

RISE A SENIOR PARENT NIGHT



QUESTIONS TO BE ANSWERED TONIGHT

- Why are colleges so difficult to get into?
- The Admission Processes
- Dissecting the College Application File
- The Processing Guidelines
- The Parents' Role in the College Process
- Changes due to COVID-19



SESSION I:
WHY IS COLLEGE ADMISSIONS SO
DIFFERENT NOW



WHY IS COLLEGE SO DIFFERENT NOW?

Colleges became a business

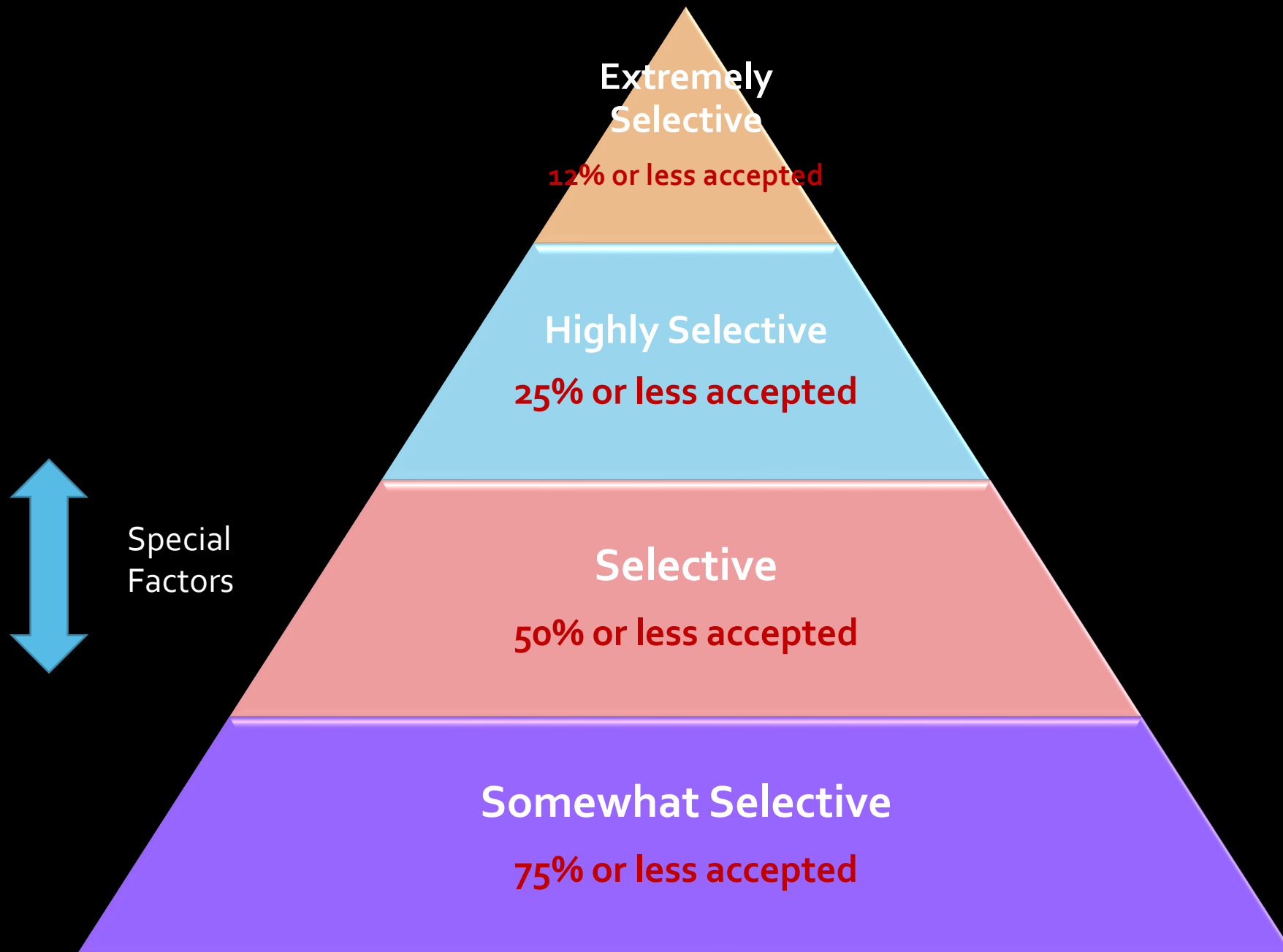
Planned reduction of enrollment

Alternate revenue sources – online education

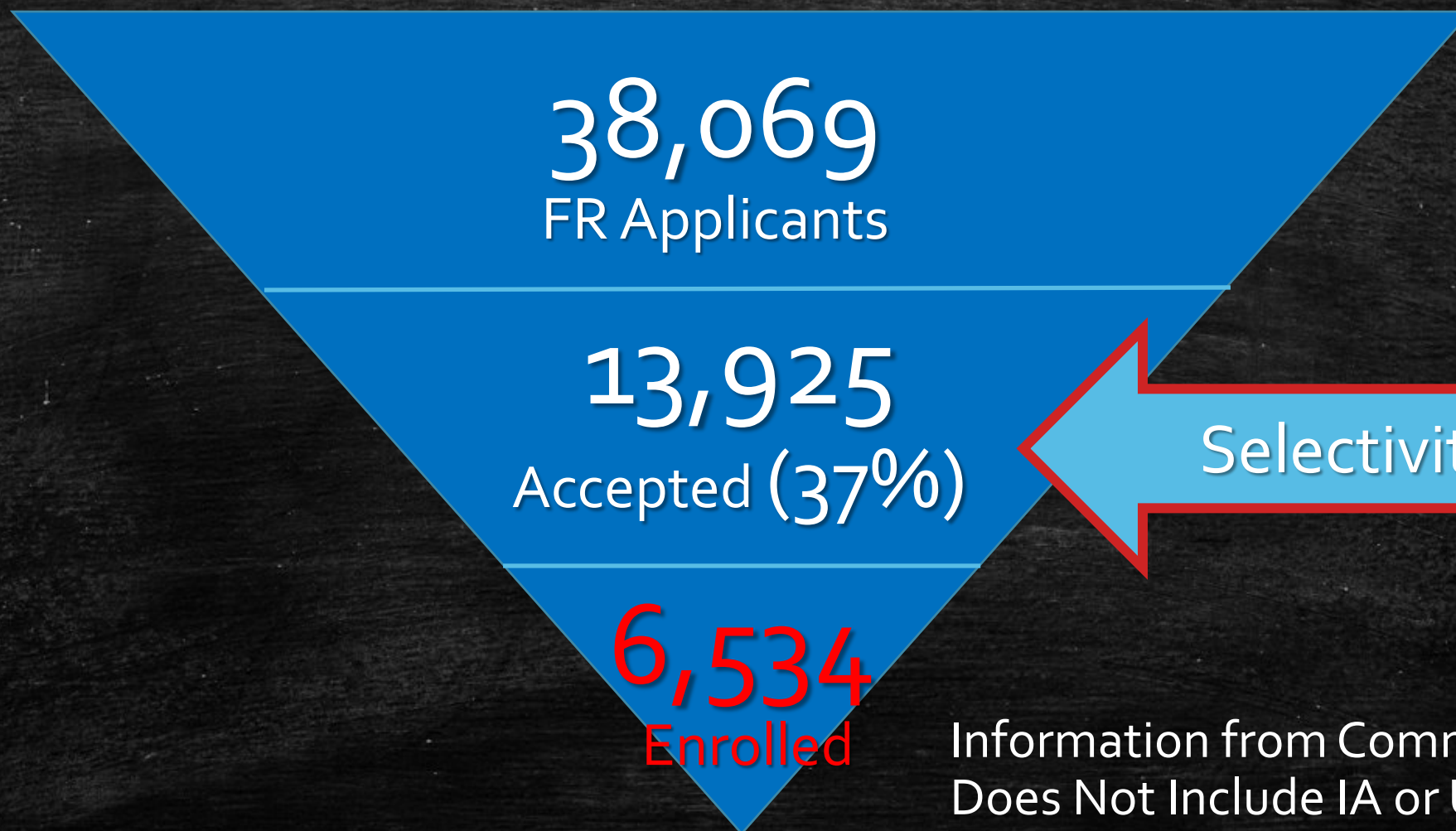
Direct marketing (college fairs, mailings, college representatives)

