

College Admission Today

a quick tutorial

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Our Role As Counselors

- College Admissions is a part of what we do, but certainly does not define our work
- We work with students from grades 9-12
- We provide academic and social counseling, and support students in their overall school experience
- Our role is all encompassing, and part of that is provide counsel and guidance to students and families about the college admissions process

Much like it happens in all facets of life, the College Admissions landscape has undergone significant changes in the past twenty years

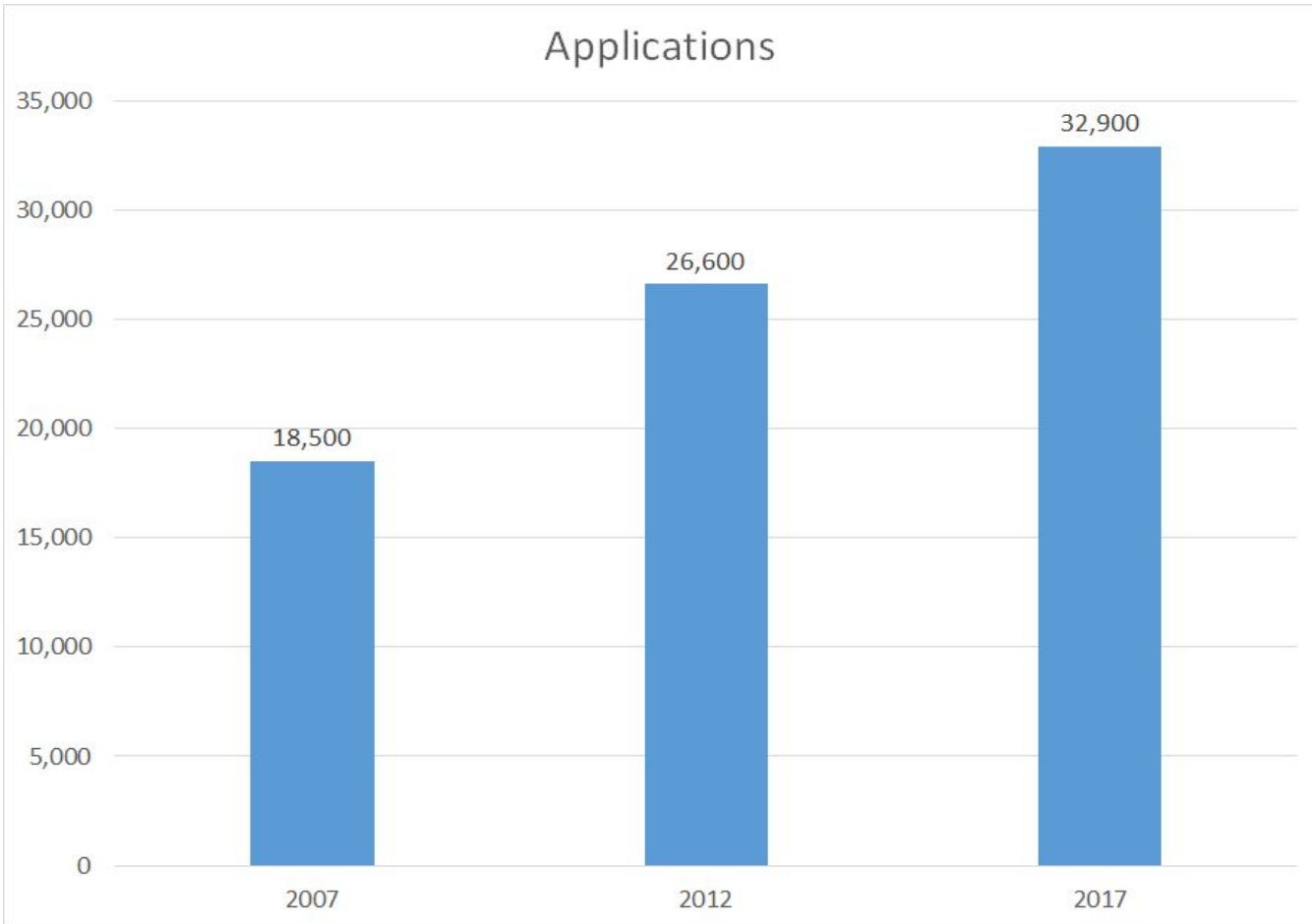
Association of American Universities (AAU)

(Private Members)



