Measuring Counseling Impact

Lecture Hall 4
October 20th
9:05-10:05am

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Heuristics – a mental shortcut or ‘practical rule of thumb’ that allows people to solve problems, make decisions, or pass judgments quickly with minimal mental effort

College & University Counseling

Review Responsibilities:

- Scholarships, Financial Aid & Planning
- Event Planning
- Event Management
- Course Delivery
- Curriculum Design
- Individual University Counseling
- Individual Careers Counseling
- Social Emotional Counseling
- Essay Support & Guidance
- Resume/CV Support
- Activity/Non-Academic Profile Advising
- University List Building
- Global University Admissions Knowledge
- Global University Student Experience
- Regional University Context
- Holistic Admissions
- Qualification-based Admissions
- Public Speaking
- Recommendation Writing
- Mentoring Colleagues
- Mentoring Students
- Course Selection Advising
- Course Scheduling
- Predicted Grades Process
- Transcript and other documentation
- HS Admissions Inquiries
- Transfer Boarding Applications
- Summer Program Advising
- Medical Application Advising
- Athletic Scholarship Advising
- Post-secondary Celebrations
- Parent Education Programming
- University offers Data Tracking/Analysis

University and Careers Counselor Development Reflection

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College & University Counseling

Requisite Knowledge:

Application Strategy & Management
- Knowledge of:
  - Country Systems
  - Universities/Programs
  - Application Requirements & Deadlines
  - Highly Selective
- Coherence of Application Materials
- Recommendation Writing Quality

Professional Presence
- Relationships
- Reputation
- Contribution
- Leadership
- Local, Regional, Global

Perspective Shifting Engagement
- Professionals
- Academics
- Alumni
- Higher Education Institutions
- Work Experience/Shadowing/Field Trips

Classroom Skills
- Resources
- Sequencing
- Delivery
- Progress Tracking
- Content Management

Knowledge Building
- Hosting Institutions
- Visiting Universities
- Attending Webinars
- Event Participation

1-to-1 Advising/Counseling
- Theory and Techniques
- Objectivity
- Accuracy of Information
- Applied Careers Psychology

Careers Knowledge
- Contextual Industry Trends & Policies
- Careers Psychology Theory

University and Careers Counselor Development Reflection

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College & Career Counseling

Objective(s)?

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ACCIS:
Student-Centered Advising: “Support best-fit outcomes, not prestige-driven results.”

ASCA:
Primary Responsibility to students: “Students’ welfare comes first in all decisions.”

IECA:
Student advocacy & best fit: “Counselors must prioritize the student’s needs.”

NACAC:
Student-first principle: “College admission professionals must prioritize the best interest of students.”

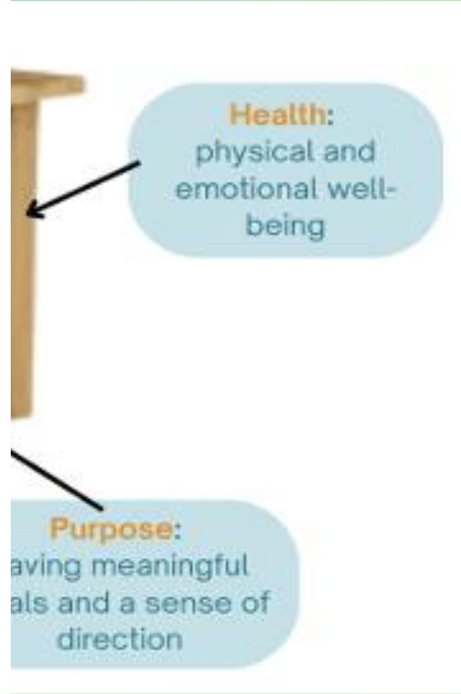
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Goal: Get into glob
selective ins

VS.

Goal: Give your st
chance to liv
fulfilling live





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What does it mean to be world-class?

Amiata's 8 Domains of Counseling



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Institutional Priorities

Best Practice

Data Tracking

Advocacy

Capacity



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Group Think

Discuss:

Pair with your neighbors to discuss a KPI measure that would be interesting for you to track in your community.

Why is this important to track in your community?

Consider:

How can you track this in your community?
How will this support advocacy?

