



# Planning for College

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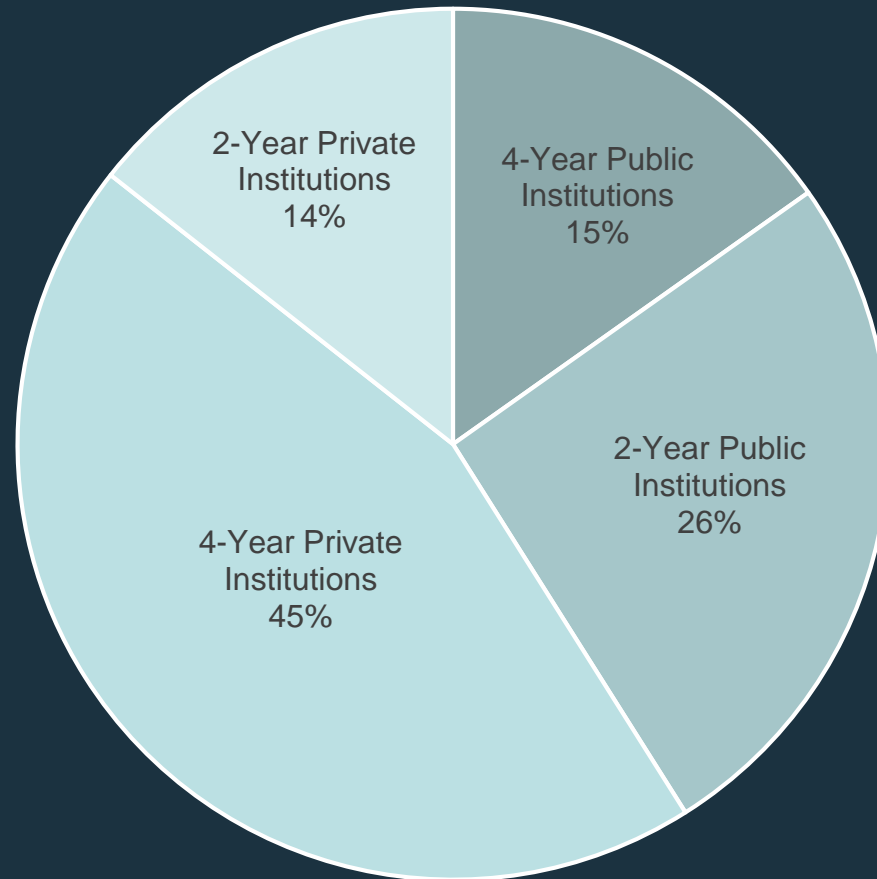


