



Finding Best Fit Colleges

Plainview-Old Bethpage JFK HS

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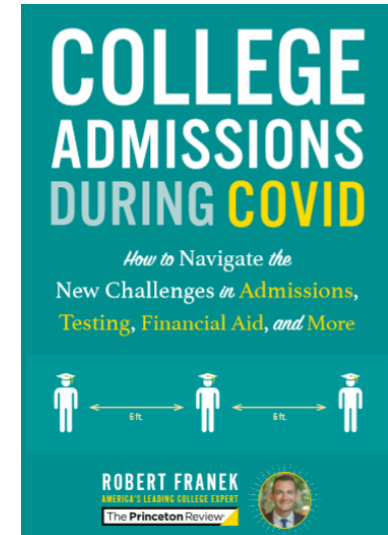
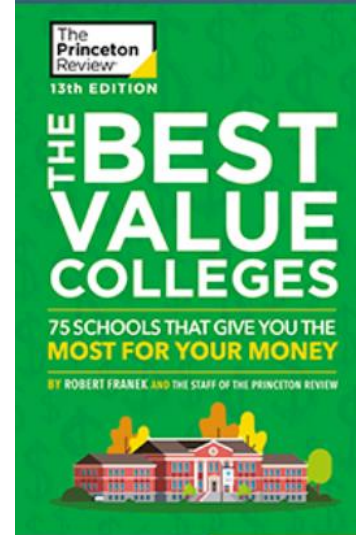
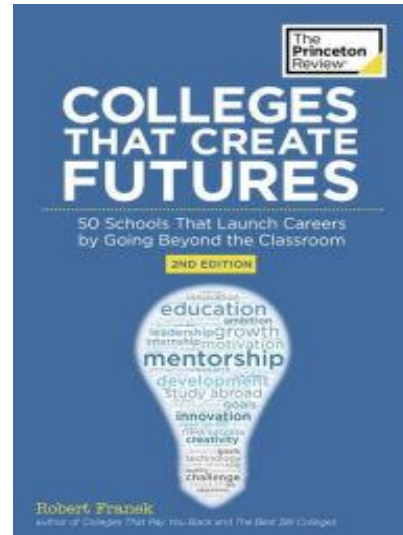
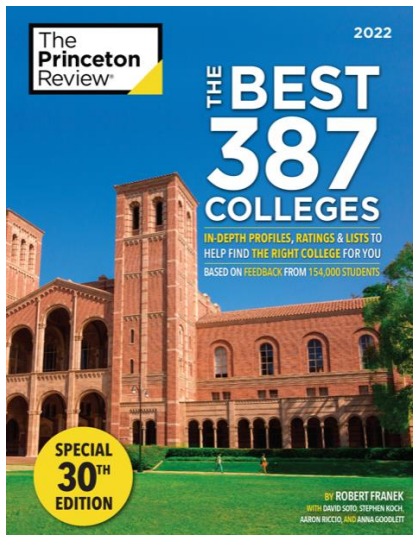
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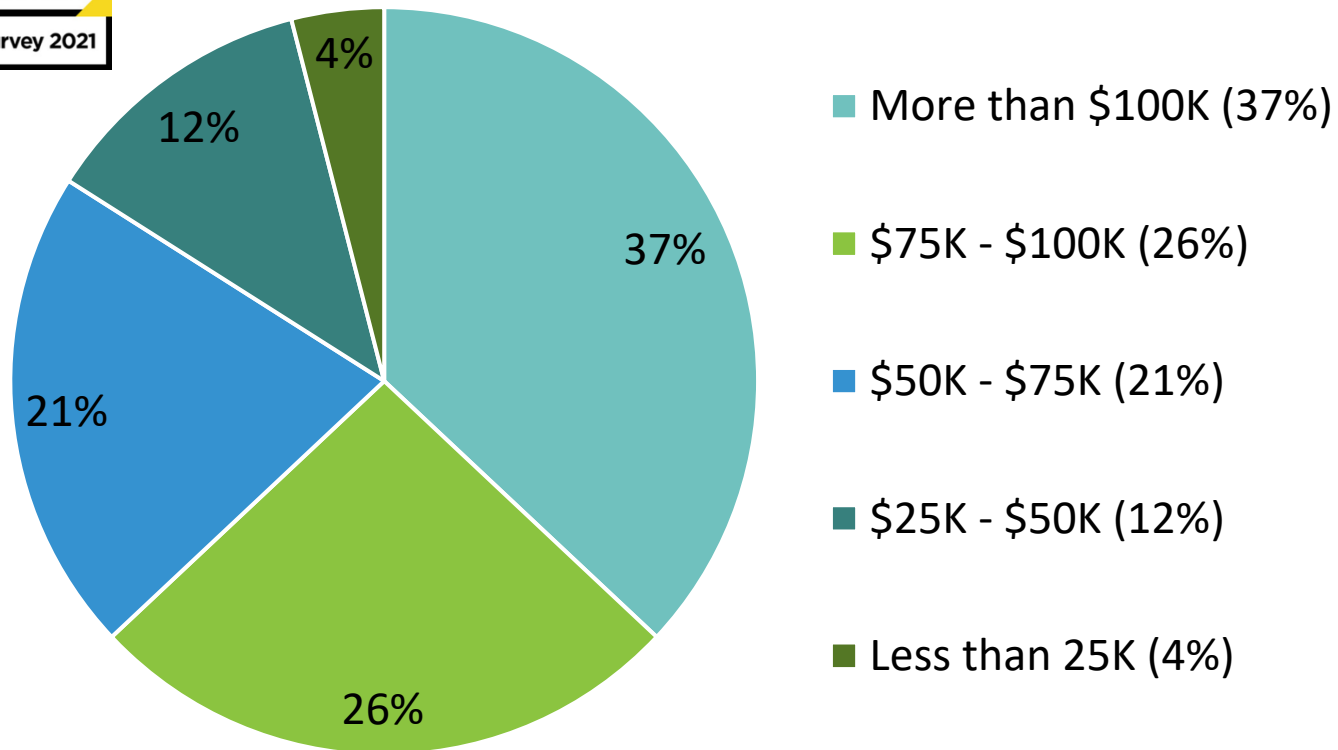
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Student & parent worries: Paying for college