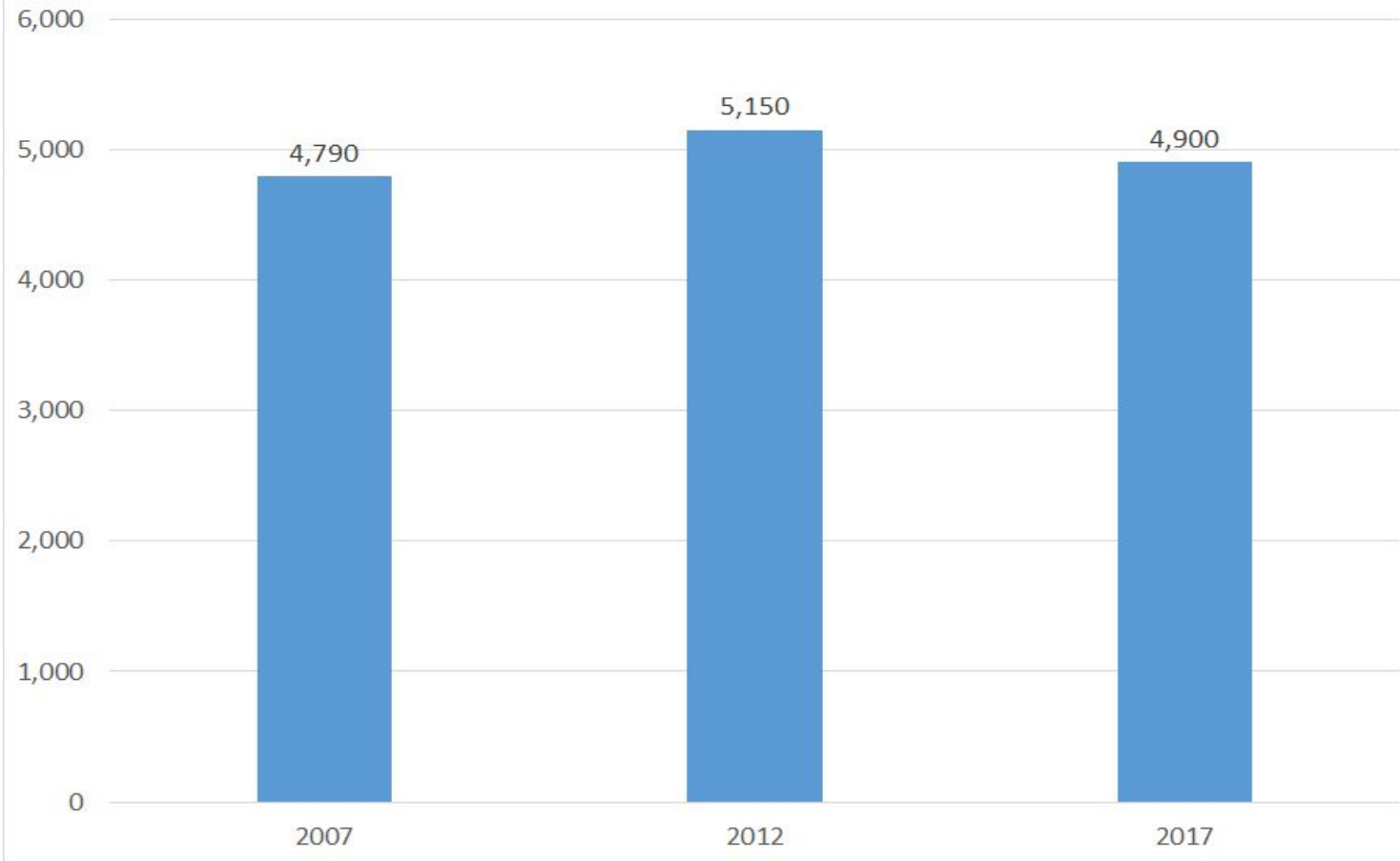
Boston University • Brandeis University •
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Technology • Carnegie Mellon University
• Case Western Reserve University •
Columbia University • Cornell University •
Duke University • Emory University •
Harvard University • Johns Hopkins
University • Massachusetts Institute of
Technology

New York University • Northwestern
University • Princeton University • Rice
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University of Louisiana • University of
Chicago • University of Pennsylvania •
University of Rochester • University of
Southern California • Vanderbilt University
• Washington University in St Louis •
Yale University



