



College Counseling Assessment

STRATEGIC OVERVIEW

A summary of our independent evaluation framework for strengthening strategy, communication, and effectiveness in your college counseling program.

Consultants

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Carney
Sandoe
& ASSOCIATES

WHY SCHOOLS UNDERTAKE A COLLEGE COUNSELING ASSESSMENT



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College counseling sits at the intersection of mission, family expectations, and student aspirations. It is one of the most visible programs in an independent school—and one of the most emotionally significant for families. As college admission becomes increasingly complex and competitive, schools are asking an important question: **is our college counseling program structured to meet today's realities?**

Through a structured and collaborative process, we examine the program's practices, policies, organizational structure, resources, student and family experience, communication strategies, and postsecondary outcomes. We identify strengths already in place while uncovering opportunities to strengthen alignment, clarity, and effectiveness.

The result is a clear set of recommendations that helps school leaders strengthen their college counseling program and align it with the school's mission and strategic priorities.



WHAT MAKES OUR APPROACH DISTINCT

COMPREHENSIVE ON-SITE VISIT

Conversations with students, families, faculty, administrators, and counselors to capture the lived experience of the program.

HOLISTIC, DATA-INFORMED ANALYSIS

Qualitative insights combined with comparative data from peer institutions.

CLEAR, ACTIONABLE RECOMMENDATIONS

Guidance designed to strengthen program structure, communication, and alignment with the school's academic mission.

PARTNERSHIP THROUGHOUT THE PROCESS

Collaborative engagement from initial conversations through presentation of findings.

WHAT WE EXAMINE

Our assessment focuses on the key elements that shape the effectiveness and experience of a college counseling program.



PROGRAM DESIGN AND STUDENT EXPERIENCE

Scope of programming, skill development opportunities, and student/family education.

PROGRAM STRUCTURE AND RESOURCES

Staffing models, counselor-to-student ratios, tools, systems, and budget.

INTEGRATION WITH THE SCHOOL PROGRAM

Collaboration with faculty, advisors, and school leadership

COMMUNICATION AND OUTCOMES

Messaging about college outcomes, family communication, and relationships with college admission offices.

BEGIN THE CONVERSATION

A strategic review can bring clarity to one of the most visible and consequential programs in a school.

If your school is seeking a thoughtful evaluation of its college counseling program, we would welcome the opportunity to begin the conversation.

Contact [Amy Rogers](#) to learn more about our College Counseling Assessment.



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