



**The National
College Planning Summit**

The Ultimate College Planning Resource

**Learn How to Get Accepted,
Pay For and Succeed
at the College of Your Choice from 20 of
the Top College Experts in the Country**



David Riklan




Betty Frohking

College Planning Summit

WHO IS THIS SUMMIT FOR?

High School Students (9-12 Grade)
And their Parents

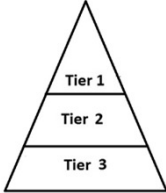
Bigger Focus in 11th and 12th Graders



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What are Tier 1,2 and 3 Colleges?

Tier 1 College - Top 100 including Ivy League
Tier 2 - Next 400 - Well Known Schools
Tier 3 (2500 other Schools)



Over 3,000
Four Year Colleges

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Goals for Today

- STEP 1: Get a broad overview of the entire College Admission and Financial Aid process.
- STEP 2: Understand the steps a student needs to take to be accepted into the right college for him/her.
- STEP 3: Begin Developing a game plan for getting into and paying for college.

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Why Is College So Important?

- Earning Power (Average Income)
- High School Dropouts \$17,200
- High School Graduates \$26,933
- College Graduates 2 year Degree \$36,645
- College Graduates 4 year degree \$52,671



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Why Else Is College So Important?

- Life Experience
- New Friends
- Preparing for the Rest of Your Life



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Why Else Is College Important?

- Future potential career
- Future earning potential
- It's a place where you are going to have fun, make friends, develop relationships, and grow



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Biggest Challenges for High School Students Going to College Today.

CHALLENGE # 1: Out of the 3000 colleges, identifying the colleges:

- you are most interested in
- that will accept you
- that will be the best fit for you
- that you can afford



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Biggest Challenges for High School Students Going to College Today.

Challenge # 2: Doing what is necessary to prepare to get into the college of your choice.

Challenge # 3: Navigating through the complete application process.

Challenge # 4: Figuring out how to pay for college and minimize student loans.

Challenge # 5: Finding the best resources and the most efficient ways to do 1-4.

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Why are we having this Summit?

To Help people navigate through this whole process.



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Who's involved with the Summit

ACCESS TO SOME OF THE TOP EXPERTS IN THE COLLEGE PLANNING PROCESS:

- ❖ Former Deans of Admissions
- ❖ Former Assistant Director of Admissions
- ❖ VP of the Princeton Review
- ❖ Authors of books on College Planning & Admissions
- ❖ College counselors who work directly with students
- ❖ National Account Executive for the ACT
- ❖ Manager of Marketing for the NAIA
- ❖ Financial Professionals
- ❖ Former NCAA Basketball Coach

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What's involved with the Summit

Over the span of about 20 weeks, you'll be able to listen to a new expert each week and consume as much as you can for Free.


Low cost alternate Option

Make a small investment and get **Immediate Access** to audio recordings of all of the interviews and detailed notes that accompany each of the interviews.

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STARTING POINT The Big Picture

**The 4 year College Planning Calendar
for High School Students**



Brian Safdari, Founder College
Planning Experts, Author of
College Planning Made Easy

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4 Year Plan 9th Grade

STUDENTS

- 1) Get good grades
- 2) Get involved in extracurricular activities and explore your interests.
- 3) Visit a local college in your area
- 4) Work on study skills and research skills

PARENTS

- 1) Start on a plan to pay for college (if you haven't started already)
- 2) Learn about the college admission and financial aid process

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4 Year Plan 10th Grade

STUDENTS

- 1) Buckle down - keep your grades up!
- 2) Understand the PSAT, SAT, ACT tests and begin preparing for them
- 3) Challenge yourself with an AP Class, if appropriate
- 4) If you are interested in College Sports, Fine Arts or the Military Academies, you should start researching now
- 5) Continue visiting colleges (when possible), explore career options and continue being involved in activities outside the classroom

