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Supporting the Emotional Wellbeing of Prospective Students: Creating a Culture of Care

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Your Presenters!



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Agenda

1. How are the students feeling?
2. Feelings about college planning steps?
3. Roadblocks to Apply
4. The Hidden Fears of Rising College Students
5. The Thrill of New Experiences
6. Best Practices to Communicate with Students

Demographics

8,680 completed responses

Ethnicity

American Indian*	2%
Asian	9%
Black	25%
Hispanic	17%
Native Hawaiian*	1%
White	54%

Student-athlete status

Not a student-athlete	70%
Student-athlete	30%

First-generation status

Continuing generation	70%
First generation	30%

Gender

Female	51%
Male	42%
Non-binary	4%
Prefer not to say	2%
Prefer to self-describe	1%

The report will be released in late September.

- Would you like to attend the pre-release webinar in early September?
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How Are Students Feeling?



What 8,000+ 12th graders told us about their feelings

Intensity of Emotional Distress



91% are often stressed

40% stress most of the time



88% feel anxious often

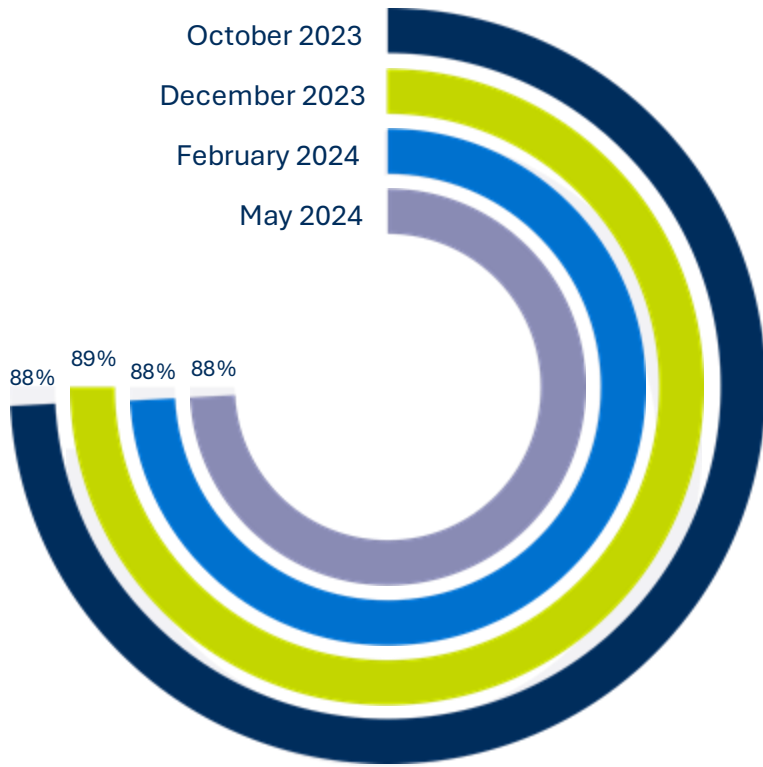
44% feel anxious most of the time



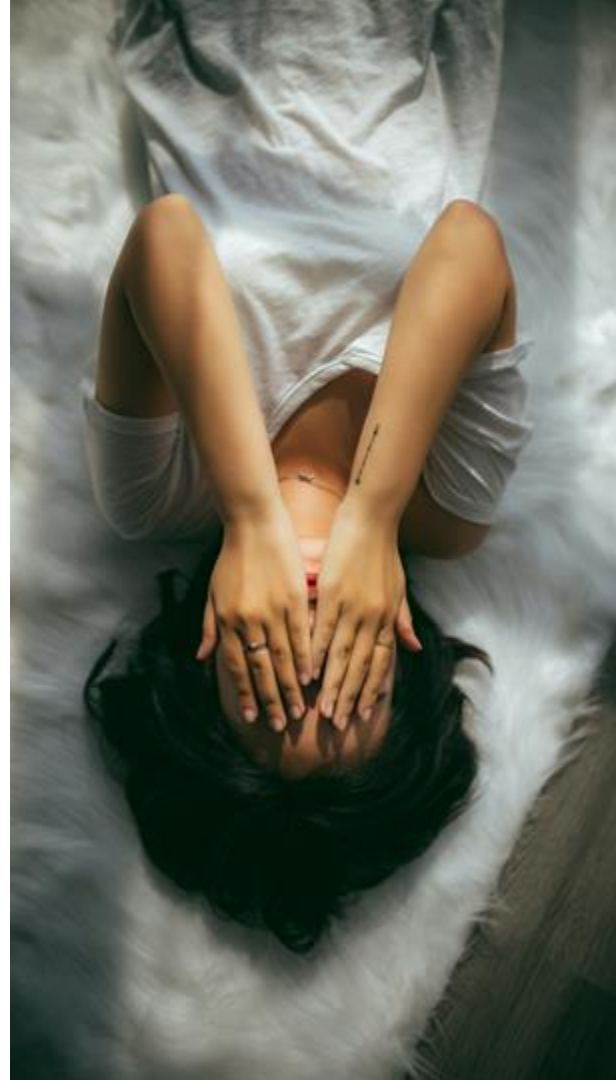
80% worry often

30% worry most of the time

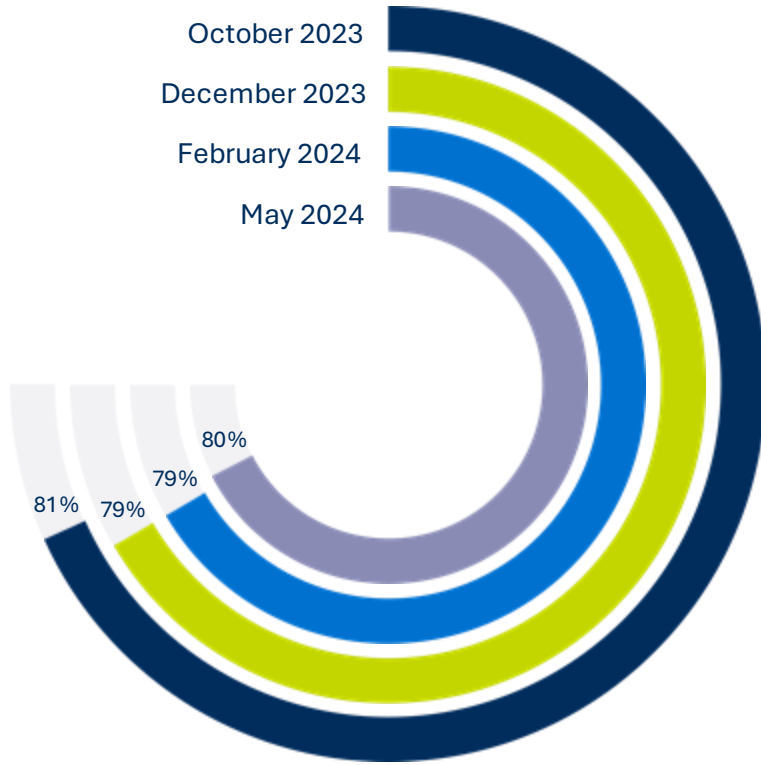
Anxiety Levels Over Time



% of students who reported feeling anxious "often"



