

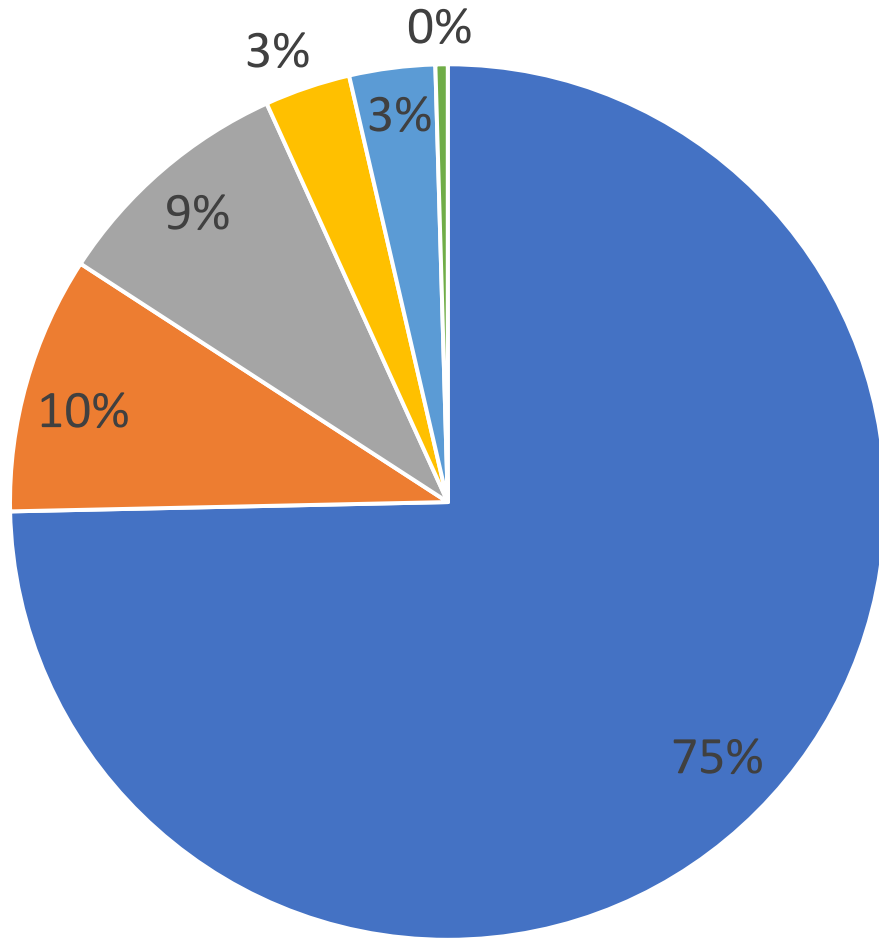
# NARAC Survey Data 2022



# Demographics

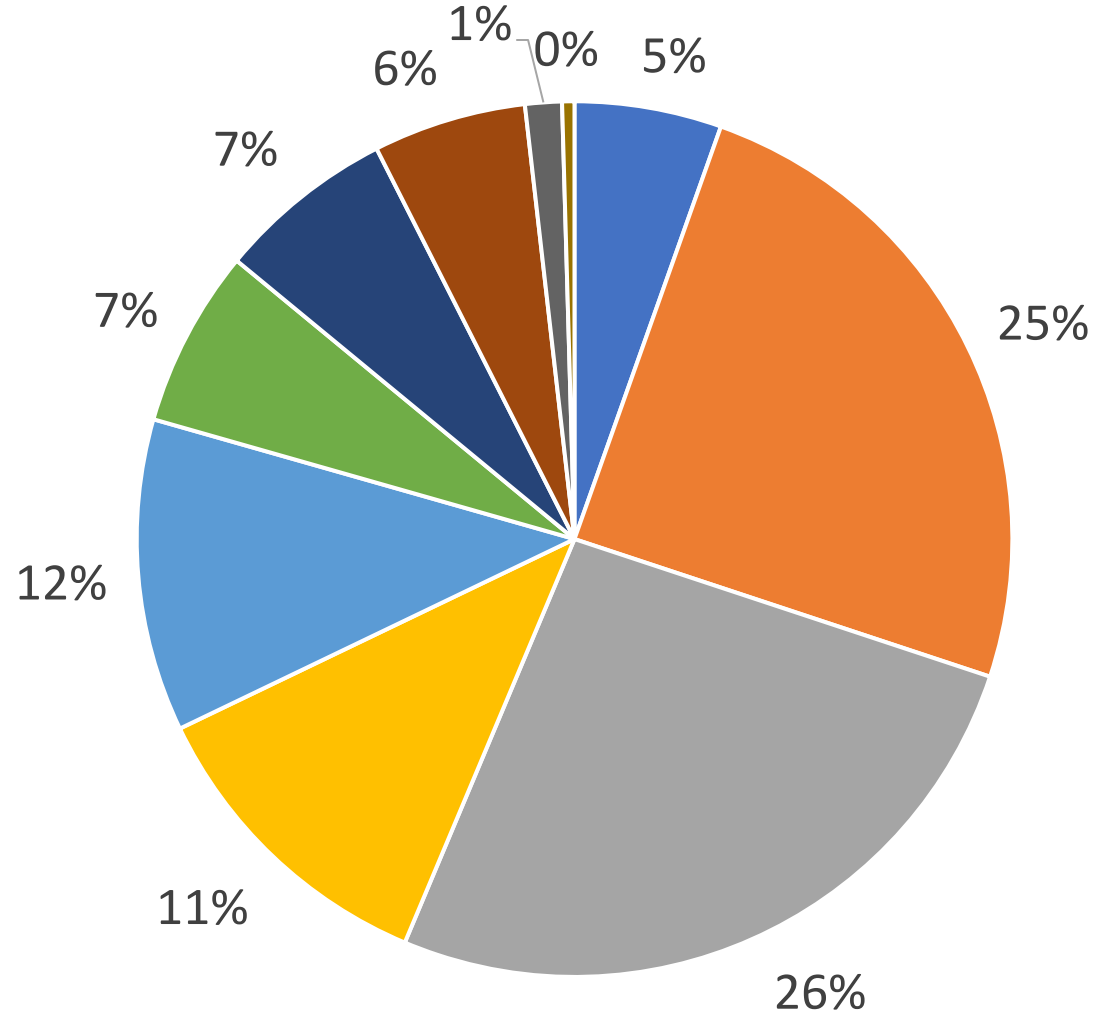
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Which of the following best describes you?



- White
- Black or African American
- Hispanic or Latinx
- Asian or Pacific Islander
- Multiracial or Biracial
- A race/ethnicity not listed here

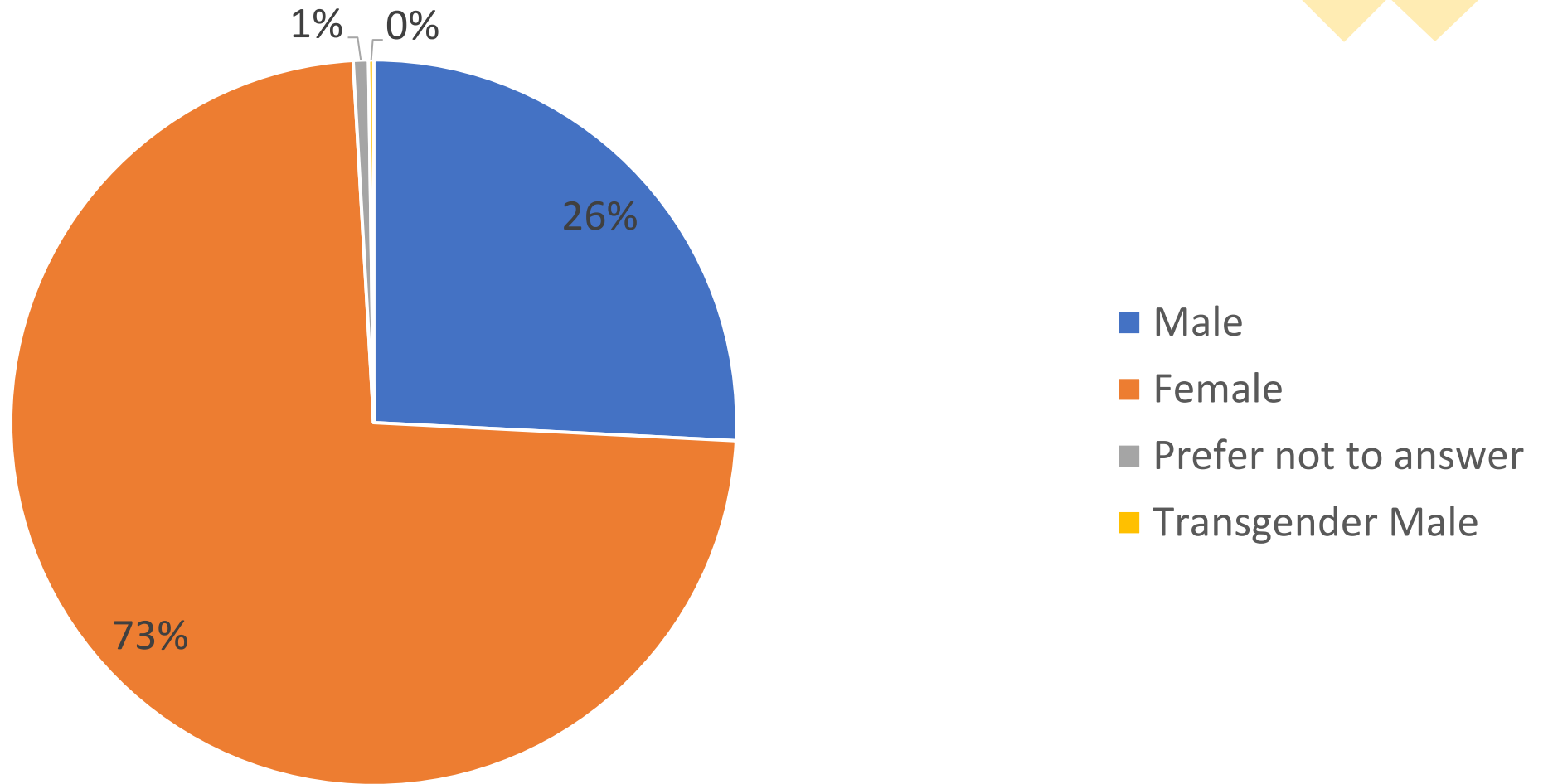
# How old are you?



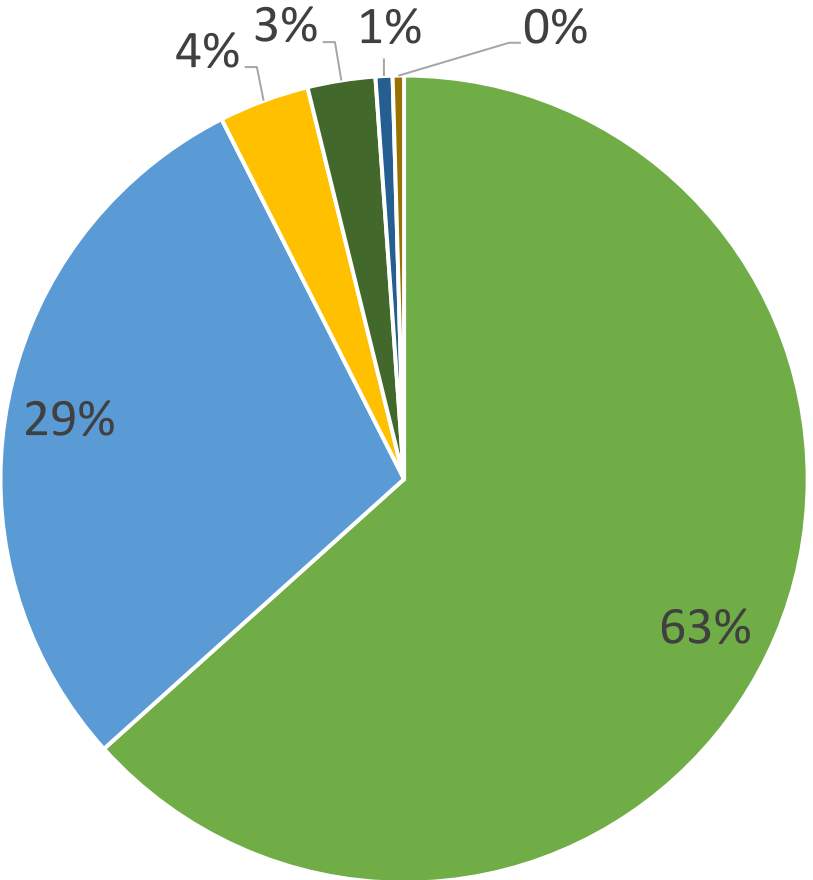
**Average Age of Respondents**

- 22-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56-60
- 61-65
- 66+

# With which gender identity do you most identify?

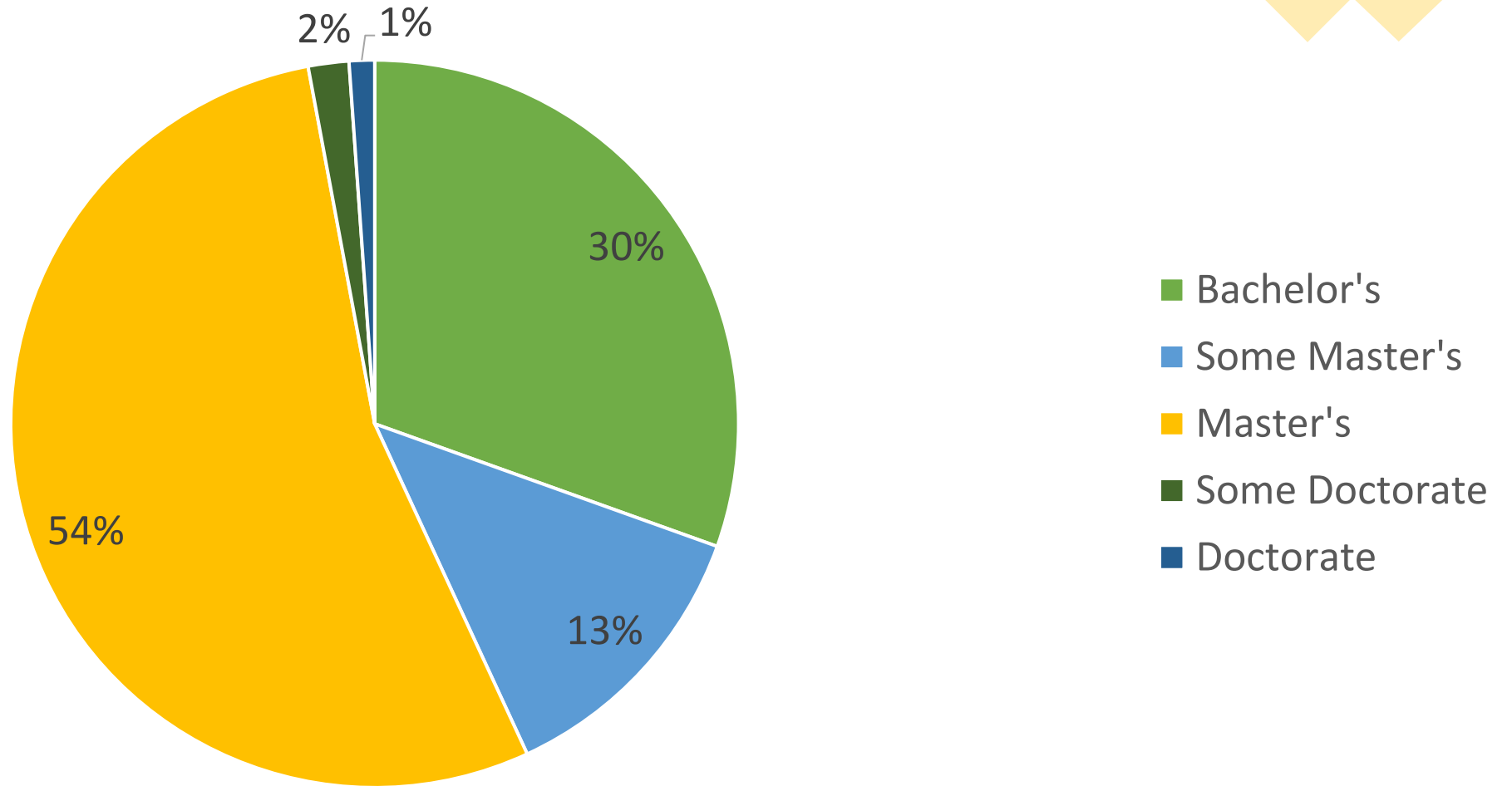


# To which religion do you belong or with which do you most closely identify?



- Christian (Catholic, Protestant or any other Christian denomination)
- I do not identify as religious
- I prefer not to answer
- Jewish

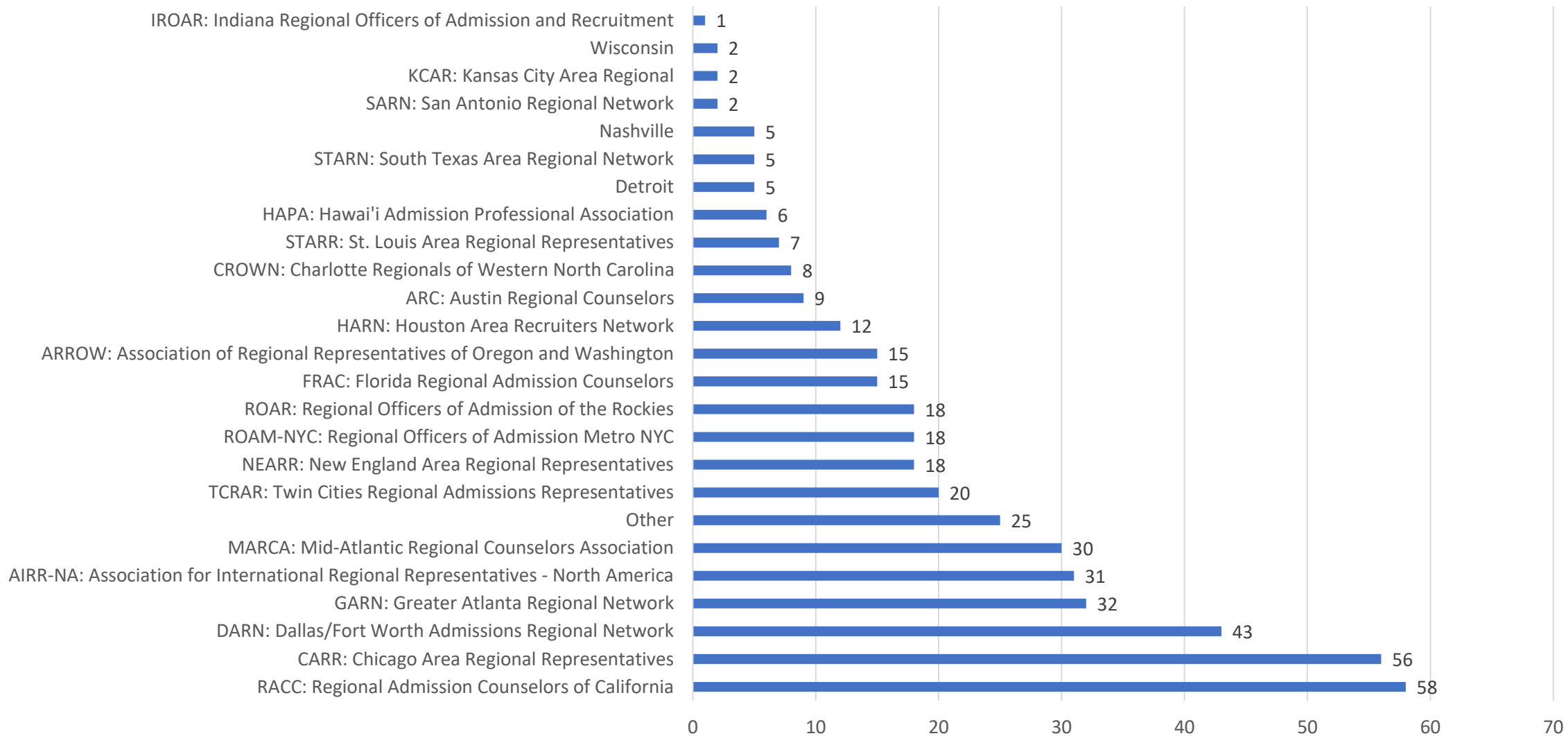
# What is your highest completed level of education?



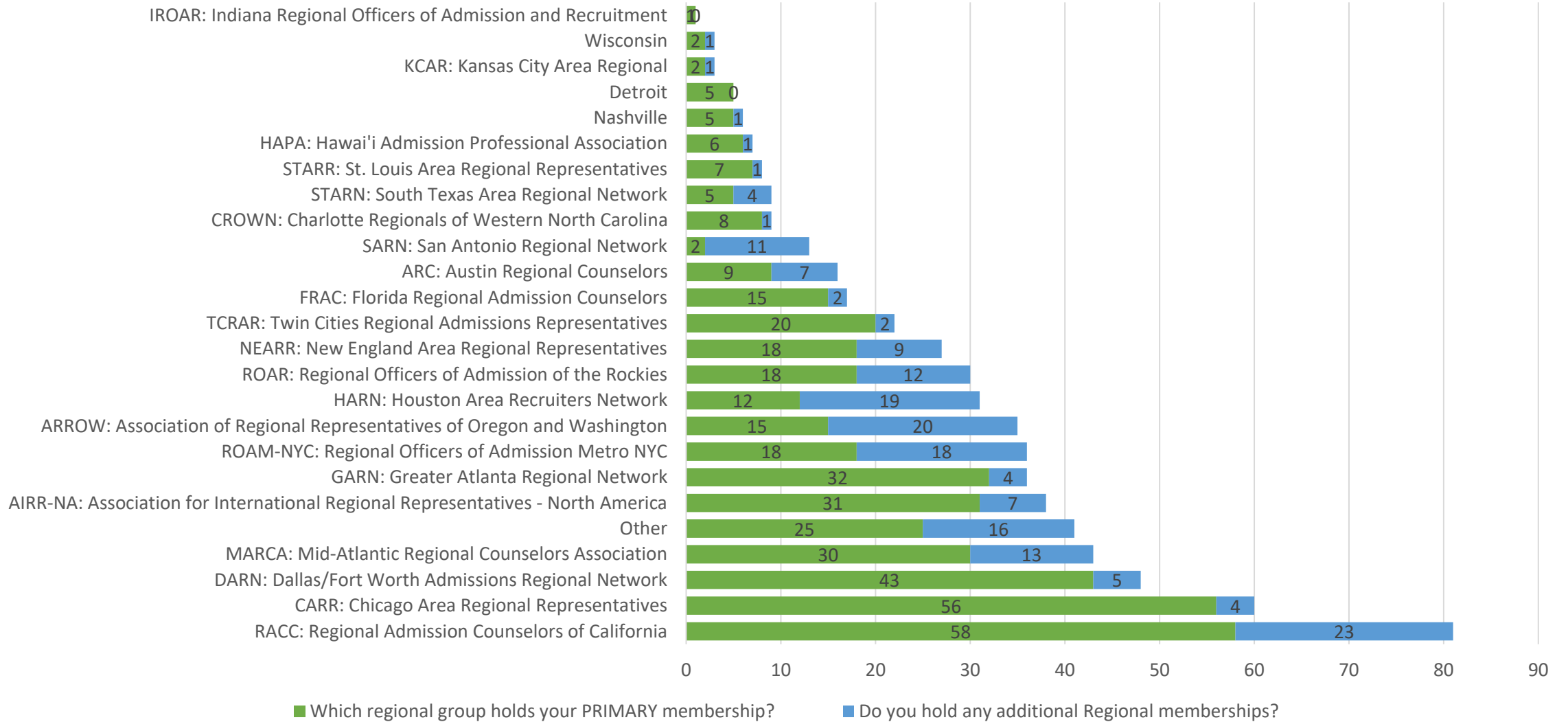
Position



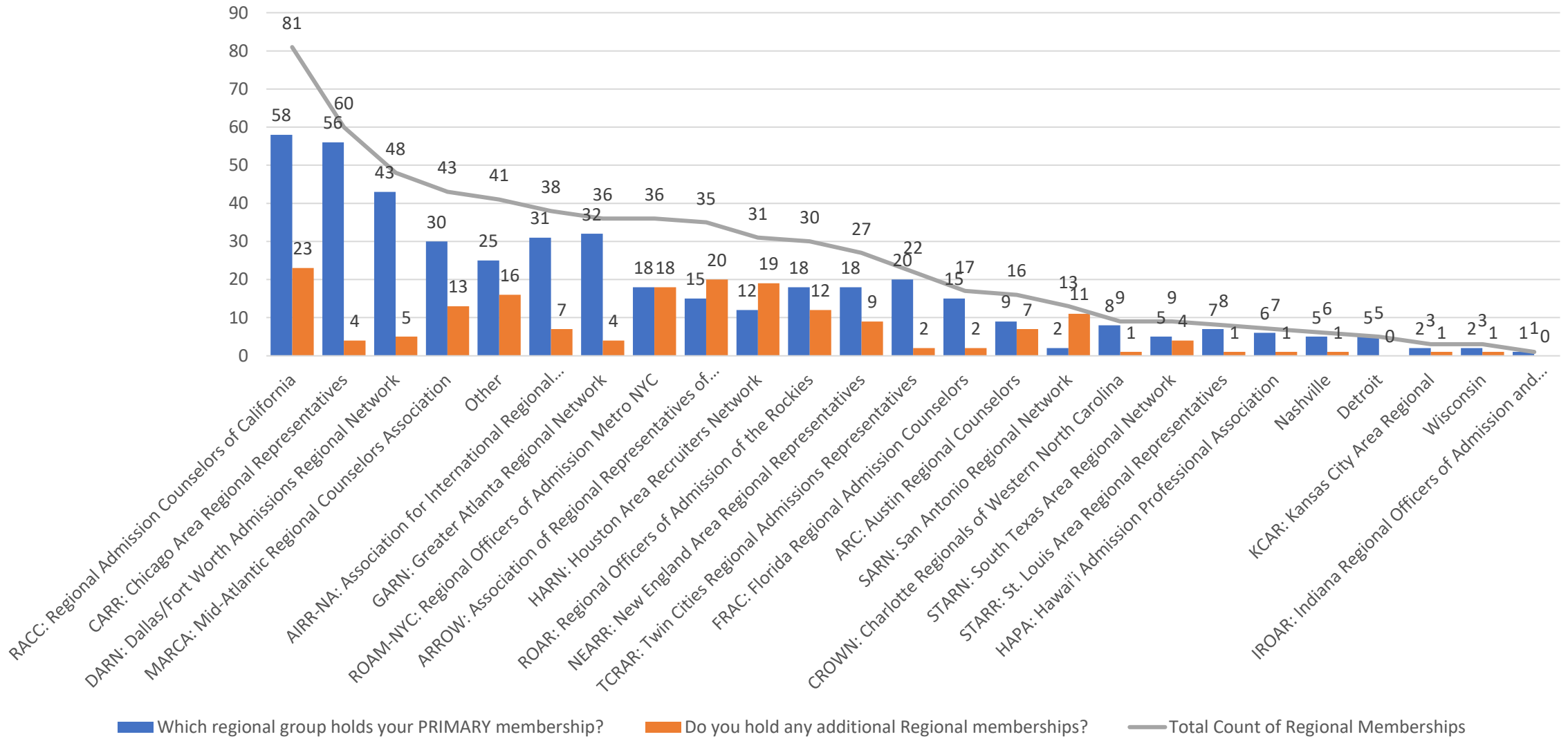
### Which regional group holds your PRIMARY membership?



## Regional Group Number by Primary and Additional Memberships

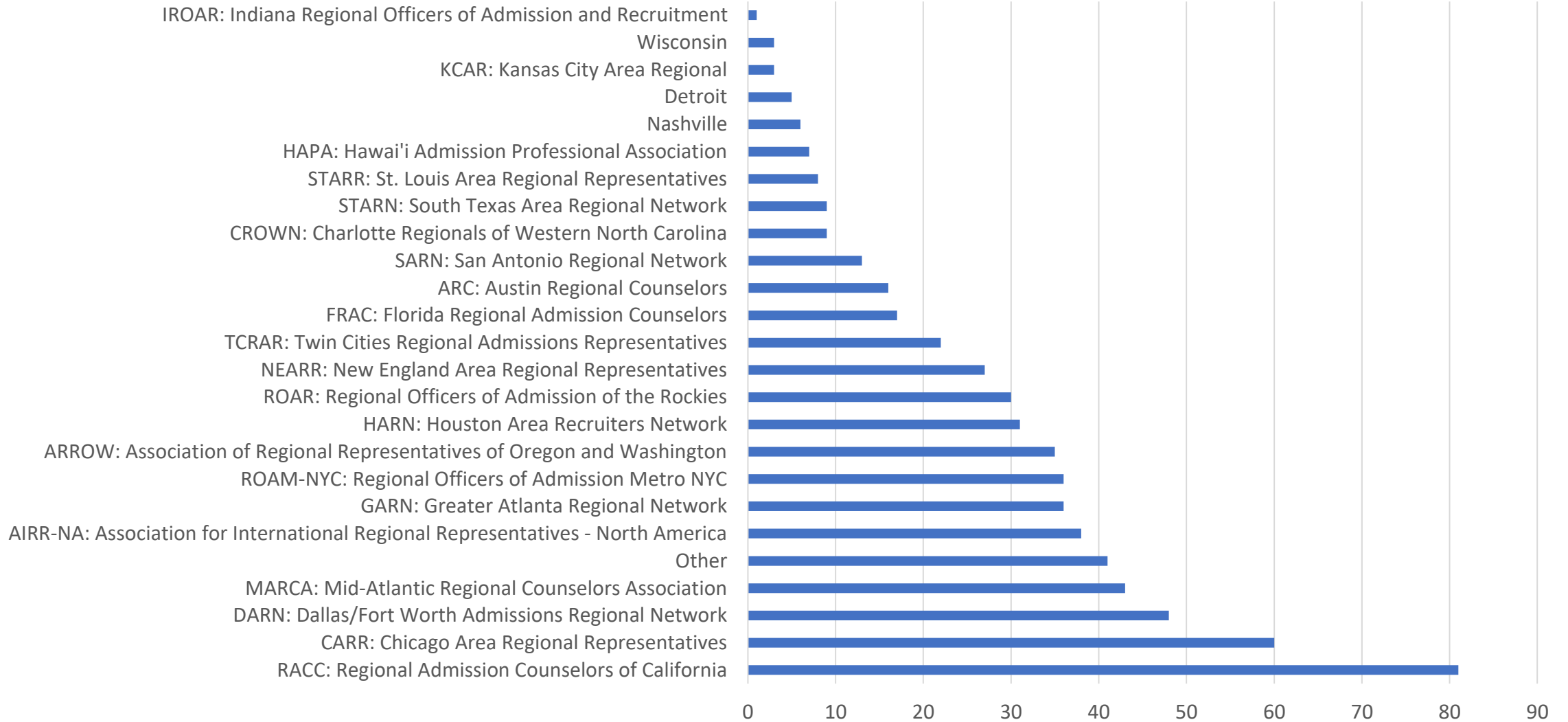


### Regional Groups by Primary and Additional Memberships

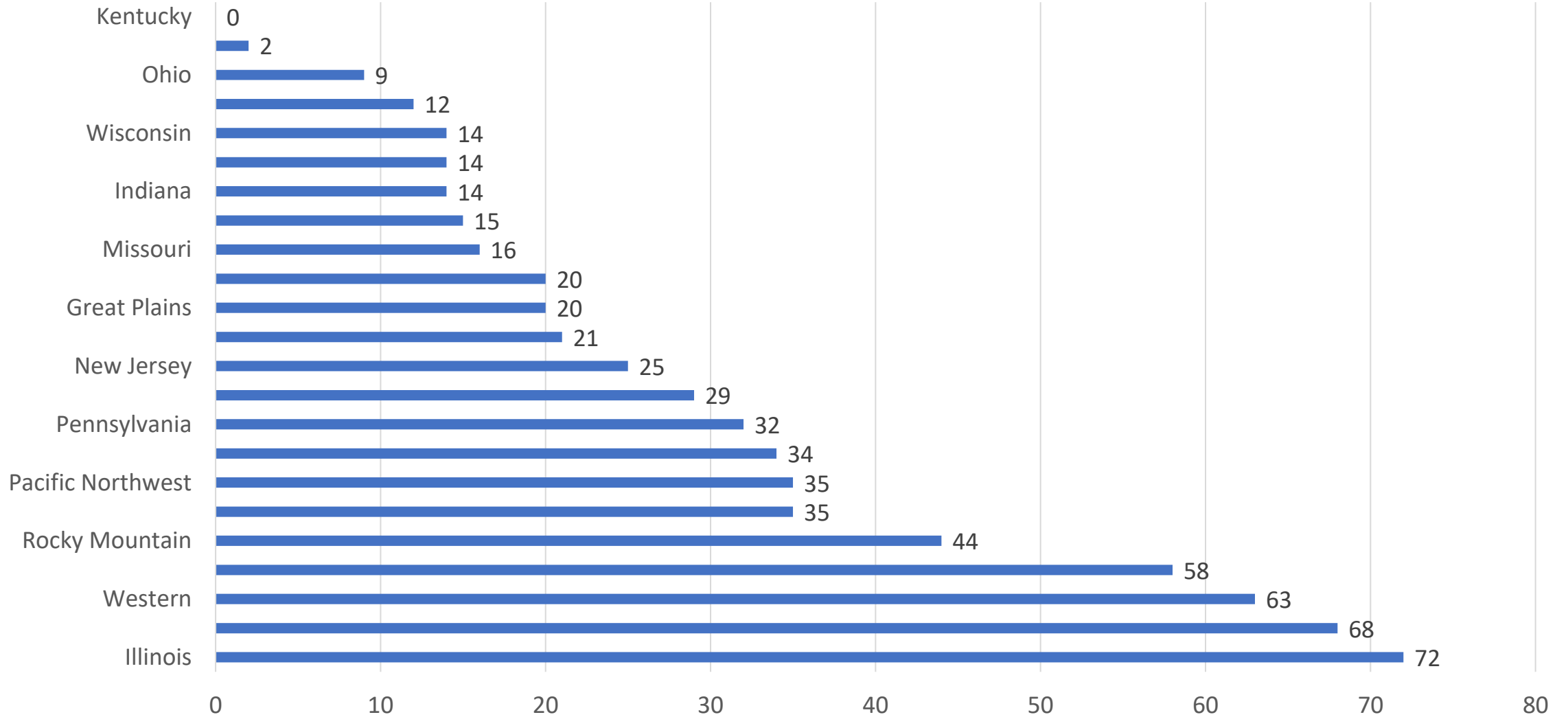


■ Which regional group holds your PRIMARY membership? 
 ■ Do you hold any additional Regional memberships? 
 — Total Count of Regional Memberships

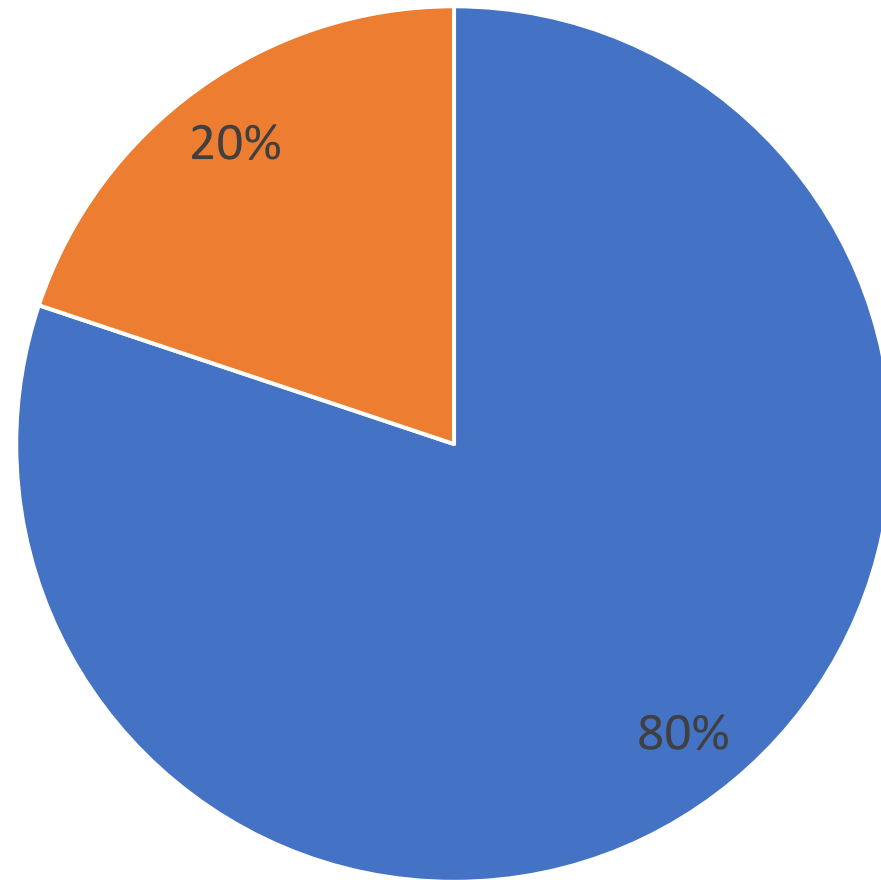
### Total Count of Regional Memberships (Primary plus Additional)



If you are a member of one or more state or regional ACAC(s), please select all to which you belong

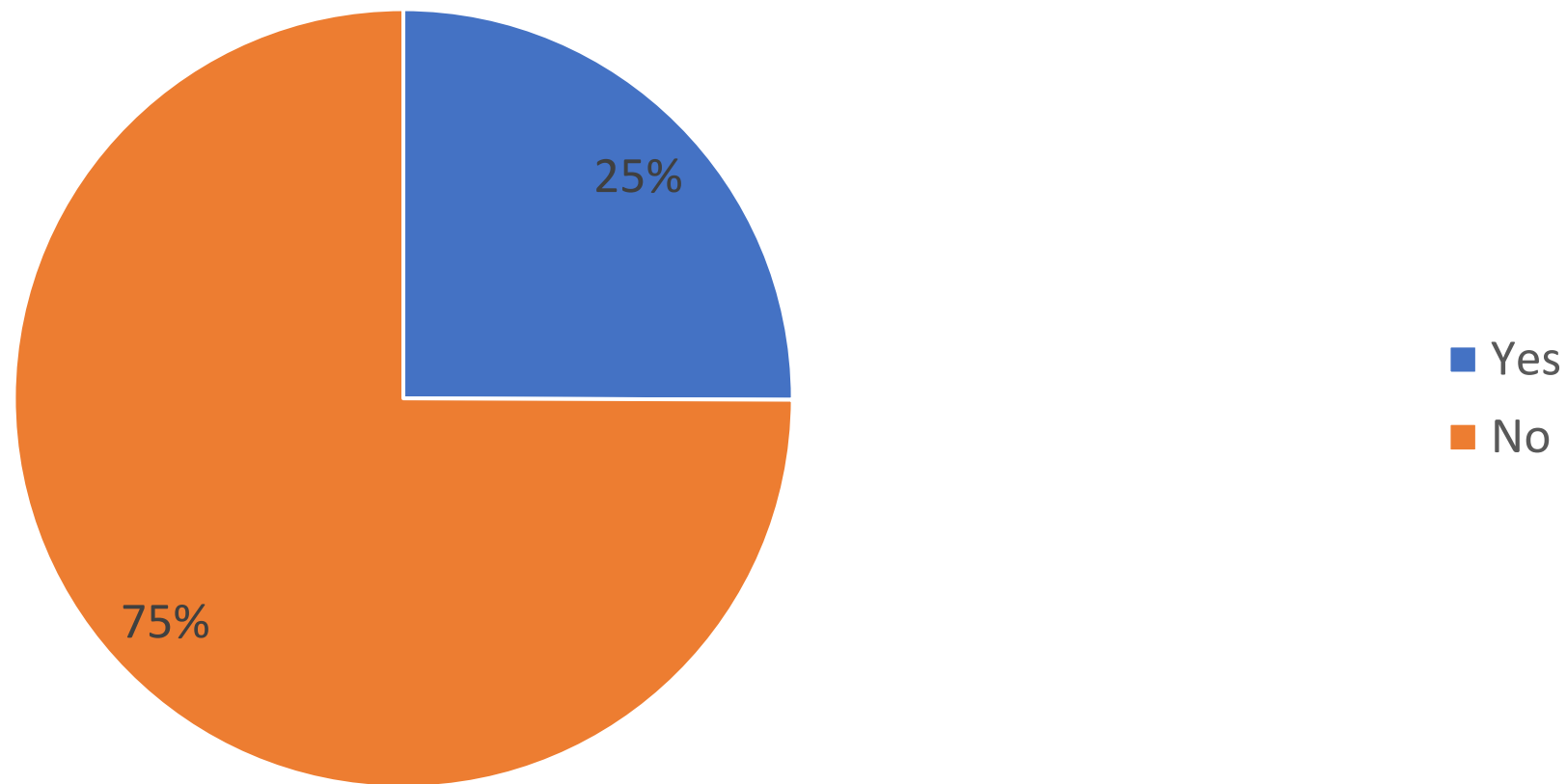


Are you a member of NACAC?

