Creating an Effective High School Profile

WACAC SHARE LEARN CONNECT 2017
Who is the Profile for?

Colleges
Parent Community
High School Admission Offices (?)

Is the primary purpose communications or marketing?
◦ For many schools, it’s both.
School Profile as “Rosetta Stone”

Your Profile is the primary means of communication with admission offices

◦ Define your school’s academic language and naming conventions
◦ Decode your transcript and grading system
◦ Identify your most rigorous curriculum
◦ Describe your student body, your region, your school’s philosophy, etc.
◦ Provide standardized testing information
What to Include: The Basics

Contact information
◦ School name, address, phone and fax numbers, and website
◦ College Counselors and School Principal contact information
◦ Include CEEB code, institutional memberships and accreditation(s)

Who Attends Your School?
◦ Enrollment information, specifically define size of senior class
◦ Describe school and surrounding community
◦ Consider including information about student socioeconomic status, ethnicity, % of students in low-income programs, % who are first generation to college, etc.
What to Include: Academics

**Curriculum**
- Graduation Requirements (years rather than credits)
- Define your most rigorous courses and how to identify them
- Provide a Transcript Key (if needed)
- Describe special programs, e.g. IB, AP, AVID, Research Tracks, Magnet Tracks, etc.
- Describe typical curriculum, if possible, to help colleges understand the atypical
- Colleges need to define “curriculum rigor”
  - SSR vs. ??
- Describe your faculty
What to Include: Grading System

Decoding the Transcript

◦ Define Grading Scale
◦ Define Grade Point weighting, if applicable
◦ Do you rank?

Will a brand new admission officer understand?
What to Include: Test Scores

Test score information
- SAT and ACT scores
- SAT Subject Tests—if critical mass
- AP Scores and/or IB Diplomas
- National Merit numbers (?)
- Score distributions vs. middle 50% vs. averages

How does what you share communicate what you value?
What to Include: College Matriculation

**What is the college-going rate?**
- % attending 4-year College/University
- % attending 2-year College

**Where do students attend college?**
- Consider including list of colleges students accepted to/attending
  - Last year vs. multiple years?
- Consider including information on college counseling
  - What access do students have to college counseling?
- Particular policies around writing counselor recommendations
Best Practices

One page, double-sided
◦ Non-glossy; use dark ink on light paper — colleges read online

Easy to Find
◦ A quick Google search, easily located on your school’s home page—try looking for it

Include updates on grading, reporting, curriculum, special programs
◦ What is new this year?

Special Recognition(?)
◦ Consider highlighting regional, statewide, or national recognition for school, clubs or students

How does Profile supplement Secondary School Report?
◦ Consider what is asked on SSR and how that can inform what you include on Profile
Managing the Message

What do you want colleges to know about your school?
What do you want colleges to know about your students?
How will colleges use the information you provide?
Who at your school needs/wants ownership over this document?
What is your printing/publishing timeline if you do redesign?
To print or not to print?
Seeking Feedback

Consider and Review Examples

Find a collaborator at another school for future feedback

Any other takeaways?