



MAKING
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PROJECT

Annotated School Profile Template

This resource is part of Making Caring Common’s School Profile Project, an initiative aimed at providing school counselors with tools for effective and equitable college admission practices. You can find additional school profile materials [here](#), including templates, examples, best practices, and insights from school counselors. If you have recommendations for improving these resources, we welcome your comments or suggestions via our anonymous [feedback form](#).

In spring 2024, Making Caring Common conducted informational interviews with school counselors across the country to learn more about their process for creating and maintaining a school profile. As part of these conversations, Making Caring Common solicited feedback on the unique challenges that accompany developing a profile.

The annotated school profile template below synthesizes many of the responses we received and attempts to show counselors that there are many ways to approach the profile. An editable template is available [here](#).

For more insights and advice, we encourage readers to explore our compilation of [‘Best Practices’](#) gathered from our conversations with experienced counselors. We also share how counselors take varying approaches to contentious profile material in [“Approaching Challenges in the Profile.”](#)

School Name

2024-2025 School Profile

School & Community Context

- School overview and mission statement (approx. 1-3 sentences)
 - School size (grades served/students per grade)
 - School type (traditional public, charter, magnet)
 - Entry requirements (lottery, test-in, neighborhood)
- Community/Neighborhood overview
 - Neighborhood type (urban/suburban/rural)
 - Demographics and/or demographic trends
 - Noteworthy facts (for example, industries or professional fields that dominate the region)

Critical Miscellaneous Intel: If your school community endured a recent natural disaster or major curricular/policy change, consider flagging it on the first page.

Student Demographics

- Race/ethnicity breakdown of the student body.
- Percentage of students who would be first in their family to pursue college.
- Percentage of students who qualify for free or reduced lunch.
- Languages spoken at home.

Programs Offered/Enrollment

- Which programs are offered to (or required of) students?
- IB Diploma Program
 - AP/Honors Curriculum
 - STEM Magnet
 - Other distinguishing curricular offerings

Graduation Requirements

Subject	Required	Recommended	Potential Additional requirements:
Math			
English			
Foreign Language			
Social Studies			
Science			
Fine Arts			
Physical Education			

Contact Information

- School Address
- Main Office Phone
- School Website
- CEEB:
- Principal
- Principal Email
- Asst. Principal
- Asst. Principal Email

It's important that the essence of the school is captured front and center.

It's ultimately up to you to determine whose contact information is most relevant.

Counseling Department

- Counselors
- Counselor Name
 - Counselor Email
 - Counselor caseload
 - (Last Names A-M)
 - Counselor Name
 - Counselor Email
 - Counselor Caseload
 - (Last Names N-Z)
- Office Coordinator
- Coordinator Name
 - Coordinator Email

Consider breaking up text with graphics or charts to keep information quick and digestible.

Some student data may not be tracked by your district. Some counselors will conduct their own surveys while others will only include district-available data on their profiles.

Scheduling a Visit

- School visit policy
- School visit registration link

You can read more about counselors' varying approaches to grade distributions [here](#).

Grade Distribution for Senior Class

Based on 6th Semester Cumulative GPAs.

- Standard Course Grading Scale
- Weighted Course Grading Scale

SAT/ACT Scores

School policies regarding SAT/ACT

- Do you require students to take the SAT/ACT?
- Does your school provide an exam to all students?

Class Rank (%)	Weighted GPA	Unweighted GPA
Highest		
10%		
50%		
75%		

Class Year	Percentage taking exam	Middle 50%	High Score
2023			
2022			
2021			
2020			

If you're including test scores on your profile, make sure to list how many students' scores are part of the distribution. If only a small percentage of your student body is taking the exams, it may not be helpful to include scores on your profile.

You can read more [here](#).

Course Listings

While you may not be able to share every course, this section can highlight your most advanced course offerings and provide context for how course sequencing works within your school.

- Indicate student eligibility: *Which students can take these courses? Do they require instructor approval? Are they limited to upperclassmen?*
- Put the rigor in perspective: *What is a standard number of advanced courses for a student to take? Is there a cap on how many advanced courses a student can register for?*
- If your full course catalogue or course sequencing is available on a webpage, you may wish to provide a link here. This can be especially helpful if you offer multiple academic tracks or if it is common for students to take certain courses at regional colleges.

Listing course offerings helps showcase what a rigorous curriculum might look like at your school.

If you can't list all of the courses, consider noting how many AP, honors, or dual credit options are available, and/or link to a webpage with your full course offerings.

Extra-Curricular Offerings

Athletics

- Number of JV/Varsity and/or club sports offered.
- Does your school require students to participate in a sport?
- Noteworthy accomplishments or recent athletic awards/titles.

Fine and Performing Arts

- Arts opportunities for students (either in a classroom or extracurricular context). This can include music ensembles, theatrical productions, and potential studio art opportunities.
- Does your school require students to participate in an arts elective?
- Noteworthy accomplishments within the arts department.

Clubs & Student Organizations

- Number of clubs/organizations available to students.
- Sample listing of most popular or unique student organizations. A helpful range might showcase affinity groups, service clubs, and student leadership organizations.

As an alternative to listing the extra-curriculars offered, you can consider just highlighting awards, accomplishments, or accolades from student clubs and activities.

Enrollment Trends

- % attending 4-year institutions
- % attending 2-year institutions
- % enlisting in the military
- % taking a gap year

- % of students attending an out-of-state institution
- % of students attending an in-state institution

- Student achievement awards
 - National Merit Scholars
 - Posse Finalists
 - Questbridge Recipients
 - Etc.

Sample College Destinations

Note that counselors take a range of approaches to determining which colleges to list on a school profile. Some choose to list schools where students are admitted while others just list the schools they matriculate to. Regardless of which schools you choose to include, make sure that your profile clearly states the parameters for your list.

- *School Name*
- *School Name*
-
-
-
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You can read more about how different counselors approach sharing college destinations [here](#).

Disciplinary Policies

Since the Common Application no longer requires students or counselors to disclose disciplinary infractions, you may wish to share whether your school has separate reporting policies. For example, you may note that you encourage but do not require students to disclose disciplinary infractions.

Make sure to check with your leadership to understand if there are school or district regulations that prevent you from disclosing disciplinary policies on your profile.