Presenters

Lara Grieco
The Episcopal Academy

Senior Associate Director,
College Counseling

Julie Kerich
The Episcopal Academy

Senior Associate Director,
College Counseling

Julia Ross
Quinnipiac University

Associate Director for
Enrollment Technology

Sara Mathew
Carnegie

Slate Enrollment
Implementation Strategist
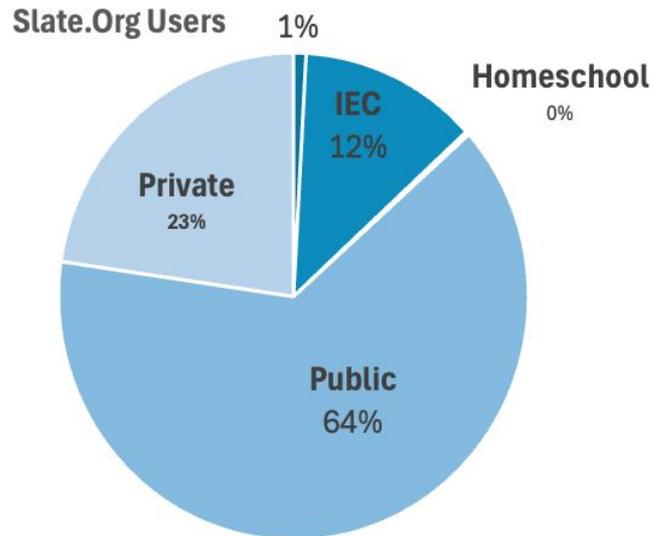
Myth #1

Counselors Don't Use Slate.org

Slate.org Numbers

Est. 2017

30,000+ counselors engaged

494 colleges sharing decisions

350,000 documents uploaded

7.4 million applications processed

Slate.Org Users

- IEC 12%
- Homeschool 0%
- 1%
- Private 23%
- Public 64%

Provided by Technolutions 5/2025

Slate.org Counselor Logins

	2022	2025
Total Logins	407,274	845,498
Unique Logins	19,949	30,387
Avg Login/Person	20	27

Numbers provided by Technolutions, May 2025

Our Mythbusters Scientific Method: Surveys

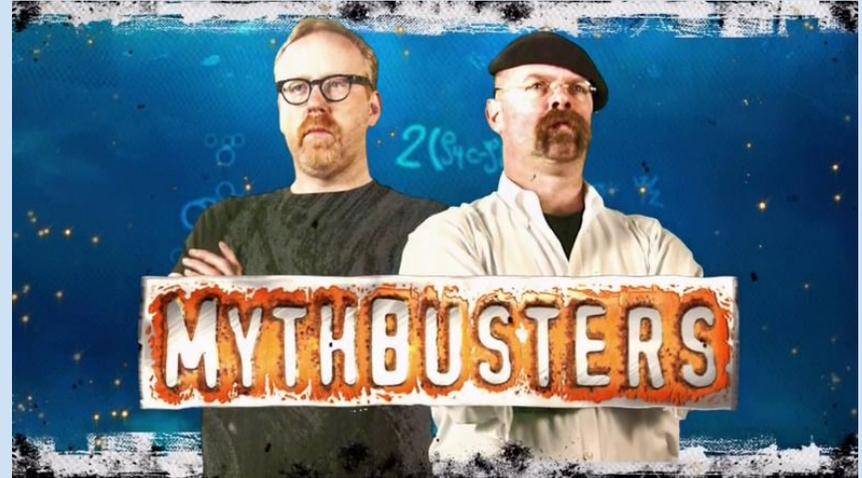| 2024	2025
323 Counselors (86% primarily private schools) ACCIS Outreach	600+ Counselors ACCIS Outreach ACCIS, Quinnipiac email campaign, CAC FB, NACAC SIG Groups, etc.

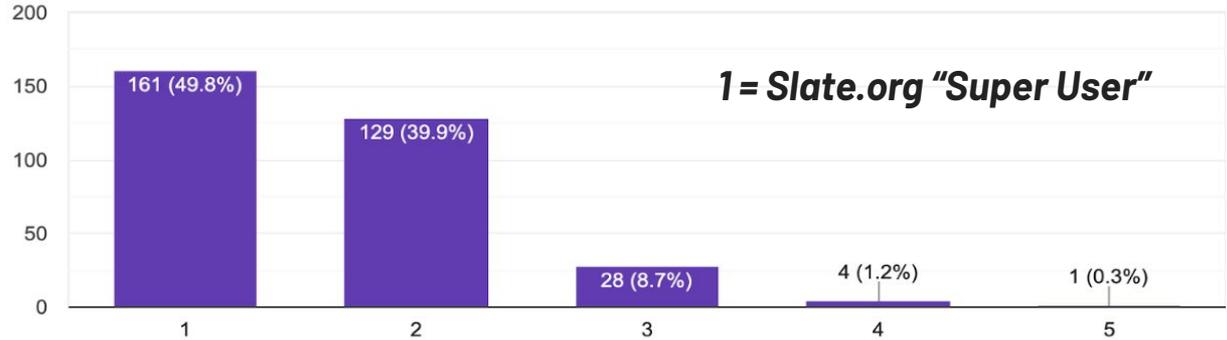# 2024 Survey

324 Counselors

Respondents primarily from private schools (87%)
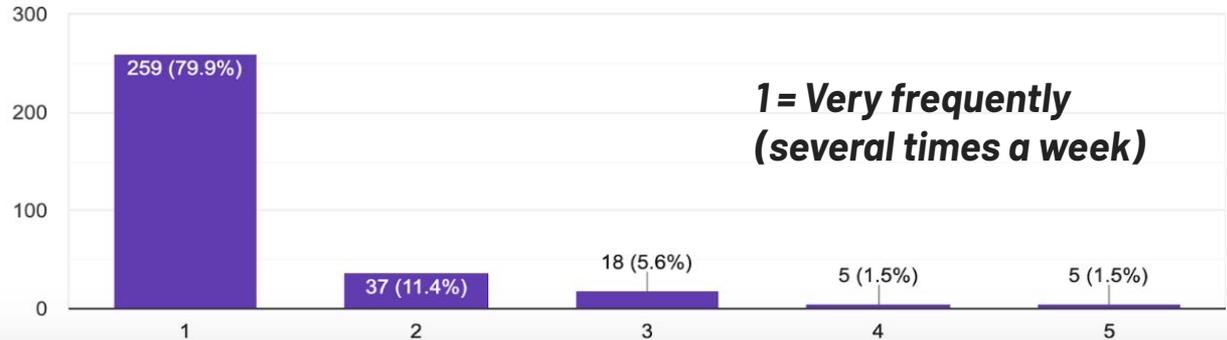
Please rate your familiarity with Slate.Org:

323 responses

1 = Slate.org "Super User"

How frequently do you check Slate.org during high volume times of year?

324 responses

1 = Very frequently (several times a week)

2025 College Counselor Survey

- 600+ responses
- Quantify familiarity and usage
- Categorize Slate.org usage
- Identify helpful information in Slate.org
- Note colleges with best practices
- "What would you like enrollment leaders to know about the value of Slate.org?"

Link to 2025 Survey

"Including counselors in the information loop, colleges demonstrate they value and trust the professionals supporting students."

66%
Private School Counselor

31.2%
Public School Counselor
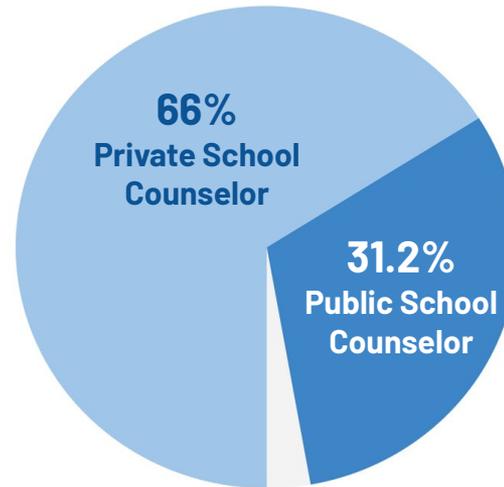
Who are the 600+ Counselors?

What is your caseload?

Legend:
- College Counselor, private school
- College or School Counselor, public school

Caseload	College Counselor, private school	College or School Counselor, public school
Under 30 students per grade	21%	2%
31-75 students per grade	65%	28%
76-125 students per grade	9%	18%
125-250 students per grade	4%	22%
Over 251 students per grade	1%	29%
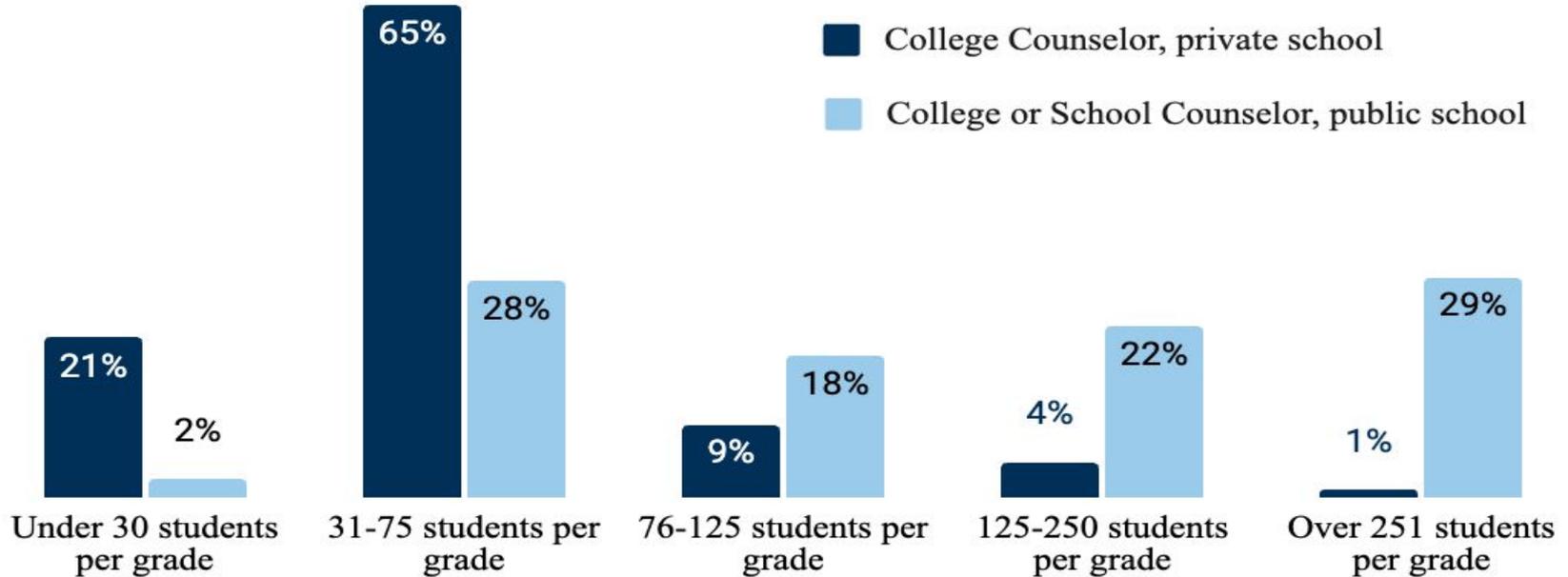
2025 Counselor Usage

Please rate your familiarity with Slate

Slate.org exists?
(No familiarity)

I'm a Slate.org super user!
(Very familiar)