Financial Aid Leveraging models





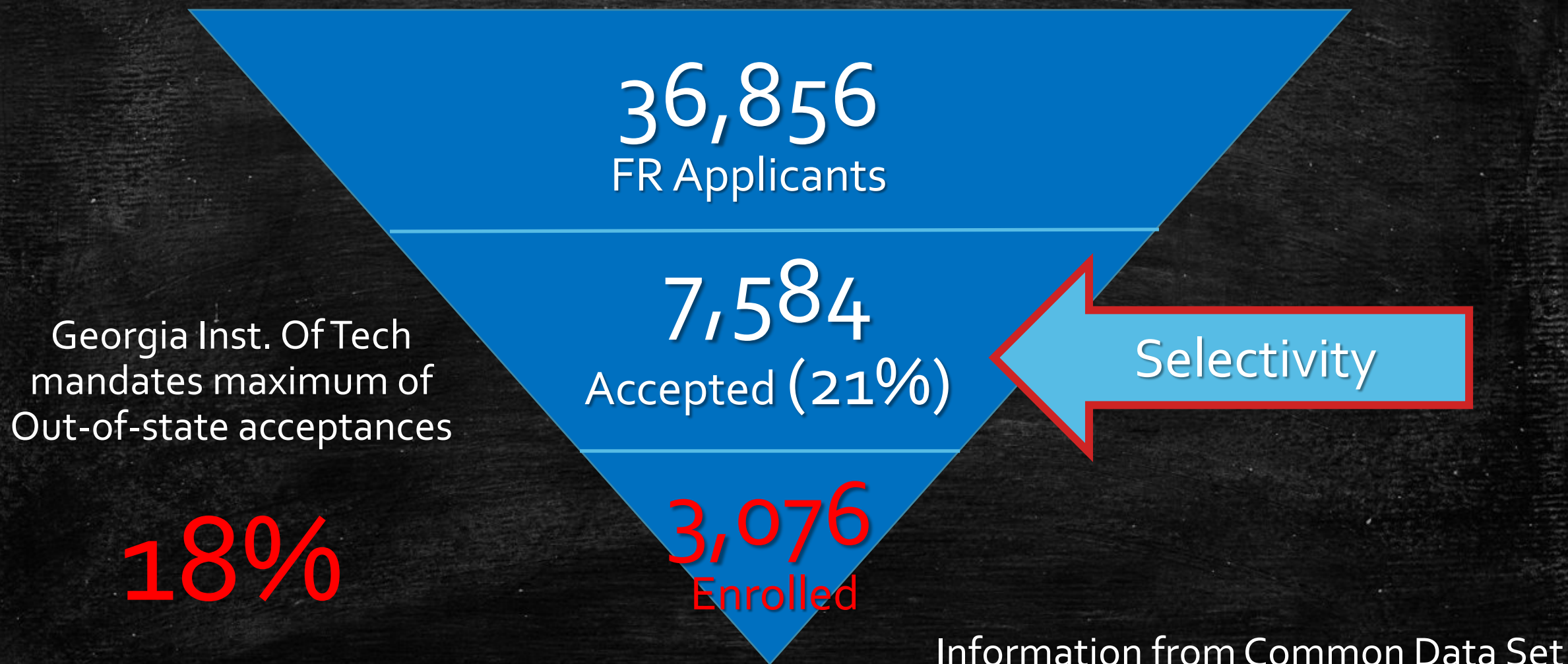
A CASE STUDY:
UNIVERSITY OF FLORIDA
ADMISSIONS FUNNEL 2019



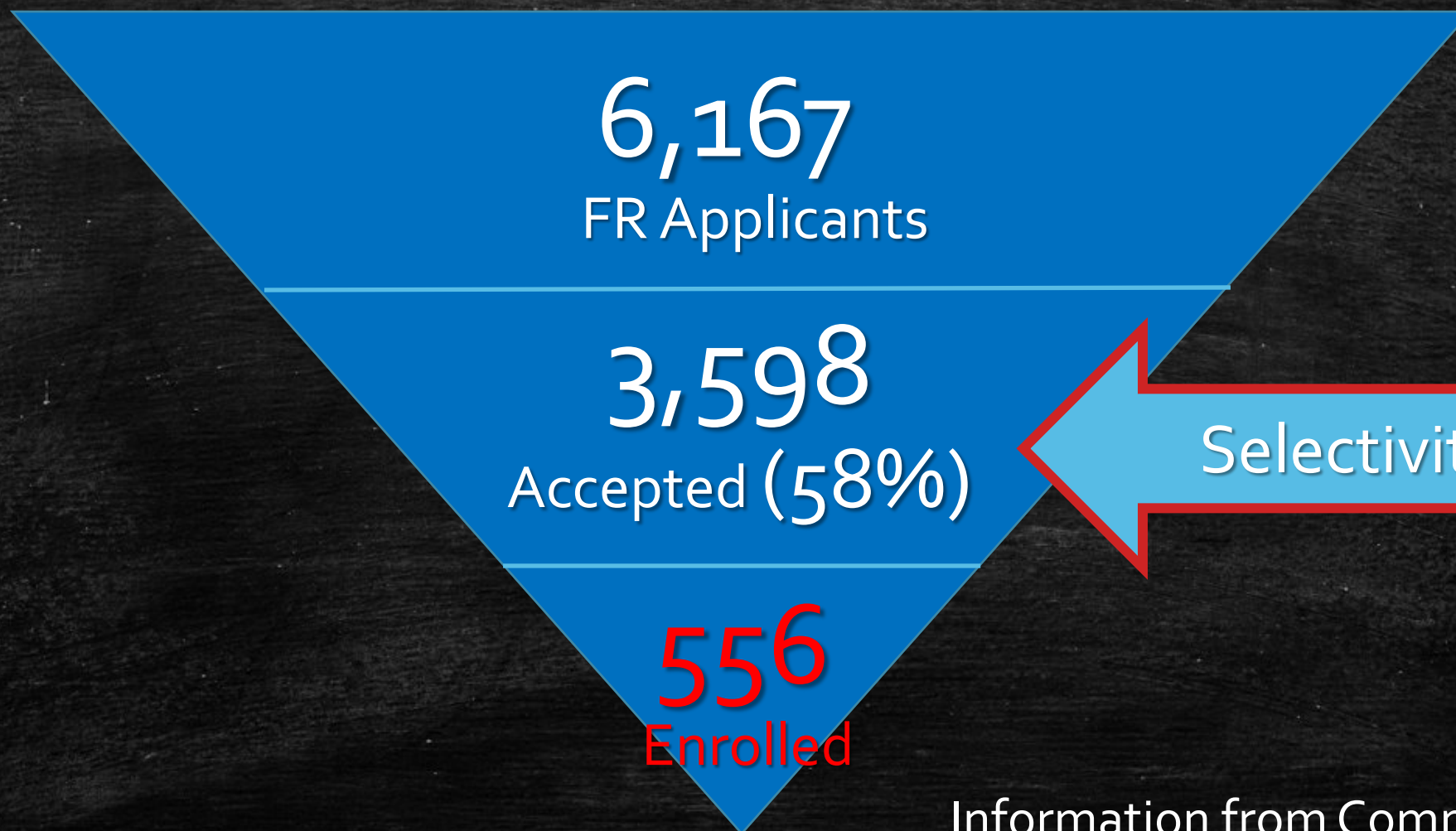
Selectivity

Information from Common Data Set
Does Not Include IA or UF Online

A CASE STUDY:
GEORGIA TECH
ADMISSIONS FUNNEL 2019



A CASE STUDY:
ROLLINS COLLEGE
ADMISSIONS FUNNEL 2019



Information from Common Data Set

SELECTIVITY IN ADMISSIONS

- The more selective a college in its admission process, the better retention and graduation rates it has.
- Selectivity also reduces lost revenue in the form of attrition and usually results in happier “customers” who become “donors.”
- The institution is better able to “shape” its freshman class for best “match.”



