

**Collegewise**

# HOW STEEP IS THE COMPETITION

Bad News: 40 accept fewer than 10%

Good News: 2,000 accept 50% or higher



# SO LET'S TALK ABOUT:

## What Colleges Consider

- ❖ Transcripts
- ❖ Test Scores
- ❖ Activities
- ❖ Essays
- ❖ Following Directions
- ❖ The Human Side of the Application
- ❖ Interviews

# WHAT COLLEGES CONSIDER

Transcripts

# TRANSCRIPTS

❖ Rigor

❖ GPA

❖ Class Rank

❖ Exploration and Love of Learning

❖ CTE Courses

# WHAT COLLEGES CONSIDER

Test Scores

# SCORES

- ❖ What tests are required
- ❖ What's the average score for students they admit
- ❖ How they utilize multiple scores

# TEST OPTIONAL COLLEGES

- ❖ Fairtest.org

- ❖ Over 850

- ❖ Wake Forest University

- ❖ New colleges join each fall



# WHAT COLLEGES CONSIDER

Activities

# ACTIVITIES

- ❖ Don't be a "Joiner"
- ❖ Invest time and effort
- ❖ Hobbies Count
- ❖ Part-time Job
- ❖ Make an Impact
- ❖ Be Indispensable

# WHAT COLLEGES CONSIDER

Essays

# WHAT USUALLY HAPPENS

Good Kids=  
Clichéd Essays

# COLLEGEWISE RULES

- ❖ Don't try to impress the admissions officers
- ❖ Own your stories/Don't write the same stories thousands of other students will write
- ❖ Don't repeat information from the application
- ❖ Write in your own voice
- ❖ Grammar

# LEAD SENTENCE

“I make a mean hamburger. In fact, I’m a professional. I’ve got four years of professional hamburger-making experience.” -Mike: Graduate of USC

“I can balance a shot glass on my head.” Harry: Graduate of Yale and Georgetown

# CALIFORNIA GIRL SEEKS MOONLIT MIDNIGHT SWIM

*I've heard all the rumors. Northwestern has the best journalism school in the country, the best media facilities, and a world of internship opportunities in the Chicago Tribune and Sun-Times just a few minutes away. As a young journalist, I want all of those things. But I'll let you in on the real deal of why I want to attend Northwestern.*

*I love swimming in Lake Michigan late at night.*

*I'm a journalist—frankly, one of potential Medill caliber, I have to say. But I'm also a California girl, and if I'm going to hike over to the East Coast and experience humidity and the actual changing seasons for my higher education, then I want to take a little of the West Coast with me. I love the fact that if I go to Northwestern, I'll be able to take classes at Medill and then finish up a tough day of journalism with a soothing dip in the water. And plus, an added bonus—no sharks, something even Californians have to contend with. I'll be able to wash away the stresses of the day without worrying that Jaws is going to munch on my toes.*

*I swam in Lake Michigan almost every night when I was at the Northwestern Cherub journalism program. The days were hot and sticky, the lectures were long, the dorms were messy (well, that was more our fault), and we had to spend hours on the streets for assignments like covering the Evanston July Fourth parade. But what made it all worthwhile, and incredibly fun, was that when the moon came out, my friends and I could go splashing around like beached porpoises returned to the Pacific.*

*Journalism is hard work. If you plunge into it, you're basically guaranteed a few hard years of living in a shoddy apartment after college, living on canned soup, searching for that story to break you into the big time. I want to study journalism, but I also want it to be as fun as possible before the real hard work begins. That's really why I want to come to Northwestern. I want to be in the best journalism school in the country. I want the best facilities and the best internship opportunities. But I also want to keep my eyes open in between, to observe the good things around me, and to spice up my life with relationships that will, in the end, make me a better journalist and writer of people. I want to swim in that lake every night.*

# WHAT COLLEGES CONSIDER

Follow Directions



# WHAT COLLEGES CONSIDER

The Human Side of the Application

# THE HUMAN SIDE

- ❖ High percentage of officers are alumni
- ❖ Make your own phone call (not the parent)
- ❖ Always be polite, be likeable, be confident
- ❖ Let your real voice come through

# WHAT COLLEGES CONSIDER

Interviews

# INTERVIEWS

- ❖ It's a Conversation
  - ❖ To get to know you
- ❖ Bring GOOD questions
  - ❖ Do you offer a business major? (example of a bad question)
- ❖ Alumni
  - ❖ Want to know why YOU want to attend their school
- ❖ Use an APPROPRIATE email address/voicemail

SO LET'S TALK ABOUT:

Matchmaking

# MATCHMAKING

- ❖ 40% of college freshman transfer at the end of their first year.
- ❖ College Essays:
  - ❖ “Why are you applying here and why do you think you’ll be a good fit?”

SO LET'S TALK ABOUT:

What Can Parents Do

# WHAT CAN PARENTS DO

- ❖ Do not get involved in the Essays.
- ❖ Encourage your student to complete the work themselves.
- ❖ Be careful taking college admissions advice.







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