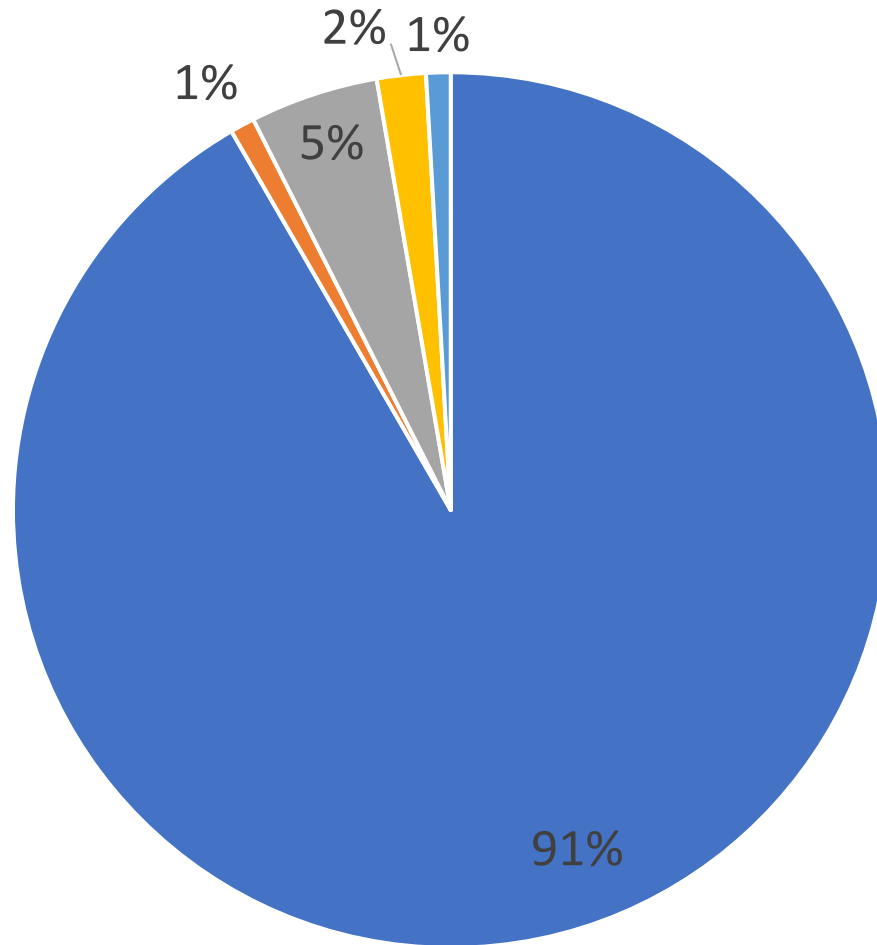


- Yes
- No

Beyond being a member, do you serve on an ACAC or NACAC committee?



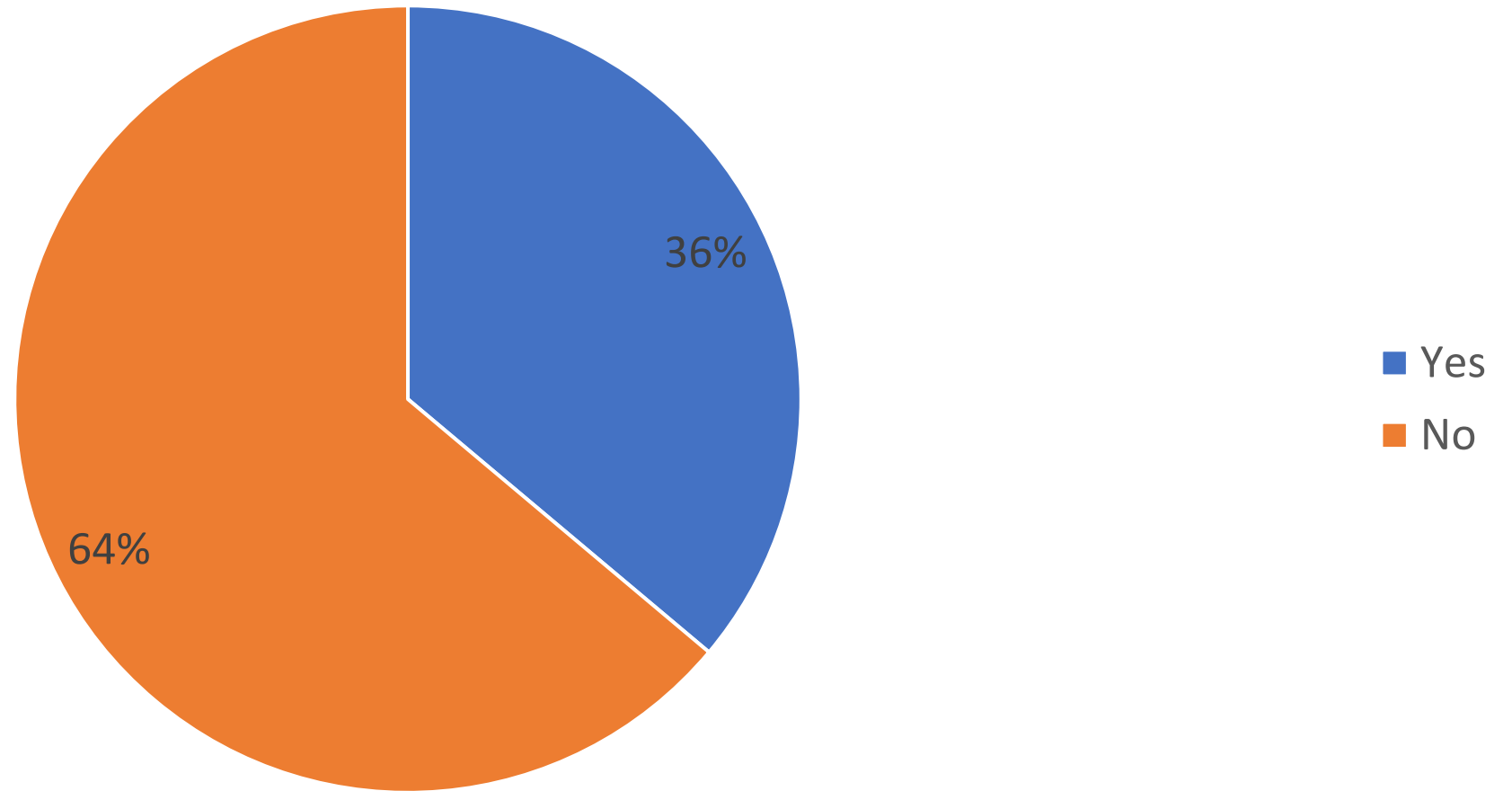
## What is your employment classification?



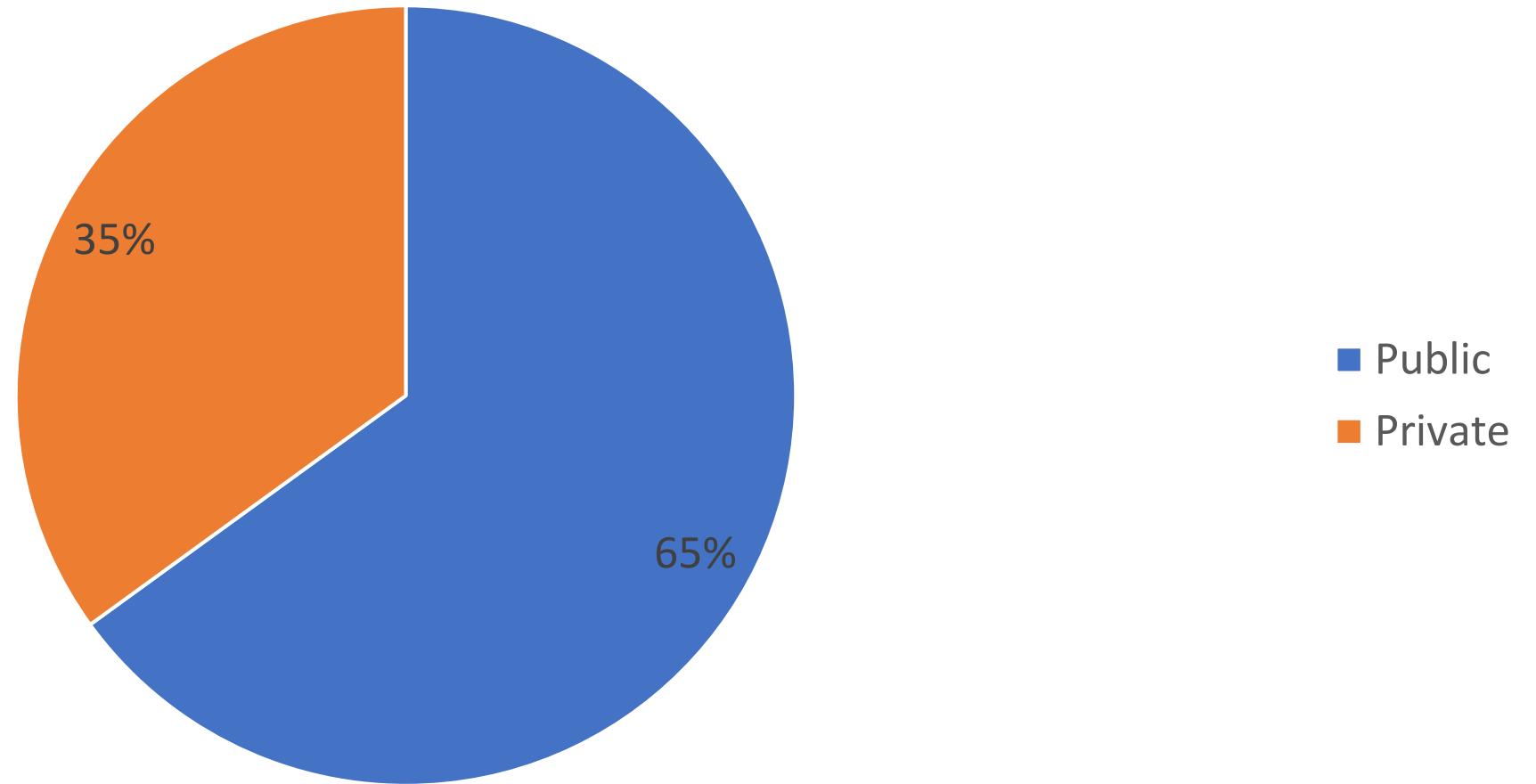
- Full time
- 11 month contract
- 10 month contract
- 9 month contract
- Part time



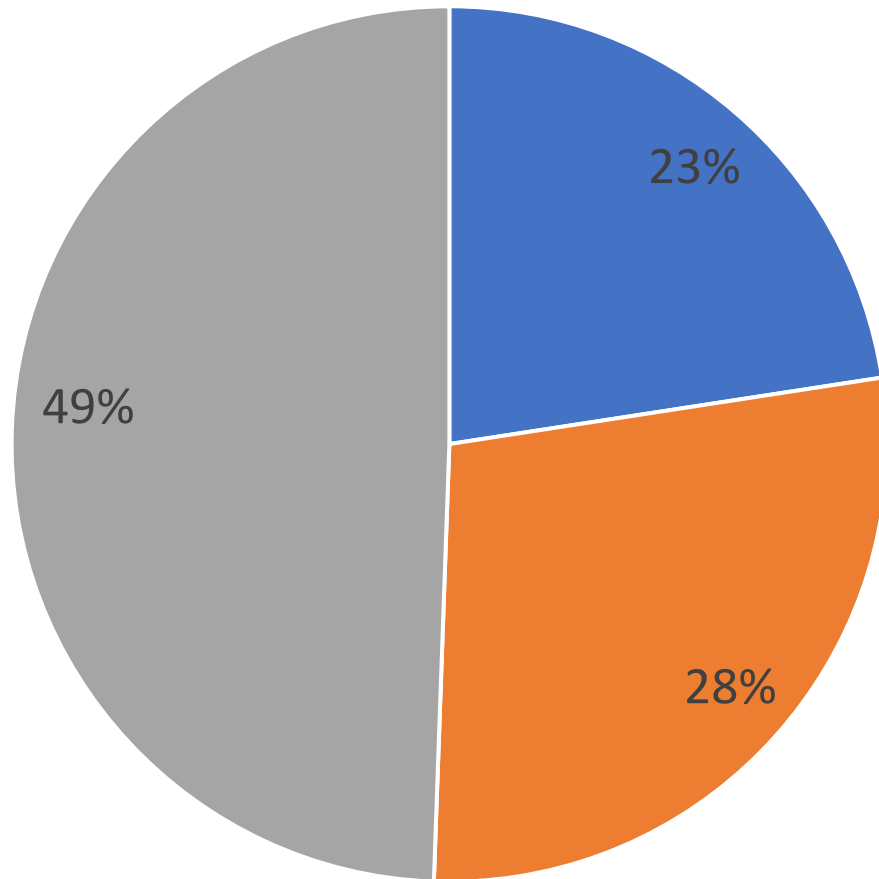
Are you a graduate of your institution?



Is your institution public or private?

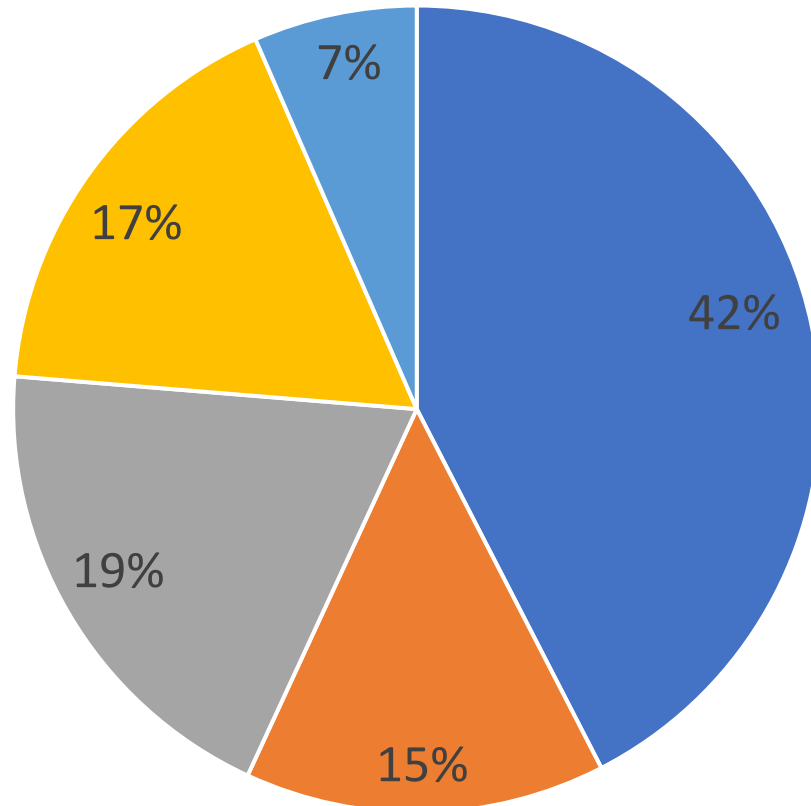


## What is the total enrollment of your institution?



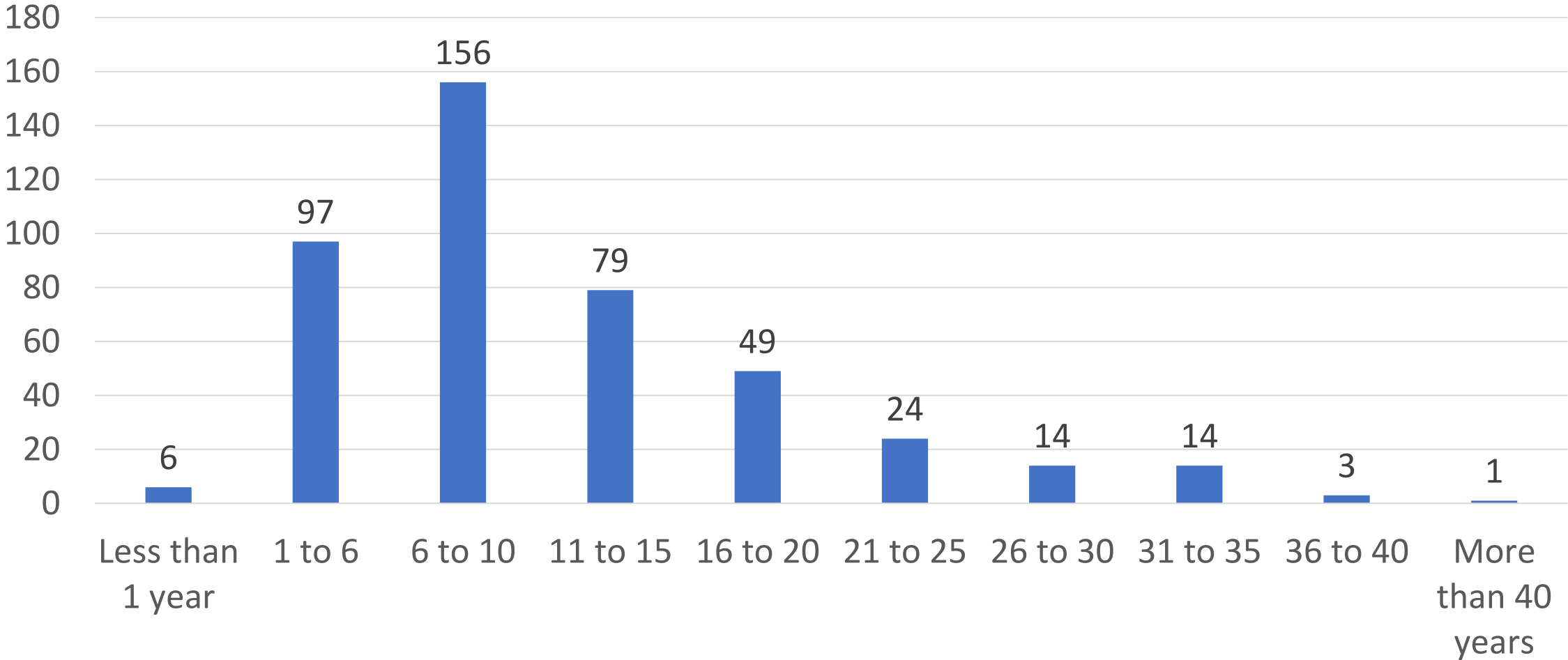
- Small (Less than 5,000 students)
- Medium (5,000 - 15,000 students)
- Large (More than 15,000 students)

Generally, which of the titles listed below most closely matches your title at your institution?

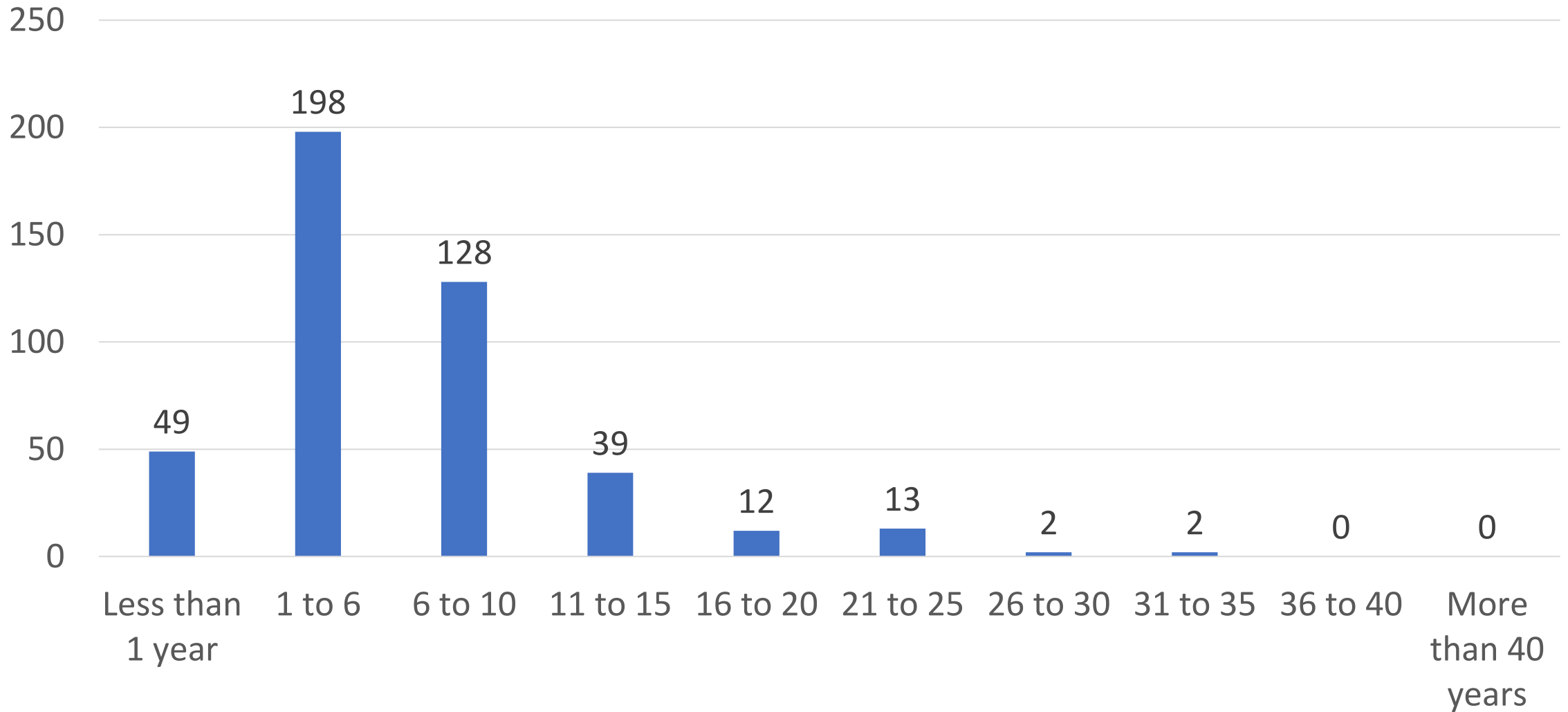


- Counselor/Rep/Advisor/Recruiter/Coordinator
- Senior Admission Counselor/Coordinator
- Assistant Director/Assistant Dean
- Associate Director/Associate Dean
- Director/Dean/Manager

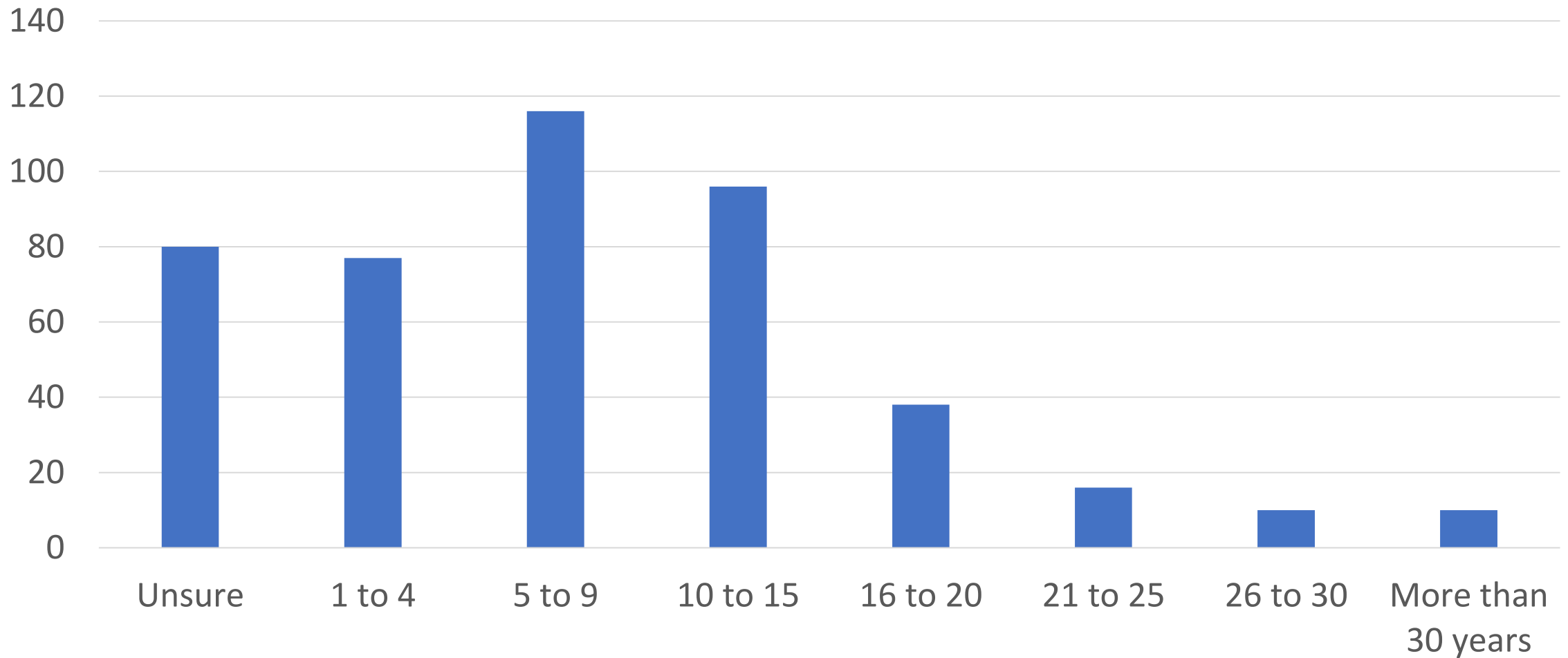
How many years have you worked in higher education (at a college/university, high school/college counseling, CBO, etc.)?



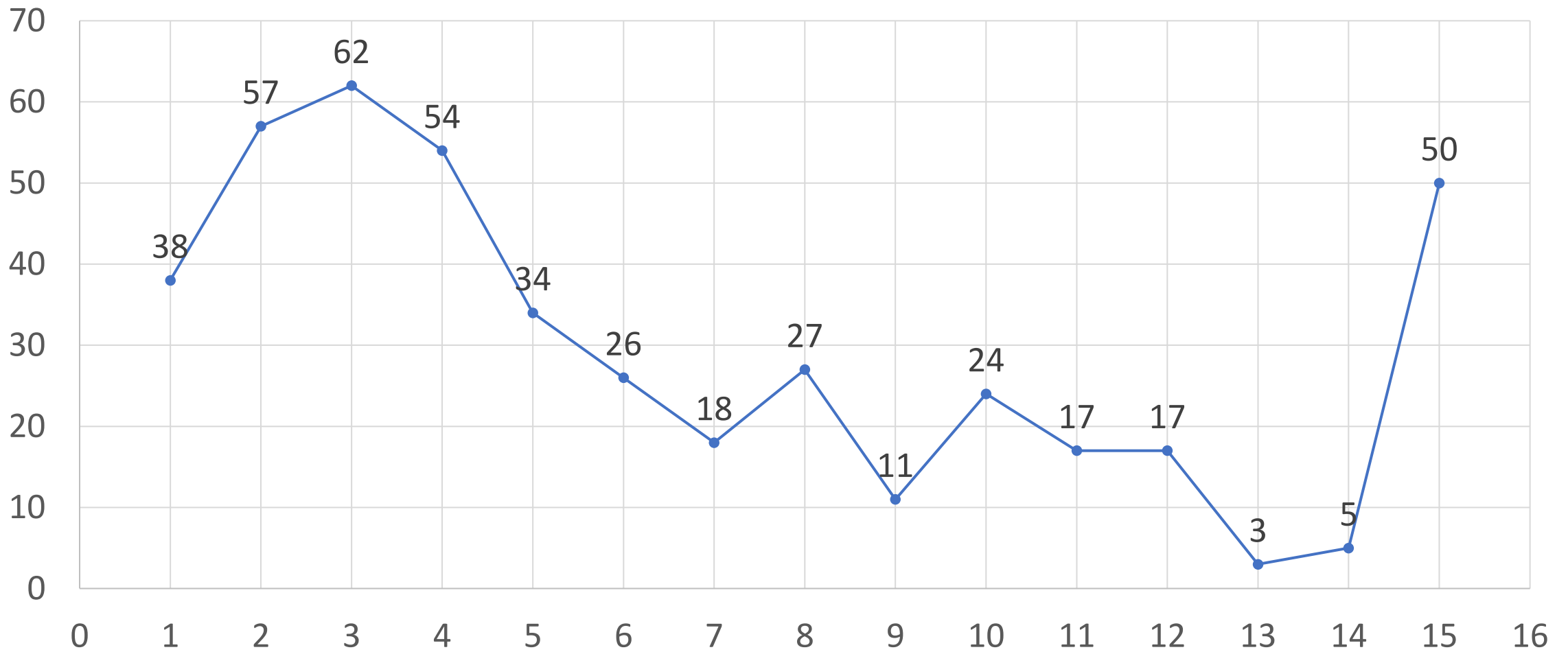
## How many years have you served as a regionally based counselor?



# How many years has your institution had 1 or more regionally based admission counselor(s)?

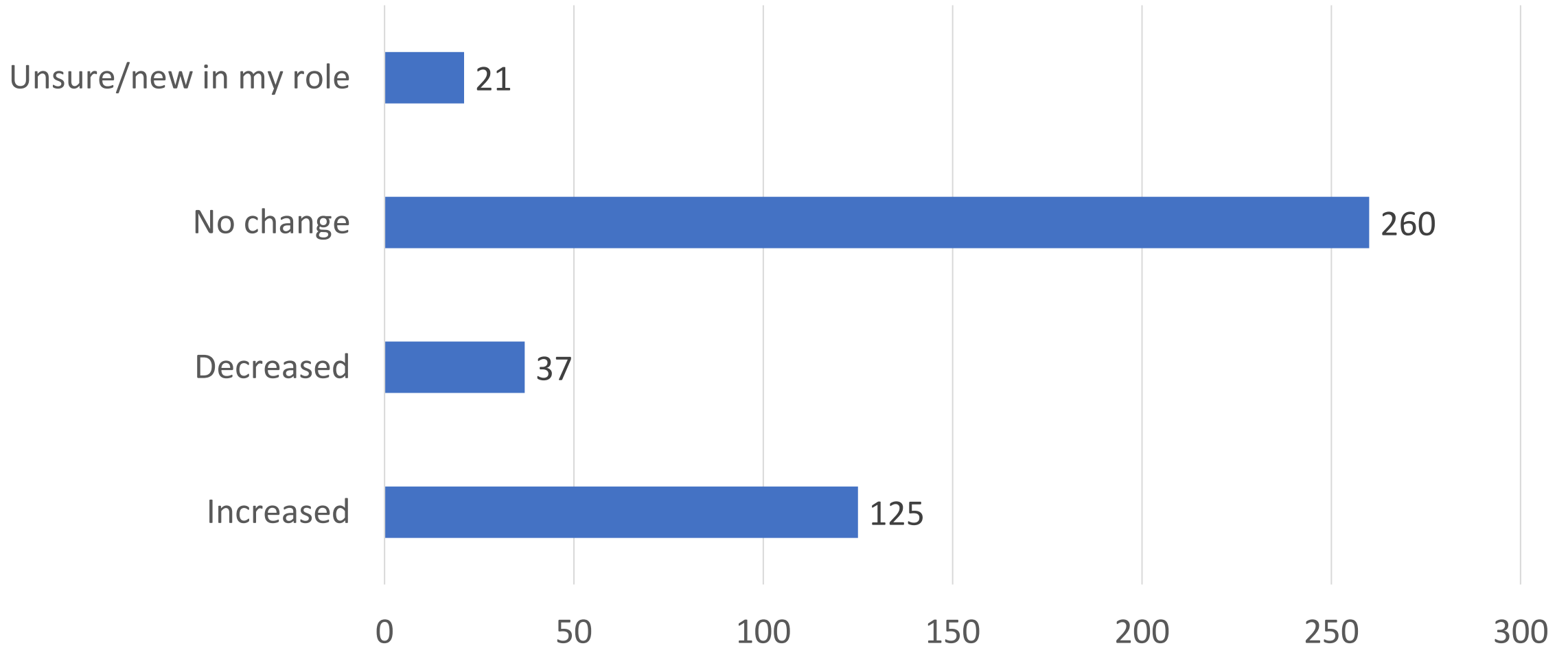


# How many regionally based admission counselors does your school employ?



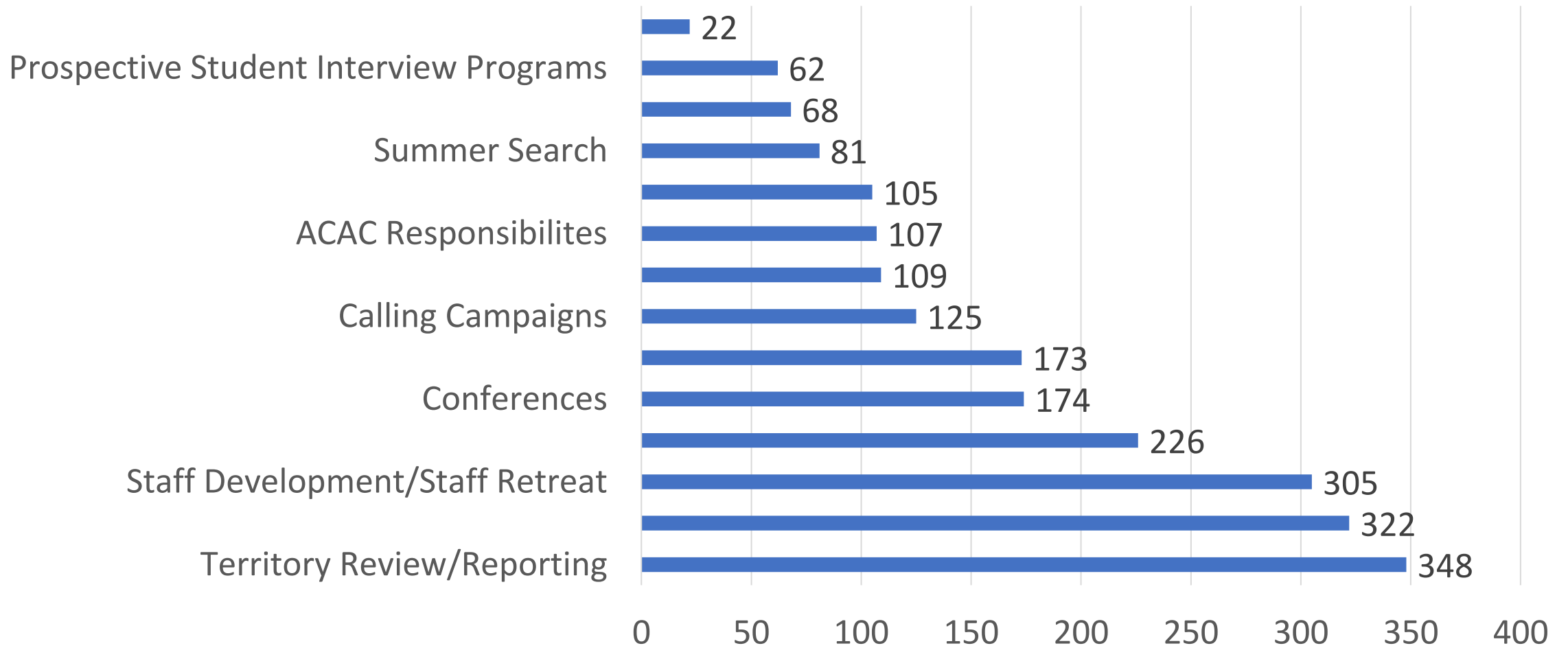


In the past two years, has your institution increased or decreased its regional program as a direct result of the pandemic?

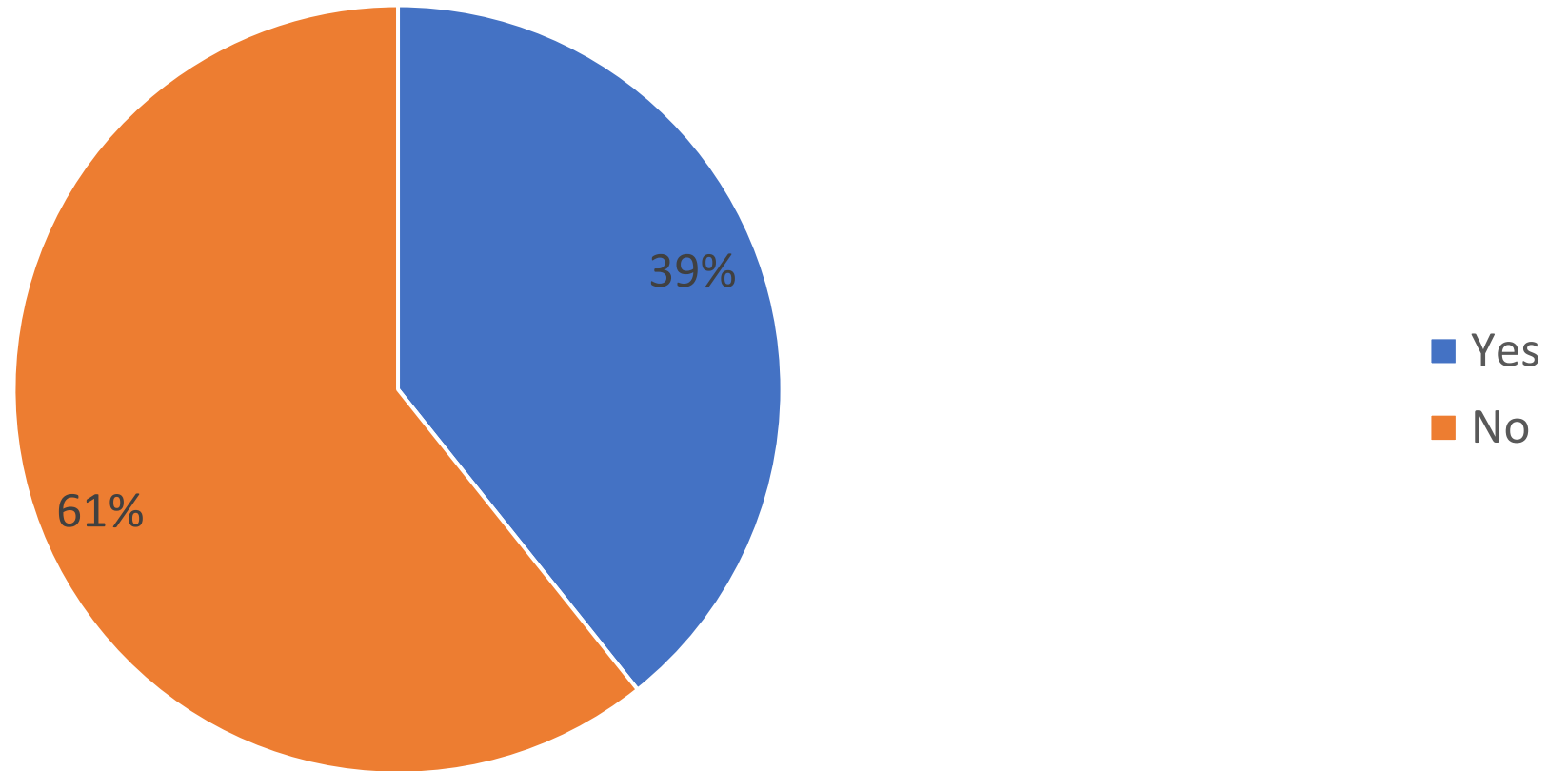


|   | Indicate the approximate priority of each of your responsibilities |       |       |       |       |       |
|---|--|-------|-------|-------|-------|-------|
|   | N/A  | 1     | 2     | 3     | 4     | 5     |
| Undergraduate Recruitment                             | 0.0%   | 0.0%  | 0.5%  | 1.4%  | 3.8%  | 94.4% |
| Application Review/Admissions                         | 20.1%  | 6.3%  | 3.8%  | 8.1%  | 20.3% | 41.3% |
| Financial Aid Counseling                              | 22.6%  | 18.1% | 19.6% | 19.9% | 11.7% | 8.1%  |
| Coordinating Visits/Campus Events                     | 28.7%  | 22.1% | 18.5% | 12.2% | 10.6% | 7.9%  |
| Partner Development/Relations                         | 45.4%  | 18.7% | 12.9% | 10.6% | 6.5%  | 5.9%  |
| Graduate Recruitment                                  | 81.0%  | 9.5%  | 2.5%  | 1.4%  | 2.0%  | 3.6%  |
| Orientation, Pre-Orientation, New Student Programming | 44.9%  | 25.7% | 13.8% | 8.1%  | 4.3%  | 3.2%  |
| Marketing, Social Media, Advertising                  | 45.8%  | 22.8% | 14.7% | 8.8%  | 4.7%  | 3.2%  |
| Fine Arts Recruitment                                 | 50.3%  | 17.2% | 16.5% | 9.5%  | 4.7%  | 1.8%  |
| Athletic Recruitment                                  | 70.9%  | 12.6% | 7.9%  | 5.0%  | 2.5%  | 1.1%  |
| Alumni Engagement                                     | 23.7%  | 30.5% | 24.8% | 12.2% | 7.7%  | 1.1%  |
| Academic Research/Support                             | 77.0%  | 15.8% | 4.5%  | 0.7%  | 0.9%  | 1.1%  |
| Fundraising/Philanthropy                              | 86.5%  | 12.2% | 0.7%  | 0.2%  | 0.2%  | 0.2%  |

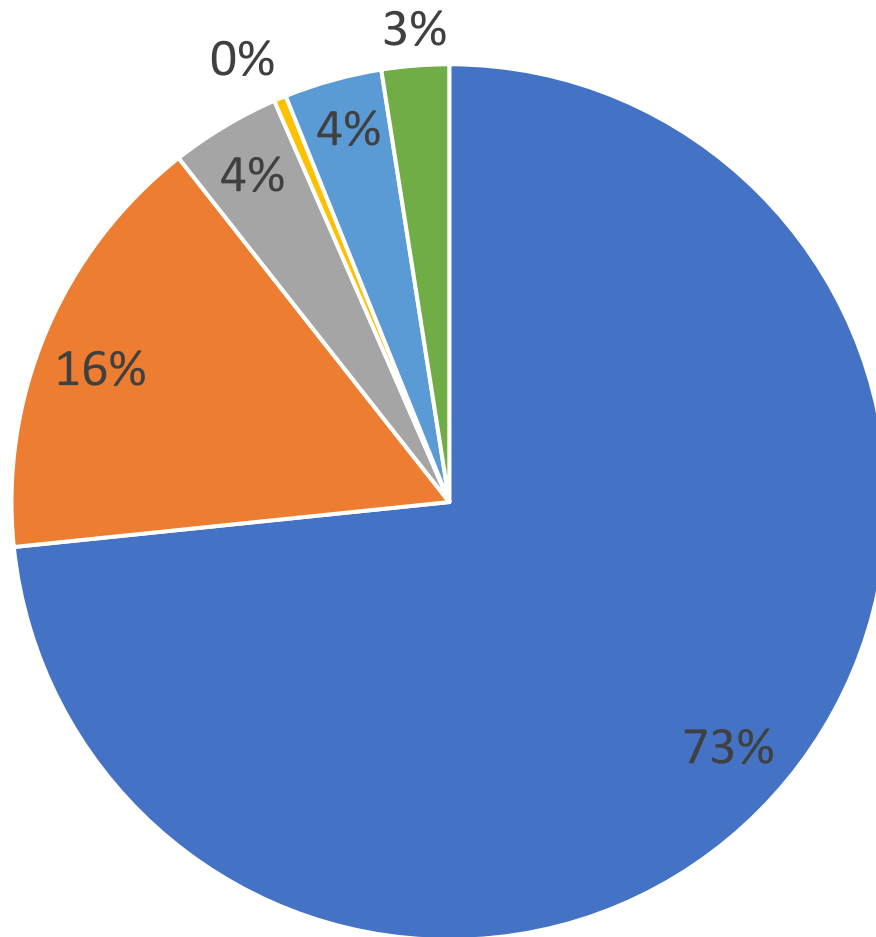
## What professional responsibilities do you have in the summer months?