THE ADMISSION FUNNEL: ENROLLMENT MANAGEMENT OFFICERS BECOME THE GATEKEEPERS

- Goal: To fill the class with the number and quality of students that meet institutional and revenue expectations
- Quality & Number vary by institution. The lower the selectivity is, the more important “quality” is.

ROI

NTR

KPI



WHY IS COLLEGE ADMISSIONS SO DIFFERENT NOW?





SESSION II:

ADMISSIONS PROCESSES



THE “DOORS” OF ENROLLMENT

- Restrictive Application
 - Early Decision (ED): Binding & early deadline
 - Student must commit if accept and rescind all other applications
 - Have high “yields”



THE “DOORS” OF ENROLLMENT

- Restrictive Application
 - Restrictive Early Action (REA): Non-Binding & early deadline
 - Student must not apply “early” to any other private institution
 - Have high “yields”



THE “DOORS” OF ENROLLMENT

- Non-restrictive/Non-binding
 - Early Action (EA)/Priority Decision – apply early and receive a decision well in advance of the regular decision response date.
 - Regular Decision (used by ED and EA colleges) – application submitted by a specific date and receives a decision in a clearly stated period of time.



THE “DOORS” OF ENROLLMENT

- Non-restrictive/Non-binding
 - Rolling Admission – colleges review application files as they are completed and render admission decisions throughout the admission cycle (**Very student-centric**)

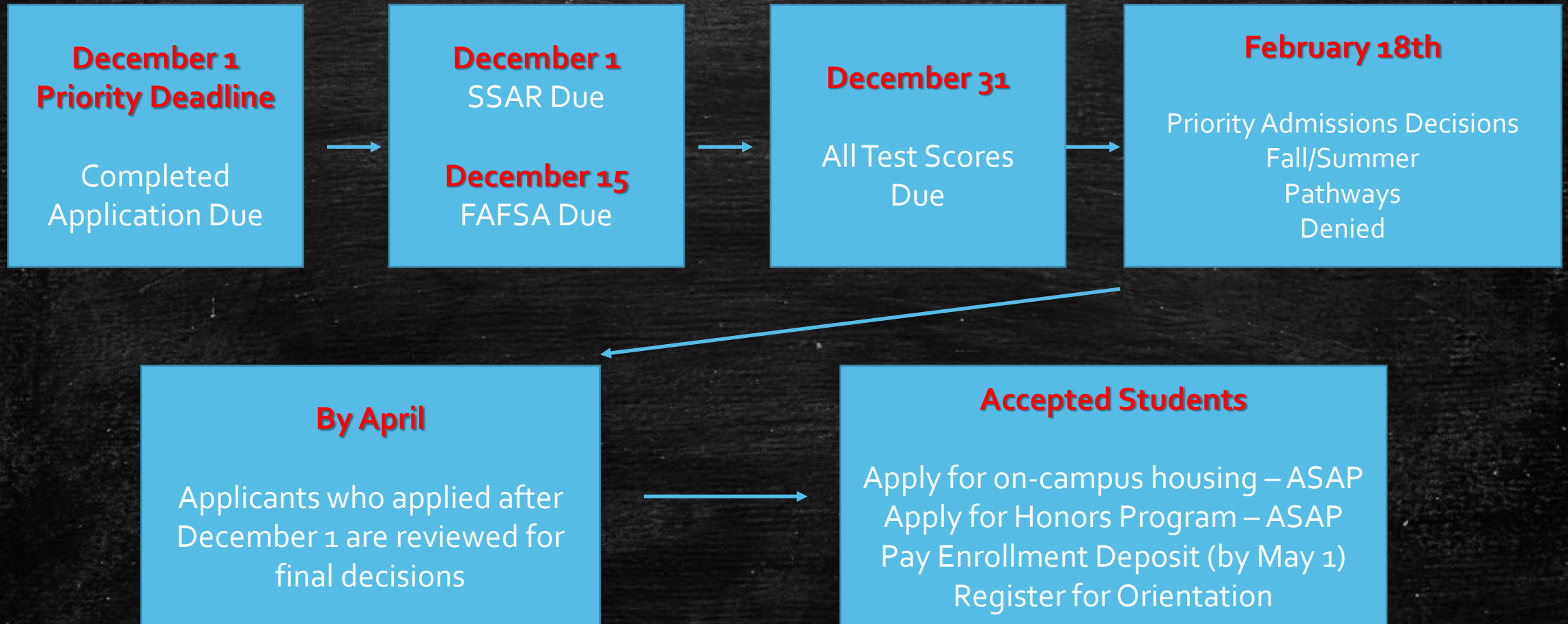


THE “DOORS” OF ENROLLMENT

- Deferred Decision: those put on “hold” after the priority, early action, or early decision date.
 - Considered in the regular decision pool
 - Colleges will want senior semester grades & updated test scores
 - Some colleges may want additional/updated teacher recommendations
- Waitlisting
 - A group of qualified students **who are admitted** through the regular decision but **there is no room at this point**.
 - Can be enrolled as late as just before the term starts.
 - Students will be asked if they want to remain active on the list – say “yes.”



