NARAC Survey Results

Thank You NARAC Survey Committee
Carin Smith, Sarah Goldman, Jim Pierson, Wintress Ross, Patti Clements, Matt Ogawa

Lunch Session – Survey Results
September 25, 2019
<table>
<thead>
<tr>
<th>Regional Group</th>
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<tr>
<td>Kansas City Area Regional</td>
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<td>Nashville Area Regional Network</td>
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<td>Phoenix Area Regional College Counselors (non-affiliated group)</td>
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<td>Ohio including Northern Kentucky - Admission Network</td>
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<td>Charlotte Regionals of Western North Carolina</td>
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El Paso Admissions Recruitment Network: 0
Nashville Area Regional Network: 1
Phoenix Area Regional College Counselors (non-affiliated group): 1
Kansas City Area Regional: 1
Indiana Regional Officers of Admission and Recruitment: 3
Ohio including Northern Kentucky - Admission Network: 4
Hawaii' Admission Professional Association: 5
Charlotte Regionals of Western North Carolina: 6
South Texas Area Regional Network: 9
Association for International Regional Representatives - North America: 16
St. Louis Area Regional Representatives: 17
Austin Regional Counselors: 20
San Antonio Regional Network: 20
Greater Atlanta Regional Network: 24
Twin Cities Regional Admissions Representatives: 28
Florida Regional Admission Counselors: 29
New England Area Regional Representatives: 31
Houston Area Regional Network: 40
Regional Officers of Admission Metro NYC: 41
Regional Officers of Admissions of the Rockies: 42
Association of Regional Representatives of Oregon and Washington: 53
Mid-Atlantic Regional Counselors Association: 59
Dallas/Fort Worth Admissions Regional Network: 74
Chicago Area Regional Representatives: 83
Regional Admission Counselors of California: 126

Total Count of Regional Memberships: 126
DO YOU SERVE ON AN ACAC COMMITTEE?

- Yes I serve on one or more ACAC Committee(s) 25%
- No I do not serve on an ACAC or NACAC Committee 75%
WHAT IS YOUR EMPLOYMENT STATUS

- Full time: 97%
- Part time: 3%
- 11 month contract; paid full time: 0%
- Part time, 9 month contract: 0%
INSTITUTION SIZE

- Small (Less than 5,000 students) 26%
- Medium (5,000 - 15,000 students) 27%
- Large (More than 15,000 students) 47%
What Title Best Matches Your Own

- Dean: 1
- Assistant Dean: 3
- Director: 30
- Senior Associate Director: 14
- Senior Assistant Director: 23
- Associate Director: 69
- Assistant Director: 109
- Senior Admission Counselor/Coordinator: 76
- Counselor/Rep/Advisor/Recruiter/Coordinator: 236
WHERE IS YOUR SUPERVISOR BASED

- Campus Based: 68%
- Regionally Based: 32%
Years School Had Regional

- 1 to 4: 141
- 5 to 9: 170
- 10 to 15: 126
- 16 to 20: 30
- 21 to 25: 12
- 25+: 28
How Many Regionals Does Your School Employ?
What CRM Do You Use?

- PeopleSoft and Salesforce: 1
- Element: 1
- MAUI: 3
- Symphony: 4
- Emas: 4
- Recruit: 7
- PeopleSoft: 8
- Homegrown or Institution Designed Option: 8
- Talisma: 22
- Banner: 22
- Target X: 23
- Hobson's: 26
- Salesforce: 100
- Slate: 304
ARE YOU SALARIED?

Yes 94%
No 6%
HOW MANY MONTHS DO YOU WORK?

- 12 Months: 91%
- 9-11 Months: 8%
- 6-8 Months: 1%
- 3-5 Months: 0%
DO YOU RECEIVE MERIT BASED PAY INCREASES?

- Yes: 69%
- Unsure/New in my role: 14%
- No: 14%
- In theory but not in practice: 2%
- Other: 1%
What Benefits Do You Receive?

- Health Insurance: 529
- Retirement: 509
- Dental Insurance: 502
- Life Insurance: 462
- Vision Insurance: 456
- Disability Insurance: 378
- Tuition Remission: 378
- Maternity/Paternity Benefits: 314
- Long Term Care: 180
- Tuition Exchange: 167
- None: 9
What Maternity/Paternity Benefits Do You Receive?
How Many Sick Days Do You Receive?

