



College Admissions and Financial Aid

A Changing Landscape

Presented by
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College Bound Admissions Academy

Educating Parents ♦ Empowering Students

College Bound Admissions Academy

- Started in 2002
- Assisted over 1,000 families
- Service the Greater Pittsburgh Region
- Students in 70 different high schools
- Members of IECA, PACAC, NACAC, HECA
- Professionals in both College Admissions & Financial Aid

Alarming Statistics:

- College Planning is Important Because:
 - 20% of students receive a 4 yr. degree in 4 yrs
 - 40% of students receive a 4 yr. degree in 6 yrs
 - 47% of students drop out of college
- Class of 2015 Cost of Education:
 - \$92,000-\$272,000 for 4 years
 - \$138,000-\$408,000 for 6 years

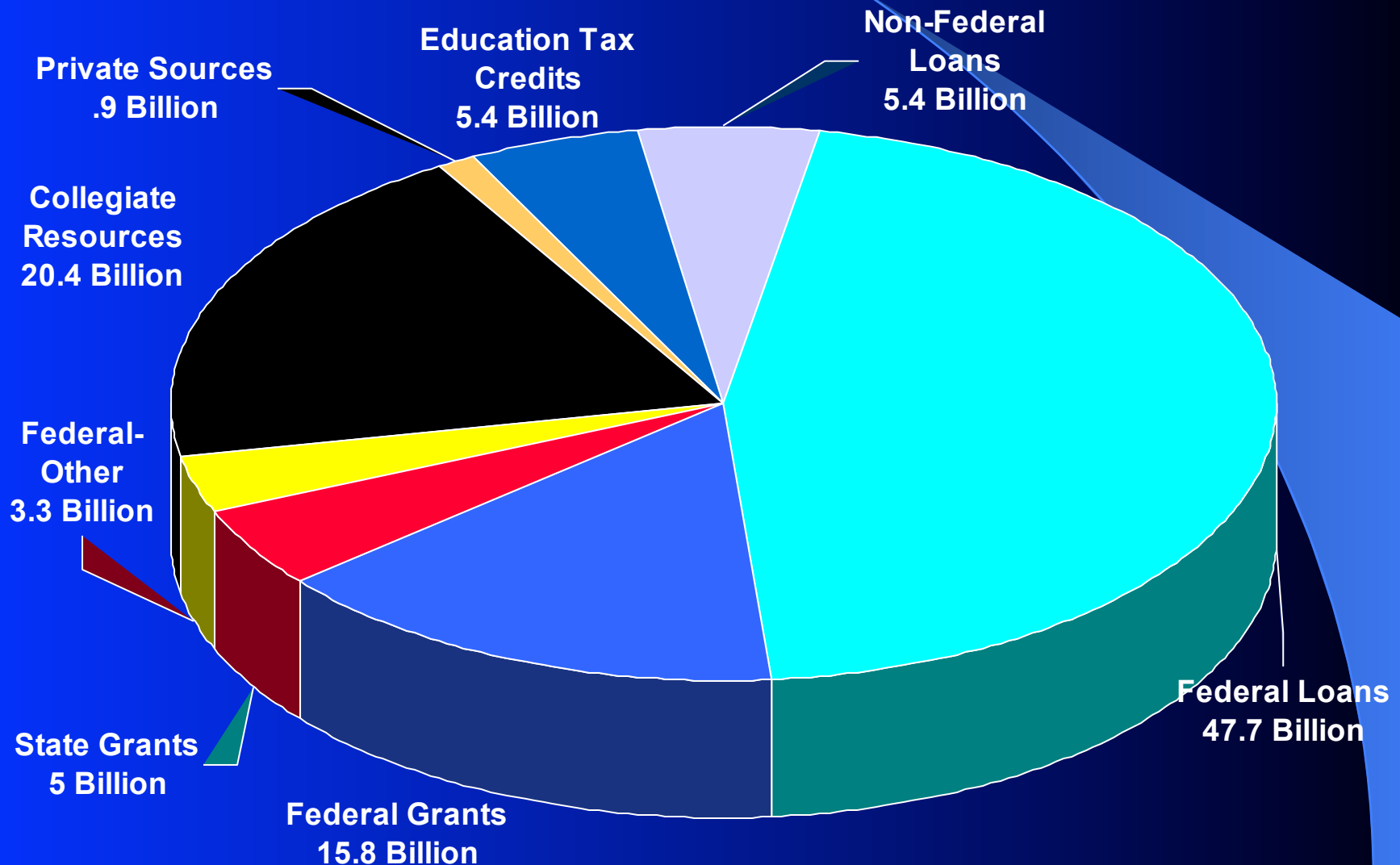
Financial Aid

Costly Myths:

- ✗ Only “low” income or “special” groups qualify
- ✗ Only the “best” students get aid
- ✗ The colleges will take care of it all
- ✗ You can’t own a home
- ✗ It’s an easy process
- ✗ You will fill out one form – and you are done



Where Does It All Come From?



What is the Real Cost?

It is more than just tuition...

