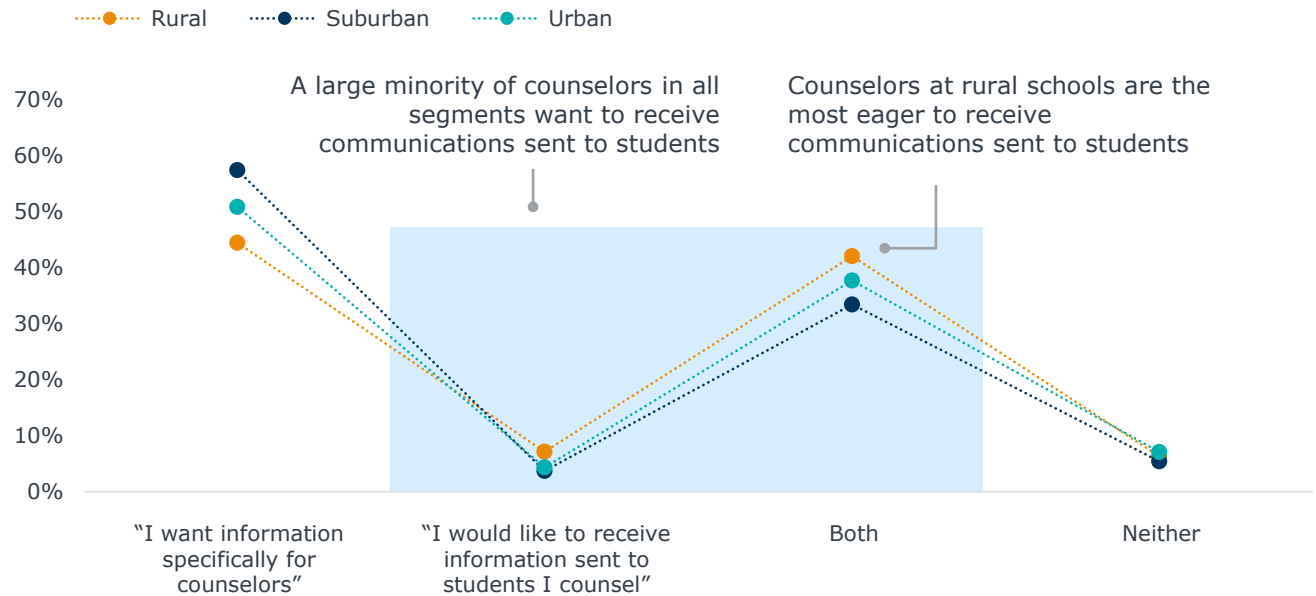


Takeaways

- As was the case with data cut by school type, data cut by school setting shows a large minority of counselors—more than a third in all segments—wishing to receive communications that colleges send to students.
- When looked at by school setting, the data shows a slightly more noticeable spread, with counselors at rural schools most likely to want to receive information sent to students.

“Which of the following statements best reflects your preference for receiving communications from colleges?”

Percentage of Surveyed Counselors



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