



# COUNSELOR TALKING POINTS: WORKING WITH PARENTS

As a school counselor, you have a very important job! You know what it takes to get your students ready for and excited about their education after high school, and you serve as a trusted source of information for them and their parents.

Parents have unique concerns about sending their child to college. Whether it's a financial or personal concern, you can empower parents with the tools they need to make college a reality for their child.

As you visit with parents, you may find a few obstacles. Some may feel uncomfortable speaking with you or unsure what types of questions to ask about college planning. To break the ice, you may want to start by asking if the parent has any questions or concerns about their child attending college or a career technology center. Start from there and if other obstacles come up, we've listed some information below that might help.

- ▶ The parent might state their child has a job and without that income the family would have a hard time making ends meet. You might be able to calm those fears by stating:
  - ▶ It can be hard for families who depend on money from a child's job to help support the family; however, the rewards of higher education can mean more for the family in the long run. A college education can help in a variety of ways with a family business. The knowledge a student gains in school can help provide valuable input on expanding, growing and managing a business to make it more successful.
  - ▶ Statistics show college graduates can earn a 75% higher salary than high school graduates.
- ▶ You may hear a parent state their child will not fit in at college. You may be able to provide some personal input to help them change their mind; your interaction with the students may give you some insight. You can also offer the following tips:
  - ▶ Some campuses make support groups available to college students. There are several associations made up of students with similar faiths, ethnicities and cultural backgrounds. Advisers and counselors are available on-campus to help students find these groups.
  - ▶ Parental support is extremely important to the success of students enrolled in college or a career technology center.
  - ▶ People who complete education after high school have been shown to live happier, healthier lives. Research has shown that college graduates usually live longer, are smarter consumers and have more varied interests than those who don't go to college.
  - ▶ College provides the satisfaction of personal growth. Students can explore new subjects, meet different people and participate in activities they might not otherwise experience.
  - ▶ There are so many college options to choose from! Rather than wondering if a student will fit in, investigate colleges that may be the best match for the student. As a parent, you can create an account on [OKcollegestart.org](https://www.okcollegestart.org) to explore campuses that may be a good fit for your child.
- ▶ Some parents may not see a need for college. There are many positive responses to a comment like this. The following points may give you some ideas.
  - ▶ A college degree will make it easier to get a job, because there are more jobs available for college graduates than for those without a degree or certificate. Projections show that in 2025, 77% of the state's new labor market will require education or training beyond high school, highlighting the critical need for higher education.
  - ▶ People without college degrees are more likely to be unemployed at some point in their lives.

You may wish to provide parents a list of terms to shed some light on the information they see when reviewing college catalogs or pamphlets. Make copies of the Glossary found in the High School Student Workbook and online at [UCanGo2.org/Educators.html](https://www.ucango2.org/Educators.html).