Do you manage a budget for your own territory events/travel or campus based events/team travel?

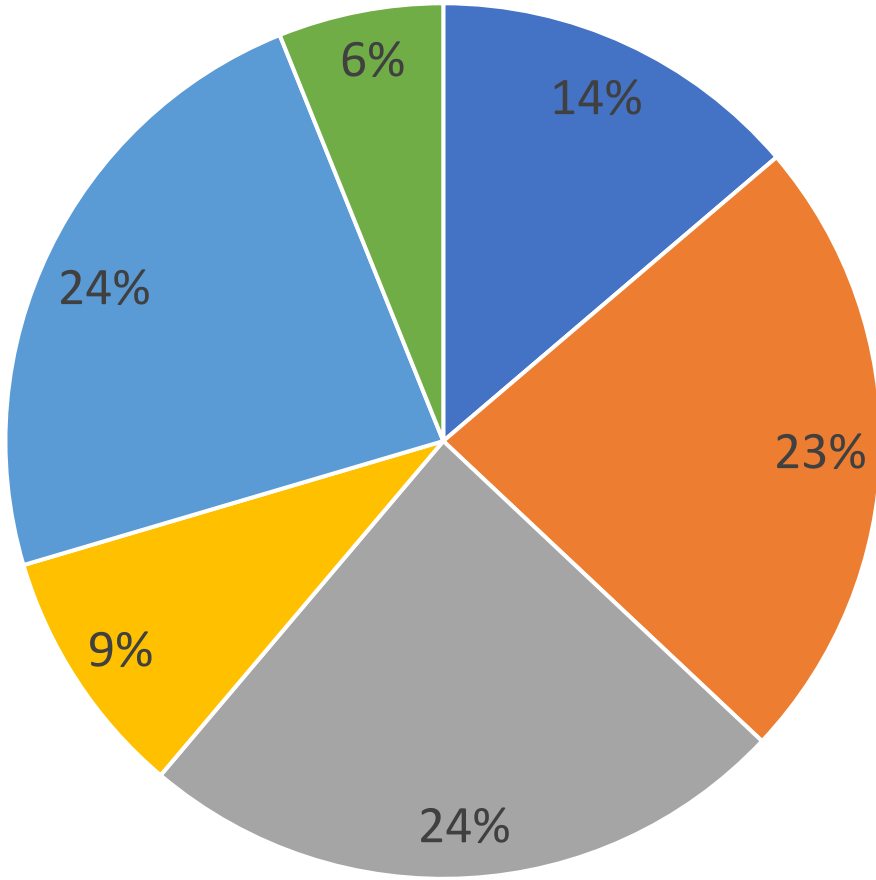


## Do you supervise others?



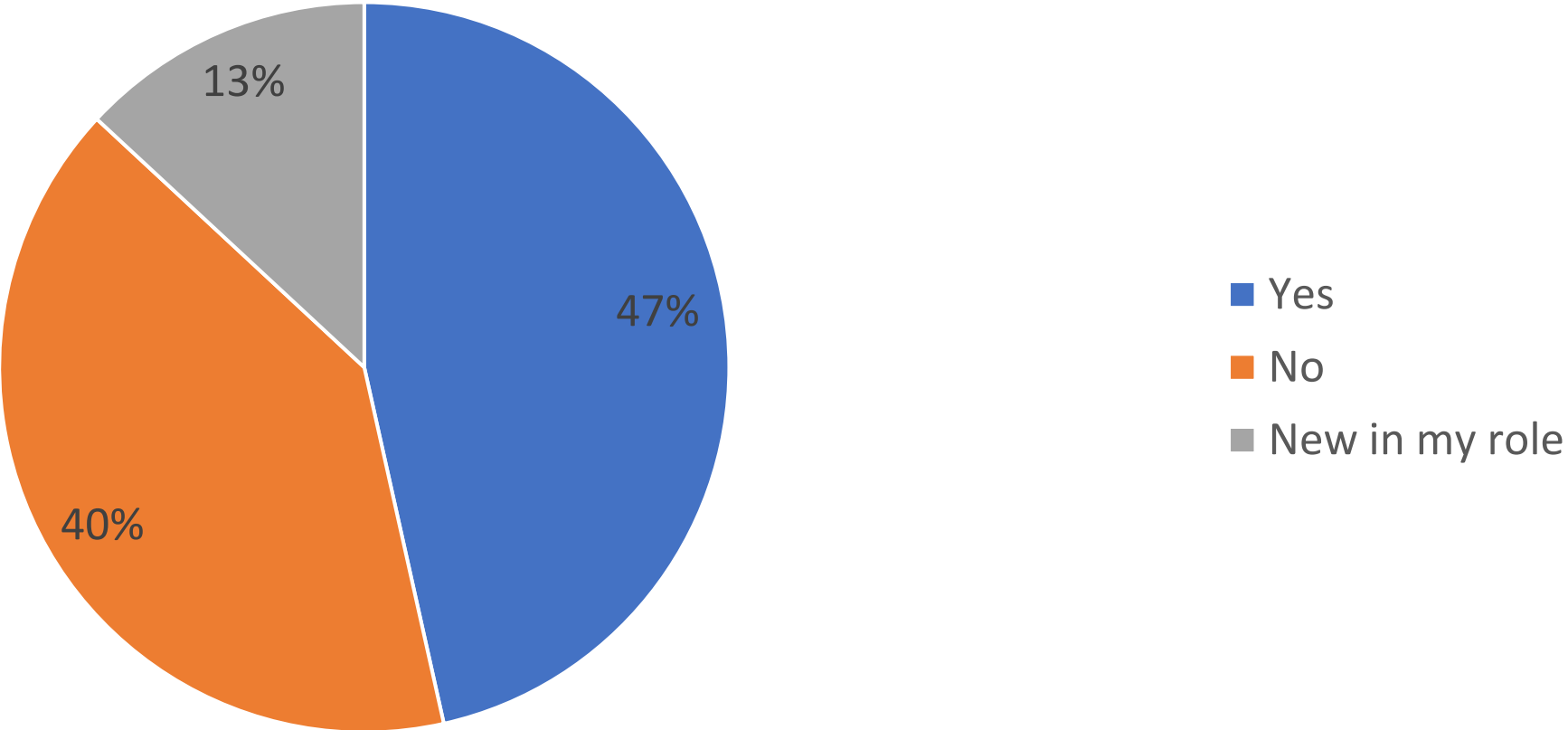
- I do not supervise others
- I supervise other regionals
- I supervise campus based staff
- I supervise campus interns
- I supervise student staff
- I supervise regionals and campus based staff

# To whom do you report?



- Manager/Regional Manager
- Assistant Director/Senior Assistant Director/Assistant Dean
- Associate Director/Associate Dean
- Regional Director
- Director/AVP of Enrollment

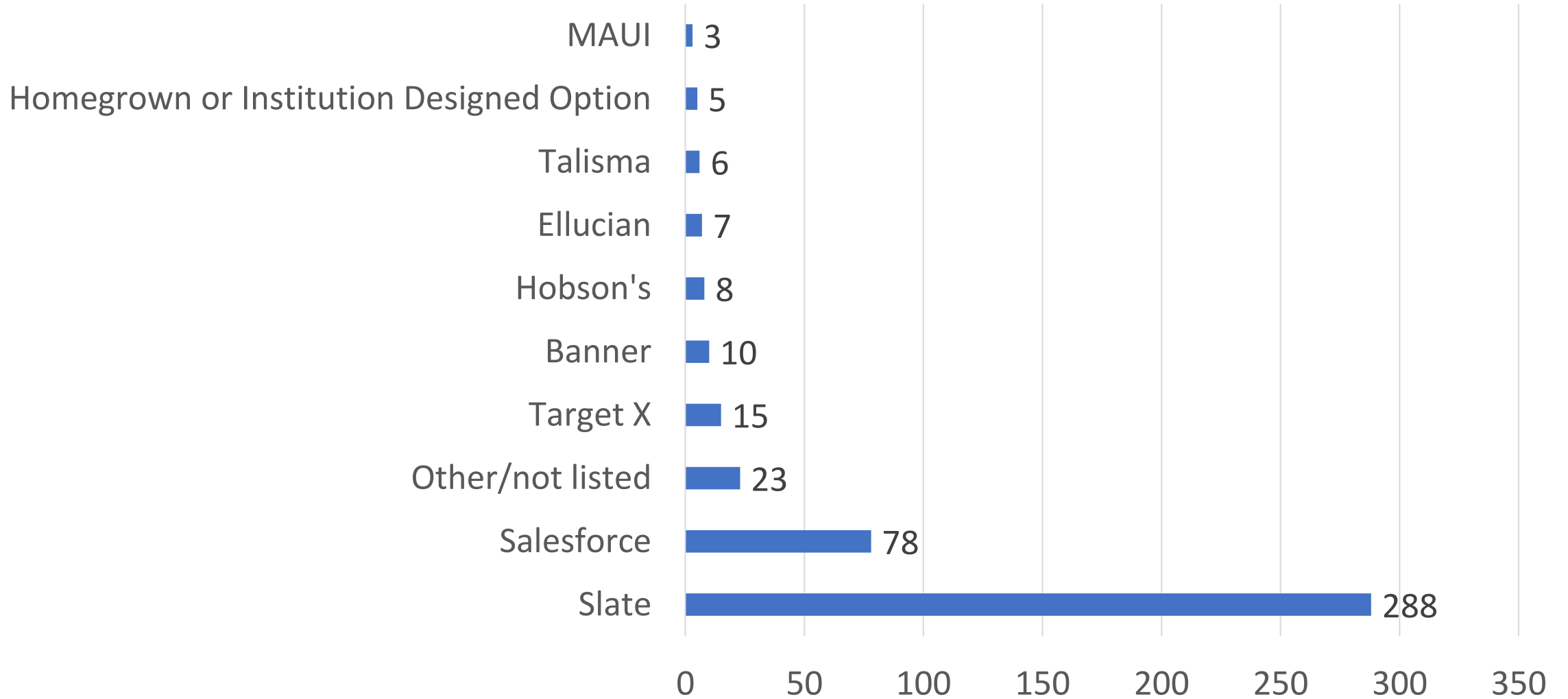
Have you taken on additional responsibilities as a direct result of the pandemic?



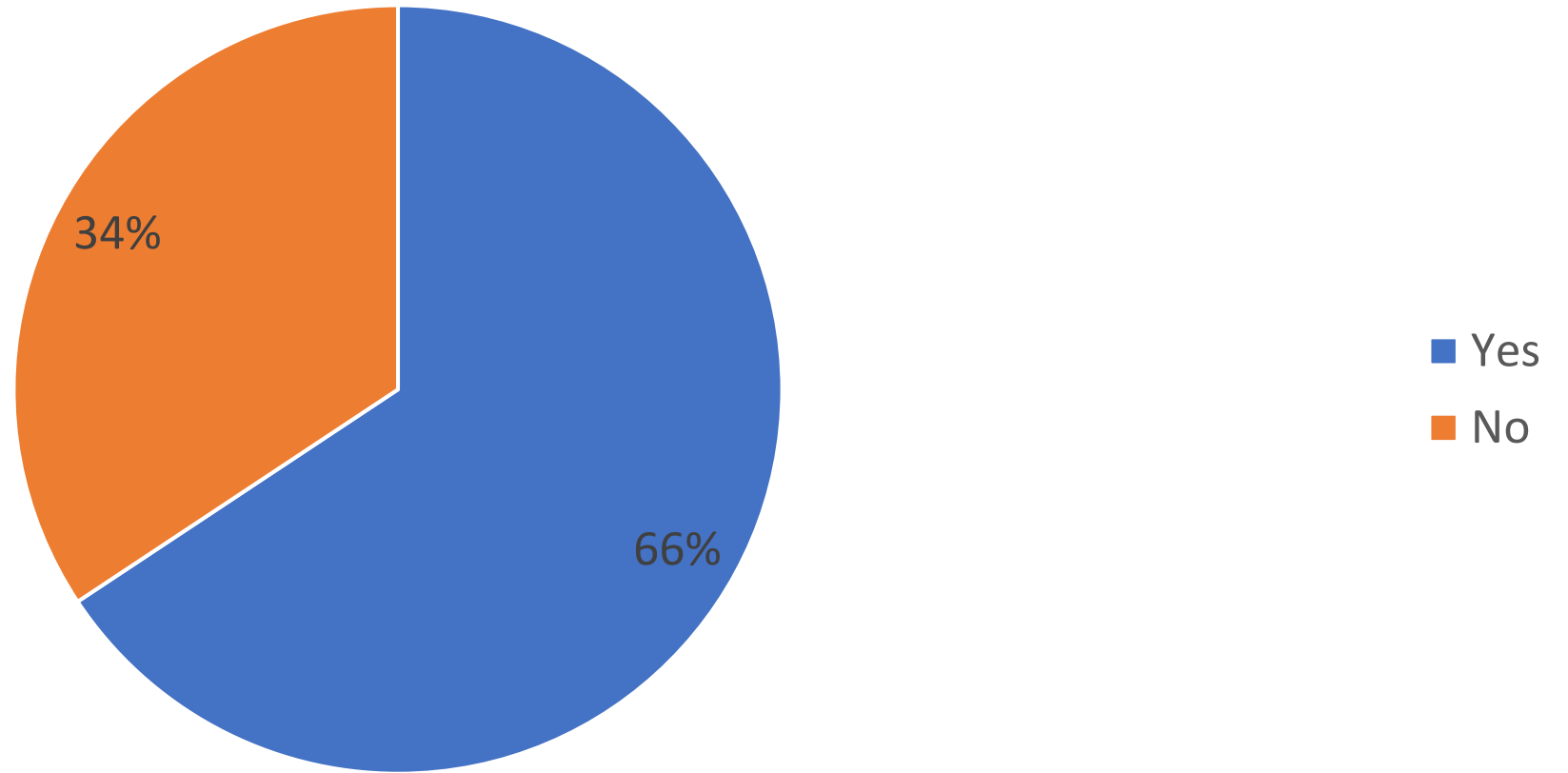
# Applications



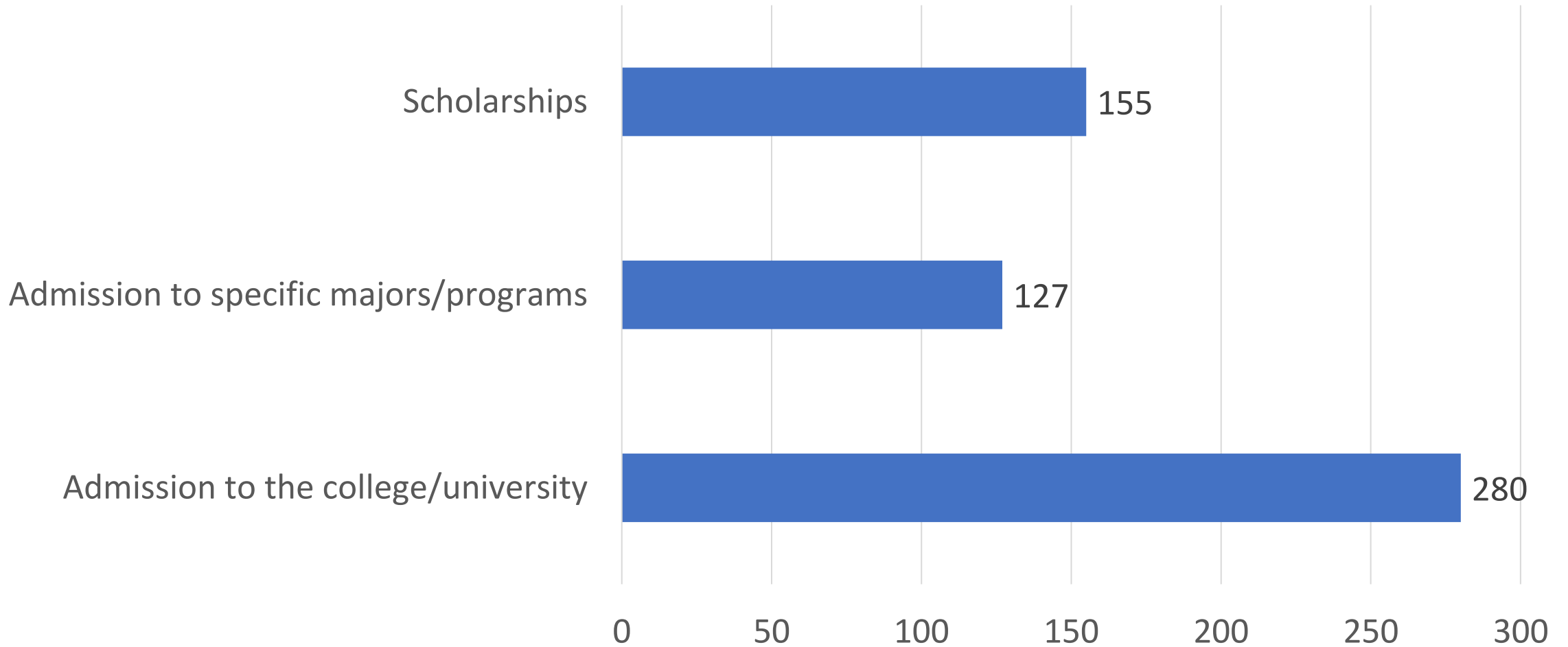
## What CRM/Database do you use?



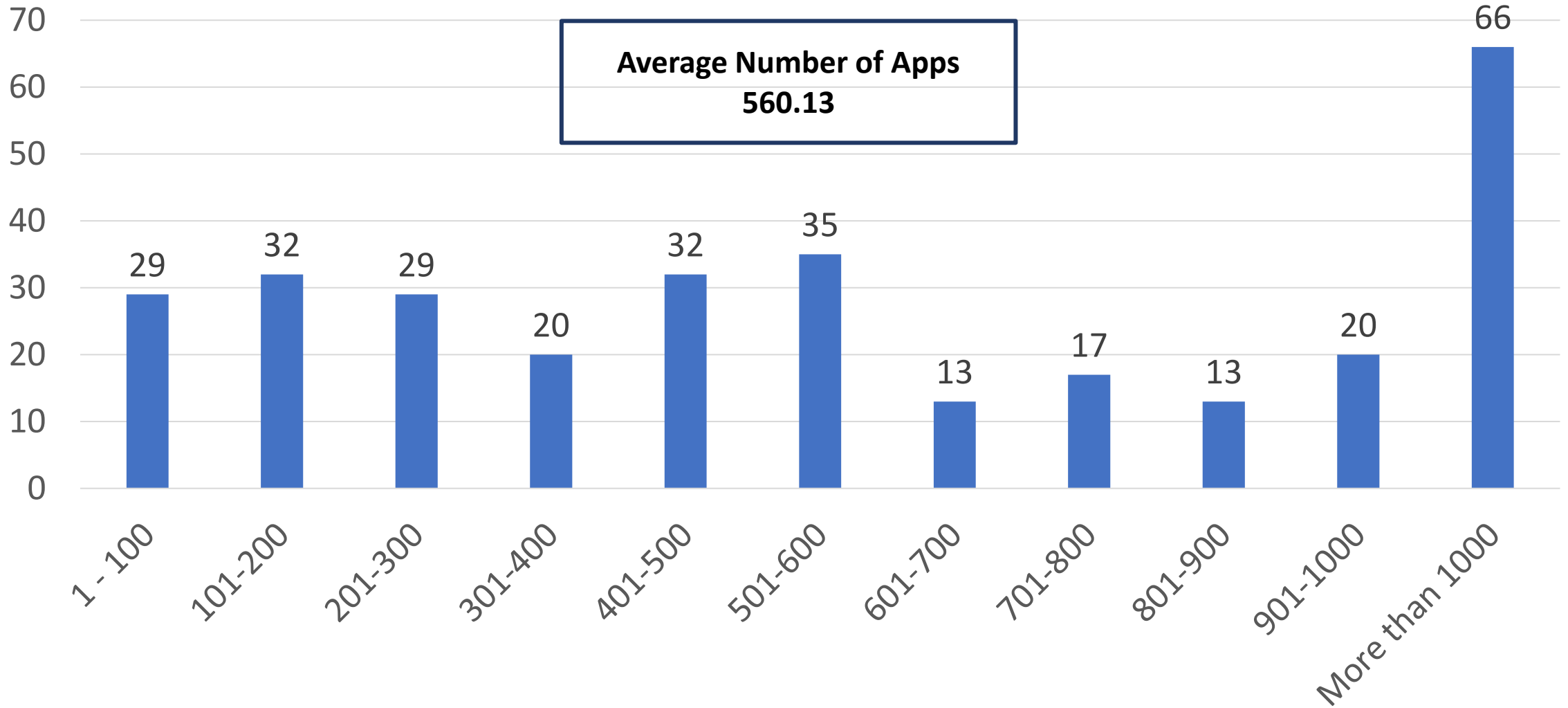
Are you responsible for reading/evaluating applications to your institution?



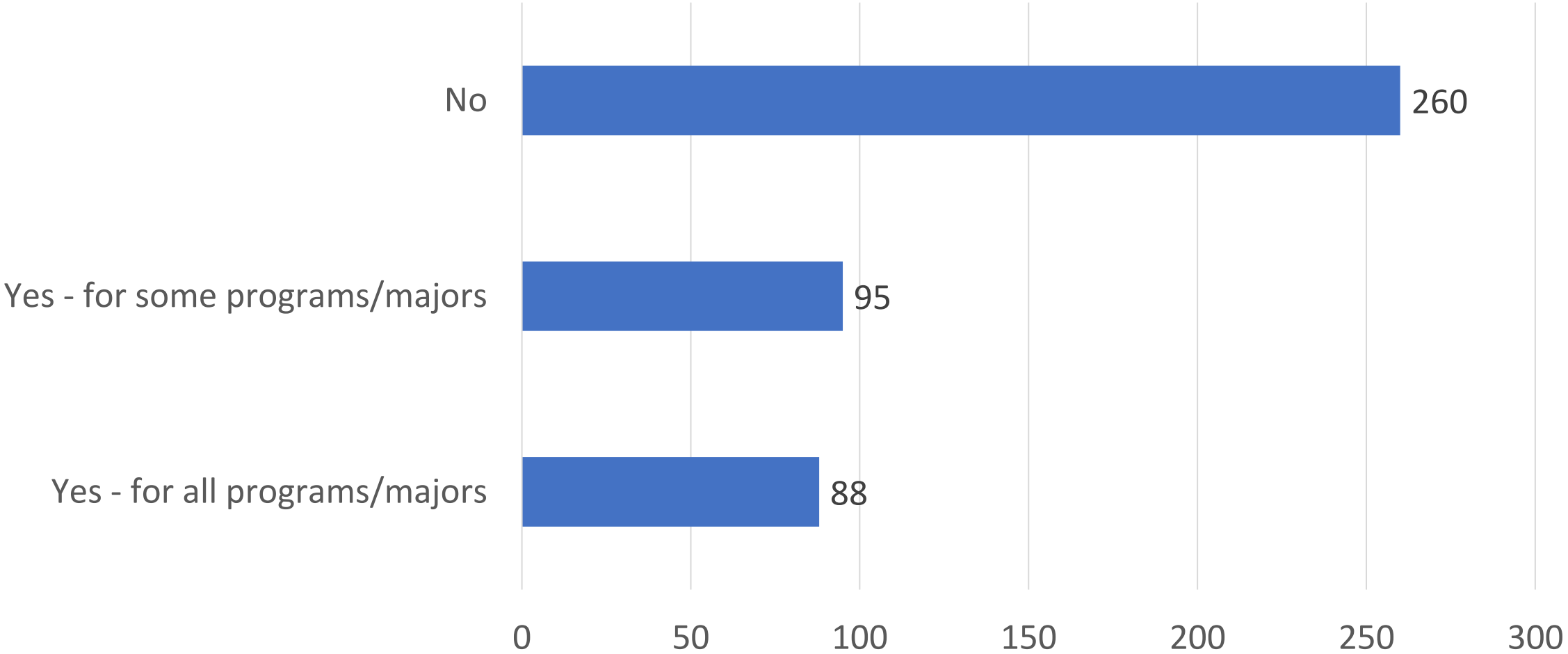
If yes, what do you read/evaluate applications for? Please mark any/all that apply



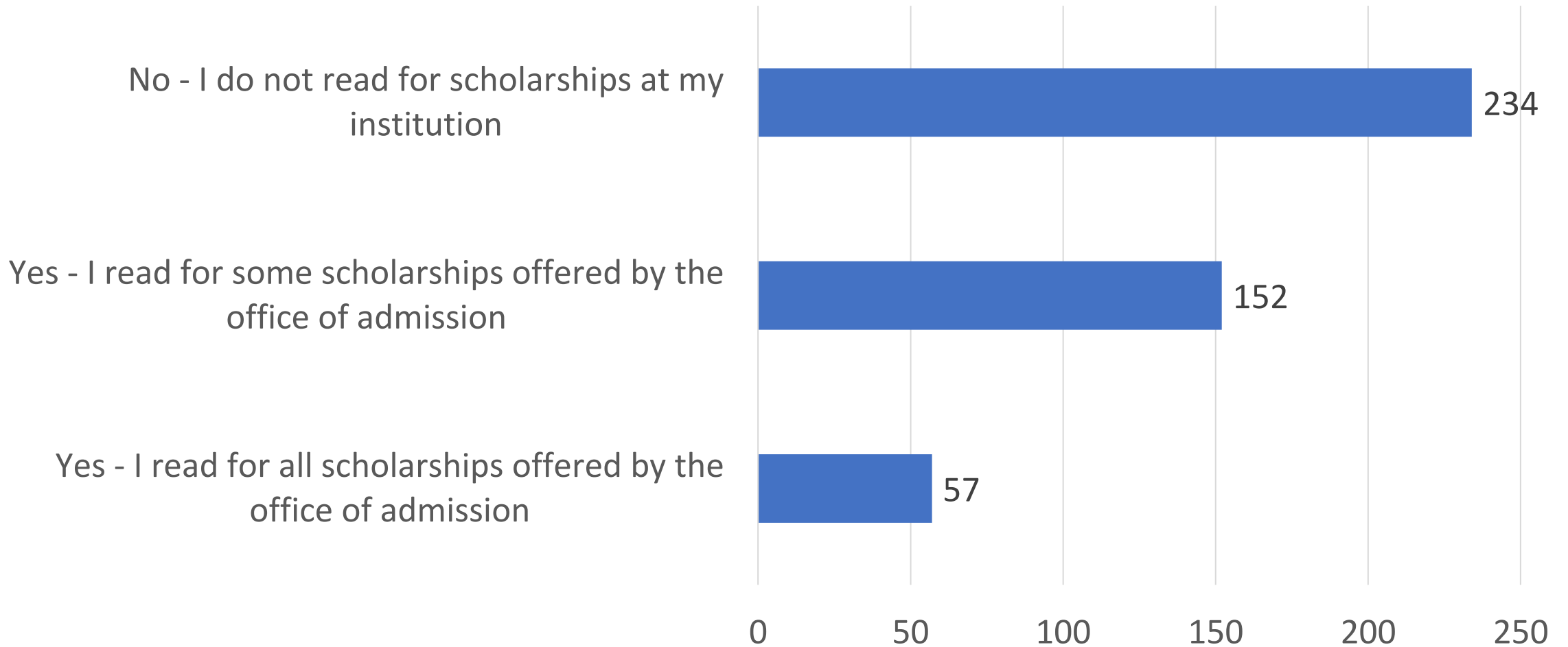
If yes, approximately how many applications do you read each year?



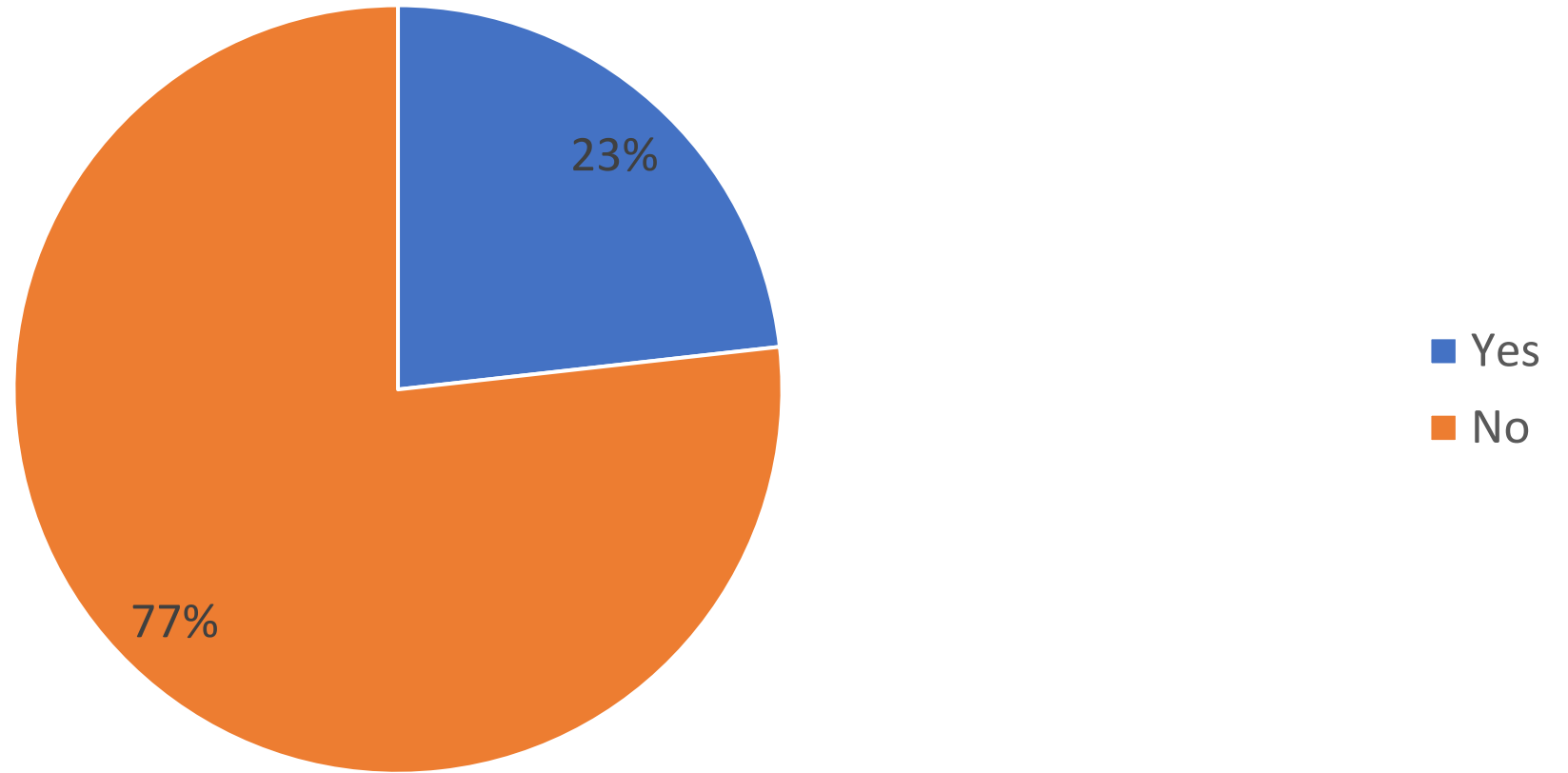
Do you (or does your regional office) have final decision making authority over applications to academic programs?



## Are you responsible for reading/evaluating scholarship applications to your institution?



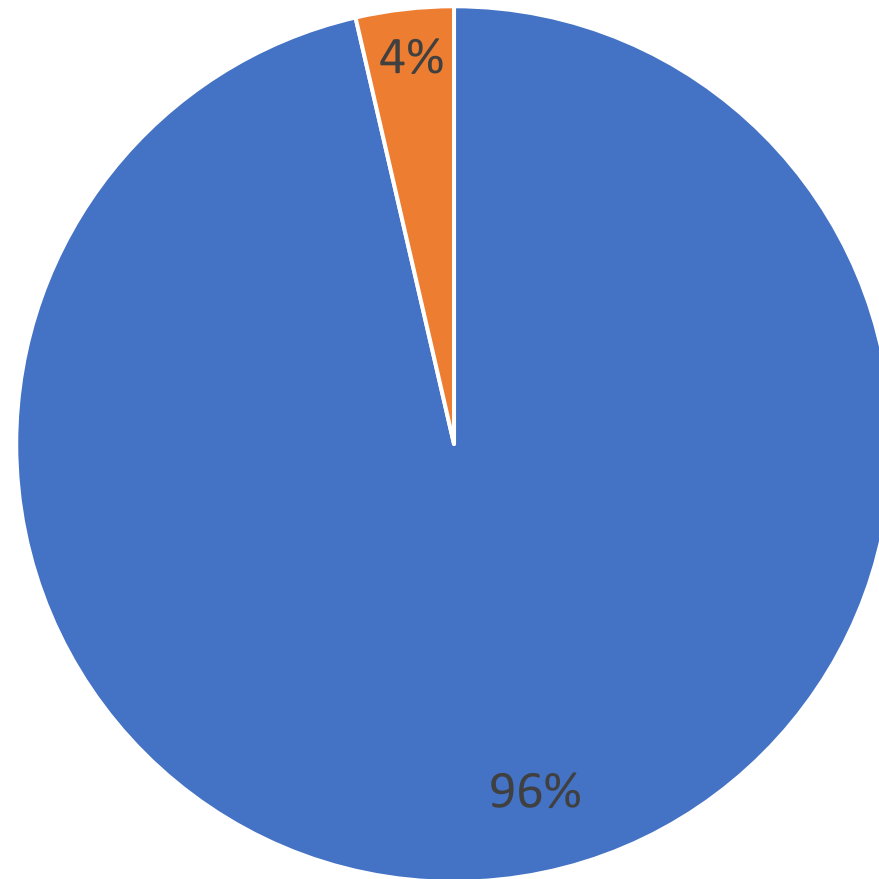
Do you have final decision making authority over scholarship applications?



# Pay and Benefits

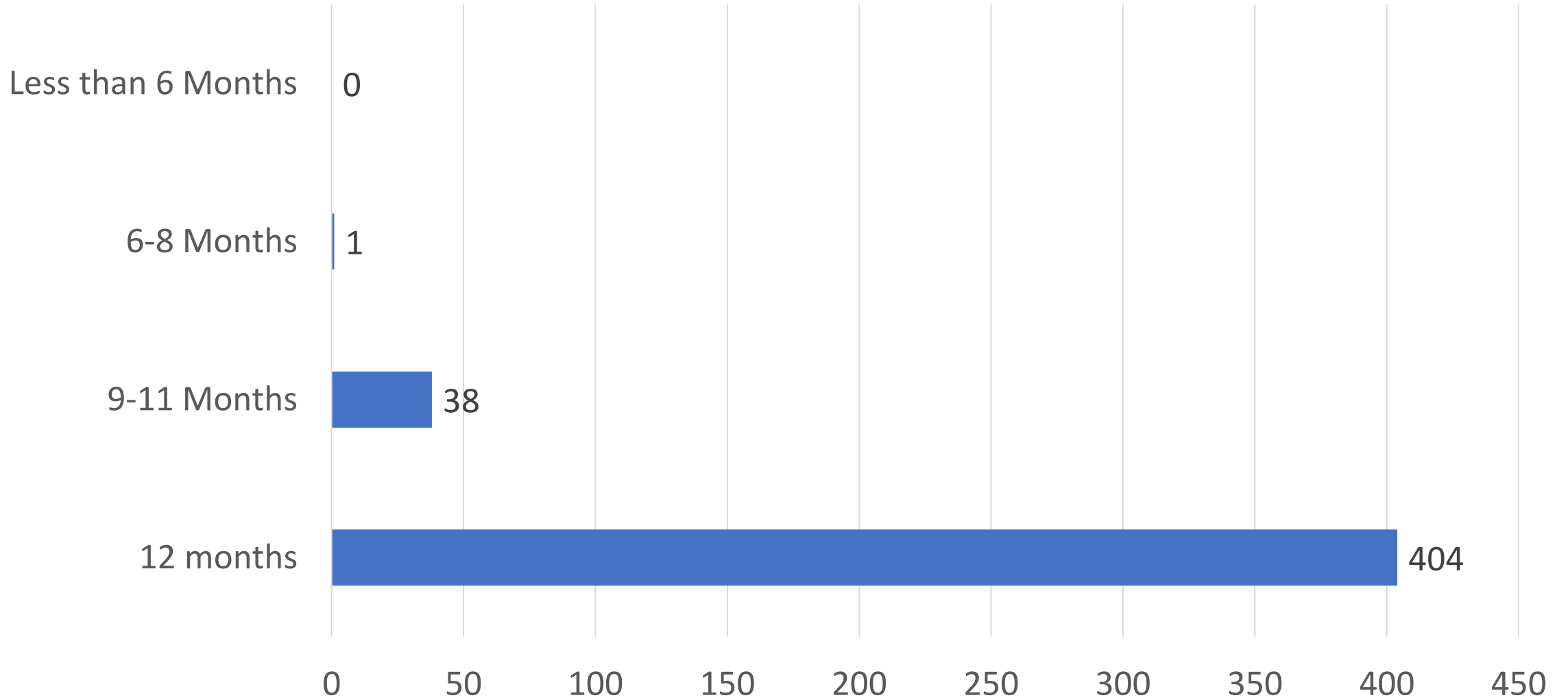


Are you a salaried employee?

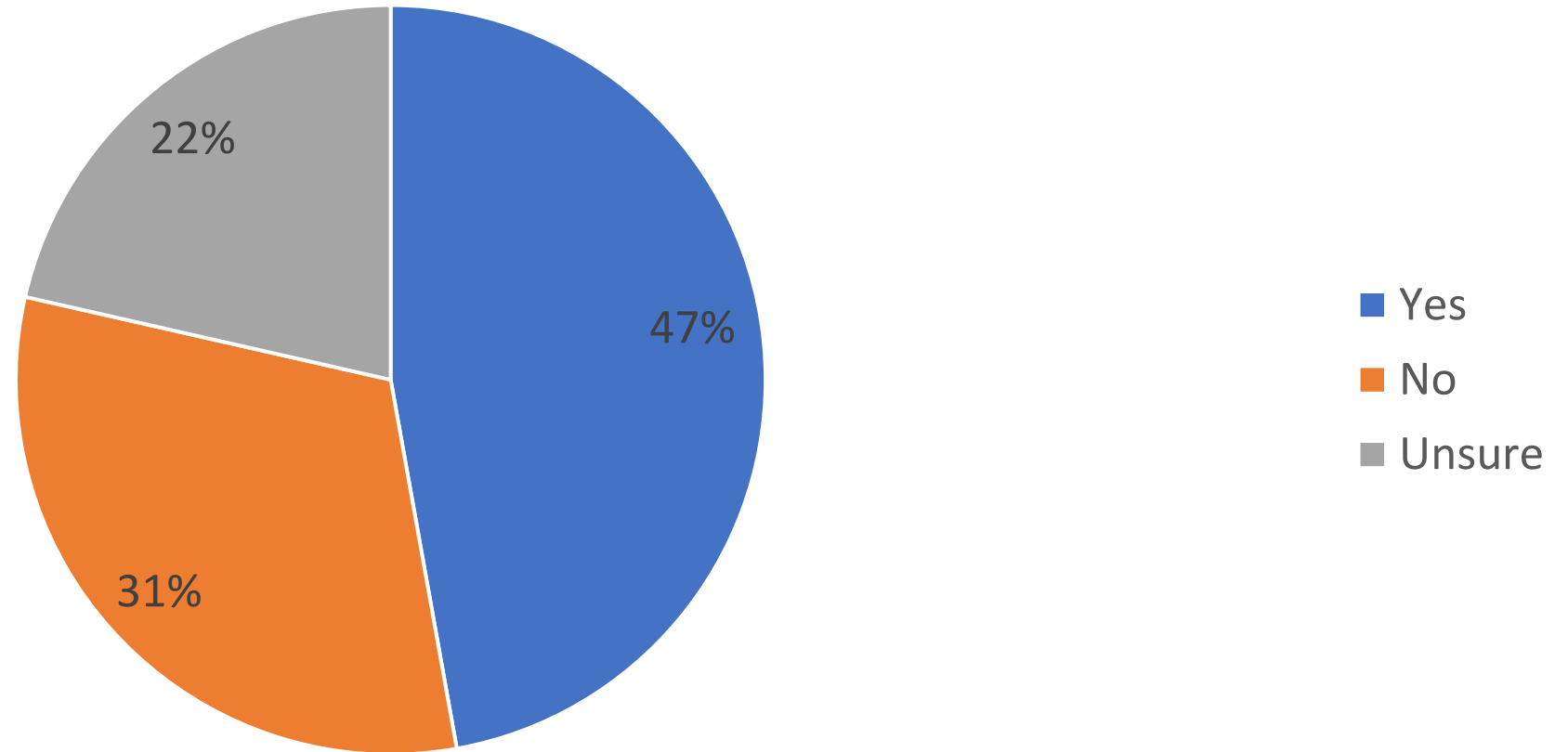


- Yes
- No

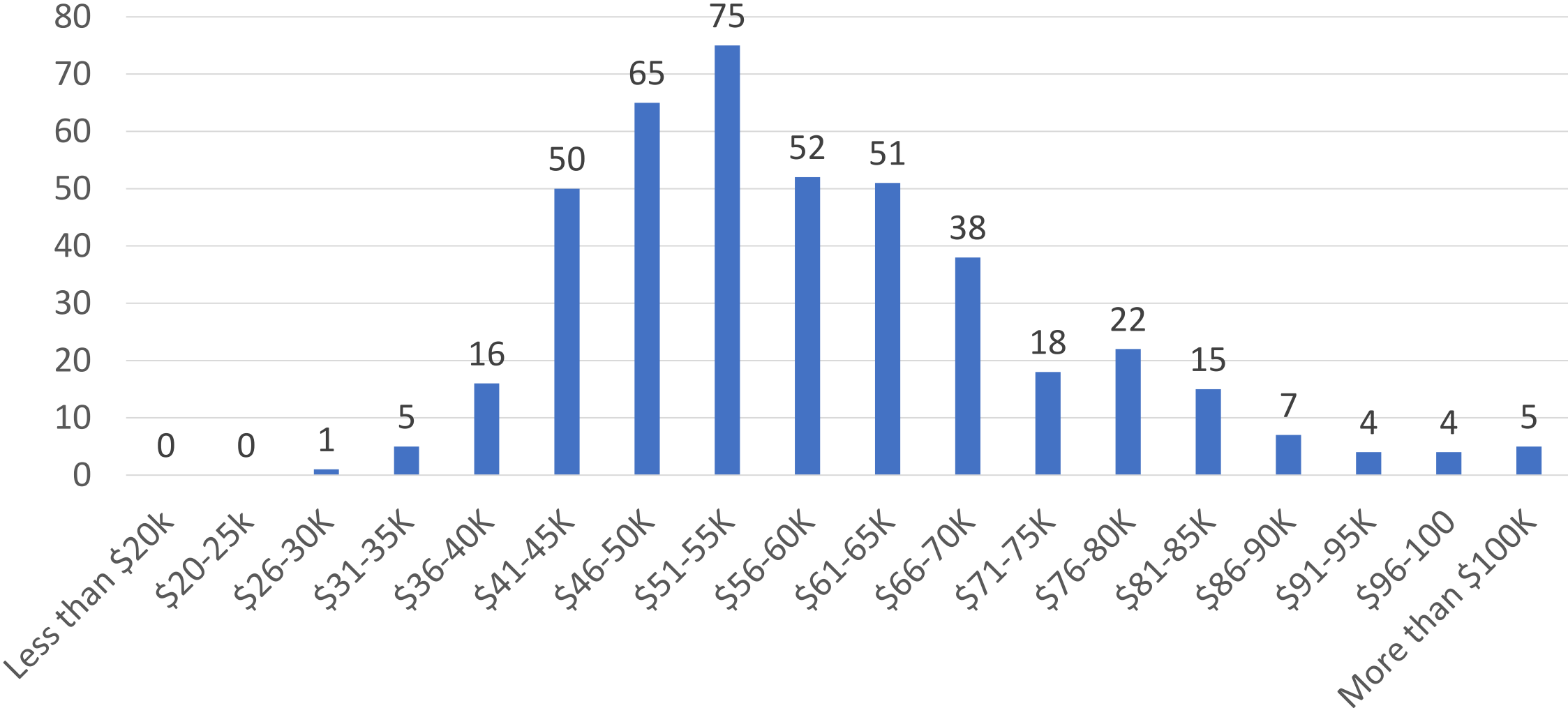
## How many months do you work per year?



