



INTERNATIONAL ASSOCIATION FOR
COLLEGE ADMISSION COUNSELING

WEBINAR WEDNESDAY

Negotiation and Navigation
in a Post-Naviance World

March 7, 2018



Today's Panelists

- **Patience Fanella-Koch**
 - Director of College and Career Counseling, Aiglon College, Switzerland
 - Email: PLF@aiglon.ch
- **Jack Shull**
 - Director of University Counseling, St. Stephen's School, Italy
 - Email: jack.shull@sssrome.it
- **Anna Boyd**
 - Director of University Guidance, UWC Atlantic College, UK
 - Email: Anna.Boyd@atlanticcollege.org
- **Bill Russo**
 - College Counselor, RDFZ Chaoyang Branch School, China
 - Email: brusso@rdfzcygj.cn

Update from International ACAC

- Advocacy
 - Hobsons and NACAC
 - Common Application
- Resources page on International ACAC Advocacy webpage
- Looking Ahead to International ACAC, New Orleans
 - Sessions to share best practices for research and implementation
 - Exhibitors to provide on-site demos and information

Getting Started: Needs Assessment

- What do you need the platform to do for you
- Make a list of features you want. Are they:
 - Critically important - won't consider a platform without it
 - Great components - features that are helpful or useful
 - Nice to have - items or services that are not essential
 - Extraneous - components your school wouldn't use
- Determine the scope
 - Would the platform be used for the final two years of HS, all four years, longer?
 - Could you leverage your student information system (e.g., PowerSchool, iSAMS) more?
 - Could shared Google docs reduce platform needs?

Further Define Features You Need

- Clarify the specific options you seek:
 - **Country:** Do you need a major focus on a particular country?
 - **Search engines:** Worldwide or specific country college/course search?
 - **Assessments:** Personality/career assessments within the platform?
 - **Track/store data:** Test scores, GPAs, IB predictions, recs, app results?
 - **Transcript/recs upload & submission:** Ease? To which countries?
 - **Portals:** Logins for student? Parent? Teachers?
 - **Communication:** Tracking of college visits, contacts, journals, emails?
 - **Company:** Data migration, customer service, cost?
 - **Other issues specific to your institution/country:** data protection rules
- Develop a product review rubric

How to Review Products

- Watch a webinar or request a demonstration
- Ask for a trial account
- Use your rubric and assess each platform
- Speak with counselors using particular products
 - Similar sized school
 - Similar college matriculations (e.g., mostly heading to the US, UK, etc.)
 - Ask about data migration experience
- Get clear cost details - for all of HS or final 2 years?
- Determine which product best meets your office and school's needs

Administrative Review & Approval

- Explain how counseling software is critically important
 - Helps students maximize admission chances
 - Families are making \$200k+ 4-year college “investment”
 - Accurate data keeping of applications and document submission
 - Tracking of college matriculation can help school’s marketing and admission offices
- Demonstrate platform you are considering
- Discuss budget
 - Savings on express mail charges
 - If necessary, consider an additional “senior fee”
 - Other savings or cost reductions (i.e., copying) allowing budget shifts?
 - Will company offer discount or allow a few free months as you overlap?
- Get timeline for administrative approval

Migrating to New Product

- Decide when to launch/switch platforms
 - As you begin your junior meetings (mid-academic year)?
 - End of academic year so ready prior to any application submission?
 - Migration (Naviance) or importing data from other system
 - Assume it will take longer than planned to setup
 - If you're not computer savvy, become friends with a person with tech skills
- Overlap two systems or go “cold turkey”?
 - Using two systems may require double data entry
- Check accuracy of imported data before launching
 - Data migration always requires some clean-up
 - Set-up and learning new system always takes longer than you plan

Launching New Platform

- Schedule time for training of counselors and office assistants
- Other stakeholders
 - Provide students logins and highlights of the platform
 - Provide teacher logins and information about features they will use (upload recs)
 - Parent access
- Advertise your world-class counseling program

Overview of Platform Options

Companies (alphabetically)

- Bridge U
- Cialfo
- Maia Learning
- Unifrog

Free Options

- Concourse (college search)
- SCOIR (US colleges only)
- Slate (US colleges only)

The International ACAC Facebook group has a link to [a comparison document](#) that reviews the features of different platforms. Dale Ford developed this document in collaboration with vendors and other International ACAC counselors.

Questions and Thank You!

- **Patience Fanella-Koch**
 - Director of College and Career Counseling, Aiglon College, Switzerland
 - Email: PLF@aiglon.ch
- **Jack Shull**
 - Director of University Counseling, St. Stephen's School, Italy
 - Email: jack.shull@sssrome.it
- **Anna Boyd**
 - Director of University Guidance, UWC Atlantic College, UK
 - Email: Anna.Boyd@atlanticcollege.org
- **Bill Russo**
 - College Counselor, RDFZ Chaoyang Branch School, China
 - Email: brusso@rdfzcygj.cn



INTERNATIONAL ASSOCIATION FOR
COLLEGE ADMISSION COUNSELING

WEBINAR WEDNESDAY

Next month TOPIC
DATE

