



Finding Best Fit Colleges

Westlake High School

November 28, 2022

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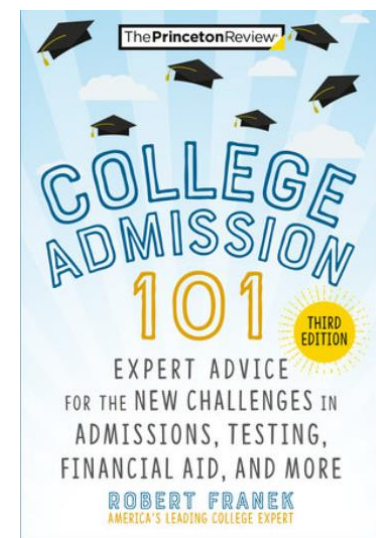
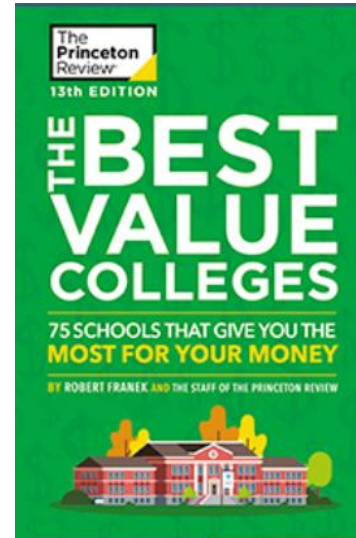
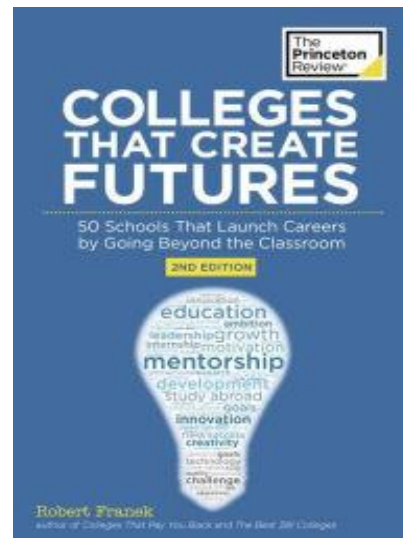
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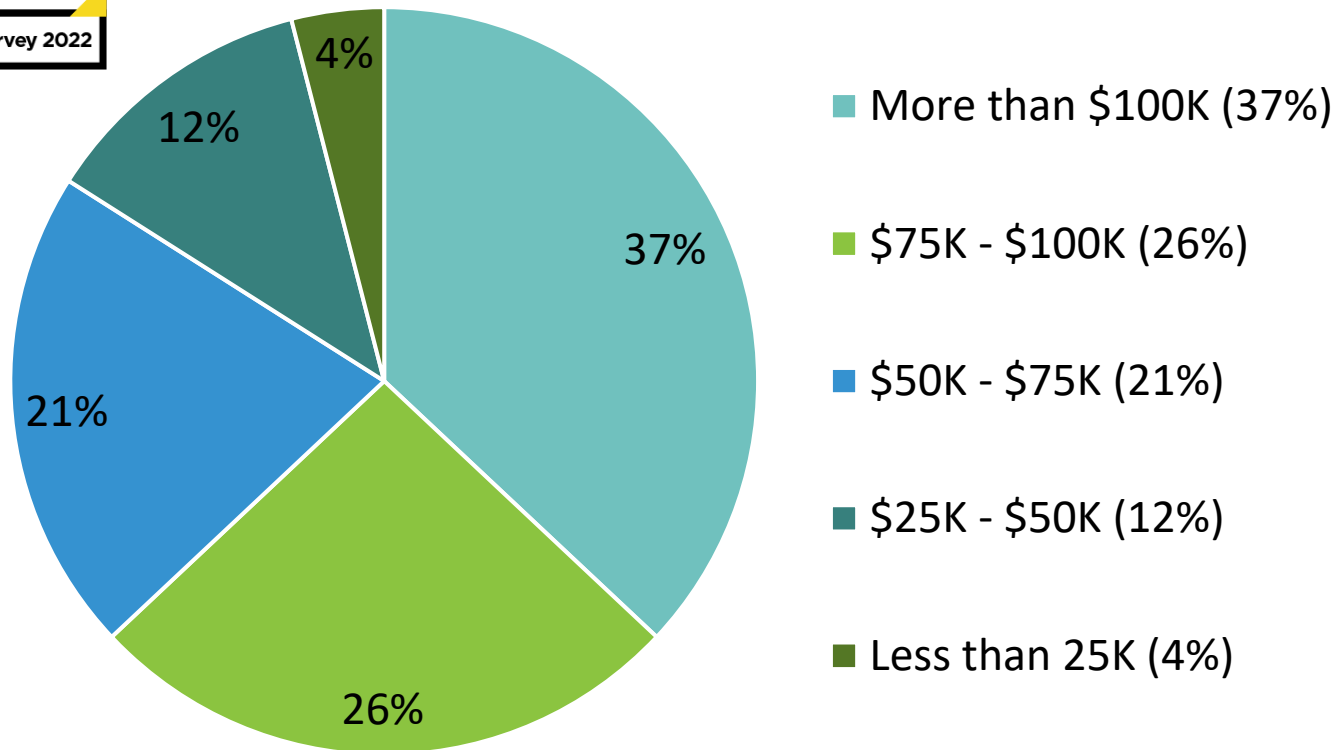
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Student & parent worries: Paying for college