To the best of your knowledge, does your institution list salary or salary range in job postings for admission staff?



# If you are salaried, what is your annual salary range?



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**National  
Average  
Salary**


**\$58,443**

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**Mid-50%  
Salary  
Range**

**\$48,000-\$68,000**

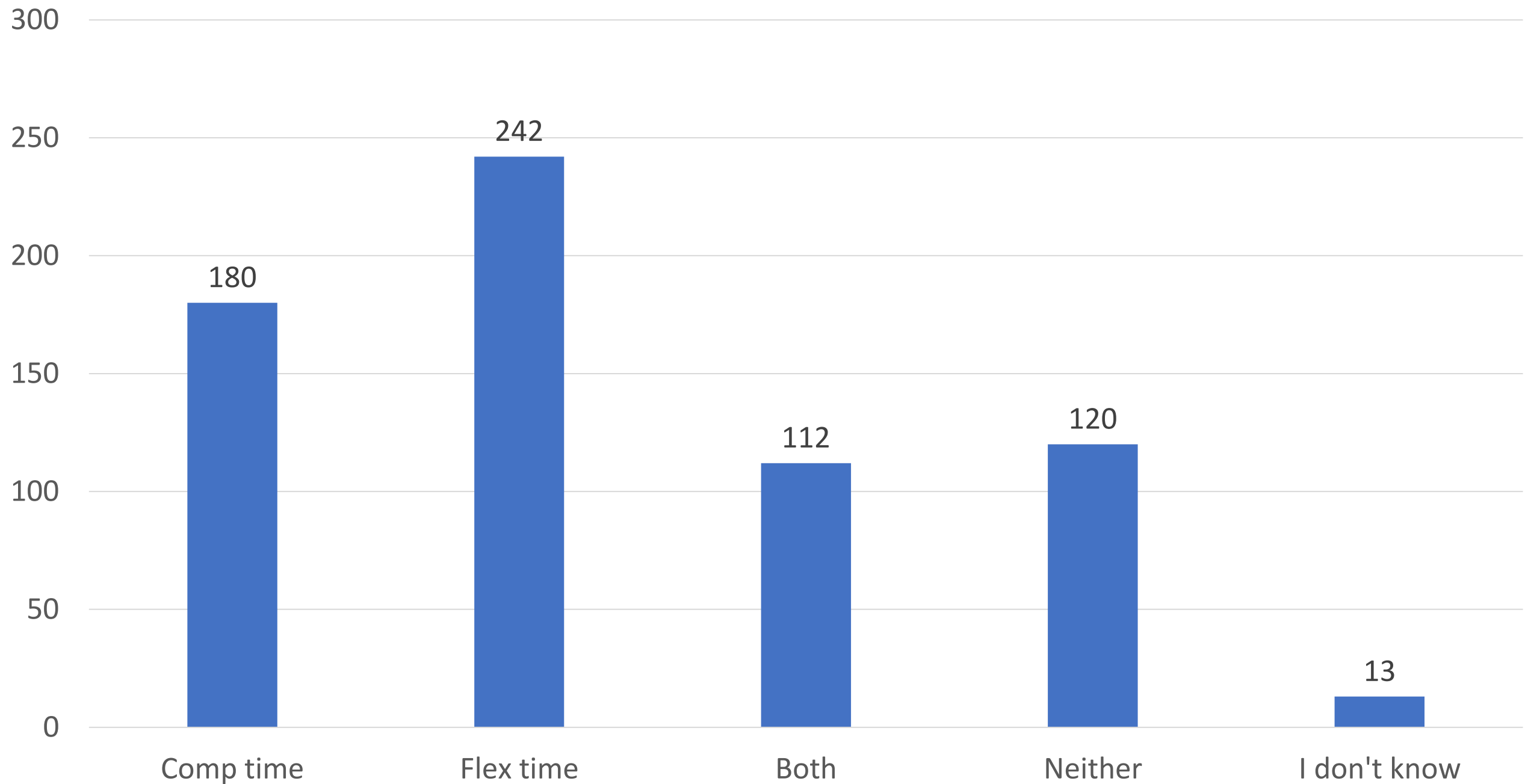
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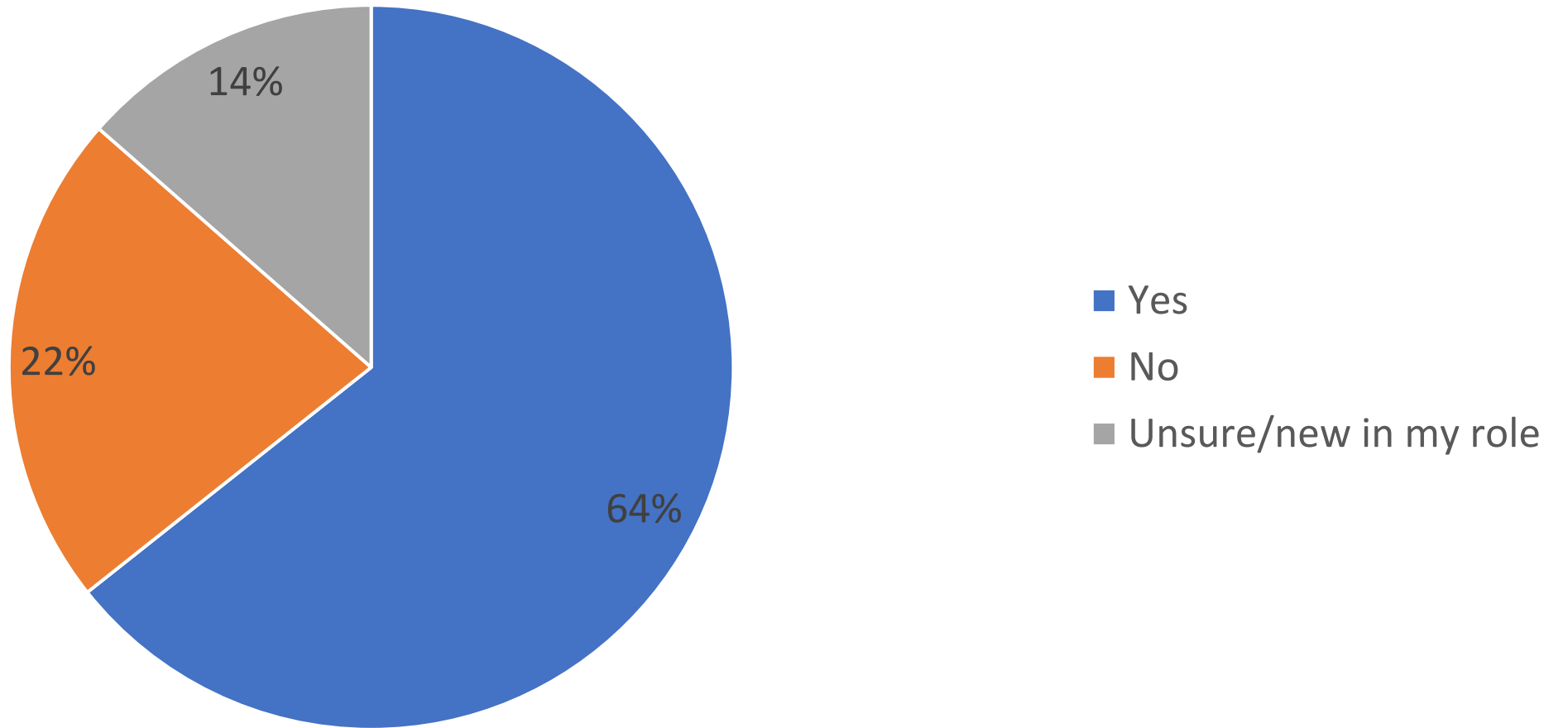
If you are an hourly employee,  
what is your hourly wage?

**Average \$24.73**

# Which of the following do you receive?

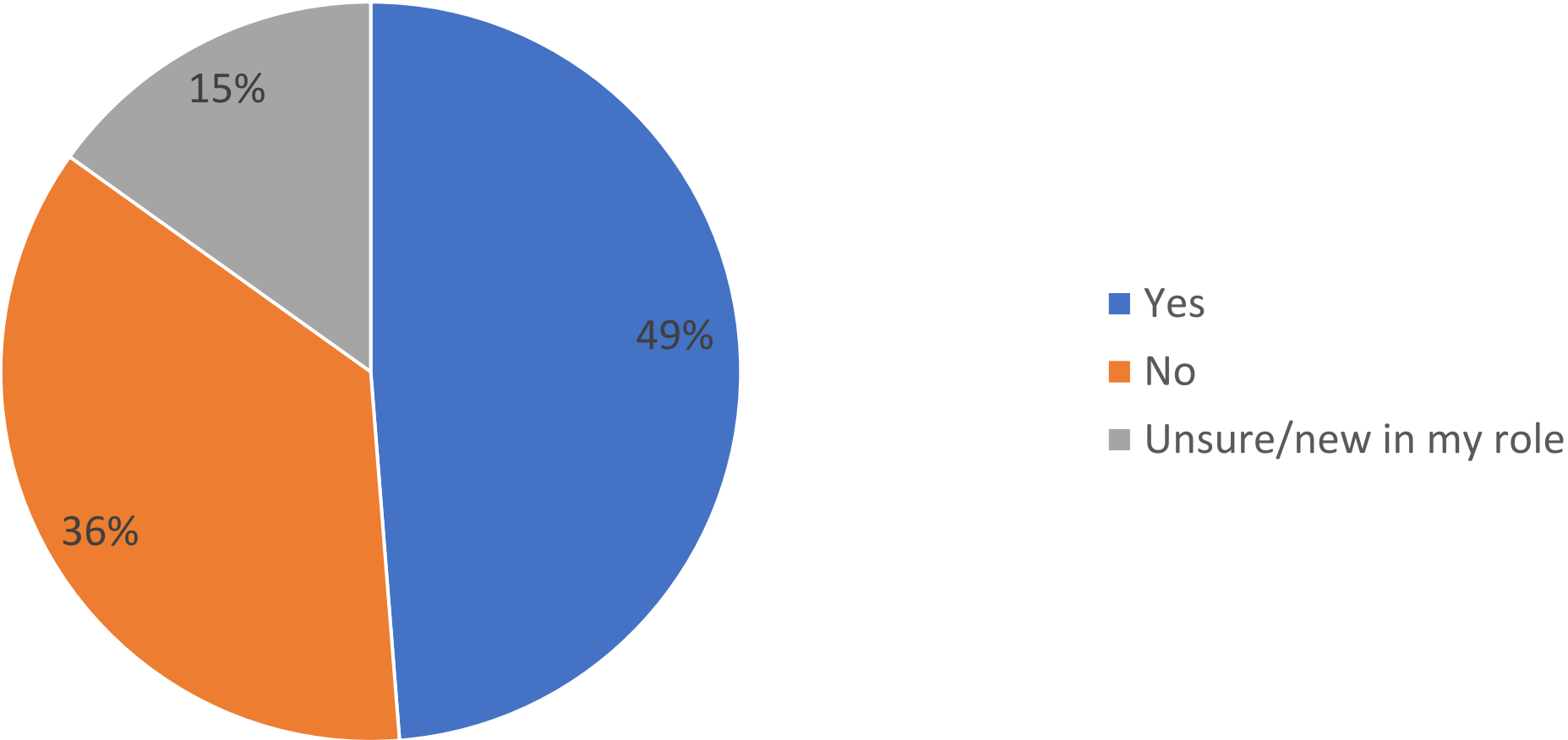


## Are you eligible for annual merit increases/raises?

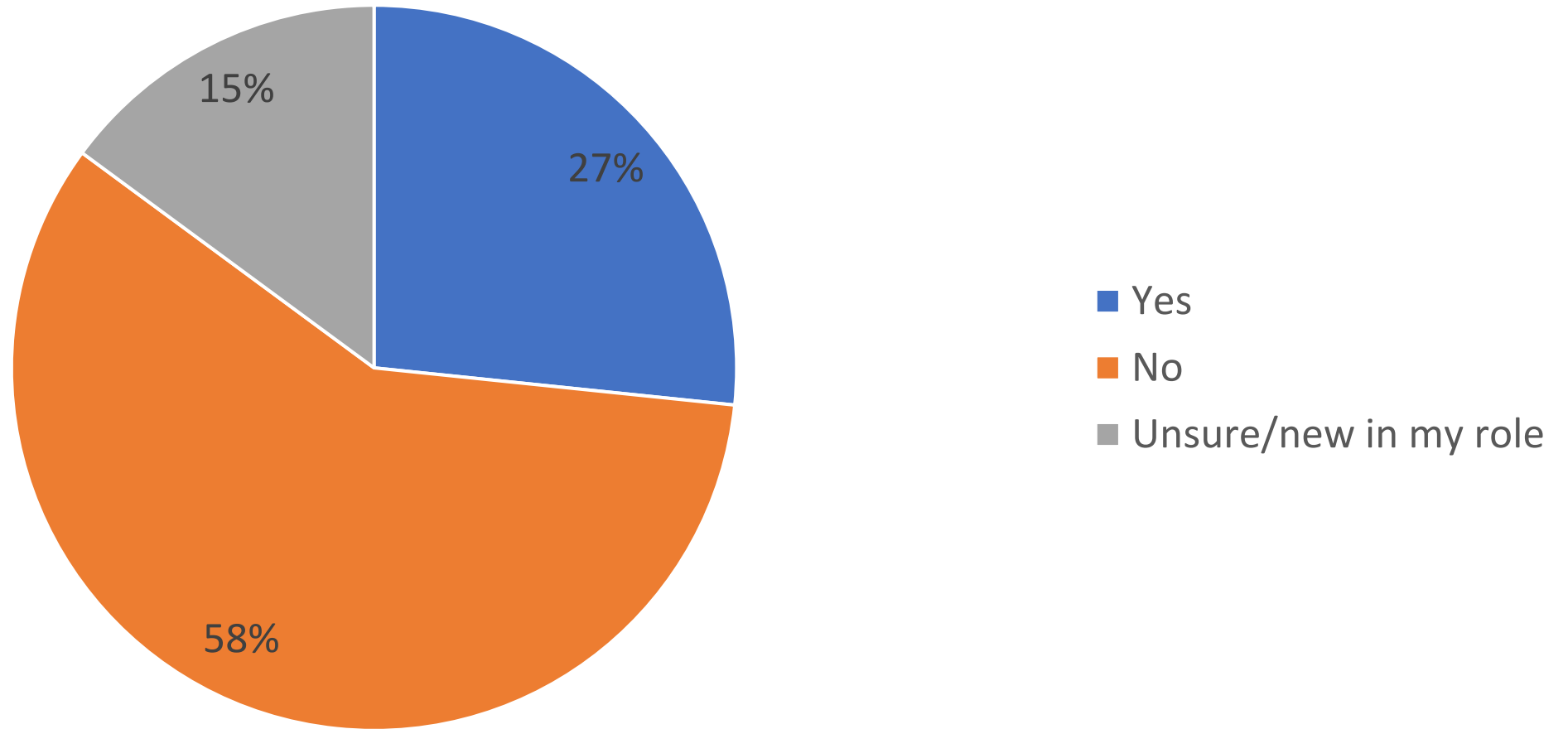




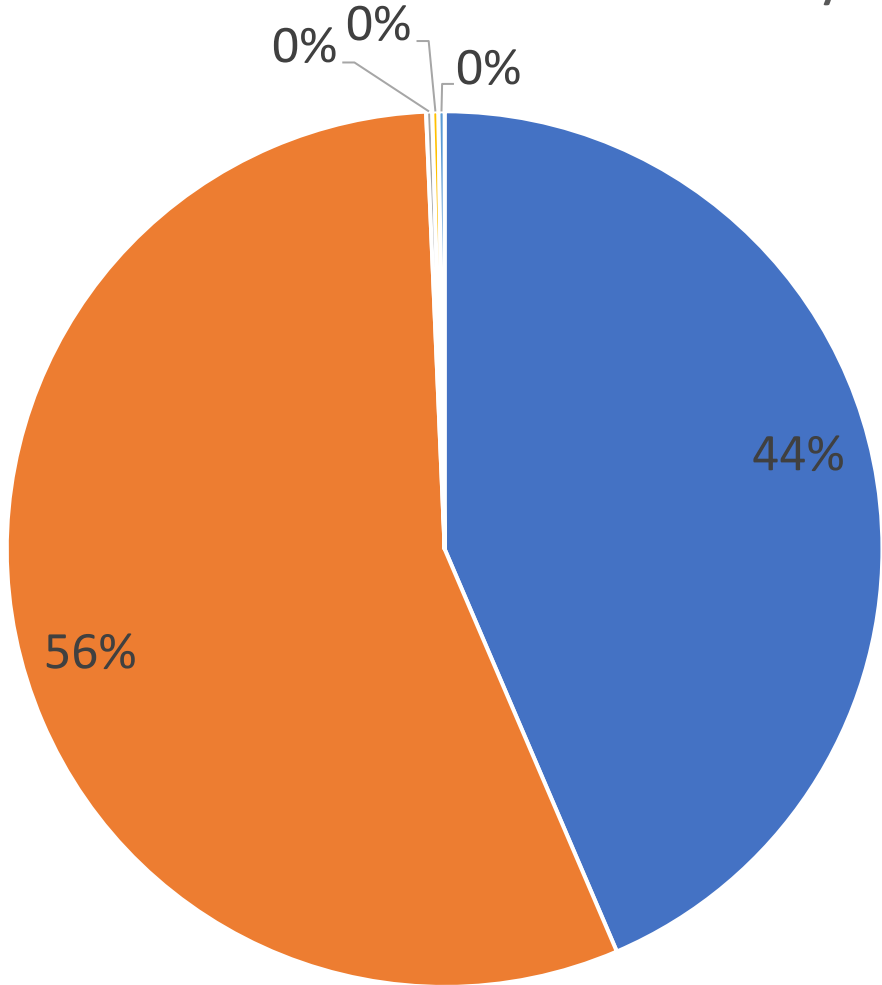
In the last 2 years, have you received a merit increase/raise?



In the past 2 years, has your institution given a cost of living raise?

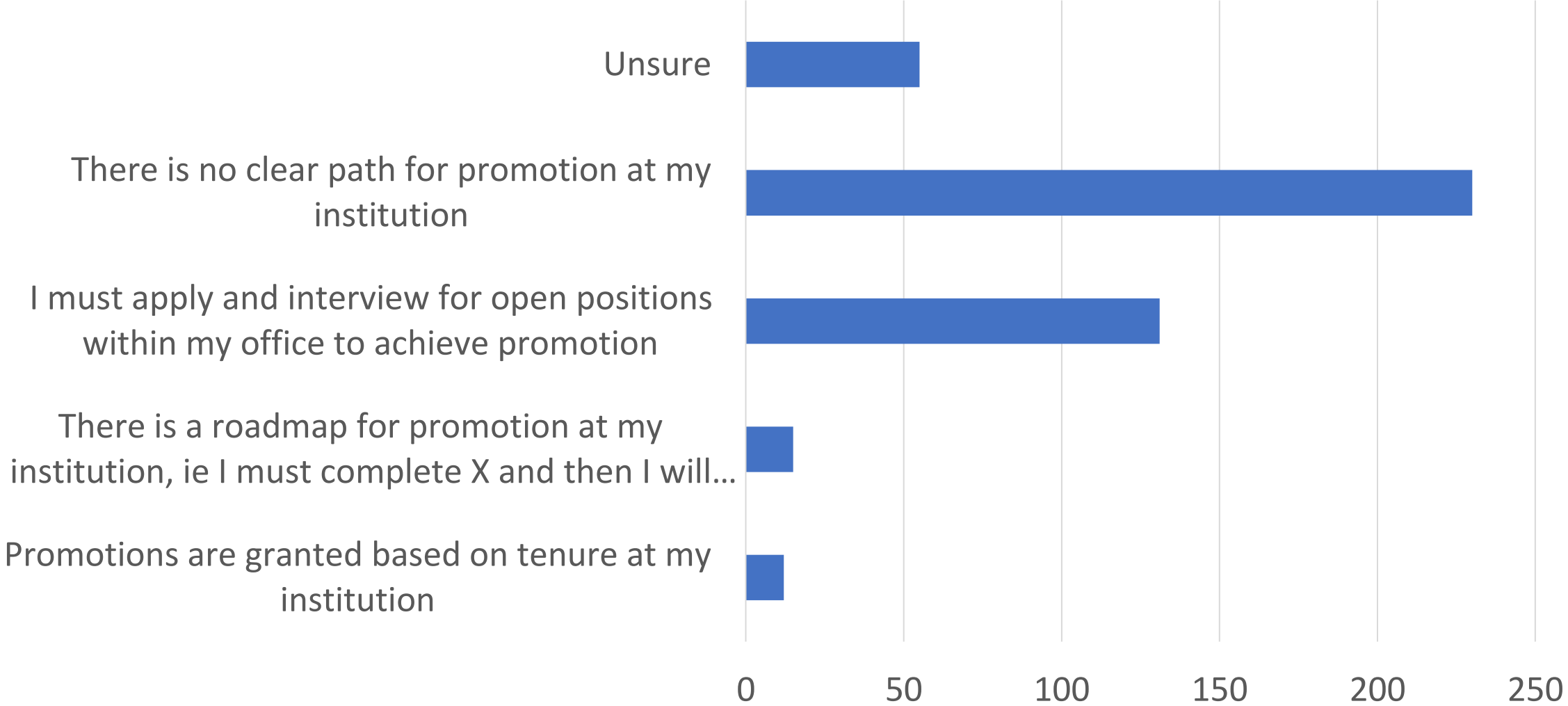


# How often are you paid?

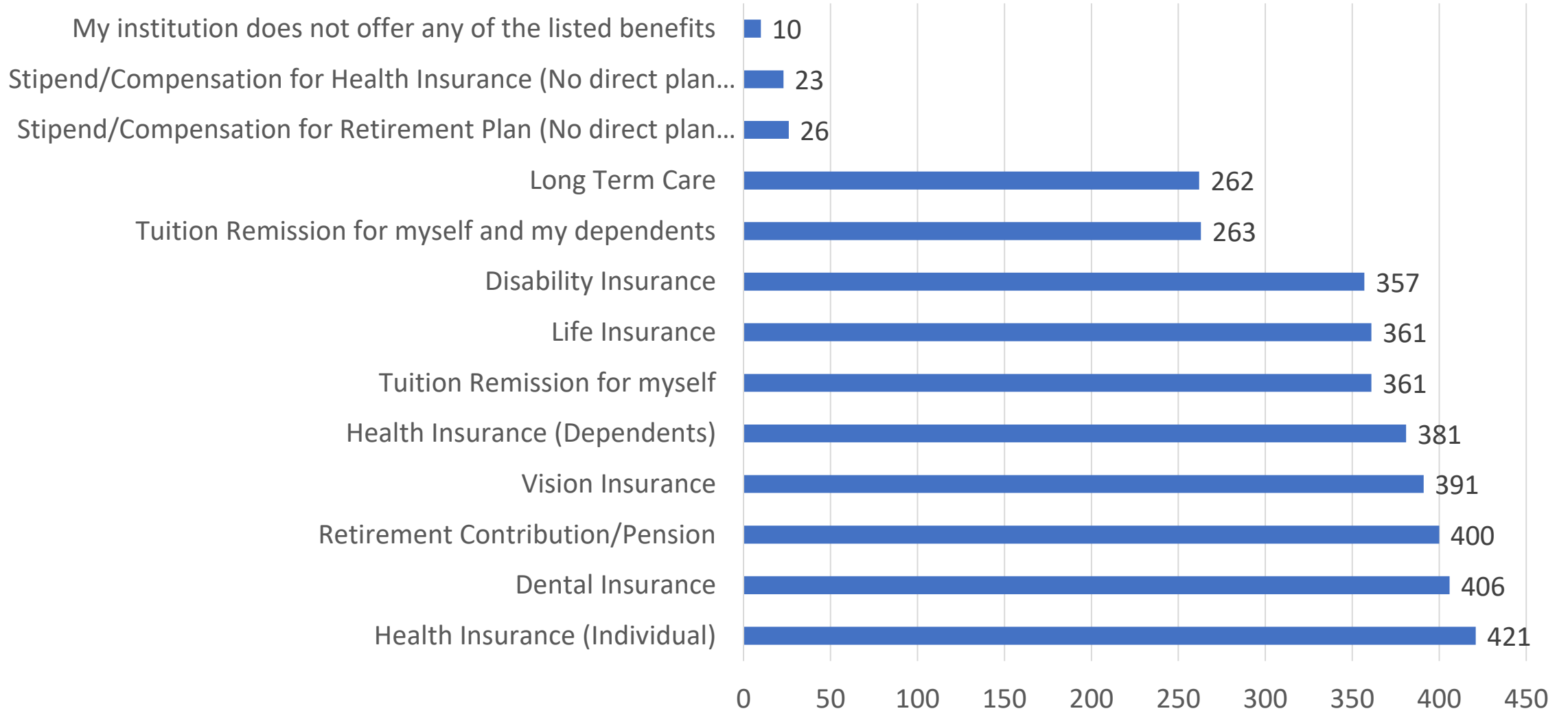


- Every two weeks
- Once per month
- Unsure/ New to Role
- Once every two months
- Every week

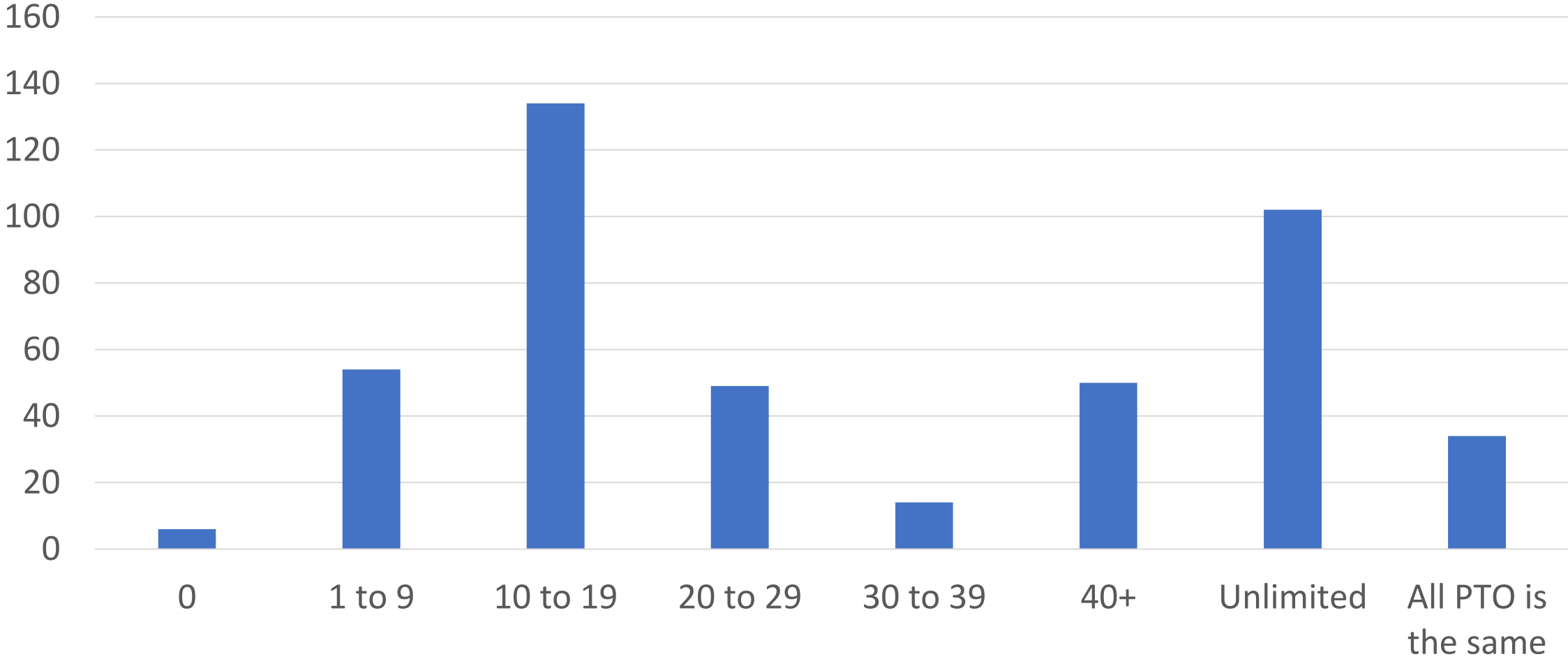
# How do you receive promotion at your institution?



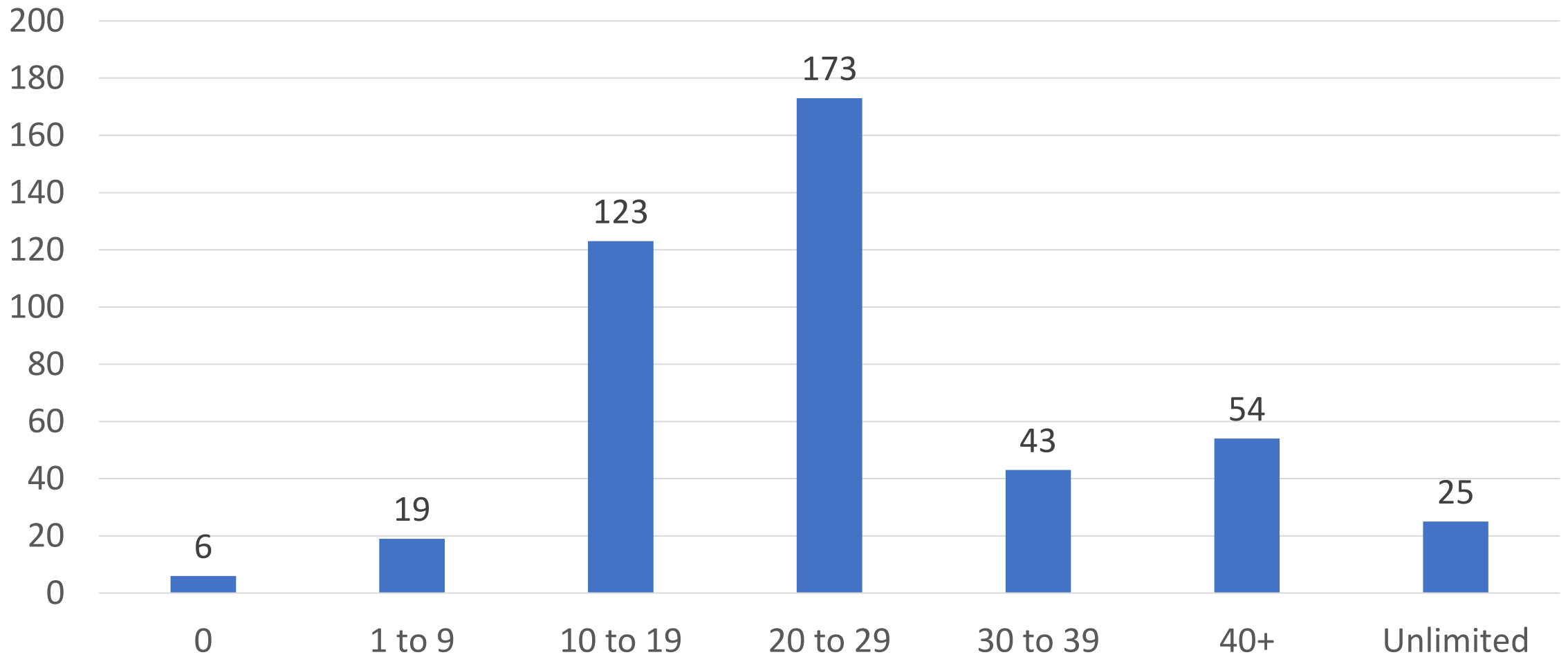
## What benefits does your institution provide?



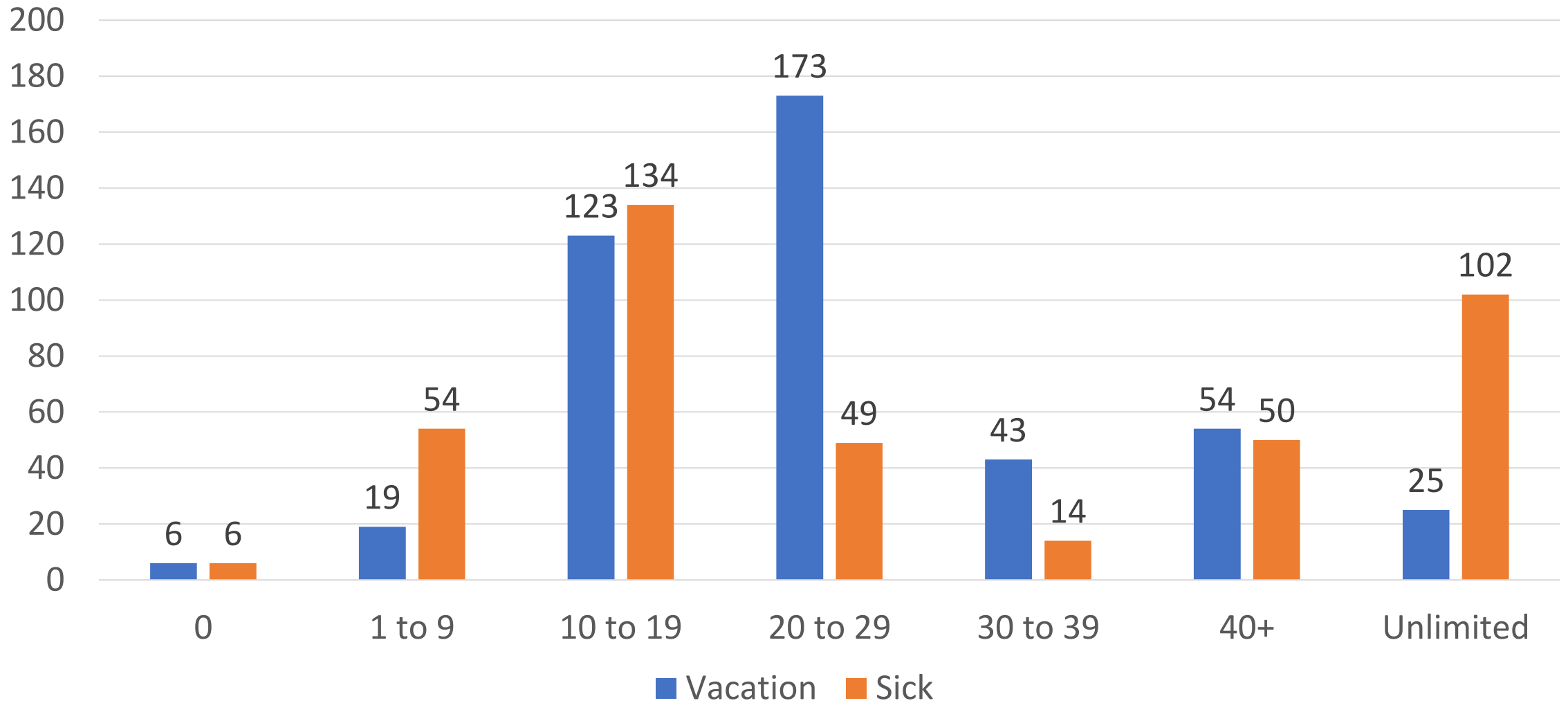
# What is the maximum number of SICK days you are allotted or able to accrue per year?