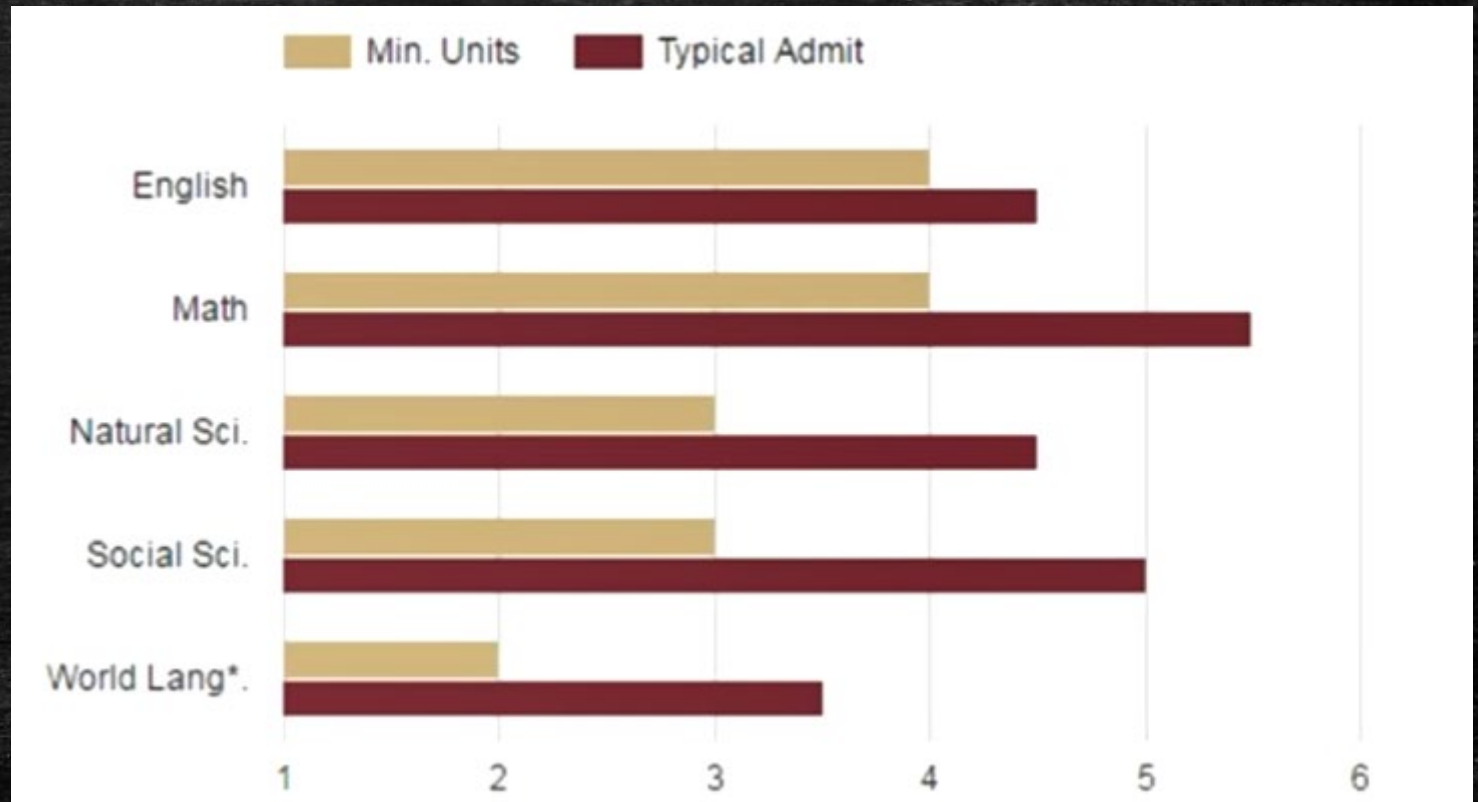
A CASE STUDY: FLORIDA STATE UNIVERSITY PRIORITY PROCESS



SELECTIVITY & COURSE SELECTION: FSU

HIGH SCHOOL COURSE UNITS

The Florida Board of Governors sets the minimum eligibility requirements in the State University System (SUS). Satisfying these minimum requirements does not guarantee admission to Florida State University. Admission is selective and admitted students typically exceed the minimum requirements.



WHAT'S AT STAKE FOR YOUR STUDENT?

- Loss of money with no degree (retention)
- Higher costs with tuition increases (time to graduation)
- Lost time in the job market (graduation rate)
- Loss of the best college experience for your young person
- Emotional issues – depression; burnout



SO, WHAT'S A STUDENT TO DO?

- Apply to the colleges that are a good “fit” and “match” for him/her.
- Parents, help your student discover what this means for him/her.



A GOOD COLLEGE “FIT”

- Can your young person clearly articulate good reasons for going to college?
- Can he articulate his vision for what he hopes to contribute to the institution?
- Can she articulate goals she has for her next four years that not only involve a “major” but how she hopes to grow in all areas?



