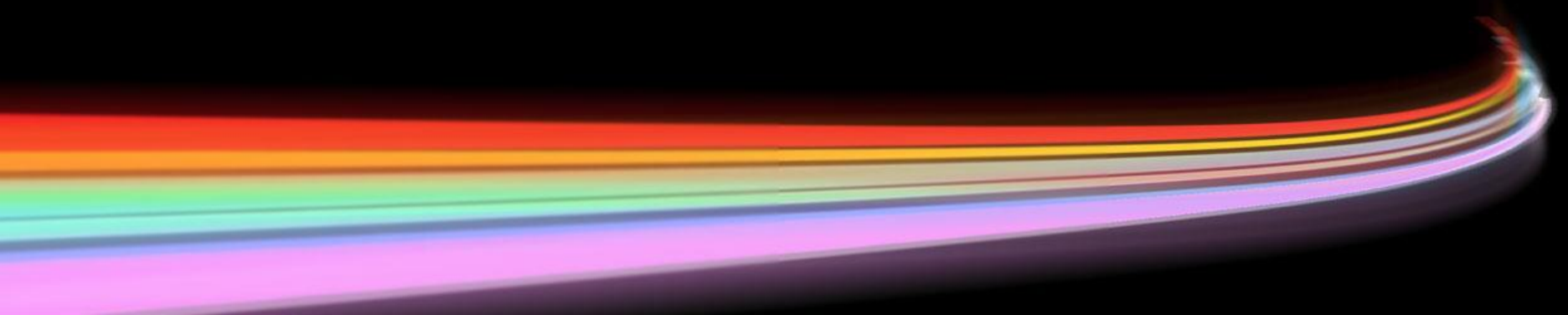


Strategies for parents: The College Application Process 2016

- After presentation, these and more slides available at www.jerroldleeshapiro.com



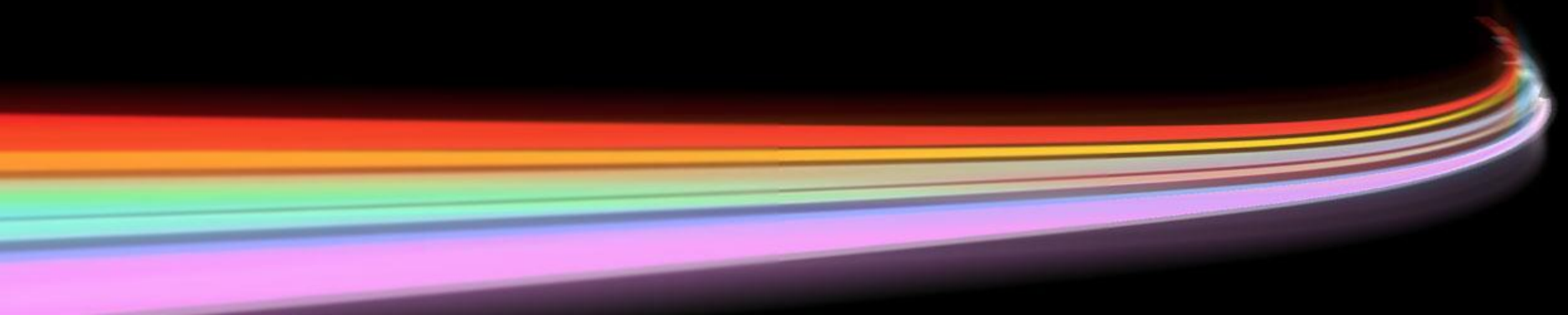
I am now in my 56th consecutive year in college

- Colby College, A.B.
- Northwestern University, M.A.
- University of Waterloo (Ontario) Ph.D.
- St Bonaventure University (Franciscan)
- **University of Hawaii**
- UCSC
- Santa Clara University (since 1982)
- *Several others part time*