PARENTS

- 1) Be supportive and stay involved without being overbearing

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4 Year Plan 11th Grade

STUDENTS

1) Determine test timelines for the SAT, ACT, SAT Subject Tests, and AP exams.
2) Explore Careers
3) Visit Colleges, College Fairs and work on your college list.
4) Start looking for scholarships through your high school or websites such as scholarships.com

PARENTS

1) Attend college fairs and visit colleges with your student
2) Have a frank discussion about college costs and expectations with your student

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4 Year Plan 12th Grade

STUDENTS

1) Finalize your college list, visit the colleges (if possible) and complete applications
2) Keep track of your deadlines and check your email frequently for college notifications
3) Continue your scholarship search
4) Fill out Financial Aid forms – The FAFSA & CSS Profile, if required
5) Compare your college financial aid award letters
6) Make your final decision and keep track of any deadlines related to registration, housing, etc.
7) Avoid Senioritis and keep your grades up
8) GRADUATE!


Parents - Keep Your Son or Daughter on Track!

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GO TO COLLEGE:
Grow, Learn &
Experience Life

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Six Steps to Finding the Right College



Diane McCrudden, V-P of Career Dimensions, Inc.

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►The Six Steps to Finding the Right College

- ❖ What are the benefits of focusing on career planning when choosing a college?
- ❖ Why is finding the “correct fit” so important when choosing colleges?
- ❖ Understand the difference between reach, target & safety schools

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Six Steps to Finding the Right College

Step 1 (of 6) Assess the Student's Interests and Strengths
Step 2 (of 6) Identify Career Goals


Why is this important?

- Students **WITH NO** career plans or goals are more likely to transfer or drop out.
- Students **WITH** career plans and goals are more likely to graduate in 4 years.
- Students **WITH** career plans and goals are more likely to have long term career satisfaction.

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A Guide to help Students Choose and Get Into their Dream college – The Best College for Them

Robert Franek, Senior VP–Publisher at The Princeton Review, and author of *The Best 380 Colleges – 2016 Edition* and *College That Create Futures: 50 Schools That Launch Careers by Going Beyond the Classroom*



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Get the Insiders view of Colleges from 136,000 currently enrolled Students

- ▶ Currently Enrolled Students give their unbiased opinion about all aspects of campus culture including:
 - ✦ Best Classroom Experience
 - ✦ Great Financial Aid
 - ✦ Best Career Services
 - ✦ Lots of Greek Life
 - ✦ Happiest Students
 - ✦ Most Politically Active
 - ✦ Best College Theater
 - ✦ Easiest Campus to Get Around
 - ✦ Best Quality of Life

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A Guide to Help Students Choose and Get Into Their Dream College – the Best College for Them

- ▶ Go beyond the rankings and evaluate colleges based how they “fit” you
- ▶ Discover how to make the most of your college years and create your own future.

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Don't Miss the Deadline – The College Application Timeline

Dr. Joie Jager-Hyman, Founder CollegePrep360 and former Assistant Director of Admissions at Dartmouth College



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Early Decision, Early Action, Regular Decision

- Early Decision => Binding Decision – You apply early and the college lets you know if you are accepted early – you are bound to attend
- Early Action => Non-binding Decision – You apply early and hear early but do not have to make a final decision until the Spring
- Regular Decision => You apply under regular timeline and hear from school in the Spring

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The College Application Timeline


- Understand the pros and cons of Early Decision, Early Action and Regular Decision
- What to do if I am Deferred or Waitlisted?
- What happens to my college application after it is submitted to the Admissions Office?

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**The Common Application
(College Applications in General)**

Dee Blackman, Founder,
The Ivy Dean

- Former Dean of Undergraduate Admissions at Columbia
- Former Dean of Graduate Admissions at Harvard



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How to Make Your Common Application Stand Out

- What makes one applicant stand out over other applicants?
- Letters of Recommendation and Extracurricular Activities
- How does a student position himself/herself?

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**How to Stand Out!
Questions to Ask Yourself**

- What do you bring to the college that is different from everyone else?
- How are you unique?
- What are you passionate about?