WHAT IS “THE MIDDLE 50”

- It is the middle range of test scores/GPA reported on the accepted freshman for a particular year
- It can be found on most colleges' admissions page or in their materials
- It is typically based only on the fall cohort
- Remember, there will be a few admitted with scores just below the average as well as above it



WHAT IS “THE MIDDLE 50”

College Navigator

<https://nces.ed.gov/collegenavigator/>

College Scorecard

<https://collegescorecard.ed.gov/>

College Results

<http://collegeresults.org/>



A GOOD COLLEGE “MATCH” SAFETY OPTION

- Your Academic credentials meet and exceed the range for the average first-year admitted student
- Cost of Attendance can already be covered by your family's budget.
- Typically not a holistic college (“by the numbers” admission)



A GOOD COLLEGE “MATCH”

TARGET/MATCH OPTION

- Your Academic credentials fall well within the range of the college's average admitted freshman
- Cost of Attendance is “doable” for your family if you get scholarships
- May or may not be a holistic review college



A GOOD COLLEGE “MATCH” REACH/DREAM OPTION

- Your Academic credentials only meet some of the academic credentials of the average admitted student
- Acceptance rate is low
- Holistic review
- Cost of Attendance is well outside your families' ability to cover (even with scholarships).



SO, WHAT'S A STUDENT TO DO?

- Have a good variety of colleges in the “portfolio” that “match” academic & financial profile (reach, match, safety).
 - See [State University System Matrix](#) & [PCUF](#)
- The colleges should all be institutions the student would attend.



SO, WHAT'S A STUDENT TO DO?

- Research websites to know the type of application plans and deadlines involved
 - Setup a timeline giving adequate time for essays and recommendations (Use a spreadsheet to plan)
 - Understand implications on housing/scholarships
 - Know academic program deadlines



SO, WHAT'S A STUDENT TO DO?

- Get to know your college and admissions representative - he or she will be the first (and maybe the only) person to review your file (NOTE: Demonstrated Interest may be a factor too)
- Know if you need to interview (e.g. Wake)
- Campus visit- always ask to meet with your admissions rep



OTHER CONSIDERATIONS IN SELECTING YOUR TOP COLLEGES

- Retention & Graduation Rates
 - Quality measure of student satisfaction and academic assistance
 - Indicates a college and a majority of its students are well-matched
 - Indicates sufficient classes and academic programs are available for on-time graduation
 - Solid system of support exists for the students to persist to graduation (academic, social, financial)



OTHER CONSIDERATIONS RETURN ON INVESTMENT

- **Average 6 year national graduation rate = 61%**
Public:61% Private:67%
- **Average 4 year national graduation rate = 33%**
Public:27% Private:62%
- **Average national FR-SO retention rate = 81%**
Public:81% Private:82%

*National Center for Education Statistics



OTHER CONSIDERATIONS

RETURN ON INVESTMENT

- Employment Rates for graduates
 - In general
 - In field
- Graduate School Admission
 - Medical School/Pharmacy School
 - Law School
 - Business (MBA programs)
- Professional Exam Pass Rate
 - MCAT/PCAT/LSAT
 - Fundamentals of Engineering Exam
 - NCLEX (Nursing)