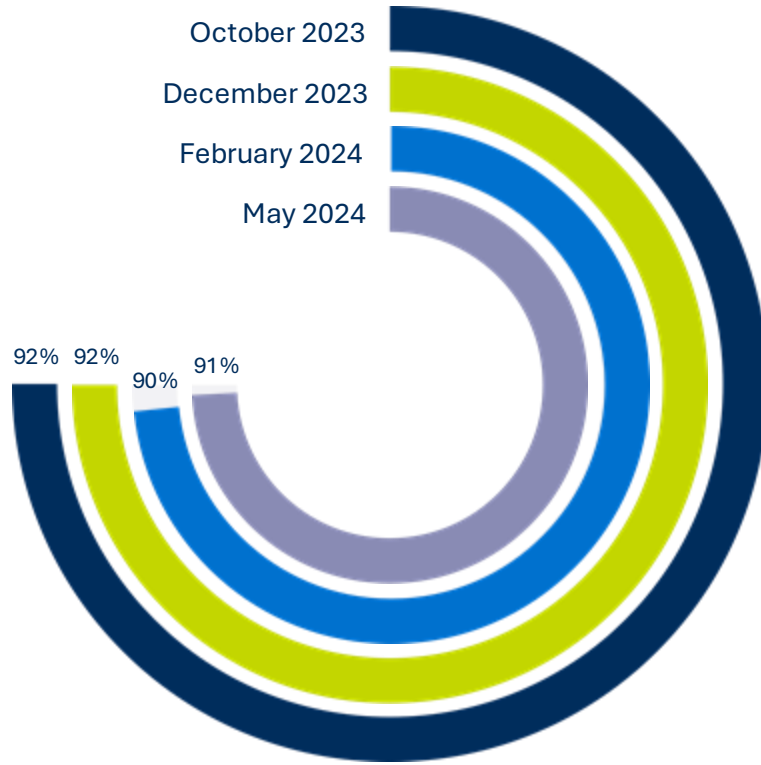
Worry Levels Over Time



% of students who reported feeling worried "often"



Stress Levels Over Time



% of students who reported feeling stressed "often"



