

***The Inside Scoop:
A “Behind the Scenes” Look at
College Admission***

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The Importance of Being Student-Centered in College Planning

Key questions to ask of the student:

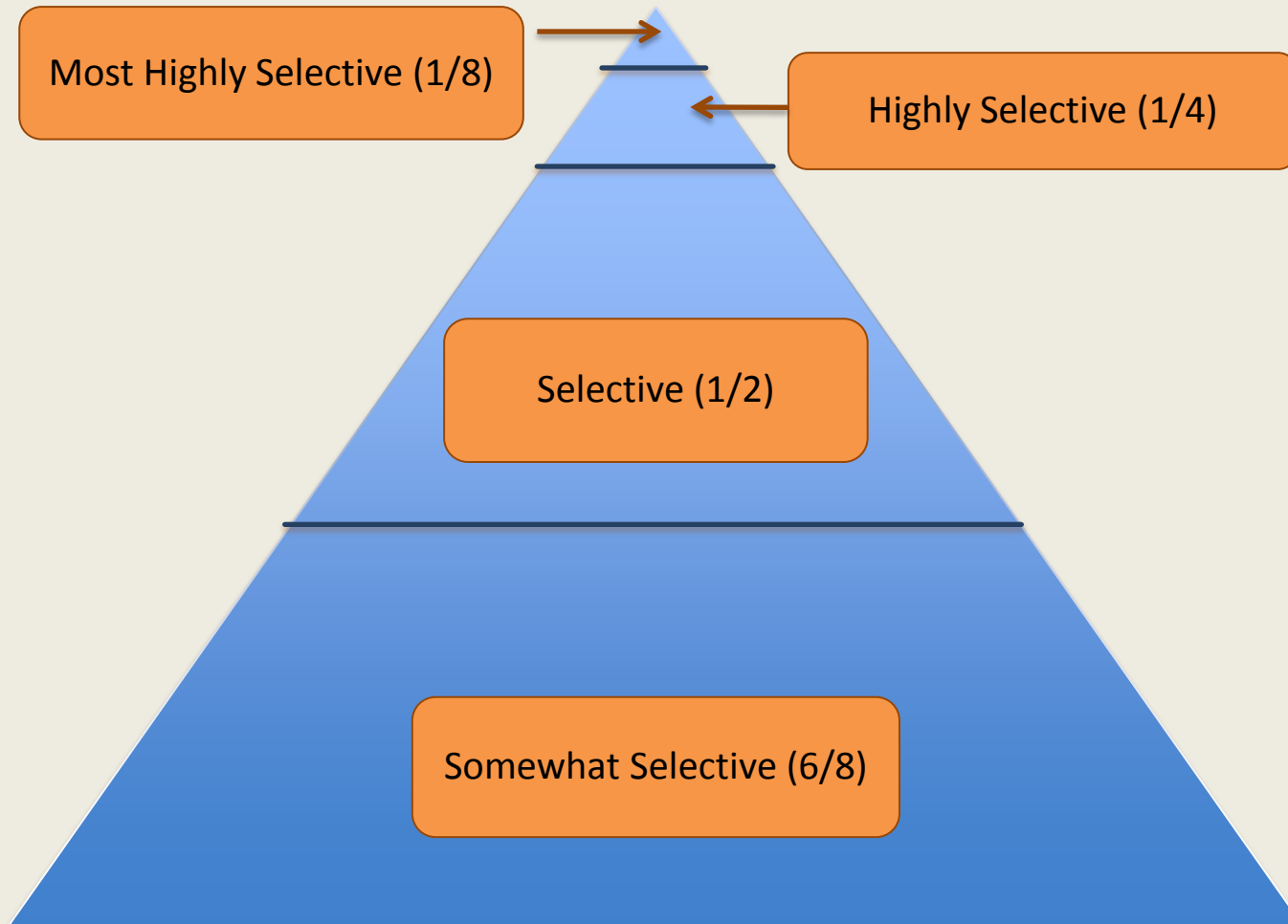
- ▲ Why do you want to go to college?
- ▲ What are three things you want to accomplish by the time you graduate from college?
- ▲ In what type of learning environment do you function best?

