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Professional Education Services is a member of the National Association for College Admission Counseling and subscribes to the Statementof Principles of Good Practice.



Combined 50 years of experience

Other Great Team Members: Wezi, Molly, Rachel, Gary, Terry, Glenn, Dan

THE COLLEGE FINANCIAL GUY NEVER OVERPAY FOR COLLEGE









Free Junior Jumpstart Guide









Save Time Less Effort Expertise Ways to save



On your phone, input this number: 44222

And type the word: "college411"

Goals for College Planning Process

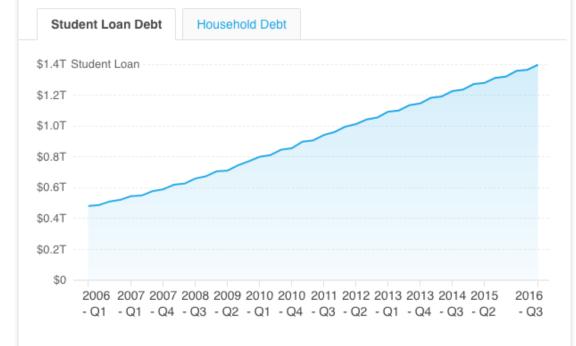


- Find Dream Colleges a good mix
- Identify career pathways begin with the end in mind
- Never overpay on college regardless of situation
- Graduate on time in 4 years
- Know before you go down to the last penny
- Have a stress-free process saving time and fostering great communication with you and student





Current Student Loan Debt: \$1,424,982,785,685



The current student debt amount is rising at a rate of \$2,701 per second. This number is estimated by calculating the per second change in student debt from Q1 2006 to Q3 2016 using debt data from the Federal Reserve (not seasonally adjusted).

Source: Federal Reserve. As of January 2017. Show details .

See more details >



Student Debt Crisis



- 510% increase over the last 10 years
- \$2,701 per second

2016 Grad Class

- 7 in 10 graduates have student loans
- \$37,000 on average
- \$370/month pmt over10 years

Average Cost of College





Public University (instate) \$26,410

Public University (out) \$42,229

Private University \$52,272

Elite University

\$63,000 - \$75,840*

Per Year

College is **EXPENSIVE!**

No Matter Where You Go!

Cost of An Extra Year

Cost of an Extra	Year
5 th Year of College	\$30,105
Lost Salary for 1st YR	<u>\$42,579</u>
Total Loss	\$72,684



"Time Contributes to Cost!

Hope Facts & Figures

Hope Award

3.0 GPA (GSFC Hope calculation) – 80% Tuition

3.7 GPA (GSFC Hope calculation) and 1200 SAT (Math & Reading) / ACT 26

*50% of Students Eligible at Many Schools (Atlanta Magazine)



HOPE Scholarship: The cons

Did the legislature's 2011 reforms ruin HOPE?

January 2, 2014 | Betsy Riley | I Comment



The letter arrived about three years too late. Six, really, but who's counting? It said my younger son had been admitted to the University of Georgia. He'd put in his transfer application during a moment of uncertainty, but then decided to stay at Elon University in North Carolina. When both of my boys graduated from high school—each with HOPE-eligible GPAs—they wanted UGA or nothing. We got nothing. Nothing but huge out-of-state tuition bills, that is.

For my family, all the HOPE Scholarship did was put our state's

Hope Scholarship Retention



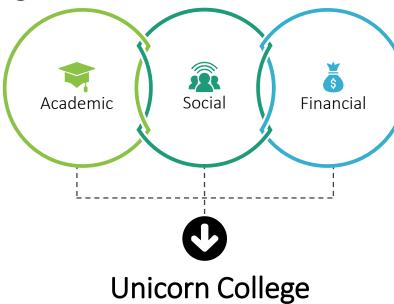
University of Georgia	60.9
Georgia Tech	42.7
Georgia College & State	38.4
Georgia State	31.7
Georgia Southern	28.7
Kennesaw State	27.7
University of West Georgia	18.3
Clayton State	15.6
 University System Average 	29.6



Where to Begin?



College is a business.