Overall	4%	5%	15%	39%	37%
College Counselor, private school	2%	3%	13%	41%	42%
College or School Counselor, public school	6%	10%	18%	38%	27%
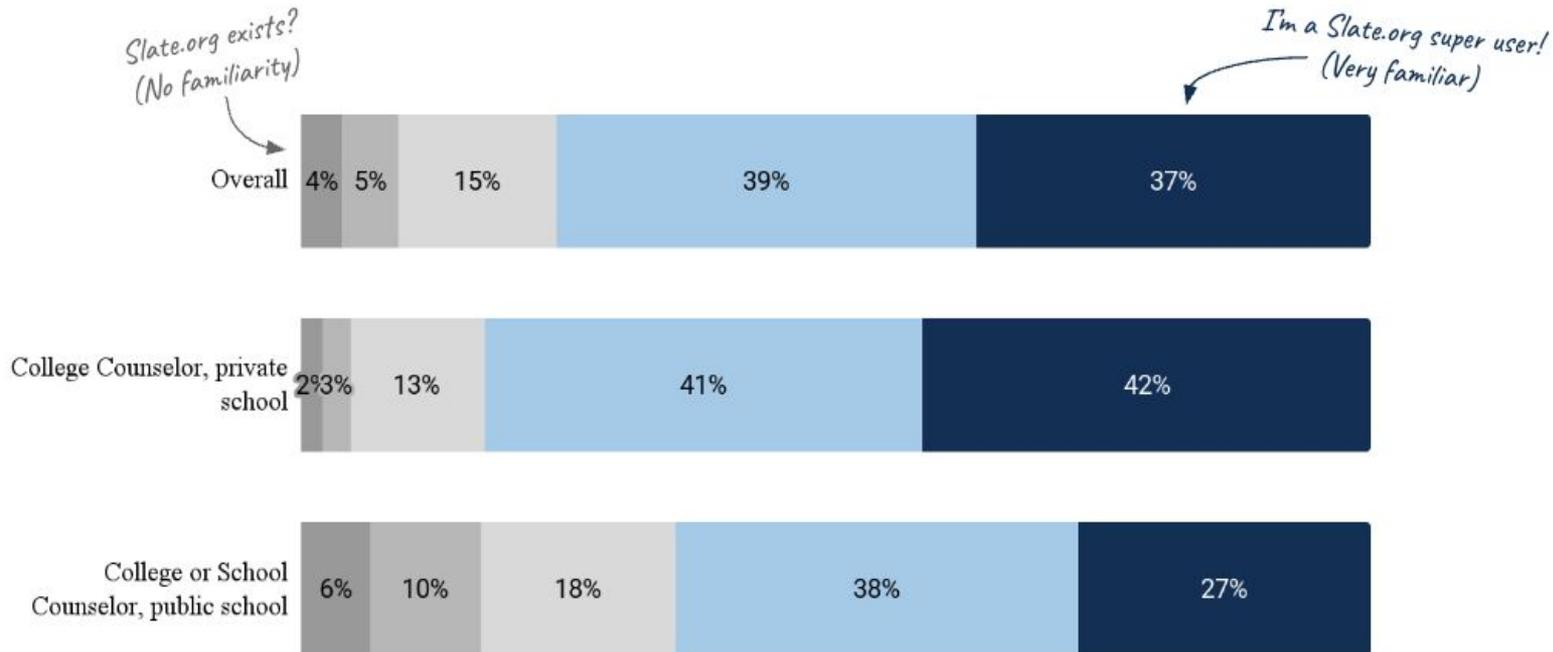
2025 Counselor Usage

Frequency of use Slate.org during high volume periods

85% check daily or at least once a week

Only 4% never use Slate.org

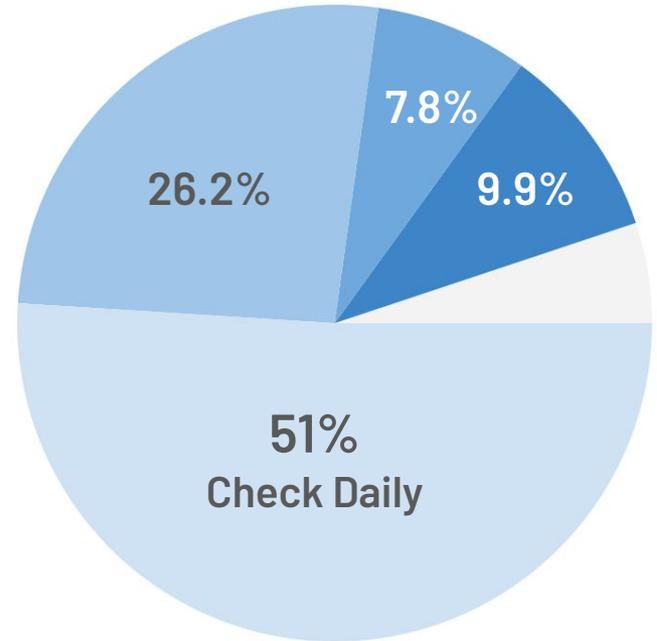*"We need the data to better inform our counseling!"*

7.8%

9.9%

26.2%

51%
Check Daily

How do you utilize Slate.org?