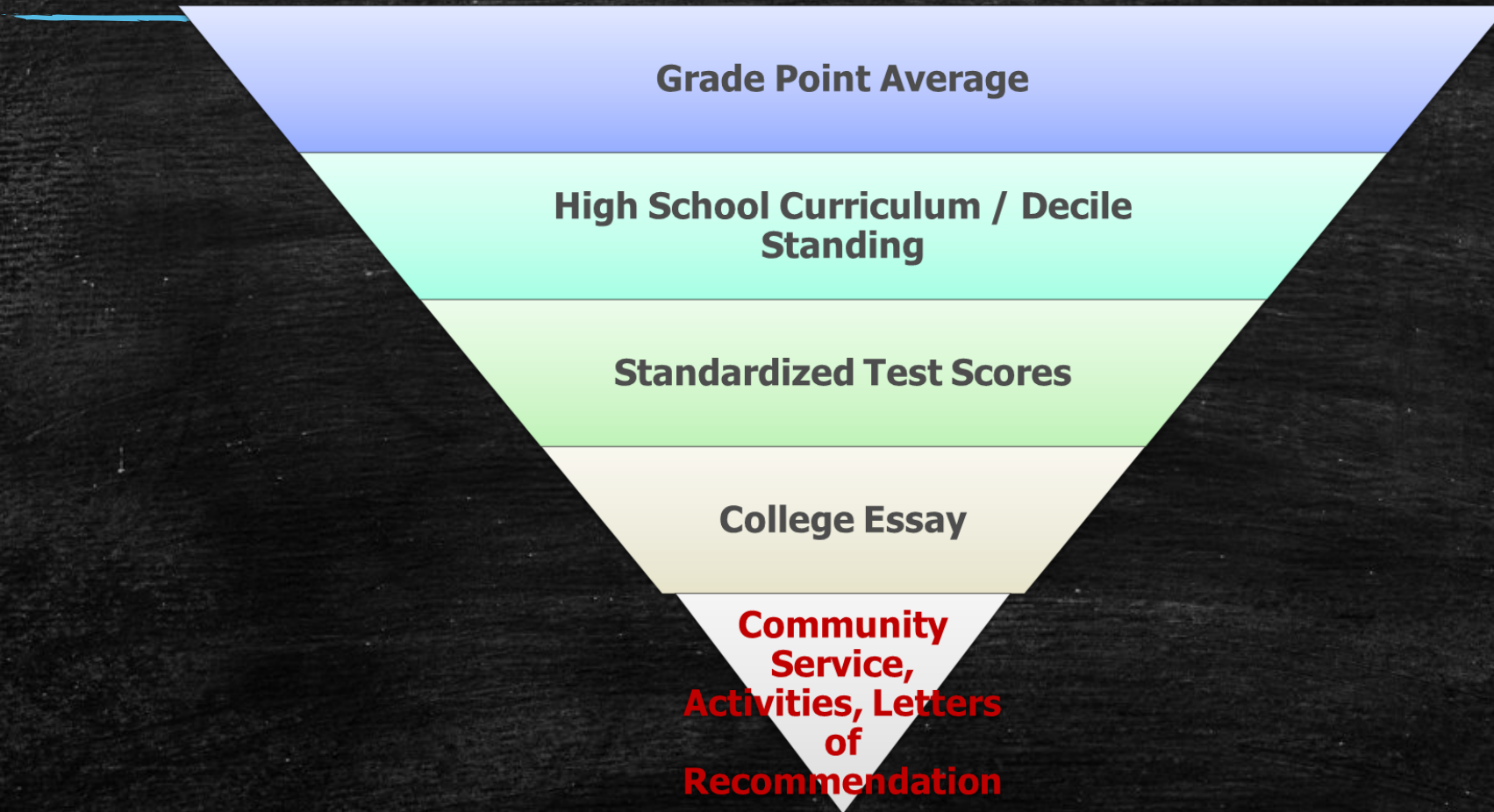


LET'S TAKE A STRETCH
BREAK

SESSION III: DISSECTING THE APPLICATION FILE



WHAT ARE ADMISSIONS BOARDS LOOKING FOR?



WHAT ARE ADMISSIONS BOARDS LOOKING FOR?

- Can this student do the work in our classrooms?
- If we admit this student, what do we get?
