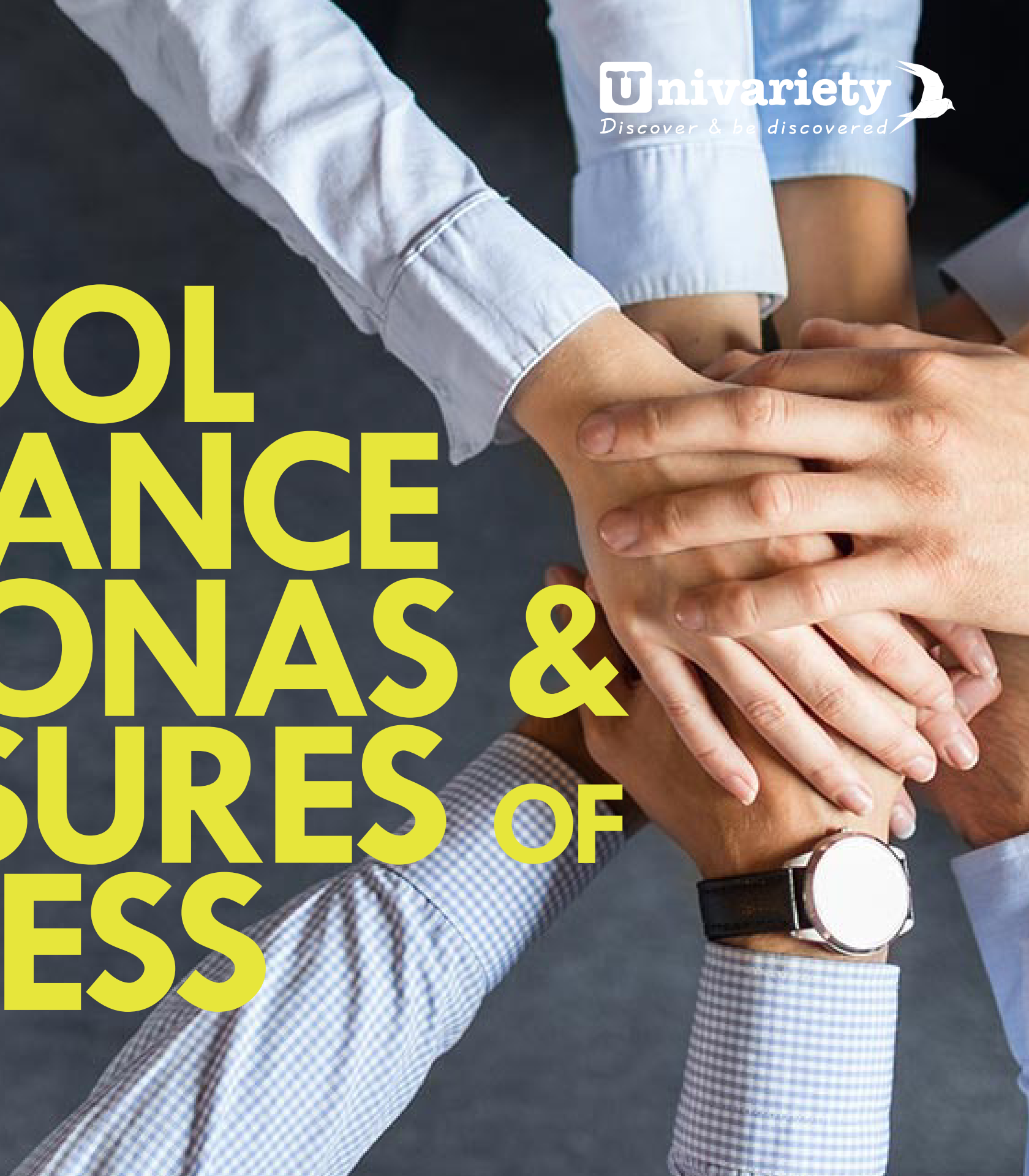


TYPES OF SCHOOL GUIDANCE PERSONAS & MEASURES OF SUCCESS





Indian Schools are on the brink of a Guidance Revolution. An unprecedented number of Private Schools in India have recognized the need for some form of Career Guidance intervention. With that being said, there is still a considerable inconsistency in methods and systems adopted to provide Career Guidance in Schools.