# What is the maximum number of VACATION days you are allotted or able to accrue per year?

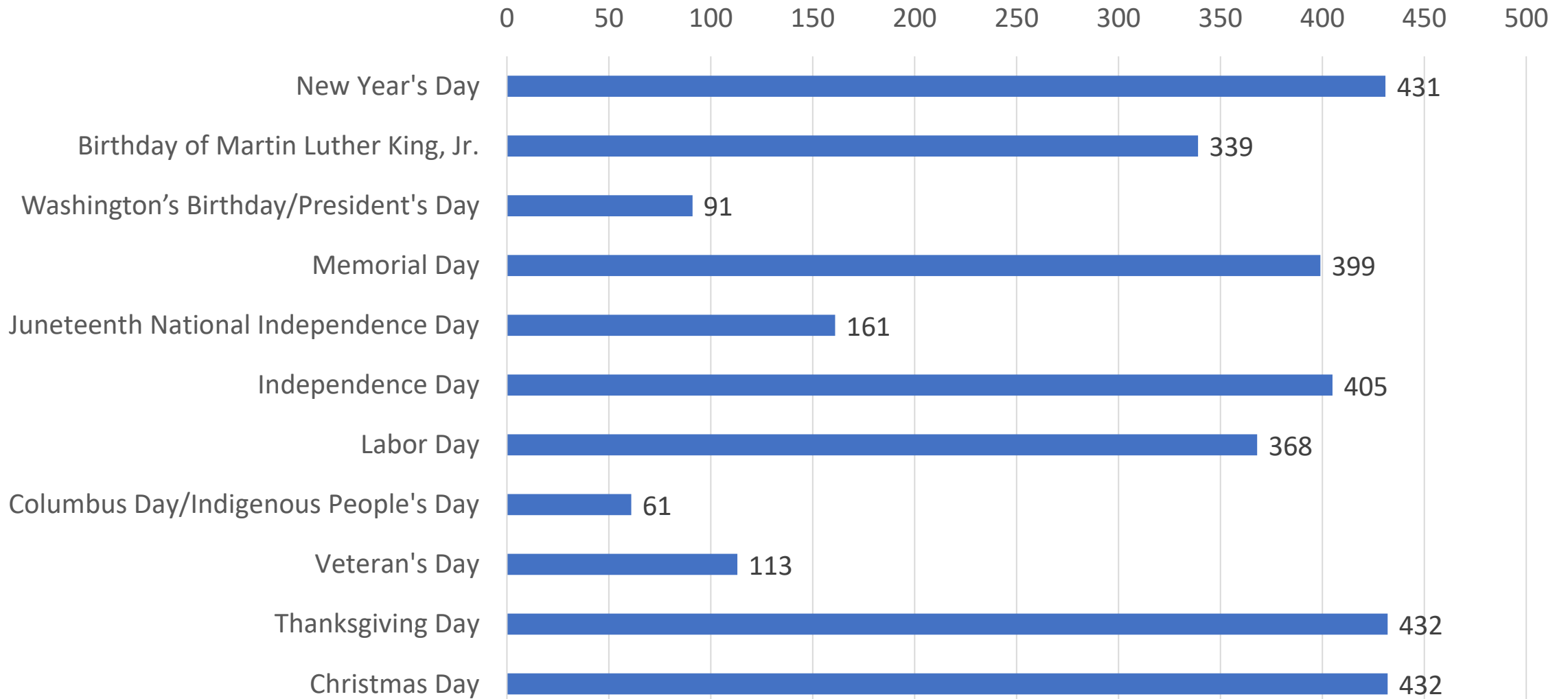


## Vacation and Sick Days Per Year

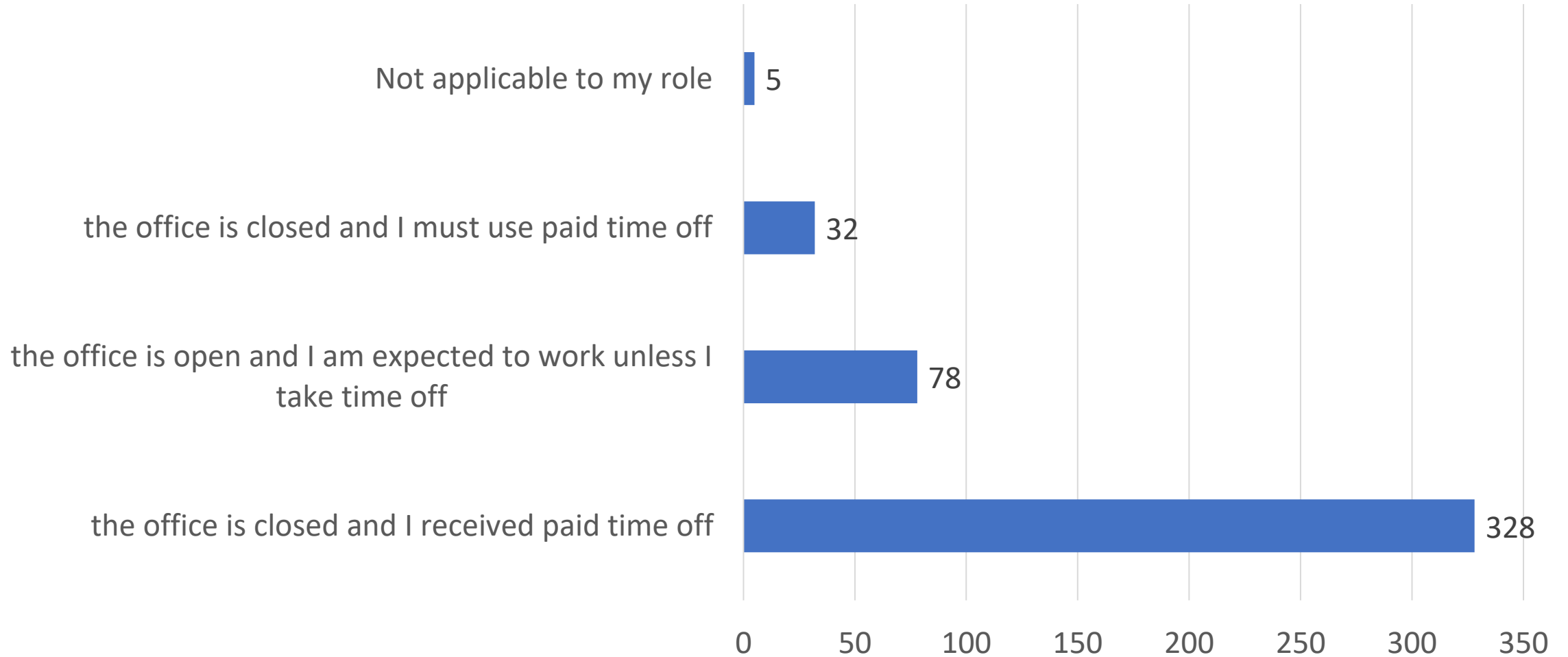




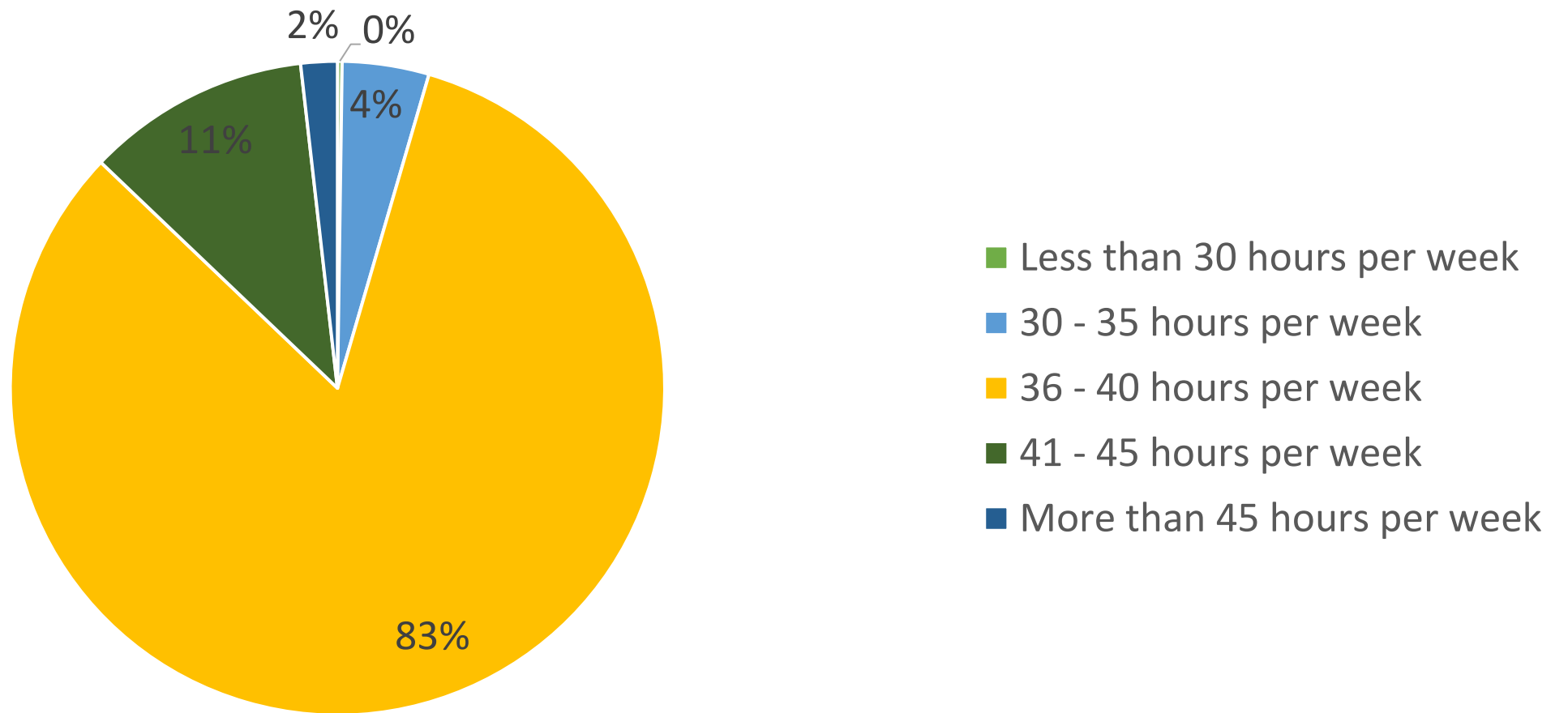
## Which of the following federal holidays are paid time off for you at your institution?



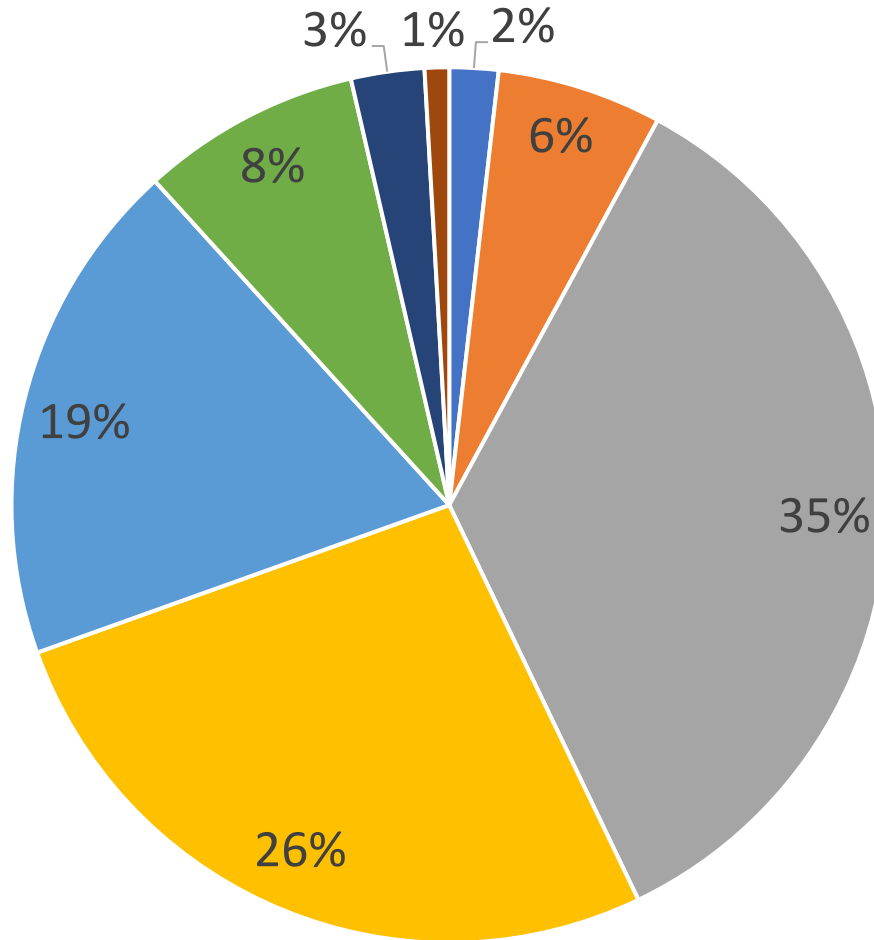
Assuming your office is closed on Christmas Day and New Year's Day, the week between Christmas and New Year's...



What is considered the length of a standard work week at your institution?

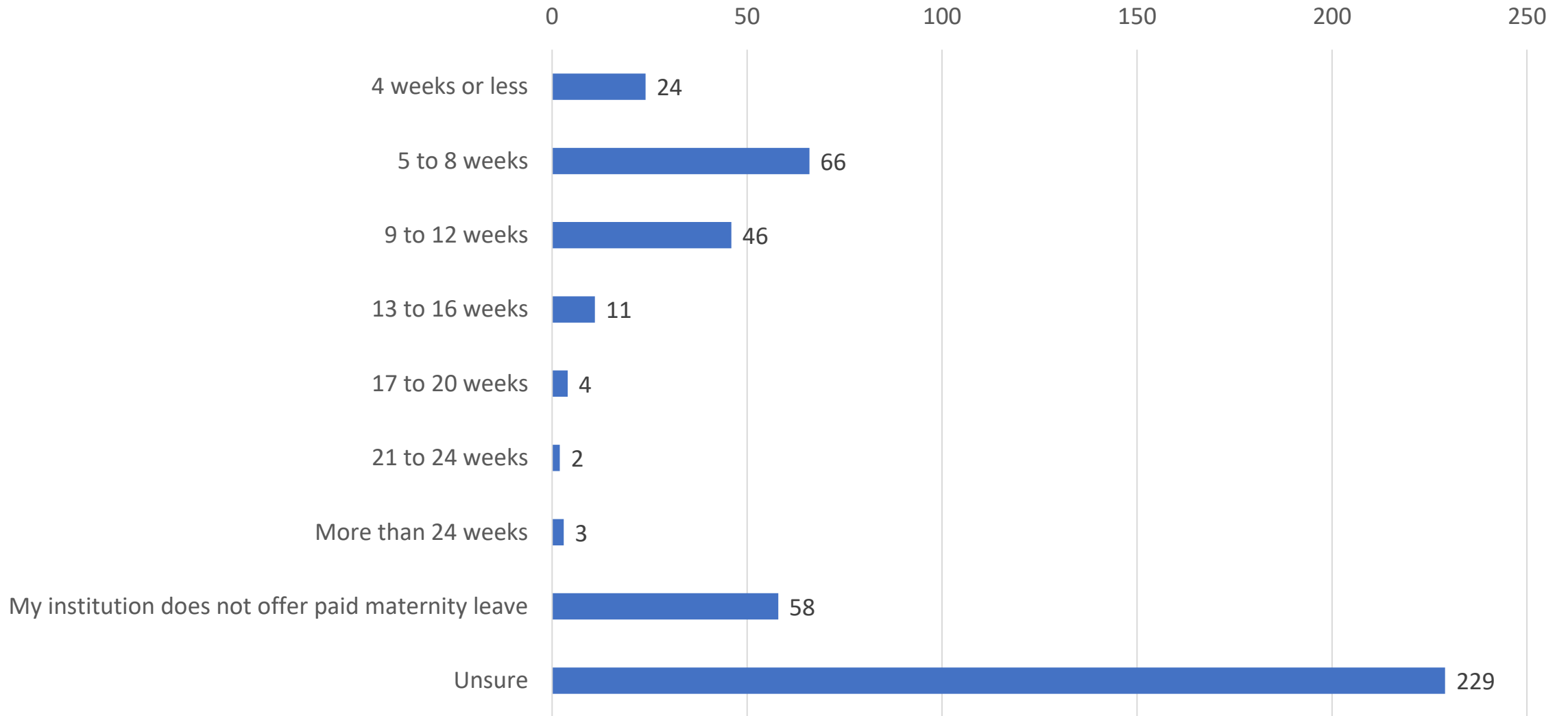


On average, how many hours per week do you work?

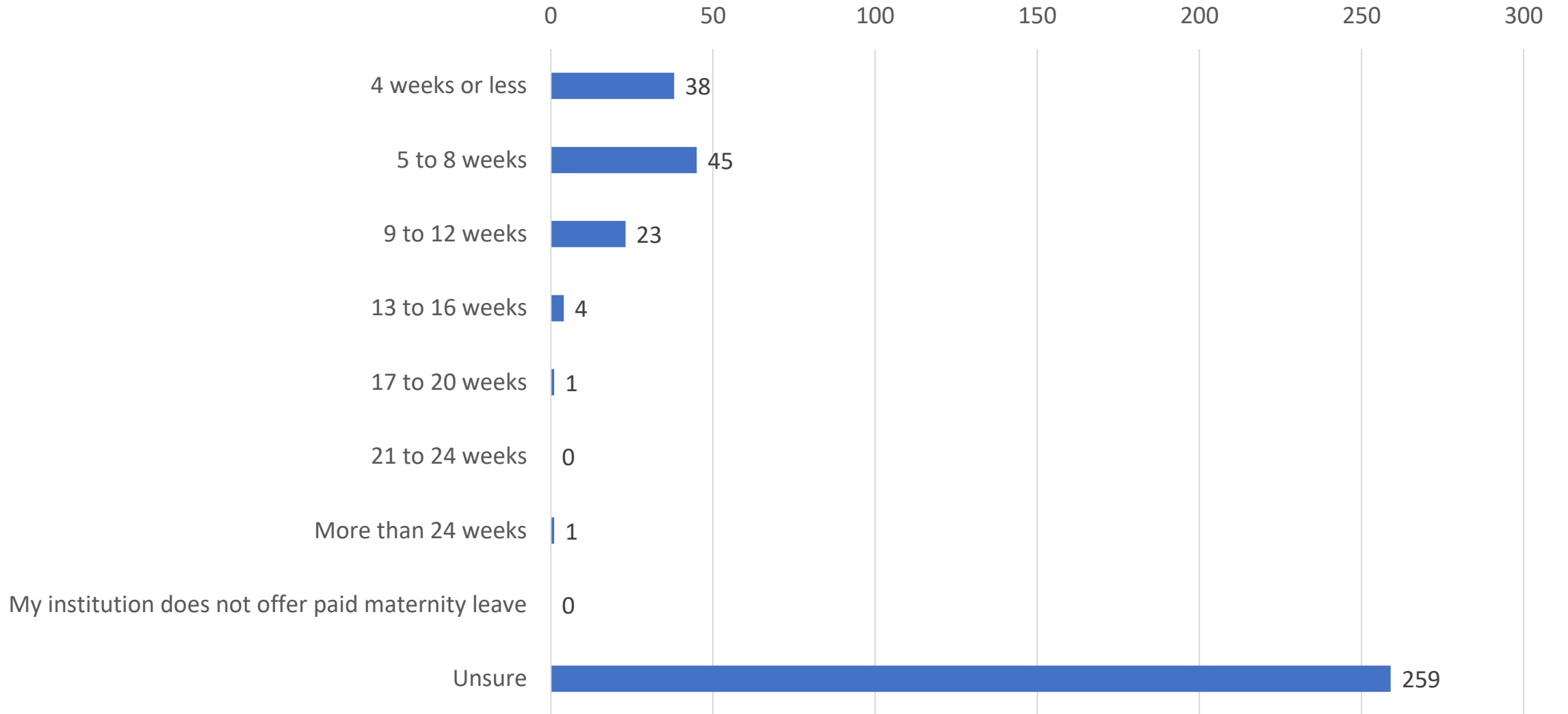


- Less than 30 hours per week
- 30 - 35 hours per week
- 36 - 40 hours per week
- 41 - 45 hours per week
- 45-50 hours per week
- 50-55 hours per week
- 60-65 hours per week
- More than 65 hours per week

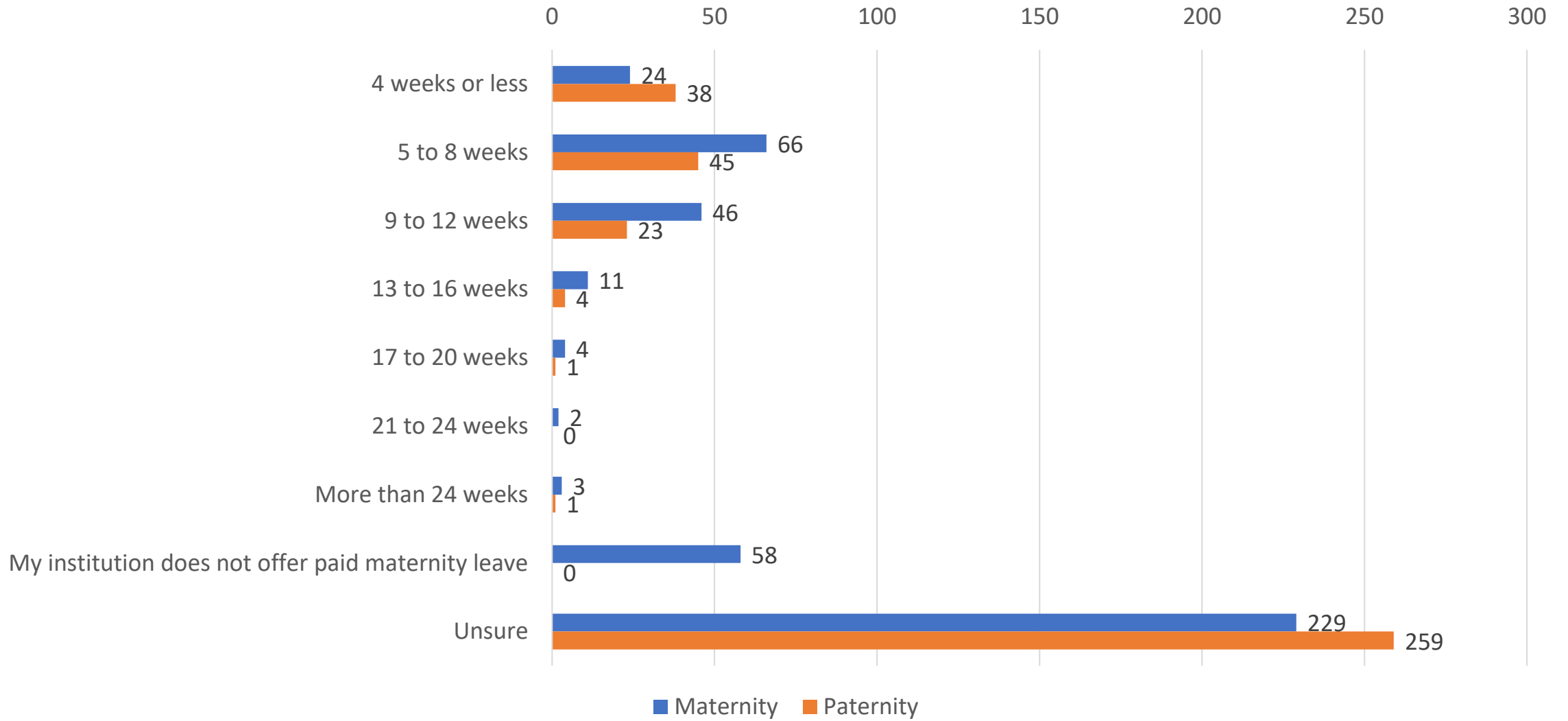
### How many paid weeks MATERNITY leave are you offered?



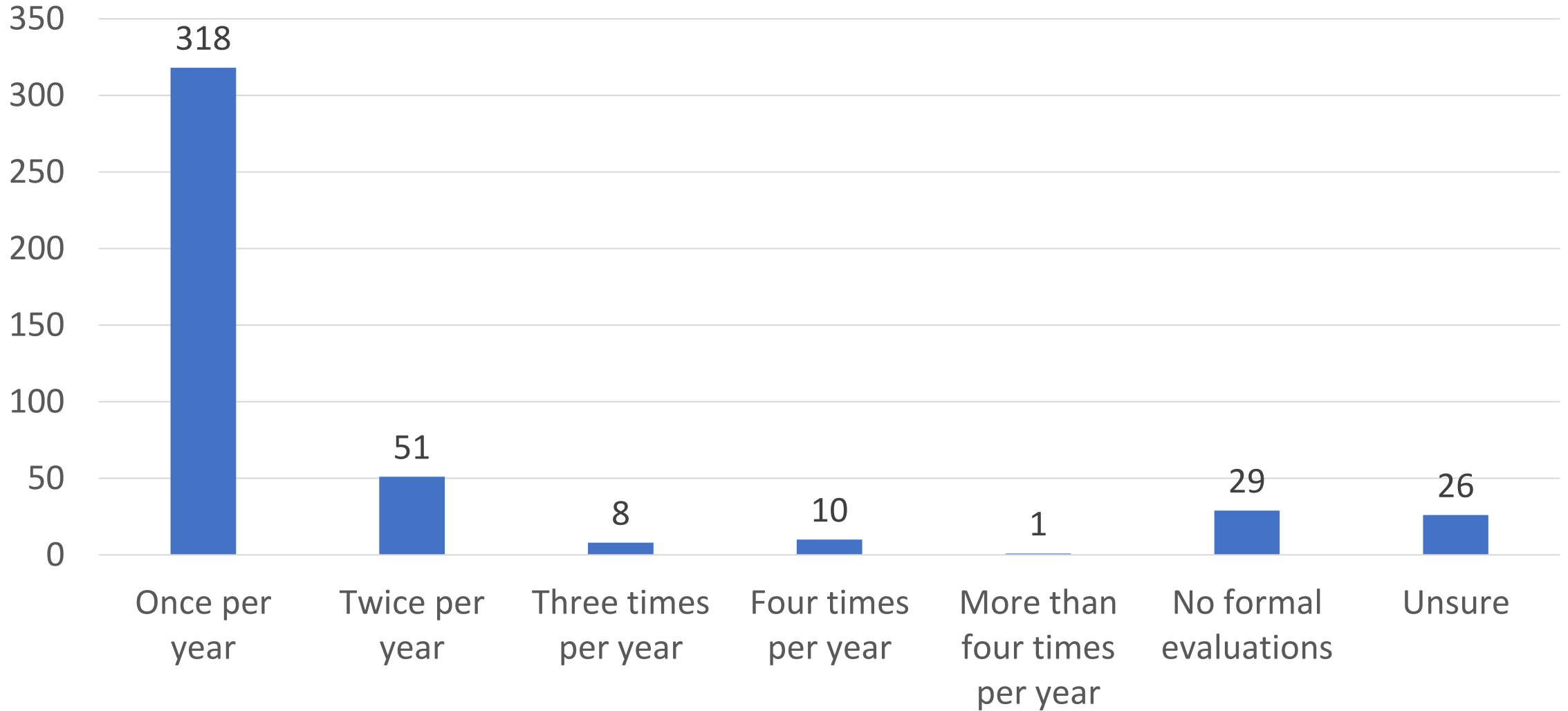
### How many paid weeks PATERNITY leave are you offered?



### Paid Maternity and Paternity Leave



## How often are you formally evaluated?

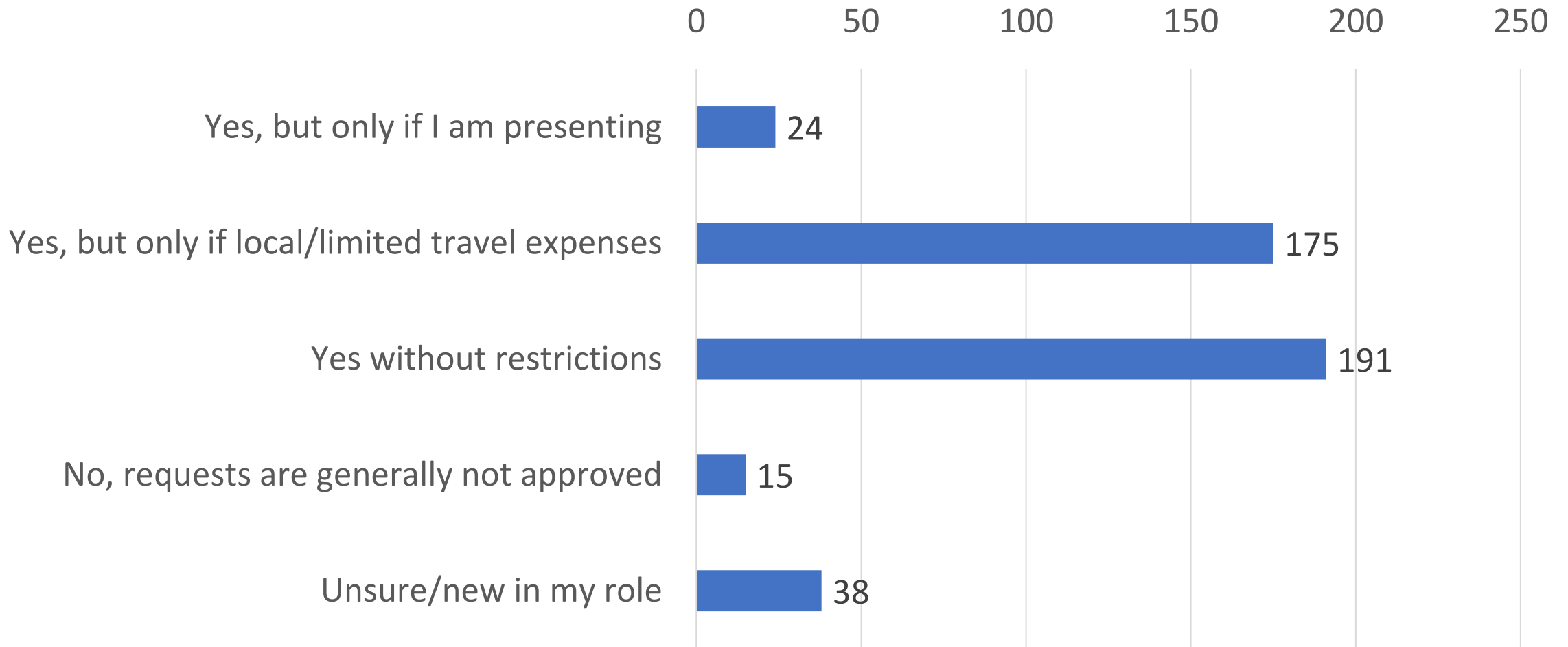




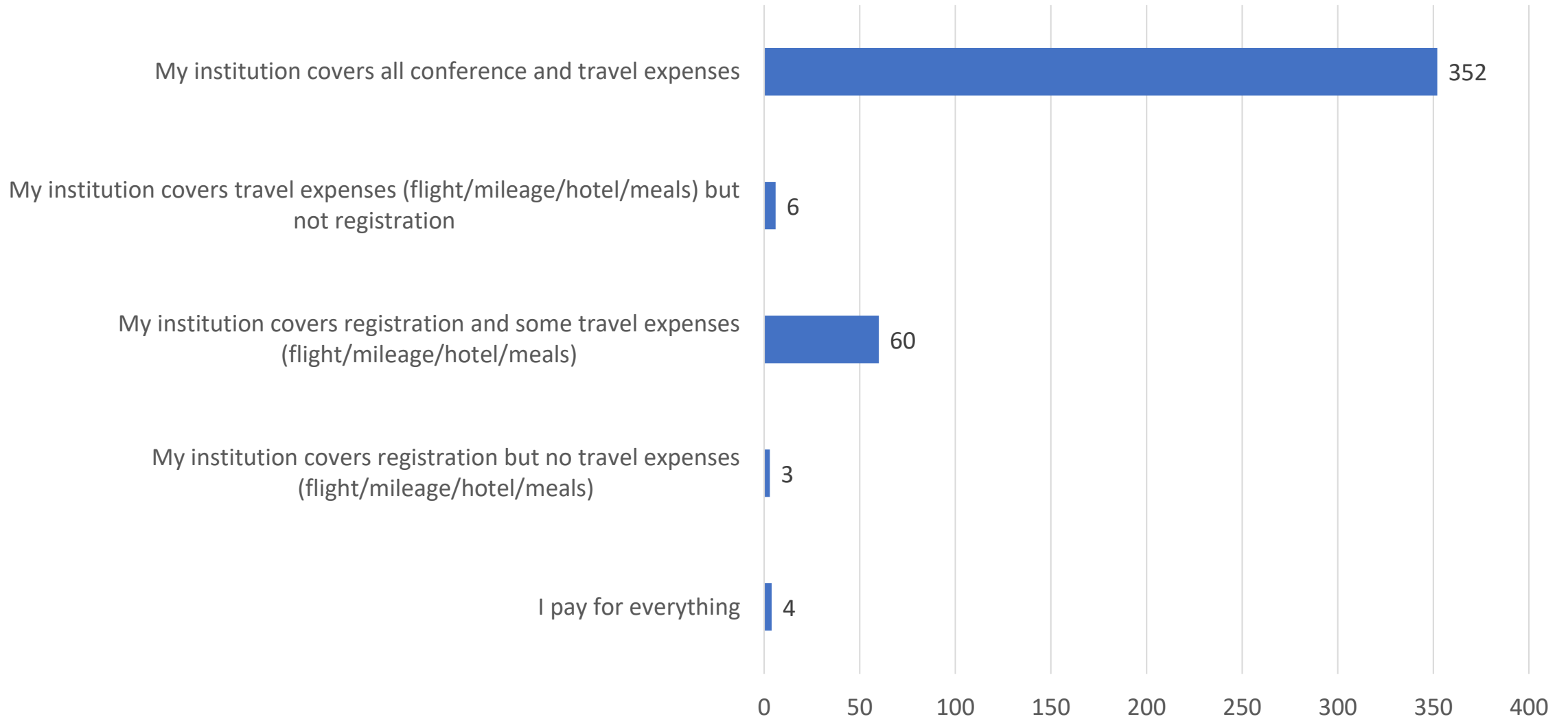
# Professional Development

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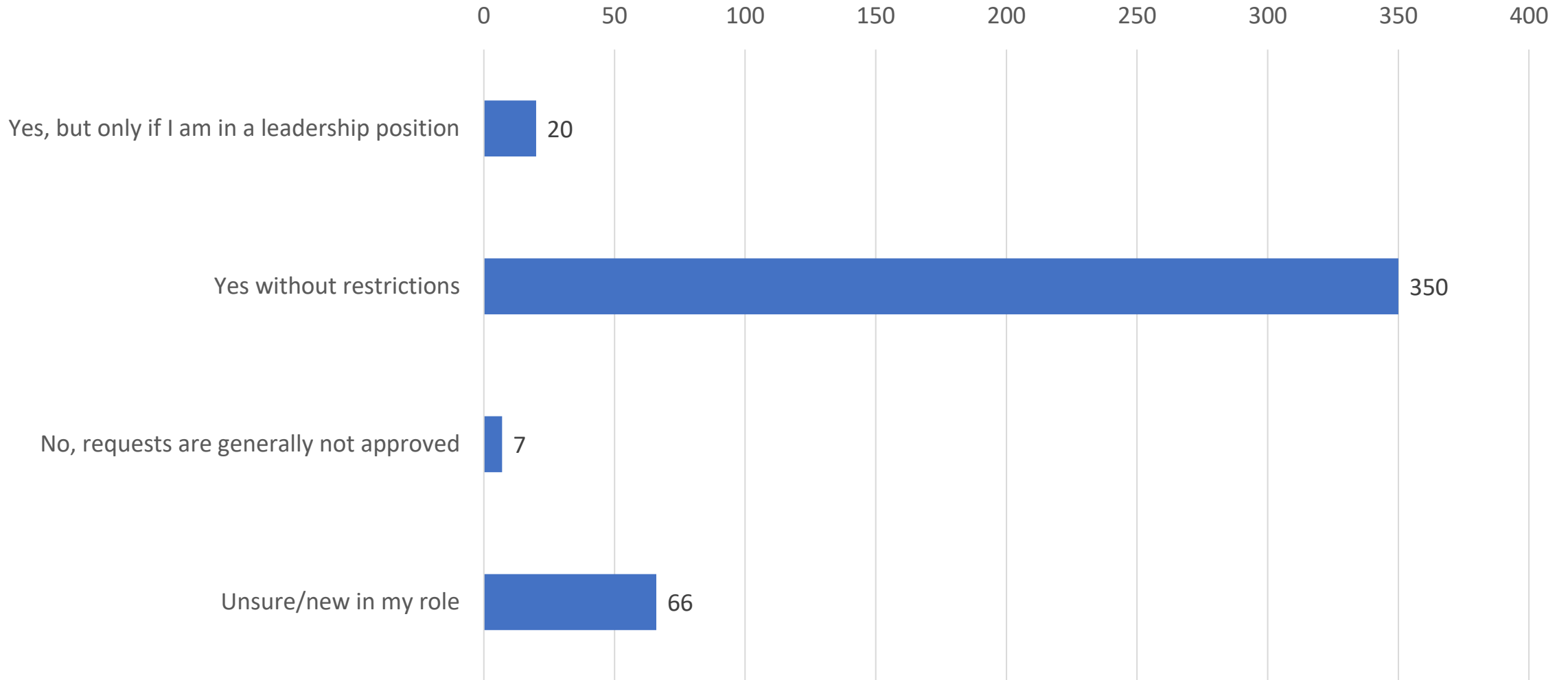
## Are requests to attend conferences generally approved by your office?



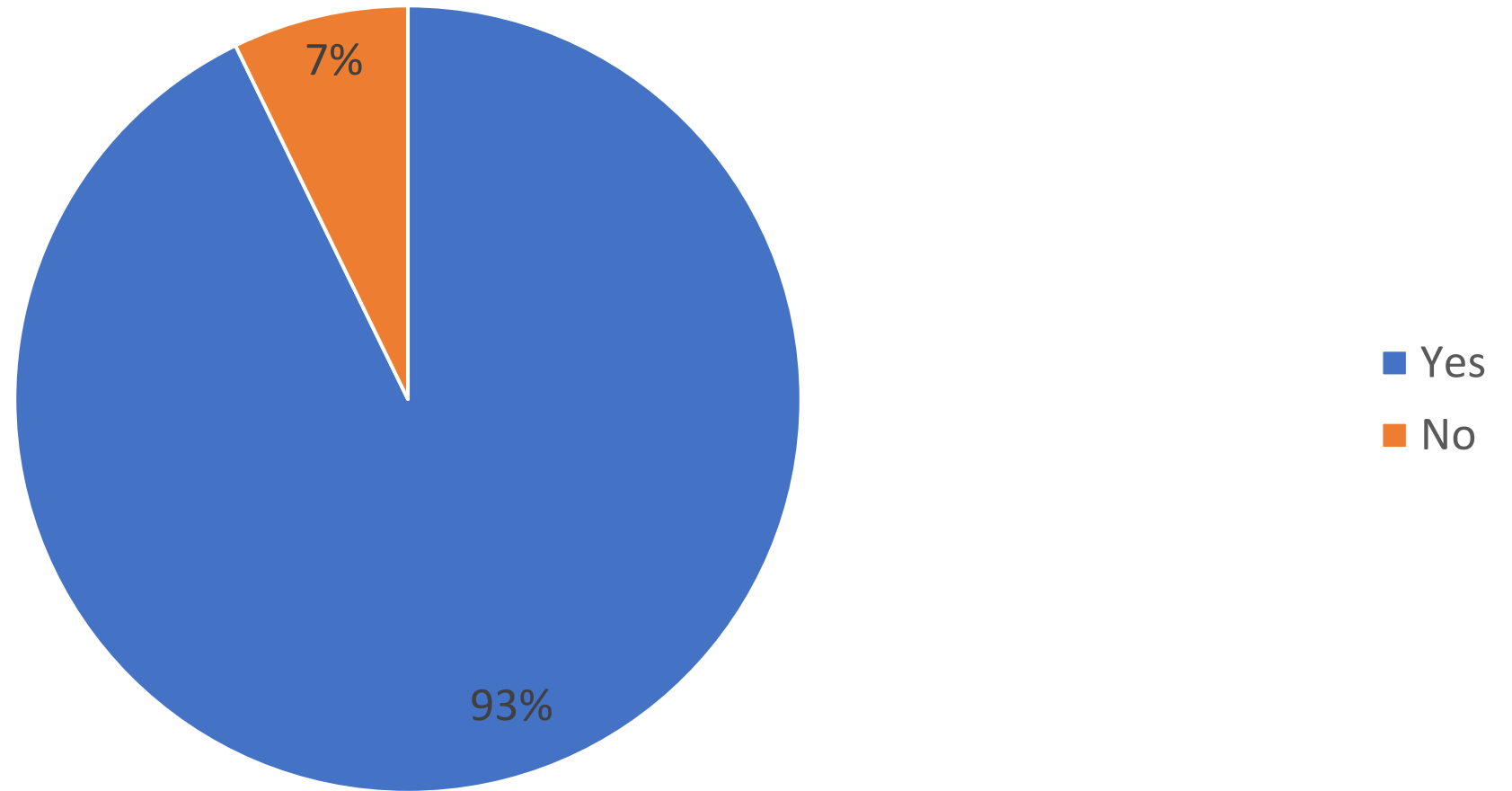
### If you are approved to attend conferences, who pays?



Are requests to get involved or take on leadership in your local ACAC or NACAC generally approved by your office?

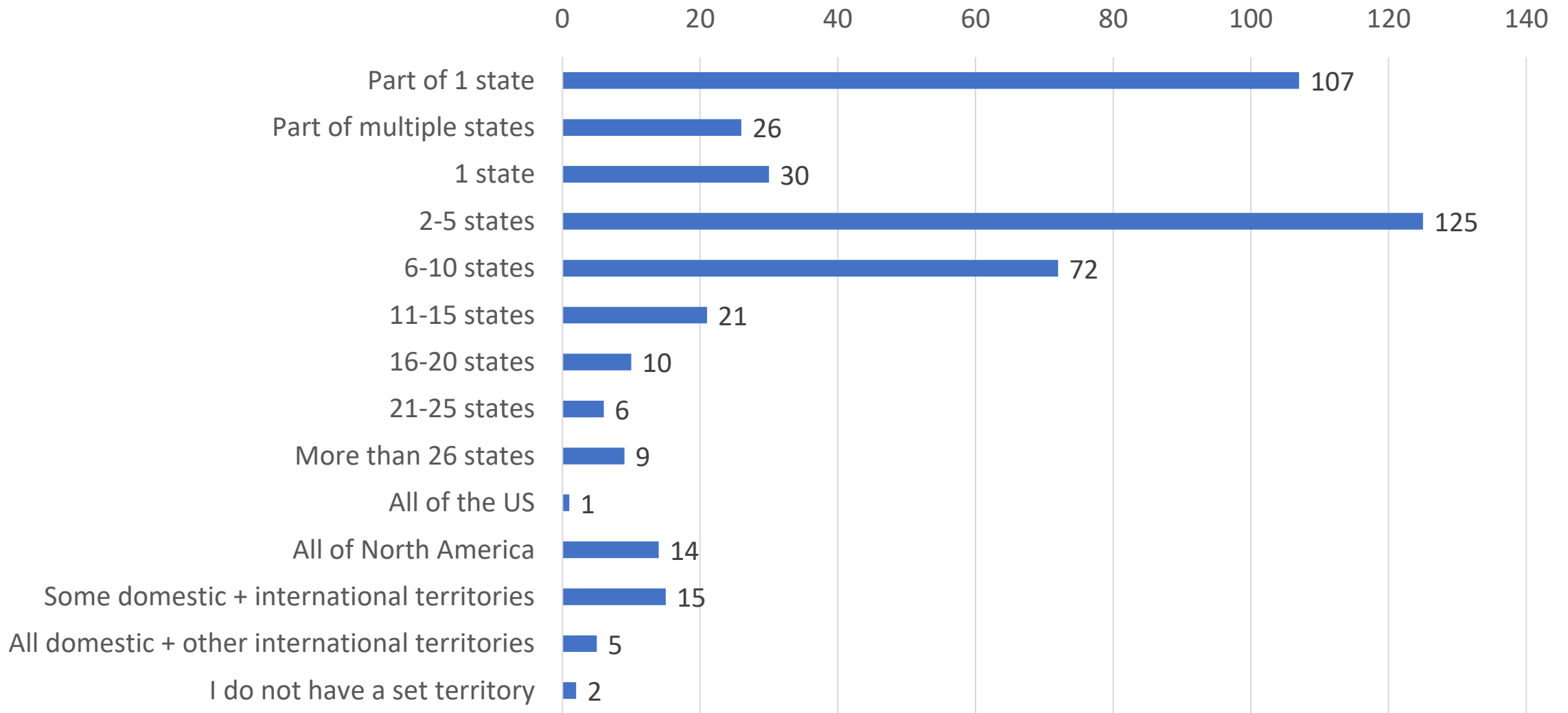


Does your office hold yearly (or more often) training(s)?