Father of a 2004 college grad and a 2010 Grad

**My job tonight is to help reduce
your anxiety to real concerns**

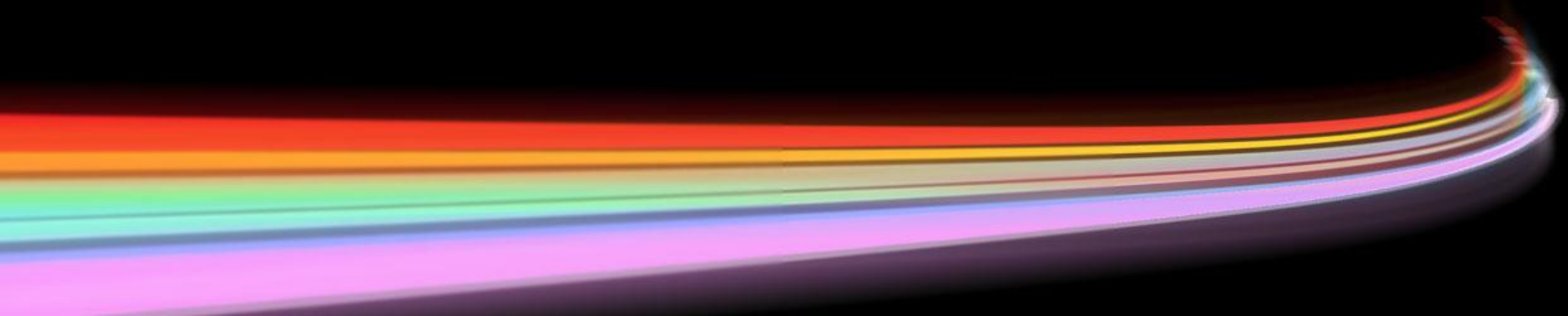
**My goal here is to offer you effective and proven
strategies to handle a difficult transition and to make it
more manageable**



Let's begin with the Good News

- Counselors and parents do a great job getting students ready
- The vast majority of undergrad students and institutions are well suited for their 2 – 4 years.
- Most parents and new freshmen are happy with the final choice

**But there is some “other news!”
Often troubling and *mostly* false!**



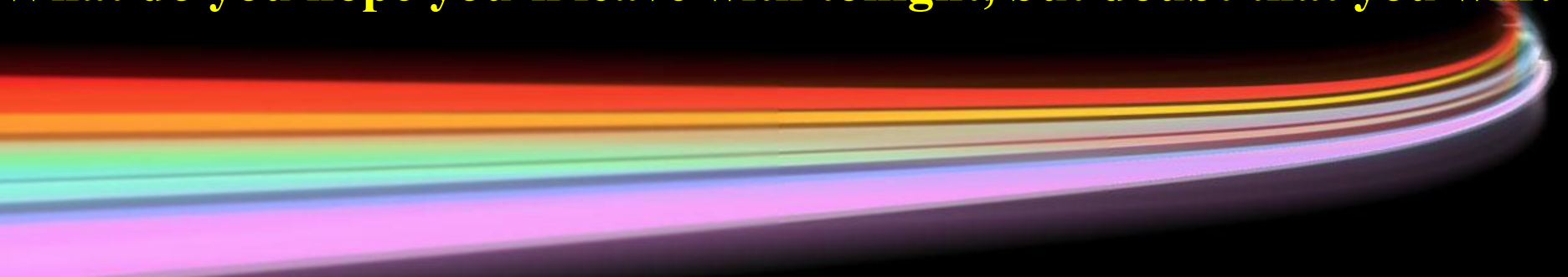
Have you heard?

The *MYTHS* that parents & students believe

- The 4.2 GPA, 2350 SAT girl who was rejected at Bakersfield CC
- All good colleges have 25 applicants per place and are ultra-selective.
- This year has the heaviest competition ever
- College costs \$257 – 300k per child and financial aid is not available if you own a home in California
- Unless you go to a top tier school, forget med school, law school, a Ph.D. or Hamburger University
- You need a 4.6 GPA and a tutor for the SAT to get into Berkeley
- If I make a huge donation to Brown or Yale...

OK. The last one may be true

What do you hope you'll leave with tonight, but doubt that you will?



What can be done to help students and parents understand the notion of **Fit? For students and for parents**

You can't come home for Thanksgiving from Indiana

You can't escape family "drama" at SJSU

Timing

Finances

Educational Goals

Social needs and development

High School relationships (especially for freshmen)



How involved should parents be in the college process?

Great question.

Complex answer.

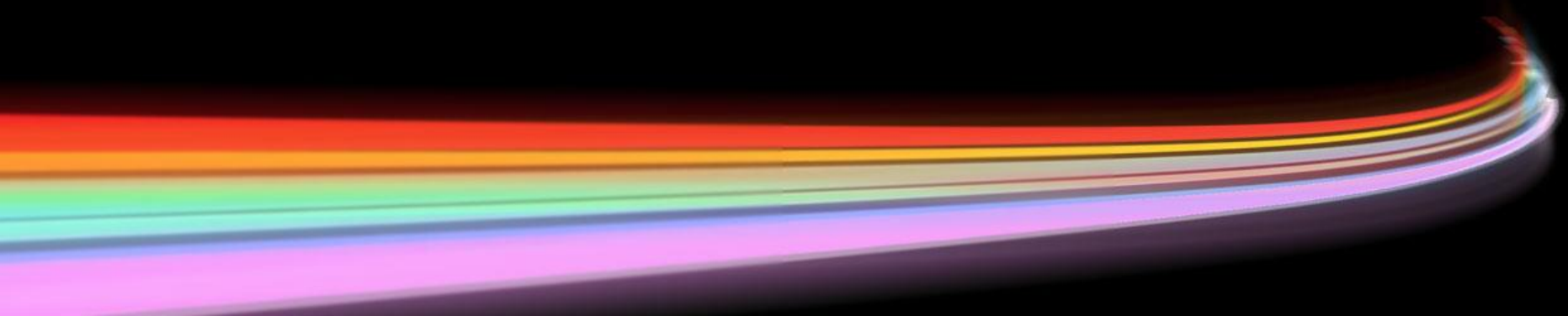
Who is your child?