- 10 to 19: 226
- Unlimited: 88
- 1 to 9: 67
- 20-29: 48
- 30-39: 17
- 40-49: 4
- 50+: 21
- Accrued Based On Time Worked: 33
- Part of PTO: 12
- Unsure/NA: 11
- 0: 17
How Many Vacation Days Do You Receive?

- 0: 17
- 1 to 9: 24
- 10 to 19: 194
- 20-29: 205
- 30-39: 43
- 40-49: 8
- 50+: 15
- Unlimited: 0
- Accrued Based On Time Worked: 26
- Unsure/NA: 11
During the week between Christmas and New Years....

- the office is open and I am expected to work unless I take time off. 109
- the office is closed, but I must use vacation time or unpaid time off. 39
- the office is closed and I received paid time off. 388
DO YOU RECEIVE FLEX, COMP, OR OVER TIME?

- Flex Time: 27%
- Comp Time: 27%
- None: 42%
- Over Time: 3%
- No Formal Arrangement: 1%
What Kind Of Office Do You Work From?

- Home office exclusively: 511
- Regional office exclusively: 17
- I work primarily from home but we have a regional office space that I am able to use: 16
- I work primarily from a regional office space but work at home sometimes: 13
- Main Campus Office: 1
DO YOU REPRESENT YOUR ALMA MATER?

Yes 37%
No 63%
HOW MANY YEARS HAVE YOU BEEN A REGIONAL?

- 0-4: 60%
- 5 to 9: 24%
- 10 to 14: 9%
- 15-19: 4%
- 20-24: 2%
- 25+: 1%
 Howell many years have you worked in admissions?

- 0-4 years: 31%
- 5-9 years: 32%
- 10-14 years: 18%
- 15-19 years: 9%
- 20-24 years: 5%
- 25+ years: 5%
DO YOU READ APPLICATIONS?

- Yes: 61%
- No: 39%
HOW ARE APPLICATIONS ASSIGNED?

- By Territory: 85%
- By College: 6%
- Random: 6%
- Alphabetic Split: 1%
- NA: 1%
- All Applications: 1%
How Many Applications Do You Read?

- Less than 100: 38
- 101-250: 51
- 251-400: 56
- 401-550: 47
- 551-700: 42
- 701-850: 17
- 851-1000: 29
- 1000+: 70
WHAT IS YOUR CURRENT DEGREE LEVEL?

- Bachelor's: 41%
- Master's: 45%
- Master's in progress: 12%
- Doctoral Degree in progress: 1%
- Doctoral Degree: 1%
<table>
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<tr>
<th>Item</th>
<th>Provided By School</th>
<th>Personally Provided</th>
<th>% Split</th>
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<tr>
<td>ACAC Membership</td>
<td>82.5%</td>
<td>1.1%</td>
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<td>Auto Insurance</td>
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<td>1.1%</td>
<td>12.9%</td>
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</table>
What Type of Phone Do You Use?

- Mobile phone: 349
- Phone stipend: 141
- Wired office phone: 82
- None: 38
- VOIP: 11
- Google voice: 8
- Skype for Business: 5
- Cisco Jabber: 3
- Campus Phone: 2
ARE YOU REIMBURSED FOR MEALS DURING LOCAL TRAVEL?

- No Reimbursement: 39%
- Per Diem: 23%
- Percentage of Per Diem: 1%
- Full: 15%
- Paid but dependent on some factors: 22%
- No Formal Policy: 0%
HOW ARE LOCAL MEALS COVERED?

- I do not receive a meal allowance: 41%
- Work Credit Card or P-Card: 27%
- Per-Diem/Reimbursement: 32%
HOW IS LODGING COVERED FOR TRIPS TO CAMPUS?

- I am required to use on-campus housing: 5%
- I am required to stay at a specific hotel: 25%
- I may choose where I stay: 67%
- Stay with friends or family: 1%
- Dependent on Other Factors: 2%
WHAT HOTEL RESTRICTIONS ARE IN PLACE?

- Federal government per diem rates: 21%
- State Rate: 14%
- University Set Limit: 7%
- No restriction: 8%
- Supervisor Set Limit: 4%
- I do not stay in hotels for travel: 2%
- No Resort Properties: 0%
- 4 Star or less: 0%
- Reasonable: 44%
DO YOU MANAGE A TERRITORY BUDGET?

