“If my students’ parents believe that we are better than the local public, parochial and private schools, then they are content...The real competition is not from the next town or the neighboring state any more...If one puts his ear to the flat Earth, one can hear the competition from overseas. My goal as an educator is to stop being the best local school, or regional school, and start being the best on the planet.”

- Malcolm Davidson, WA High School Teach
Something to think about...

The gap in college participation between White students and other ethnic groups is widening. Currently, White young adults are twice as likely to attend college as young adults from other ethnic groups.

Tech Tips for Counselors

Not a master with a digital camera? Work with your school’s photography teacher to have students take pictures of the college-going messages around your school for a new perspective of what your walls are (or aren’t) saying about college.
Something to think about...

Among industrialized countries, America ranks 21st in high school graduation rates.

Source: Solutions Through Higher Education
www.highereducationsolution.com/facts

“I have never met the guy who doesn’t know how to multiply who created software... Who has the most creative video games in the world? Japan! I never met those ‘rote people’... Some of my best software developers are Japanese. You need to understand things in order to invent beyond them.”

- Bill Gates
Something to think about...

Among industrialized countries, America ranks 15th in college completion.

Source: Solutions Through Higher Education
www.highereducationsolution.com/facts

Tech Tips for Counselors

Tired of sending out call slips? Try texting. Websites like Twitter allow you to send quick updates to students on your contact list from your computer or phone.
Something to think about...

American 15-year-olds rank 24th in math out of 29 countries.

Source: Solutions Through Higher Education
www.highereducationsolution.com/facts

Something to think about...

The median earnings of American workers in 1978 (adjusted for inflation) was $37,004, in 2007, it stands at $37,447, a mere 1.2% increase.

Source: Solutions Through Higher Education
www.highereducationsolution.com/facts
Tech Tips for Counselors

Not a master with a digital camera? Work with your school’s photography teacher to have students take pictures of the college-going messages around your school for a new perspective of what your walls are (or aren’t) saying about college.

Something to think about...

Arizona ranks 43rd in the nation in percentage of high school graduates who go directly to college.

Source: Solutions Through Higher Education
www.highereducationsolution.com/facts
“Instead of IBM giving you a guarantee that you will be employed, you had to guarantee that you could stay employable...I told my people that in the old days lifetime employment was only a company’s responsibility, not a person responsibility. But once you move to a model of employability, that becomes a shared responsibility...You have to build the skills because it will be you against a lot of other people.”

- Alex Attal, Former Head of Sales for IBM France

Something to think about...

Arizona ranks 39th in younger population with a college degree.

Source: Solutions Through Higher Education
www.highereducationsolution.com/facts
Something to think about...

Less than half of our public high school graduates qualify academically to enroll in our universities.

Source: Solutions Through Higher Education
www.highereducationsolution.com/facts

Facebook is Your Friend!
(or at least it can be)

Social networking sites like Friendster, MySpace or Facebook can allow you to send out event invites and mass messages to students, post college information, draw attention to valuable causes, or host video workshops that can be accessed at any time.
Something to think about...

Arizona is 49\textsuperscript{th} in state and local per capita spending on K-12 education.

Source: Solutions Through Higher Education
www.highereducationsolution.com/facts

“Education is the last expenditure upon which America should be willing to economize.”

- Franklin Roosevelt
Something to think about...

Arizona is 35th in state and local per capita spending on higher education.

Source: Solutions Through Higher Education
www.highereducationsolution.com/facts

Tech Tips for Counselors

Collaborate with your school’s art and technology departments to get student input on web and graphic design. They’ll have great ideas and can even help design college-going posters and fliers.
Something to think about...

In Arizona, for every 100 children in ninth grade;
64 graduate from high school four years later;
18 enter a 4-year program within one year;
only 9 complete their bachelor’s degree within 6 years.

Source: Solutions Through Higher Education
www.highereducationsolution.com/facts

“In China today, Bill Gates is Britney Spears. In America today, Britney Spears is Britney Spears— and that is our problem.”

- Thomas Friedman, Author of The World is Flat (2007)
Something to think about…

In Arizona, Caucasian adults are twice as likely as adults from other ethnic groups to have a Bachelor’s degree.

Something to think about…

28.6 % of Arizona’s population is comprised of school-aged students (ages 5-24)
“A child educated only at school is an uneducated child.”

-George Santayana, Spanish Philosopher (1863-1952)

Something to think about...

Arizona ranks 26th in the percentage of citizens 25 years and older with a bachelor’s degree, but falls to 38th in younger population with a college degree.

Source: Solutions Through Higher Education
www.highereducationsolution.com/facts
Something to think about...

Arizona reports 8.5% annual dropout rates for minority students compared to 4.3% for White students.

Something to think about...

54.2% of total PK-12 enrollment is comprised of students of color.

African American, American Indian and Hispanic students have lower eligibility rates for meeting all core high school core requirements.
“Remember that our nation’s first great leaders were also our first great scholars.”

- President John F. Kennedy

Tech Tips for Counselors

Schedule a meeting with your district’s research and assessment department to learn about what they do. They’ll be able to tell you what reports they can run for you and what data they have already collected (so you don’t have to).
A Change in the Way We Think...

The number of Americans who believe that higher education is essential for a decent job and place in American society has jumped from 31% to 50% in 2007.

Source: The National Center for Public Policy and Higher Education
http://www.highereducation.org/pa_college_opp/index.shtml

“That’s the true genius of America: that America can change.”

- Barack Obama
Start Monkey-ing Around?

Multiple free websites like surveymonkey.com will allow you to create and implement surveys with small samples of staff and students and get immediate results.

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”

-Alvin Toffler, American Writer & Futurist
Think about it...

If all ethnic groups had the same education attainment and earnings as Caucasians, total personal income in Arizona would be $6.2 billion higher.

Tired of Times New Roman?

Download free fonts off the web to make your marketing materials more interesting. (Just Google “free fonts”)

They have everything from CSI to Harry Potter.
Only 4 percent of NASA workers are under 30 years of age. NASA employees over 60 outnumber those under 30 by a ratio of nearly three to one.

- The World is Flat (2007)

Of the 2.8 million bachelor’s degrees in science and engineering granted worldwide in 2003, 1.2 million were earned by Asian students in Asian universities, 830,000 were granted in Europe, and only 400,000 in the United States. In engineering specifically, universities in Asia produce eight times as many bachelor’s degrees as the U.S.

- The World is Flat (2007)
Tired of Saying the Same Think Over and Over?

Try a Podcast! Making audio or visual files can help families connect to college-going information day or night.
Look online for great tutorials.

“Education is what remains after one has forgotten what one has learned in school.”

- Albert Einstein
COLLEGE KNOWLEDGE
FOR COUNSELORS