What do you think a four-year degree for you (or your child) will cost? (Overall response)



Average cost of college

Total cost of attendance:

- One year at a public college? \$23,250
- One year at a private college? \$53,430

Average student debt at graduation:

- Student debt load for public and private colleges? \$29,400

U.S. Education Debt

- Total Student Debt Outstanding? \$1.7 Trillion

Dream Colleges

What "dream" college do you wish you (your child) could attend if acceptance and/or cost were not issues?

Students

- 1 Stanford
- 2 Harvard
- 3 MIT

Parents

- 1 Stanford
- 2 Princeton
- 3 Harvard



A really long trend

CAMBRIDGE, MA – September 1636



Seeking students with:

Character

Background

Proficiency in Latin

Proficiency in Greek

Love,

Harvard Admissions <3

2022 college administrator survey

- Polled administrators at 300 colleges nationwide
 - Typical learning platforms
 - Enrollment forecasts
 - SAT / ACT testing policies
- SAT / ACT testing policies:
 - Fall 2022: 87% of respondents overall said **test optional** (but considered scores)
 - 10% said **test blind** or **test free**
 - 3% said **required** test scores
 - Fall 2023: 82% of respondents overall said **test optional** (but considered scores)
 - 9% said **test blind** or **test free**
 - 3% said **required** test scores
 - 6% said have not decided on policy

Test optional – what schools say



Permanently Test-Optional Admissions

“The policy to remove the requirement of submitting SAT or ACT scores will allow admission officers to identify and advocate for students with a strong academic profile who may have previously been viewed as less competitive, based on their performance on a single exam.”

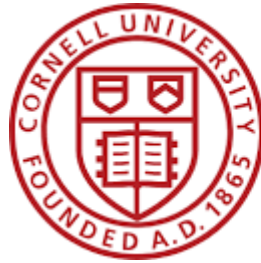
Test optional – what schools say



Test-Optional Admissions Pilot

“We believe this policy provides students with maximum flexibility.... If applicants would like us to consider their exam results as one component of their candidacy, we will do so in a nuanced and contextual way. If students choose not to submit exam results, we will evaluate their candidacy in a nuanced and contextual way without scores.”

Test optional – what schools say



Cornell University®

One-Year (now four) Temporary Test-Optional Admissions

“..we anticipate that many students who will have had reasonable and uninterrupted opportunities to take the ACT and/or SAT will continue to submit results, and those results will continue to demonstrate preparation for college-level work.”

NEW digital SAT

- College Board announces new digital SAT on 1-25-22
 - Rollout:
 - International student: 2023
 - PSAT: 2023
 - SAT (U.S. students): 2024 (today's high school freshman)
- Changes you'll see
 - SAT will move from three-hour exams to two-hour exams
 - New exam will be adaptive
 - Testing fatigue
 - Reading sections will be simplified
 - Calculators may be used for all math questions
 - All SAT will be administered from a test center or in-school SATs
 - Student may bring their own computers / tablets or use those provided
 - Scores back in days v weeks
- Reactions:
 - Rise in ACT tests
 - Scrambling to take current version of the SAT
 - College Board's SAT fights for relevancy and modernizes

The rise of AP testing 2022 (+)