Keep in mind -- it's like a marriage

Colleges are looking for the child as much as s/he is looking for them!!!

There is no one best school. The question is what's the best **FIT** for your child.



There are lots of great schools
BUT, Stay with *non-profit* institutions

Which one or type fits your child best?

Small, medium, large

Rural, suburban, urban

4 year college, 2 year JC, university

Majors offered

Secular or faith -based

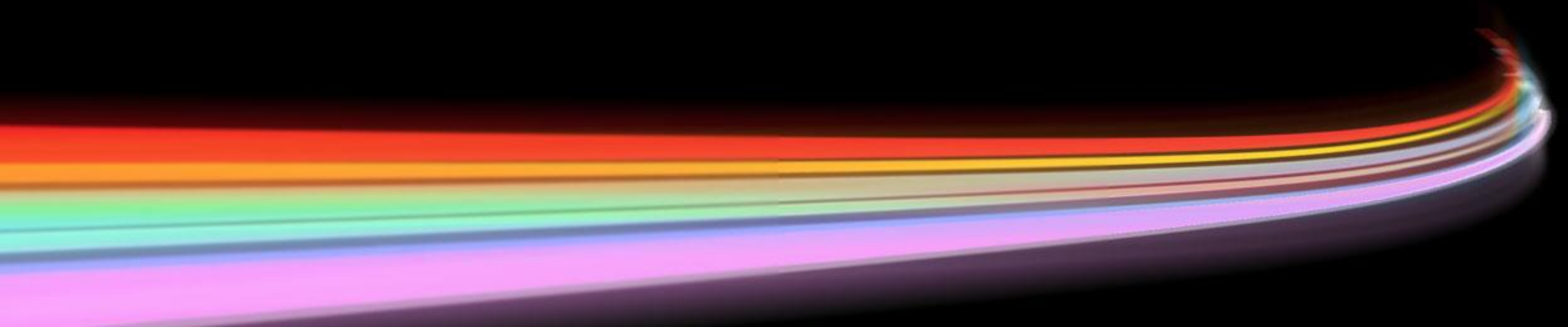
Campus life or commuter

Costs



It's About Fit

Not Status



Be Strategic!

Figure out who your child is and how s/he learns and **only then look at right schools!**

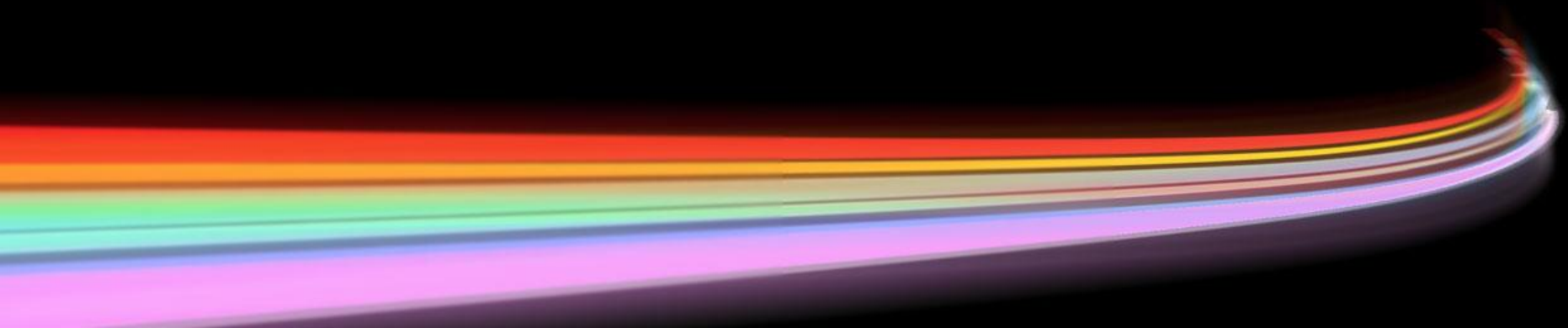
There are many lesser known private schools, highly regarded public schools and schools which offer best values.

If your son does best with close interaction with professors, UCs may be a poor choice



Be Strategic!!!!