What do you think a four-year degree for you (or your child) will cost? (Overall response)



Average cost of college

Total cost of attendance:

- One year at a public college? \$22,180
- One year at a private college? \$50,770

Average student debt at graduation:

- Student debt load for public and private colleges? \$29,400

U.S. Education Debt

- Total Student Debt Outstanding? \$1.7 Trillion

Dream Colleges

What "dream" college do you wish you (your child) could attend if acceptance and/or cost were not issues?

Students

- 1 Harvard
- 2 Stanford
- 3 NYU

Parents

- 1 Stanford
- 2 Harvard
- 3 Princeton

A really long trend

CAMBRIDGE, MA – September 1636



Seeking students with:

Character

Background

Proficiency in Latin

Proficiency in Greek

Love,

Harvard Admissions <3

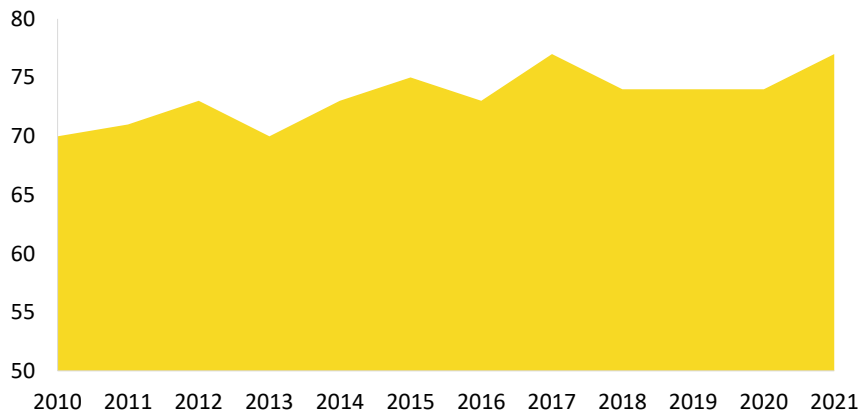
The more things change, the more they stay the same

The college process is stressful!

- Prospective students, no matter their admission year, have always been nervous
- Need to acknowledge and understand those fears to diffuse them



STUDENTS WITH VERY HIGH/HIGH STRESS



TOP FACTORS for FRESHMEN ADMISSION

- Quantitative metrics:
 - High school curriculum / high school GPA
 - Testing – SAT, ACT and AP exams
- Qualitative metrics
 - Essays / personal statements
 - Letters of recommendations
 - Extracurricular Activities
 - Interviews
- College admissions = human process with quantitative metrics

COVID questions for class of 2022 & 2023

- Will schools continue following optional policies in future years?
- What should my SAT / ACT / AP strategy be?
- Can I be penalized if I don't submit test scores in future years?
- What about financial aid in future years?