*Through our extensive work with over 500 K-12 Schools in India since 2011, we have identified 4 key School Guidance Personas based on the level of Career Guidance support they provide to their students. We have further recommended **'Measures of Success'** for every Persona to help Schools benchmark the success of their activities.*

The Starter School

60%

- External/Visiting Counsellor
- Teacher(s) as part-time Career Counsellor

The Comprehensive School

25%

- 1 in-house Career Counsellor
- Optional Psychometric Tests for Students
- Career-related info displayed on Notice Boards
- Intermittent University Visits

The World-Class School

10%

- 1 dedicated in-house Career Counsellor
- Mandatory Psychometric Tests for all Students (grades 9-12)
- Career-related Webinars, News, updates & important dates circulated regularly
- Regular & Planned University Visits
- Technology Enabled Guidance Platform

The Trend-setter School

5%

- 2 or more Dedicated in-house Career Counsellor (Recommended Counsellor to Student Ratio of 1:300)
- Mandatory Psychometric Tests for all Students (grades 9-12)
- Monthly Webinars, E-Newsletters for Career News & Updates
- Regular & Planned University Visits
- Technology Enabled Guidance Platform
- Alumni Management System
- Reports
- 'Career Guidance' Section integrated in School Website

PERSONA-BASED MEASURES OF SUCCESS

THE STARTER SCHOOL (60%) MEASURES OF SUCCESS

1 External Counselor

- **Student Feedback**
(To gauge the impact on student choices and level of comfort with Counsellor)
- **Number of Students Counselling**
(Min. Recommended percentage of Students covered: 40%)
- **Average time per Counselling Session**
(Min. recommended duration: 20 minutes per session)
- **College Placements**
(Number of students admitted to top colleges)

2 Teacher(s) as part-time Career Counsellor

- **Student Feedback**
(To gauge impact on student choices)
- **Parental involvement**
- **Dedicated one on one Career discussions with Students**
(Recommended number of sessions per student per year: 2)
- **Teacher Initiatives**
(Entrance Test Prep classes provided in school, organizing Career Fairs)

THE COMPREHENSIVE SCHOOL (25%) MEASURES OF SUCCESS

1 1 in-house Career Counsellor

- **Student Feedback**
(To gauge impact on student choices and level of comfort with Counsellor)
- **Number of Students Counselling**
(Min. Recommended percentage of Students covered: 60%)
- **Average time per Counselling Session**
(Min. recommended duration: 30 minutes per session)
- **College Placements**
(Number of students admitted to top colleges)
- **Scholarships Secured**
(Amount of Scholarship secured across the cohort)

3 Career-related info displayed on Notice Boards

- **Frequency of Updating**
(Recommended frequency: Monthly)
- **Source of Information**
(Recommended sources: Univariety.com, CollegeBoard, Direct information from College, Entrance Tests & Scholarship websites)
- **Physical Display Location**
(Recommended: Inside Classrooms & Common floor notice Boards)

2 Optional Psychometric Tests for Students

- **Number of Students who opted for the test**
(Min. Recommended No. of Students: 40% of total students from Grades 9-12)
- **Range of tests offered**
(Must cover Aptitude, Interest & Personality Testing)
- **Post- Test Counselling**
(All students who opted for the Test must be counselled by a qualified Career Counsellor to interpret Test Results)

Note: To access our step by step guide to choosing the right Psychometric Tests for your students, please refer to the '5 Pillars of a School Guidance System' Section.