Feelings About College Planning Steps



Feelings About College Planning Steps



Not knowing if they will be able to afford to pay for college



Filling out financial aid forms



Understanding how I qualify for financial aid or scholarships



Filling out the FAFSA



Forgetting to submit a required form

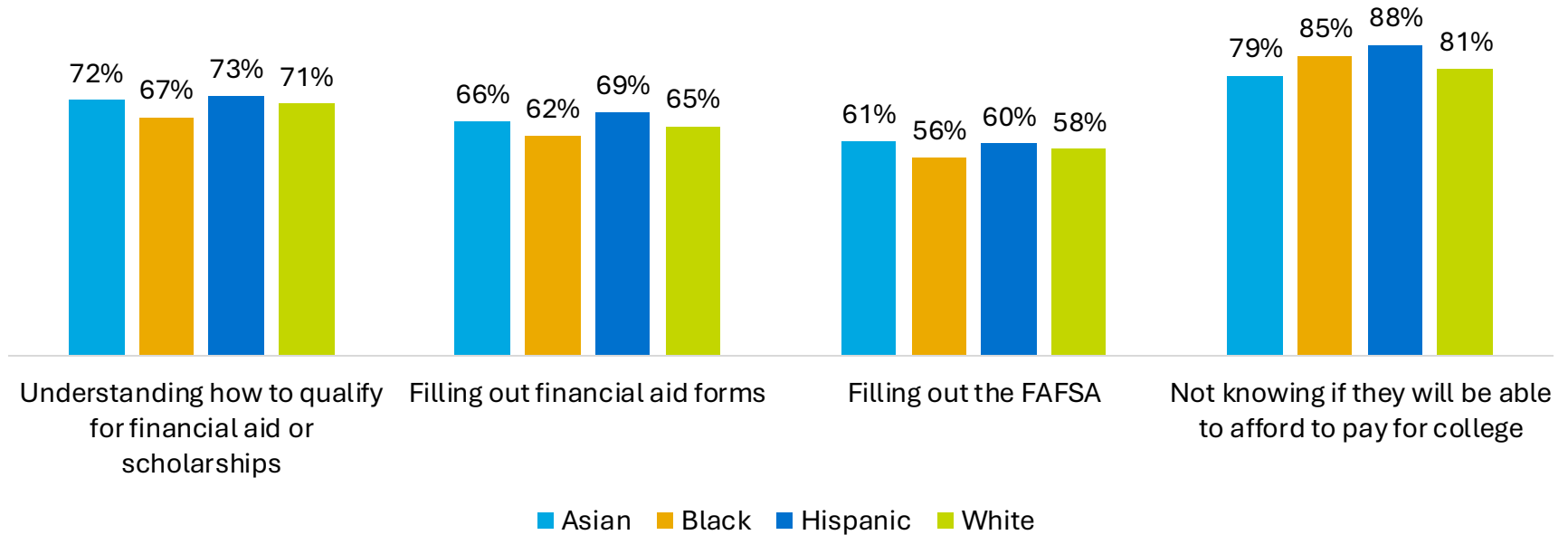


Not knowing when they will hear if they got in



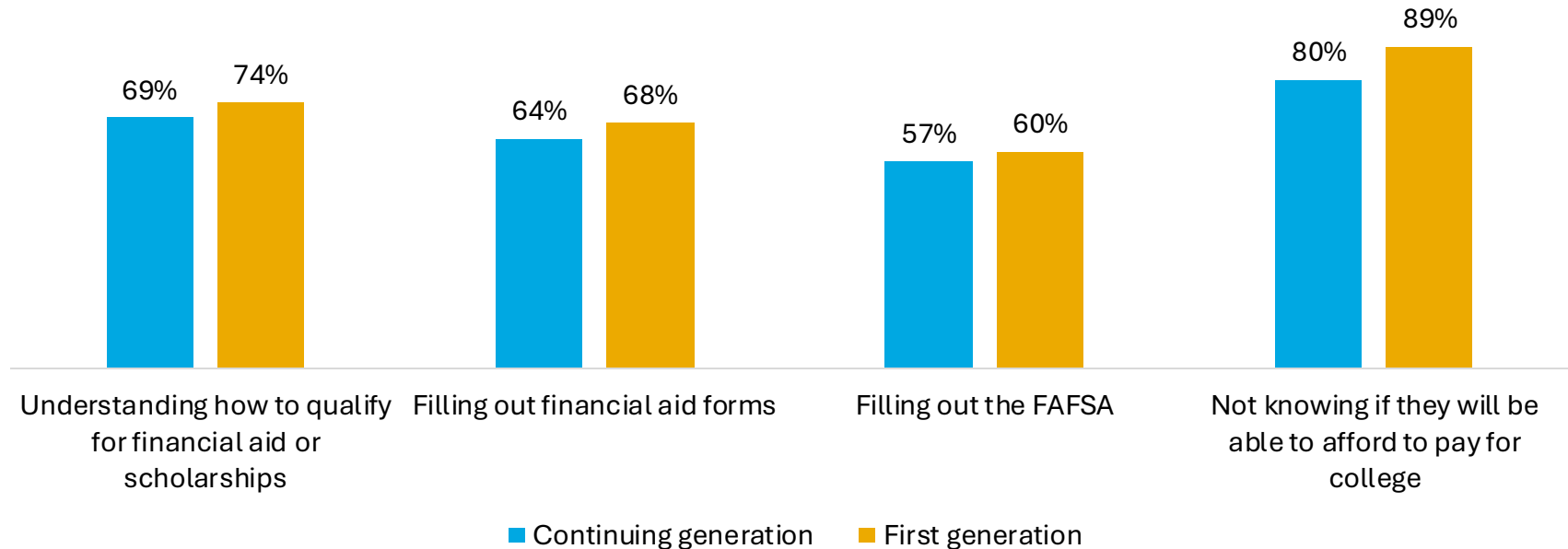
Feelings About College Planning Steps

Financial Aid Anxiety: A Barrier for College-Bound Students of All Races



Feelings About College Planning Steps

First-Generation College Students: Navigating the Financial Aid Maze



Roadblocks to Apply



