



BEHIND THE SCENES OF COLLEGE ADMISSIONS

FALL FAMILY GUIDANCE NIGHT 2018-19

AGENDA

- College Rankings
- College Strategies
- Demonstrated Interest
- Financial Aid
- Reading College Applications
- College Fit
- What Can You Do As Parents?

Majority of information provided by: Peter Van Buskirk, www.BestCollegeFit.com

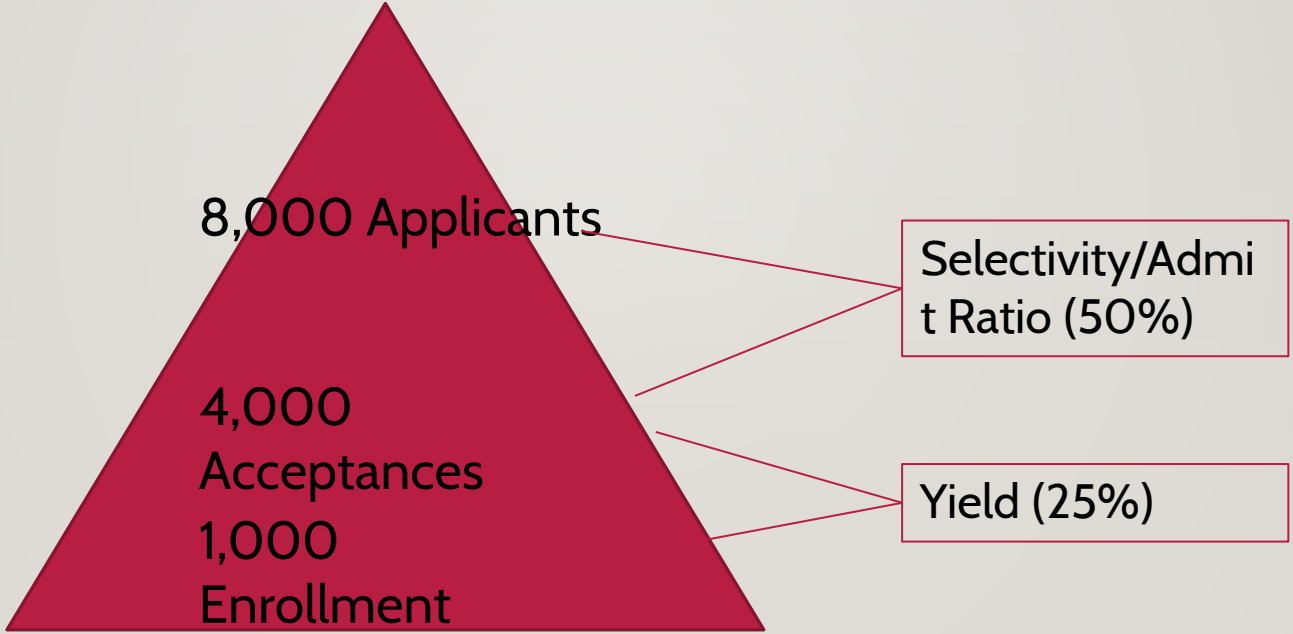
COLLEGE RANKINGS

- A little history about how these came about:
 - Project enrollment decline
 - Reduction in federal spending for higher education
 - Colleges began to recruit, college fairs, direct market practices
- College Rankings appeared (U.S. News & World Report)
 - College Admissions Officers → Strategic Enrollment Managers
 - Goal: to be the most highly selective university

