Demographic Information
Provide school name, address, and ACT/CEEB code; include web address, counselor(s) name, address, phone number, e-mail address, and fax number. First the basics: It is important for colleges to be able to contact the right people and know where to find them directly, rather than braving phone trees.

Write a brief overview of the school, including a profile of faculty/staff and student demographics (e.g. % ESL, free lunch, special education, on aid, etc.). An overview can include history, mission, awards won, academic competitions, specialized curriculum. Consider including average teaching experience, % advanced degrees, average years at school, guidance staffing.

Specify percentage of students continuing on to two- and four-year colleges. Include the size of your current senior class. If your profile is used for multiple purposes, include college outcomes, including both where students apply and where they attend.

Curriculum Details
List minimum requirements for graduation and, if relevant, include state-specific requirements. e.g. "All graduates are required to take two terms of fine arts." "Students must do 100 hours of community service." What do out of state colleges need to know?

List Advanced Placement or International Baccalaureate courses offered. Specify school rules for how many H, AP, or IB courses a student can take, or if they cannot enroll until a specific grade or until they achieve specific criteria. If no H, AP, and/or IB classes are offered, clearly indicate how rigor of curriculum can be identified on your transcript.

Transcript Notations
Explain any course abbreviations on the transcript, if difficult to understand. i.e. MAII = Intermediate Algebra, Myths of Mankind = 11th grade English, Advanced Math Topics = Calculus.

Specify whether your high school is on semesters, trimesters, quarters, block system, etc. If colleges do not know 3-4 classes are the norm, the assumption may be that a student’s load is light.

Provide information on special academic programs. i.e. independent study, portfolio, interim, capstone, senior thesis or projects, community service requirements, field study. Are there entrance requirements?

Grade Point Average
List an interpretation of your grading scale, i.e. A = 90 to 100 or 3.7 – 4.0, B = 80 to 89 or 3.0 – 3.3, etc. This should be an equivalent interpretation regardless of department, though some may include tough graders. Include this information in your school report. (For example, teacher for Honors Russian Literature is known as a tough grader. Average glass GPA is B.)

Explain how the GPA is calculated. If the GPA is weighted, how is it weighted? What is the weighted grading scale? Does it include both honors and AP selections? What is included in your cumulative GPA? Is the cumulative GPA calculated? Does it include 10-11 or 9-11 grades or only the school year?

Rank in class
Make a clear statement of whether or not you provide rank. If you provide a rank, is it weighted or unweighted? Do you have shared ranks? If the rank is weighted, what does it include - weights only for H, AP, IB? How much is given? (Note if IB or magnet, for example, are included or ranked separately.)

No rank in class?
Provide a visual representation of grade distribution by using graphs, bar charts, or a scatter gram. The graphs can represent deciles, quintiles or quartiles. These are preferable, though many schools will use 8 or 6 bar graphs. Consider providing a highest GPA, a mean GPA, and a lowest GPA for the class.

Consider providing a grade grid organized by course. Consider a grade distribution by 11th grade only to allow colleges to see student success in most rigorous courses. Some schools prefer to provide such distribution for each grade including specific courses or can only provide a grid by core subject.