

Boosting your College Advising Work as a Busy School Counselor

1



03.10.26
For Counselors Only
Conference/Boosting your College
Advising

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Putnam City North High School



My Goal: Share some of what I have learned over the past several years in a way that gives everyone something useful

Who I am

I am a college counselor at Putnam City North High School, a 6A urban/suburban high school in Oklahoma City. I have worked in college admissions and as a college/career advisor for over a decade.

My job covers college prep, AP and PSAT coordinating, scholarships, senior awards, and being my school's homeless student liaison

Outline

College Reps and Visits
School Profiles
Communications
Advising Students
Realistic Goals and Must vs Want
Resources

College Reps and Visits

Lunch Visits

Pros:

Less work for you!
Helps colleges build brand recognition
Equal opportunity for all students to visit

Cons:

Less meaningful interaction
Less popular with colleges
You and your students won't learn as much about the college

Small Group

Pros:

More meaningful interaction for college reps and students
Great chance for you or others to learn more about the school
More popular with colleges (more visits!)

Cons:

More work (sign ups, get a room)
Not an equal opportunity (sports, grade limits)
Depends on schedule
School policy issues

Counselor Visit Days matter! Fight for time out of your office-updates, scholarships, relationship building, insights

College Reps (Admissions Officers)

Who are they?

The people visiting your school are
Admissions Officers

This means they

- Read applications
- Know about special opportunities for students
- They usually read all the apps and recommendations from your school!*

Tip: Give reps a copy of your profile, bottle of water and a granola bar if you can!

Why they matter

They are in the best position to help students apply successfully

They influence (sometimes very heavily) who gets in, who gets offered special opportunities

They are also a resource that saves you work!

- Host application events
- Host financial aid events
- Organize trips
- Share updates with you

Consider Adding...

Virtual Visits!

Rep sends you a zoom link, you project the meeting, using a camera and mic to do Q&A

Broadens your reach and helps get great universities to book a visit

Schedule managing makes me sad!

Use **RepVisits!** It's a free college visit calendar

- Set days/times
- Block specific days
- Virtual or in person
- No email back and forth!



RepVisits

Overview Calendar Availability & Settings College Fairs Contacts Notifications & Tasks

Your high school availability is currently **published** and higher education representatives can see your high school in search results. **Unpublish?**

+ ADD VISIT

October 2025

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Calendars

AUTOMATIC

- In-person visits - Confirmed
- Virtual visits - Confirmed
- College Fairs - Confirmed
- Pending

Share calendars

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	01 1:15PM Missouri Univ 2:05PM Missouri Univ	02 8:30AM University of O 1PM Southern Nazare	03	04
05	06	07	08	09 9:30AM Princeton Univ 10:30AM Johns Hopkin	10	11
12	13	14	15	16	17	18
19	20	21	22 1:15PM Westminster C	23 8:30AM Putnam City N	24	25
26	27	28	29 1:15PM Virginia Tech	30 9:30AM Rose State Col 10:30AM Cameron Uni	31	01

School Profile

What is a school profile? NOT the state report! This is a profile that you create to help colleges evaluate your students **in context**

Key Features of a Successful Profile

- Relevant stats easy to find- need grading scale, test scores, school outcomes, available rigor
- Contact info up front
- Explain interesting/unusual features (CareerTech!)

Sources for Creating your profile

- NACAC Guide
- Examples (find on NACAC, local schools)



PUTNAM CITY NORTH HIGH SCHOOL SCHOOL PROFILE 2025-2026

11800 N Rockwell Ave
Oklahoma City Oklahoma 73162
Phone: 405-722-4220
CEEB Code: 372691
www.putnamcityschools.org/pcnorth

Principal-Thomas McNeely
tmcneely@putnamcityschools.org

Counseling Staff

Academic Counselors

(Organized by student last name)

Head of Guidance: Heather Martin
Hmartin@putnamcityschools.org

A-E: Krissy Garrett
kgarrett@putnamcityschools.org

F-L: Cathryn Wiley
cwileycarson@putnamcityschools.org

M-R: Maria Francisca Weed
mweed@putnamcityschools.org

S-Z: Jared Hinkle
jhinkle@putnamcityschools.org

College Advisor

Kelly McGrath-Malahy
kmcgrath@putnamcityschools.org

Career Advisor

Brandy Redus
BrandyR@putnamcityschools.org

Registrar

Danette Propst
dpropst@putnamcityschools.org

Counseling Secretary

Cynthia Dimit
cdimit@putnamcityschools.org



It's all about context for your student...