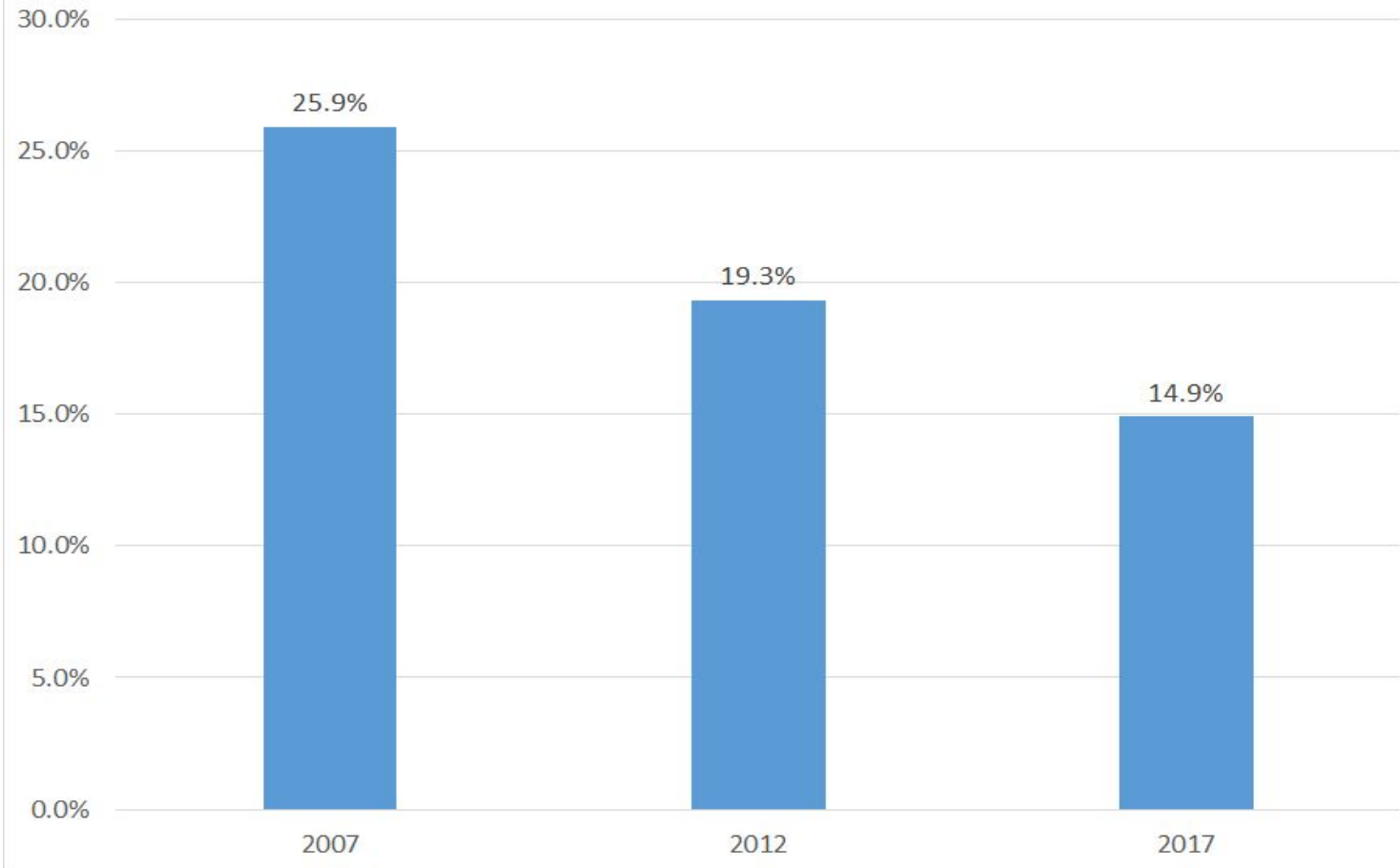
Source: AAU Private University Average

Admits



Source: AAU Private University Average

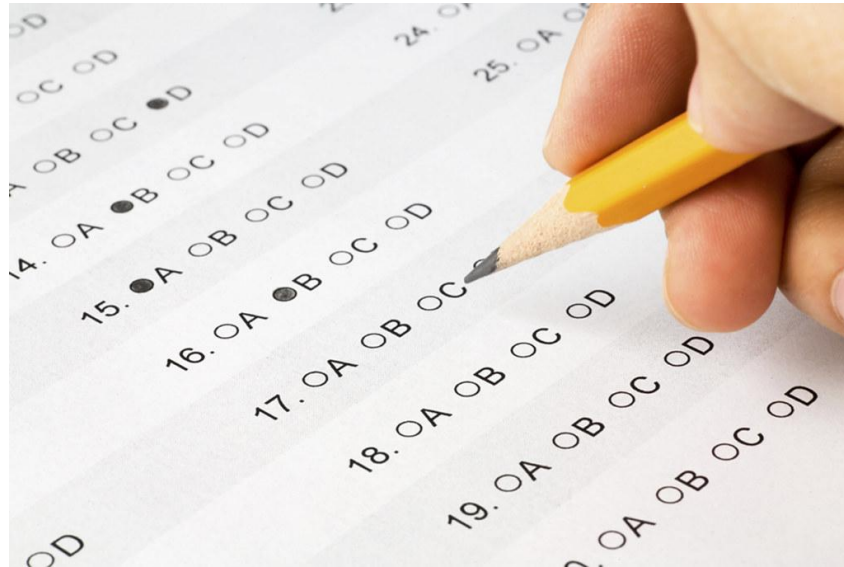
Admit Rate



Source: AAU Private University Average

NATIONAL TRENDS IN ADMISSIONS

STANDARDIZED TESTING



Trends in Testing...