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Telling your story! What Colleges Are Looking For in the Application Essay

Christine VanDeVelde, Co-Author, College Admission: From Application to Acceptance, Step by Step



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What Colleges are looking for in the Essay or Personal Statement

- How students should approach the Application Essay
- Understand how colleges evaluate the Application Essays

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Writing Advice for An Impactful Essay

- Pick your topic carefully- brainstorm, look at your life and make sure you answer the question "Tell us about yourself."
- Proofreading is critical
- Write your own essay

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SAT – It’s Changing!

Jonathan Chiu – National Content Director for High School Programs, The Princeton Review



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The NEW SAT – What is Changing

- › Understand the new format and how this affects you
- › Learn practical study tips to conquer the new SAT and get your best score
- › Find out how to handle the pressure of Standardized Tests

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The New SAT Reading Test Tips

- › The first few questions focus on the passage as a whole – later questions focus on specific parts of the passage
- › Preview the questions before you read the passage
- › Start with the specific questions first
- › This strategy will help you manage your time.

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»ACT – Everything You Need to Know
About the ACT

Phillip Mikula, National Account Executive, ACT



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ACT Writing Tips for the Optional Essay

- » Spend a few minutes planning your essay.
- » Establish the focus of your essay.
- » Ask yourself if your logic is clear and you have chosen precise words to communicate your ideas.
- » Do a final proofread for grammar, spelling and punctuation.
- » Learn about the helpful information on the ACT website. www.actstudent.org

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SAT or ACT? Which is right for Me?

- » Depends on the Student's skill set – for example ACT has a science section, SAT does not
- » Take practice tests and see which one you are more comfortable with and which one you get the higher score

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Financial Aid and Paying for College

- Financial Aid
- Loans
- Grants
- Scholarships
- Tax Credits



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Financial Aid and Paying for College

- College Costs Today (source – each university website)
- **Purdue University: (2015–2016)**
 - In-State Resident Living on Campus \$23,032
 - Out of State Resident Living on Campus \$41,994
- **Princeton University: \$63,420 for 2016–2017**
- **Rutgers University – (2015–2016)**
 - In-state Resident Living on Campus \$32,234
 - Out of state Living on campus \$47,666

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Financial Aid Essentials

- Chuck Drawbaugh, President of College Funding Associates



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Understanding Financial Aid Essentials

- ▶ Learn the Basics of College Financial Aid
 - Need Based Aid – based on income & assets of the parents and student
 - Merit Aid based solely on merit of student such as scholastic, athletic, artistic, etc – regardless of parent and student income & assets
- ▶ Understanding why planning now can save you money later.

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Avoid Financial Aid Mistakes

- ▶ One huge mistake is assuming that you won't qualify for financial aid and you don't even apply!

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Understanding Grants, Scholarships & Loans

- ▶ Tim Parros, Founder, Parros College funding



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Understanding Grants, Scholarships and Loans

- ▶ What is the difference between a Grant, a Scholarship and a Loan?
- ▶ Learn about Government Grants
 - Pell Grants and other Grants
- ▶ Government Loans
 - Direct Loans for Students
 - Direct Parent Plus Loan

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Private vs Public

- ▶ Many Private Universities offer generous merit aid to attract high quality students
- ▶ Private Schools may end up costing the family less than a Public University!

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Don't Leave Money on the Table! Understanding Financial Aid Forms

Ron Them, Co-Founder, National Institute of Certified College Planners



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Free Application for Federal Student Aid (FAFSA)

The FAFSA is required by all colleges and universities which disburse Federal Student Aid.

- The FAFSA is a US Dept. of Education Form
- The FAFSA calculates the Family's Expected Family Contribution (EFC) – which is the amount the family needs to pay (contribute) for their student's education
- Go to www.fafsa.gov to file

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FAFSA – FREE APPLICATION FOR FEDERAL STUDENT AID

You should fill out the FAFSA each year!

Learn how financial aid is calculated.

Find out about the new changes to the FAFSA and how that impacts you.

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How are We Going to Pay for College?