# How Many Colleges?

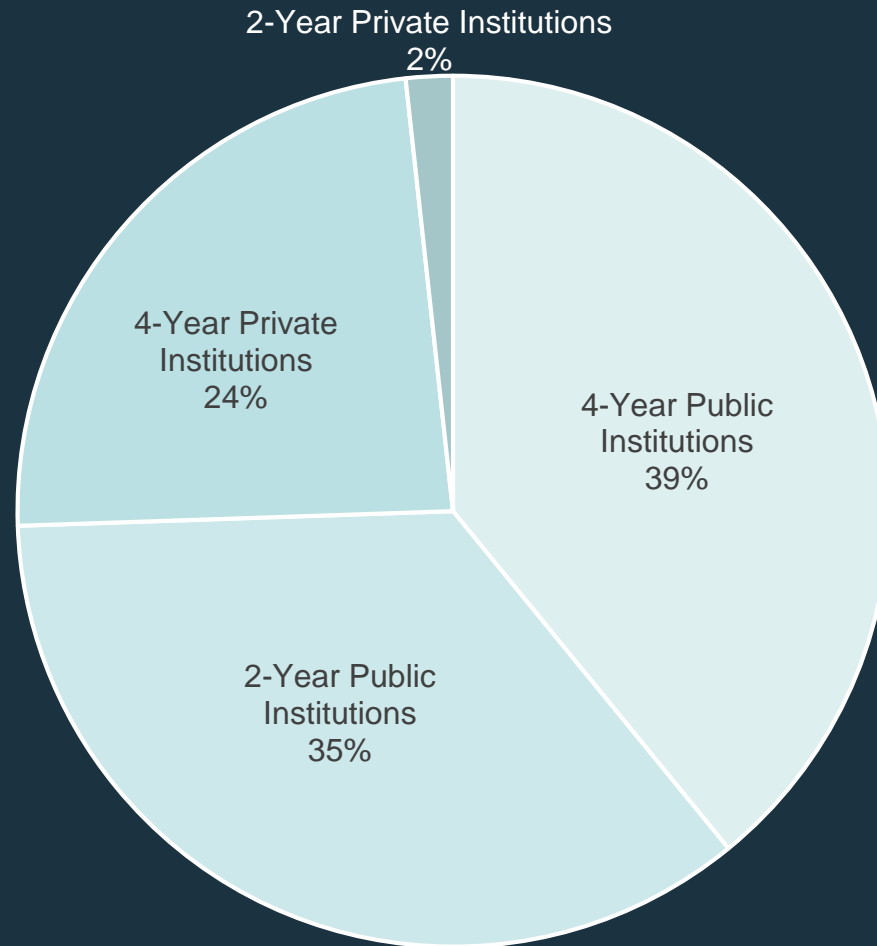


**4,140**

# 4,140 Colleges & Universities



# Almost 17.5 Million Students





74% of this country's students are in  
41% of this country's colleges



# Private Colleges vs. Public Colleges

*What are some differences?*



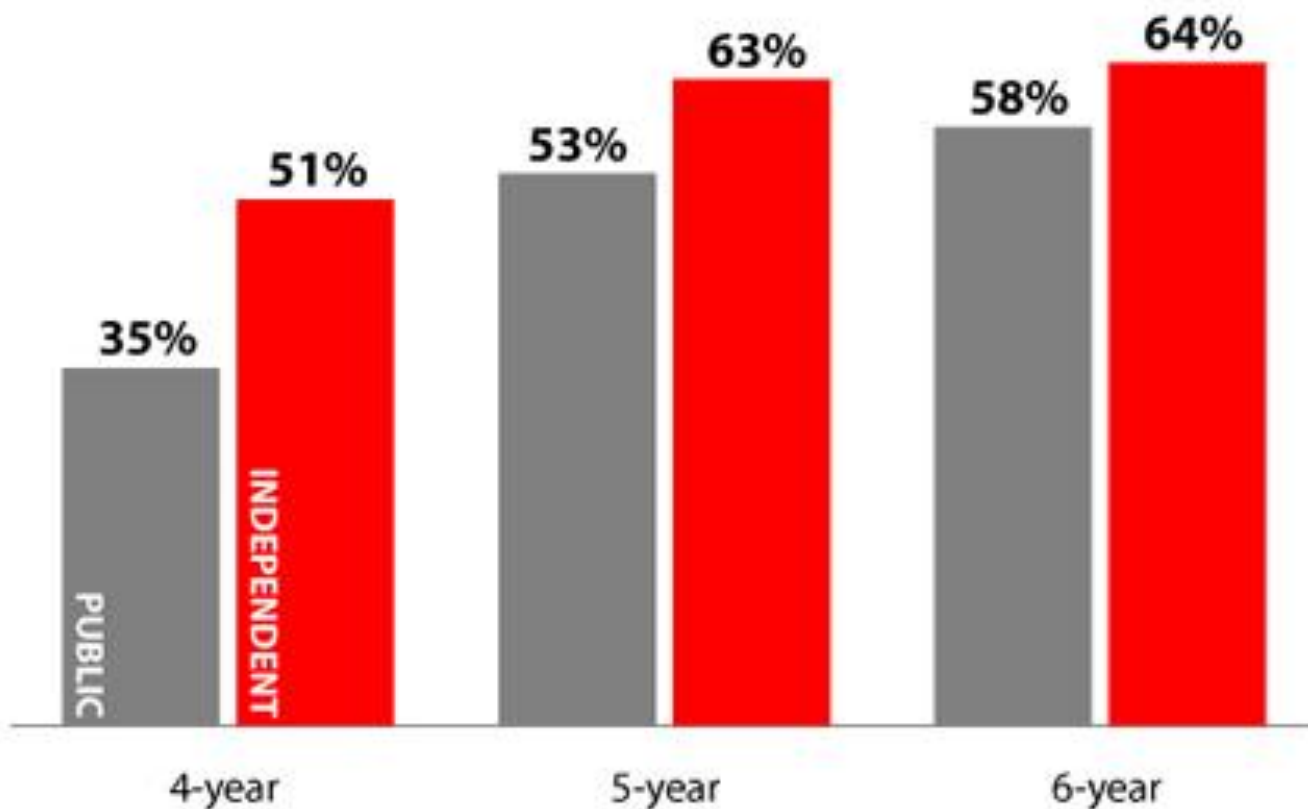
# Defining Characteristics



- Size
- Selectivity
- Graduation Rates

# Graduation Rates

**Baccalaureate Graduation Rates  
Ohio Public Main Campuses and 4-Year Independents  
Cohort Entering Fall 2007**



Source: National Center for Education Statistics





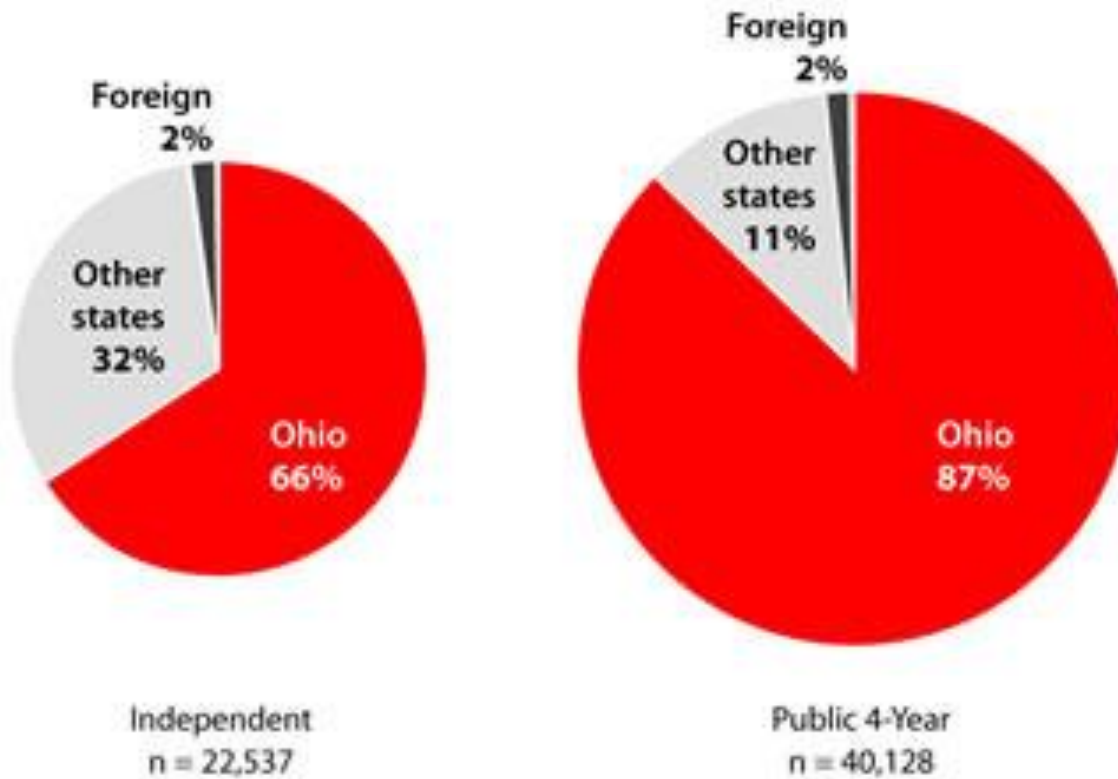
# Defining Characteristics



- Size
- Selectivity
- Graduation Rates
- Housing Status
- Geographic Diversity

# Geographic Diversity

## State of Residence of Full-Time, First-Time, First-Year Students At Ohio 4-Year Colleges and Universities



Source: National Center for Education Statistics



# Defining Characteristics



- Size
- Selectivity
- Graduation Rates
- Housing Status
- Geographic Diversity
- Values
- Liberal Arts
- Alumni
- Cost/Value



# Navigating Your College Search

*What are the most common reasons students  
decide to enroll at a particular institution?*



# First Know Yourself



- So many choices!
- There is not just ONE perfect school for everyone.
- What are you looking for?
  - How best do you learn?
  - How far from home? What type of setting?
  - Career goals?



# Enrollment Decision Reasons

- **Primary Factors to put schools on your list**
  - Strength of the academic program
  - Professional success of graduates
- **Factors that differentiate one school from another**
  - Overall affordability
  - Campus physical characteristics
  - Social environment
- **“Tipping point” factors**
  - Campus location
  - Athletic programs

# Primary Factors

- **Academic Programs**
  - It's okay if you don't know what you want to do!
  - Availability of internships
  - What if you change your mind? Be sure about selecting a specialized school or program
- **Success of graduates**
  - Graduating on time?
  - Career center services offered?
  - Is there a graduate school or company where you want to be? Reverse-Engineer.