Program Outline

- ▲ Establishing the “Big Picture”
- ▲ What Colleges Want
- ▲ Inside the Competition

Establishing the “Big Picture”

The Pyramid of Selectivity



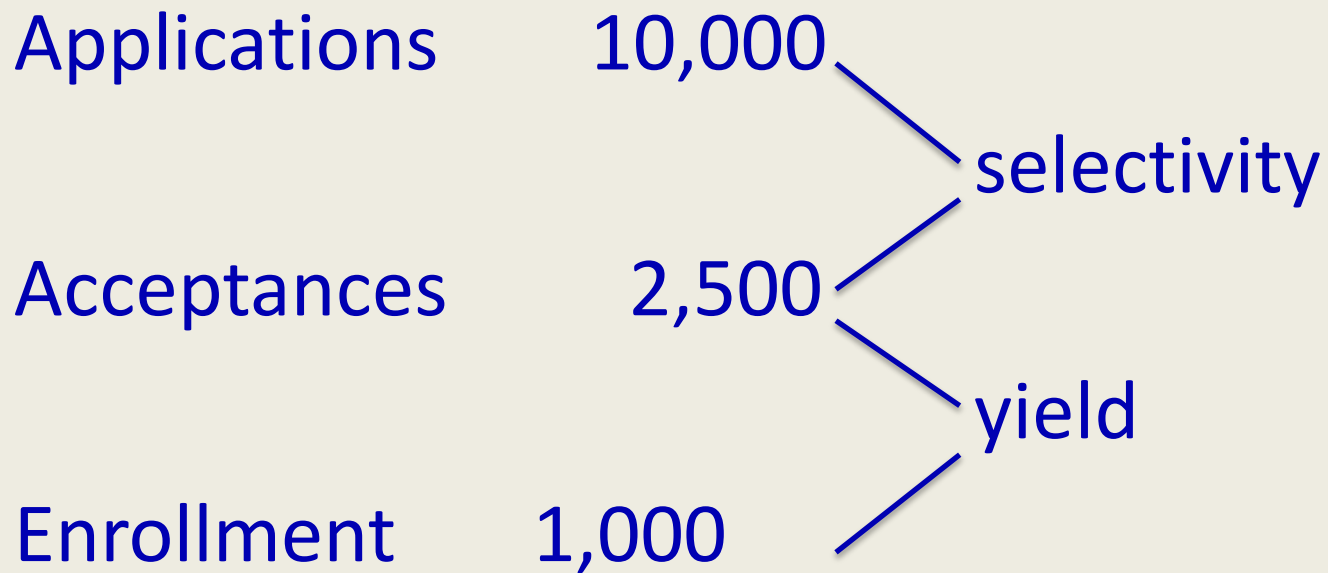
Establishing the “Big Picture”

The “best college” will always be...

...the place that *values you for what you have to offer!*

Establishing the “Big Picture”

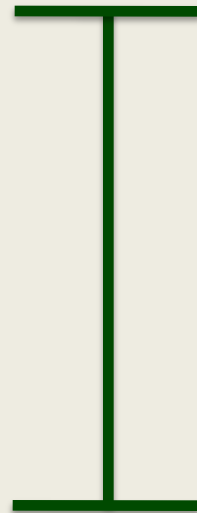
Enrollment Model



What Colleges Want

The Scale of Acceptability

Phi Beta Kappa



“Just Got By”

What Colleges Want

The “Agenda”—*colleges want students who are:*

- ▲ *Bright*
- ▲ *Motivated*
- ▲ *High-achieving*
- ▲ *Diverse*
- ▲ *Givers*

What Colleges Want

The “Hidden Agenda”—factors that often determine who is admitted *after* the Agenda has been considered.

- ▲ \$\$
- ▲ ??
- ▲ *SAT*

What Colleges Want

Behind the Institutional ROI

Students' Demonstrated Need

| | No Need | Low | Medium | High | |
|------------------------|------------|---|--------|------|--|
| Students' Desirability | High | Number: ____ Projected Yield: ____ Average EFC: ____ SAT Profile: ____ GPA Profile: ____ Net Revenue: ____ | | | |
| | Medium | | | | |
| | Low | | | | |
| | Non-Admits | | | | |

What Colleges Want

What is the likelihood that you will enroll if accepted?

- ▲ Demonstrate interest
- ▲ Visit campuses
- ▲ Develop relationships
- ▲ Don't be a stranger!

