

# Creating an Effective High School Profile

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# What is the High School Profile?

- A document created by a high school that contains general information about the high school
- To provide an overview of your school for your Administration/School Board, Colleges, Recruitment (if applicable)  
*(history, demographics, college readiness & matriculation, etc.)*
- To offer academic context regarding the student body  
*(courses, test profile, admission, GPA and rank explanation)*

# How High Schools Use the Profile

- Sent with all requested transcripts for scholarships and college admissions
- Sent to all receiving schools that request records when one of our students transfer out
- Given to prospective families contemplating moving into our attendance area
- Given to recruiting coaches
- Given to admissions representatives
- District Office uses it when prospective families or realtors inquire about the community/district.

# What Should be on a School Profile?

- Anything and everything a college or the high school community might need to understand your school and your students, including but certainly not limited to the list below:
  - Contact Information (email and office phone) for Counselors
  - CEEB Code
  - Student Demographics
  - % of students on free & reduced lunch, first generation, as well as the geographical community
  - High School Requirements
  - High School Curriculum (all available)
  - Grade Distribution
  - List of schools where students matriculate/post-secondary plans

# How do you Create a Good Profile?

- Don't recreate the wheel...
- Use your friends! Look at other schools' profiles to see how they made it all fit together.
  - Also feel free to ask admissions reps for advice or to look over a draft for you
- Get creative with it! (or find a friend who's creative!
- Keep it current!
  - Tedious job at the beginning of every year: Previous year College Report, AP Coordinator, Principal, Asst. Principal, Athletic and FA Directors

# Why do colleges and universities need the School Profile?

- To understand the overall context of a High School
  - For application review
  - For outreach to new high schools
- To determine the rigor of the curriculum a student is taking
- To understand where a student falls within the context of their High School
  - Are they an all-star?
  - Are they the average student?
  - Are they doing less than what is expected?
  - Are they taking advantage of the opportunities available?

# How We Use the Profile

- To help us understand the transcript
  - Determine the rigor of a student's curriculum
- To help us understand where a student stands within the context of their graduating class
- Understand testing averages
  - Testing averages for your state, district (if applicable) and school
  - Include AP and National Merit information
- College/University matriculation list helps to understand the types of institutions your students attend
- Including information about extracurricular activities helps us to understand a high schools expectations of student involvement
  - Are there required activities for students?
  - What are the largest and most impactful organizations?
  - Do students have to participate in a sport?
  - Do any clubs require nominations?
- Basically to find the students who stand out!

# Tips from those who use the profile

1. Should be clear and concise.
  - a. 1 page front and back or four pages folded
2. Preferred size: 8.5" x 11"
  - a. This allows those of us who read online to easily scan these documents into our systems
3. Include information about class size, high/low GPA or grade distributions
  - a. Highlight any changes to grading or ranking policies, or to the curriculum (new APs, new curriculum, etc.)
4. Have a clear description of curriculum and when students are able to take APs/IB (and how many)
5. Sequencing of classes
6. Any data/facts that helps differentiate your school and programs from others



Questions?