- Tuition
- Room
- Board
- Books
- Fees
- Other Costs

....You have to add them all up to
get the real

Cost of Attendance

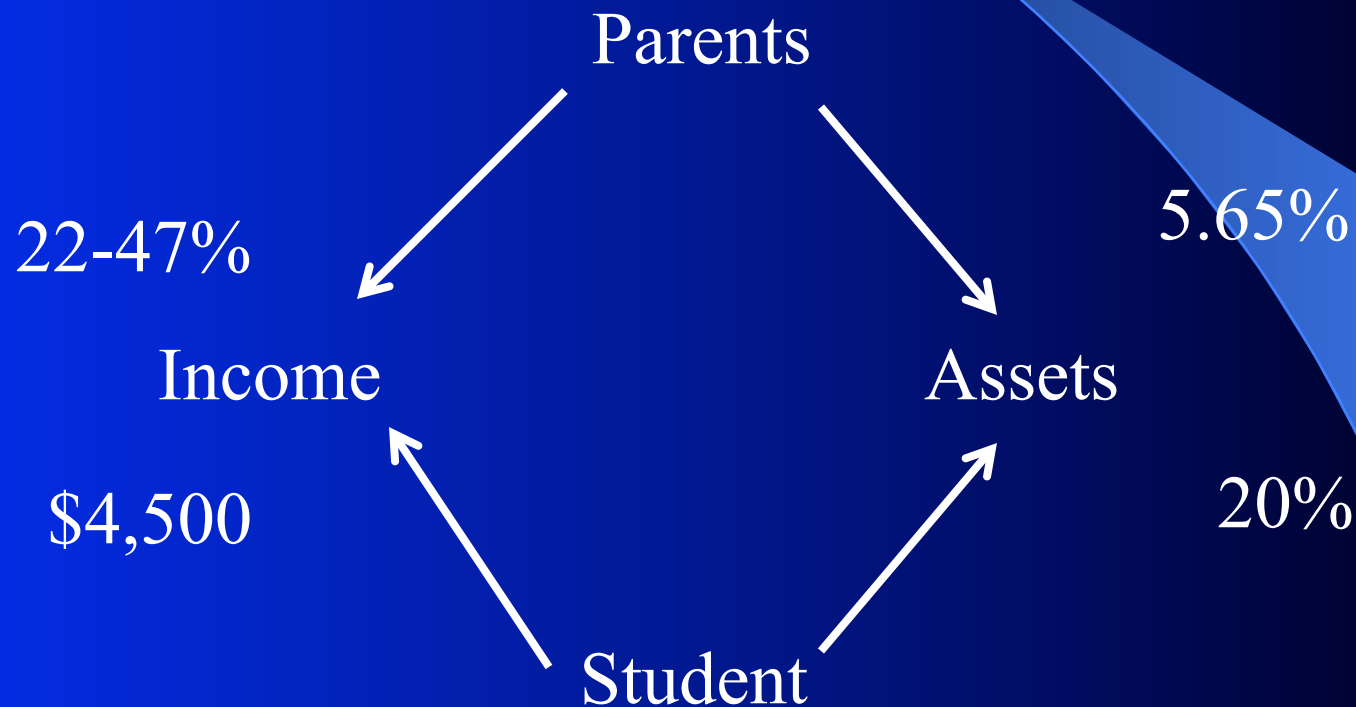


How Much Aid Will I Qualify For?

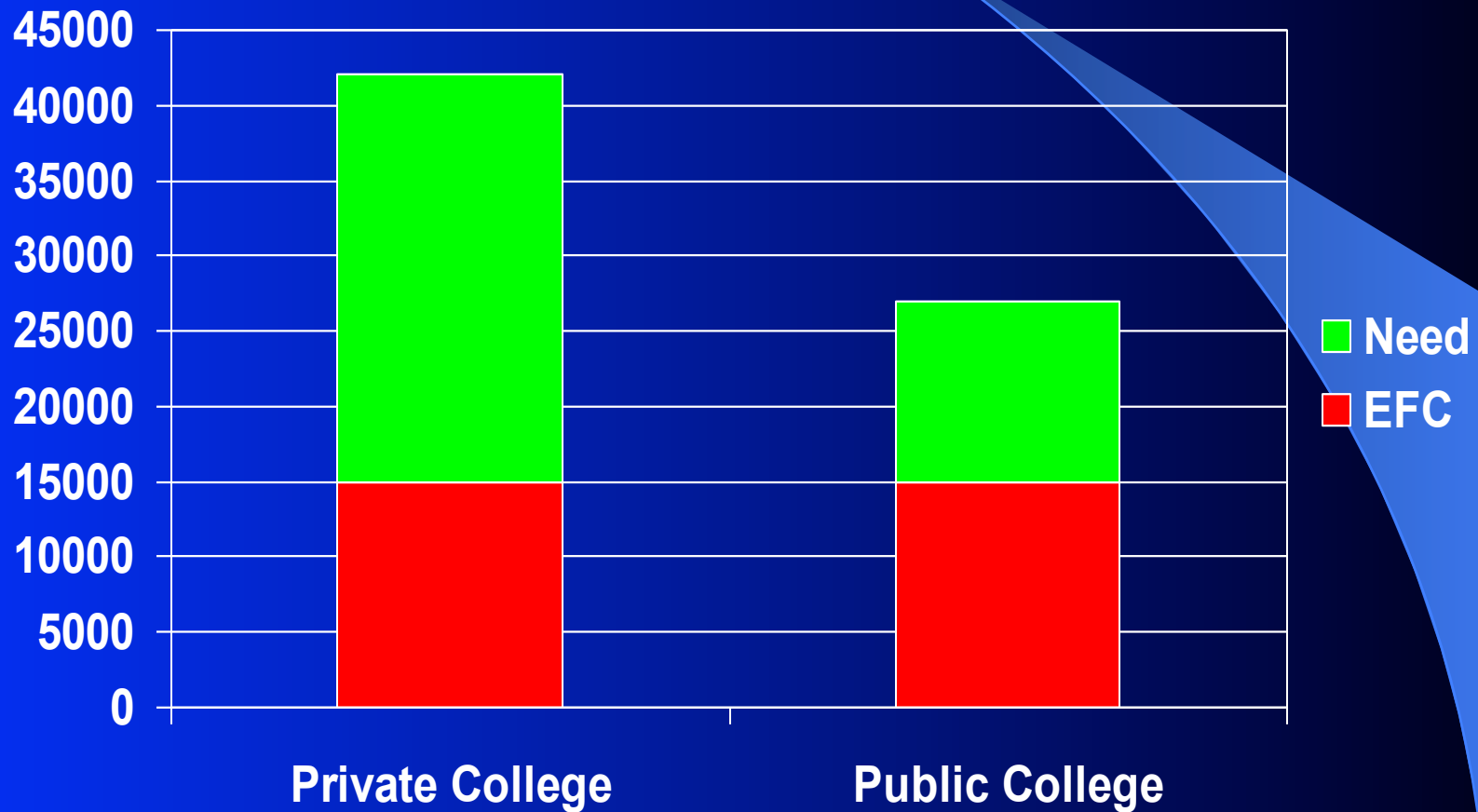
$$\text{COA} - \text{FC} = \text{NEED}$$