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Roadblocks to Apply



Not knowing if they will be able to afford to pay for college



Not know where to start



Understanding how to qualify for financial aid or scholarships



Finding the right fit



Not knowing what they want to study



The FAFSA

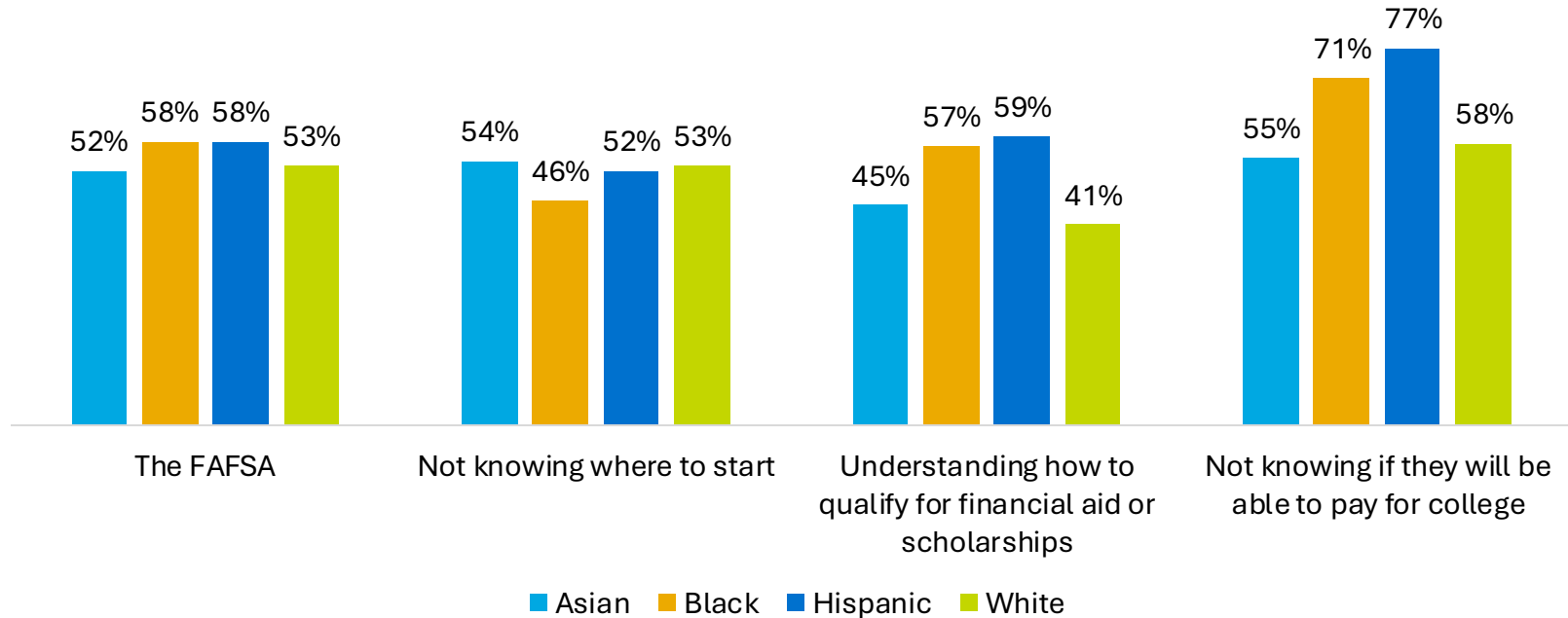


Worried they won't get in anywhere



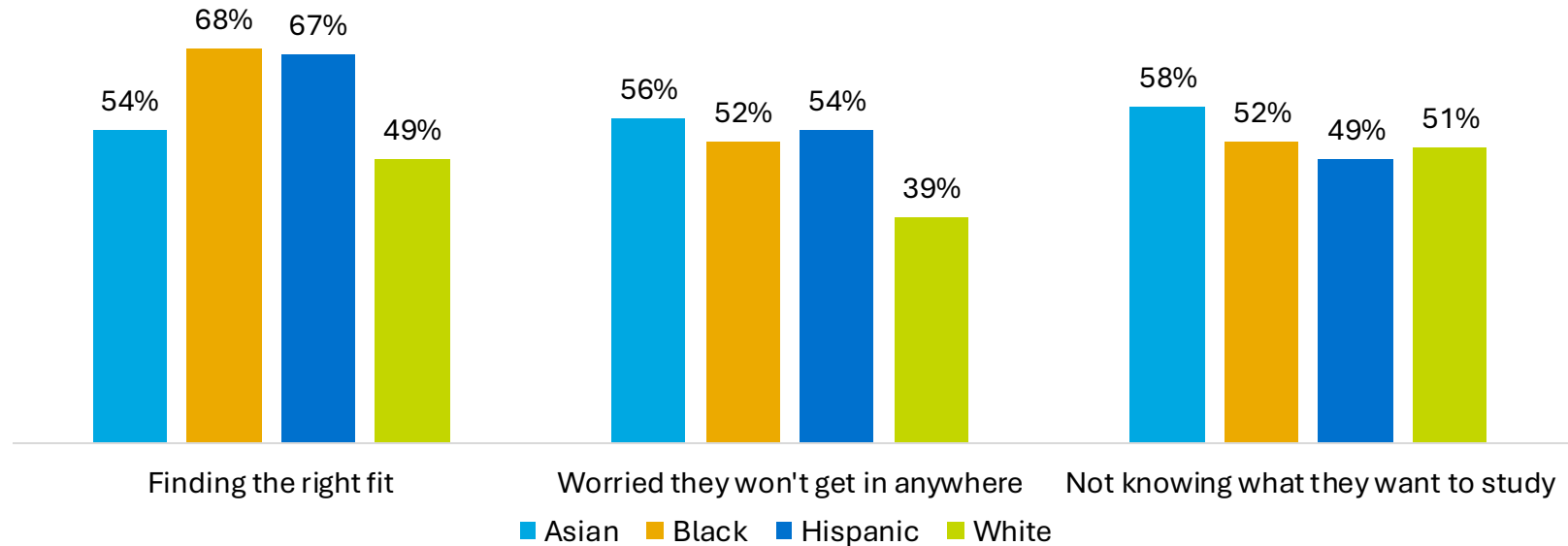
Top Hurdles

Decoding the Challenges of College Planning for 12th Graders



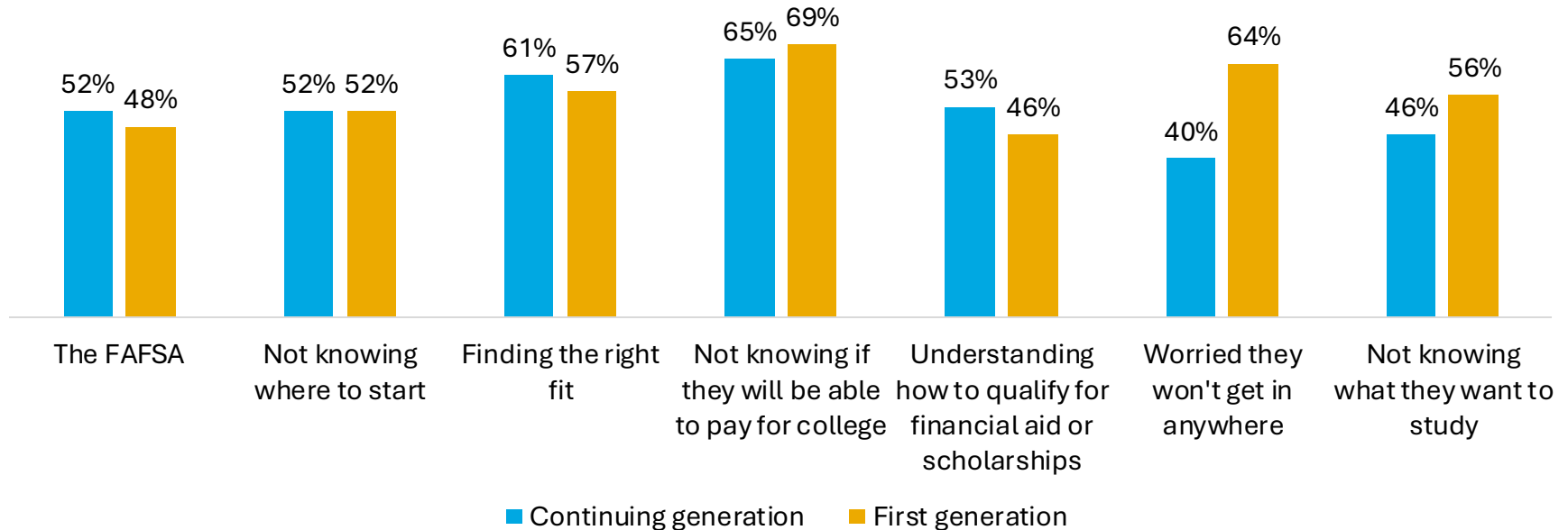
Top Hurdles

Decoding the Challenges of College Planning for 12th Graders



Top Hurdles

Navigating the College Application Obstacle Course: A Tale of Two Student Experiences



