

What's Your Type?

Explore the **8 College-Going Cultures** that shape student aspirations, access, and readiness. This infographic is designed to help you identify your school's current culture. Together with Apply's Rubric, Checklist, and Action Plan, it can spark conversations, uncover gaps, and allow you to take meaningful steps toward driving change for your students and families. Visit apply.com/guidance/counselors/culture for a more in-depth look into each type.



Developing Culture

“ We're just getting started and building our vision.



Conflicted Culture

“ We say college is for everyone, but our actions don't fully support that.



Emerging Culture

“ College is talked about, but there's no clear roadmap.



Selective Culture

“ We celebrate college—but mainly for high-achievers.



Aspirational Culture

“ We believe in the value of college, but belief isn't always enough.



Integrated Culture

“ College is a path—but not the only one.



Transactional Culture

“ We help students apply, but it's mostly about deadlines and documents.



Embedded Culture

“ College and postsecondary planning are engrained into who we are.

