

Counselor Community Engagement

 CollegeBoard

Counselor Professional Development 2025-26



Welcome to the Counselor Community Engagement (CCE) Team!



Lorraine Hastings
Vice President,
Counselor Community
Engagement

We're a dedicated group of former educators who passionately advocate for those working directly with students. Our mission is to support school counselors by providing the resources and tools you need to help your students achieve academic success and plan for their futures. We understand the critical role that school counselors play in shaping students' lives, and we are committed to empowering you through collaboration and innovation.

The Counselor Community Engagement team celebrates the positive impact that school counselors have on students' academic journeys and career aspirations. We're proud to work alongside you in developing and enhancing programs and services that make a difference, including AP®, BigFuture®, and the SAT® Suite of Assessments.

Together, we can create a brighter future for all students.



collegeboard.org/counselors

A one-stop shop online hub for resources designed to help make counselors jobs easier. Toolkits, handouts, videos, important dates, and timely updates all in one place.

TOOLKITS

Find helpful resources, strategies, and tools about AP, BigFuture, and the SAT Suite to help you support your students' learning and growth as they prepare for college and career.



View toolkits at: cb.org/counselortoolkits

Toolkits include:

- Printable handouts
- Videos
- Professional development
- PowerPoint presentations
- Checklists
- Worksheets

COLLEGE ADVISING ESSENTIALS

The "College Advising Essentials" series provides counselors with comprehensive handouts and resources to guide students through the college planning and application process. Each volume and edition offer targeted information and practical tools for every stage of the journey.



View the series at: cb.org/collegeadvisingessentials

Series include:

- Volume 1-4
- AP Edition
- BigFuture Edition
- SAT Suite of Assessments Edition

Free Annual Professional Development Events

Earn CEUs



Counselor Summer Institute

An annual, free and comprehensive online professional development event. This flexible opportunity allows counselors to connect with higher education and counselor leaders, engaging in insightful discussions, updates, and advising strategies.

Participants can earn free continuing education units (CEUs) while staying informed about the evolving landscape of college admissions, student preparation, and college success to better assist students, families, and professionals.



Watch sessions at: cb.org/cccesi

SESSIONS

- AI, Authenticity, and College Admissions Essays
- The Future of College Admissions: Navigating Change and Innovation
- Tips and Techniques to Build a Strong College Application
- A Missing Piece: The Power of High School Profiles in College Admissions
- Promoting Student Wellness in the College Admissions Journey
- Step-by-Step Grade-Level Resources for Middle and High School Counselors
- The Fine Print: Untangling Financial Aid
- Making High School Count: Preparing College and Career Ready Students
- Essential Tools and Resources for K–12 School Counselors



FALL COUNSELOR WORKSHOPS

Fall Counselor Workshops occur in-person, live online, and on-demand. Join us for timely updates on College Board programs and services so you're ready to support your students for the 2025-26 school year.

Topics include:

- Updates and information about the SAT Suite of Assessments, including BigFuture School and Connections™
- AP Program updates
- BigFuture college and career planning resources

TAILORED TO YOUR NEEDS

- **Experienced Counselors:** Learn about updates on our programs so you can be well equipped to support your students with the most up to date information.
- **Newer Counselors:** Designed for high school counselors with 0–2 years of experience, this event provides key information and best practices to help guide your students and their families through the college planning process.

Get these resources by attending a Fall Counselor Workshop:

- Quick Reference Guide
- SAT/AP Dates Flyer
- College Advising Essentials: SAT Suite of Assessments Edition
- BigFuture School Counselor poster



View workshops at:
cb.org/ccfcw

CCE Learning Lab

Earn CEUs

Free year round professional learning designed to help you be equipped to guide their students and navigate the world of college counseling.

Webinars

Our Counselor Webinar Series offers free professional development throughout the school year and is designed to help counselors support students in their college-going journey.

Learn best practices from counseling colleagues in the field, professionals from higher education, and College Board officials.



Our Webinars:

- Provide free continuing education units. Webinars are approximately 1 hour in length allowing you to earn 0.1 continuing education units (CEUs).
- Are recorded and available for on-demand viewing after their live broadcast for your convenience.
- Provide downloads of the PowerPoint presentations and a wealth of resources.

Featured Webinars:

- Navigating College Application Season: A Guide for New High School Counselors
- Next Gen Guidance: Counseling Gen Z and Gen Alpha
- Application Trends Unpacked: Emerging Patterns in Student's Application Behavior
- Getting it Done: How School Counselors can Help Boost FAFSA Completion Rates
- Middle School Matters: Preparing Middle School Students for Rigorous High School Courses
- There's an App for That: Using BigFuture School to Access Scores and Explore Careers—Middle School
- College and Career Trends: What Every Counselor Should Know
- Middle School Matters: College & Career Conversations Now

View webinars at: [cb.org/counselorwebinars](https://collegeboard.org/counselorwebinars)

Modules

These computer-based courses generally last about 30–60 minutes and give you easy-to-understand instructions for performing tasks that are essential to helping students stay on track for college success.

Counselors and educators of all experience levels can use the e-modules to make it easier for students to get the most out of College Board tools and services.



Learn more at: [cb.org/counselormodules](https://collegeboard.org/counselormodules)

Modules for New Counselors

- 1 Building Your Counseling Curriculum and Calendars
- 2 Course Advising
- 3 Helping Your Students Conduct a College Search
- 4 Conducting College Conferences
- 5 College Application Basics
- 6 What are College Admissions Officers Looking for in an Application
- 7 Paying for College
- 8 Overview of College Board Programs
- 9 Overview of Advanced Placement
- 10 Overview of BigFuture
- 11 Overview of the SAT Suite of Assessments
- 12 Career Guidance Essentials



Learn more at: [cb.org/modulesfornewcounselors](https://collegeboard.org/modulesfornewcounselors)

Videos for Counselors

Subscribe for videos with important updates on College Board programs, tailored to the needs of counselors and the college admissions practices.



Subscribe to our YouTube channel at: [cb.org/cceyoutube](https://collegeboard.org/cceyoutube)