- Know Graduation Rates*
 - > Public Colleges
 - **44.1%** within 4 years
 - > **59.3%** within 6 years
 - Private Colleges
 - > 52.8% within 4 years
 - > **65.4%** within 6 years
- Know the value of the degree and major
- Know internship and job placement opportunities
- Know how financial aid is awarded
 - > collegescorecard.ed.gov
 - collegeboard.org
 - collegedata.com

This is big business



- Improve Student Persistence / GradRates
- Achieve the College / University's
 Stated Mission
- Increases the Perceived Value,Prestige, Visibility of Institution
- Rankings (i.e., Princeton Review, U.S. News, etc.)

- Increase or Stabilize "Net Tuition Revenue" Streams
- Increase the Academic Profile of Entering Freshman Class
- Increase Diversity
- Increase Retention
- Increases Size of the Institution
- Competition for Students



Confession of a Parent #634

You're making it difficult for me to be the parent I always imagined I would be.

Four Cornerstones of the College Planning Process



College Selection & College Admissions Strategies

Financial Fit

Academic Fit

Social Fit

Applications

Essays

Testing

Financial Aid – For Everyone - Merit and Need Based Aid

Merit Aid

Need Based Aid

Outside Scholarships

3 Formulas

2 Forms

And So Much More

Tax Scholarships & Outside Scholarships

AOTC

Income Shifting

Asset Shifting

Employment Options

Easements / LLCs

Section 127

College Financial Planning & Funding

Resource Identification

Appeals & Awards

Four Year Funding Plan

Smart Loan Strategy

Comprehensive Planning



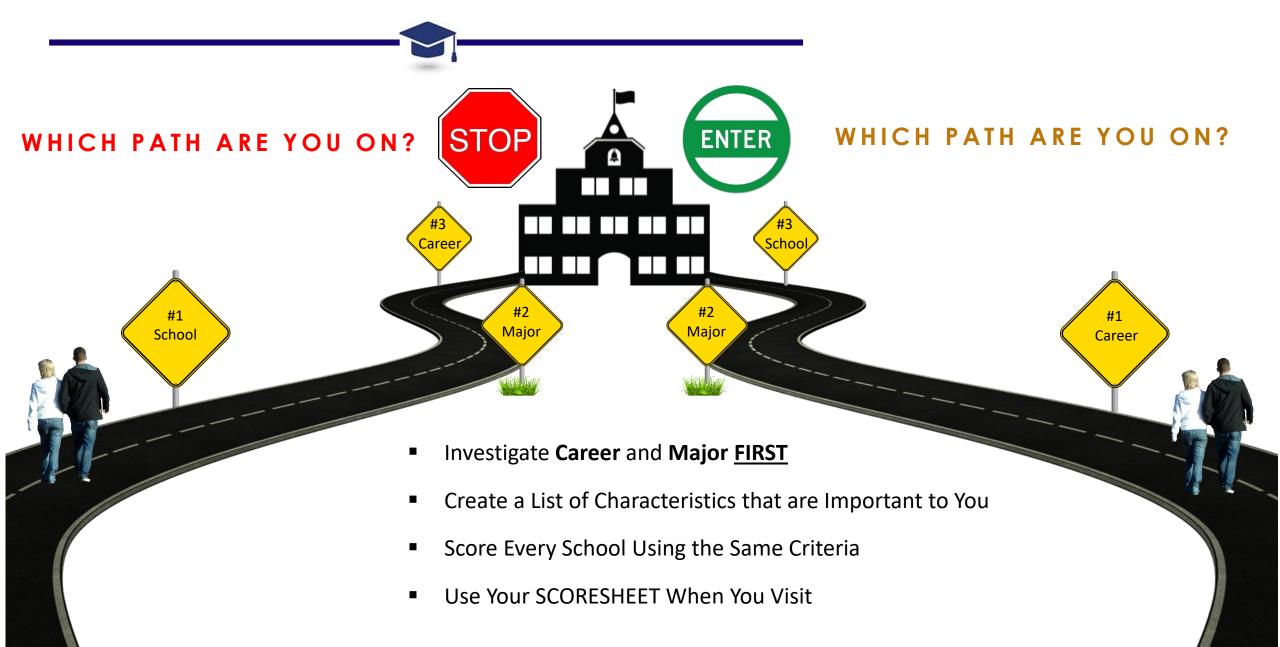


One Mountain. Many Paths.