The Hidden Fears of Rising College Students



4

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Hidden Fears



Getting poor grades



Their own mental health



Not having enough money



Reaching out when they need help



Peer pressure

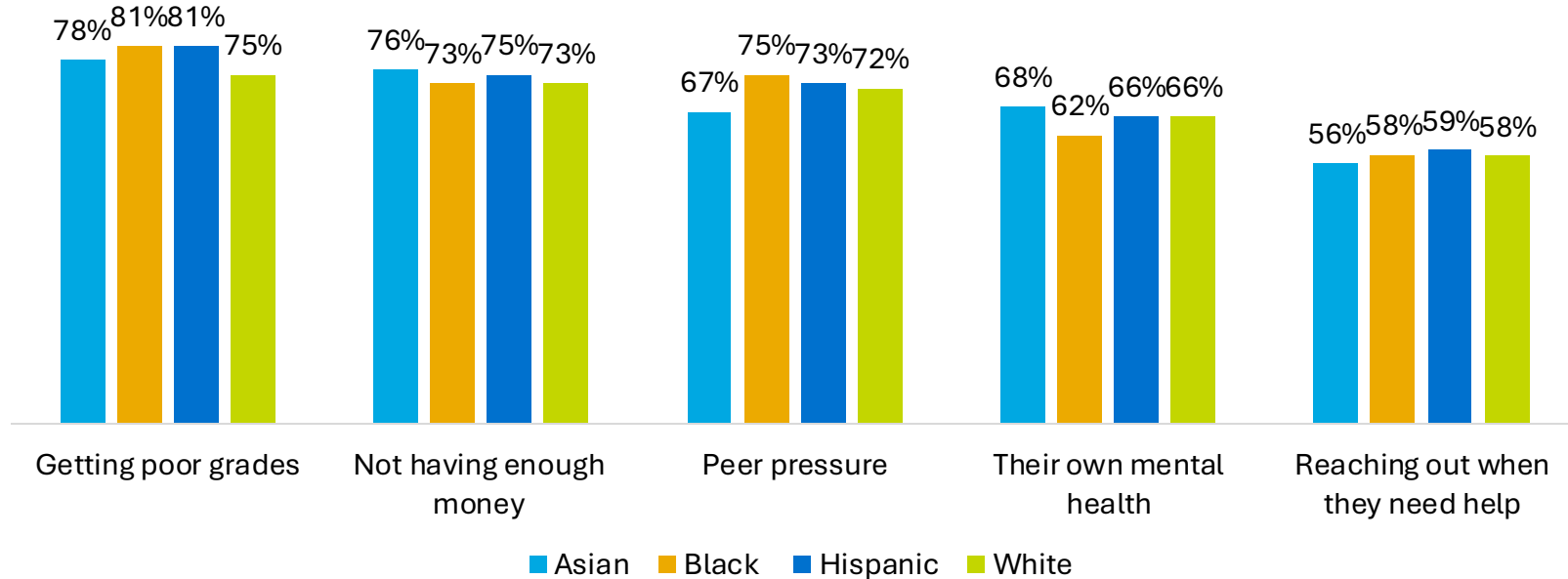


Not living with their family



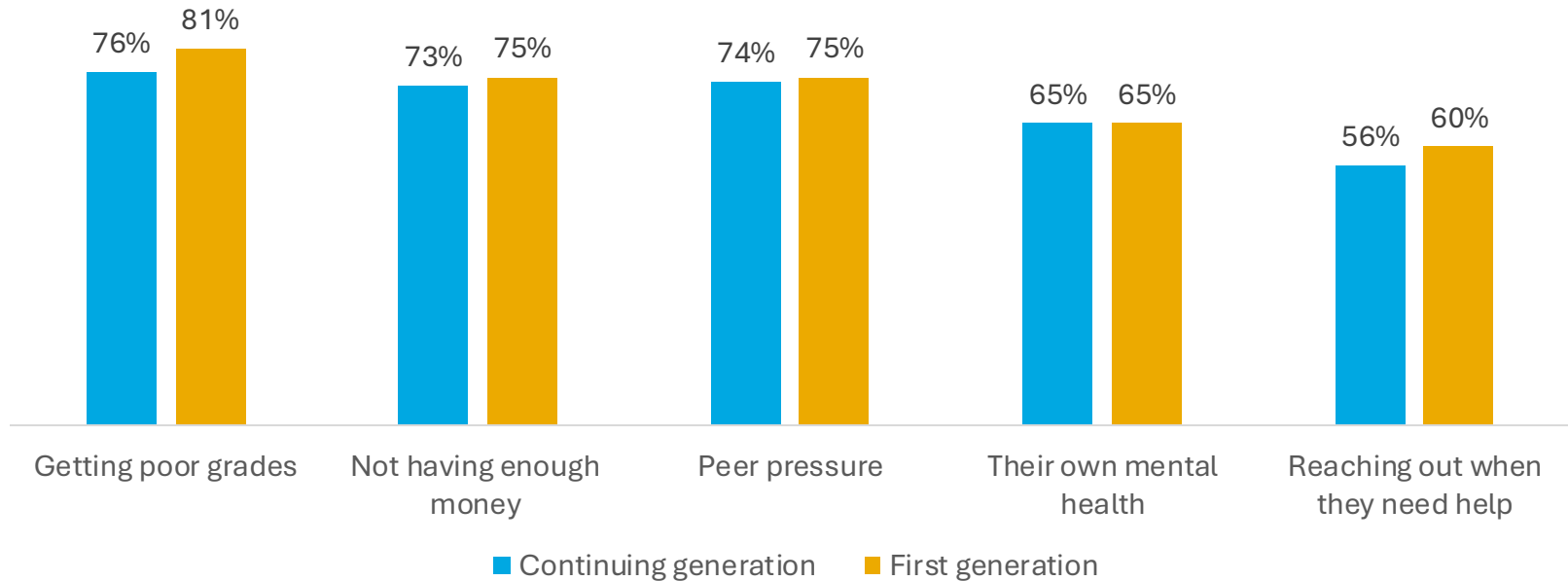
Hidden Fears

Beyond Academics: The Hidden Worries of College-Bound Students



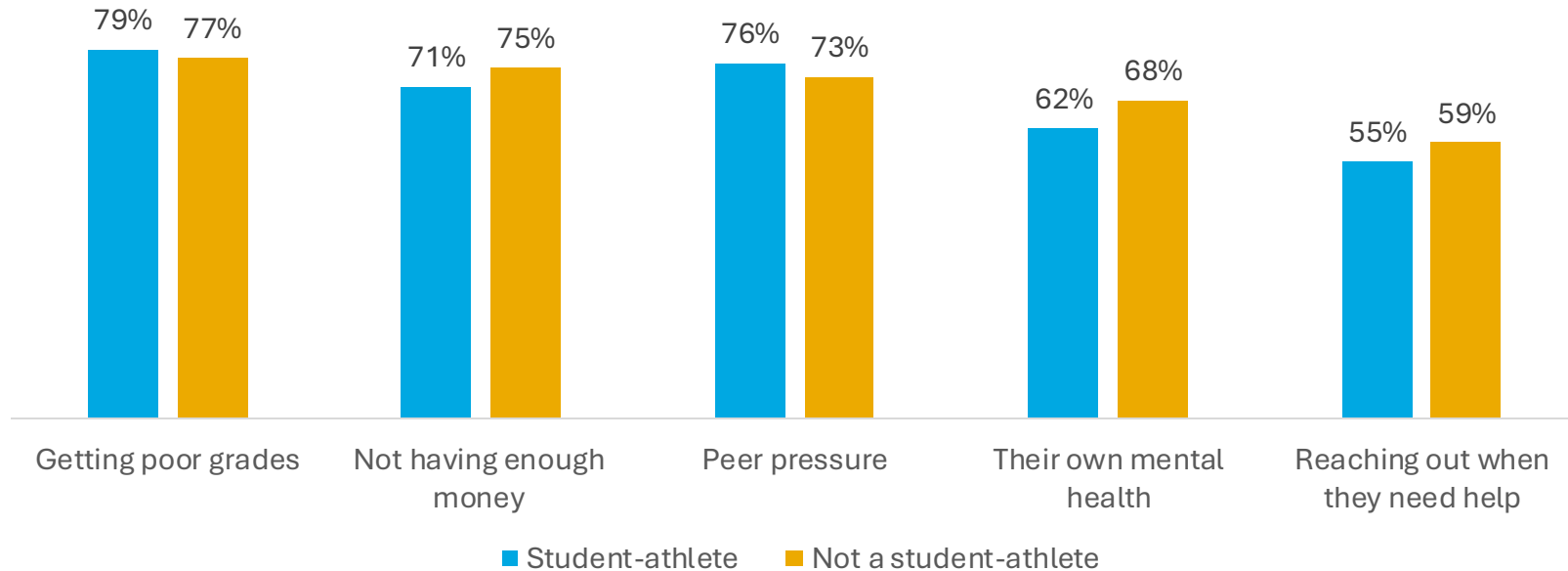
Hidden Fears

First-Generation College Students: Navigating Uncharted Territory



Hidden Fears

Student-Athletes: Balancing Books and Sports in College



Social Pressures of College



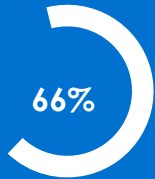
Having a hard time making friends



Feeling different than everyone else



Finding a group of friends



Safety



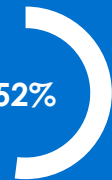
Their own mental health



