

# SELECTIVE COLLEGE ADMISSION



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# College Recruitment Landscape



- Lingo and mystery (EA, EA Single Choice, ED, Rolling, AP, IB, SAT, ACT, FAFSA, CSS Profile, EFC, etc.) Scary! How to proceed?
- Must only choose the “top ranked” school because the college and major will make all the difference for your future.
- Worried about admissions? “Don’t want to join a club that will have me as a member”
- Tuition is WHAT!!!!!!
- All colleges look the same in the pamphlets.

# Why Build Classroom Buildings?



# This Never Happens?

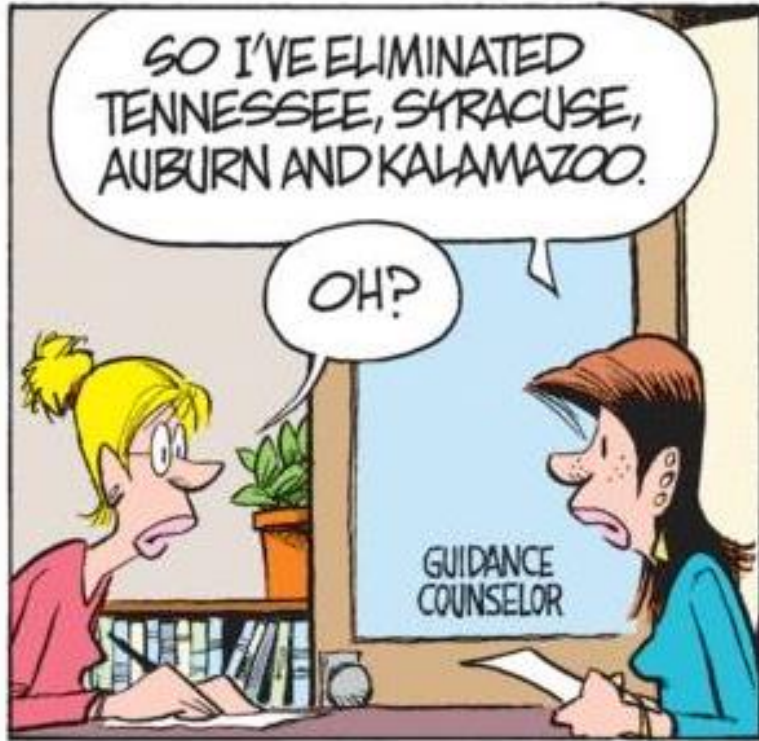


# How to Pick?



# What is Most Important?

November 29, 2016



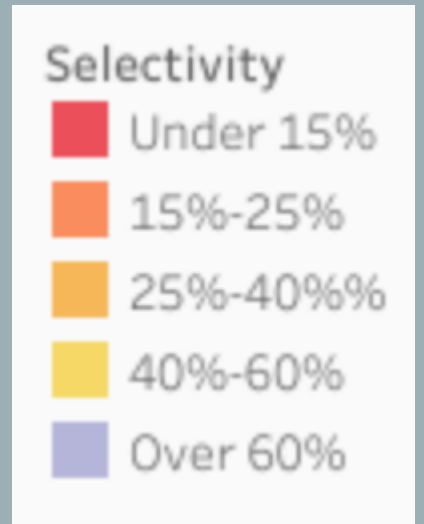
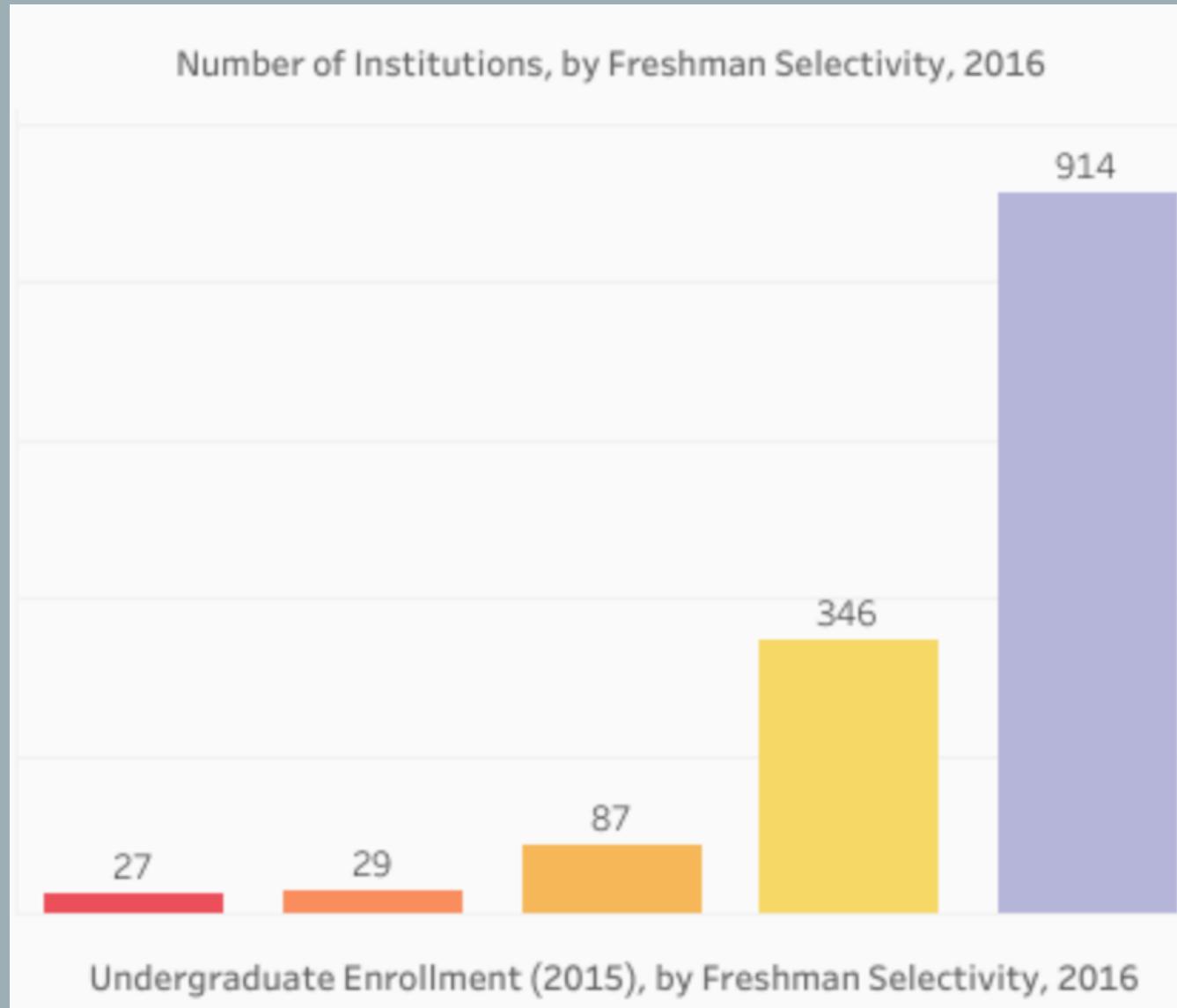
# College Selectivity and Prestige

According to *US News & World Report*, Fall 2017 Acceptance Rates:

1. Harvard (MA)	5%
2. Stanford (CA)	5%
3. Columbia (NY)	6%
4. Julliard (NY)	6%
5. Princeton (NJ)	6%
6. MIT (MA)	7%
7. Yale (CT)	7%
8. Cal Tech (CA)	8%
9. Pomona (CA)	8%
10. US Naval Academy	8%