College administrator survey - Fall '21



- Polled administrators at 300 colleges nationwide
 - Reopening plans
 - Typical learning platforms
 - Vaccine mandates and ongoing protocol
 - Enrollment forecasts
 - SAT / ACT testing policies
- Enrollment forecasts:
 - 43%: Fall '21 enrollment higher than fall '20 (48% private / 29% public)
 - 35%: Fall '21 and Fall '20 will be flat (34% private / 38% public)
 - 22%: Fall '21 enrollment lower than fall '20 (18% private / 33% public)
- SAT / ACT testing policies:
 - Fall 2021: 87% = test optional but will consider SAT / ACT scores if submitted
 - 91% public v. 78% private
 - High: 93% Midwest v. low: 57% Northwest
 - Fall 2022: 78% = test optional but will consider SAT / ACT scores if submitted
 - High: 83% Northeast v. low: 57% Northwest

Test optional – what schools say



Permanently Test-Optional Admissions

“The policy to remove the requirement of submitting SAT or ACT scores will allow admission officers to identify and advocate for students with a strong academic profile who may have previously been viewed as less competitive, based on their performance on a single exam.”

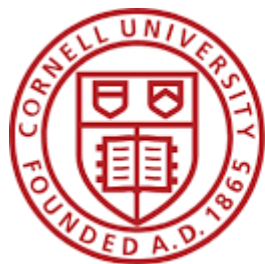
Test optional – what schools say



Three-Year Test-Optional Admissions Pilot

“We believe this policy provides students with maximum flexibility.... If applicants would like us to consider their exam results as one component of their candidacy, we will do so in a nuanced and contextual way. If students choose not to submit exam results, we will evaluate their candidacy in a nuanced and contextual way without scores.”

Test optional – what schools say



Cornell University®

One-Year (now three) Temporary Test-Optional Admissions

“..we anticipate that many students who will have had reasonable and uninterrupted opportunities to take the ACT and/or SAT during 2020 / 2021 administrations will continue to submit results, and those results will continue to demonstrate preparation for college-level work.”

The rise of AP testing 2021 (+)