- Cost Of Attendance (COA) = annual cost of a school
- Family Contribution (FC) – MINIMUM out of pocket expenses a family will have to pay for ANY college/university (based on age, income, assets, number in school, etc)
- Need is how much aid the family is eligible for

Expected Family Contribution



A Family's Need Varies By School



How Financial Aid Works

- Aim for Schools with the Best Percentage of Need Met
 - Some schools will meet all or nearly all of your need
 - Some schools will meet as little as 5%!

$$\text{Cost of Attendance} - \text{Family Contribution} = \text{Need}$$
$$\text{COA (\$ 40K)} - \text{FC (\$ 10K)} = \text{Need (\$ 30K)}$$

$$\text{\$ 30,000 Need} \times 50\% = \text{\$15,000 Unmet Need}$$
$$\text{\$ 10,000 (FC)} + \text{\$ 15,000 Unmet Need} = \text{\$ 25,000}$$

$$\underline{\text{Total Out of Pocket} = \$ 25,000}$$

$$\text{COA} - \text{FC} = \text{NEED}$$

$$\begin{array}{r} \$40\text{K} - \$10\text{K} = \$30\text{K} \\ \quad \quad \quad \$15\text{K} \\ \hline \quad \quad \quad \$25\text{K} \end{array}$$

100%

50%

0%

\$15K

<u>%G</u>		<u>%L</u>
75%	BU	25%
	99	
5%	TU	95%
	99	

Case Study

College A

COA = \$23,808
EFC = 5,000
NEED = 18,808

Gift Aid = \$ 611
Student Loan = \$ 2,625
Unmet Need = \$15,572

Total Out of Pocket = \$ 20,572

College B

COA = \$38,092
EFC = 5,000
NEED = 33,092

Gift Aid = \$28,283
Student Loan = \$ 2,625
Unmet Need = \$ 7,148

Total Out of Pocket = \$ 12,148

- Actual case from my file; 2009/2010 Academic Year

What if We Don't Have Need?

College A

COA = \$ 46,860

FC = \$ 70,452

FA Award = \$ 2,625

Out of Pocket = \$44,235

College B

COA = \$ 46,308

FC = \$ 70,452

FA Award = \$ 34,000

Out of Pocket = \$ 12,308

Federally Funded Programs

- Taxpayer Funded
- FAFSA (Free Application for Federal Student Aid)
- Federal Methodology is used to determine the Estimated Family Contribution (EFC) and need based eligibility

Federal Aid Programs

- Pell Grant
 - Available to low income families
 - Eligible for up to \$5,550 per year
- SEOG Grant
 - Supplemental Educational Opportunity Grant
 - Administered by school
 - Up to \$4000 per year
- Federal Work Study

Federal Aid Programs

- Student Loans
 - Perkins Loan
 - Direct Loans
 - Subsidized & Unsubsidized
- PLUS Loans (Parent' s Loan for Undergraduate Students)
- Alternative Loans (Sallie Mae Student Signature Loan)

State of Pennsylvania Aid Programs

Pennsylvania State Grant Program

- Awards up to \$4,348-in state
- \$600 out-of-state

Other Pennsylvania State Programs

- Pennsylvania New Economy Tech Scholarships
- Keystone Family of Loans
- Field of Study Programs
- Loan Forgiveness Programs
- AES/UPromise Loan Repayment Program