Sample Metrics

Admissions:
- Scholarships
- ED Apps
- LACs Apps
- Country Destinations
- Country-specific data
- Overlaps
- Transfers
- Avg Apps per student
- Degree Programs

Exposure & Experience:
- Guest Speakers
- Careers Exposure
- University Visits
- Campus Visits
- Ambassadors
- Extension/Enrichment

Counseling Practices:
- Individual Meetings
- Group Sessions
- Family Meetings
- Meeting Notes
- Program Quality

Example

Data Trend:

Top Students in my school apply to the most selective US and UK universities

US (Community Lens)

UK (Academic Lens)



Leadership **Impact** **Initiative** **Dedication**

Amiata

Example

Educational Philosophy

vs.

University Aspirations

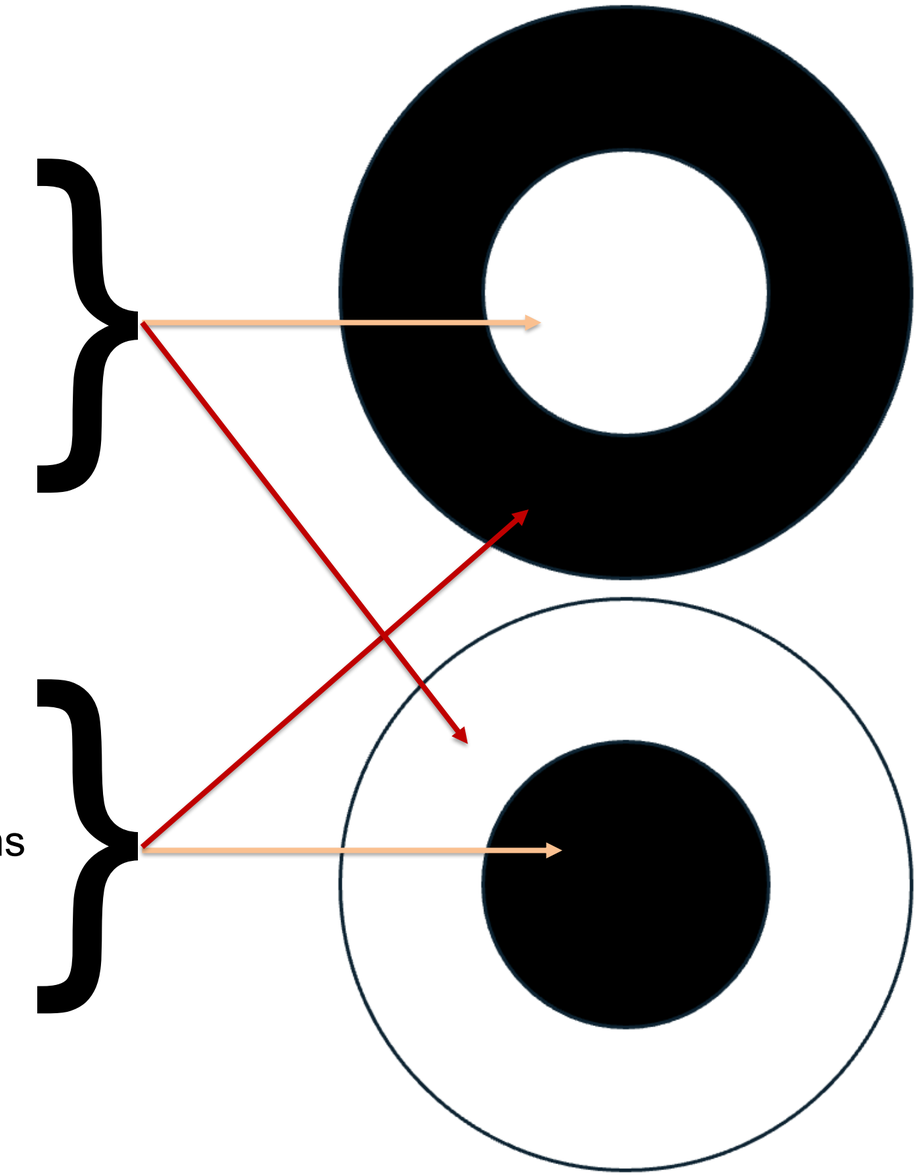
US:

- **Community LIID**
  (Leadership, Initiative, Impact, Dedication)
- **Character**
- **Personal Story**

UK:

- **Knowledge**
- **Skills**

- Competitive Programs (interviews)
  - **Perspectives**
  - **Demonstrated Ability to Think**



[Example]

US: LIID Journey Progressions

Interest: Bike Riding

Used donations ($xxx) to provide (#xxx) bicycles to kids in _____

Blogged about Cycling Challenge to raise awareness and increase donationsv

Invited Weekend and School Cycling Community to Participate in Charity Challenge

Established Weekend Cycling Community

Organized Summer Cycling Excursion for School Club Members

Initiated Cycling Club at School

100KM Summer Bike Trip with Dad

[Example]

US: LIID Journey Progressions

Interest:
Sustainability

Used funds ($) generated by changemaker projects to expand digital waste monitoring systems to (#) schools and companies in Indore

Organized an annual multi-school *Green Conference* with sponsorship to fund changemaker projects

Organized an annual House Competition and monthly *Green Talks* to raise awareness

Created a digital waste monitoring system in school lunch room

Organized a Conference on Earth Day for Senior School Students

Initiated Recycling Club at School to reduce carbon footprint

Collect trash at the beach with my Mom on vacation

[Example]

UK: LI**ID** Journey

Interest:
History



Hobbies	HistSoc Club	History Ambassador
Blogs & Vlogs	Watch Documentaries	Read Books
Tutoring	Podcasts	Online subject courses
Research Project	Online Lectures	Personal life experiences
Volunteered at Historical Site	Author Articles/Essays	Visit Sites/Museums
Summer Programs	Research Project	Conferences

[Example]

UK: LI**ID** Journey

Interest:
Medicine



In person work experience	MedSoc Club	Positions of responsibility
Virtual Medical experience	Watched Documentaries	Read Books
Work shadowing	Podcasts	Online subject courses
Research Project	TED Talks	Personal life experiences
Volunteered at Blood Drive	BMJ Newsletter	3-Day Medical Shadowing
Summer Programs	Research Project	Conferences

Example

Sample Tools

4Cs (Career Construction Inventory)

Amiata's Counseling Power Scale

Fit Factors (Amiata Card Sort)

Reports

Amiata High · 7 of 8 with a completed sort

Student Dashboard | Cohort Analytics | Individual Student Report

Include test accounts

Search students

Name or intended major

Apply

Intended countries of application	Intended major	Graduating class	Annual budget	Ph
United Kingdom · Hong Kong, United States, Canada, Australia	—	May 2030	—	—
United Kingdom · United Kingdom, United States	—	June 2029	—	—
United States · United States	—	May 2030	—	—
Japan · Australia, Japan	—	May 2030	—	—
United States · United Kingdom	—	May 2030	—	—
Hong Kong · United States, Singapore, Australia, United Kingdom	—	May 2030	—	—
United States · United Kingdom, United States	—	May 2029	—	—

Reports

Amiata High · 7 of 8 with a completed sort

Student Dashboard | Cohort Analytics | Individual Student Report

Export CSV | Export Excel

Include test accounts

All | Wellbeing & Support | Academic & Career | Campus Life & Community | Practical & Financial

#	Fit Factor	Category	High	Medium	Low	Non-Factor	Cohort score	Maximum score	Score %	Cohort level
10	Safety & Security	Wellbeing & Support	7	0	0	0	**21**	21	100.0%	High Priority
8	Personal Growth	Wellbeing & Support	6	1	0	0	**20**	21	95.2%	High Priority
32	Future Flexibility	Academic & Career	5	2	0	0	**19**	21	90.5%	High Priority
47	Study Spaces	Campus Life & Community	5	2	0	0	**19**	21	90.5%	High Priority
15	Program Quality	Academic & Career	4	3	0	0	**18**	21	85.7%	High Priority
26	Teaching Quality	Academic & Career	4	3	0	0	**18**	21	85.7%	High Priority
33	Academic Support	Academic & Career	4	3	0	0	**18**	21	85.7%	High Priority
54	Work-Study Opportunit	Practical & Financial	4	3	0	0	**18**	21	85.7%	High Priority

“Not everything that can be counted counts, and not everything that counts can be counted”

Questions?

Thank you!

Please follow us on LinkedIn – Amiata Co

Use our free resources www.ucbureau.org and browse our company website

www.amiataco.com if you want to collaborate on projects

Email: Luke@Amiataco.com

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