- If we admit this student, what is the likelihood she/he will enroll, retain, and graduate?
- Are there any “red flags”?
 - Watch social media posts
 - Disciplinary situations
 - Drops in GPA without explanation

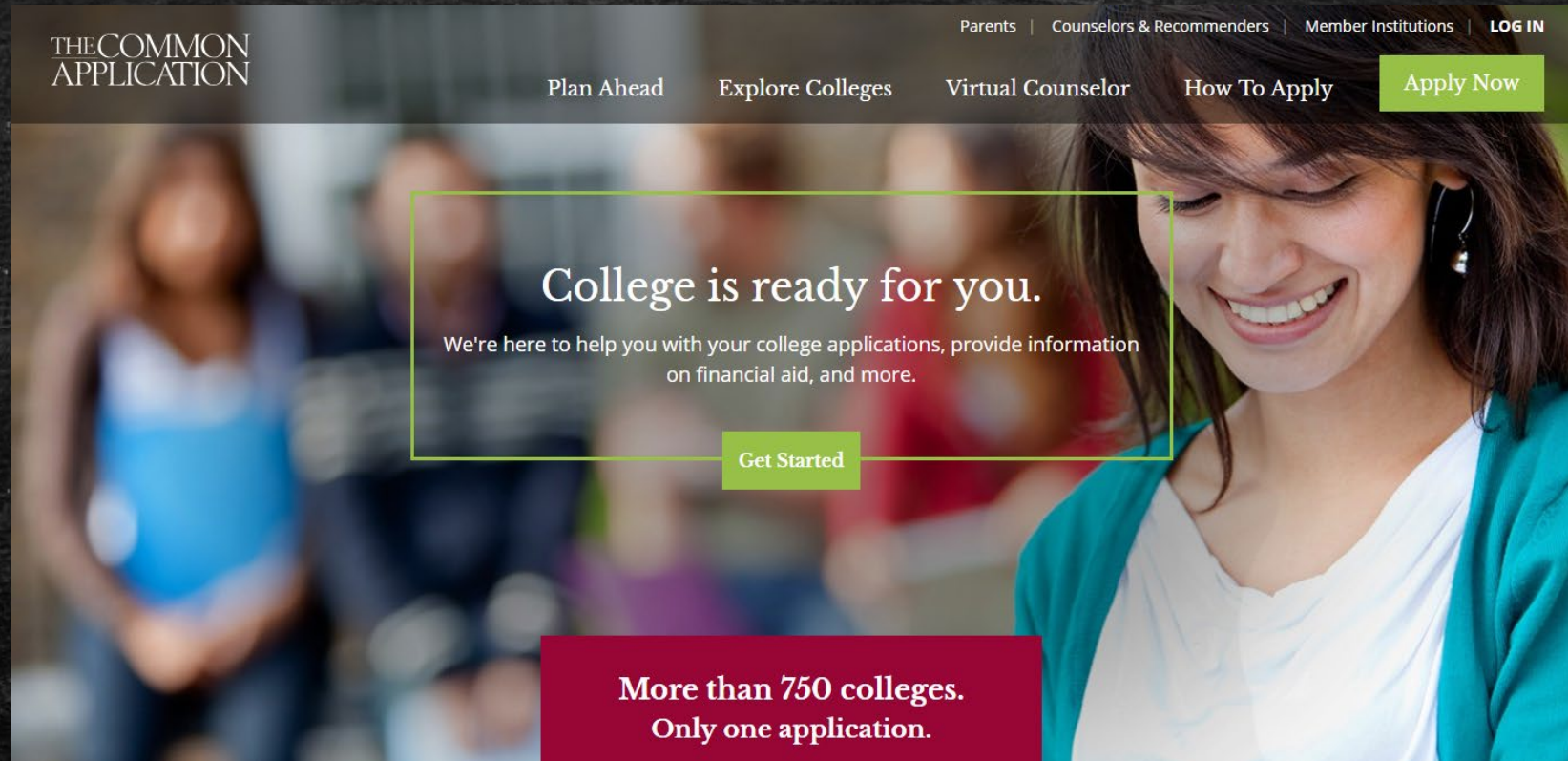


TYPES OF APPLICATIONS

- Institutional Applications
- The Common Application
- The Coalition Application (relatively new)