Contact PHEAA for Specifics

Institutional Aid Programs

- Endowment Funded
- CSS Profile Form Based
- Institutional Methodology is used to determine eligibility
 - (Calculated differently from Federal Methodology)
- Many schools deadline early

Applying For Aid

- The Forms

- Free Application for Federal Student Aid (FAFSA)

- Submit to Department of Education January 1st
 - Everyone must complete this form to get any kind of federal financial aid – including loans!
 - Most school based eligibility is now determined by this form – even school scholarships!
 - An estimated 90% go in with errors
 - Errors can add weeks of processing time – lost time which could mean lost aid!

Applying For Aid

- The Forms

- The CSS Profile Form

- Used by several hundred colleges/universities
 - Determines Institutional Aid Eligibility
 - Must register to get the Profile form
 - Used in conjunction with the FAFSA
 - Data must match entries on FAFSA or both forms will be sent back to you

Applying For Aid

- The Forms

- Institutional (School) Forms

- Many schools require their own forms
 - Questions are similar to the FAFSA and PROFILE
 - Data must be consistent

- Additional Forms

- Divorce Decrees
 - Separation Agreements
 - Business Supplements
 - Verification Forms

Negotiating The Package

- Many schools practice “Financial Aid Leveraging”
- You MUST market your student
- You must be able to judge if your offer is fair
- You must be able to speak “the language of financial aid”

Case Study

Before Negotiation

COA =	\$35,262
EFC =	11,080
NEED =	24,182
Scholarship =	\$ 18,300
Subsidized Loan =	\$ 5,525
Unmet Need =	\$ 357

Total Out of Pocket = \$ 11,437

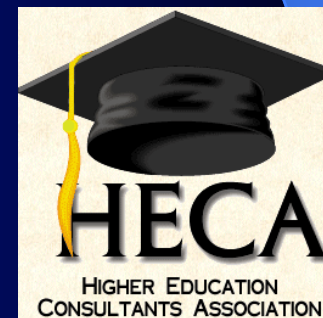
After Negotiation

COA =	\$35,262
EFC =	11,080
NEED =	24,182
Scholarship =	\$ 23,300
Student Loan =	\$ 5,525
Work Study =	\$ 1,500

Total Out of Pocket = \$ 4,937

- Actual case from my file; 2009/2010 Academic Year

Strategies for Students



Determining the *Right Fit*

- Academically
- Socially
- Culturally
- Emotionally
- Environmentally
- Financially
- Athletically



What You Need to Know About the Colleges Your Student is Considering...

What is the retention rate?

BU retains 95% of their freshman, PSU retains 93%

What is the graduation rate?

Bucknell University graduates 84% of their students in 4 years,
Penn State graduates 58% of their students in 4 years, 80% in 6!