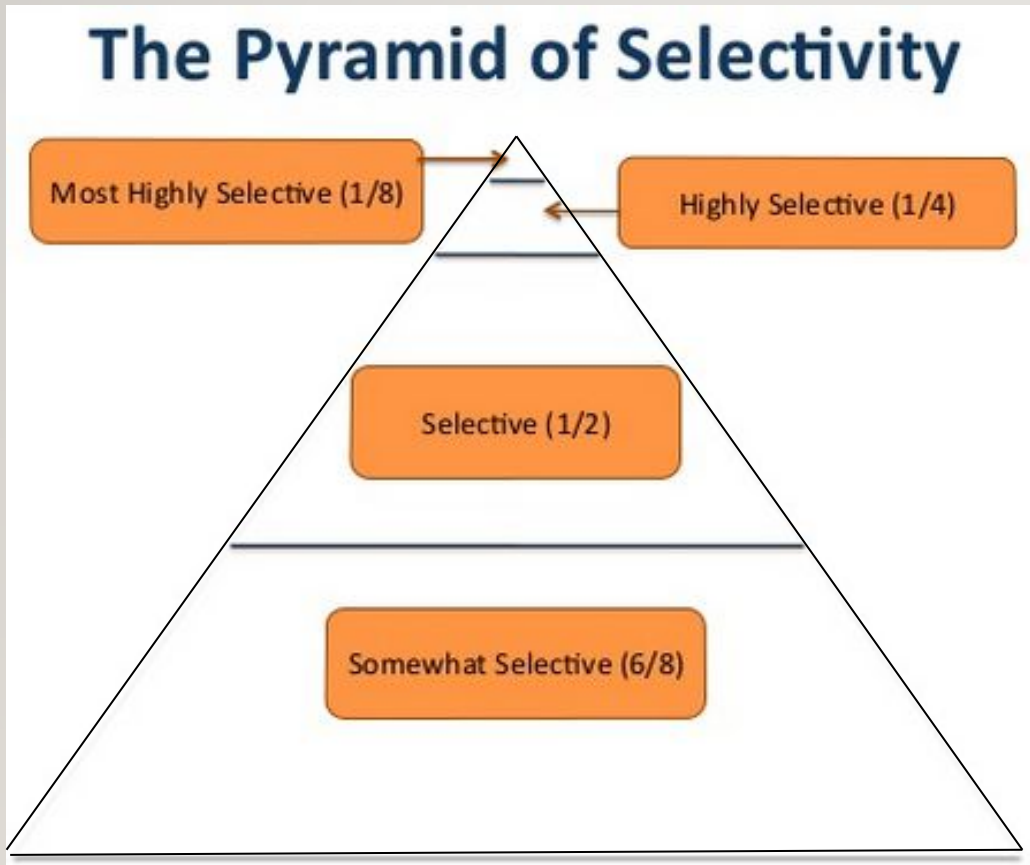


COLLEGE STRATEGIES

- The Enrollment Model – For College “X”



COLLEGE STRATEGIES



Things to consider:

- 1) Selectivity is a measure of popularity, not quality!
- 2) 80% of universities accept 50% of students
- 3) Somewhat Selective schools want to know “Can you do work at our school?”

DEMONSTRATED INTEREST

- It's all about YIELD
- YIELD = % of admitted students who came
- Colleges are tracking students!
 - Emails sent
 - Emails opened
 - College Visits at FHS
 - Campus Tours
- Colleges do NOT want to hear from parents!



DEMONSTRATED INTEREST

- Early Decision/Early Decision II – “Do we think we’d take them in Regular Admissions?”
- Early Admission – “Are we sure they would be a top candidate?”
- Regular Admission – Many campuses are still making their decisions right up until the end
- Waitlist
 - This is how they manage their yield (their gamble is not always accurate)
 - Another opportunity to demonstrate interest

READING COLLEGE APPLICATIONS

- Most universities have a couple of readers for each application
- Many of the readers are the local college reps that visit our campus!
- UC's and many other highly selective universities will spend approx. 8 min for applications
- Comprehensive Review:
 - GPA,
 - Test Scores
 - Rigor of schedule
 - Extra-Curricular Activities
 - Essay Questions, etc.
- Demonstrated Interest, Supplemental Questions are also extremely important

What does this all mean for your student?



College Rankings



College Fit

COLLEGE FIT

THINGS TO CONSIDER:

- Academic program
- Style of instruction consistent with the way students like to learn
- Campus size and class size
- Geographical location
- Affordability
- Honors programs



WHAT CAN YOU DO AS PARENTS?

- Encourage College Fit vs College Rankings = a place where they can be themselves
- College List is extremely important to work on and narrow down
- Having honest conversations as a family about what is affordable
- Watching our wording – “safety” school, “backup” school, “Just got into College X”
- Campus visits are crucial – does this campus feel good?

QUESTIONS??