- **Apply EARLY and as much as possible include your reach school and your safety school**



Key Take-Aways

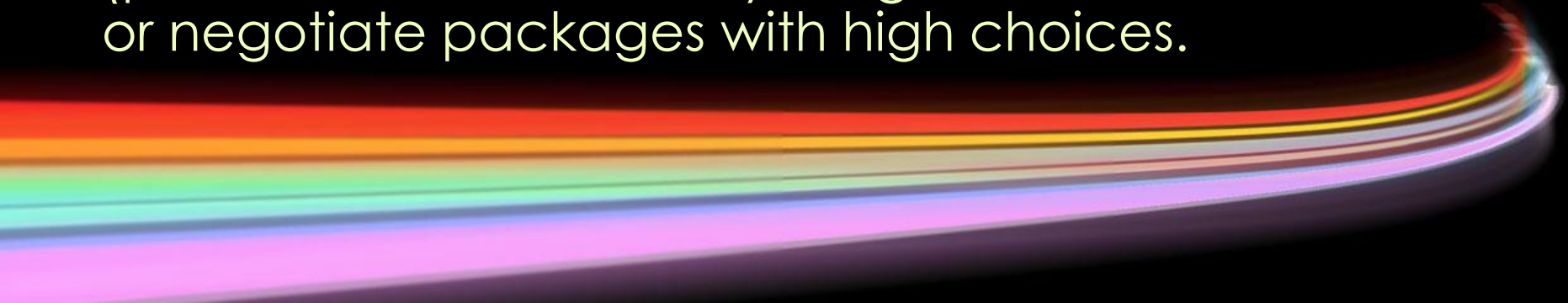


- **Reality Testing:**

- **What Median Means**
- **“Telephone” fears**

- **What are the personal, individual and family needs for emotional and financial support?**

Be Strategic


- **Beware** what other parents and children are telling you – They are ill-informed and often speaking from anxiety rather than facts [telephone] Focus on the realities not the rumors
 - Fit is more important than school status
 - **Sometimes higher tier schools cost less** (i.e., City school, Fordham is now \$70k for 2016-17).
 - Realize what **“median”** GPA or SAT means
 - Be reasonable re finances
 - there are many strategies to cut costs dramatically (public schools, cc's, ways to get more non-loan aid or negotiate packages with high choices.
- 

Beware college ratings

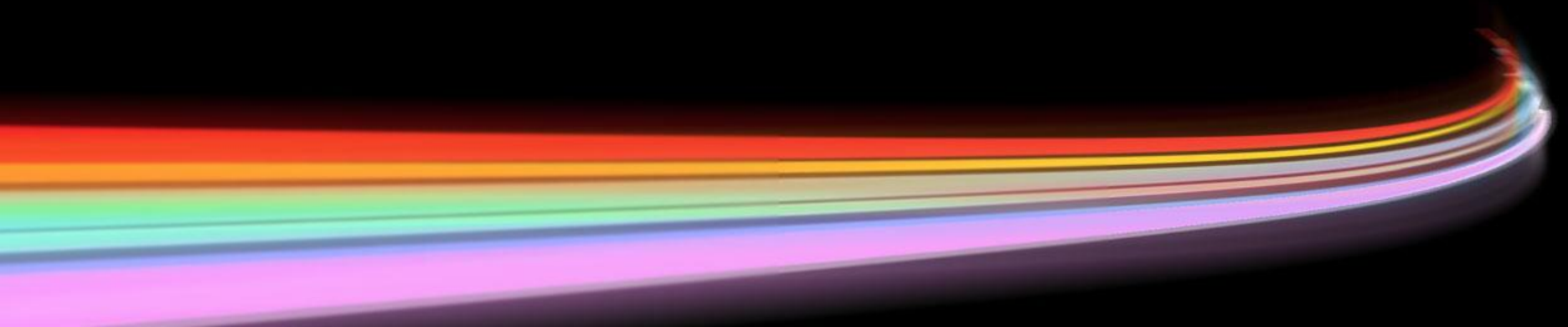
- You need to know what criteria they use (Alumni donations, bar conversations, GPA)
- East Coast Bias
- Endowment size
- Where raters went to school

- Instead, use them as general grouping guides and focus on what is right for your son or daughter, what are their strengths and what are their ways of learning (Classroom size, online classes faculty-student ratios, nature of school – teaching/research etc.)

It may mean something if Liberty University is ranked 469 out of 466 schools! Less that Princeton is number one in one rating and number six in another.



**Facts don't always carry the day.
Do not expect the process to be rational**



Application process

1. EARLY EARLY EARLY
2. Consider early action at reach school and early decision at others
3. SAFETY SCHOOL ASAP (i.e., CSU in early October)
4. Essays and what they mean
5. Don't listen to rumors –
6. **Lies, damned lies and statistics** Mark Twain

What does it mean that 10% get in if 50% of applications are irrelevant?



Be Strategic!