- AP 2021 exams were full-length (3-plus hours):
 - Near all AP tests were taken in-person
 - Paper & pencil exams and digital versions were offered in school—and in some cases, remotely.
- AP 2021 saw three testing periods for test administrations:
 - Administration 1: May 3rd through May 17th (in school only)
 - Administration 2: May 18th through May 28th (in school & at home only)
 - Administration 3: June 1st through June 11th (in school & at home only)
- **AP 2022** offered two testing periods for test administrations:
 - Administration 1: May 2nd through May 6th (in school only)
 - Administration 2: May 9th through May 13th (in school & at home only)
 - Late testing schedule likely but no specifics dates yet
- **AP 2022** digital exams
 - All 2022 AP Exams administered in schools as paper-and-pencil exams
 - AP Chinese and AP Japanese Exams were administered in school on computers

Finding Best Fit



Most popular ranking lists

- Great Financial Aid – U of Wisconsin, Madison
- Great Professors – Sarah Lawrence
- Great Campus Food – U Massachusetts, Amherst
- Happiest Students – Virginia Tech

31st edition – 50 top 25 ranking lists:

- Nine million student surveys
- Student relay their on-campus experiences
 - DEMOGRAPHICS
 - EXTRACURRICULARS
 - POLITICS
 - QUALITY OF LIFE
 - TOWN LIFE

How to find best fit schools

The Essentials:

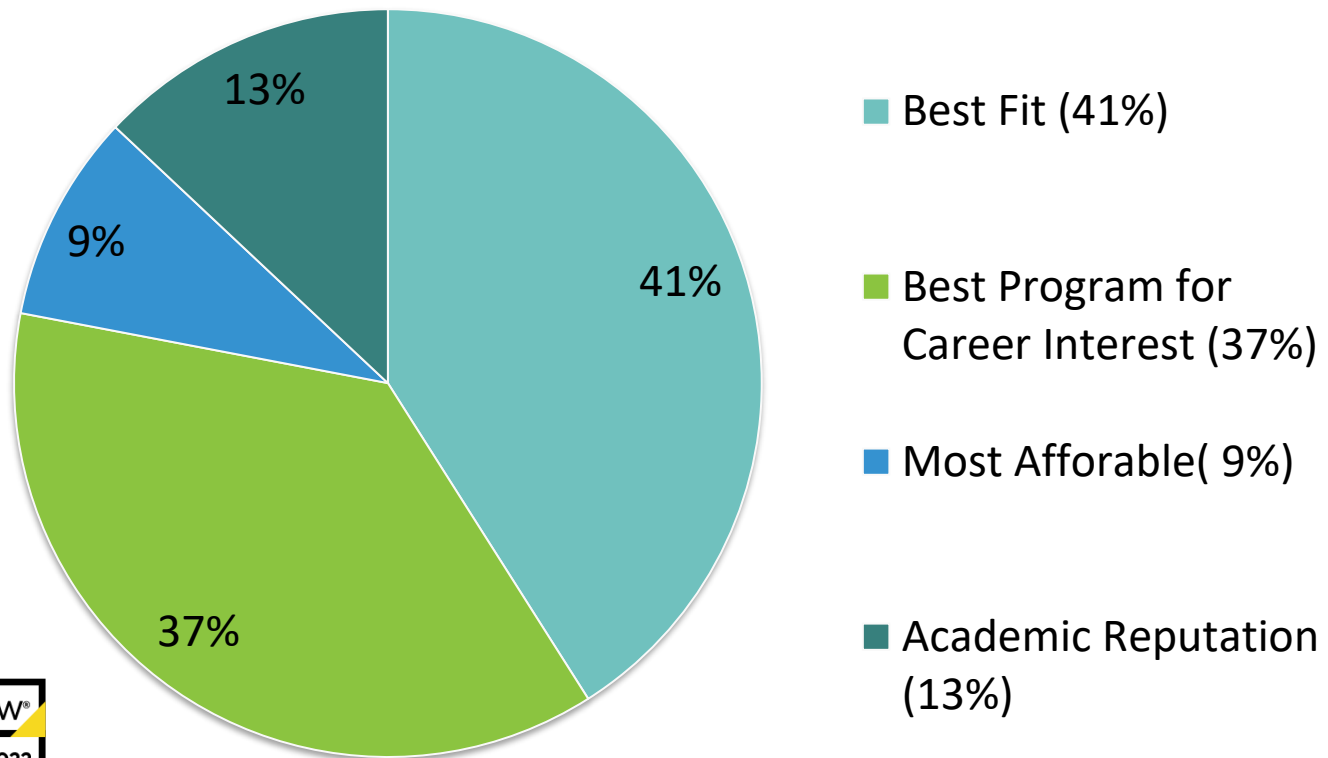
- Academic Fit
- Campus Culture Fit
- Financial Fit
- Career Services Fit



REAL deciding factors

When choosing a college, what is the most likely deciding factor?

