



# College and Career Advising

All students benefit from help in making the transition to college, persevering through challenges, and navigating a multitude of decisions toward credential attainment. However, high school and community college advising programs are stretched thin. Without access to robust college and career advising services, students may not get the information they need to choose colleges or classes, understand how to pay for postsecondary education, and know where to turn for support. For employers looking for skilled workers, shortcomings in advising programs can cause talent pipelines to dry up because students may never learn about in-demand careers that pay family-supporting wages.

JFF calls on states to hire more college and career advisors, deploy new technology tools, and recruit and manage volunteer mentors for students. States should also consider new approaches to postsecondary funding, because current models are typically based on instructional costs and do not include earmarks for student services such as advising. In addition, states should back efforts to engage people who need special support to enter and complete college, including foster care youth, justice-involved individuals, and adults who have attended college but haven't earned a degree.

## Findings from 15-State Study



**On average,** more than half of the four recommended college and career advising policies have been adopted per state.



**Signs of progress:** More than half of the states have augmented the capacity of high schools to deliver college and career advising. A majority of them also have adopted policy measures to alleviate barriers to college for disadvantaged and vulnerable populations.

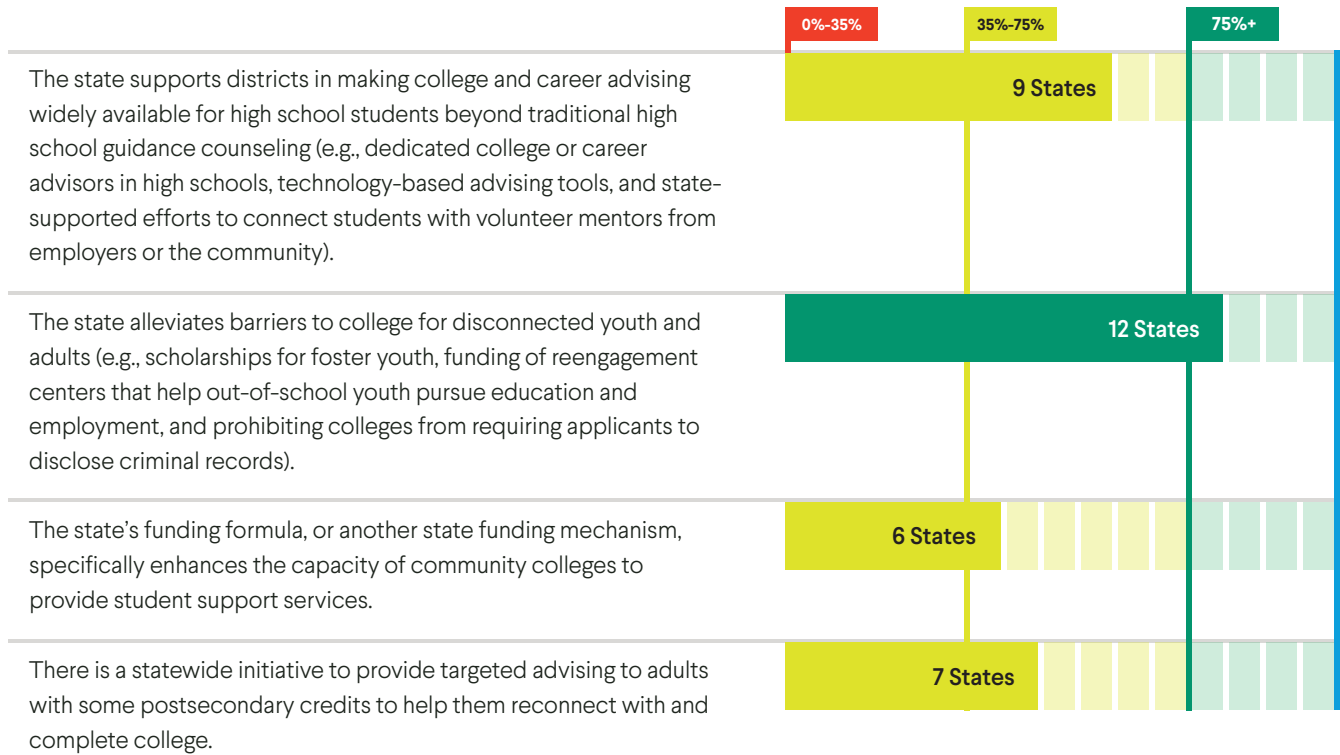


**Critical gaps:** Fewer than half of the states have augmented the capacity of community colleges to deliver college and career advising services. Less than half have statewide initiatives to encourage adults to return to college and complete a degree.



**Ahead of the curve:** California, Hawaii, North Carolina, New York, Oregon, Texas, Virginia, and Wisconsin.

## The state supports college and career advising to help students and families make well-informed educational choices.



### State Spotlight: North Carolina

In 2015, the North Carolina legislature began funding [career coaches](#) to help high school students identify college paths. The coaches are community college employees who work full time in one or more high schools, complementing the work of traditional guidance counselors. In the 2018-19 academic year, there were 65 career coaches across the state. North Carolina is also using money from the federal Supplemental Nutrition Assistance Program (SNAP) Education and Training program to fund education navigators in 13 community colleges. The education navigators offer assistance to students who participate in food and nutrition support programs to help them achieve their education goals. In addition, 10 North Carolina community colleges are involved in an effort to implement and study the effectiveness of a program called [Carolina Works](#), a federal-grant-supported initiative in which “success coaches” use a holistic approach to advising. Finally, North Carolina community colleges are partnering with the University of North Carolina system to create a unified online portal called Adult Promise that offers tailored college advising and financial aid information for returning adult students and adults who are new to postsecondary education.