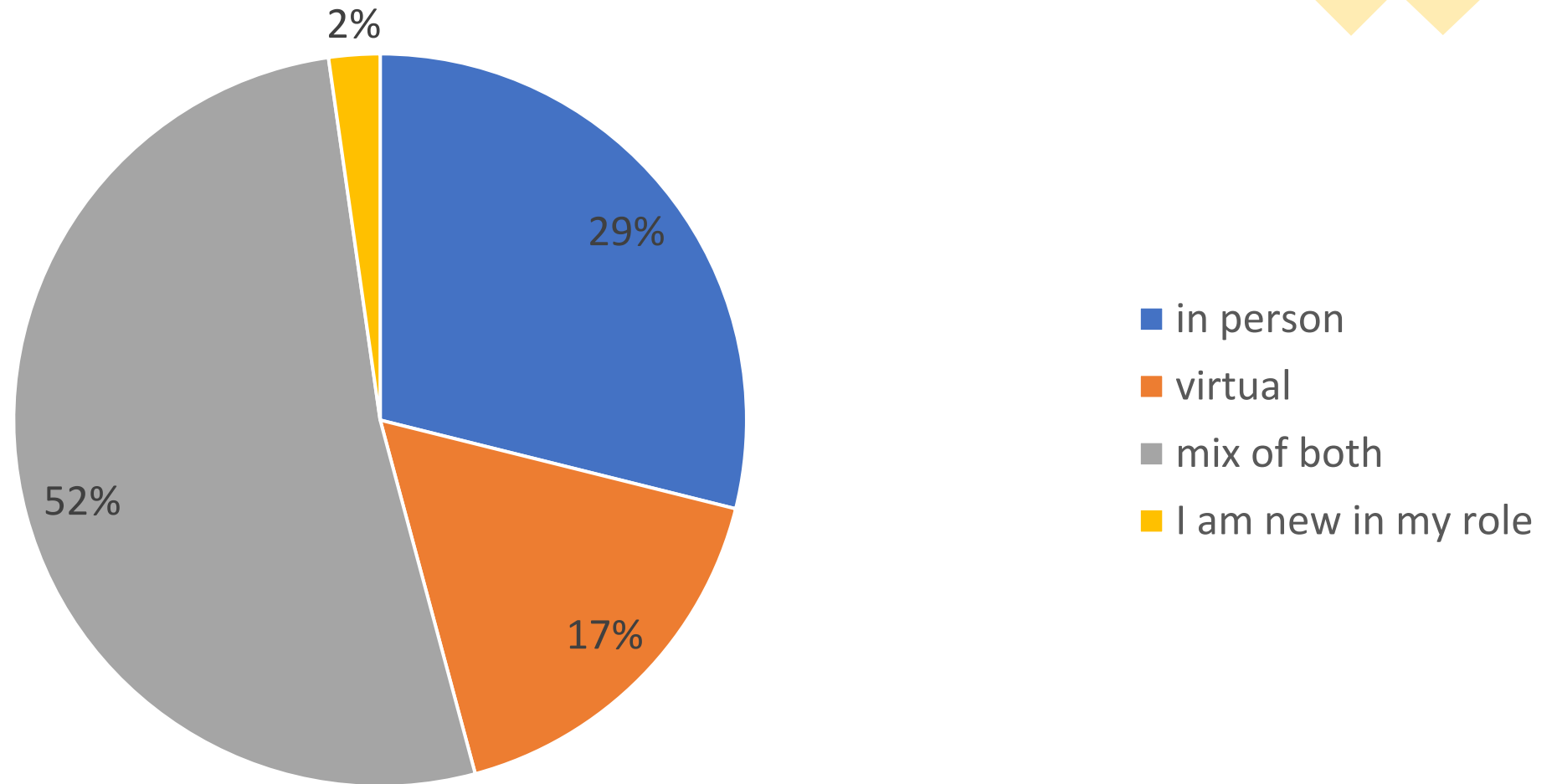


# Recruitment Travel

### In general, what is the size of your territory?

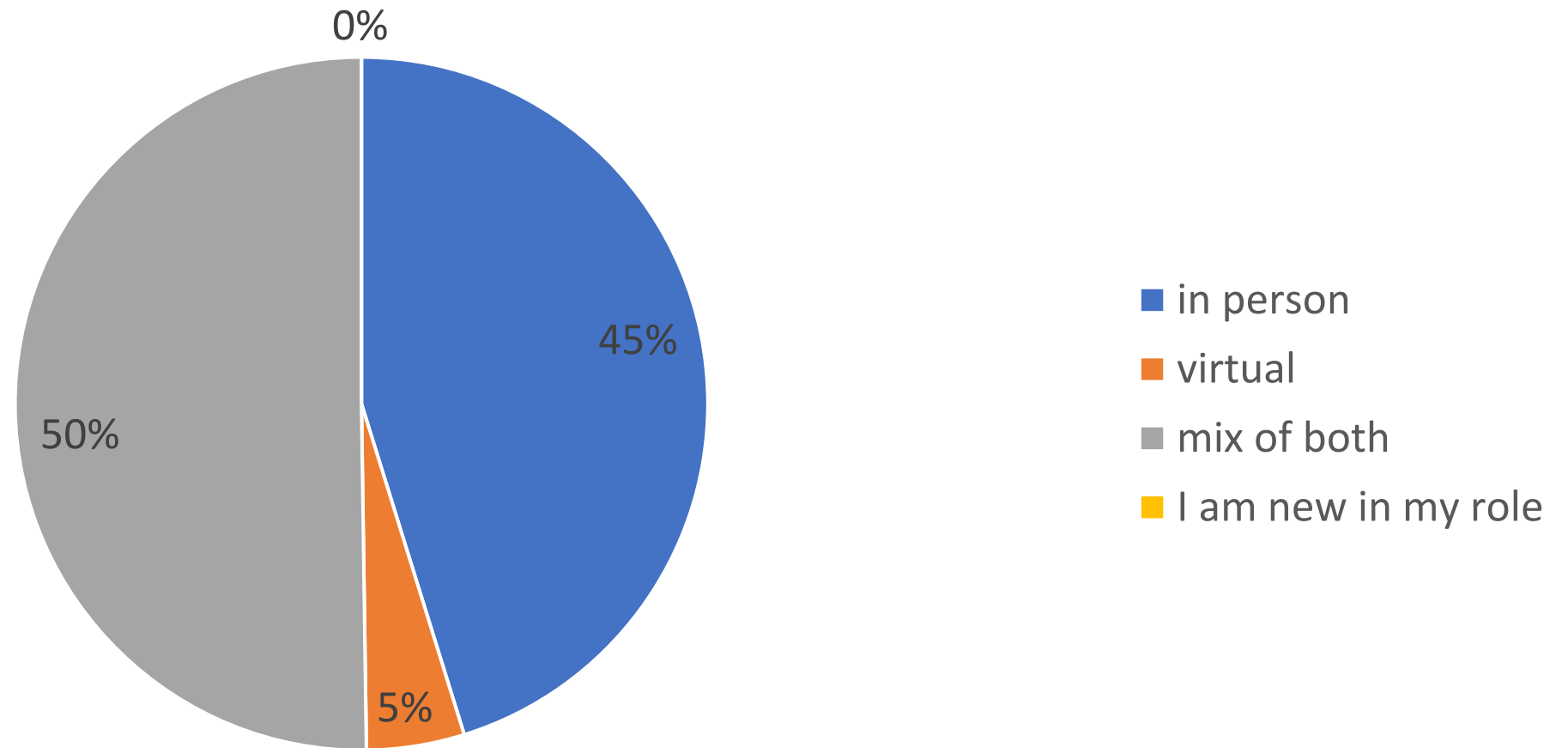


In fall 2021, was the majority of your recruitment...

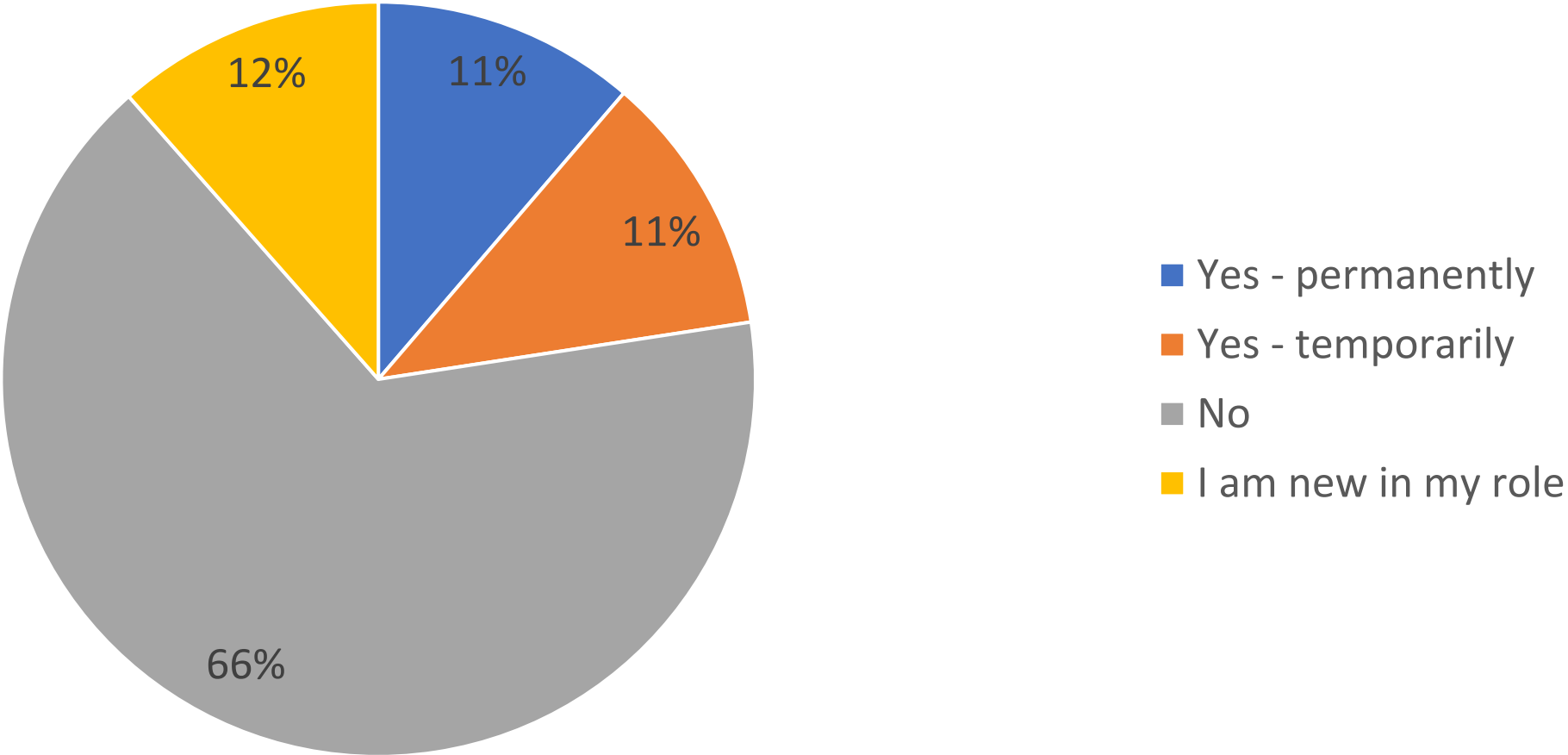




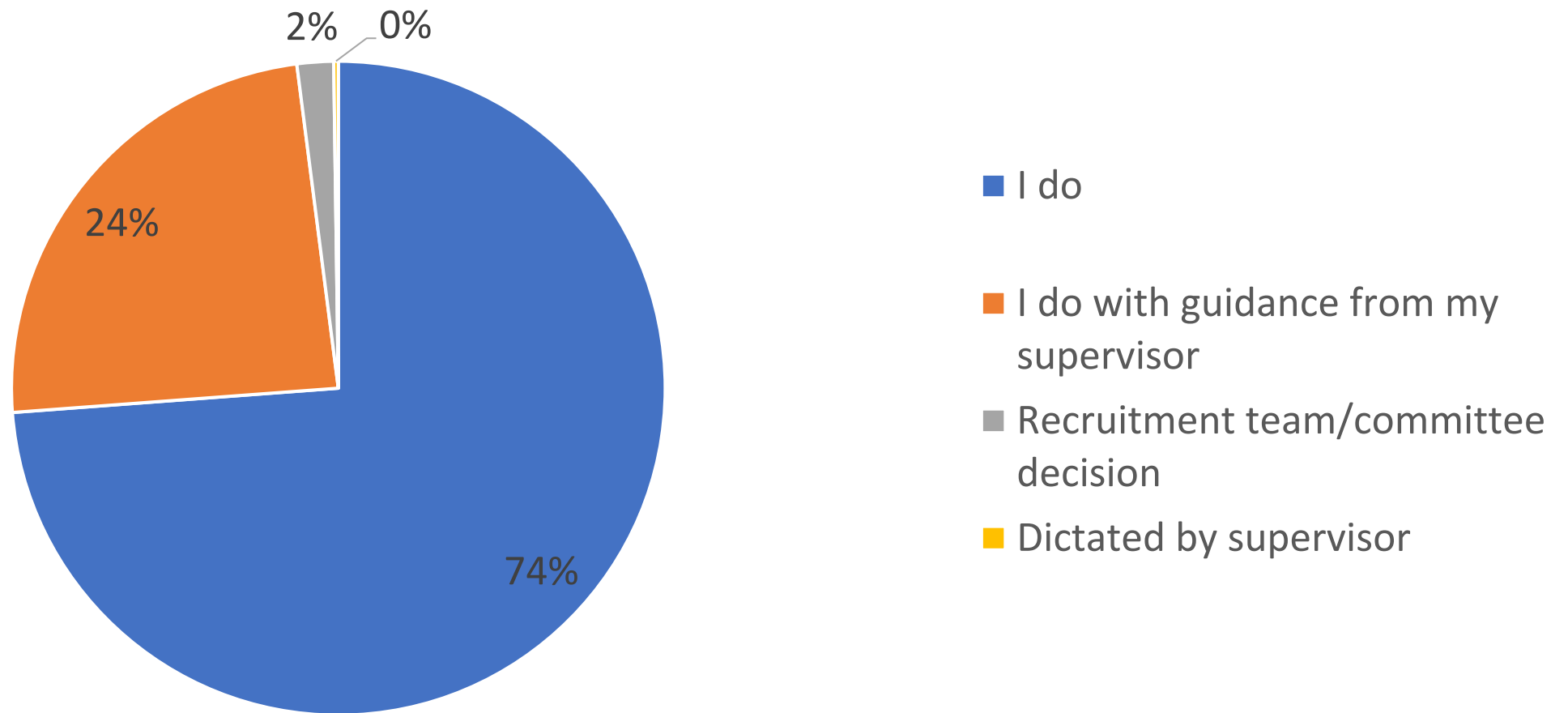
For spring 2022, do you anticipate the majority of your recruitment being...



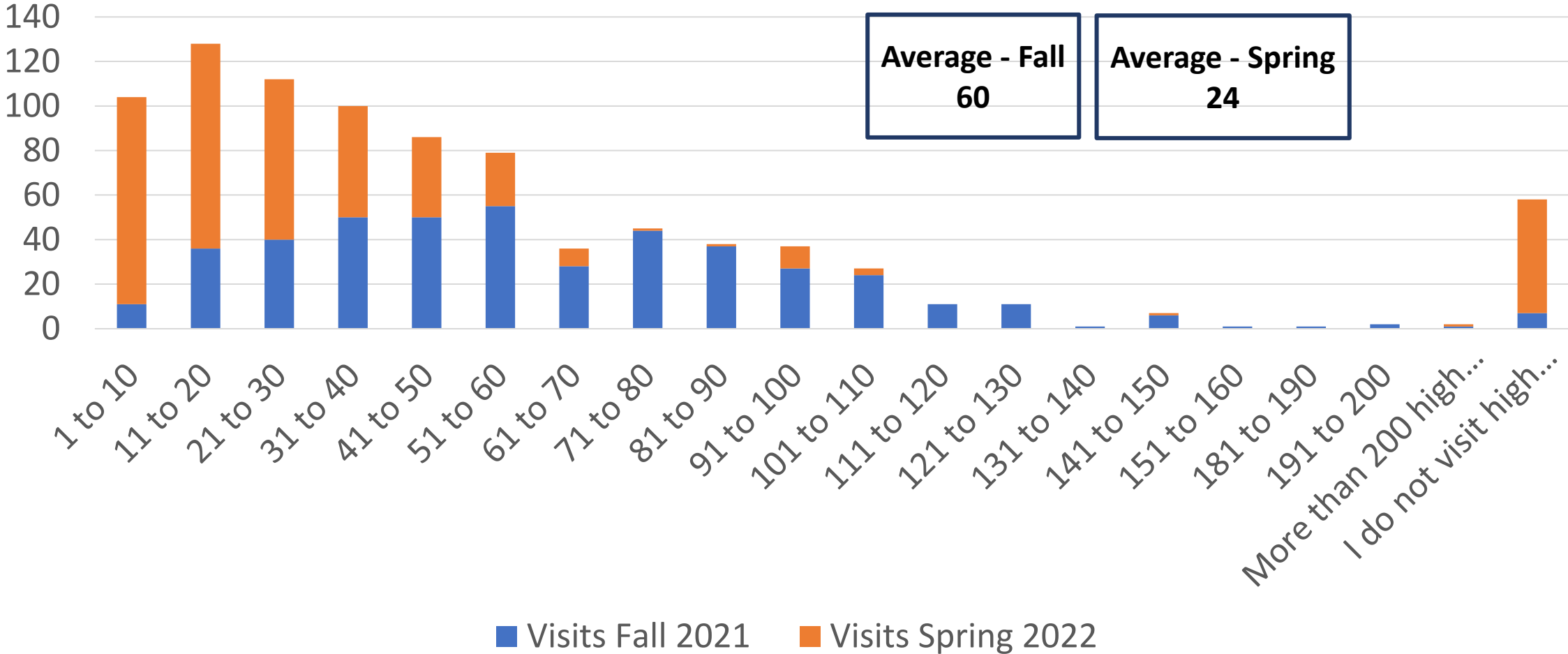
As a result of the pandemic, is your territory different than it was?



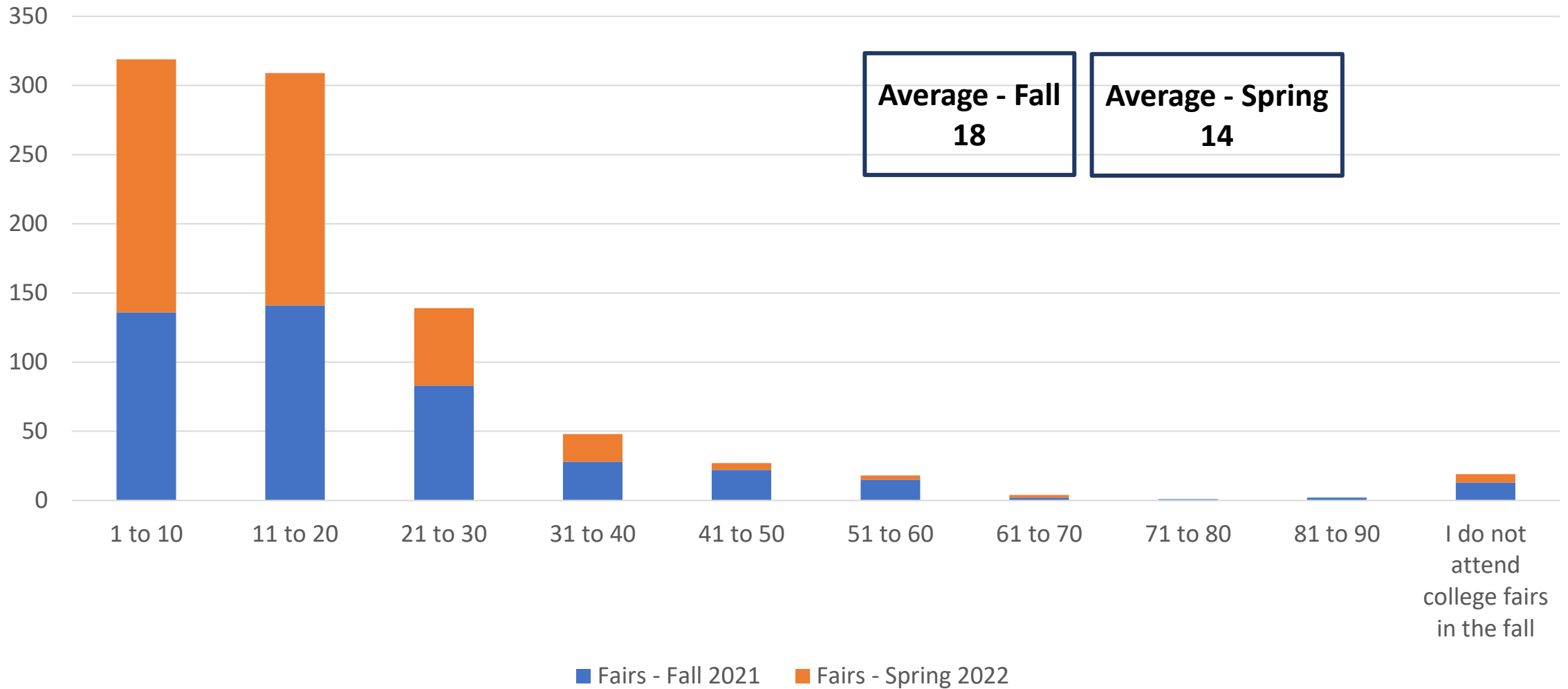
In general, who decides what visits, fairs, and events you attend in your territory?



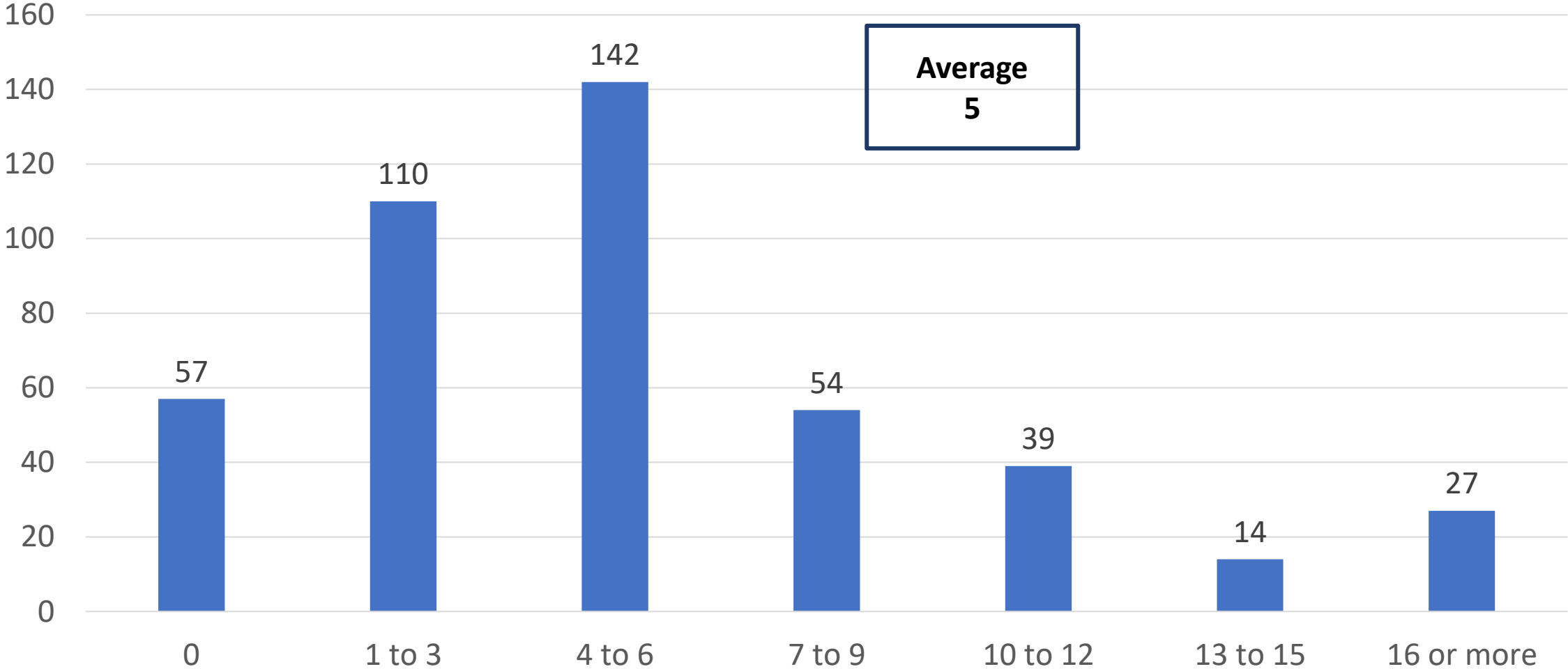
# How many high schools did you/will you visit in fall 2021/spring 2022, either in person or virtually?



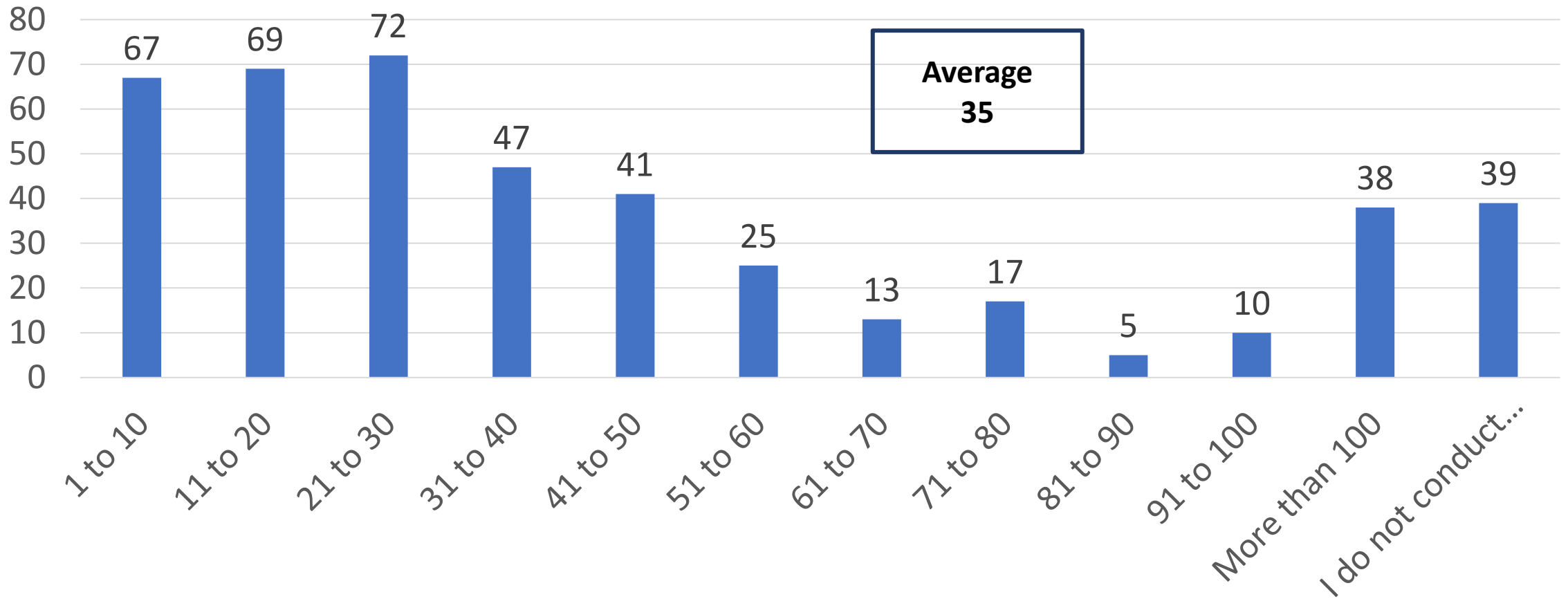
How many college fairs did you/do you intend to attend in the fall 2021/spring 2022, either in person or virtually?



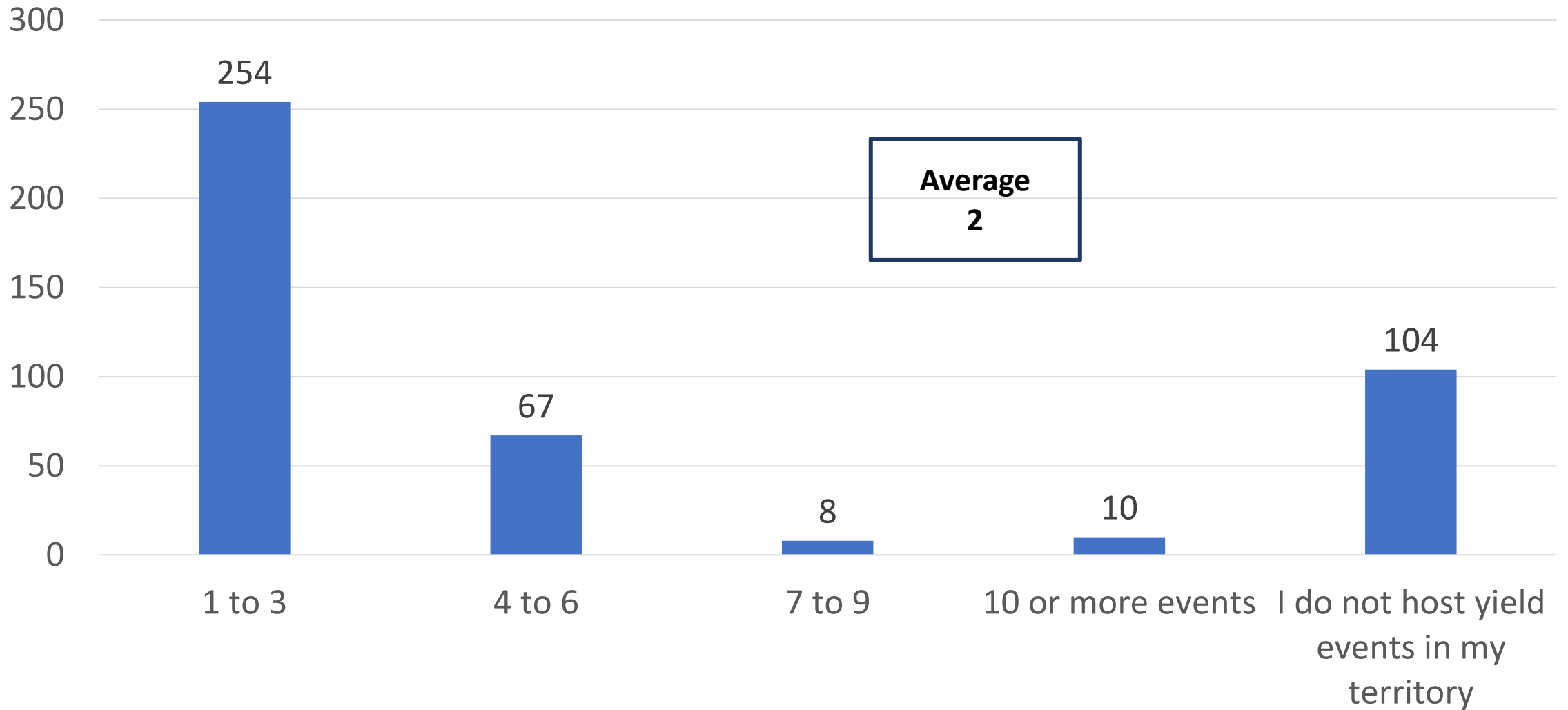
How many local junior night/panel presentations/case studies are you asked to do each year, either in person or virutally?



How many meetings/interviews do you conduct with students/families off campus, either in person or virtually each recruitment cycle?

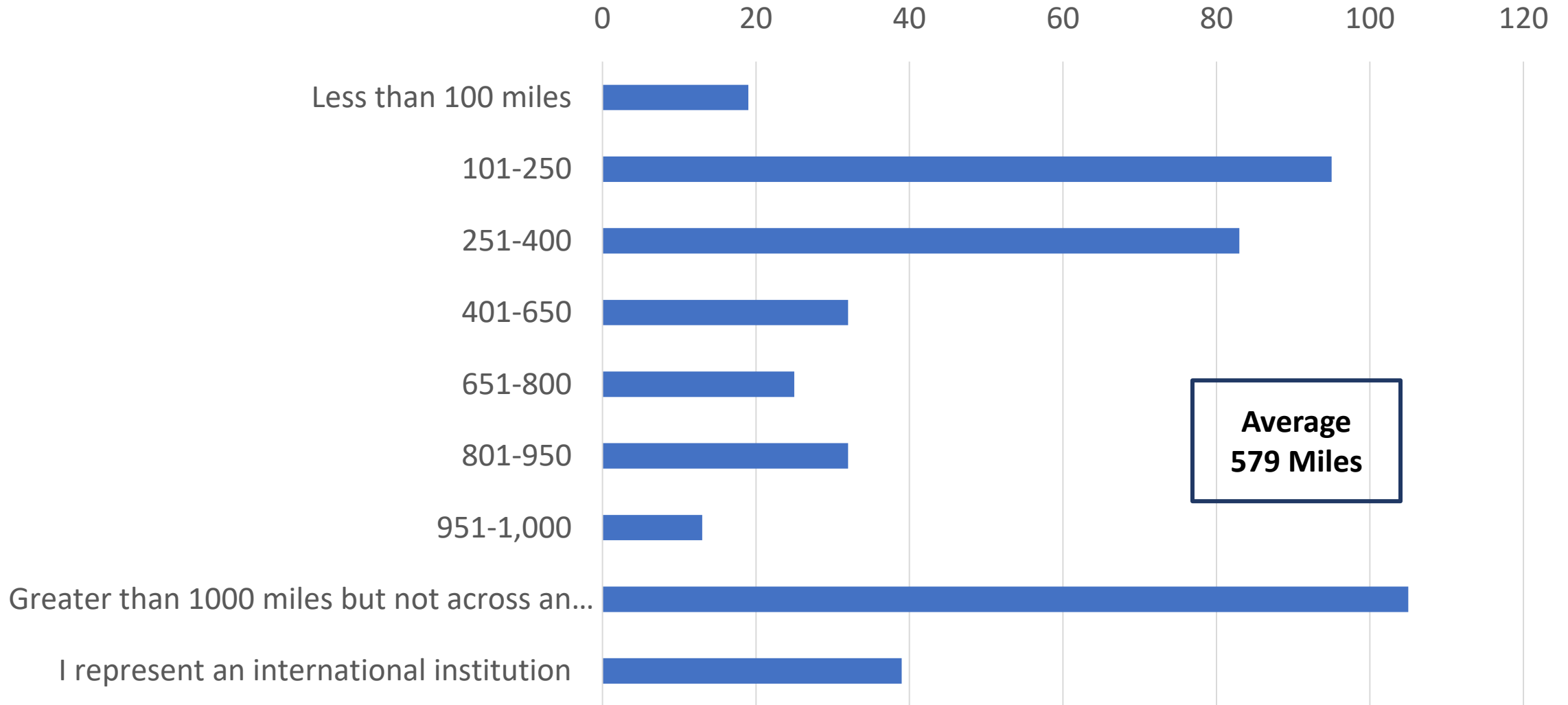


## How many yield events do you host in your territory/territories?

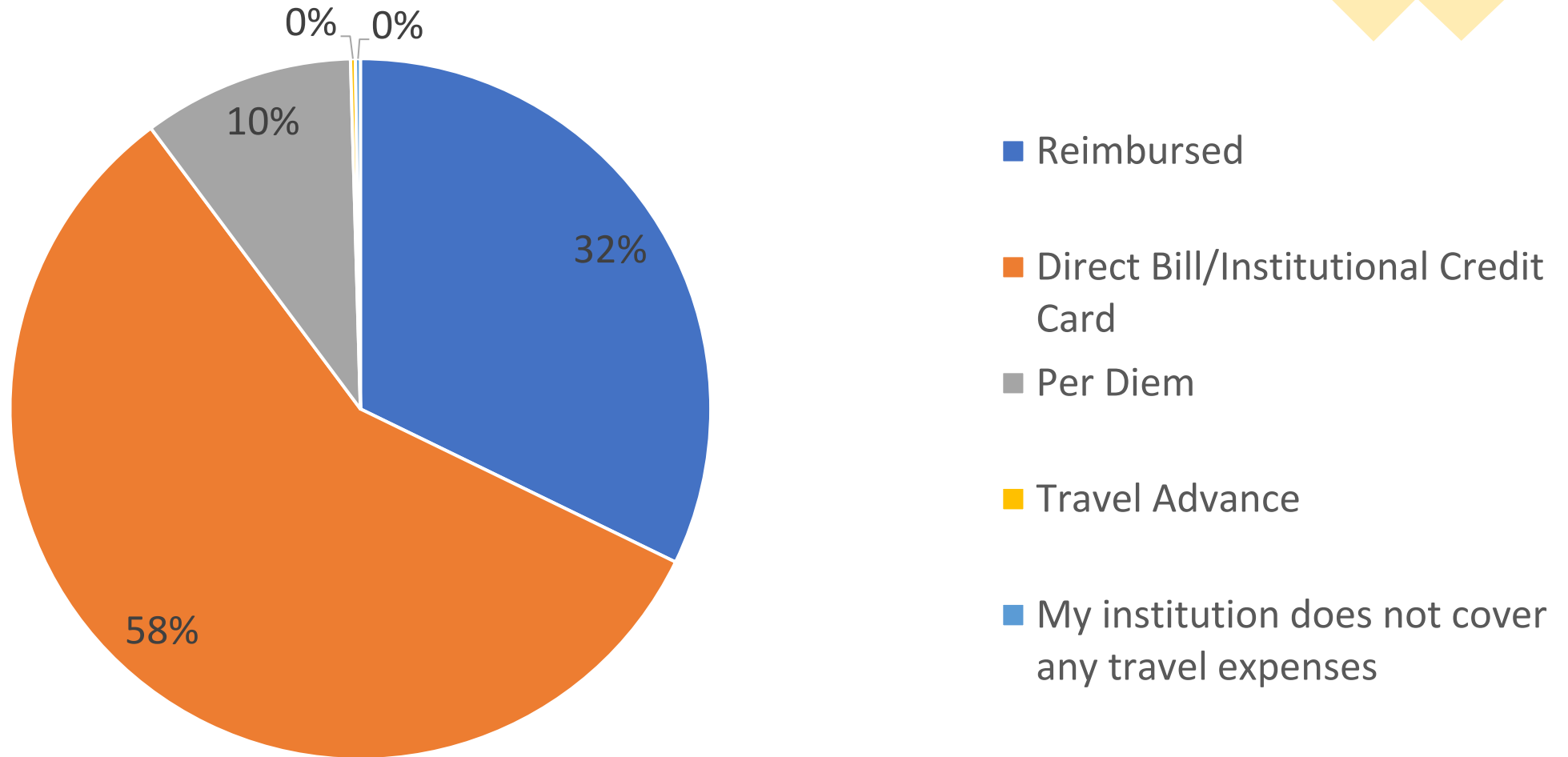




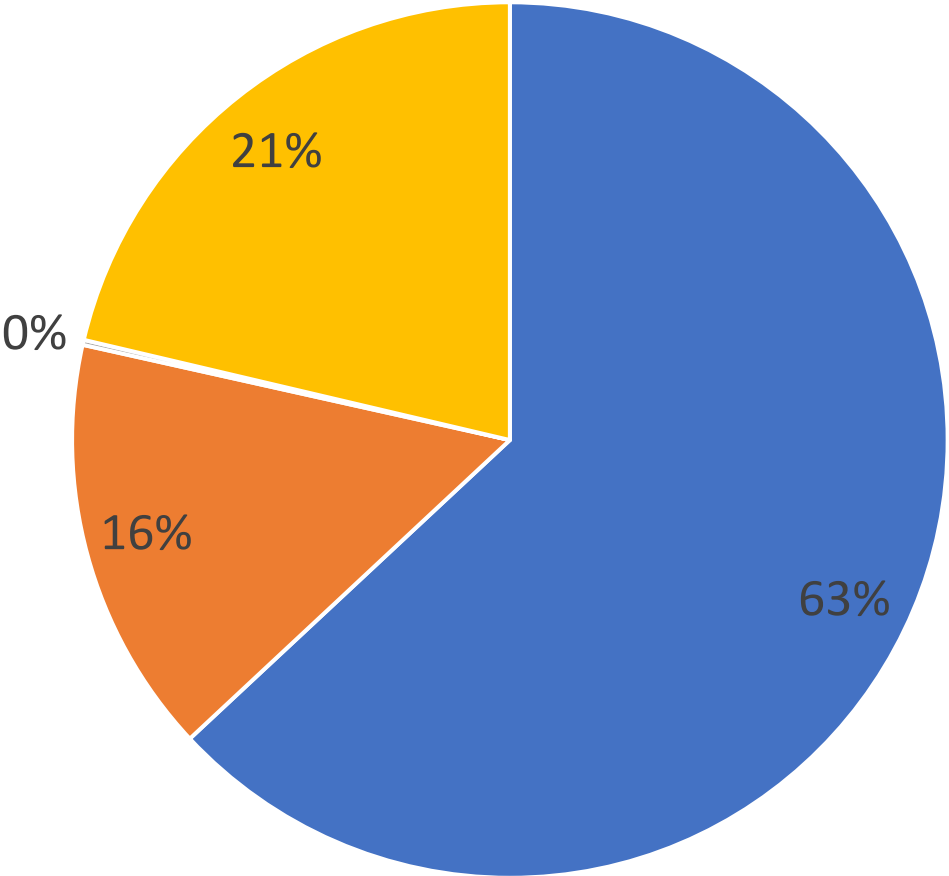
## How many miles do you live from your campus?