College Selection/Admissions



TWO PATHS TO COLLEGE



Assumption Will Cost You!





Selecting the RIGHT College





- ✓ Size & Type of School Research, Liberal Arts, Masters
- ✓ Majors Offered
 - ✓ Internships
 - √ Job Placement
- ✓ Liberal Conservative
- ✓ Diversity
- ✓ Location
- ✓ Safety
- ✓ Campus Setting & Surrounding Setting
- ✓ Impact of outside scholarships
- ✓ Enrollment Yield
- ✓ Retention Rates



Selecting the RIGHT Type of College



Financial Aid

- ✓ Who Gives it.
- ✓ How do they give it
- ✓ What's free and what needs to be paid back
- ✓ Are you Eligible

Return on Investment

- ✓ Job Placement
- Student's Education Path
- ✓ Salaries for Majors

Diploma or Department?

Department level





Your Brochure...















But Could It Be This...















ACT / SAT TESTS

Nothing will work unless you do.-Maya Angelou



Testing: A Critical Part of the Admissions Process

H.S. Grades in the
Context of
Schedule Strength
and Academic
Strength of School

Great return on investment of time and resources



SAT ACT



Teacher Recommendations

SAT Subject Tests

Admissions Essay

Activities (Leadership, Depth)

You walk through these doors one at a time. A super high SAT score cannot make up for a 1.5 GPA. A beautifully written essay will rarely trump an SAT score below a school's minimum range.



Putting it all together: Timeline





Junior

- ✓ Financial Fit First Know Before Your Go!
- ✓ Career search and aptitude testing if not done yet
- ✓ Grades, Grades
- √ Test Diagnostic for ACT/SAT
- ✓ SAT/ACT tests look at schedules
- ✓ Begin to focus on college list...safety, target, reach
- ✓ Schedule some Campus tours
- ✓ Begin to finalize cash flow plan
- ✓ Create your resume the right way
- ✓ Begin drafting application essays



Financial Aid

Not Knowing Will Cost You





Financial Aid



Merit-based	How is it awarded?
Scholarships awarded to recognize outstanding academic performance, talents or leadership.	Gift Aid = Scholarships

Need-based	How is it awarded?
Awarded to those who demonstrate financial need.	Gift Aid = Scholarships & Grants
	Self Help = Student Loans & Work Study

Financial Aid - Applications and Formulas

FAFSA CSS Profile (Majority of Schools) (Select Elite Colleges) Federal Institutional Formula (FM) Formula (IM) collegeboard.org fafsa.ed.gov October 1st October 1st

How Do I Know My Financial Fit?

Expected Family Contribution (EFC)

EFC is the minimum amount a family is expected to contribute toward the cost of college based on the parent's and student's income and assets, the size of the family, and number of students in college.

Three Formulas Used to Determine a Student's EFC

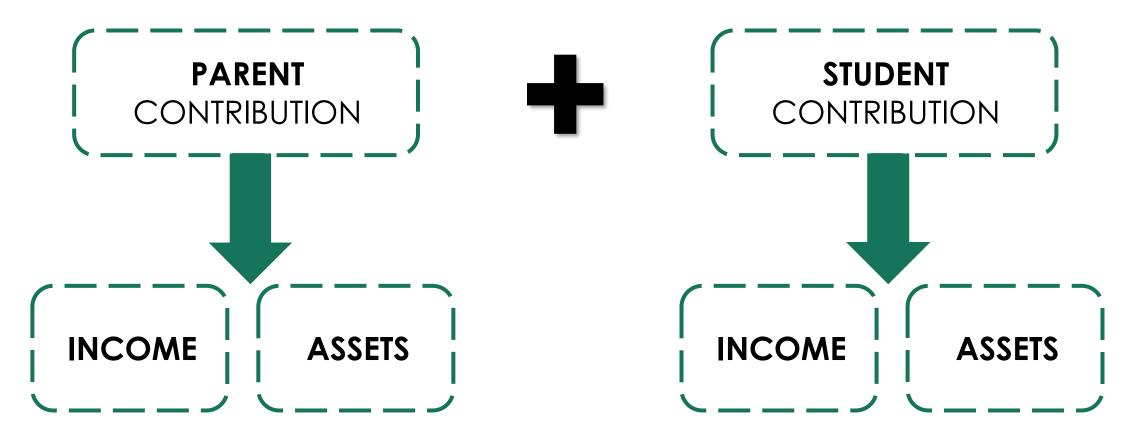
- Federal: Look at Fewer Assets, Determines Federal Aid Awards (Most Colleges)
- Institutional: Counts More Assets, Used for Institutional Aid Awards (around 400 Colleges)
- Consensus: Use by 23 Private Colleges