Bucknell Univ.	\$ 62,368
	<u>X 4</u>
	\$249,472

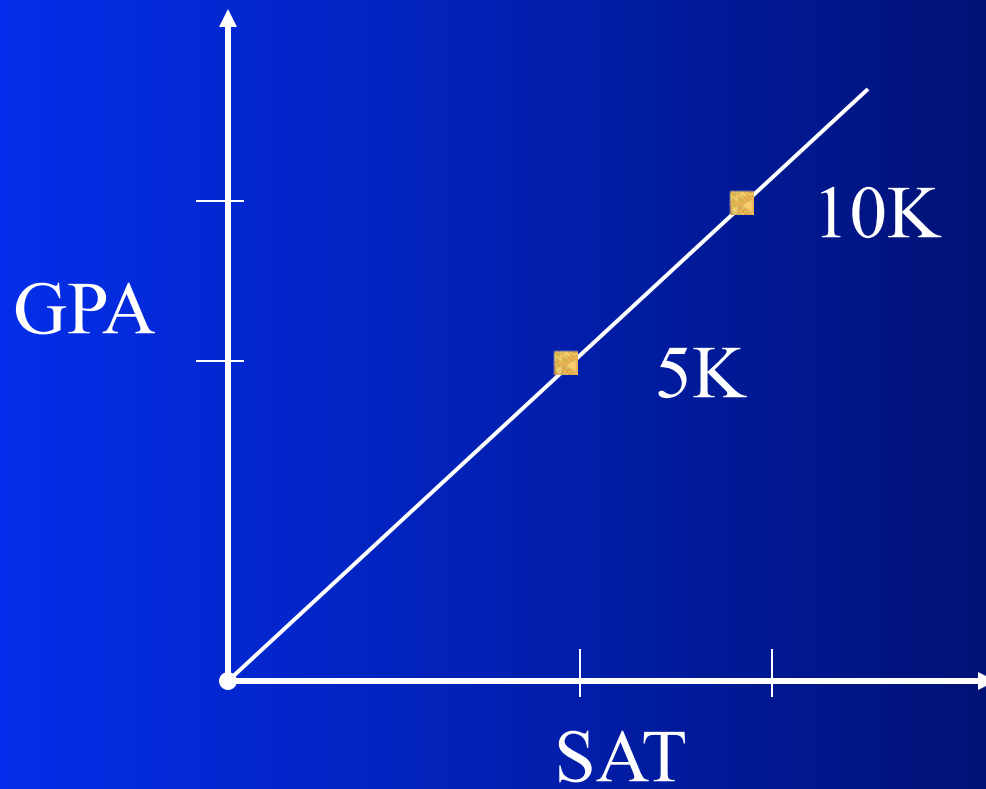
Penn State	\$ 36,000
	<u>x 6</u>
	\$ 216,000
Lost wages	<u>\$ 60,000</u>
	\$276,000

Strategies for Students

- Curriculum/Grades/Class Rank
 - Higher GPA generally means more free money!
 - Challenge Yourself (Honors & AP Courses)
 - “Preferential Packaging”
- Prepare for Standardized Tests
 - PSAT/NMSQT
 - SAT/SAT II (Juniors & Seniors)
 - ACT (Juniors & Seniors)



Preferential Packaging



Strategies for Students

- Academic Resume
 - Activities, Community Service, Awards, Leadership and Employment Experience
- Essays
 - Personalized statement to 5 essays per college
- Letters of Recommendation
 - Develop relationships with counselor & teachers



Self Discovery & Career Planning

- *A Joint Effort:* Student, Parent & Guidance
- The Importance of Self-Awareness, Learning Styles, Basic Academic Skills, Level of Independence
- Career Exploration – Choosing a Field of Study

Top 10 Jobs in Demand & % Growth in next 10 years

Biomedical Engineers 72%
Computer Systems Analyst 53.4%
Physician Assistants 39%
Biochemists 39%
Dental Hygienist 36%
Computer Software Engineer 34%
Veterinarians 33.3%
Environmental Engineers 30.6%
Survey Researchers 30.4%
Physical Therapists 30.3%