THE COMMON APPLICATION-AUGUST 1



Account Rollover: What doesn't role over – anything college specific;
FERPA Waiver, forms
<https://www.commonapp.org/how-apply>

COALITION APPLICATION

- Students can create an account & profile now
- Wait until August 1 to start the application
- Students can also view the essay prompts ahead of time
- Maclay College Counseling recommends not using this application if possible

(use The Common Application or the Institution's application if given the option – e.g. FSU)

THE APPLICATION FILE

- The Application- “Hot spots”
 - Demographic information: under-represented areas (major/diversity/out-of-state)
 - Major (restricted majors; under-populated majors)
 - Legacy – can be a “tie breaker” for some
 - Resume – if we admit you what do we get? Leadership? Did the college hear the student’s “voice”
 - Transcript – did you challenge yourself?
 - Essay – did you tell why you did what you did? Motives/passions/core values



THE APPLICATION FILE

- Official Transcript or Self-Reported Transcript
 - Possible GPA recalculation – ask the colleges
 - Anticipate Possible mid-year transcripts
- Standardized Test Scores – be sure to retake
 - Understand if the college super-scores or not
 - Colleges will want the official scores from the student's ACT or SAT accounts – some allow self-reported test scores
 - Students are responsible for sending scores
 - Recruited athletes should report scores to the Eligibility Center directly
 - Many schools have gone test optional – still required for Florida Publics and Bright Futures



THE APPLICATION FILE

- Student Self-Reported Academic Record

<https://www.selfreportedtranscript.com/ssar/login.aspx>

- Must connect your information to the particular college application (copy the SSAR ID number into the actual application)
- You MUST have a copy of your high school transcript (don't guess!!)
- FSU has a great "how to" video

<http://admissions.fsu.edu/freshman/ssar/videos/>



THE APPLICATION FILE

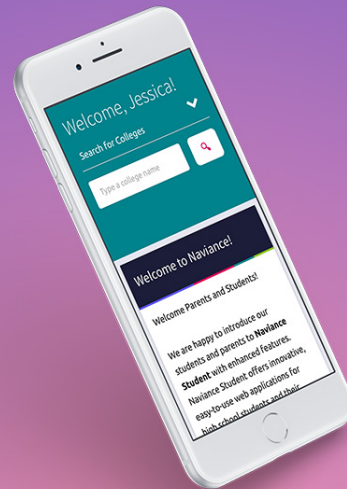
- Teacher & Counselor recommendations
 - Only ask for if the college requires
 - Students must complete the Naviance Survey
 - The more detailed the recommendation, the better.
 - Continues to give more details about a student to the more selective colleges.
- If in doubt of admissions criteria or process, call the admissions counselor.



SESSION IV:
MACLAY PROCESSES FOR APPLICATION
SEASON



MacLay Application Processing Guidelines (pp. 13-18 of Guidebook)



Naviance Student

The New Naviance Experience.
Now Live.

[LEARN MORE](#)



MACLAY APPLICATION PROCESSING GUIDELINES

- Begin applying when apps open up.
 - **Goal: Complete all applications October 1-15 !!**
 - Work on rolling admissions apps first and complete in summer.
 - Work on EA/ED apps with deadlines next with focus on the essays. Submit no later than 1 week before the deadline.



MACLAY APPLICATION PROCESSING GUIDELINES

- Request transcripts for colleges in the fall when students return to school
 - Use Naviance to request (see Guidebook)
 - Common Application users must do the “match” process to sync the two accounts
 - SSAR: See the primary college counselor for a copy of the transcript



MACLAY APPLICATION PROCESSING GUIDELINES

- Ask teachers & counselors in person for recommendations at least 3 weeks in advance of date needed. **Only ask if college requires.**
- Then, follow directions to request using Naviance
 - Do Survey in Naviance – “About Me” Tab – “letter of recommendation survey”
 - See the Guidebook for further details



MACLAY APPLICATION PROCESSING GUIDELINES

- ACT and SAT scores are to be sent by the student directly to the colleges & for NCAA/NAIA Eligibility Centers
- SAT II Subject Tests – Have been discontinued
- Do NOT submit AP scores for admission – self-report



ADDITIONAL GUIDEBOOK ITEMS

- The Admissions Checklist & Timeline
- Campus Visits – ensure fit; KPI for colleges
- Athletic Eligibility – NAIA & NCAA
- Auditions/Interviews
- Financial Aid
 - Prior-prior Year FAFSA – October 1 (watch college deadlines)
 - Financial Aid Seminar: September
 - Research scholarships: www.fastweb.com
 - FL Bright Futures



SESSION V: THE IMPORTANCE OF THE PARENT'S ROLE





RISE A SENIOR PARENT NIGHT