■ College Counselor, private school ■ College or School Counselor, public school

Category	Private	Public
Checking student decisions	91%	69%
Checking which colleges released decisions	89%	74%
Checking application status for students (completed vs. incomplete)	83%	57%
Uploading documents for student applications	62%	29%
Verifying application data to update my institution's student records	52%	25%

Myth #1:

Counselors ~~Don't~~ Use Slate.org

Myth #2
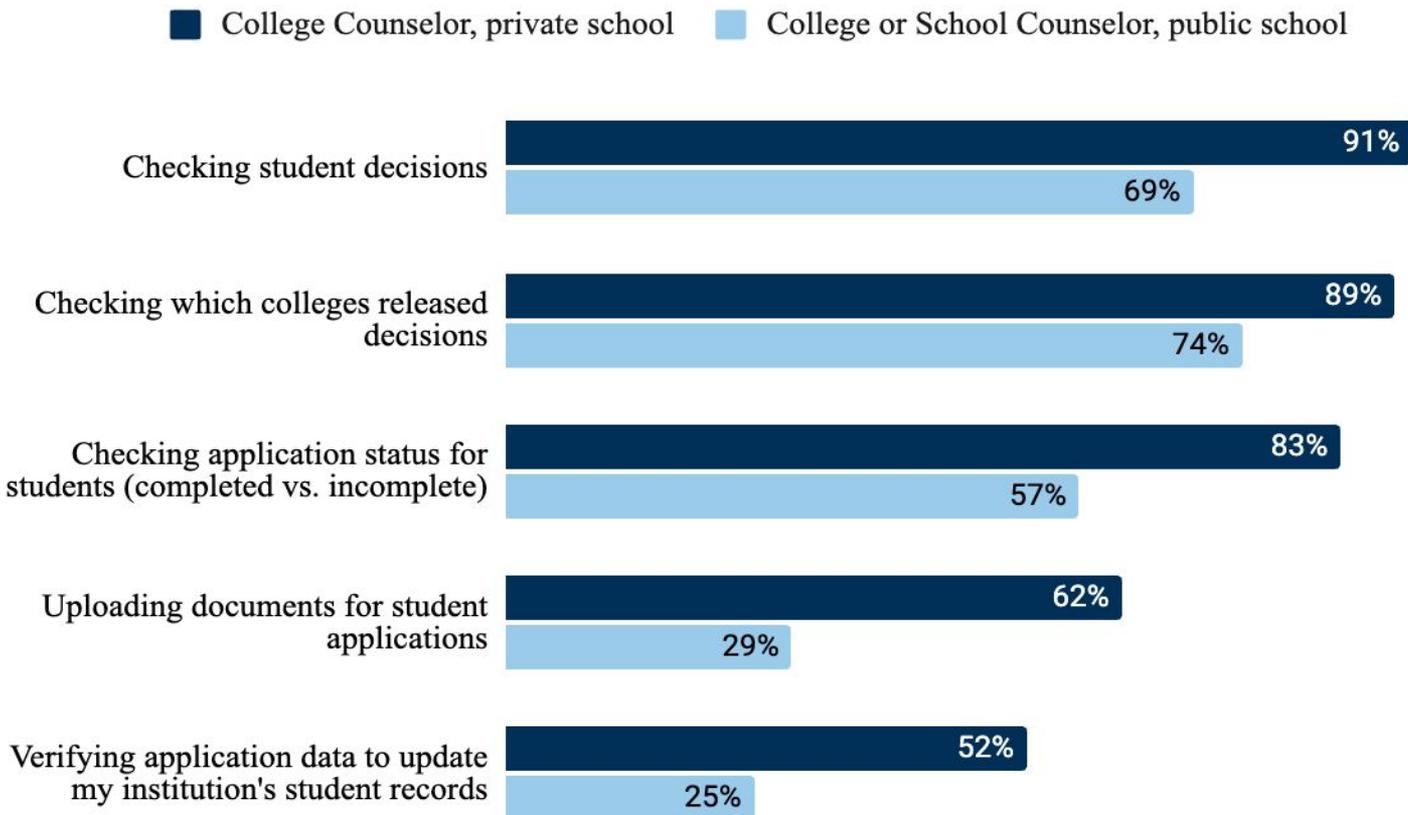
Setup Takes Too Long

Slate.org Setup

- 50% of admission survey respondents said setup took "an hour" and 22% said "a few hours"
  - The greatest challenge: "There isn't enough documentation available!"

- **Keep It Simple, Slater!**
  - As easy as clicking a few buttons! Customization can come later
  - Begin with the [suitcaseable](#) basic portal setup.

- Utilize **Community Forums** to connect with other users- collaboration is key
  - Fellow Slaters are usually eager to help

- Without **full** counselor impersonation access, we can only view some parts of the platform like a counselor

Myth #2:
Setup takes ~~*too long*~~ **some time**

Myth #3

Sharing decisions is too risky

What YOU Told Us...

Your fears:

➔ Difficulty seeing counselor view
➔ Confidentiality
➔ Worry about "negative news"
➔ Trust

*"Be more open about sharing the students' information because we can help complete applications, make sure students withdraw applications, and decline acceptances and waitlist offers - **if we can see what is happening."***

The main reason there's hesitancy around sharing decisions? *No easy way to impersonate counselors to ensure correct information is displayed.*

Inability to share specific decision codes/reasons means it's more difficult to share decisions
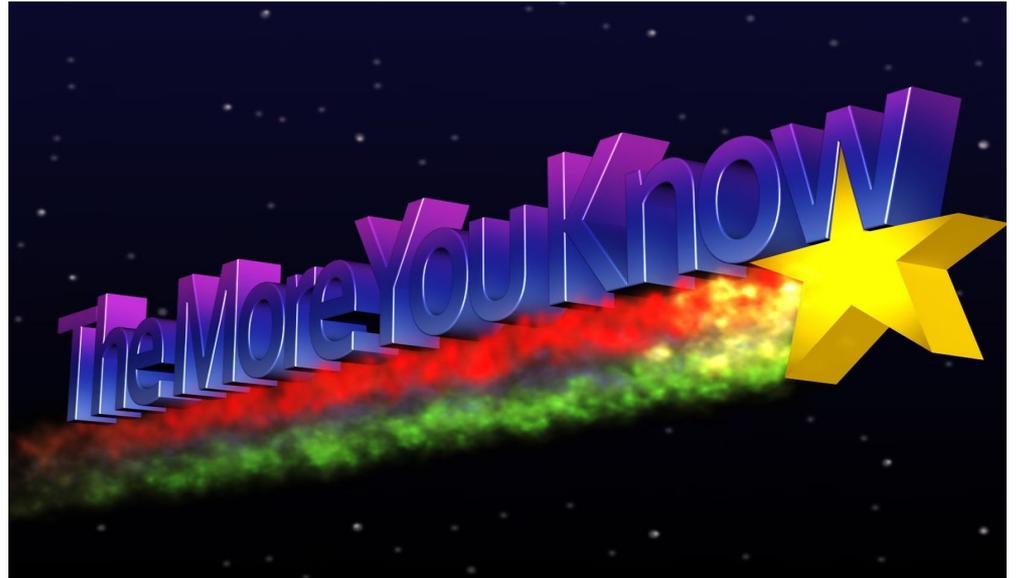
Reminder: Slate.org is NOT one size fits all

You choose:
- Application checklist materials *and/or*
- Document uploads *and/or*
- Admission decisions

You also choose:
- Who views decision first
- Decision release timing

Counselor Tip: Counselors overwhelmingly want to see decisions. If you opt out (*please don't*), enable Application Checklists and Document uploads.