Good GPA; bad standardized Tests

- Look at schools with no SAT or ACT (*or ask for re-weighting* – private NOT UCs)
- Here are a few high tier schools that have dropped the SAT/ACT Requirement

American University, Bates College, Bowdoin College, Bryn Mawr, Colby College, Hamilton College, Middlebury College, New York University, Smith College, Wake Forest, Wesleyan

Wesleyan University



Lowest acceptance ratios 2015-16***

That doesn't mean hardest to get in!!!

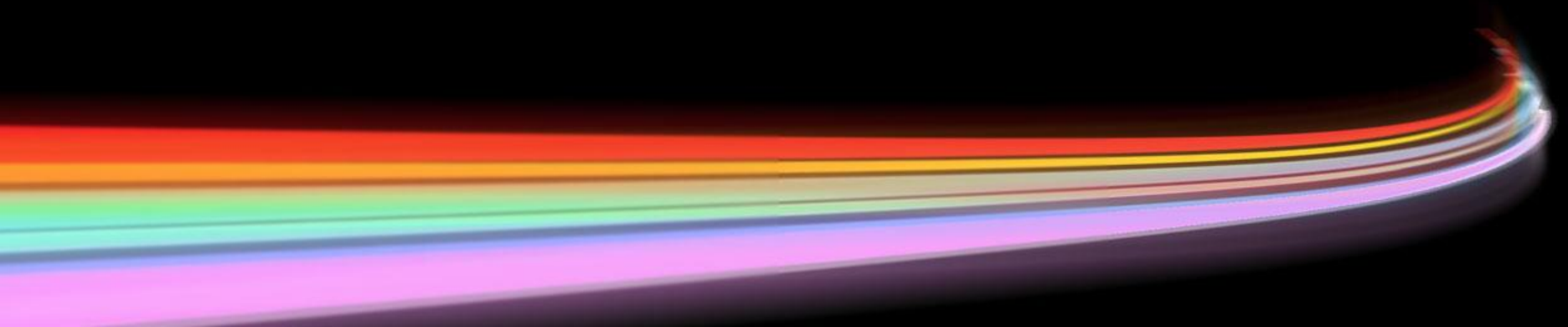
- Stanford, Harvard, Yale, Columbia, Alice Lloyd, Princeton, M.I.T.,
- Brown, Caltech, U Chicago,, Penn
- Claremont group, Northwestern, Vanderbilt, Amherst, Cornell,

And a few that have no tuition or cover it with work-study:

Service Academies (West Point, Annapolis, Air Force Academy etc.), Alice Lloyd, Olin School of Technology, College of Ozarks (MO., Christian)



Paying for College



- Colorado School of Mines
- Georgia Tech.
- University of Virginia
- UCLA
- College of William & Mary
- University of Michigan
- Virginia Tech
- California Poly (~\$9k + R&B)
- Purdue University
- University of Texas
- University of Wisconsin
- University of Washington (Seattle)
- University of Delaware
- James Madison University
- University of North Carolina

If Money is the sole goal, Best ROI schools in 2016

Service Academies

A few tech schools and top tier with high aid packages (i.e., M.I.T., Harvard, Princeton, Olin, Stanford)

Community Colleges

International Canadian Schools

(<20K/year); England (10k)

A few representative school costs - 2016

Private (in \$1k)

- Fordham \$70
- Stanford \$45 (35)
- Santa Clara \$53
- Harvard \$ 69 (44)
- Pomona \$62
- Oxy \$63 (38)
- Cal Tech \$35
- BYU \$21 (LDS)

Public (in \$1k)

- UCD \$32
 - UCB \$33
 - Cal Poly \$25
 - CSU \$25
 - Michigan \$57 (nr)
 - Arizona \$47 (nr)
 - Texas (Austin) \$51 (nr)
- 

Public Schools

- CSU's can begin on Oct 1.

- Earlier the better for placement especially in impacted majors.

- Safety for all (2.0 gpa req. -- ~ 2.5 for choices)

- **UCs all about the numbers.**

- Use the website to calculate chances.

- Do not miss November application deadline

ADVISORS HAVE GOOD INFO ON THE PUBLIC SCHOOLS, most local schools, and a few Ivies as a starting point.

Finances: Public vs Private

- Cost favors public. At UC total cost is now around \$45k/yr. Private schools are often over \$50K.
- CSU costs are usually under \$20k, depending on whether student lives on Campus. – However in Impacted majors at SJSU, it can take 5-6 years to graduate – Time value of money.
- **CC's for two years an economical option (<\$7k)**
- **BUT, THE BETTER THE PRIVATE SCHOOL, THE MORE LIKELY IS FINANCIAL AID BEYOND LOANS**