- Yes: 31%
- No: 69%
What Are Your Summer Responsibilities?

- Summer Search: 3
- New Staff Hiring: 4
- Data Management: 5
- NA/Don't Work: 16
- Territory Review and Management: 18
- On-Campus Camps: 85
- Orientation(s): 125
- ACAC Responsibilities: 140
- Workshops: 186
- Conferences: 220
- Calling Campaigns: 228
- Communications: 266
- Send-Offs and Receptions: 282
- Staff Development: 311
HOW DO YOU PARTICIPATE IN STAFF MEETINGS (THE MAJORITY OF THE TIME)?

- Web Based Video: 61%
- Conference Call: 33%
- In Person: 1%
- I don't participate in staff meetings: 5%
What Video Calling System Do You Use?

- Zoom: 241
- Skype: 173
- Google Meet: 93
- Meeting Owl: 63
- Join.me: 51
- Adobe Connect: 48
- BlueJeans: 4
- Blackboard: 4
- Adobe Connect: 4
- Cisco Webex: 4
- GoToMeeting: 3
- LifeSize: 3
- FaceTime: 2
- Slate Screen Share: 1
- Meeting Owl: 1
- We do not use a web based video system: 1

Google Hangouts: 1
Microsoft Teams: 1
BlueJeans: 1
Meeting Owl: 1
Join.me: 1
Slate Screen Share: 1
What Video Calling System Do You Use?
IF YOU USE A WEB BASED VIDEO SYSTEM FOR STAFF MEETINGS, ARE YOU SATISFIED WITH THE SYSTEM YOU USE?

- Yes: 70%
- No: 15%
- We do not use a web based video system: 15%
DO YOU ATTEND A STAFF RETREAT?

Yes 79%
No 21%
DO YOU ATTEND A SEPARATE REGIONAL RETREAT

- Yes: 19%
- No: 81%
How Many High Schools Do You Visit in the Fall?

- None: 3
- 1 to 20: 24
- 21-40: 47
- 41-60: 122
- 61-80: 139
- 81-100: 136
- 100+: 91
How Many High Schools Do You Visit in the Spring?

- None: 47
- 1 to 20: 204
- 21-40: 151
- 41-60: 91
- 61-80: 47
- 81-100: 12
- 100+: 10
How Many High Schools Do You Visit In The...

- Fall
- Spring

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<tr>
<td>100+</td>
<td>91</td>
<td>10</td>
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How many college fairs do you attend in the fall?
How many college fairs do you attend in the spring?

- None: 2
- 1 to 10: 121
- 11 to 20: 194
- 21-40: 176
- 41-60: 49
- 61-80: 16
- 81-100: 2
- 100+: 2
How Many College Fairs Do You Visit In The...