## How does your institution most commonly cover travel expenses?

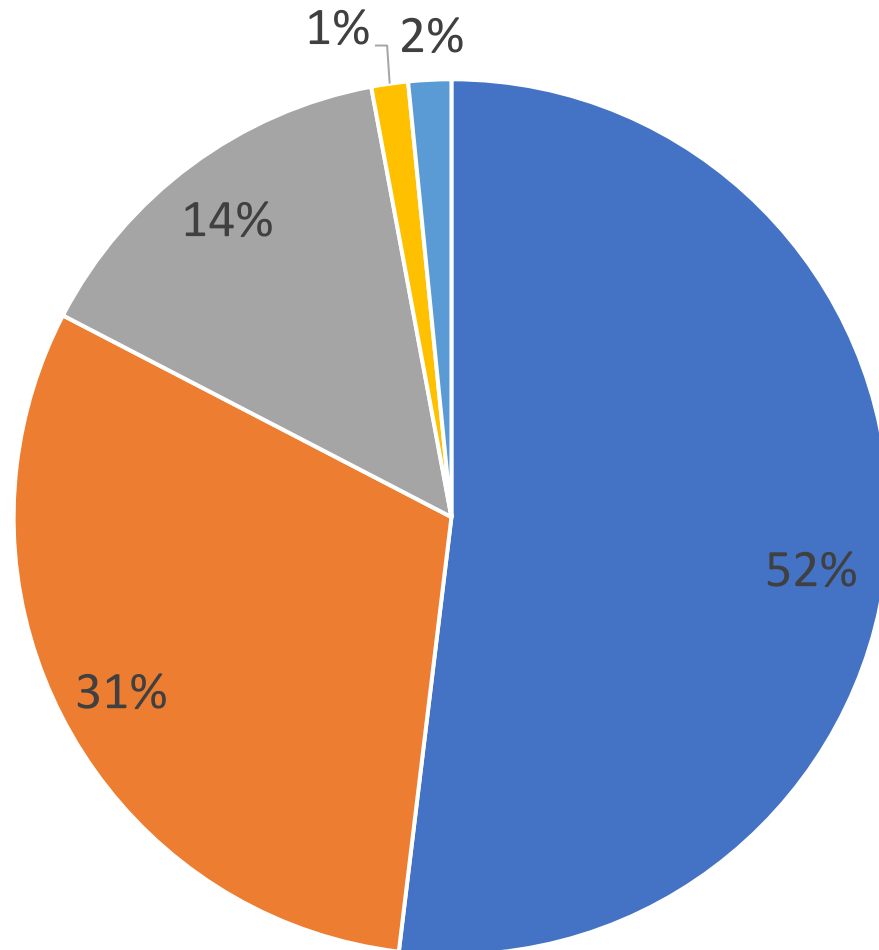


# How do you book travel?



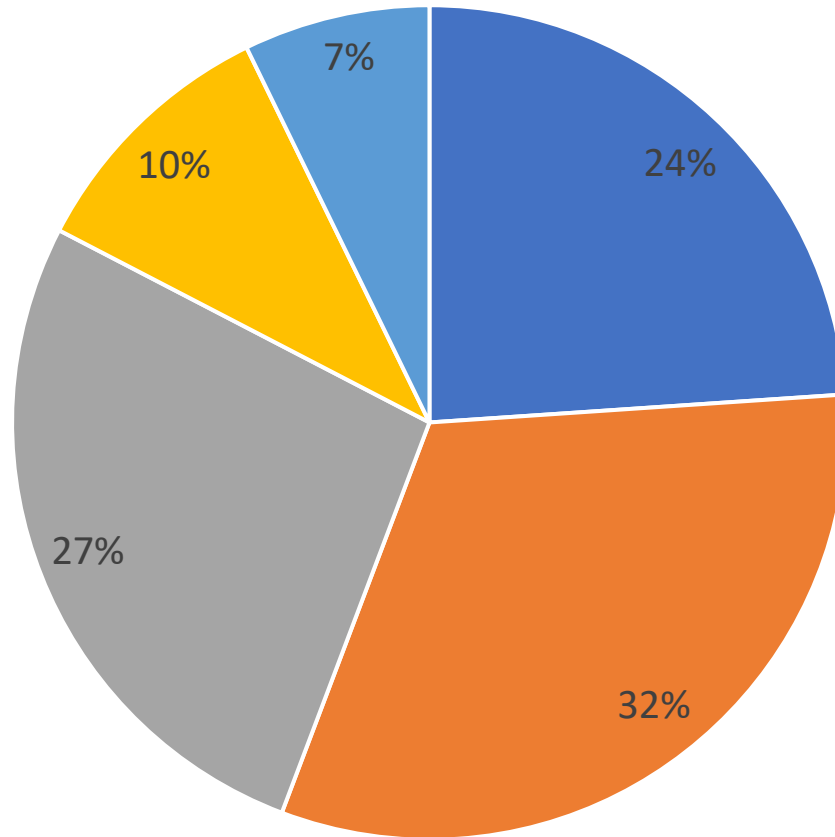
- Personally
- Through agency contracted by institution
- Through agency not contracted by institution
- Through an app (Concur, etc)

## What restrictions does your institution set for travel costs?



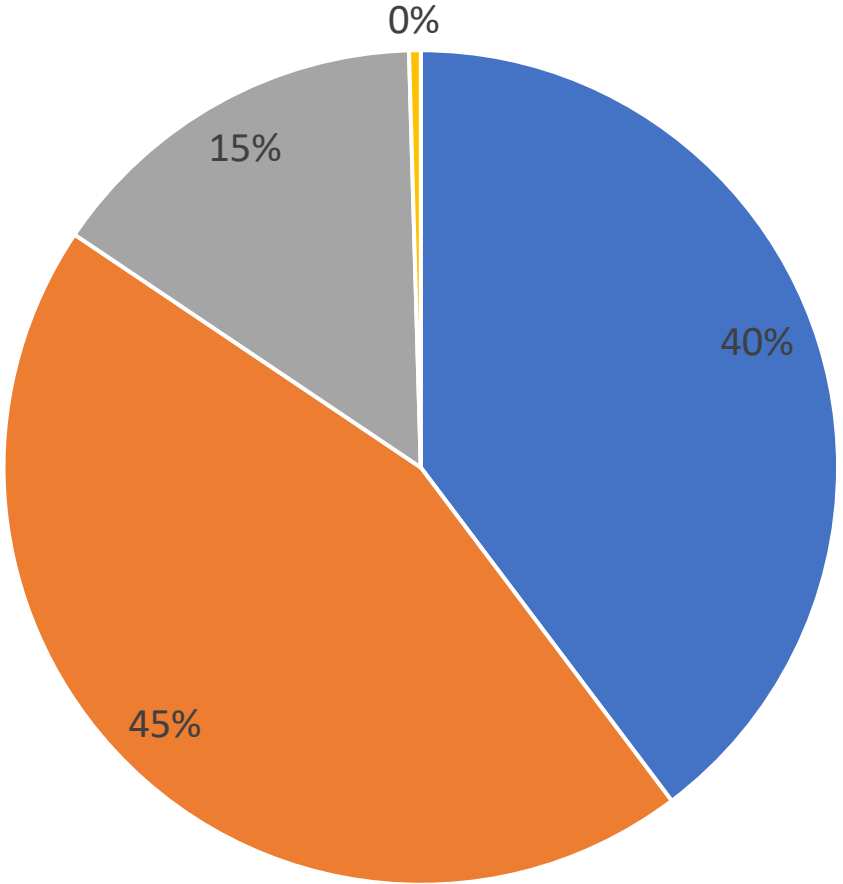
- Reasonable/Personal Judgement
- Governmental Set Rate
- Institutionally Set Rate
- Unsure/new in my role
- No restriction/guidelines

How does your institution pay for meals when you are traveling in your home territory (to and from your home office, no overnight hotel stay)?



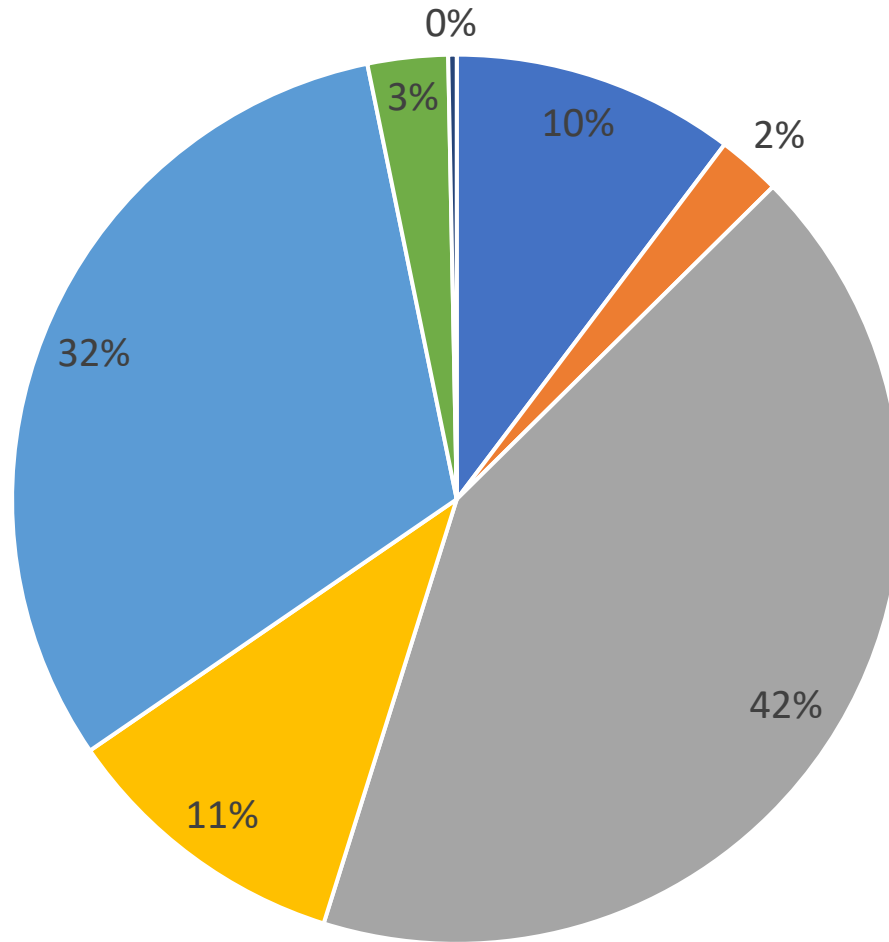
- Meals are paid for by my institution while I am traveling
- No meals are paid for by my institution
- Meals are only paid for by my institution if I leave my home office by a certain time/return home after a certain time or travel a certain distance
- Partial per diem for days that include some institutional travel/event you are attending offers meal

How does your institution pay for meals when you are traveling outside your home territory (travel that requires an overnight hotel stay and/or flight)?



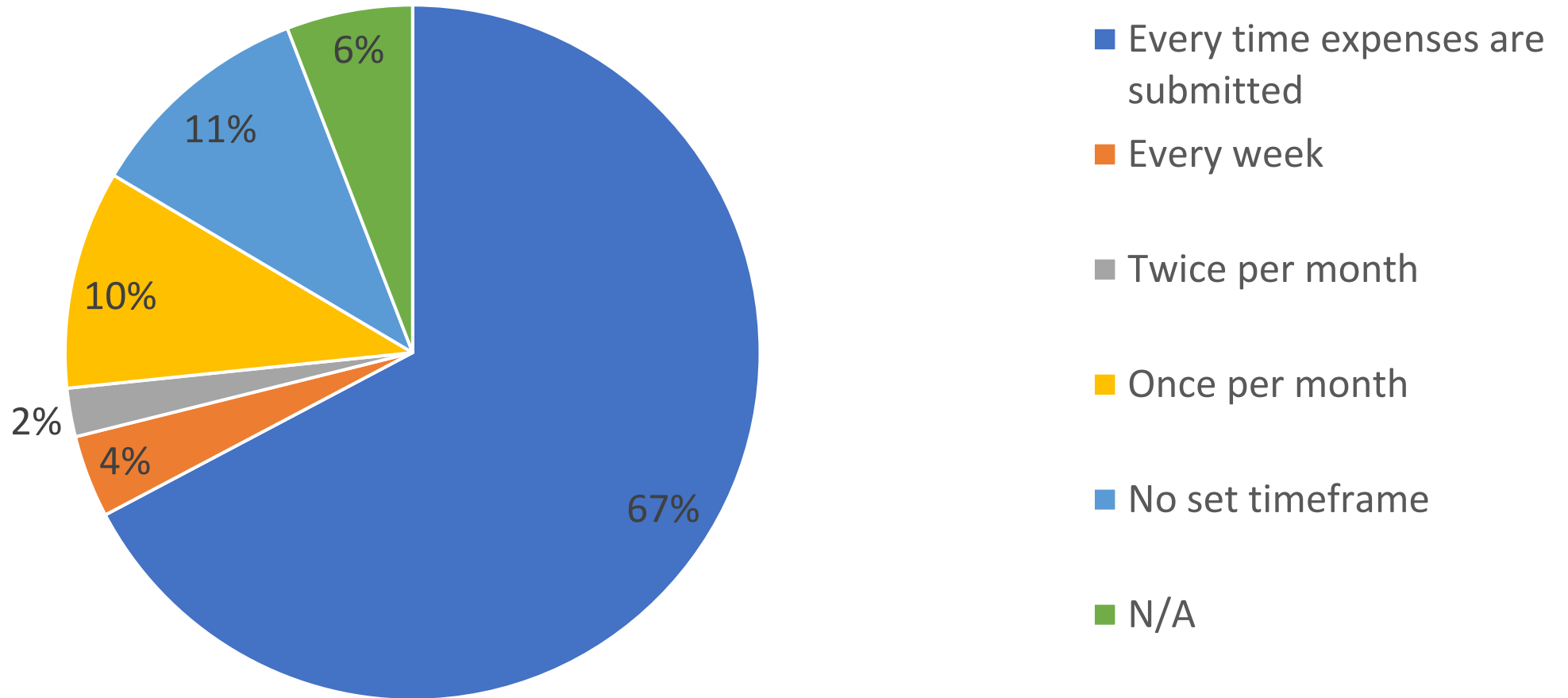
- Meals are paid for by my institution while I am traveling
- Full daily per diem for any day that includes institutional travel
- Partial per diem for days that include some institutional travel/event you are attending offers meal
- No meals are paid for by my institution

In general, how does your institution provide you with a car for travel purposes?



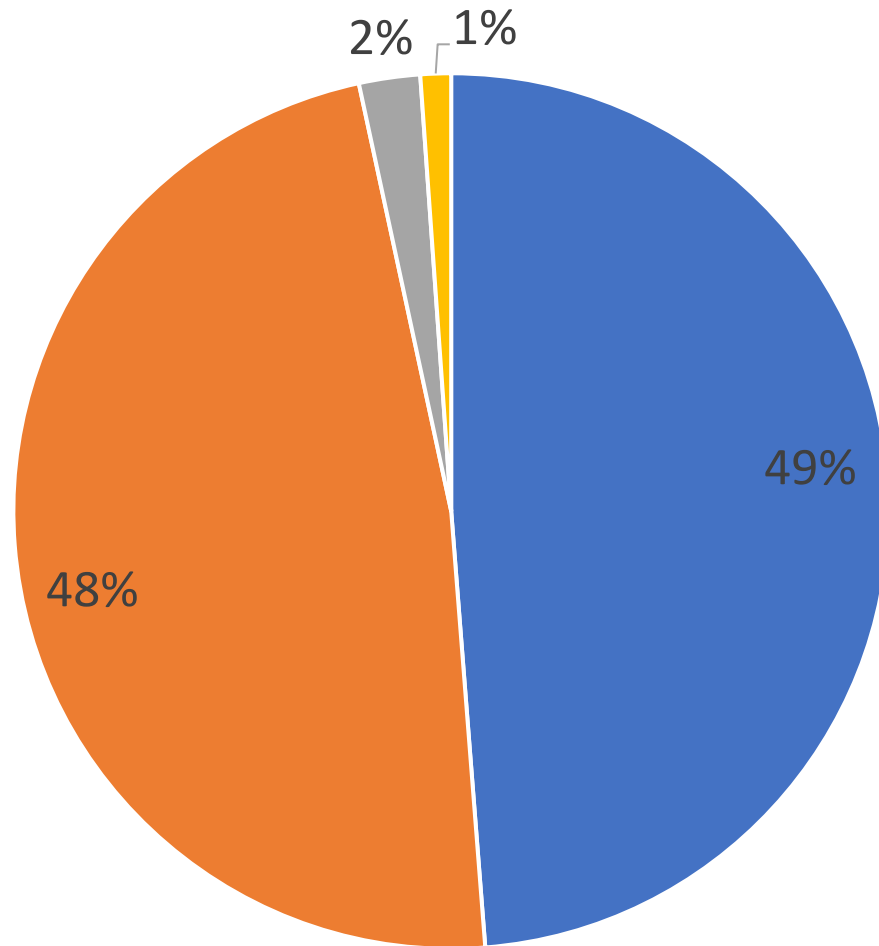
- I am provided a university vehicle year round
- I am provided with a university vehicle during travel seasons
- I am able to rent a car for university purposes at any time
- I am able to rent a car for university purposes sometimes
- I am reimbursed for mileage on my personal vehicle
- I am expected to use a taxi or rideshare (Uber/Lyft)
- None of the above

## How often are you reimbursed for expenses?



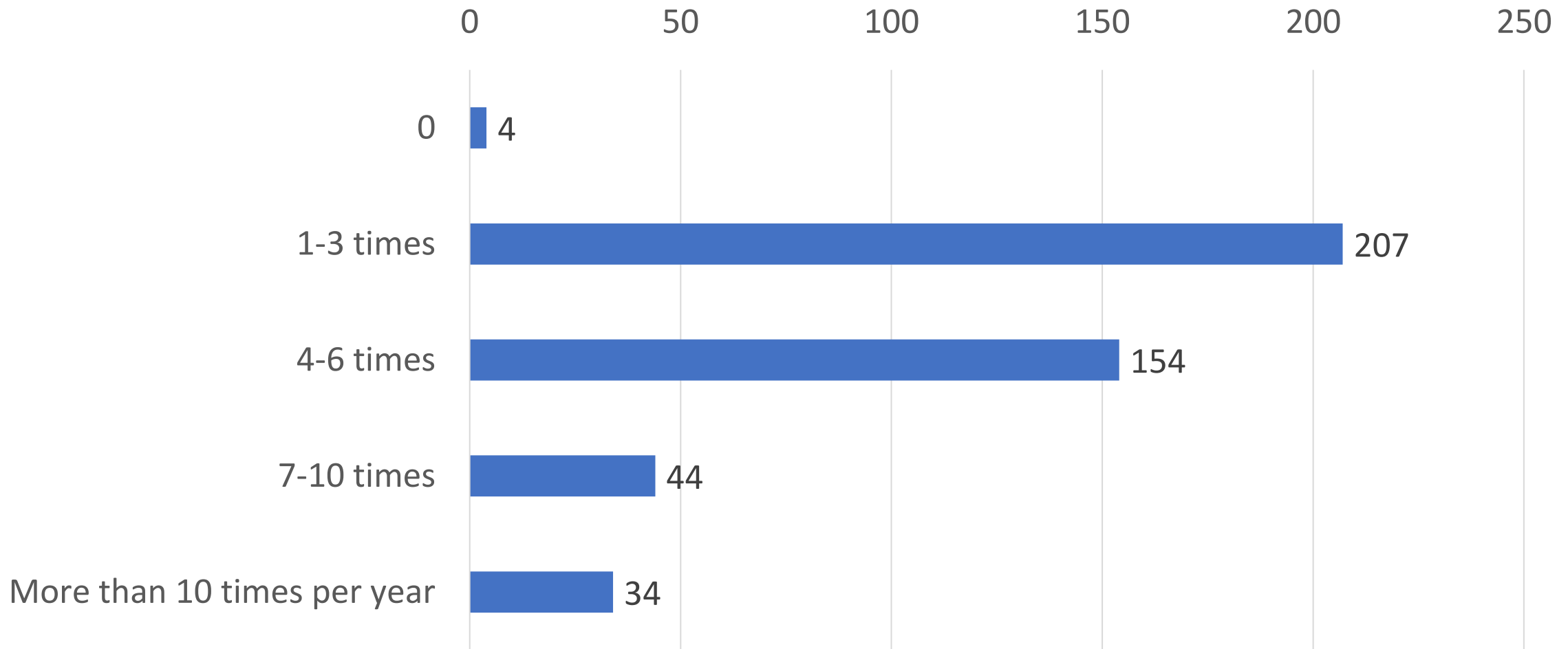


## How are expenses submitted?

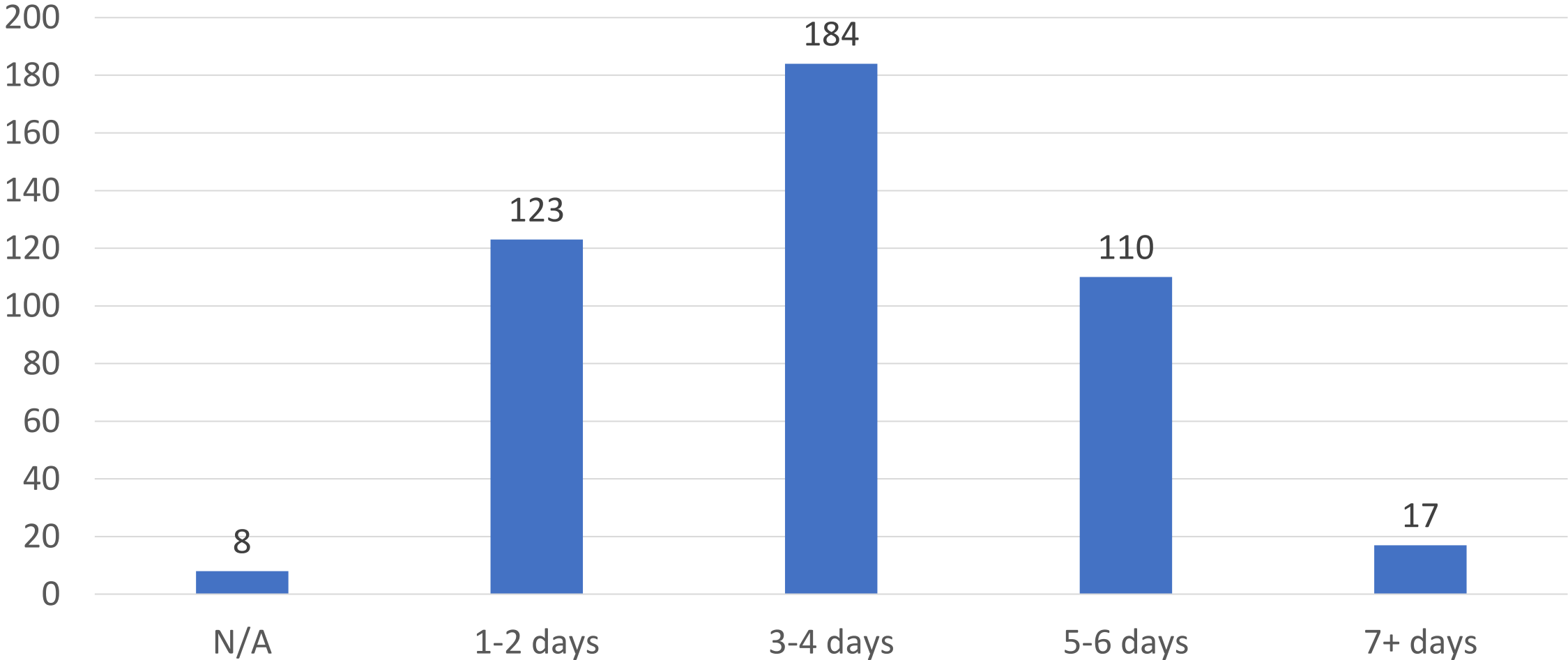


- Institutional Form
- Expense Software/App (e.g. Expensify, Concur, etc.)
- Personally Created Form
- N/A

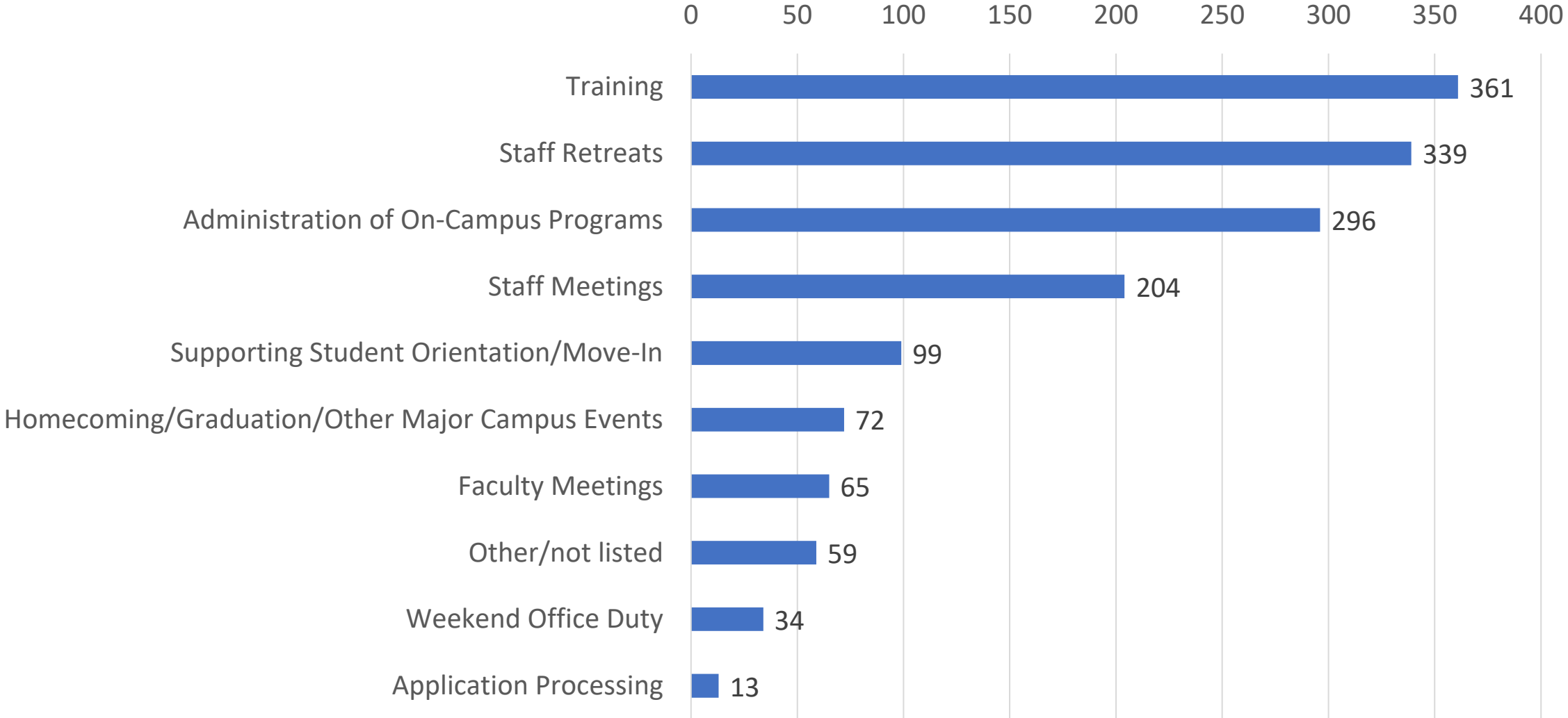
In a non-pandemic year, how many times do you (or will you be expected to) travel to your institution's main campus?



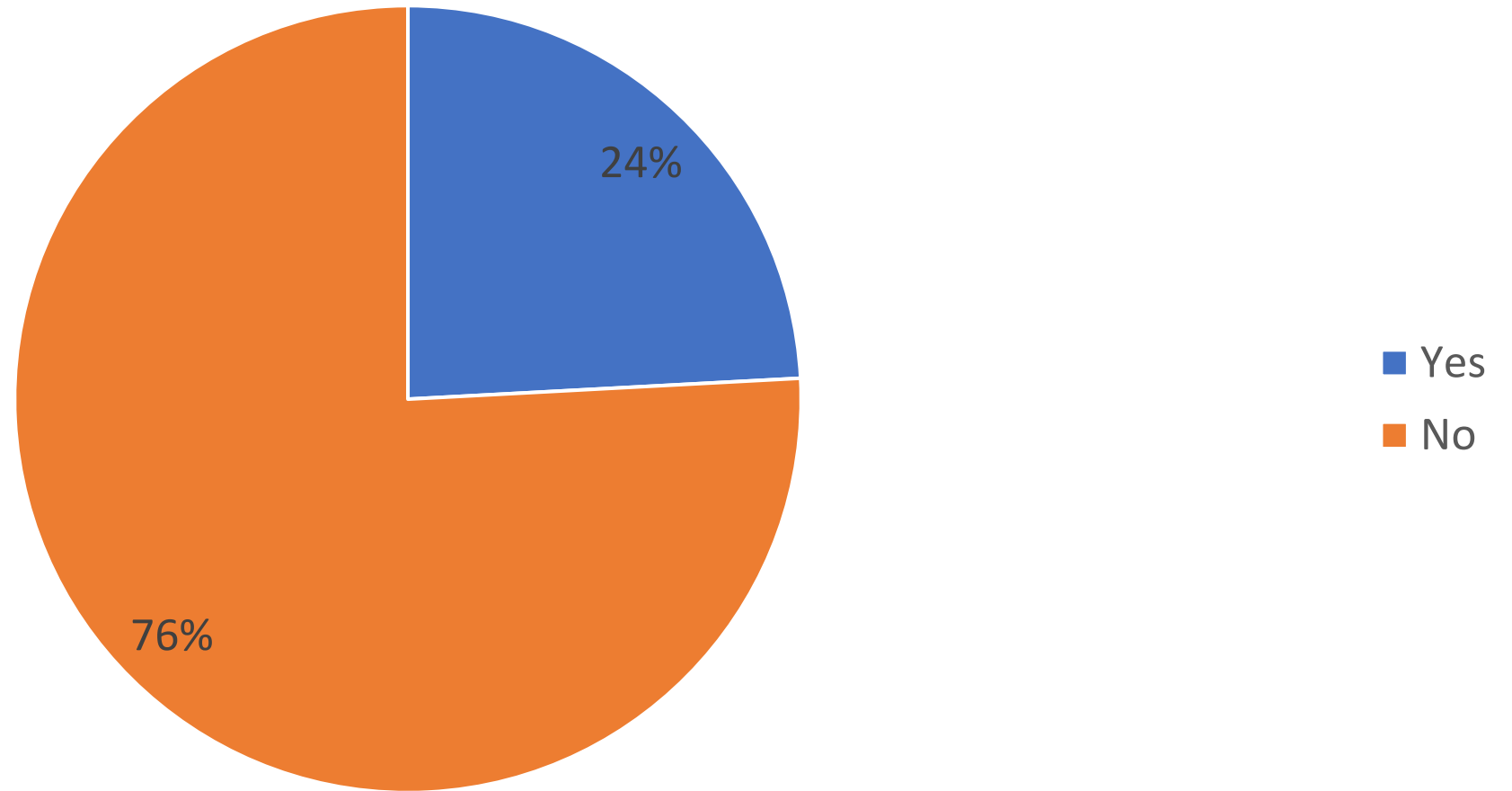
On average, how many days do you or will you spend on campus during a trip?



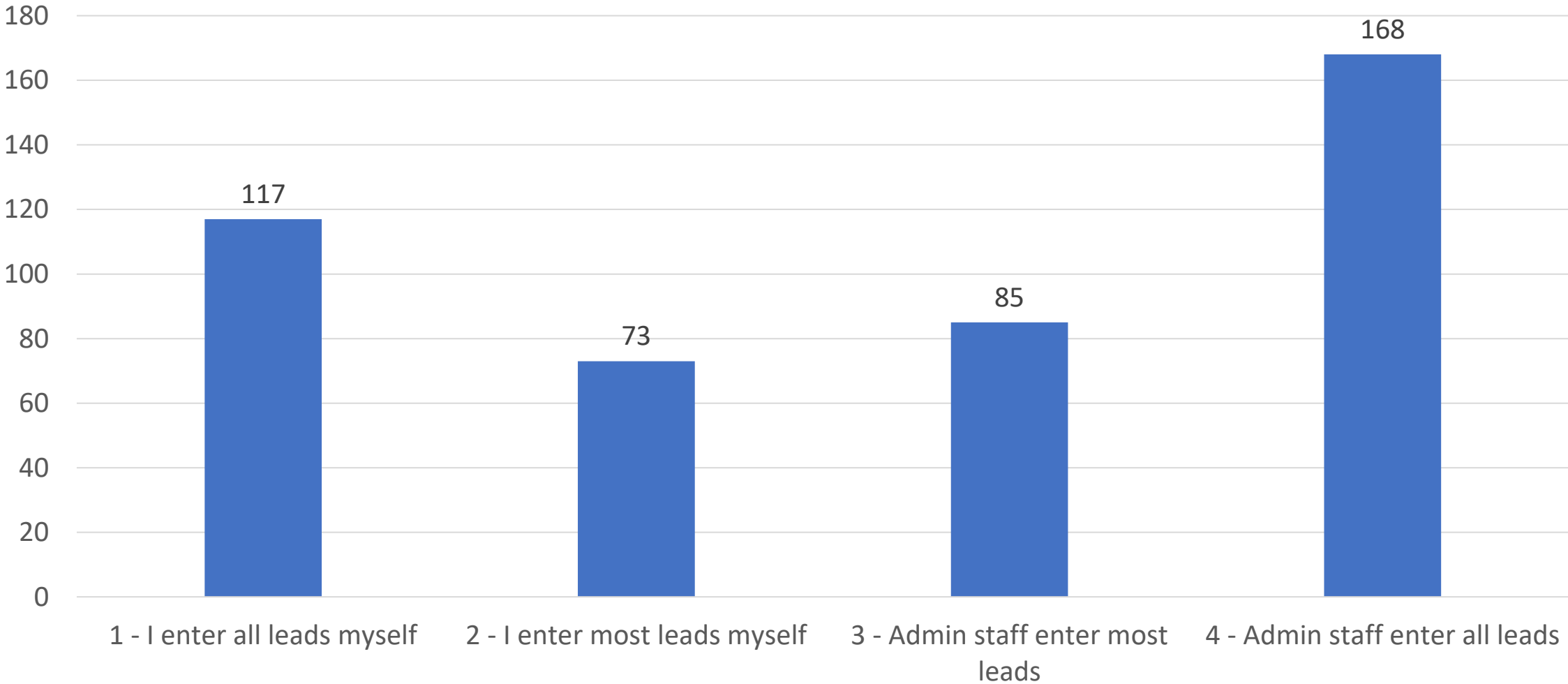
### What are the primary purposes/goals of travel to campus?



Do you or will you attend a separate regional retreat?

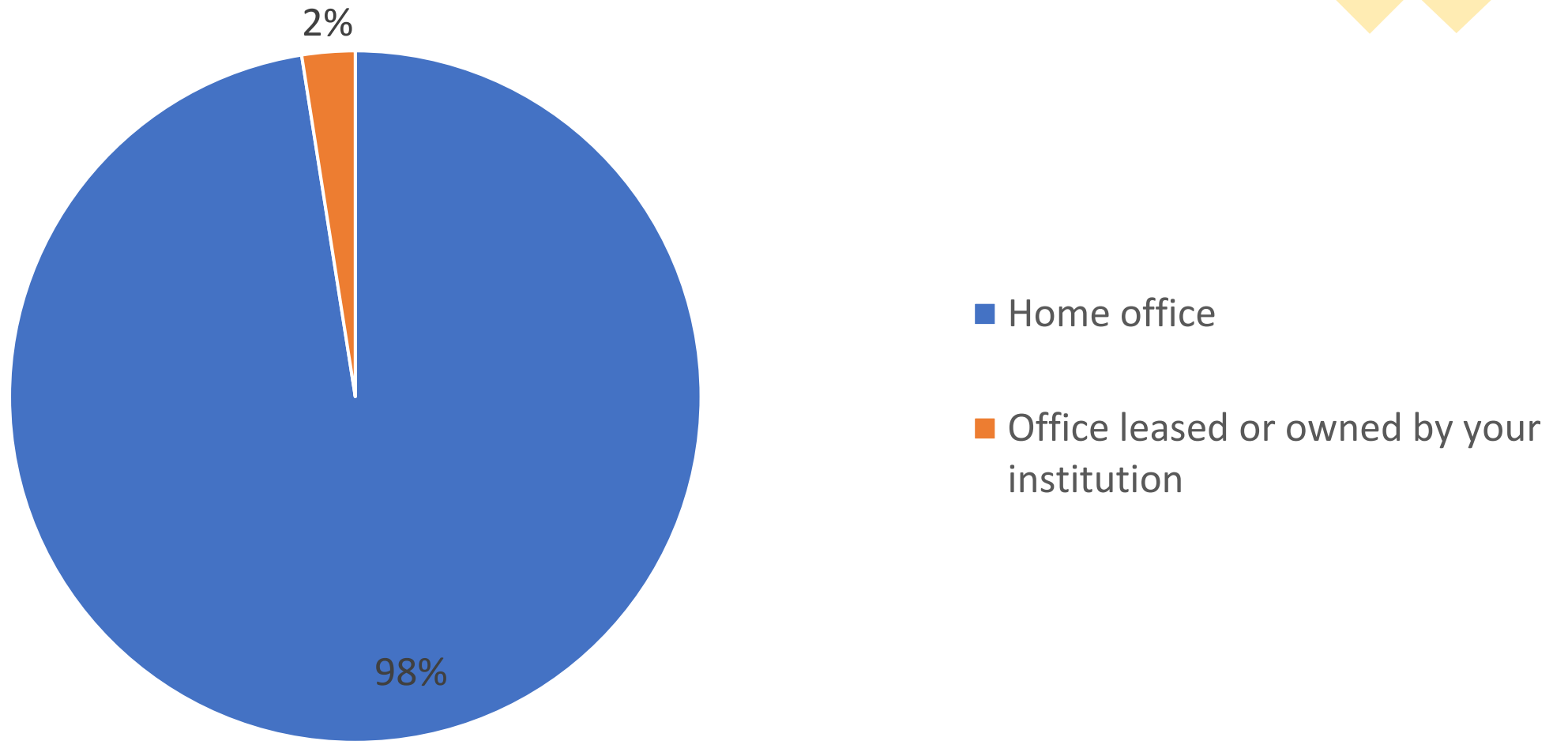


When you generate leads from a high school visit, college fair, or other recruitment event, either via paper cards or a scanning service, how are those leads inputted?



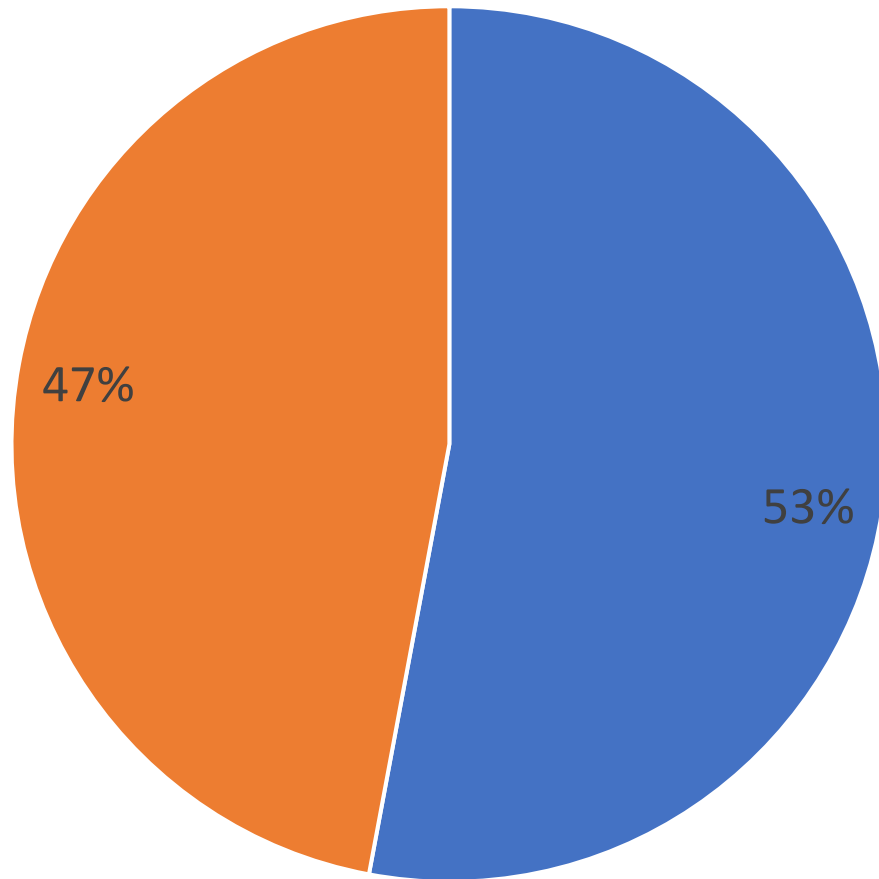
# Office Setup

## Where do you primarily work?



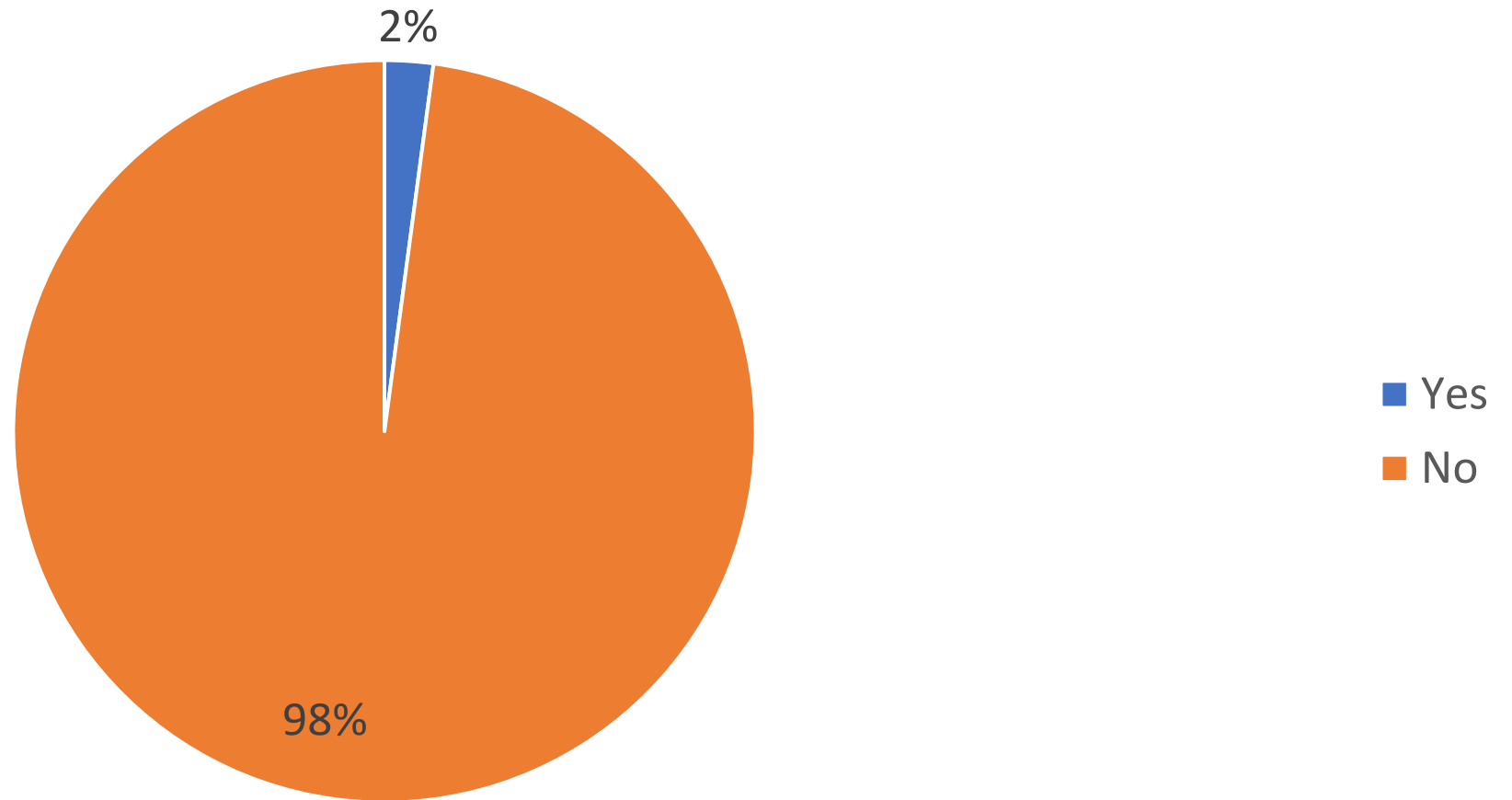


If you use office space outside of your home, where is it located?