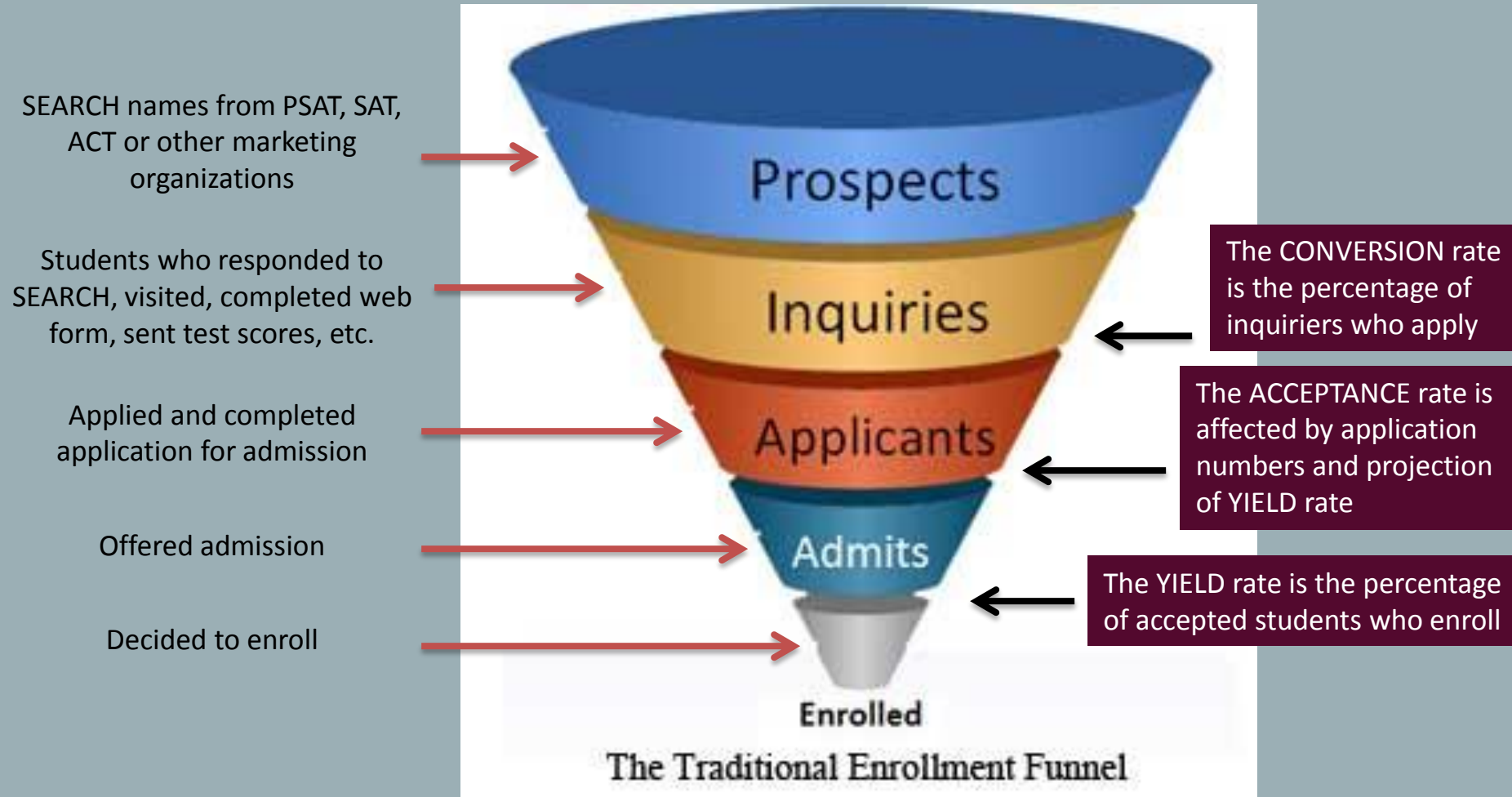


# College Selectivity





# College Selectivity



# Admission Decisions

## Four Main Questions

Selective schools have more applicants than they have room

### ABILITY

Can the student succeed?

### MOTIVATION

Will the student do the work?

### CONTRIBUTION

What will the student contribute to the community?

### MATCH

Is there a match?



Goal is to recruit for all departments and programs, and to enroll future alumni

# What Does an Admission Officer Know?

- Curriculum
- Grades
- SAT / ACT
- Trends
- Recommendations
- Extracurricular / job
- Essay
- Interview (often optional)
- Application presentation (fully explain)
- Institutional Goals

Demographic profile: major, geography, legacy, socioeconomics, gender, special talents, athletics, first-generation, race, personal characteristics



# Admission Decisions

## Merit is necessary ... but ... not sufficient

**“I also expressed my view that the hidden currency of selective admissions is *uniqueness* (that may not be the right word), in that the more there is of any quality or talent the less valuable it is, and *vice versa*.”**

**I sit down with every student who aspires to attend an Ivy or similarly selective college or university and explain that earning admission requires both a superb record and luck. That is especially the case for students without a hook (recruited athlete, diversity, legacy). The odds for unhooked applicants are much lower, probably less than 1%.**

**At a counselors’ breakfast I attended last fall sponsored by five highly-selective colleges, the consensus among the admissions officers present was that 90% or more of applicants were qualified, even superbly qualified, but very few were “interesting.”**

*“Ethical College Admission blog” – Jim Jump*

# Future Projection

## What colleges look for, according to the dean of harvard

ACCOMPLISHMENTS

ADMISSIONS

COLLEGE

DEAN OF HARVARD

FUTURE

HARVARD

PASSION

POTENTIAL

WHAT DO COLLEGES LOOK FOR

by [Annie Schugart](#) | on

October 13, 2014 | [0 comments](#) | in [The Toolbox](#) | [Like it](#)

But when I recently sat down for breakfast with Dean **Rakesh Khurana**, the Dean of Harvard College, he provided a different perspective.