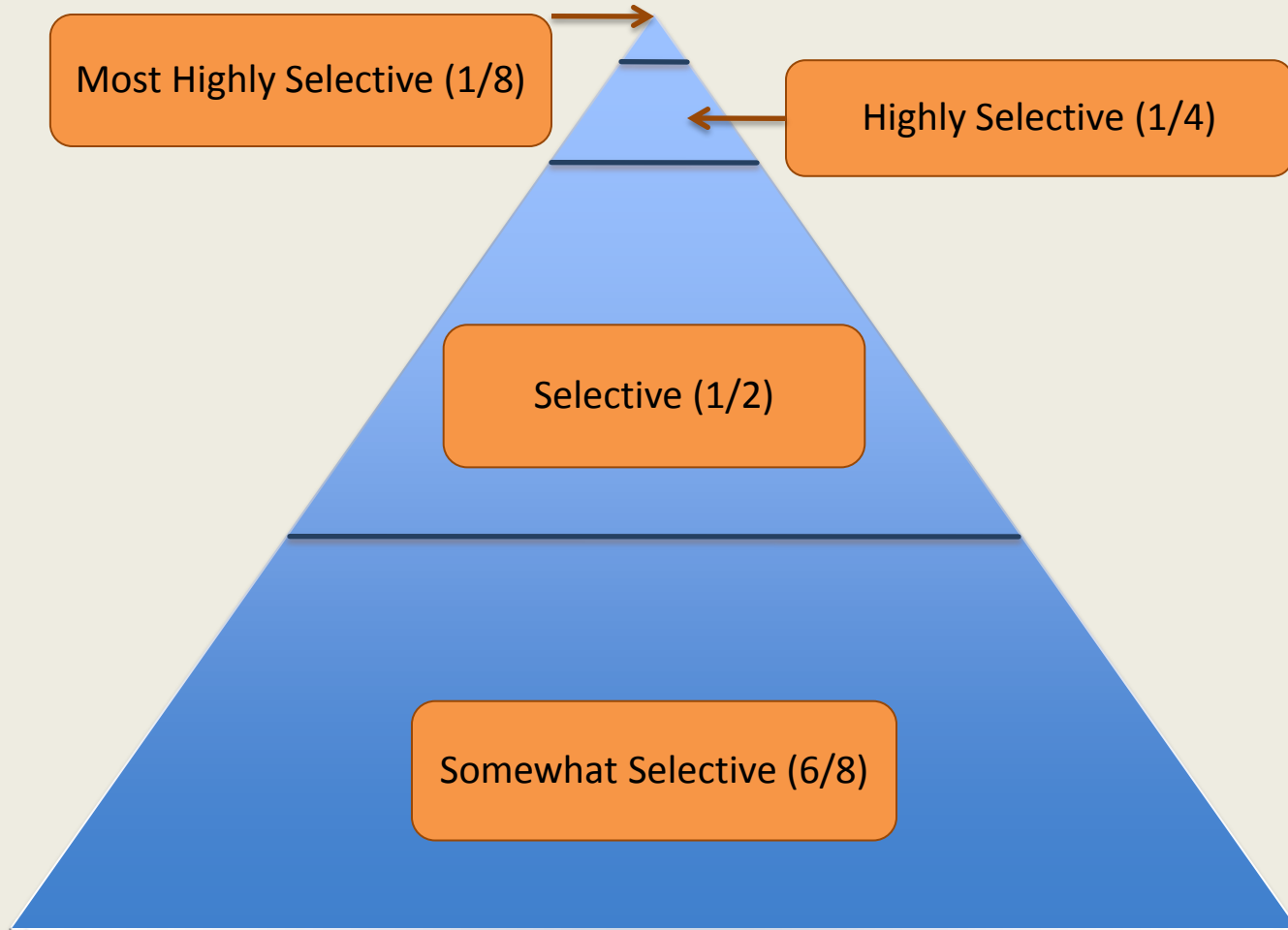
What Colleges Want

Testing, Test Prep and Other Options

- ▲ SAT versus ACT
- ▲ Choose one; take it no more than three times
- ▲ Ownership and “score choice”
- ▲ Test optional schools (FairTest.org)

Inside the Competition

The Pyramid of Selectivity



Inside the Competition

Four questions admission officers are likely to ask:

- ▲ Can you do the work?
- ▲ If we admit you, what do we get?
- ▲ If we give you financial aid, what is our ROI?
- ▲ What is the likelihood you will enroll if admitted?

Inside the Competition

Hotspots and Hooks on the Application

- ▲ Point of origin
- ▲ Academic concentration/major
- ▲ Will you be a candidate for financial aid?
- ▲ Ethnic background
- ▲ Family background
- ▲ Academic honors/Extracurricular activities
- ▲ Personal statement
- ▲ High school transcript

Inside the Competition

Connect the dots to tell your story:

- ▲ Identify key messages to be conveyed
- ▲ What does your application say about you?
- ▲ Address irregularities
- ▲ Engage teachers/counselors in telling your story
- ▲ Take advantage of personal statements and interviews

Inside the Competition

The College Essay: Make it a “Hook” for You

- ▲ Relax—get over the “I can’t” hurdle
- ▲ Find your voice
- ▲ Choose a topic about which you are expert
- ▲ Know the audience
- ▲ Don’t settle for “good enough”

Inside the Competition

Stay focused academically:

- ▲ Breadth and depth of curriculum are critical
- ▲ Take courses that make sense *to you*
- ▲ Sprint to the finish!

Inside the Competition

Doors of Enrollment

| | <u>ED</u> | <u>EA</u> | <u>REG</u> | <u>WL</u> | <u>Other</u> |
|--------------|-----------|-----------|------------|-----------|--------------|
| <i>Yield</i> | 95% | 80% | 20% | 75% | ?? |
| <i>Ratio</i> | 1:1 | 5:4 | 5:1 | 4:3 | |

Inside the Competition

Questions?