Calculating EFC



How Need-Based Financial Aid is Calculated = EFC



AID ADVANTAGE or TAX ADVANTAGE?

What Helps & Hurts Your Financial Aid



What Assets are Countable?

Cash (Wallet, Purse, Under Mattress, etc.)

Countable

- Checking Account
- Savings Account
- Stocks
- Bonds
- CDs
- Money Market



- Mutual Funds
- 529 Accounts for All Children (Not Just College Bound Student)
- Rental Property
- Vacation Home
- Stock Options
- Trust Accounts
- Student-Owned Assets
- Small Business Equity (Not "Family")

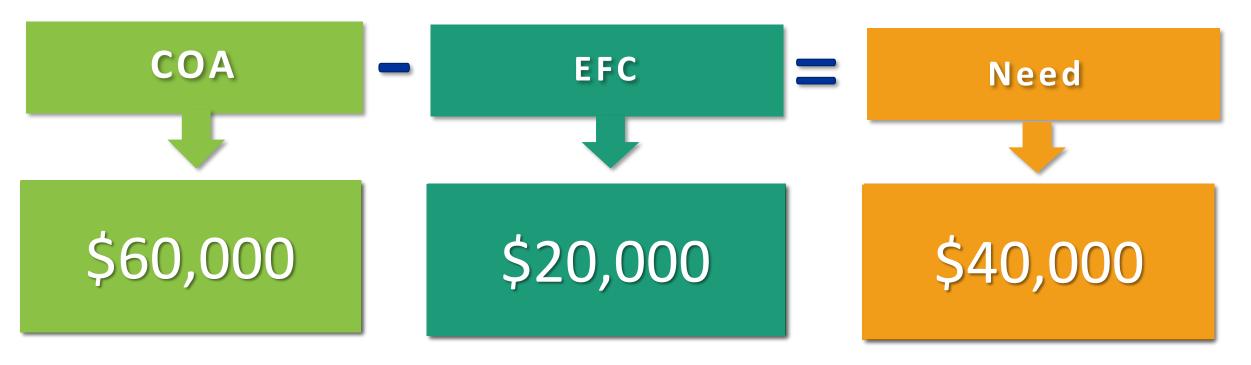
NOT COUNTABLE

- Retirement Accounts
- Annuities
- Home Equity
- Permanent Life Insurance CV
- Family Farm
- Small Business Assets ("Family" Owned and Controlled – Fewer Than 101 Employees)



Calculating Financial Aid

How do the colleges determine if my student is eligible?