College Searching

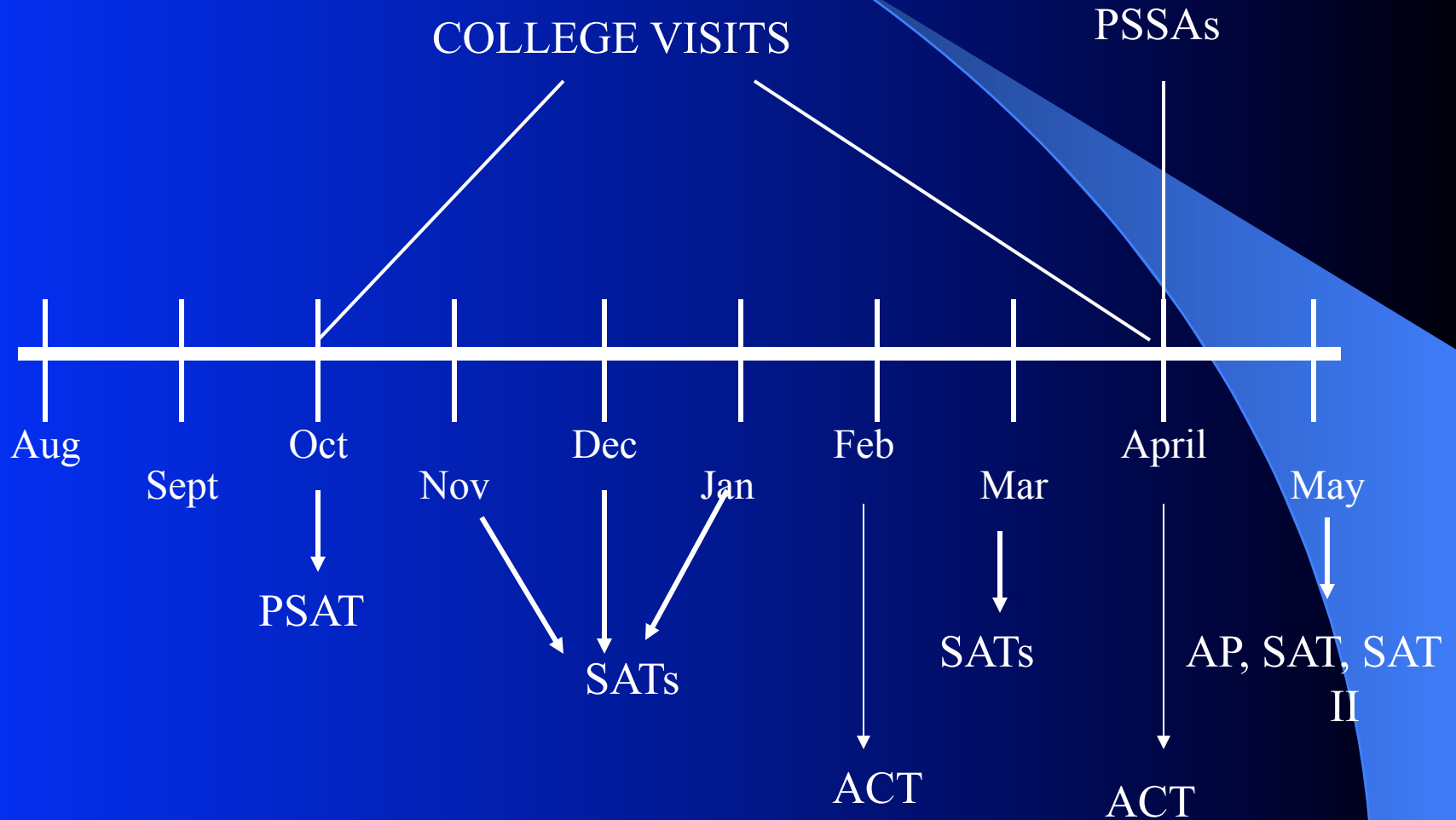
- Seeing Beyond the Statistics
- Developing a College Search Plan
- Visiting College Campuses
- Comparing Curriculums