4 Intermittent University Visits

- **Number of Universities visiting school annually**
(Minimum Recommended: 10)
- **Feedback from Students on relevance of University to their interest of course & country, and usefulness of information delivered in the University Session**

THE WORLD-CLASS SCHOOL (10%) MEASURES OF SUCCESS

1 1 dedicated in-house Career Counsellor

- **Bi-Annual Student Feedback**
(To gauge impact on student choices and level of comfort with Counsellors)
- **Number of Students Counselling**
(Min. Recommended percentage of Students covered: 60%)
- **Number of Counselling Sessions per student per year**
(Recommended Sessions per student per year: 4)
- **Average time per Counselling Session**
(Min. recommended duration: 30 minutes per session)
- **Choice of Course must be made by Students before starting Grade 12**
- **First choice list & Back up list of Colleges to Apply to must be made by Students of Grade 12 by August-September in that Academic Year**
- **College Placements**
(Number of students admitted to top colleges)
- **Scholarships Secured**
(Amount of Scholarship secured across the cohort)

2 Mandatory Psychometric Tests for all Students (grades 9-12)

- **Number of Students who take the test**
(Recommended No. of Students: 100% of total students from Grades 9-12)
- **Range of tests offered**
(Must cover Aptitude, Interest & Personality Testing)
- **Post- Test Counselling**
(All students must be counseled by a qualified Career Counsellor to interpret Test Results)
- **No. of Joint Counselling Sessions conducted with Student & Parents**
(Min. Recommended No. of Joint sessions per student per year: 2)

3 Career-related Webinars, News, updates & important dates circulated regularly

- **Frequency of Updating**
(Recommended frequency: Monthly)
- **Format of Circulation- Email & Physical Posters**
- **Circulated to Students & Parents**
- **Source of Information**
(Recommended sources: Univariety.com, College Board, Direct information from College, Entrance Tests & Scholarship websites)
- **Physical Display Location**
(Recommended: Inside Classrooms & Common floor Noticeboards)
- **No. of Webinars attended by Students**
(Recommended No. per student per year: 6)

THE WORLD-CLASS SCHOOL (10%)

MEASURES OF SUCCESS

4 Regular & Planned University Visits

- **Number of Universities visiting school Annually**
(Minimum Recommended: 25)
- **Diversity of Courses offered by visiting Universities**
(Recommended coverage of Engineering, Business Management & Commerce, Liberal Arts & Humanities, Law, Architecture, Medicine & Pure Sciences & Art & Fashion Design)
- **Diversity of Countries represented by visiting Universities**
(Recommended coverage of India, USA, UK, Canada, Australia, Dubai, Singapore)
- **Feedback from Students on relevance of University to their interest of course & country, and usefulness of information delivered in the University Session**
- **Addition of new Universities visiting School every year**
(Recommended: 4 fresh Universities added year on year)

5 Technology Enabled Guidance Platform

- **System based Academic Profile generation for every Student**
- **Counsellor & School Management Access to Student activity & Academic Profile**
- **Depth, Accuracy & Diversity of information provided on Courses, Careers, Colleges & Countries**
- **Ability of System to enable students to shortlist Courses & Universities**
- **Ability of System to enable 'Real Time' preference updates**
- **Ability of the System to facilitate Digital Student-University interactions**
- **Ability of System to submit College Applications to UCAS and Common App**
- **Ability of System to upload Letters of Recommendation & Academic Transcripts**

THE TREND-SETTER SCHOOL (5%)

MEASURES OF SUCCESS

1 2 or more dedicated in-house Career Counsellors

- **Bi-Annual Student Feedback**
(To gauge impact on student choices and level of comfort with Counsellors)
- **Number of Students Counselling**
(Min. Recommended percentage of Students covered: 80%)
- **Number of Counselling Sessions per student per year**
(Recommended Sessions per student per year: 4)
- **Average time per Counselling Session**
(Min. recommended duration: 30 minutes per session)
- **Choice of Course must be made by Students before starting Grade 12**
- **First choice list & Back up list of Colleges to Apply to must be made by Students of Grade 12 by August-September in that Academic Year**
- **College Placements**
(Number of students admitted to top colleges)
- **Scholarships Secured**
(Amount of Scholarship secured across the cohort)