Insider Counselor Tip

"Decided" without the actual decision is __not__ helpful."

How to make friends with college counselors
Be intentional, clear, and consistent with "Shared Name" decision language

HELPFUL	NOT AS HELPFUL	NOT HELPFUL AT ALL
Admit Spring Admit Admit-Global start Campus	Admission decision released – Admit Decision released-Admit Applicant decision rendered-Admit	Decided

PRO TIP: Ensure you are sharing decisions by student record ___and___ on your school's Slate portal page. This small step will save a counselor hundreds of clicks!

So. Many. Clicks.

College Profile

Location

2201 W End Ave
Nashville, TN 37235-0001

...because decisions are shared only in individual student records, not the school group. 😭

Application Sharing Data

[   ] sharing application data as follows:

- Checklist items are shared.
- Decisions are shared before they may have been viewed by the applicant.
- Documents uploaded directly to the application are accepted.

The following batch-uploaded documents are accepted:

- Counselor Recommendation
- Final Transcript
- Mid-Year Transcript
- Transcript

Applications

Name	Application	Status	
	Regular Decision	Application Complete	Deadline: 01/01/2025
	Early Decision 2	Application Complete	Deadline: 01/01/2025
	Early Decision 1	Application Complete	Deadline: 11/01/2024
	Regular Decision	Application Complete	Deadline: 01/01/2025
	Regular Decision	Application Complete	Deadline: 01/01/2025
	Regular Decision	Application Complete	Deadline: 01/01/2025
	Regular Decision	Application Complete	Deadline: 01/01/2025
	Regular Decision	Application Complete	Deadline: 01/01/2025
	Early Decision 2	Application Complete	Deadline: 01/01/2025
	Regular Decision	Application Complete	Deadline: 01/01/2025
	Regular Decision	Application Complete	Deadline: 01/01/2025
	Regular Decision	Application Complete	Deadline: 01/01/2025

Slate.org Data Permission Setting

Step-by-Step Documentation for managing data sharing in Slate.org
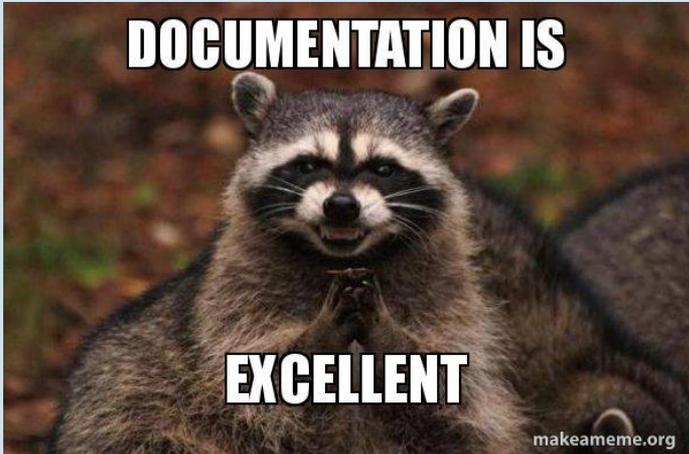
Application Checklists = Goals Met

So many portals, platforms, and application requirements... oh my!

OH MY!

Sharing an application checklist and enabling document uploads
- *Helps complete applications*
- For the student who:
  - Didn't realize official testing is required or didn't self-report testing in portal
  - Didn't submit their SRAR
  - Didn't know there was a deferral update form

Sharing admission decisions
- *Helps achieve enrollment goals*
- Counteract challenges from the Common App "One & Done" & SRAR era
- For the student who:
  - "Forgot" to withdraw applications
  - Thinks a *Waitlist* was a *Deny*

"Students don't always get [decisions] right."

Myth #3:
*Sharing decisions is **not** too risky.*

Myth #4

Slate.org only benefits counselors

Slate.org = Partnership

Slate.org Saves Time For Everyone

"Students can be hard to track down."

🔁 **Streamlines the process — for both sides of the desk**
Shared access leads to better alignment and fewer surprises

📤 **Simplifies submission of application materials**
Upload docs securely and skip email clutter

📋 **Checklists + Document Uploads = Fewer Emails + Phone Calls**
Everyone stays informed efficiently

📫 **Verified admission decisions = Accurate records**
Counselors can track outcomes with confidence

⏰ **More completed applications, on time**
When everyone's in sync, students win

Equity Through Slate.org

- Transparency is critical in **helping students understand** the flow of their application process.
- Checklists and completion status **helps students navigate** complicated admission requirements.