College Applications

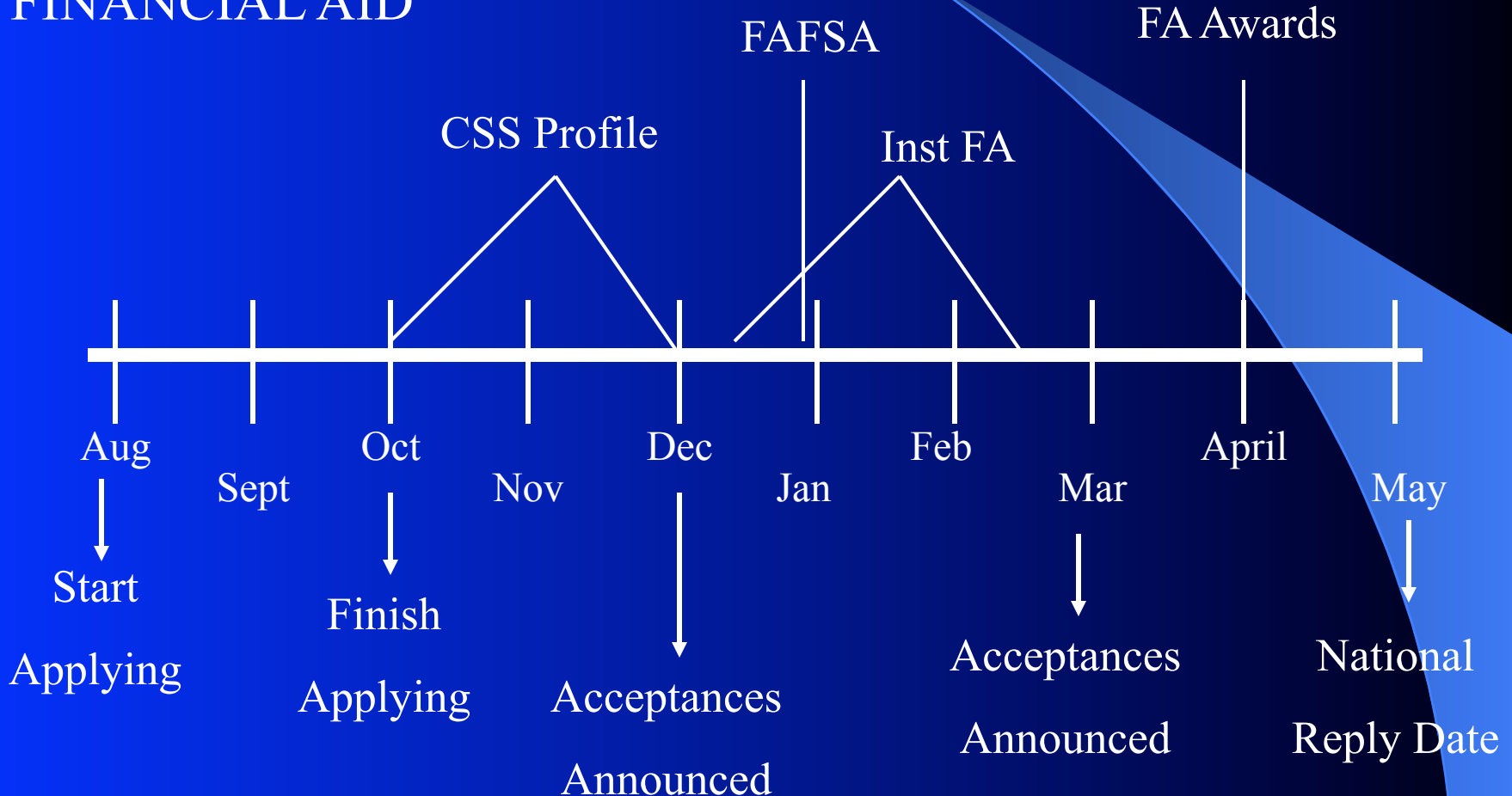
- Choosing the Right Application (Common App, On-line App, Paper App & Supplements)
- Choosing How to Apply (Rolling, ED, EA, EDII, Regular Decision)
- Coordinating All Part of App (App, Transcript, LOR, Essay, Resume, Test Scores)
- Application Timeline

Junior Timeline



Application / Financial Aid Timeline

FINANCIAL AID



ADMISSIONS

Creating Options to Make Informed Decisions



College Bound Admissions Academy



We are:

- Former Admissions & Financial Aid Counselors from various colleges
- Full-time Professionals working 100% in college planning
- Not financial planners nor affiliated with any financial planning organization



College Bound Admissions Academy

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