Not getting along with their roommate



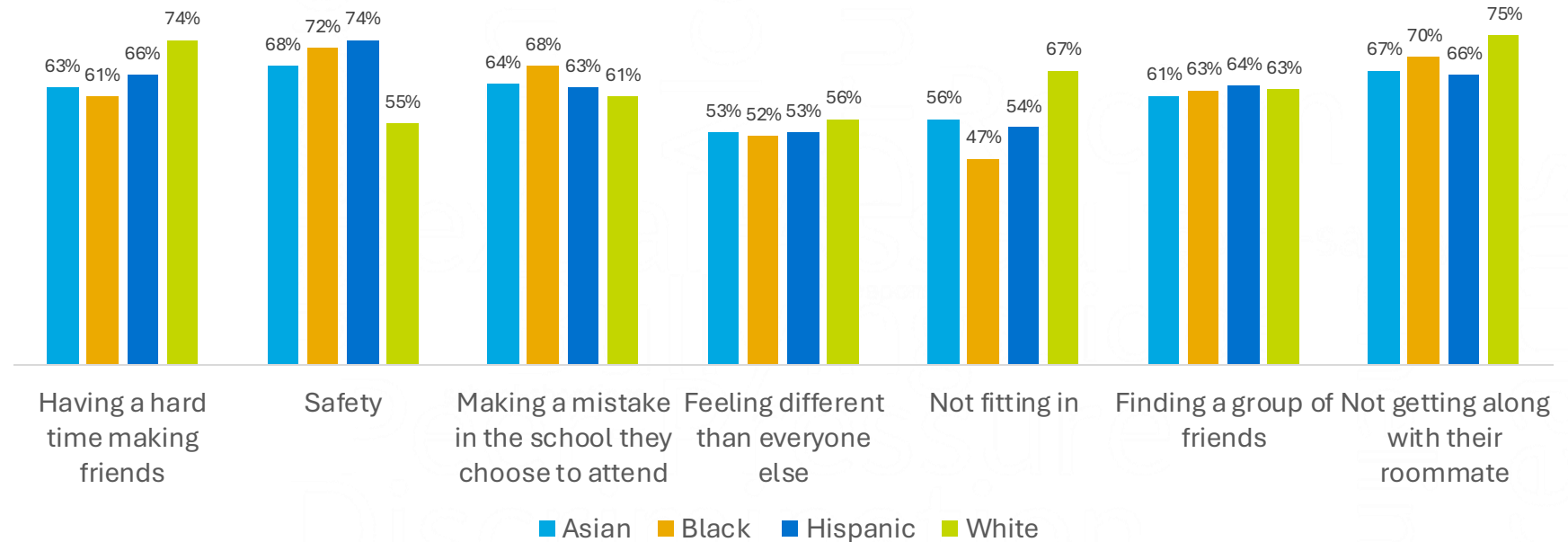
Making a mistake in the school they choose to attend



Not fitting in

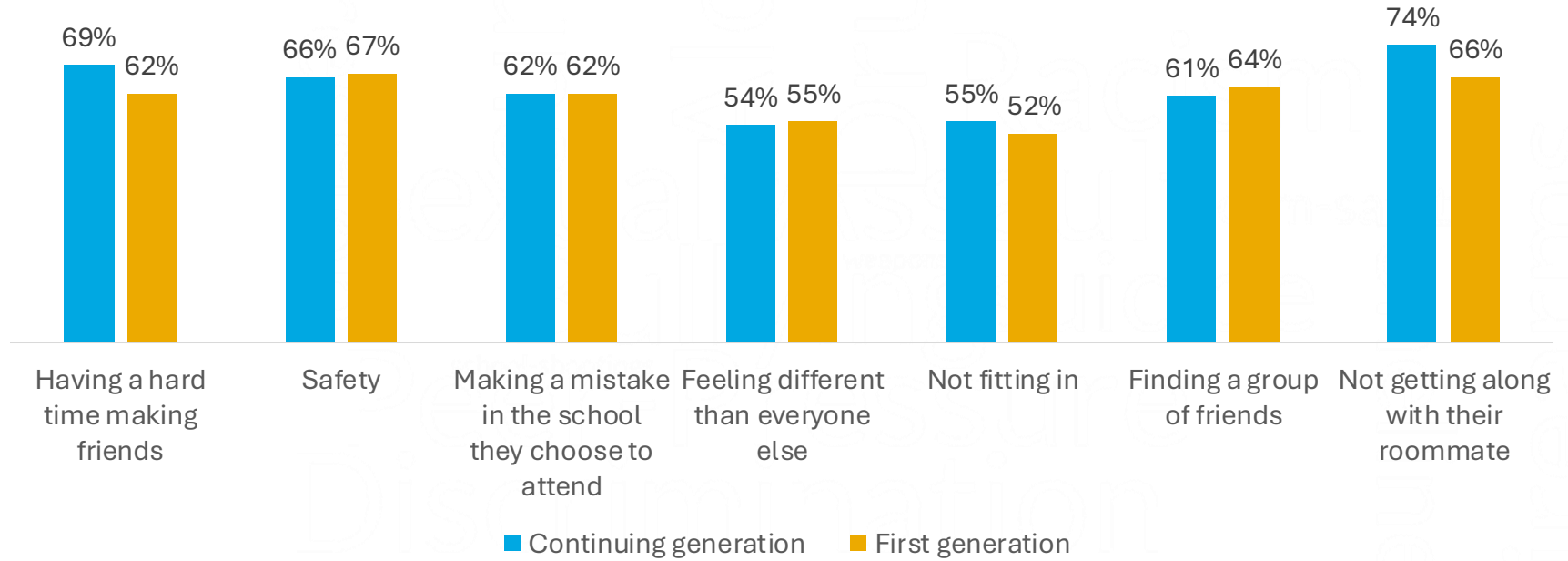
Social Pressures of College

The Social Stresses of College: A Racial and Ethnic Divide



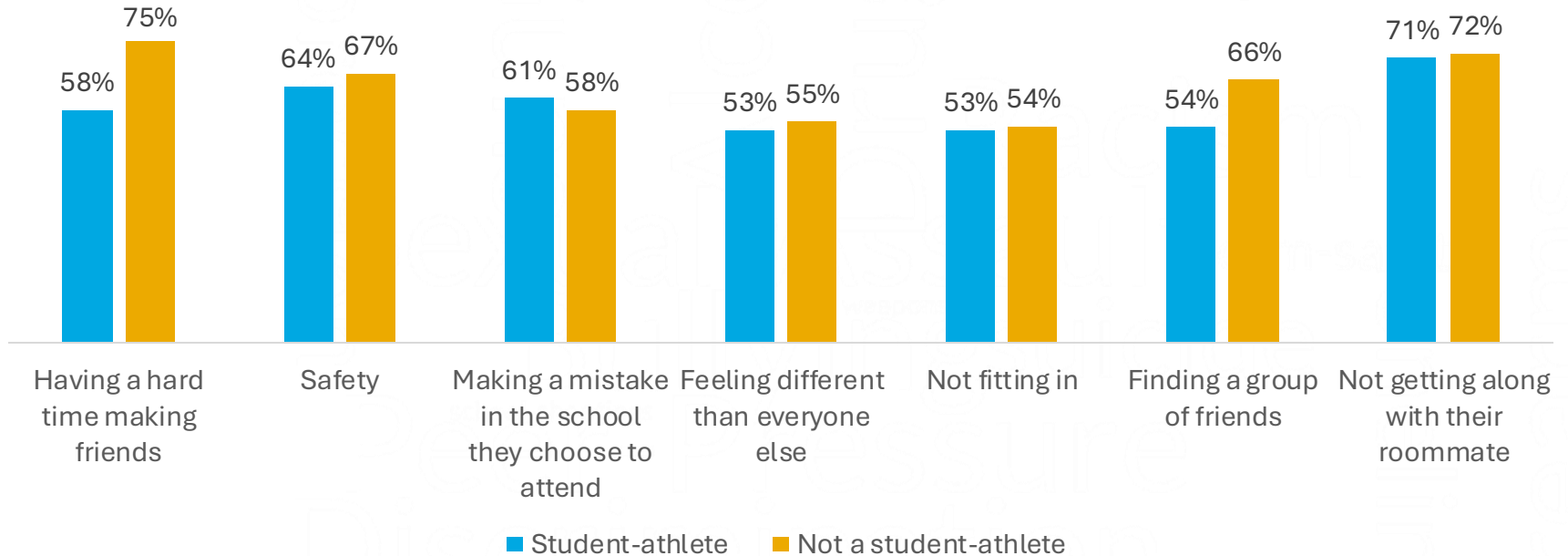
Social Pressures of College

First-Generation College Students: Navigating the Social Landscape of College



Social Pressures of College

Student-Athletes: Balancing Team and Social Life in College





Top Safety Concerns

Top Safety Concerns

Campus Violence
Shootings
Mass shootings

Sexual Assault
Rape
Date rape

Racism
Discrimination

Guns
Firearms

Alcohol
Drugs

Bullying
Peer Pressure

Top Concerns For Females

- **Sexual Assault**
- **School shootings**
- **Racism**
- **Discrimination**
- **Rape and date rape**
- **Human trafficking**