So let's look at what it takes to deal with private school applications

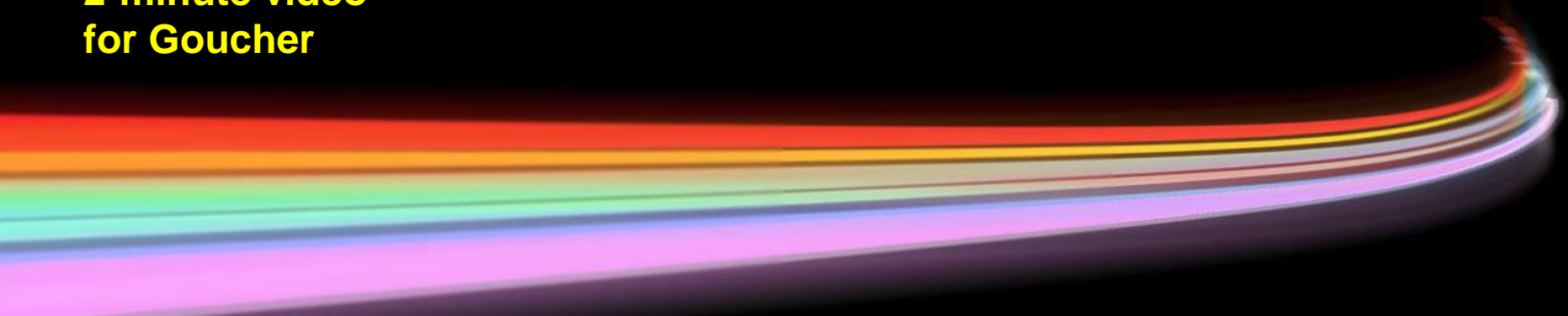


Strategy: How to make one application stand out to the Director of Admissions

My son's essay

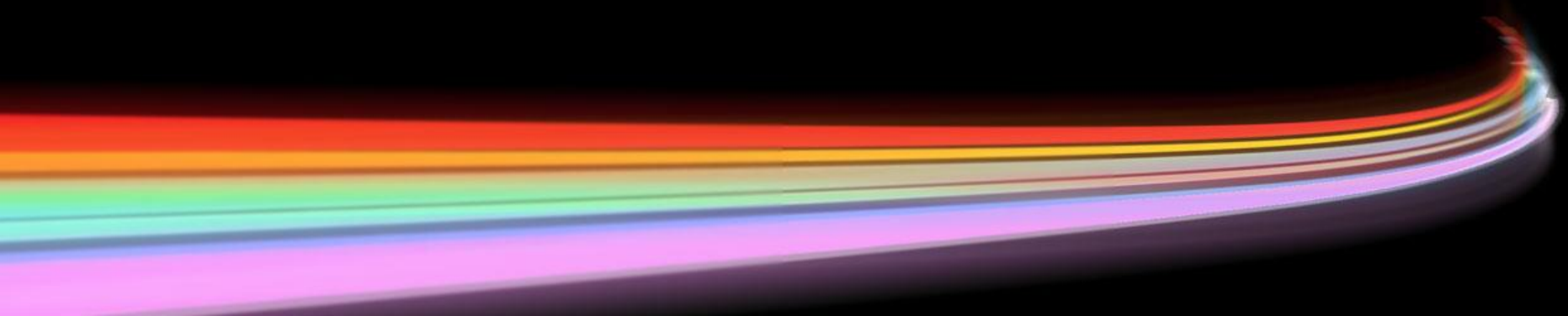
My daughter's

**Or make a
2-minute video
for Goucher**



Essay Strategies

- Make it personal for applicant
- Start early (August Plan – 2 hours per week – no distractions)
- Avoid cookie cutter, web or advisors' essay ideas
- If you must hire an editor, be sure she is only proof reading; not writing – it is obvious to colleges and sends a poor message to child.



Be strategic on college Visits

- Do the **tours** and walk to the front of the pack – your child will follow
- Arrange to have an **interview** before or after***
- Have your applicant ask questions about the school during interviews (best if pre-planned)
- If visits before acceptance are not feasible, be sure to visit after acceptance to **get a feel** for the place.

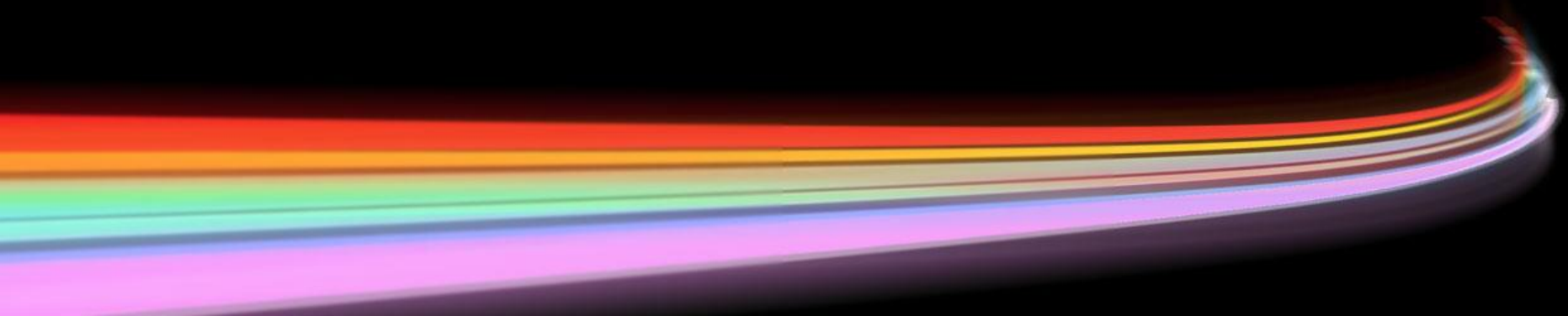
*** Especially if your teen is better verbally than in writing