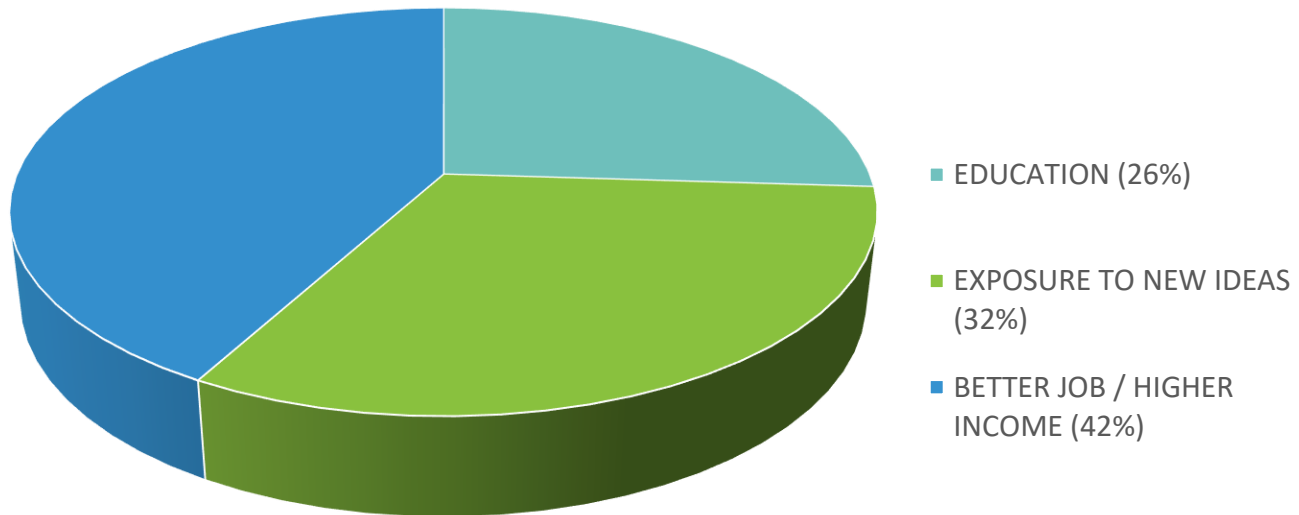
- 41% cited “Best fit”
- 37% cited “Best program for career interest”
- 80% driven by two factors



REAL deciding factors

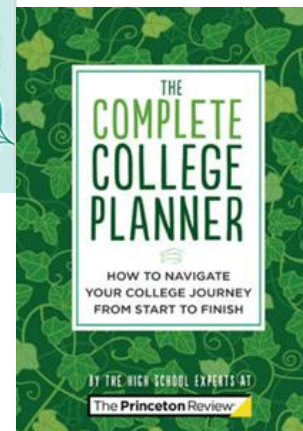
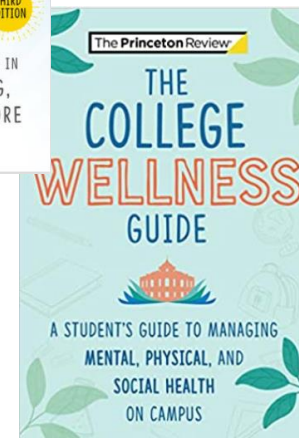
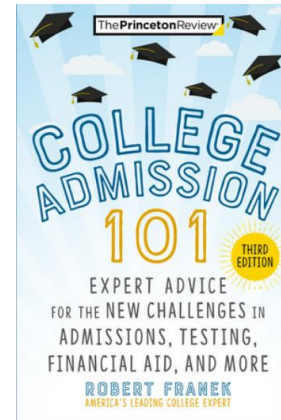
Is college worth it? Students say: YES

- 99% of students and parents view college as worth their investment.
- 42% of respondents chose “better job and higher income”



Counselor, student and family resources

- Follow our YouTube channel for latest updates and advice



Let's stay in contact

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