*"With Slate.org, I can log into a portal, quickly get a snapshot of where each student stands and prioritize check-ins accordingly. **It brings a level of equity and support to students who might otherwise fall through the cracks."**

*"**Students have to manage 15+ different portals.** Slate access for counselors helps fill in that information gap."*

*"The **equity** that Slate.org provides to **counselors with large caseloads** is invaluable."*

Counselors Want Decisions - "It's All in the Data"

Trust School College Counselors

*"We are verified users and **professionals who know how to maintain confidentiality.**"*

*"Slate.org **fosters transparent, collaborative partnerships** between schools and colleges. By making counselors part of the information loop, **colleges show they value the professionals supporting students.**"*

Sharing Admission Decisions Helps Everyone

Slate.org allows school counselors to be better professionals

- College Counselors need accurate data management to effectively counsel students
- Sharing Decisions helps counselors do their job & best support **your** institution

"Slate.org allows us to counsel students more effectively through the emotional and practical aspects of their decisions especially when they are denied/deferred, waitlisted, etc. Knowing how many students from our school applied & were admitted (or not) helps us explain outcomes clearly and compassionately, reinforcing that many factors play into each college's decisions."

Myth #4:
*Slate.org benefits ~~counselors~~ **everyone***

Myth #5

It's too much upkeep

Myth #5: Too Much Upkeep

- Maintenance Item #1: Remove old terms/rounds
  - That's all you *HAVE* to do!

- Portal maintenance
  - Start with something simple!

- Review your sharing settings

- Remember: easier and more equitable than counselor phone calls

- A little maintenance has enormous potential in improving access
  - Nearly all survey respondents noted the value of Slate.org is increased access

- Use Slate.org KB Articles as your foundation

- Add to your cycle prep checklist

"It's difficult when the applications from previous years are included with this year's."

Myth #5:
*It's ~~too much~~ **manageable** upkeep*

Myth #6 *Slate.org is perfect*

Slate.org is *not* perfect

Technolutions is 25 years old. Slate.org is just 8 years old.

It will take all of us – colleges, educators, and Technolutions – to improve this system and advocate for change!

Slate.org is *not* perfect

Technolutions is 25 years old. Slate.org is just 8 years old.

It will take all of us – colleges, educators, and Technolutions – to improve this system and advocate for change!

Slate.org Needs More Investment

Imagine if you could...

★ Easily impersonate counselors

★ Customize

★ Sync school Org Contacts

★ Sync with Fin Aid Software

★ Sync with Enrollment Checklists (help onboard new students)

★ Control who sees decisions (school vs. non-school counselors)

★ Track counselor engagement in Slate.org

★ Allow two-way feedback loops to be sent through Slate.org and to educators

"It's irritating. It doesn't allow us to search by counselor, by graduating class, application round or quickly by student name. It's necessary to use, but my least favorite option."

Quinnipiac University Organization Contact View

Organization Contacts

Prev Next   Search...

Counselor Type	First Name	Last Name	Title	Email	Phone
High School Counselor	Mariana	Ramirez		mramirez@episcopalacademy.org	
High School Counselor	Lara	Grieco	Senior Associate Director	lgrieco@episcopalacademy.org	
High School Counselor	Ruth	Garrett		rgarrett@episcopalacademy.org	+1 484-424-1400
High School Counselor	Oya	Nuzumlali Schooley	Senior Associate Director of College Co...		
High School Counselor	Oya	Schooley		oschooley@episcopalacademy.org	+1 484-424-1400
High School Counselor	Julie	Kerich		jkerich@episcopalacademy.org	+1 484-424-1400
High School Counselor	Christina	Cerenzia		ccerenzia@episcopalacademy.org	+1 484-424-1400
High School Counselor	Lara	Grieco		lgrieco@episcopalacademy.org	+1 484-424-1400
High School Counselor	Mary	Maier		mmaier@episcopalacademy.org	
High School Counselor	Christina	Cerenzia	Sr. Associate Director of College Couns...	ccerenzia@episcopalacademy.org	
High School Counselor	Mary	Maier		mmaier@episcopalacademy.org	+1 484-424-1400
High School Counselor	Caroline	Graham		cgraham@episcopalacademy.org	+1 484-424-1400
High School Counselor	Cynthia	Crum		ccrum@episcopalacademy.org	+1 484-424-1400
High School Counselor	Majed	Dergham		mdergham@episcopalacademy.org	

Vs. High School Slate.org Organization Contacts

Manage Connected Staff

Manage your staff's access and permissions to Slate.org.

Name	Title	Email	Status
Add a Connected Staff Member			
Catalina Guzman	Executive Direct…	cguzman@episc…	Admin
Christina Cerenzia	Sr. Associate Dir…	ccerenzia@episc…	Admin
Danielle Avicolli	Registrar/Couns…	davicolli@episco…	Admin
Jade Johnson	Associate Direct…	jjohnson@episco…	Admin
Julie Kerich	Associate Direct…	jkerich@episcop…	Admin
Mary Maier	Associate Direct…	mmaier@episco…	Admin
Oya Schooley	Sr. Associate Dir…	oschooley@epis…	Admin

Vs. Purdue's Slate.org Organization Contacts

Contacts at Your School

These are the contacts we have on file at your school. You can click on a contact to update their information.

Name	Relation	Title	Email Address	Phone Number
Cerenzia, Christina	School Counselor	Sr. Assoc. Director of College Counseling	ccerenzia@episcopal	+1 610-761-7461
Creskoff, Celia			creskoff@ea1785.org	
Dergham, Majed	School Counselor		mdergham@episcopa	
Grieco, Lara	School Counselor	Associate Director	larag@episcopalacad	+1 484-424-1529
Ramirez, Mariana	School Counselor		mramirez@episcopal	