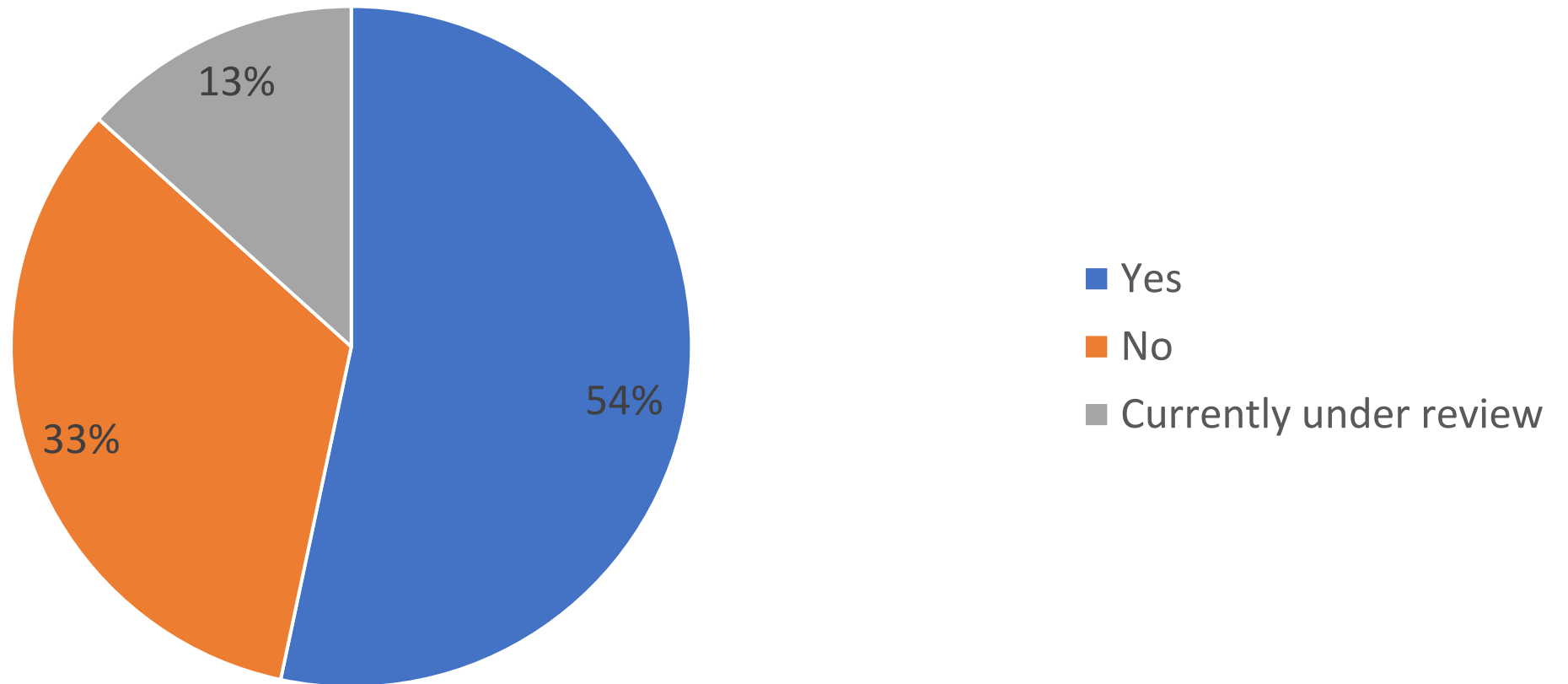


- Office space leased from private company
- Shared office space with an institutional partner (eg Alumni Office)

If you work primarily from home, have you asked or petitioned for an outside office space or are you in the process of setting one up?



If you work from home and petitioned for an outside office space, did your institution accept your request?



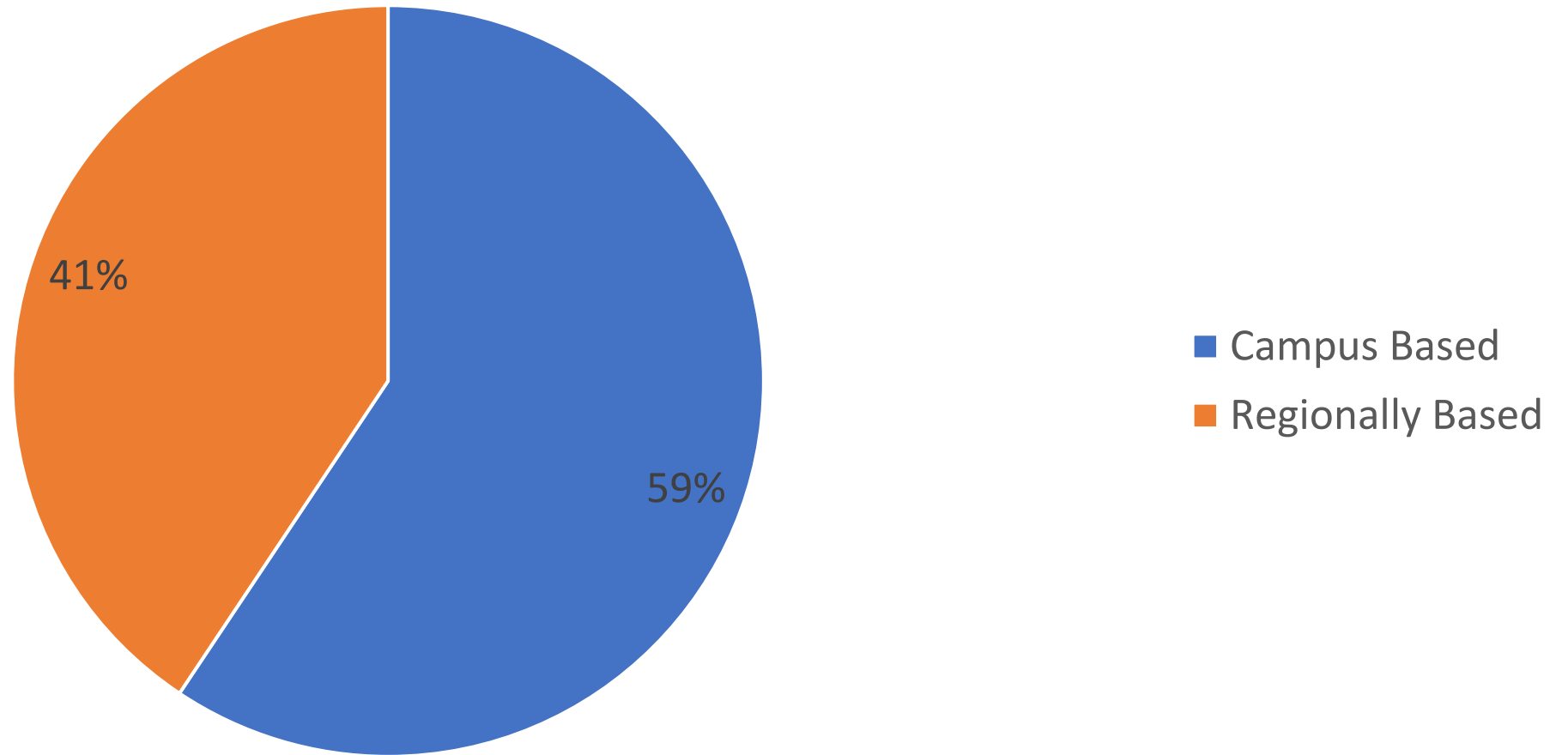
Please indicate who provides you with the following (whether directly or through reimbursement):

|                               | Institution | Self | I receive a partial stipend | I receive a full stipend | N/A |
|-------------------------------|-------------|------|-----------------------------|--------------------------|-----|
| ACAC Membership               | 368         | 7    | 0                           | 4                        | 64  |
| NACAC Membership              | 364         | 6    | 0                           | 2                        | 71  |
| Mobile Phone                  | 245         | 73   | 97                          | 10                       | 18  |
| Office Phone/Landline         | 129         | 18   | 2                           | 3                        | 291 |
| Computer                      | 435         | 3    | 2                           | 2                        | 1   |
| iPad/Tablet                   | 143         | 23   | 0                           | 1                        | 276 |
| Printer or All-in-one Printer | 296         | 83   | 7                           | 5                        | 52  |
| Monitor(s)                    | 340         | 40   | 1                           | 3                        | 59  |
| Email                         | 439         | 0    | 0                           | 2                        | 2   |
| Credit Card                   | 352         | 52   | 0                           | 1                        | 38  |
| Home Internet Service         | 76          | 244  | 57                          | 20                       | 46  |
| Internet Hot Spot             | 170         | 77   | 6                           | 2                        | 188 |
| Projector                     | 83          | 17   | 0                           | 0                        | 343 |
| Office Supplies               | 348         | 61   | 11                          | 7                        | 16  |
| Web Camera                    | 250         | 41   | 0                           | 5                        | 147 |
| Ring Light                    | 86          | 104  | 0                           | 2                        | 251 |
| Headphones/Ear Buds           | 115         | 207  | 0                           | 4                        | 117 |
| University Owned Car          | 74          | 6    | 1                           | 0                        | 362 |
| Rental Car or Fleet Lease     | 339         | 5    | 1                           | 7                        | 91  |
| Parking Space                 | 25          | 44   | 0                           | 1                        | 373 |
| Auto Insurance                | 122         | 162  | 2                           | 3                        | 154 |
| Auto Repairs                  | 94          | 153  | 4                           | 4                        | 188 |
| Toll Pass                     | 166         | 106  | 8                           | 18                       | 145 |

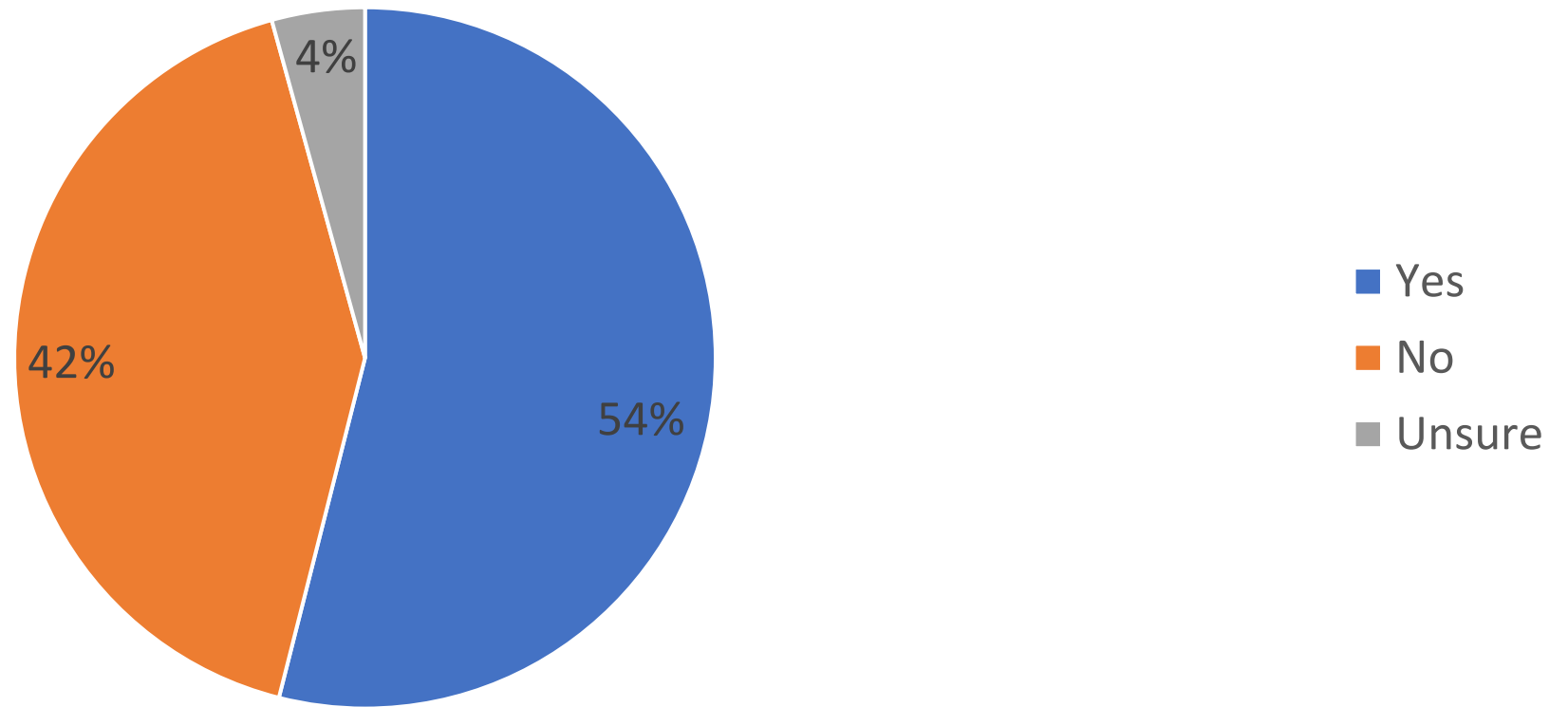
# Communication

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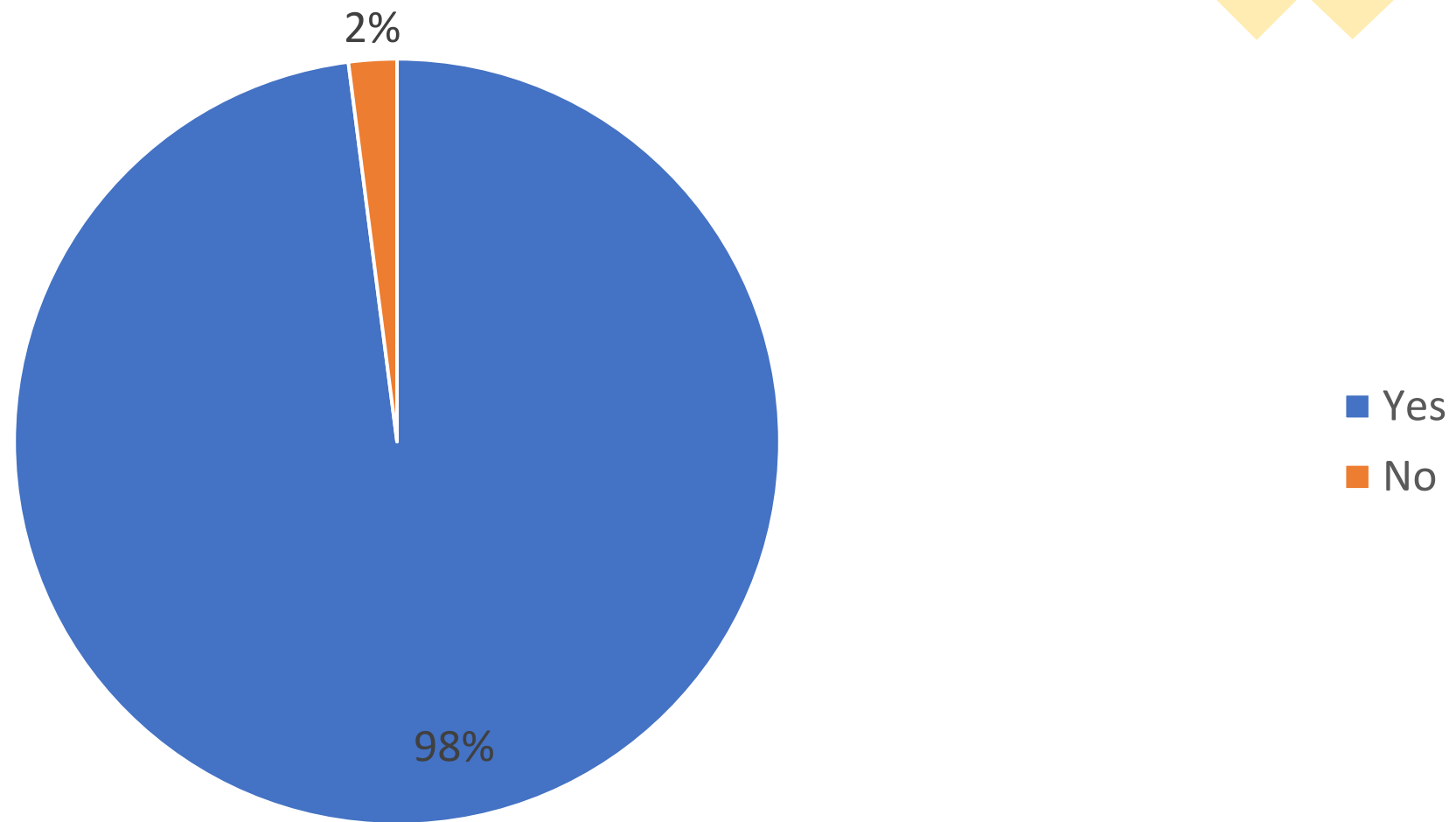
Is your supervisor campus based or regionally based?



Does your supervisor have personal experience as a regionally based counselor or have they worked with regionally based staff at a previous institution?

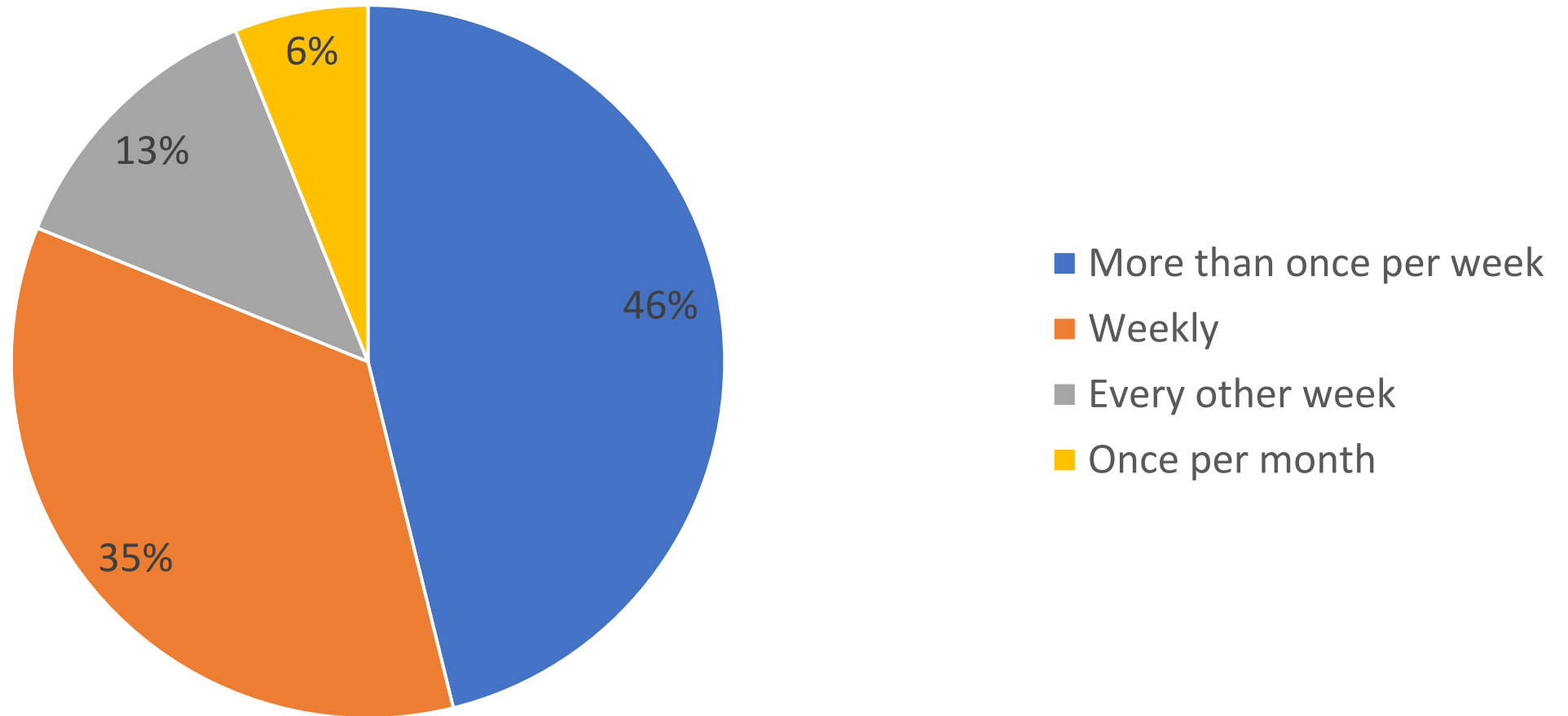


Do you participate in regular meetings with your home institution?

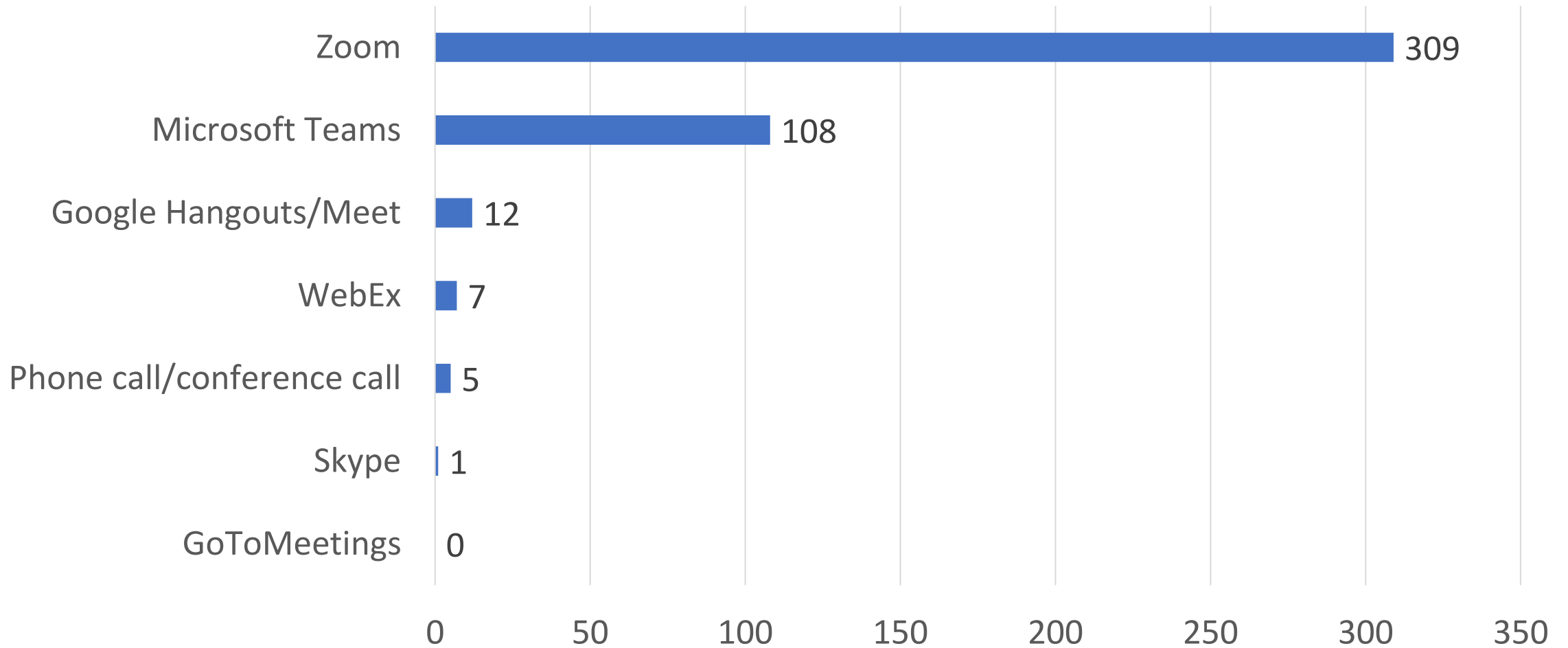




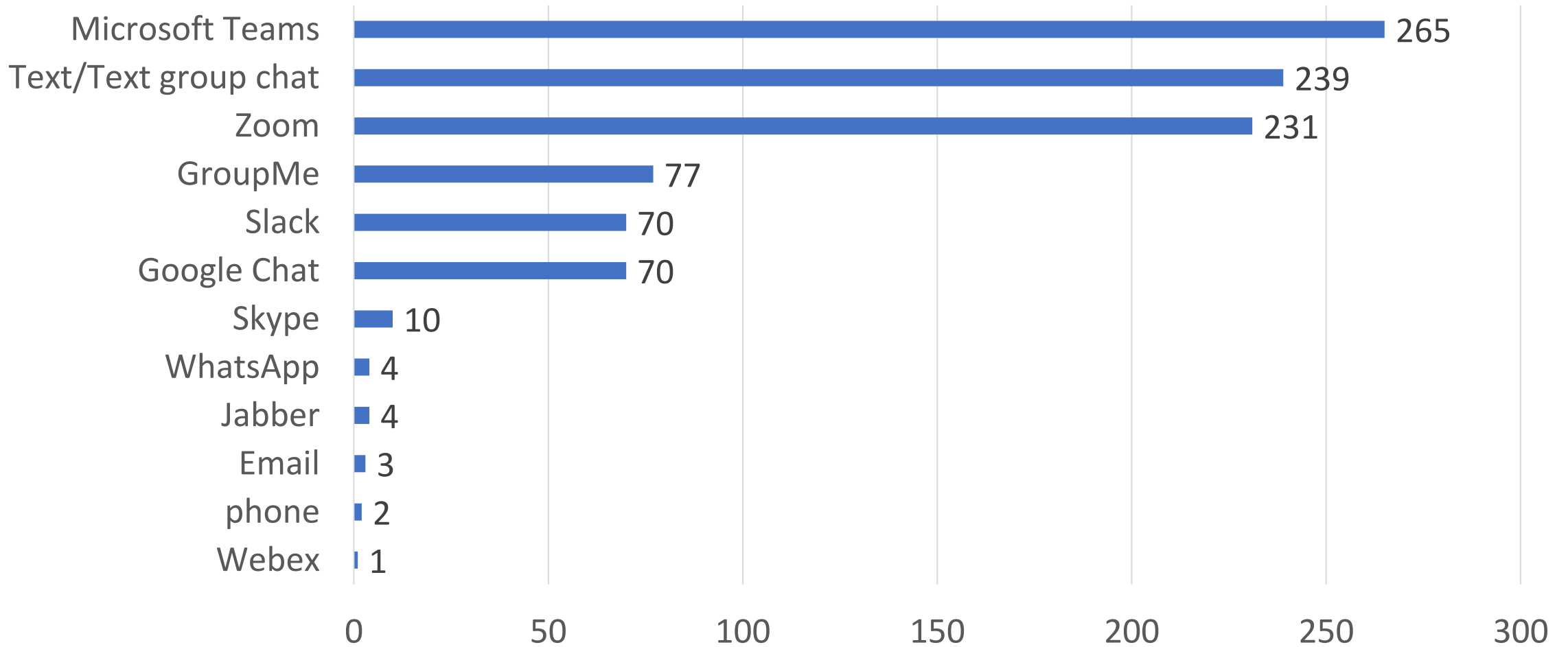
How often do you formally connect with your home institution?



## When you formally connect with your home institution, what is the most common method you use?



## Do you connect informally with colleagues using any of the following services provided by your institution?



Rate the following statements based on your personal opinion

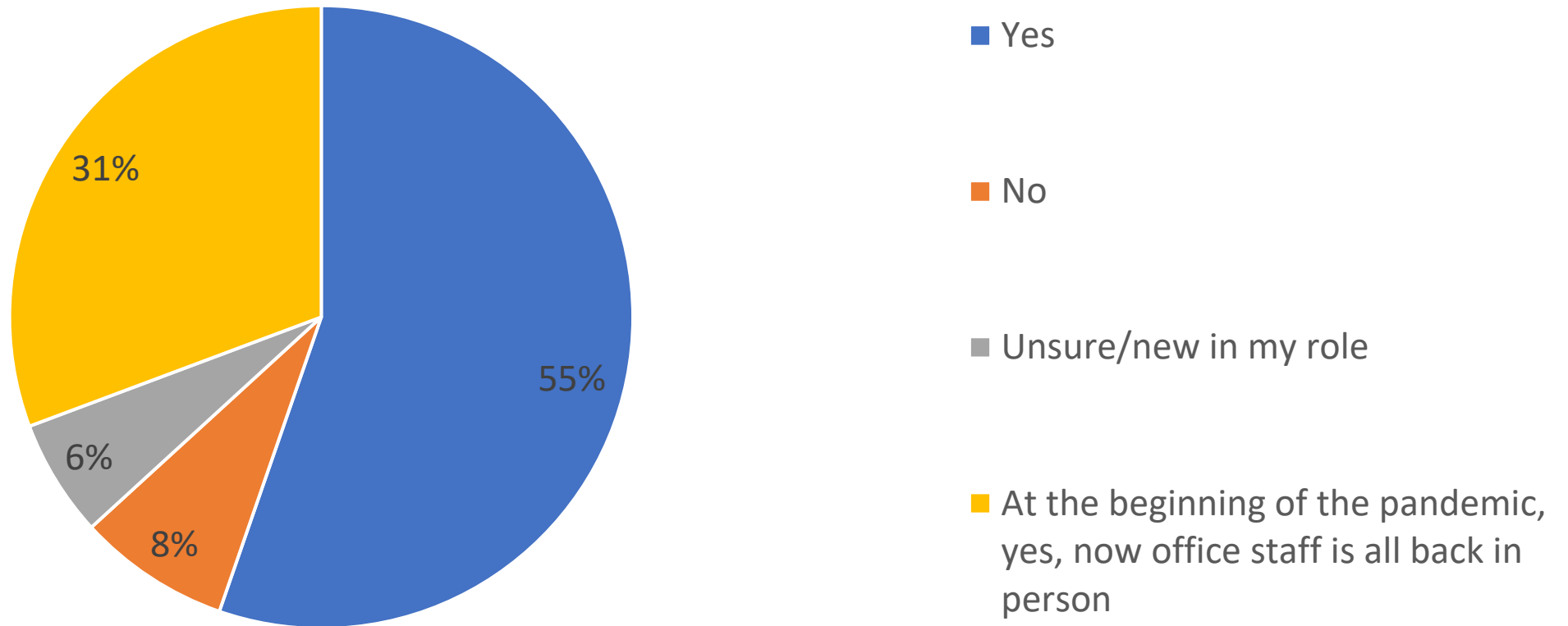
|   | 1 (Not at all true) | 2     | 3     | 4     | 5 (Very true) |
|---|---------------------|-------|-------|-------|---------------|
| I feel like a part of the team, equal to on-campus employees                        | 5.9%                | 12.9% | 20.4% | 34.5% | 26.3%         |
| My communication to campus is effective and efficient                               | 2.7%                | 9.8%  | 19.5% | 35.8% | 32.2%         |
| Expectations from campus are clear and reasonable                                   | 2.7%                | 12.3% | 24.1% | 33.9% | 27.0%         |
| I receive the resources needed to do my job   | 3.0%                | 5.9%  | 17.0% | 36.1% | 38.0%         |
| I receive consistent support from campus  | 3.0%                | 11.8% | 22.0% | 31.8% | 31.4%         |
| I am recognized for my work and accomplishments                                     | 7.5%                | 11.6% | 22.7% | 28.6% | 29.7%         |
| I receive compensation and benefits on par with campus based staff in similar roles | 5.2%                | 10.0% | 22.5% | 25.5% | 36.8%         |

|   | Rate the following statements based on your personal opinion |         |                           |                            |         |                           |
|---|--|---------|---------------------------|----------------------------|---------|---------------------------|
|   | 2022   |         |                           | 2019                       |         |                           |
|   | Completely or Mostly False                                   | Neutral | Completely or Mostly True | Completely or Mostly False | Neutral | Completely or Mostly True |
| I feel like a part of the team, equal to on-campus employees                        | 19%  | 20%     | 60%                       | 27%                        | 14%     | 60%                       |
| Expectations from campus are clear and reasonable                                   | 15%  | 24%     | 61%                       | 15%                        | 20%     | 65%                       |
| I receive the resources needed to do my job   | 9%   | 17%     | 74%                       | 12%                        | 11%     | 78%                       |
| I am recognized for my work and accomplishments                                     | 19%  | 23%     | 59%                       | 18%                        | 17%     | 65%                       |
| I receive compensation and benefits on par with campus based staff in similar roles | 15%  | 23%     | 62%                       | 19%                        | 15%     | 67%                       |

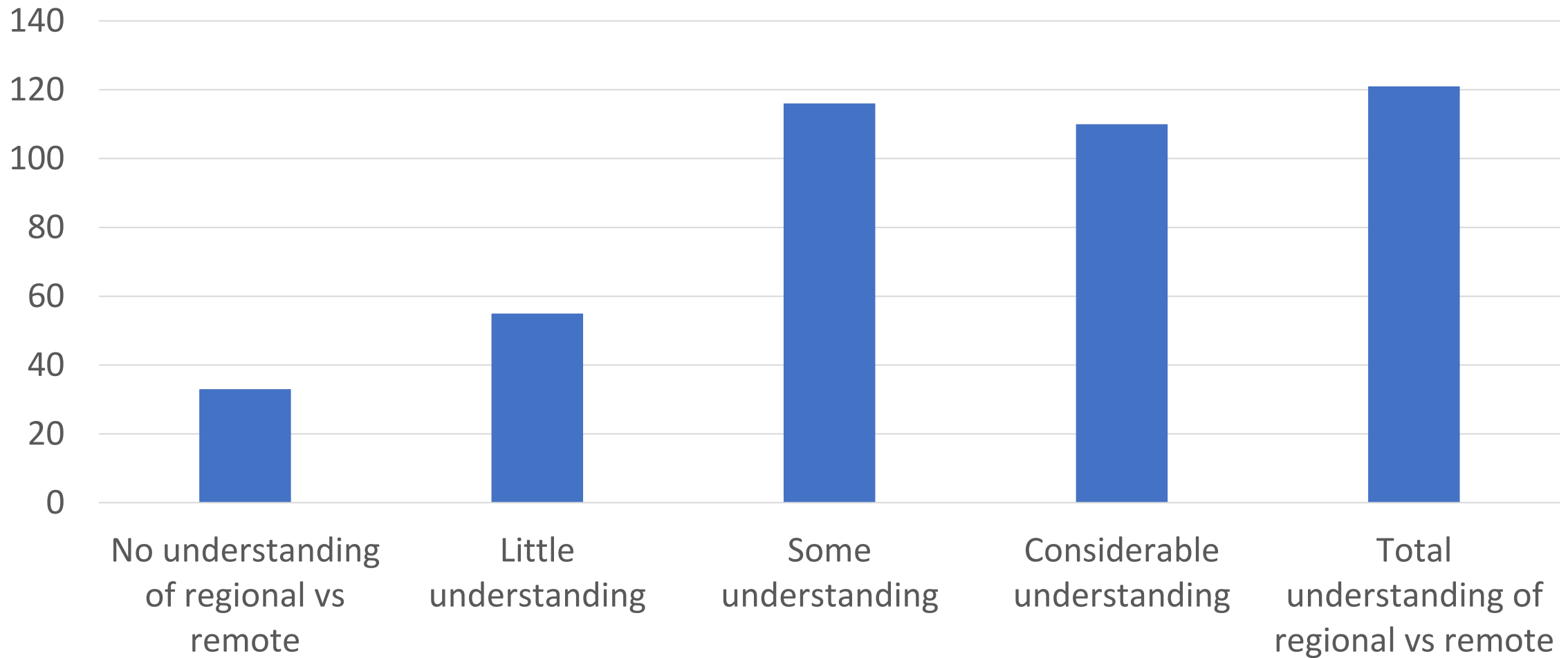
# Final Thoughts

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Have remote (not regional) working opportunities increased for the admission staff as a whole at your institution since the onset of the pandemic (i.e., everyone can now work remotely one day a week, etc.)

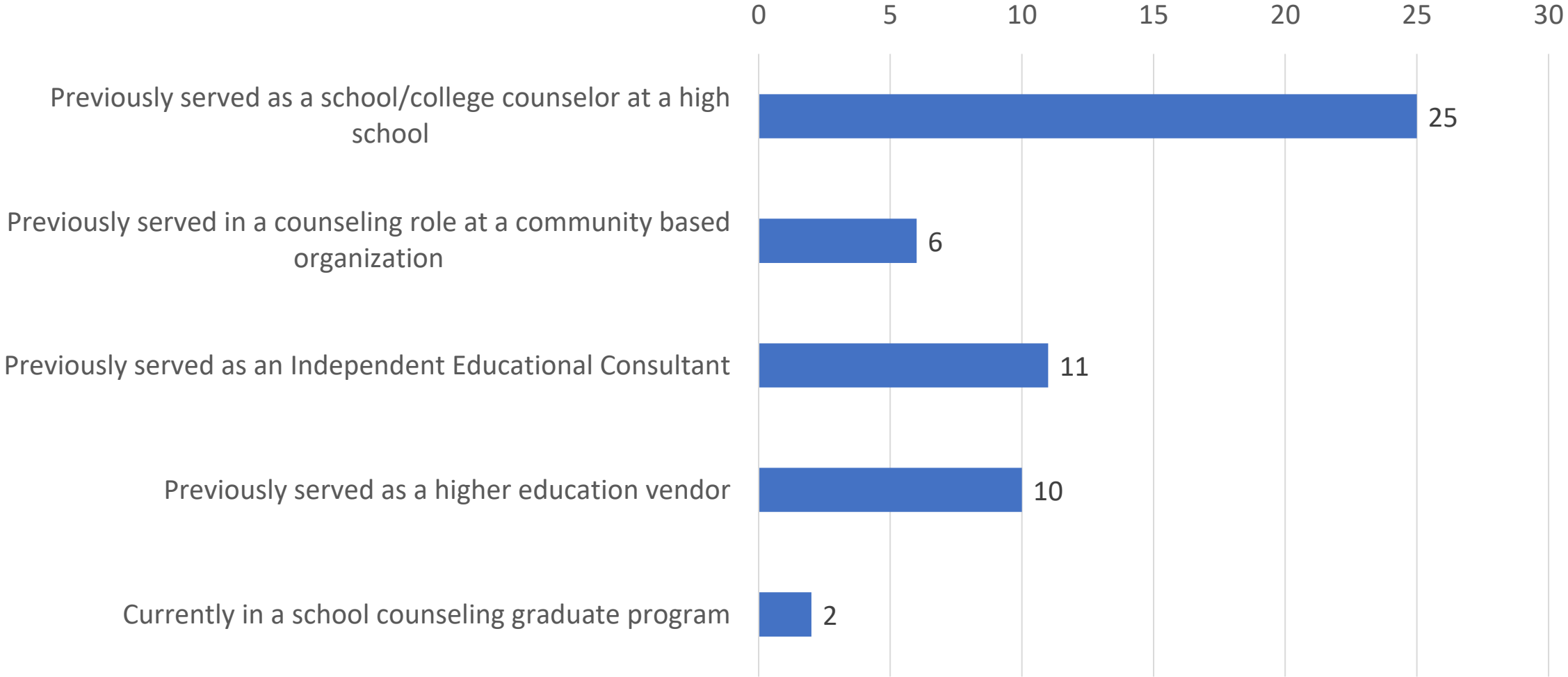


# Have you sensed a new confusion in your office surrounding the difference between "regional" work and "remote" work?

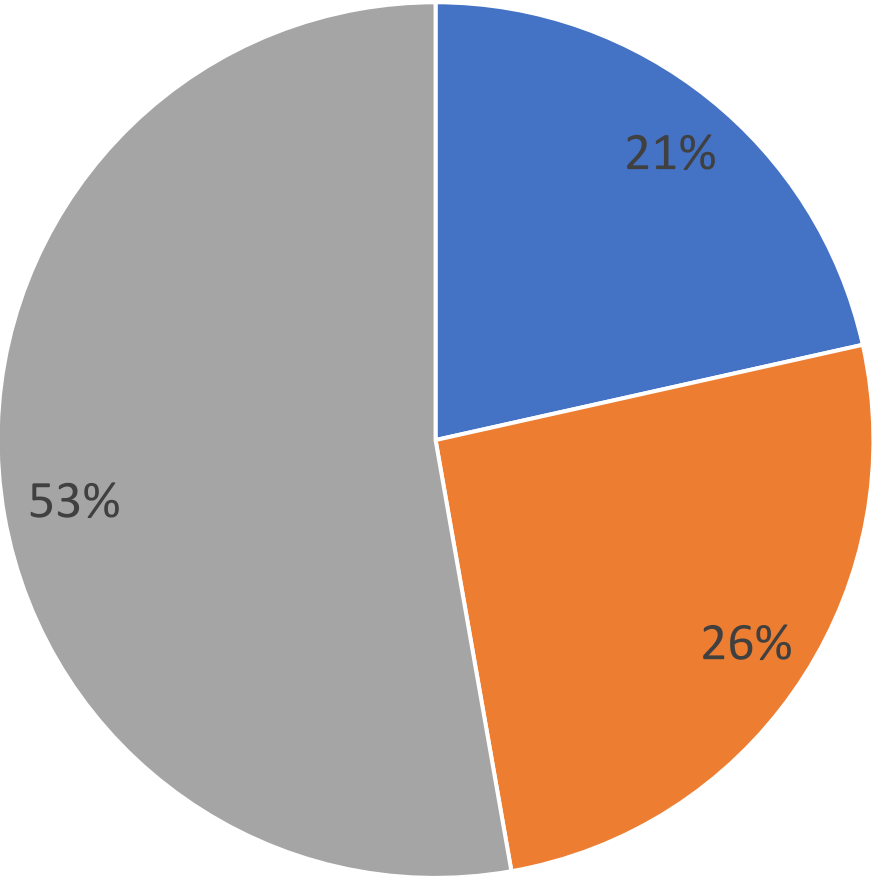




Have you ever worked as a school or college counselor, independent educational consultant, or higher education vendor? Are you considering a move?



# Are you considering a move?



- Currently considering making a move within higher education
- Currently considering making a move outside of higher education
- Not considering a move