Top Concerns For Males

- **Bullying and peer pressure**
- **Alcohol Consumption and drug use**
- **Racism**
- **Discrimination**
- **School shootings**

The Thrill of New Experiences



The Thrill Of New Experiences



Going to new places



Being by themselves for the first time



Living in a dorm



Going away from home



Meeting new friends

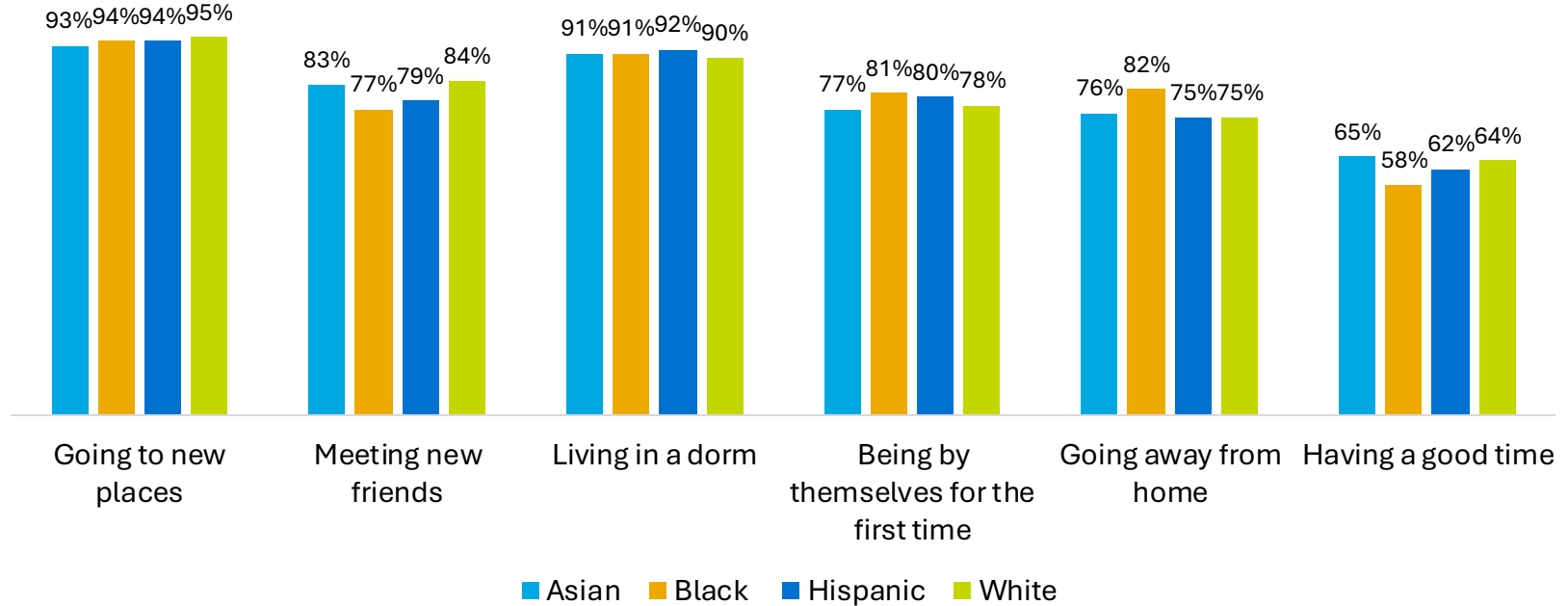


Having a good time



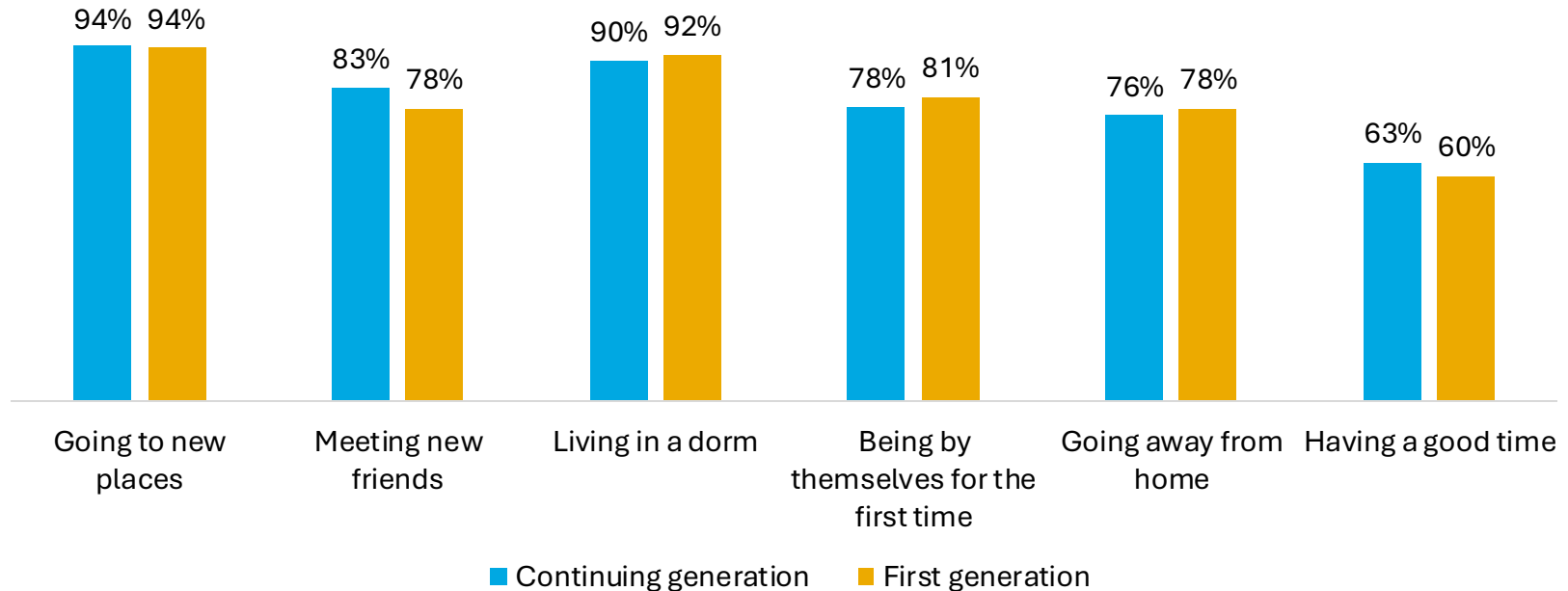
The Thrill Of New Experiences

Anticipation and excitement



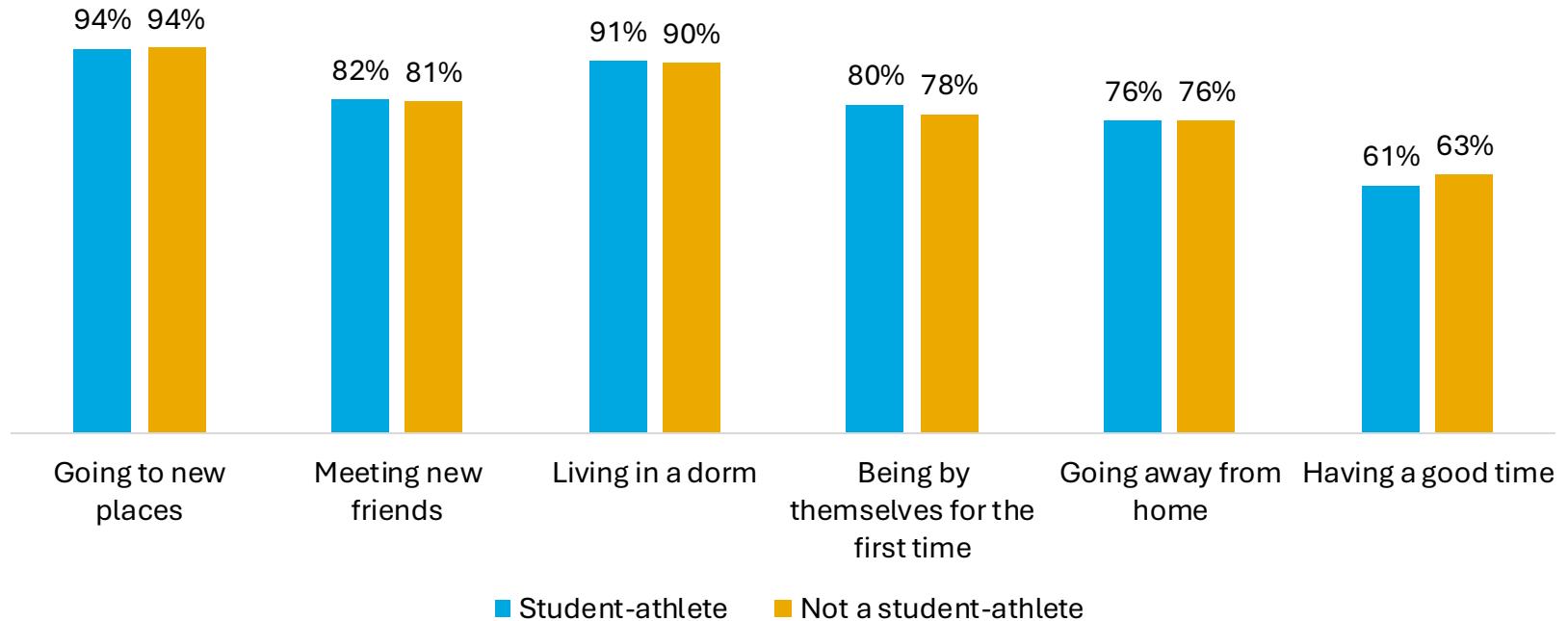
The Thrill Of New Experiences

First-Generation College Students: Embracing the Excitement of the Unknown



The Thrill Of New Experiences

Student-Athletes: Balancing Team Spirit with College Excitement



Best Practices to Communicate with Students



Best Practices to Communicate with Students

- **Simplify Financial Aid Information:**

Clearly outline available aid options, eligibility criteria, and the application process on institutional websites. Avoid jargon and provide straightforward, easy-to-understand language.

- **Financial Aid Transparency:**

Provide easy-to-understand information on aid options, including scholarships, grants, loans, and work-study. Net price calculators and early aid award notifications can help families understand the true cost.

- **Financial Literacy:**

Offer workshops or online modules on financial literacy, budgeting, and managing debt. This empowers students to make informed financial decisions.

- **Net Price Calculators:**

Ensure net price calculators are easy to find on the website and provide a clear estimate of the cost of attendance. Transparency is key in helping families understand the true cost.

Best Practices to Communicate with Students

- **Website**

Ensure your website is comprehensive and up-to-date

Be upfront about your admission requirements (essay, interview, test policy). Don't assume; include statements about each required portion of the application to your institution. Fake news exists in admissions; if you don't own your story, others will.

- **Interview Prep:**

Offer interview preparation resources, including common questions and tips. Consider offering practice interviews for interested students.