- ACT vs. SAT then vs now
- SAT Subject Tests
- Score Inflation (at some institutions)
- Test Optional

INSTITUTIONAL PRIORITIES

International Population

First Generation

Underrepresented (racially, geographically, etc.) populations

Legacy

Athletes

Diversity Initiatives (race, religion, identity, socio-economic)

Development Cases

Major/Minor Considerations

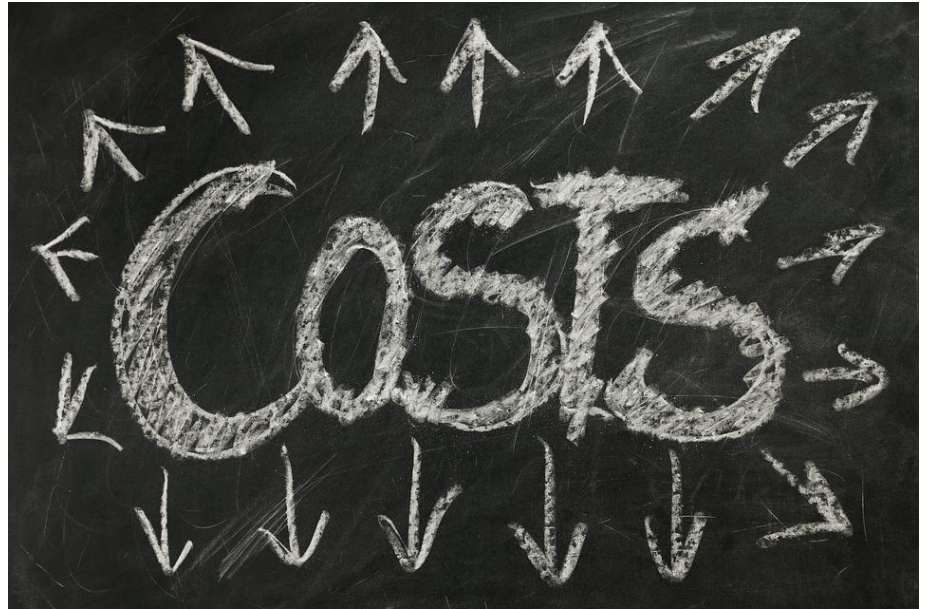
OTHER TRENDS

United States Department of Justice Investigation

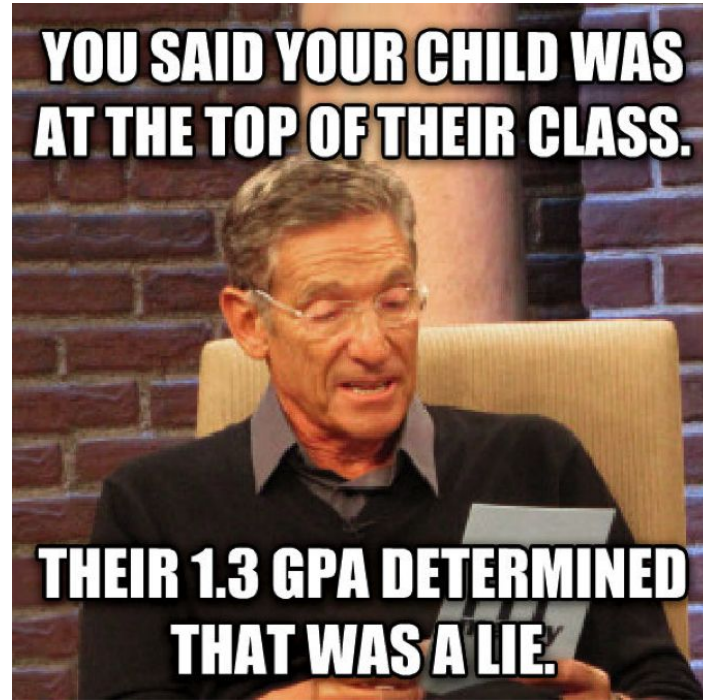


It is all about the \$

- ❖ Cost of School
- ❖ Impact on families
- ❖ Financial stress on institutions



How do we engage students and families in this process?



Counseling Programs & Conferences

Junior Year

- Junior Seminar
- Conversations with the Deans for parents of juniors
- College Night for Parents of Juniors
- College Night for Students with Learning Differences
- College Night for Student Athletes (every other year)
- Junior College Conference
- College Essay workshop
- College Panel Night
- Gap Year Fair (every other year)

Senior Year

- FERPA/Common App Workshop Day
- Senior Workshops
- Senior College Conference
- College Representative visits
- Senior Essay Writing Day
- Financial Aid Night
- Gap Year Fair (every other year)
- Email reminder blasts

Now What?

- What has your experience been?
- What can you do in role role to support students in this challenging landscape?
- How can we help?