All high School Seniors are anxious about college or another future

There is student anxiety, that often causes inaction
There is parental anxiety
And there is the contagion between the two

There is also a general lack
of accurate information



Parental needs that can be problematic and counselors may address


- Parental needs for children to do what they haven't done
- Parental needs for children to get the best out of life
- Parental needs for children to live out parental dreams

Keep in mind that for some parents there is an omnipresent “PLAN B!”

Insist that their child go to UCSC!

Buy a condo in Santa Cruz!

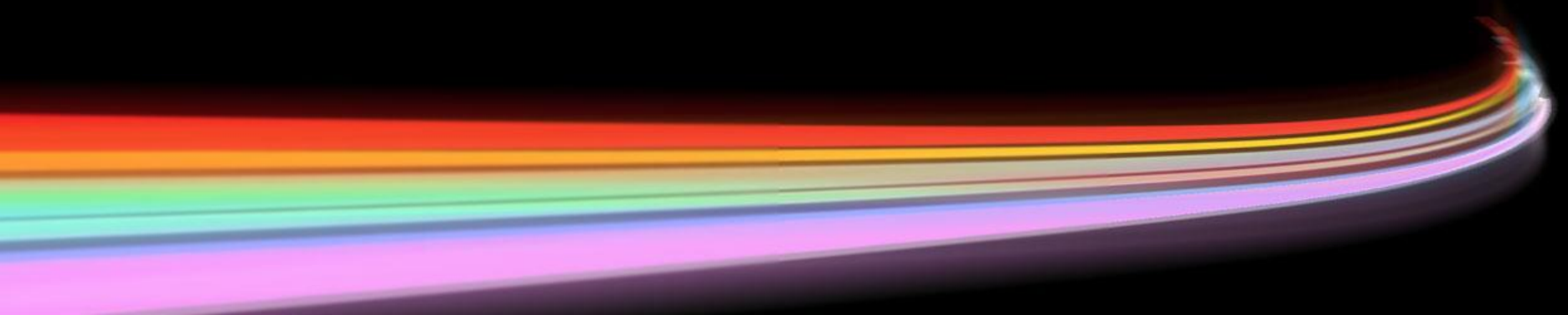
**Move in as cook/ maid/
roommate *who won't get*
*“carded!”***



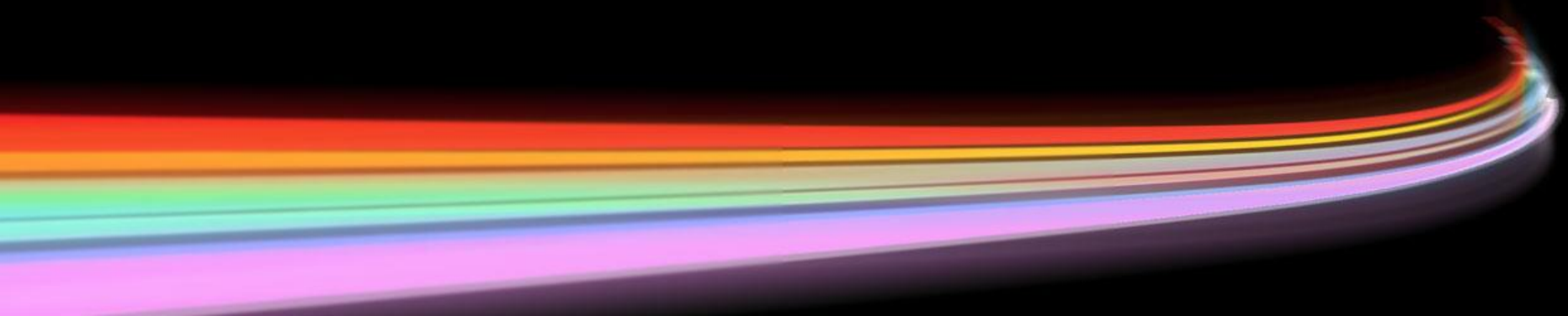
Decide to “upgrade” your own education

Parental Strategies that help -- Availability

- Be present (and silent unless asked) – YIKES!
- Provide info in digestible portions
- WITH MINIMAL COMMENT
- Graphs are excellent
- Ask if any questions or if it's helpful *later*
- Encourage them to get help with the research – as appropriate for individual kids and parents (have the student teach the parent how to give them what they need).

