



College Counseling for Admissions Professionals: Improving Access and Retention

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

Taylor Francis Ltd, United Kingdom, 2013. Paperback. Book Condition: New. New.. 224 x 150 mm. Language: English . Brand New Book. 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...

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