"Counseling" is a helping profession. Counselors meet with clients one-on-one or in groups with the goal of helping with a presenting concern or problem, by providing greater clarity and offering coping skills. The type of counseling one performs varies by client, work environment, and the topic of focus.

Many professionals, with different job titles and varying degrees of qualifications, conduct counseling or therapy. Examples include professionals in roles as diverse as mental health counselors, social workers, counseling psychologists, clinical psychologists, psychiatric-mental health nurses, and psychiatrists.

Counselors work in schools, universities, hospitals, rehabilitation facilities, prisons, community health centers, private practices, and more. Counseling also varies greatly based on what population you will be working with. You could be working with children, young adults, families, couples, the elderly, or multiple different types of clients.

Sample Job Titles

- Mental Health Counselors
- Marriage and Family Therapists
- School Counselors
- Career Counselors
- Substance Abuse & Behavioral Disorder Counselors
- Rehabilitation Counselors
- Genetic Counselors
- Creative Art Therapists
- Pastoral Counselors
- Geriatric Counselors
- Veterans Counselors
- Grief Counselors

**FACTS & STATS**

**Average Salary**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Average Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>School and Career counselors</td>
<td>$53,370</td>
</tr>
<tr>
<td>Marriage and Family Therapists</td>
<td>$48,040</td>
</tr>
<tr>
<td>Substance Abuse Counselors</td>
<td>$39,270</td>
</tr>
<tr>
<td>Rehabilitation Counselors</td>
<td>$34,380</td>
</tr>
<tr>
<td>Mental Health and General Counselors</td>
<td>$42,250</td>
</tr>
</tbody>
</table>

**Industry Growth**

- Mental Health Counselors 20%
- Mental Health counselors and marriage and family therapists 19%
- Marriage and family therapists 15%
- Counselors, social workers, and other community and social service specialists 12%
SKILLS & EXPERIENCE NEEDED

Skills Required

• Empathy
• Helping skills
• Communication skills
• Desire to help others
• Cultural awareness
• Authenticity
• Listening
• Self-reflection
• Ethics/Integrity
• Self-awareness
• Flexibility
• Confidentiality & ethics

Experience

The majority of counselors need an advanced degree, typically a master’s degree in some sort of counseling specialty, in order to meet with clients. Often, to practice as a counselor, you also need to become a licensed counselor. Licensure requirements vary state-by-state. Typically, accredited graduate programs will help you on your way to certification and/or licensure.

Counselors come from all academic backgrounds, but most often, undergraduates major in psychology or a related social science, where the many of counseling theories stem.

ON CAMPUS RESOURCES

• University Counseling Center
• University Career Center & The President’s Promise
• Department of Psychology

OTHER RESOURCES

• American Counseling Association
• National Board for Certified Counselors: NBCC

WHERE ARE ALUMS?