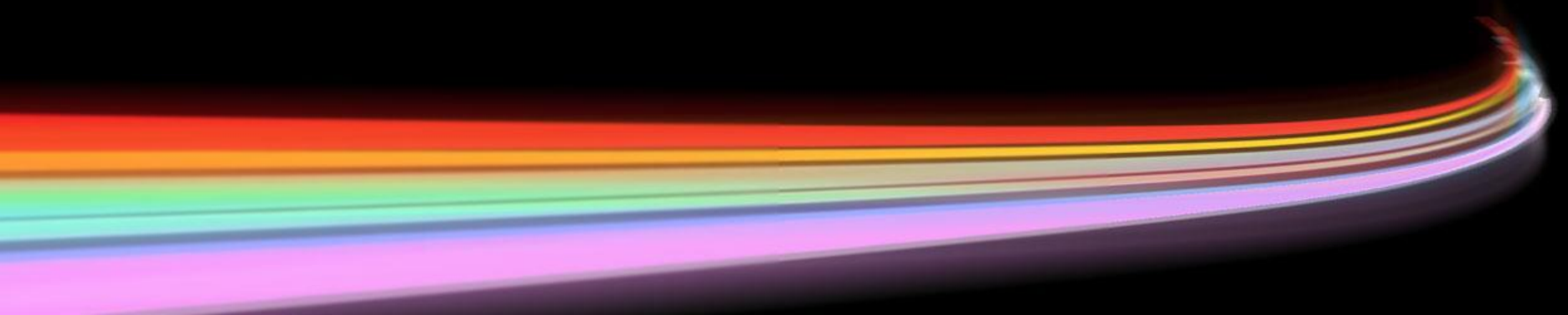


Parent Questions: Financial Realities

1. **How important will costs be in the final choice?**
 2. **What kind of financial assistance will I provide?**
 3. **Scholarships, loans or other financial aid provide?**
 4. **What qualifications do we have for scholarships?**
 5. **Do I expect my child to have part-time jobs?**
 6. **Does s/he plan to go to graduate school?**
 7. **Do I plan to continue financial support for post graduate work?**
- 

Once they Go

- Still need you – but need to define how
- “home-sickness” in freshman year (week 4)
- Adjusting to college life (surfeit of freedom and potential activities with no constraints)
- Drinking/ drugs
- Revolutionary classes (sex, politics, religion)
- “I don’t need you any more Send money.”



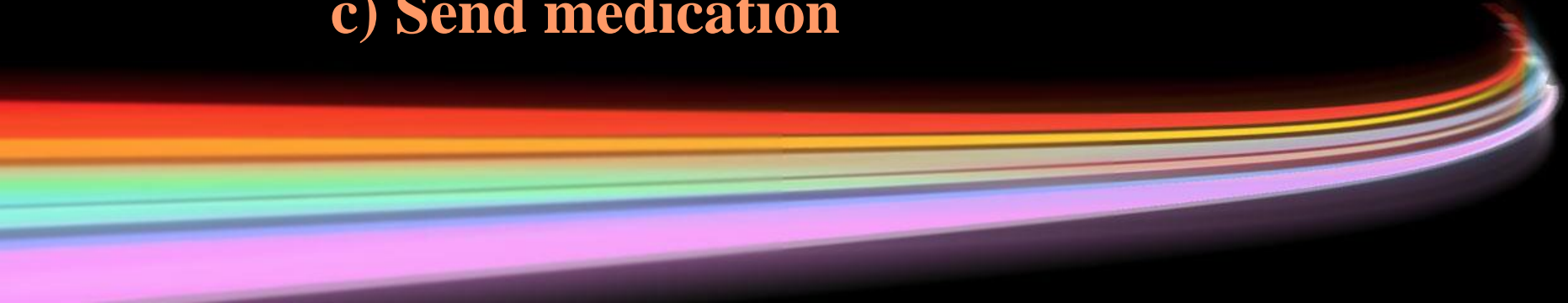
How to deal with “*THE*” distressed phone call

- “Mom. I think I got Mono, the flu, poison oak, an (unspecified) discharge, headaches, upset tummy, etc.”

DO Ask if s/he has seen the campus physician
Encourage going even if “they’re all quacks.”

DON’T

- a) PANIC
- b) Drive, fly to campus with
 - 1) a team of specialists,
 - 2) a vat of chicken (miso; won ton) soup
- c) Send medication



Questions?