You can add a new contact here.
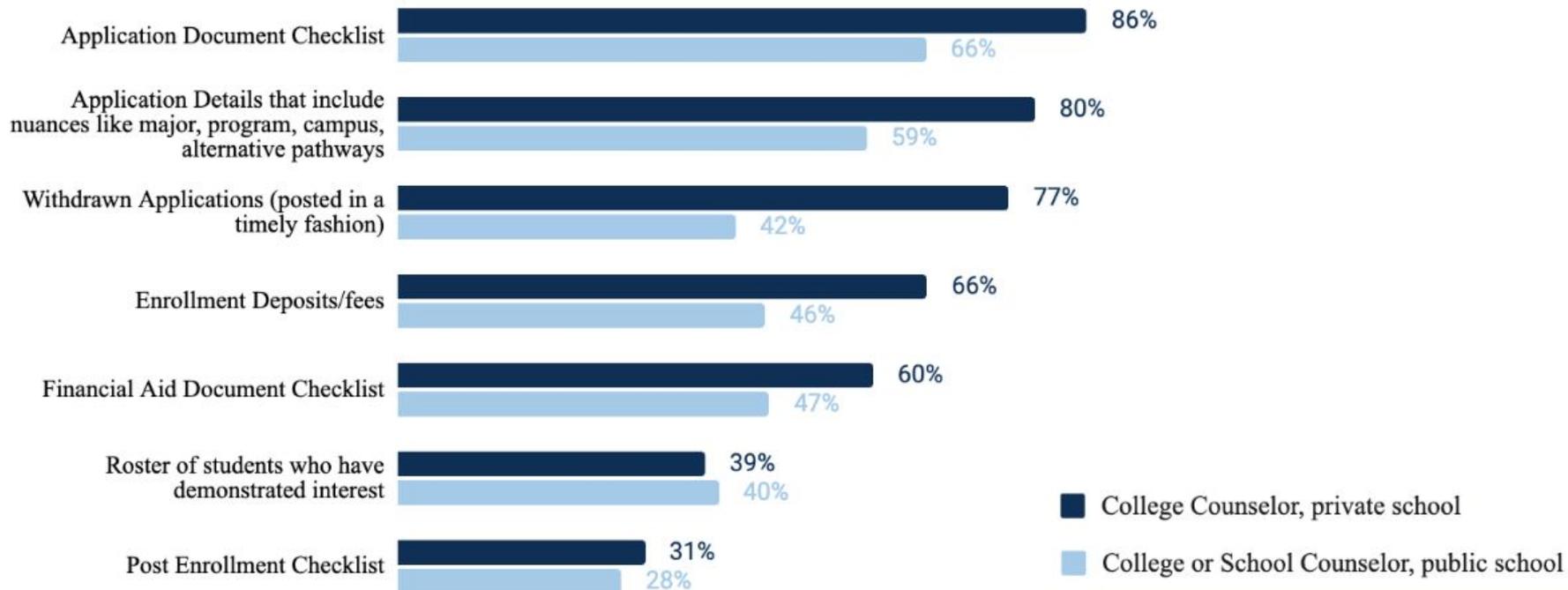
"Best Practices" for Slate.org

- All colleges using Technolutions should also **utilize Slate.org**
- Allow counselors to **Upload Materials**
- Share **Application Material Checklists**
- **Post Decisions** (timely please!) in student record and school group
- Use intentional **consistent decision language**
- **Add** school/department, scholarship **awards**, financial aid, and honors **programs**
- Provide Admission Officer **Contact Information**
- **Update** Slate.org regularly
- Understand what Counselors see - **Partner with Us**
- **Market Slate.org** to your Counselor and CBO Groups
- Don't let Slate.org be a replacement for **Human Contact**

"It's become incredibly frustrating when schools AREN'T using Slate.org."

And the Counselors say...

What student information would you find helpful when utilizing Slate.org?

	College Counselor, private school	College or School Counselor, public school
Application Document Checklist	86%	66%
Application Details that include nuances like major, program, campus, alternative pathways	80%	59%
Withdrawn Applications (posted in a timely fashion)	77%	42%
Enrollment Deposits/fees	66%	46%
Financial Aid Document Checklist	60%	47%
Roster of students who have demonstrated interest	39%	40%
Post Enrollment Checklist	31%	28%

And the Counselors say…

What institutional information do you find helpful on a school's Slate.org portal?

Category	College Counselor, private school	College or School Counselor, public school
Application, material, and scholarship deadlines, decision release dates	75%	66%
Contact information (Territory Manager)	71%	49%
Application updates --- new policies, processing delays, etc.	68%	56%
Class Profile	45%	40%
Roster of prospective students	34%	35%
Interview options	32%	16%
School visits and travel	29%	31%
Financial Aid & Scholarship links	25%	28%