- **Fall**
- **Spring**

```
None | 1 to 10 | 11 to 20 | 21-40 | 41-60 | 61-80 | 81-100 | 100+
--- | --- | --- | --- | --- | --- | --- | ---
None | 1 to 10 | 11 to 20 | 21-40 | 41-60 | 61-80 | 81-100 | 100+```

Bar chart showing the distribution of college fairs visited in fall and spring.
How many local junior night/panel presentations/case studies are you asked to do each year?
How many meetings/interviews do you conduct with students/families off campus?

- None: 58
- 1 to 3: 161
- 4 to 6: 126
- 21-30: 79
- 31-40: 38
- 41-50: 39
- 51-60: 13
- 61+: 48
How many yield events do you host each spring in your territory/territories?
How many miles do you live from your campus?

- Less than 100 miles: 18
- 101-250 miles: 93
- 251-400 miles: 116
- 401-650 miles: 66
- 651-800 miles: 47
- 801-950 miles: 39
- 951-1,100 miles: 29
- 1,101+ miles: 132
- I represent an international institution: 22
WHO DECIDES WHAT VISITS, FAIRS, AND EVENTS YOU ATTEND IN YOUR TERRITORY?

- I do: 90%
- Recruitment team: 4%
- Supervisor: 3%
- Mix: 3%
How Do You Utilize Alumni Volunteers?

- Adopt a High School: 1
- Counselor Development: 2
- High School Visits: 11
- Interviews: 45
- Email Campaigns: 45
- Calling Campaigns: 54
- We do not utilize alumni volunteers: 80
- Alumni Panels: 85
- Letter or note writing campaigns: 127
- Hosting/Attending Summer Send-off Events: 244
- College Fairs: 310
- Receptions/Yield Events: 378
IF YOU UTILIZE ALUMNI VOLUNTEERS, WHO MANAGES THEM?

- Me/Other Regional Staff: 40%
- Alumni Office: 22%
- Campus Based Admission Staff: 22%
- Combination: 2%
- We do not utilize alumni volunteers: 14%

IF YOU UTILIZE ALUMNI VOLUNTEERS, WHO MANAGES THEM?
How many trips do you make to campus in a year?
How Many Times Do You Visit Campus (By Distance From Campus)?

- Under 250 Miles
- 251-800 Miles
- More Than 800 Miles
- I represent an international institution

- Under 250 Miles
  - 1 to 2: 6
  - 3 to 4: 12
  - 5 to 6: 14
  - 7 to 8: 12
  - 9 to 10: 11
  - 11 to 12: 16
  - 13-14: 2
  - 15-16: 15
  - 17-18: 3
  - 19-20: 2
  - 20+: 11

- 251-800 Miles
  - 1 to 2: 19
  - 3 to 4: 67
  - 5 to 6: 53
  - 7 to 8: 25
  - 9 to 10: 14
  - 11 to 12: 10
  - 13-14: 2
  - 15-16: 1
  - 17-18: 1
  - 19-20: 0
  - 20+: 0

- More Than 800 Miles
  - 1 to 2: 0
  - 3 to 4: 0
  - 5 to 6: 0
  - 7 to 8: 0
  - 9 to 10: 0
  - 11 to 12: 0
  - 13-14: 0
  - 15-16: 0
  - 17-18: 0
  - 19-20: 0
  - 20+: 0

- I represent an international institution
  - Under 250 Miles: 0
  - 251-800 Miles: 0
  - More Than 800 Miles: 0
  - 1 to 2: 0
  - 3 to 4: 0
  - 5 to 6: 0
  - 7 to 8: 0
  - 9 to 10: 0
  - 11 to 12: 0
  - 13-14: 0
  - 15-16: 0
  - 17-18: 0
  - 19-20: 0
  - 20+: 0

I represent an international institution
When you return to campus, how many days are you there?

- 1-3 Days: 225
- 4-6 days: 283
- 7+ days: 54
What are the reasons for your trips to campus?

- Staff Training/Academic Updates: 501
- Staff/Regional Retreat: 371
- Visit Programs: 369
- Staff/Regional Retreat: 371
- Orientation(s): 117
- Meetings on Campus: 256
- Counselor Bus/Train/Fly/Drive In programs: 258
- Scholarship Programs: 98
- Student move in: 94
- Counselor Duties: 82
- Reading Application Files: 13
- Open House: 7
- Student Interviews: 3
- Training New Staff: 1
- Interviews for New Staff Positions: 54
- Review Committee: 48
- Interviews for New Staff Positions: 54
- Open House: 7
- Staff Training/Academic Updates: 501
- What are the reasons for your trips to campus?
WHO ARE YOU RESPONSIBLE FOR SUPERVISING?

- I do not supervise others: 81%
- Other Regionals: 12%
- Student Staff: 3%
- Regional and Campus Staff: 2%
- Application Readers: 1%
- Campus Based Staff: 1%
DO YOU HAVE DEDICATED SUPPORT STAFF ON CAMPUS?

Yes 63%
No 37%
WHO PROVIDES THE DEDICATED SUPPORT ON CAMPUS?

- Administrative Personnel: 64%
- Other Counselor(s): 18%
- Student Worker: 11%
- NA: 5%
- Combination: 2%
TO WHOM DO YOU REPORT?

- Director: 35%
- Associate Director: 31%
- Assistant Director: 19%
- Vice President of Enrollment: 6%
- Dean: 6%
- Regional Manager: 3%
- Director: 35%
- Associate Director: 31%
- Assistant Director: 19%
- Vice President of Enrollment: 6%
- Dean: 6%
- Regional Manager: 3%
