SCHOOL PROFILE TEMPLATE FOR COUNSELORS

ACT COUNSELOR OUTREACH

WHAT IS A SCHOOL PROFILE?

A school profile is your chance to tell the story behind the transcript.
While transcripts show what students accomplished, a school profile helps colleges understand how they got there. It gives admission officers a snapshot of your school community, academic programs, grading practices, and the opportunities available to students.

Whether you're creating a profile for the first time or giving your current one a refresh, this template will help you organize the information colleges find most helpful during application review.

Think of it as a yearly check-in. A few thoughtful updates can go a long way in helping colleges see the full picture of your students.

BEFORE YOU GET STARTED

You don't have to build a school profile from scratch every year. In fact, most schools simply review and update their profile before application season begins.
As you work through this template:

- Gather your most recent school and district data.
- Check that graduation requirements, grading policies, and course offerings are current.
- Update any new programs, pathways, or student support services.
- Ask yourself, "If someone had never heard of our school, would they understand what makes it unique?"

When you're finished, save a PDF version that can be shared with transcripts throughout the application cycle.

SCHOOL PROFILE TEMPLATE

Copy, customize, and make it your own.
Every school has a story to tell. This template is designed to help you organize the information colleges find most valuable when reviewing applications. Simply replace the instructional text with information about your school, remove any sections that don't apply, and add anything that makes your school community unique.

Need inspiration? *Visit the NACAC School Profiles Resource Center to explore sample profiles and best practices.*

[YOUR SCHOOL NAME]

Address: 123 Main Street, Hometown, ST 12345
Website: www.yourschool.edu
Phone: (555) 555-5555
Principal: Jane Smith
School Counselors: John Doe | jdoe@yourschool.org | (555) 555-5555

ABOUT OUR SCHOOL

Replace this section with a brief introduction to your school.

Example:
ABC High School serves approximately 1,250 students in grades 9–12 in a growing suburban community. Our mission is to prepare every student for success after high school through challenging academics, meaningful relationships, and opportunities to explore college and career pathways.

SCHOOL AT A GLANCE

School Type: Public Comprehensive High School
Grades Served: 9–12
Enrollment: Approximately 1,250 students
Community: Suburban
School Calendar: Semester schedule
Average Class Size: 24 students (optional)

ACADEMIC PROGRAM

Describe the academic opportunities available to students.

Example:
Students have access to a variety of academic pathways designed to support college and career readiness. Opportunities include honors courses, dual enrollment partnerships with local colleges, career and technical education pathways, work-based learning experiences, and specialized programs aligned to student interests.

Graduation requirements include four years of English, three years of mathematics, three years of science, three years of social studies, and additional coursework in world language, fine arts, physical education, and electives.

GRADING & REPORTING PRACTICES

Help colleges understand how academic achievement is measured.

Example:
Student transcripts include cumulative GPA and coursework completed through graduation.

Weighted GPA is calculated using honors and dual enrollment coursework.

Class rank is **not** reported.

The grading scale is as follows:
A = 90–100
B = 80–89
C = 70–79
D = 60–69
F = Below 60
(Replace this section with your school's grading policies.)

STUDENT OUTCOMES

Provide a snapshot of student success.

Example:
The Class of 2025 graduated with a 97% graduation rate.

Approximately 82% of graduates enrolled in two- or four-year colleges, while others entered the workforce, military service, apprenticeships, or career training programs.

Students also earned industry-recognized credentials through Career and Technical Education programs and participated in work-based learning experiences throughout high school.

STUDENT SUPPORTS & OPPORTUNITIES

Highlight programs that help students thrive.

Example:
Students are supported by a comprehensive school counseling program that includes academic planning, college and career advising, financial aid workshops, and social-emotional supports.

Additional opportunities include:

- Career exploration activities
- Student leadership organizations
- Internship and job shadowing experiences
- Community partnerships
- Academic intervention programs

OUR SCHOOL COMMUNITY

This is your opportunity to tell your school's story.

Example:
ABC High School proudly serves a diverse student population with a strong commitment to belonging, opportunity, and student success. Our students balance academics with athletics, the arts, employment, family responsibilities, and community involvement. We believe every student's journey is unique, and our goal is to ensure each graduate leaves prepared for their chosen path after high school.

(Replace this section with the story you want colleges to remember about your school.)

CONTACT INFORMATION

School Counseling Office
Primary Contact:
Email:
Phone:
Website:

BEFORE YOU SHARE YOUR PROFILE

Before sending your updated school profile with student transcripts, make sure you've:

1. Updated enrollment and demographic information.
2. Reviewed graduation requirements.
3. Verified grading policies and GPA calculations.
4. Refreshed student outcome data.
5. Added new programs, pathways, or partnerships.
6. Confirmed all contact information is current.
7. Saved the final version as a PDF for the upcoming application cycle.