College applications aren't about all you've *done*; they're about all you *can do* in the future, he said.

And he makes an excellent point. Colleges don't want someone who has already achieved the best version of themselves. They don't want someone who has accomplished everything and is content with settling for their current accomplishments. They want someone who is going to continue to build upon these achievements during the next four years of college. They want someone with an unquenchable desire for *more*.

# All we know is what you tell us...

TABLE 7. PERCENTAGE OF COLLEGES ATTRIBUTING DIFFERENT LEVELS OF IMPORTANCE TO FACTORS IN ADMISSION DECISIONS: FIRST-TIME FRESHMEN, FALL 2017

Factor	N	Considerable Importance	Moderate Importance	Limited Importance	No Importance
Grades in All Courses	173	80.9	10.4	5.8	2.9
Grades in College Prep Courses	171	70.8	17.5	8.8	2.9
Admission Test Scores (SAT, ACT)	172	52.3	30.8	14.5	2.3
Strength of Curriculum	170	51.2	29.4	12.9	6.5
Essay or Writing Sample	168	16.7	36.9	20.8	25.6
Counselor Recommendation	167	10.8	46.1	28.7	14.4
Student's Demonstrated Interest	168	15.5	21.4	34.5	28.6
Teacher Recommendation	168	7.1	46.4	29.2	17.3
Class Rank	172	9.3	27.9	36.0	26.7
Extracurricular Activities	169	3.6	34.9	40.8	20.7
Subject Test Scores (AP, IB)	166	4.2	28.9	28.3	38.6
Portfolio	167	5.4	7.2	27.5	59.9
Interview	168	3.6	14.3	29.2	53.0
Work	169	1.8	17.8	41.4	39.1
SAT II Scores	166	6.6	3.0	19.9	70.5
State Graduation Exam Scores	168	1.8	8.3	17.9	72.0



SOURCE: NACAC Admission Trends Survey, 2017–18.

# Realize Implications of Admission Process

Early Admission Programs				
Which College Admission Program Is A Fit For You?				
Non-Restrictive Application Plans			Restrictive Application Plans	
<b>Regular Decision</b>	<b>Rolling Admission</b>	<b>Early Action(EA)</b>	<b>Restrictive Early</b>	<b>Early Decision</b>
Submit an application by a specified deadline and receive a decision by a designated date	Submit when ready. Schools review application as they "roll-in". They make admission decisions throughout the admissions cycle	Apply early and receive a decision well in advance of the school's regular response date	Apply to a school and receive a decision early. You may be a restricted from applying ED, EA, or REA to other schools. If offered, you have until May 1 to confirm	Make a commitment to a first-choice school where, if admitted, you will definitely enroll. The application decision deadline occur early.
<b>Non-Binding!</b>	<b>Non-Binding!</b>	<b>Non-Binding!</b>	<b>Non-Binding!</b>	<b>Binding!</b>
You are not restricted from applying to other institutions and have until May 1 to consider your options and confirm enrollment.			You are responsible for following all restrictions	

# Selective Admission

## What are we looking for?

- strong record of academic performance
- enthusiasm for learning
- willingness to contribute to school and community
- academic promise in part by standardized testing
- distinctive achievements or talents
- knowledge of self & appreciation for individual differences
- demonstrated interest
- institutional needs/goals

Vital to continue taking the most challenging courses and achieving good grades. Decisions can be reversed



# You Have Some Control

## Essays:

- Don't retell information already included in your application
- Choose a given topic to tell the reader something other than what they already know from the application
- Appropriate topic/subject/language : consider if you really want the committee to know what you're telling and HOW you're telling it
- PROOF READ

## Recommendation Letters:

- Choose recommenders carefully, ask those who know you well
- Diverse, can speak about you in several different ways
- Maybe ask someone with whom you have struggled, can talk about your ability to overcome

# How is an application reviewed

## First Read:

- Typically - counselor assigned to high school
- Make admission/scholarship recommendations

## Second/Final Read:

- Another admission counselor – adds another dimension
- Approaches review from a non-familiar look at app

## Committee:

- Some files – borderline cases
- All files – some schools may review every app in a discussion environment

## Offers of Admission:

- Make admission offers based on institutional needs and priorities

# Tips

- Deadlines matter
- Be organized and read information
- Work in partnership with school counselor
- Understand that this is a process

# Questions

Please feel free to contact me if you have additional questions:

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