How often are you formally evaluated?

- Annually: 80%
- Semi-Annually: 9%
- Not Sure/New in Role: 6%
- No Formal Evaluation: 3%
- Quarterly: 2%
In what month are you formally evaluated?

- January: 28
- February: 27
- March: 47
- April: 38
- May: 128
- June: 100
- July: 68
- August: 39
- September: 7
- October: 4
- November: 7
- December: 7
- Not sure/New in my role: 62
What are your areas of expertise?

- College Search/Fit: 427
- Essay Writing/Editing: 204
- Communications/Publications: 154
- Alumni: 147
- Social Media: 136
- Financial Aid: 135
- Data Analysis: 130
- Diversity/Access: 129
- Transfer Process: 86
- Orientation: 80
- Athletics: 73
- Fine Arts/Performing Arts: 55
- International: 5
- Event Planning: 2
- Military/Veterans: 1
- STEM: 1
- Social Media: 1
- Event Planning: 1
- International: 1
- Fine Arts/Performing Arts: 1
- Athletics: 1
What is the size of your territory?

- All of North America: 4
- All of the US: 1
- 21+ states: 6
- 16-20 states: 7
- 11-15 states: 15
- 6-10 states: 40
- A geographic region: 92
- 2-5 states: 122
- 1 state: 38
- Part of multiple states: 53
- Part of a state: 143
Have you ever worked as a school or college counselor? Are you considering a move?

- Currently in a school counseling graduate program: 3
- Previously served in a counseling role at a community based organization: 8
- Previously served as a school/college counselor at a high school: 45
- Haven't previously served and not considering a change: 108
- Currently considering making the change to school/college counseling: 145
What do you enjoy most

- Travel: 2
- Community Based Organizations: 2
- Opportunities to Lead: 5
- Data Analysis: 5
- Professional Development: 8
- Institution/Alumni: 8
- High School Counselors: 10
- Opportunities to Teach/Present: 24
- Working with Students/Families: 185
- Autonomy/Flexibility: 305
What is your least favorite part of the job

Disconnected From Campus - Lack of Communication: 94
Lack of Advancement Opportunities: 92
Long Hours Away From Family, Night & Weekends: 72
Lunch Visits, HS Counselors Who Don’t Care: 53
Challenging Financial Aid Discussions: 54
Salary: 69
Institutional Red Tape - Reimbursements, Per Diem, etc.: 32
Office Too Focused On Numbers and/or Events: 13
Lack of Training: 13
Working with Difficult Families: 15
Travel - Locally or To Campus: 12
Office Buy-In...What Do Regionals Do?: 10
Supervisor Knowledge/Buy-In: 8
NA: 5
What Do Regionals Do? - What is your least favorite part of the job
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<th>Statement</th>
<th>Completely or Mostly False</th>
<th>Neutral</th>
<th>Completely or Mostly True</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel like part of the team, equal to campus based staff</td>
<td>27%</td>
<td>14%</td>
<td>60%</td>
</tr>
<tr>
<td>I receive compensation and benefits on par with campus based employees in similar roles</td>
<td>19%</td>
<td>15%</td>
<td>67%</td>
</tr>
<tr>
<td>I am recognized for my work and accomplishments</td>
<td>18%</td>
<td>17%</td>
<td>65%</td>
</tr>
<tr>
<td>I receive the resources need to do my job</td>
<td>12%</td>
<td>11%</td>
<td>78%</td>
</tr>
<tr>
<td>Expectations from campus are clear and reasonable</td>
<td>15%</td>
<td>20%</td>
<td>65%</td>
</tr>
<tr>
<td>My campus based colleagues understand and respect my role</td>
<td>25%</td>
<td>22%</td>
<td>53%</td>
</tr>
<tr>
<td>My supervisor understands and respects my role</td>
<td>6%</td>
<td>8%</td>
<td>86%</td>
</tr>
<tr>
<td>I have opportunities to grow at my current institution</td>
<td>44%</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>I am currently looking or plan to look for a new regional position</td>
<td>63%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>I am currently looking or plan to look for a new position in admissions</td>
<td>63%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>I am currently looking or plan to look for a new position within higher education</td>
<td>57%</td>
<td>20%</td>
<td>23%</td>
</tr>
<tr>
<td>I am currently looking or plan to look for a new position outside of higher education</td>
<td>62%</td>
<td>18%</td>
<td>20%</td>
</tr>
</tbody>
</table>