- **Workshops and Webinars:**

Host workshops and webinars on various aspects of the college planning process, from understanding aid to choosing majors.

- **Regular Communication:**

Regular email updates, blogs, and social media posts can provide valuable information and answer common questions.

- **Counselor Partnerships:**

Build strong relationships with high school counselors, who can help disseminate information and support students

Best Practices to Communicate with Students

- **Yield and summer engagement:**

Continue engaging students by communicating about the experiences that excite and worry them.

Clearly explain what their options are for academic, health, social, and other types of support on campus

- **Assess where students are when they arrive on your campus:**

Understand where they are, what worries them, and what risk factors they are dealing with (social, academic, financial, etc.) First-year student assessments, first-year programs, and advising are perfect for getting a pulse immediately.

- **Community:**

Invite prospective students to be part of a community and meet other prospective students who are interested in the same institution

Best Practices to Communicate with Students

- **Mental Health Resources:**

Ensure access to counseling services and support groups. Promote these resources in orientation and throughout the year to normalize seeking help.

- **Social media:**

Train faculty and staff to recognize signs of distress and refer students to support services.

- **Peer Support:**

Establish peer mentoring programs where upperclassmen can guide and support freshmen.

- **Inclusive Orientation:**

Design orientation programs encouraging mixing and connection-building among students from diverse backgrounds.

- **Residential Life:**

Implement roommate agreement processes and offer conflict resolution workshops to prepare students for shared living

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Thank you!



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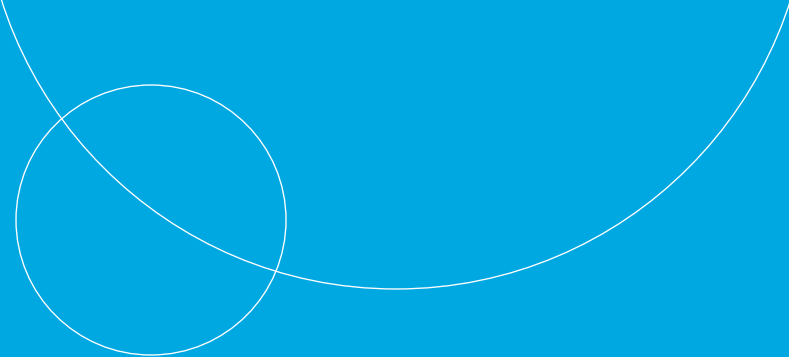
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