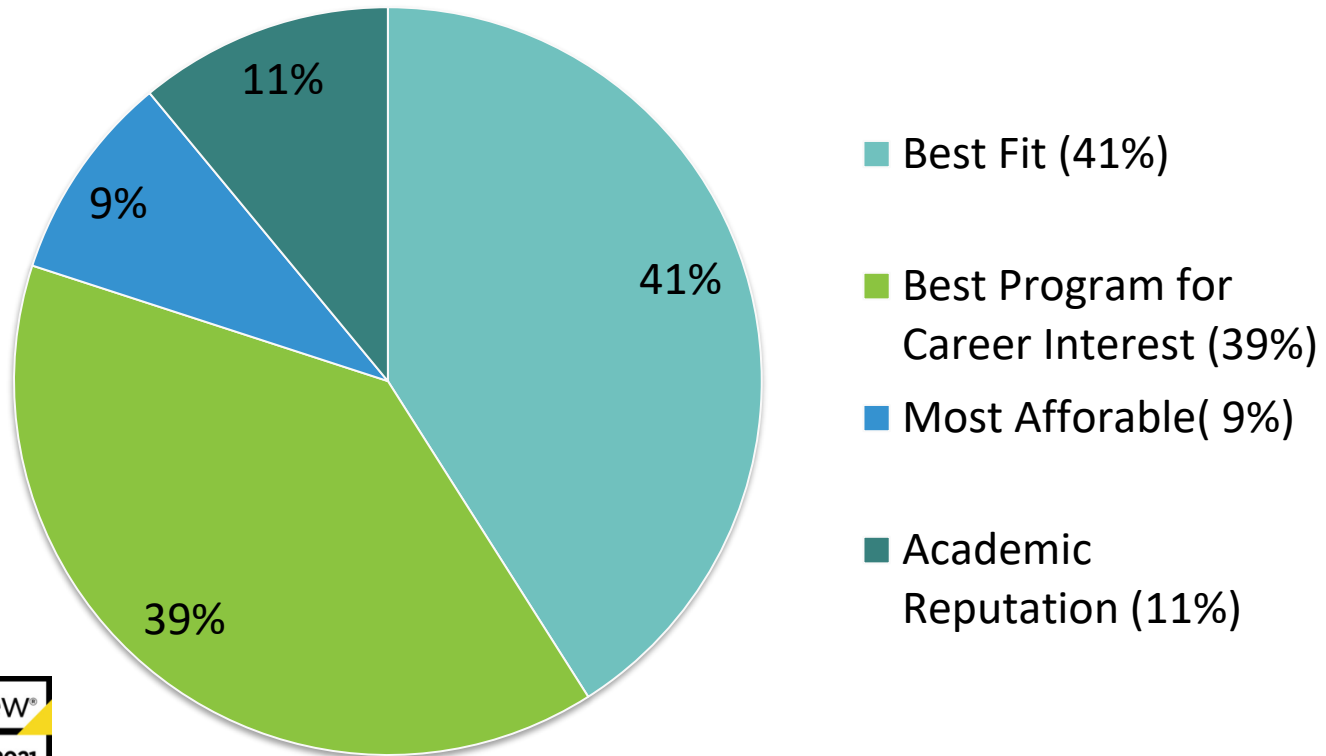


- AP 2021 exams were full-length (3-plus hours):
 - Near all AP tests were taken in-person
 - Paper & pencil exams and digital versions were offered in school—and in some cases, remotely.
- AP 2021 saw three testing periods for test administrations:
 - Administration 1: May 3rd through May 17th (in school only)
 - Administration 2: May 18th through May 28th (in school & at home only)
 - Administration 3: June 1st through June 11th (in school & at home only)
- **AP 2022** will offer two testing period for test administrations:
 - Administration 1: May 2nd through May 6th (in school only)
 - Administration 2: May 9th through May 13th (in school & at home only)
 - Late testing schedule likely but no specifics dates yet
- **AP 2022** digital exams
 - All 2022 AP Exams will be administered in schools as paper-and-pencil exams
 - AP Chinese and AP Japanese Exams are administered in school on computers

REAL deciding factors

When choosing a college, what is the most likely deciding factor?

- 41% cited “Best fit”
- 39% cited “Best program for career interest”
- 80% driven by two factors



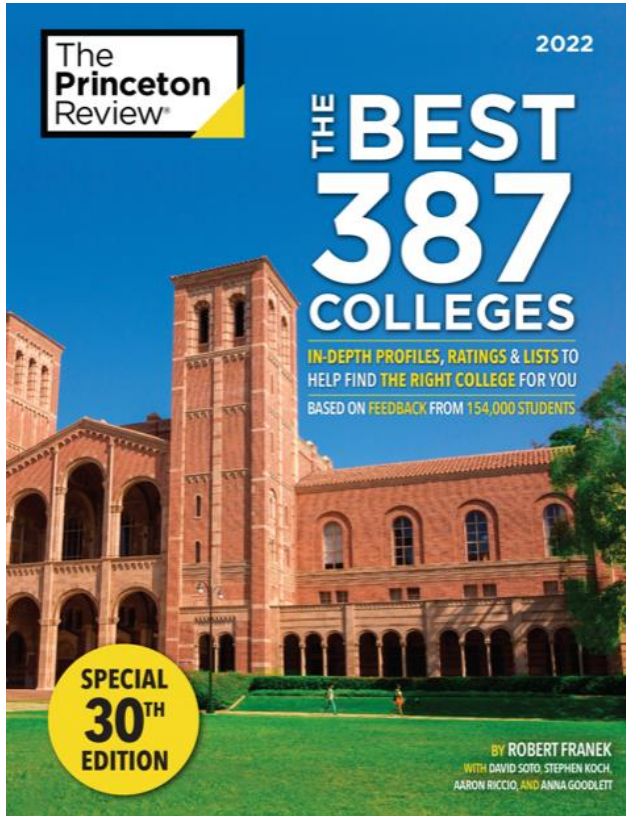
How to find best fit schools

The Essentials:

- Academic Fit
- Campus Culture Fit
- Financial Fit
- Career Services Fit



Finding Best Fit



Most popular ranking lists

- Great Financial Aid – U of Wisconsin, Madison
- Great Professors – Sarah Lawrence
- Great Campus Food – U Massachusetts, Amherst
- Happiest Students – Virginia Tech