Key for helping colleges fairly evaluate their applications

School and Community

Putnam City School District serves the educational needs of ~19,213 students in northwest Oklahoma City, consisting of 42 square miles and including three high schools, five middle schools, and eighteen elementary schools utilizing a K-5, 6-8, 9-12 grade-level configuration. It is accredited by the North Central Association, the Oklahoma State Department of Education and the Oklahoma Secondary Schools Association.

Putnam City North employs two 18-week semesters with a 7 class per day, 50 minute per class schedule. Francis Tuttle Technology Center offers 20 different career technology programs to our students for free at their campus, including the competitive, college preparatory BioScience and Medicine, Computer Science, and Pre-Engineering Academies.

Graduation Requirements

23 credits total, including:
English (4), Mathematics (3), Science – Biology, Chemistry, Physics (3), Social Studies (3), Physical Education (1), The Arts (1), World Language (2 credits of same language) **OR** college-approved Computer Technology (2 credits), Financial Literature (1/2) **and** 1 additional core, world language, or computer course

Valedictorian: To be Valedictorian, the student must be ranked in the top 1 percent of the class.

GPA and Class Rank

Unweighted GPA is based on a 4.0 scale. Weighted GPA is based on a 4.5 scale for Honors, AP or concurrent classes, and a 5.0 scale for AP classes **with a passing score on the AP exam.** Class rank is based on weighted GPA

Unweighted	Weighted
A 90-100	4.0 - 5.0
B 80-89	3.0 - 4.0
C 70-79	2.0 - 3.0
D 60-69	1.0 - 2.0
F 59 or below	0.0 - 1.0

*Failing grades (F) are still part of the GPA calculation, even if the course is repeated and passed

Class of 2025: Weighted GPA Distribution

There were 352 students in the Class of 2025
Highest GPA of 2025: 4.386

4.0 and above

51
<u>3.5-3.99</u>
70
<u>3.0-3.49</u>
69
<u>2.5-2.99</u>
63
<u>2.0-2.49</u>
52
<u>less than 2.0</u>
47

Socioeconomic Data

Ethnic Makeup

Black/African American	36%
White/Caucasian	26%
Asian American/Pacific Islander	8%
Hispanic/Latino	13%
Native American	1%
Two or more races	16%

Eligible for Free/Reduced Lunch: Community Eligible

Post-Secondary Plans

Pursued higher education

Four-year College	60%
Two-year College	40%
Technical School	9%
Military	7%
	4%

ACT Data: Average score for Class of 2025

18

Learning Plans and Special Programs

Putnam City North offers multiple learning plans, including special education and gifted programs. Students utilizing IEPs have a special education advisor who helps meet their needs and plan their schedules. Mrs. McGrath-Malahy, the College Advisor, advises gifted students. Academic counselors aid all students in academic advisement, track credits toward graduation, comfort students in need, and help families find resources.

PCN has a College and Career Office available to every student. We also offer special leadership and academic programs, including Link Crew (a mentoring program); National Honor Society; and an award-winning, nationally recognized student council (SUN-Students United at North).

Student Programs

Gifted/Talented	23% of student body
Special Education	17% of student body

Honors Classes Offered

Algebra I	English I
Algebra II	English II
Geometry	Oklahoma History
Precalculus	Chemistry
Biology	Physics I

Advanced Placement Classes Offered

Biology	Spanish Literature
Chemistry	U.S. History
Physics	U.S. Gov't & Politics
Statistics	Psychology
Calculus AB	Music Theory
Art: Studio Drawing	English Language & Comp
2D Art and Design	English Literature
3D Art and Design	World History
Spanish Language & Comp	PreCalculus

Learn more at:

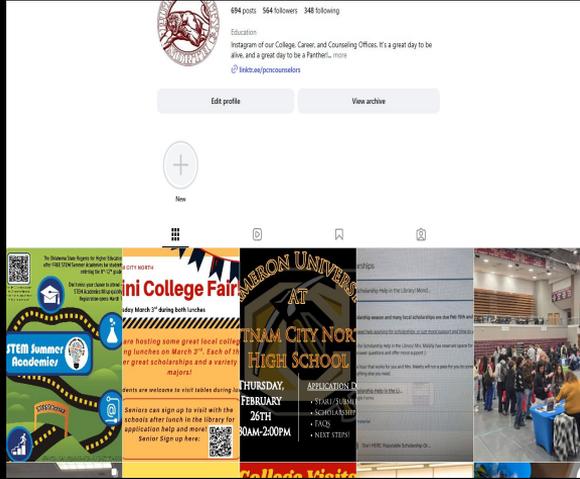
pcnorthcounselingoffice.weebly.com
pcnorthcollegeoffice.weebly.com
pcnorth.putnamcityschools.org

Communications for Students-Not too much!



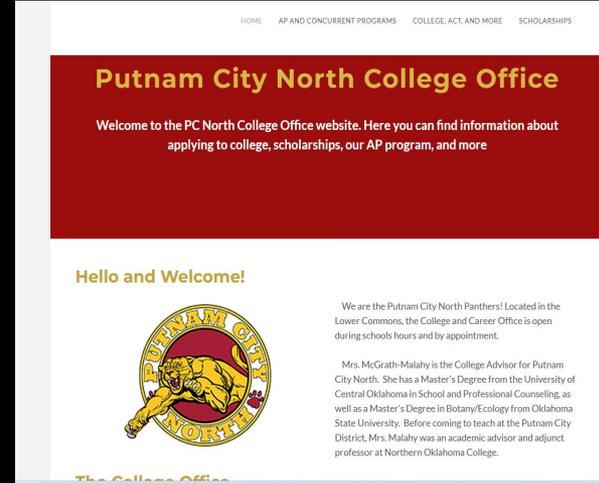
Google Classroom

This is where everything important happens- visit sign ups, scholarships, announcements



Social Media

Finds kids and parents where they are at- ask colleges for stuff!



Website

Kind of a one and done Good place for static info Public info and resources Profile is published here

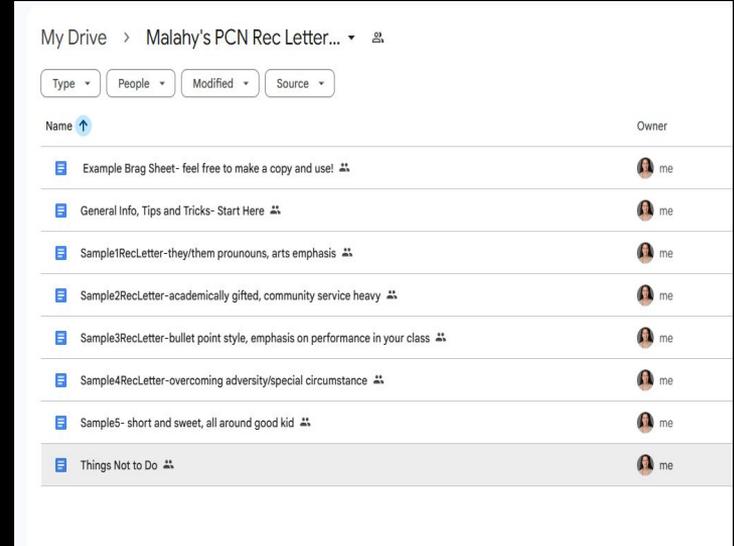
Train your students and parents where to look that works for you- less is more

Communications for Teachers



Google Classroom

Teachers can join here



Google Drive

Example rec letters! (*talk about Williams)

Recommend:
Door and email reminders of when I am out and where
Any chance to do trainings-faculty meetings, etc

Advising Students

One on one appointments

Super awesome, super time consuming
Most impact
Depends heavily on school size

Outside of School Meetings

Great to demonstrate knowledge and support
Partner with others!
I do: Senior Night, Junior College Night, Underclassman Night, FAFSA Night, Application Workshops

Advisory Time

Broad Reach
Impact Depends

Be Present for College Visits

Add info and support to college visits

In an appointment...