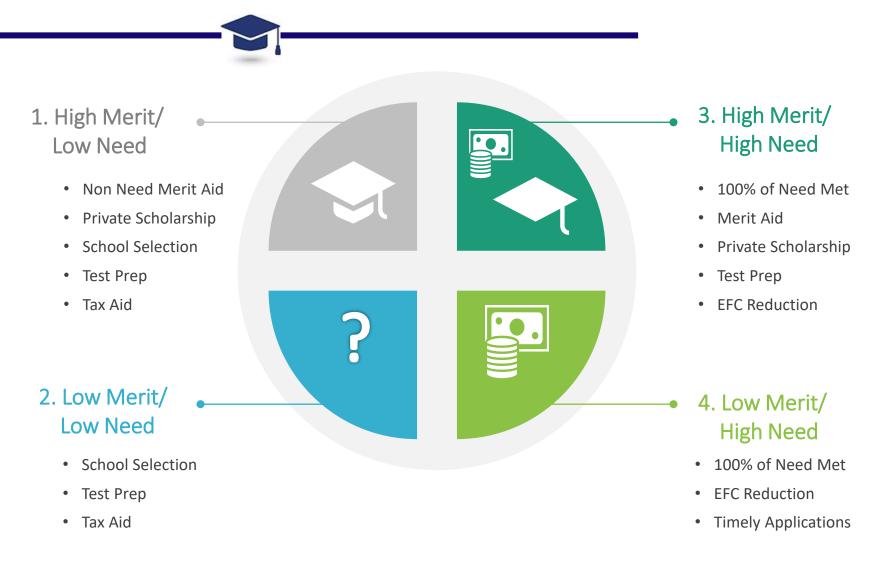


- Some Schools Will Meet 100% of Need Some 30-50% or Less
- Some Schools Will Modify Your Need!
- 3 Methodologies for Figuring Out EFC: Federal (FM), Institutional (IM), Consensus (CM)
- You MUST Know These Statistics Before Applying!

Financial Aid -What type of family are you?



How can you cut the cost of college?





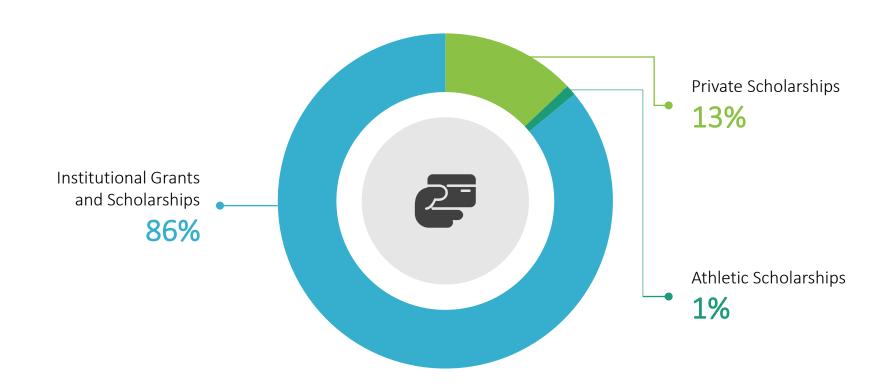
Not Knowing Will Cost You

Where's the Money



What about scholarships?

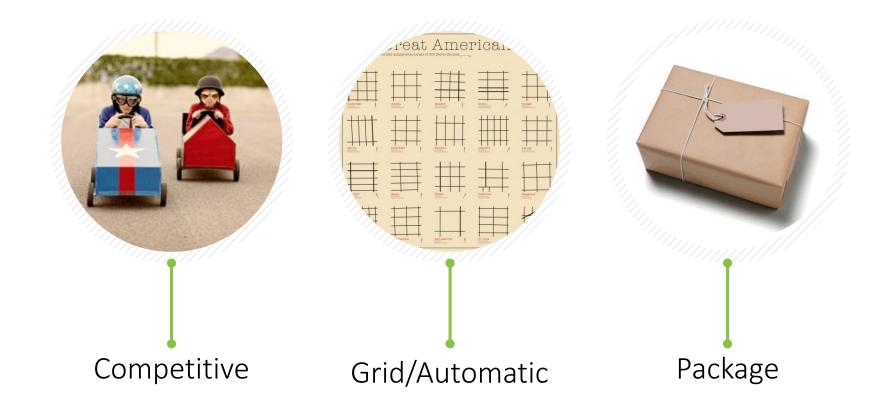
Scholarships paid for 31% (\$155 Billion) of the total cost of education