2 Mandatory Psychometric Tests for all Students (grades 9-12)

- **Number of Students who take the test**
(Recommended No. of Students: 100% of total students from Grades 9-12)
- **Range of tests offered**
(Must cover Aptitude, Interest & Personality Testing)
- **Post- Test Counselling**
(All students must be counseled by a qualified Career Counsellor to interpret Test Results)
- **No. of Joint Counselling Sessions conducted with Student & Parents**
(Min. Recommended No. of Joint sessions per student per year: 2)

THE TREND-SETTER SCHOOL (5%)

MEASURES OF SUCCESS

3 Monthly Webinars, E-Newsletters for Career News & Updates

- **Frequency of Updating**
(Recommended frequency: Monthly)
- **Entrance Test & College Application Deadline Reminders**
- **Format of Circulation- Email & Physical Posters**
- **Circulated to Students & Parents**
- **Source of Information**
(Recommended sources: Univariety.com, CollegeBoard, Direct information from College, Entrance Tests & Scholarship websites)
- **Physical Display Location**
(Recommended: Inside Classrooms & Common floor notice Boards)
- **No. of Webinars attended by Students**
(Recommended No. per student per year: 6)

4 Regular & Planned University Visits

- **Number of Universities visiting school Annually**
(Minimum Recommended: 40)
- **Diversity of Courses offered by visiting Universities**
(Recommended coverage of Engineering, Business Management & Commerce, Liberal Arts & Humanities, Law, Architecture, Medicine & Pure Sciences & Art & Fashion Design)
- **Diversity of Countries represented by visiting Universities**
(Recommended coverage of India, USA, UK, Canada, Australia, Dubai, Singapore, Hong Kong, Netherlands, Germany, France, Spain)
- **Feedback from Students on relevance of University to their interest of course & country, and usefulness of information delivered in the University Session**
- **Addition of new Universities visiting School every year**
(Recommended 4 fresh Universities added year on year)

THE TREND-SETTER SCHOOL (5%)

MEASURES OF SUCCESS

5 Technology Enabled Guidance Platform

- *System based Academic Profile generation for every Student*
- *Counsellor & School Management Access to Student activity & Academic Profile*
- *Depth, Accuracy & Diversity of information provided on Courses, Careers, Colleges & Countries*
- *Ability of System to enable students to shortlist Courses & Universities*
- *Ability of System to enable 'Real Time' preference updates*
- *Ability of the System to facilitate Digital Student-University interactions*
- *Ability of System to submit College Applications to UCAS and Common App*
- *Ability of System to upload Letters of Recommendation & Academic Transcripts*

7 Reports

- *Quarterly Reports of Student Progress, individual & grade-wise*
- *Annual College Placement Reports*
- *Analysis of Student Course, Country & College Preferences*
- *Analysis of Student Performance in Competitive National & Intl. Entrance Tests*
- *Annual Success Report of Top College Placements, Scholarships Secured and Entrance Test ranks, Special Awards & other recognitions*

6 Alumni Management System

- *Alumni Data gathering*
(Min. Recommended Alumni Data Coverage: 60% of past 5 years)
- *Alumni Tracking System*
(Data Points covered must include Academic records, Colleges applied to & attended, Course, Country, employment details if applicable, notable awards & recognitions)
- *Monitoring, capturing & promoting Alumni Success stories in print or video formats*
- *Level of Direct Access to Alumni for Students to seek Guidance*

8 'Career Guidance' Section integrated in School Website

- *Student & Parent access to Career News & Events Calendar on School website*
- *Past Annual Placement Reports uploaded on website*
- *Notable Alumni featured on the website*



Univariety is India's first company to use technology to setup a complete career & college guidance cell inside progressive schools. Students receive guidance from counsellors, digital tools, university admission officers and from the past students of the school. Univariety runs a successful Global Career Counsellor program for certifying teachers in association with a top University - UCLA Extension. Univariety has proved to be a comprehensive partner for schools wanting to go beyond the regular and focus on student success.

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