■ College Counselor, private school
■ College or School Counselor, public school

Colleges Most Frequently Cited for Slate.org Best Practices
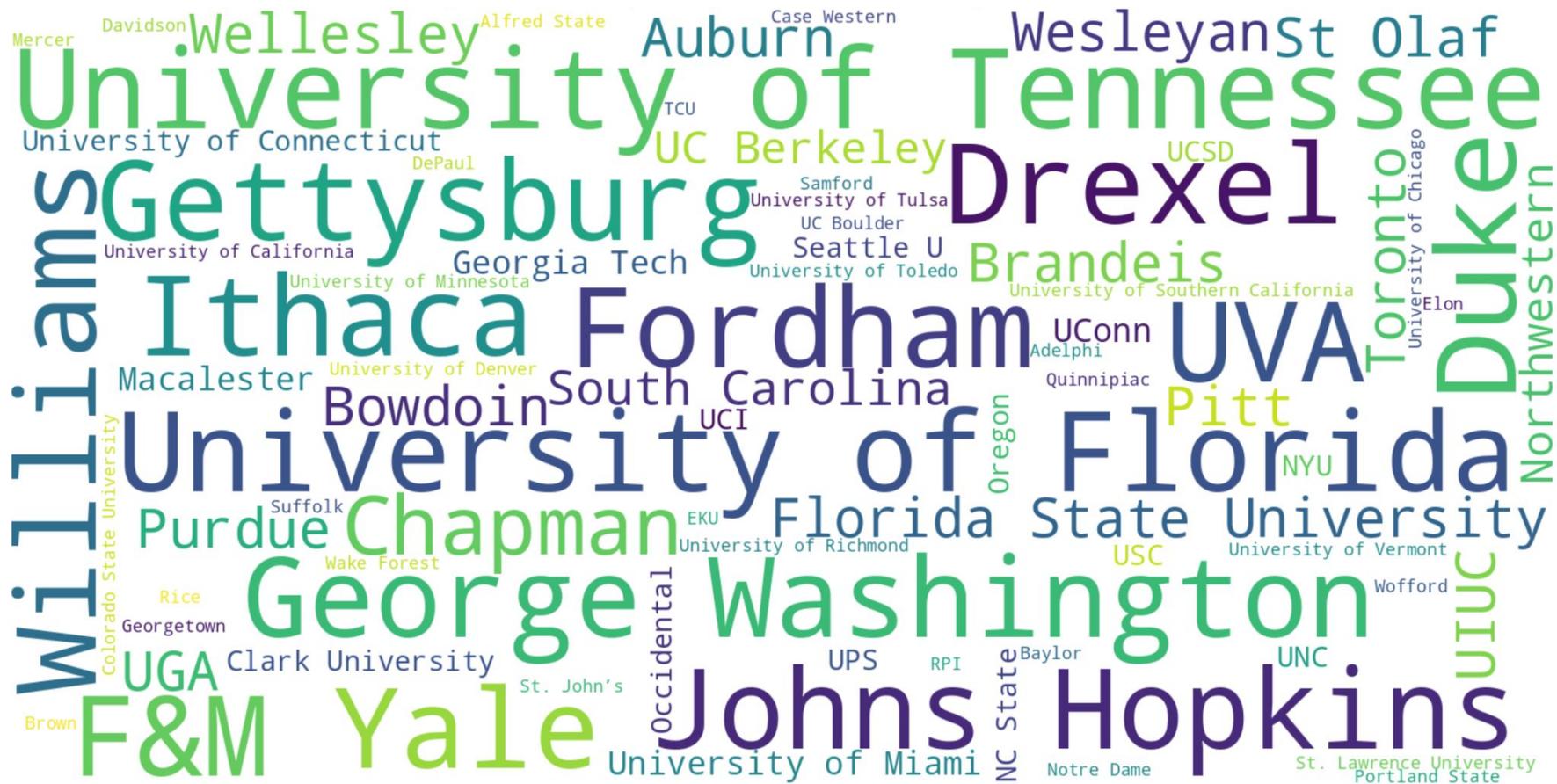
In Conclusion

What?

So what?

YOU ARE HERE

What now?

🦈 Institutional Action Items

Incorporate Slate.org into your communication tools
- Market in your counselor newsletters, counseling websites, and event slides
- Do your CBO partners know about Slate.org?

Empower your team
- Train your admissions staff on Slate.org
- Share priorities and needs via Community Forum Upvotes

Foster collaboration
- Create PD opportunities with both sides of the desk
- Consider forming a mini Slate.org Counselor Advisory Board
  - 📣 *Gettysburg College*

Keep advocating — for everyone's benefit
- To YOUR institution - who will advocate for change on Slate.org?
- To Technolutions to make enhancements and investments for educators
  - *As stakeholders, colleges hold greater power than counselors*

Your Action Items: Build More Bridges

Trust must exist between Colleges & High School Professionals
- When colleges and high schools collaborate as partners ➡️ Positive Change
- Colleges who do this well stand out in the counselor community
    - ✅ *Call on 1-3 trusted educators for feedback about Slate.org*
    - ✅ *Tap Slate.org Ambassadors to add to your network*

Collective advocacy is needed to improve this platform
- More professional development training across both sides of the desk
- Encourage your admission team to present on Slate.org at local ACACs, NACAC, NCAN, etc
    - 📣 Quinnipiac inviting Episcopal counselors to PA Slate Summit
- ✅ *Identify one professional development opportunity to advocate for Slate.org*

💥**Our 2026 Challenge**💥
Slate.org session at NACAC!
Counselors on Slate Summit Mainstage and/or at Slate.org Summit

Vote!

Feedback Posts to Upvote

- Customize Checklist View
- Pull Organization contacts from slate.org
- Slate.org Rank 1 School by Type (High school)
- Decision Reason in Slate.org
- Reports in Slate.org for high school counselors
  - 📣 Katie Jordan for her "Get Inspired" post on community forum on ways to Enhance your Slate.org portal

Posts we wished existed....

- "Imagine if..." wish list items
- Ability to customize permission settings for school counselors vs. CBOs vs. IECs

All that sounds great, but…

Still think setup takes too long?

Still not sure where to start?

Let's make it even easier.

Suitcases

Sample Marketing

Fa82b668-5999-4abc-aed9-fc301395f54b:usr

Sample Portal

****

Thank You!

Lara Grieco
lgrieco@episcopalacademy.org

Julie Kerich
juliekerich@gmail.com

Sara Mathew
smathew@carnegiehighered.com

Julia Ross
 julia.ross@qu.edu

Slate.org Questions To Ask Your Leadership

- Do we want to use Technolutions "suitcase" portal or DIY?

- Have we enabled the checklist of application materials?

- Do we allow counselors to upload documents?
  - Do these documents align with our reading/terminology?

- Do we share decisions? If not, why?

- What are the decision setting permission settings?
  - What is the timeline for sharing decisions on Slate.org?
    - Can counselors see decisions after students view? At release? 24 hours after?
  - What is the decisions that are actually shown (i.e. "Decision Shared Name")
  - Have we partnered with a trusted college counselor to verify educator views?

- Have we thought how to best use this platform to share College information?

- When was the last time we updated Slate.org?
  - Have we updated our College Profile, Document uploading, Decision release?
  - Have we removed outdated applicants from previous cycles?

- Did we build Slate.org into our newsletter, website, or communication flow to counselors?
  - Have we communicated about Slate.org to our CBO partners?

- Are we showing our staff what Slate.org does before their recruitment travel?

- Are we soliciting feedback from counselors about our Slate.Org portal?

- Have we advocated for our institutional Slate.org needs through Technolutions Feedback forums?

Admissions Survey

CARNEGIE

**Link to the
Slate.org Survey!**