



Working with Counsellors



Who are we?



Menti.com

Code: 7284 1281





Rate your
experience with
counsellors.

Who are counsellors?



How do counsellors see their job?



- **Based on the US/UK model**
- **Searching for new study destinations**
- **Advising students & parents**
 - Building the university list
 - Campus life, student experience, well-being
- **Guidance through the application process**
- **Finding options of financial aid**
- **Ongoing counselling and follow-up check-ins with the students**

Why work with counsellors?



- **Ambassadors of our study programmes**
- **Long-lasting and global impact on our recruitment**
- **Save us from the administrative work:**
 - Filter the right applicants for the right programmes
 - Send serious and financially stable applicants
 - Learn the application and visa system, then support students
 - Collect feedback from students

Highlights

the right fit

cost/benefit

long-lasting
relationships
built on trust



Let's talk about it





What do you think
are the counsellors
most FAQs?

For what should we be prepared?



Counsellors FAQs

What are the application requirements?

Are IB diplomas accepted?

When do students declare their major?

Is there an honors programme?

Can students transfer?

Minimum GPA / SAT / IB score?

When is the start of the application period?

Is a deferral path available?

Are scholarships / financial aid available?

Is your university diverse?

Is there support for LGBTQ+ students?

What sports / extracurriculars are available?

Is student housing available?

Is there support for students with special needs?

SiP activities



- **Counsellor tours**
- **Counsellor events**
 - International Association of College Admission Counselling (International ACAC)
 - Council of International Schools (CIS)
 - Visiting international schools and their university fairs
- **Facebook groups**
 - International ACAC
 - Study in Prague – Counsellor Support
- **Counsellor newsletter**
- **Webinars for students and counsellors**
- **Materials (one-sheets, recorded videos, brochures)**



Costs of working with counsellors



- **Regional Institute Europe 2025:** \$245 (conference fee) + \$225 (uni stand at the fair)
- **International ACAC membership:** \$138 (first individual) + \$55 (others)
- **International ACAC Annual Conference:** \$500 conference fee + travelling and accommodation costs
- **CIS Membership:** \$1080 (institution)
- **CIS Annual Conference:** €790 conference fee + travelling and accommodation costs
- **Counselor tours, printed materials etc.**
- **TIME!**
 - Virtual presentations, newsletter, recorded webinars, communication etc.



What shortcomings
or pitfalls do you
see in regards to
your institutions?

Pitfalls and need for caution



- **Inter-connected community of counsellors**
- **Danger of blending in with other Czech/Easter European universities**
- **Slow build-up of applicants (individuals at first)**

- **Managing expectations vs. reality**
 - Honesty without overselling
 - Importance of reacting quickly but also setting realistic expectations
 - Different academic culture
 - Different student support system



How to get involved

- **Regional Institute Europe 2025 (International ACAC)**
 - May 22nd – 24th (hosted by Study in Prague consortium)
 - Conference & university fair
 - Optional tours of Czech universities after the event (organized by DZS)
- **International ACAC Annual Conference 2025**
 - July 15th – 17th (Boston, Massachusetts, USA)
- **CIS Annual Conference 2025**
 - November 2025 (TBA, Europe)
- **And other events and organisations**

Learn more & contact



- **Read blog of the counsellor Dr. Jeffrey Neill, Ed.D.**
 - <https://www.jeffreyneill.com/>
- **Search through the website of the College Essay Guy**
 - <https://www.collegeessayguy.com/>
- **Marta Hochmal – Prague University of Economics and Business:** marta.hochmal@vse.cz
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