Ask about goals

Reassure

Show students how to research

Encourage visits, meeting with representatives

Reassure

Emphasis timelines

Look up stats and programs-**clarity is kindness**

Reassure

Expand student's views on colleges



University of Oklahoma

Norman, OK

Save

Overview

Admissions

Academics

Costs

Campus Life

Admissions

Acceptance Rate
76.6%

Regular Application Due
February 1

SAT Range
1160-1320*

ACT Range
23-29*

By the Numbers

These ranges reflect what most admitted students scored, but many are outside these ranges.

GPA Range

3.75+

43%

3.50-3.74

26%



Need advice on
colleges to add
to your list?

UPchieve's college advisors are
waiting to help you create your
list, write your essays, and
secure scholarships and financial aid.
Completely FREE and available
24/7.

[Check your eligibility](#)

The Common App and Other Common Apps

More up front work

Great to extend your student's reach

May save your students time and money

Not always a good choice!

GET EDUCated!

EDU, Inc.
COMMON BLACK COLLEGE APPLICAT

APPLY TEXAS

Many schools, one application

Apply to college with a single application. With ApplyTexas, you can apply to any Texas public university and many Texas community colleges and private universities.

Create a free account

common app

FIND COLLEGES About Plan for college

Your future starts here

Apply to college for the first time or transfer to complete your degree. Navigate your entire college application journey with Common App.

Start your application

Tools I use for advising students

Big Future College Search and Department of Ed Scorecard

Select criteria, view profiles, including admission stats, school costs, demographics

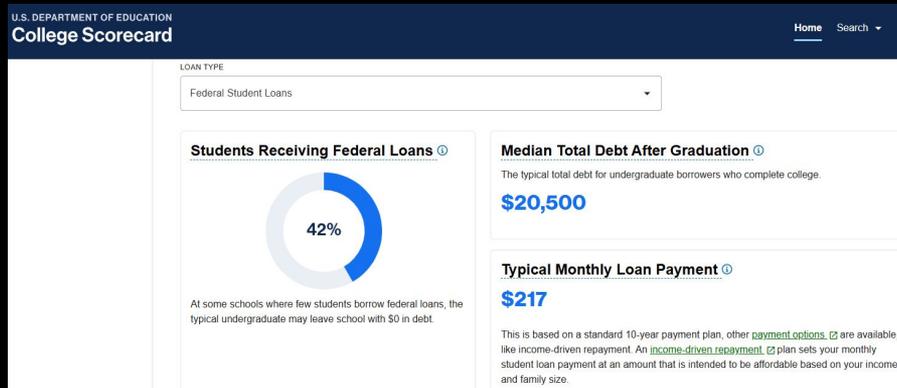
Professional and Social Groups-NACAC, GPACAC, CAC Group, A2C

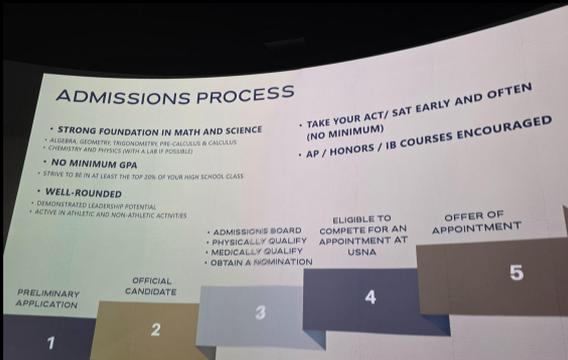
GPACAC and NACAC- updates, advocacy, free webinars, professional networks, scholarships, insight into other schools and student experiences

College Counselor Days, Conferences, and Fly Ins

Where I find out things like

- Ivies prefer AP
- How to apply for accommodations at OSU
- Rec letters and essays are keeping Oklahoma kids out of top colleges
- How to apply to military academies
- ECU has a 3-1 fast track law program
- How OU weighs application parts





ADVISORS' SYMPOSIUM

OU Health Sciences Recruitment & Admissions is excited to announce our 48th Advisors' Symposium will be hosted on **Friday, September 26, 2025**.