- ▶ Robert E. Frohling, Certified Public Accountant



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How Are We Going to Pay for College?

- Learn about the Tax Credits and Tax Deductions on your 1040 Income Tax Return
 - American Opportunity Credit
 - Lifetime Learning Credit
 - Tuition and Fees Deduction
 - Student Loan Interest Deduction

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How Are We Going to Pay for College?

- Learn how Business owners may be able to use their business to help pay for college.
- Explore how to develop a long term plan to pay for college.

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College Visits

Janice Caine, Founder, Custom College Visits
10 Tips for an Effective College Visit



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Tip # 1 Do your homework before you go

- Make sure you have done basic research about the college – You'll have a more valuable visit if you have taken the virtual tour and explored the campus online.
- You want to show that you are truly interested in the college and make a great first impression.

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Interested in Pre-Med, Pre-Law, Professional Programs or the US Military Academies?

Nadine S. Green, Founder, The College Advisor Network for U, Inc.



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Pre-Med, Pre-Law, Professional Programs and the US Military Academies

- Discover the requirements to become a Veterinarian, Attorney or other professional requiring advanced degrees.
- Learn how to prepare for these programs while you are in High School and College.
- Understand the advantages and disadvantages of combined BS/MD and other joint degrees programs.

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You don't choose the college...the college chooses you!

▸ College Athletics – What Families Need to Hear!

▸ Jack Renkens, Founder, Recruiting Realities



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Advice from the Expert

1. You don't get to pick the school. The school picks you.
2. A college coach can't recruit you if he/she doesn't know who you are. Student-athletes need to market themselves.
3. Don't get hung up on the words 'athletic scholarship.' Focus on "funding" comprised of academic money, merit money, grants, endowment and achievement money.

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The NAIA

The National Association of Intercollegiate Athletics

Angela Crawford, Manager of Marketing and Communications for the NAIA

Keep Playing: Being Recruited to Play NAIA College Sports



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2 Tips for Student Athletes!

There is no recruiting calendar in the NAIA, so reach out to coaches early in your high school career to start building a relationship.

NAIA recruiting rules allow for personal relationships to be developed between you and the coach, so that you can make a choice that is right for you.

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The Gap Year

Ethan Knight, Founder, The American Gap Association

Everything You Need to Know About the Gap Year!



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Everything You Need to Know About the Gap Year!

- I've never heard of Gap Year...What is a Gap Year?
- What are the benefits that students receive from participating in Gap Year Programs?
- How do colleges view the Gap Year?
- How do I choose a Gap Year Program?

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You are Great!
Make Sure Your Online Reputation is Too!

Carolynn Crabtree
Co-Founder, Cornerstone Reputation



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You are Great! Make Sure Your Online Reputation is Too!

- Learn how to make a positive impression with Social Media and what type of Social Media to avoid.
- How your Social Media posts can impact your future.
- How to control your posts.

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You are Great! Make Sure Your Online Reputation is Too!

Core Areas to Get Started With:

- No pictures or posts about drinking, drugs or any other illegal or immoral activity.
- No bad mouthing the schools you are applying to.
- Be careful what you text people. They can always save it and post it.
- Don't post anything that you don't want to be seen forever.

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How to be Successful in College and Have Job Prospects When You Graduate

Billy Glading, Co-Founder, CandidCareer.com



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Different ways to Build Your Network

- › Informational Interviews – have coffee with a professional to talk about what they do because you are interested in the field.
- › Helps build your network.
- › Someone may remember you when an internship becomes available.
- › You can continue to connect with them.

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Merit Aid!
Free Money for College!

James Maroney
Founder, First Choice College Placement



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Learn How to Become
a College's Ideal Applicant


Paul Lloyd Hemphill, Founder
Planning-For-College



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Why Tutoring is Not Always the
Answer to Getting Better Grades

Dr. Ken Gibson, Founder, LearningRx
Michael Ginsberg, Certified Brain Trainer



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Will Your Student Benefit From a Gap Year?

Sandy Furth, Founder
World Student Support



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