^{*}How America Pays for College 2014 Sallie Mae

Merit Aid = Gift Aid Institutional Scholarships





Merit vs. Need based financial aid policy

Merit Based Aid









100% of Need Met







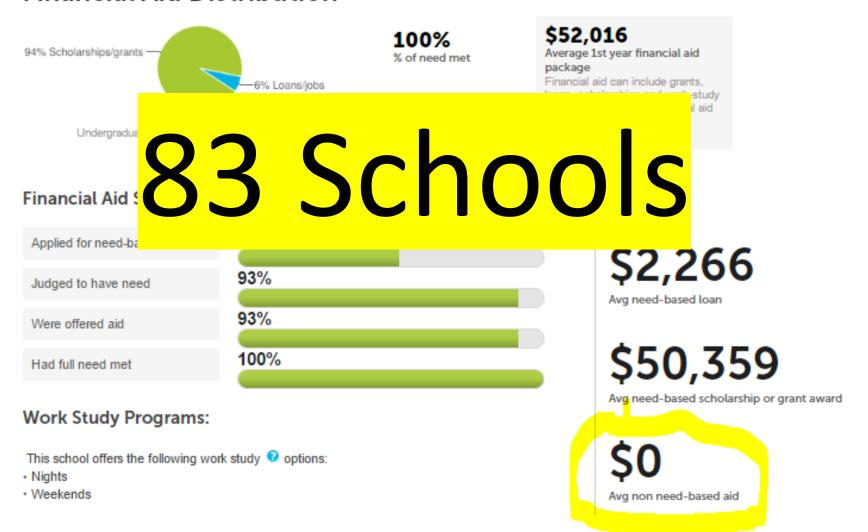


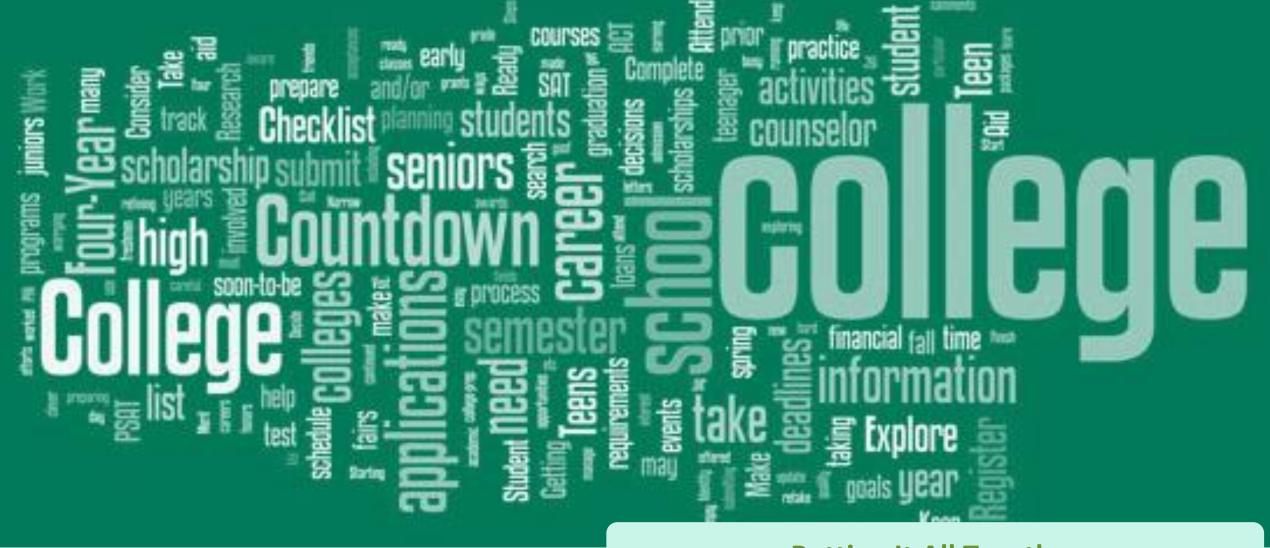
www.collegedata.com

Yale University (\$68,950) - College Board



Financial Aid Distribution





Putting It All Together

Paying for College



Ask Yourself...

Prioritize Your Objectives

Key Questions



Should educating your child cost your life savings?



You can borrow for college, can you borrow for retirement?



Which financial strategies can you use?



- > FAFSA Optimization / Financial Aid Leveraging
- ➤ Asset Re-Position
- ➤ Tax Advantaged Planning
- ➤ Income Shifting
- ➤ Employee Stock Purchase Techniques
- ➤ Collegiate Bypass Trust
- ➤ Smart Loan Planning
- > Appeal Strategies







Together. Everyone. Achieves. More!

WHERE TO START?









Free Junior Jumpstart Guide









Save Time Less Effort Expertise Ways to save



On your phone, input this number: 44222

And type the word: "college411"