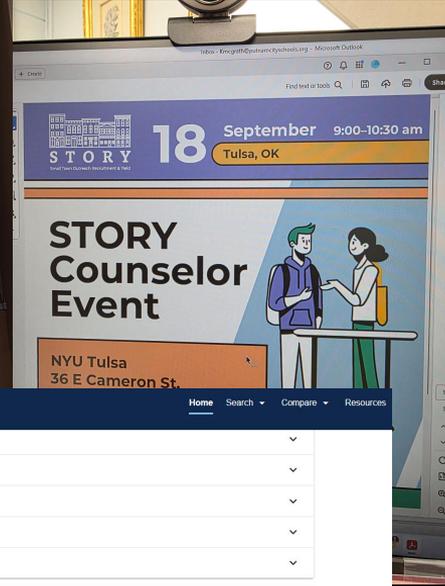
Advisors' Symposium is designed to connect regional academic advisors, recruiters, and guidance counselors with OU Health Sciences team members to learn about our 70+ academic programs and the admissions processes within.

REGISTER TODAY! 



HEALTH SCIENCES | RECRUITMENT AND ADMISSIONS

YOU BELONG HERE.



liberty@storytulsaok.com | Microsoft Outlook

Find text or tools

STORY 18 September 9:00-10:30 am
Tulsa, OK

STORY Counselor Event

NYU Tulsa
36 E Cameron St.

Home Search Compare Resources



U.S. DEPARTMENT OF EDUCATION College Scorecard

Costs

Graduation & Retention

Financial Aid & Debt

Typical Earnings

Campus Diversity

Test Scores and Acceptance

Test Scores

Wichita State University has an acceptance rate of 95%. Wichita State University considers admission test scores (SAT/ACT) during the application process, but does not require them. Students who were admitted to Wichita State University and enrolled typically had admission test scores in these ranges.

SAT

CRITICAL READING

490 530 800

MATH

480 520 800

ACT

Acceptance Rate

95%



Post Application Support

Consider hosting a group to explain financial aid offers

Show examples of different costs

Try different things, like a Hail Mary fair or Spring Application Day for late options/admissions

Celebrate Decision Day!

My March Mini-Fair/Application Event

High Achieving Advising

Different beast!

Must start early

Stress low acceptance rates, but
also possibilities!

Learn about programs like
QuestBridge, Gates

Help families understand the issue
isn't cost, it's getting in

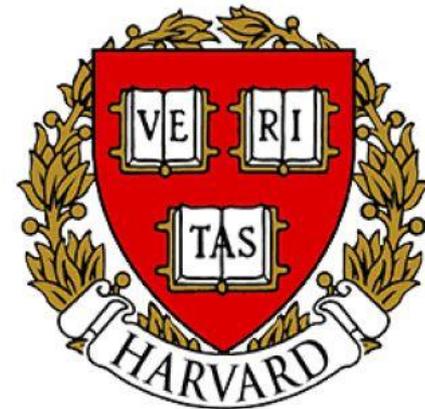
Attend any possible events, virtual
or in-person (you and the student)

Believe in your students

Rigor, rigor, rigor, test scores,
application review



THE GATES
SCHOLARSHIP®



QUESTBRIDGE

Musts, Wants, and Your Capacity

Musts

Continuing education for you-admissions, recommendations

College Profile (one and done-ish)

Some way for colleges and students to interface

Communication methods that fit YOUR needs

Wants

Outside meetings and events (ask to be paid; get a partner!)

Social media presence?

Professional memberships that cost (ask for someone to pay it!)

Being a reader/committee member

*Realistically, try adding one new tool or event at a time. Discard anything that doesn't work for you and your student population, and **look for partners***

Resources/Tools

For You

Great Plains Associate of College
Admissions Counseling (free!)
NACAC
College Admissions Counselors
(Facebook)
OCAP and College FinAid offices for
presentations
RepVisits (free!)

For Students

College Essay Guy
OKCollegeStart
Big Future College Search
College Scorecard (Dept of Ed)
[OCCF.org](https://www.occc.org/scholarships)-scholarships
A2C Reddit (high achievers, use with
caution)
Outside help (IECs, Matriculate.org)

THANK YOU

03.10.26
COUNSELORS ONLY CONFERENCE /
BOOST COLLEGE ADVISING

KELLY MCGRATH-MALAHY
WEBSITE / PHONE NUMBER