

2006-2007

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Annual International School Guidance Counselor Results

Secondly, many of you will remember our Annual Guidance Survey that we advertised in the last issue of our newsletter. Thanks to those of you who took the time to complete it! And for those of you who didn't, I hope seeing the results will inspire you to take part next year. I know of at least two schools that successfully used the results from the first survey a few years ago in helping to get their offices an additional counselor! A summary of the results can be found at on our OACAC website at www.oacac.com

OACAC Summer Conference Registration now open!

Go to the OACAC webpage to register for the conference. The conference is limited to 500 participants so be sure to register soon!

International School Counselor Newsbits....

Cathy Curtis is moving to International School of Bangkok. **Doug Asher** is moving to Concordina International School of Bangkok. *International School Manila* is adding a fourth counselor to their team. **Jeremy Trotter** has been hired to fill this new role.

Shanghai American School is GROWING! It now has over three thousand students! They are adding 3 new counseling positions, giving them a total of 6 HS, 3 MS, 5 ES and 2 psychologists. That makes us, in total on the two campuses, 6 High School, 3 Middle School, 5 Elementary School and two psychologists.

The Common Application is a not-for-profit organization that serves students and member institutions by providing an admission application -- online and in print -- that students may submit to any of our nearly 300 members. Membership is limited to colleges and universities that evaluate students using a holistic selection process. Since our founding over 30 years ago, we have been committed to maintaining a reliable service while promoting equity, access, and integrity in the college application process.

Attention Admission Officers: Share Your Stories

At next year's ECIS conference, there will be a session for guidance counselors about which kinds of application "packaging" and gimmicks make a favorable impression on admission officers and which do not. Please share examples of clever and not-so-clever approaches that you have seen. Anyone with an anecdote to share should e-mail it to amarkham@wheatoncollege.edu. Please indicate whether or not it is okay to use your institution's name in conjunction with your story. It would also be helpful to know how your institution handles things such as photo-collages of a candidate's life, applications that arrive with each page in a plastic sleeve, formally bound applications, certificates of appreciation/service/school attendance, etc. Come to the 2007 ECIS conference to hear the results!

Latest News in College Counseling from Italy

Helping students with their post-high school studies is not just a matter of providing information about the options. According to UNESCO (United Nations Educational, Scientific and Cultural Organization), educational counseling should enable the individual to acknowledge his or her own abilities and needs, and view them in the context of higher education and the professional world. This process further enables the individual to choose his or her course of study accurately, and hence build a subsequent career path that meets overarching life goals and particular circumstances. College counseling thus contributes to the progress of the individual, as well as to the progress of society.

In Europe and in Italy, College Counseling (*Orientamento Scolastico e Universitario*) is a dynamic field. Through the ongoing process of defining professional roles and competencies, EU countries have been developing national and international policies to ensure political recognition of this important sector of society and to guarantee the highest degree of professionalism in this sensitive and important field.



Within this view, Italy continues to develop further every aspect of the College Counseling field, from professional standards and practice to national and international policies. One of the most interesting outcomes for 2007 has been the merging of ASSIPRO (Italian Association for College and Professional Counseling) with SIO (*Societa' Italiana Orientamento*), Italy's leading association of College and Professional Counselors, under the auspices of the University of Padova. This consolidation creates a more powerful resource for educational and policy development in the field. Also this year, SIO and IAEVG (International Association for Educational and Vocational Counseling) will host their annual international conference at the University of Padova in September 2007.

Likewise, in compliance with Italian national standards and to better meet student needs, the American School of Milan (ASM) has creatively expanded its College Counseling Office in 2006-2007. ASM College Counselor, Jeannette Tien-Wei Law, was selected for the concurrent role of Fulbright Educational Advisor for Northern Italy, which provides expanded resources and increased contact with regional interests in North American education, whether amongst Italian nationals, American expatriates, or the international community. This dual advisory role was made possible through a collaboration between the American School of Milan, the U.S.-Italy Fulbright Commission, the U.S. Consulate General of Milan, and EducationUSA in Southern Europe.

The Italian University Counselor, Fiammetta Pancera, has developed a new educational counseling area dedicated to the Italian University system. In this area, students and families find information, updates, guidance through the complex world of the new university system that has been changing over the past few years. The Italian University Office at ASM develops and maintains strong connections with the local community and academic world, providing a vast variety of opportunities for students to explore their future possibilities.

As a result, college counseling resources to students have grown immensely. Here are a few examples of ASM's innovative programs this year:

Higher Education in North America

- A presentation on U.S. colleges was delivered to families of international diplomats and foreign service officers at the official residence of the U.S. Consul General, Milan
- ASM's "University Tuesdays" included monthly college counseling events with Admissions representatives, all open to schools from Northern Italy and Italian-speaking Switzerland



- In partnership with ACO (American Colleges Overseas) and the U.S. Embassy Rome, a panel discussion was held for international students on American college application procedures
- College counselors from Milan international schools were invited to ASM to meet representatives from Canadian universities and the Canadian consulate

Higher Education in Italy

- Individualized counseling sessions with students and families were held to help students become aware of their potential, interests, and specific needs in order to make an informed and considered choice about their future course of studies. In Italy, particular courses of study lead to well-defined careers, therefore, during these sessions, students were also guided through career opportunities.
- On October 24, 2006, the ASM Annual College Fair included seven Italian universities, some of which visited the school for the first time.
- A specific website dedicated to the Italian Higher education system has been created
- Internships have been offered through local companies for students who would like to try working in the “real world”

The happy result of these innovative expansions has been to provide a fuller scope of university counseling to a diversity of national and multinational student populations, as well as to augment the school’s already pivotal role in the Milan community.

February 12, 2007

Jeannette Tien-Wei Law
College Counselor
Fulbright Educational Advisor Member, SIO (*Societa’ Italiana Orientamento*)

Fiammetta Pancera
Italian Universities Counselor
Fulbright Educational Advisor Member, SIO (*Societa’ Italiana Orientamento*)

Measuring Return on Investment (ROI) in International Student Recruitment

By Cheryl Darrup-Boychuck

How do you possibly measure Return on Investment in a field where *results* are so intangible, so priceless to the advancement of notions such as world peace? Very carefully.

Richard Yam, international student advisor at the University of Massachusetts Amherst, has been intrigued with how ROI relates to global higher education since 1999. At that time, he was tasked with developing an