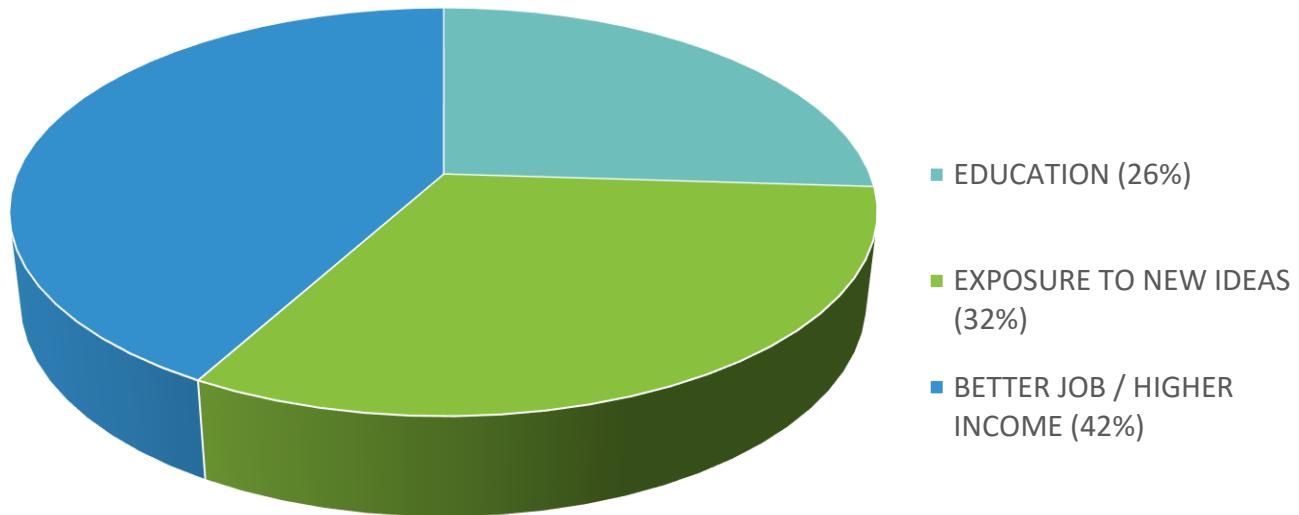
30th anniversary edition – 26 Great Lists:

- Nine million student surveys
- Student relay their on-campus experiences
 - DEMOGRAPHICS
 - EXTRACURRICULARS
 - POLITICS
 - QUALITY OF LIFE
 - TOWN LIFE

REAL deciding factors

Is college worth it? Students say: YES

- 99% of students and parents view college as worth their investment.
- 42% of respondents chose “better job and higher income”

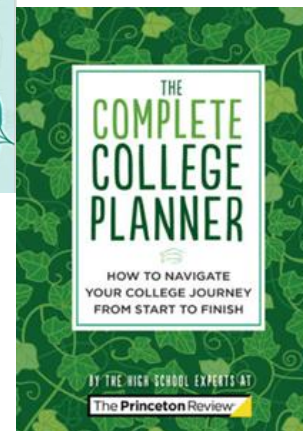
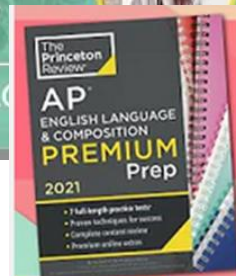
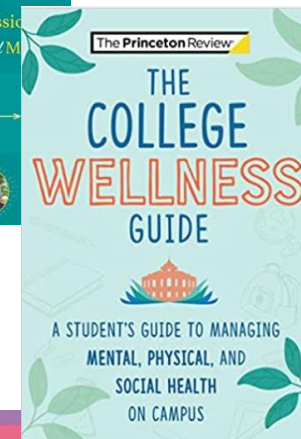
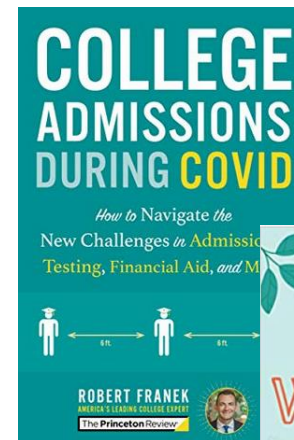


Financial Aid Facts

- \$187 Billion was given in Total Financial Aid last year
- 85% of college students receive financial aid
- Approximately 50% of need-based dollars unlocked by the FAFSA®
- 40% comes from merit-based aid granted by schools

Counselor, student and family resources

- Follow our YouTube channel for latest updates and advice



Let's stay in contact

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