# Differentiating Factors

- **Overall affordability**
  - More than just the sticker price – books/fees, increases
  - Four year picture – graduation rate, younger siblings
  - Compare loan debt of graduates to starting salaries
- **Campus physical characteristics**
  - Layout of campus – green space? Proximity of buildings to each other; shuttles or walkable?
  - Housing, dining, recreation, disability/access
- **Social environment**
  - Lead or follow? Be entertained or perform? Help others? Intramurals?



# “Tipping Point” Factors

- **Campus location**
  - Distance from home
  - Rural, urban, suburban setting
  - Access to apartments, hospitals/pharmacies, places of worship, other off-campus activities
- **Athletic programs**
  - What if you don't make the team? What if you get injured?
  - Choose a school, not just a sport.



# College Search Timeline: Setting the Stage

*What are some key things you should do in your junior year?*



# Your Junior Year

- Plan campus visits, starting this summer
- Push yourself, maintain good grades, and participate in other activities
  - Meet with your school counselor to develop your senior schedule
- Prepare for and take standardized tests
- Think about lining up a summer job, internship, or co-op
- Write a resume, check your social media presence



# Plan Campus Visits



**To feel comfortable, you need to visit.**

- Is it easy to navigate the campus?
- Look at architecture, safety, housing facilities, dining hall, proximity of classes to residence halls.
- Look for construction during summer months.
- Deviate from the campus tour – don't judge an entire college by one person. When the tour is over, walk around campus – listen to what students are discussing, grab a newspaper, etc.



# Push Yourself



**Working a little harder today will make getting into college even easier.**

- The tougher courses you take, the more likely it is that a college will decide to take you.
- Honors and AP courses are the gold standard for colleges and carry much more weight than other courses.
- Go beyond the minimum – math, science, language, etc.



# Prepare



**While it may not carry as much weight as your grades, standardized tests are still a big factor.**

- **ACT** (more common in Ohio) – achievement test, measuring what you’ve learned in English, mathematics, reading, and science.
- **SAT** – aptitude test, testing reasoning and verbal abilities.



# Summer Job

## **Formal employment conveys responsibility.**

- Seek opportunities for employment, internships, co-ops, etc. during the summer before your senior year.
- Colleges look favorably upon students who worked for a company, store, restaurant, etc.



# Getting Ready



**Work on some of the “small” things to get you ready for applying to college.**

- Write a resume. Most applications either require or recommend that you include a list of your high school activities, accomplishments, jobs, etc.
- Create a professional email.
  - softballchick2017@gmail.com vs. amanda.smith@gmail.com
- Check your social media presence.
  - Colleges may look at your Twitter, Instagram, Facebook, etc.
  - Google yourself and see what comes up.





# College Search Timeline: In the Thick of It

*What should you be doing in your senior year?*

# Your Senior Year (Fall)

- Visit with admission counselors when they visit your high school.
  - “Demonstrated interest”
  - That counselor may influence the admission decision.
- (Re)Take the ACT/SAT.
  - No more than three times per test.
- Ask for references.
  - Who can speak to your character or work ethic?
  - Not always the teacher in whose class you got an A+.

# Your Senior Year (Fall)

- Know your admission application deadlines.
  - **Early Decision** – students make a commitment to a first-choice institution. If admitted, they will enroll.
  - **Early Action** – students apply early and receive a decision well in advance of the institution's regular response date.
  - **Regular Decision** – students submit an application by a specified date and receive a decision in a clearly stated period of time.
  - **Rolling Admission** – institutions review applications as they are submitted and notify of decisions throughout the year.

# Your Senior Year (Spring)

- File your FAFSA and/or CSS Profile.
  - Allows institutions to review for additional institutional need-based aid, scholarships, federal/state assistance, loans, and student employment.
- Be on the lookout for scholarships.
  - Check with guidance office, city council, parents' employers.
  - Create profiles on scholarship search engines like **FastWeb.com** or **Scholarships.com**.
  - Beware of scams – you should never have to pay for a scholarship!



# Your Senior Year (Spring)

- Keep working hard all year.
  - Second semester grades can potentially affect scholarship eligibility.
- Make more campus visits.
  - Admitted student days
  - Meetings with professors or coaches
  - Eat in the dining hall, talk with students
- National Candidate Reply Date
  - **May 1** of your senior year



# Resources

- Naviance
- Your College Counselor
  
- College Websites
- Admission and Financial Aid Staffs
  
- College Navigator
  - Tool from the U.S. Department of Education