



A FINE BALAN CE

Guiding
Students To A
Thoughtful
College List



YES.



UMMM, NO.



& MILLENNIAL MINDSETS COLLEGE ADMISSIONS

2015 SOCIAL ADMISSIONS REPORT

Millennials, Plurals, the iGeneration - students today view technology as an extension of themselves and adopt new resources at exceptional speeds. So how do colleges navigate the changing perceptions of these digital natives during the admissions process?

VISUAL FIRST

TOP 3 Social Media Apps for Researching College



80% 44%

WATCHED

video
from
college

video
from
student

**DURING COLLEGE
RESEARCH**

DISTINCT & UNIQUE

"I would like to receive communication from college admissions tailored specifically to me."



91%



EXPERIENCED RESEARCHERS

Digital Natives

Device Used To Research Colleges

51%

Laptop



21%

Desktop

28%

Hand Held
Device



59% *VISIT*
COLLEGE
WEBSITES
on mobile at least
ONCE *a week*



Changing Perceptions

ONLINE RESOURCES

Most Searched

83%

Scholarship Info



Least Searched

52%

College Rankings



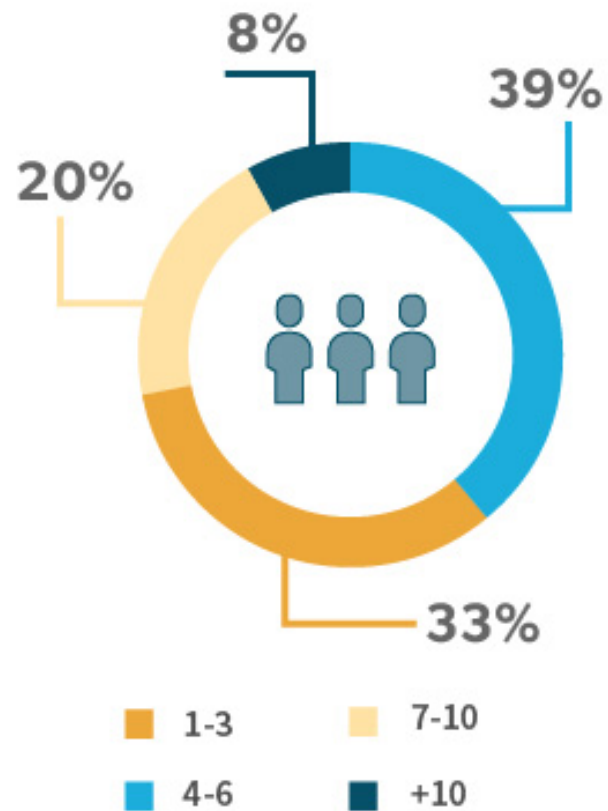
3 OUT OF 4

STUDENTS FIND COLLEGE REVIEW &
SCHOLARSHIP SITES VERY USEFUL



SAVVY CONSUMERS

Number of Colleges Applied to:



TOP 5 Activities on Mobile

Visited college website on mobile

81%

Scheduled campus visit

40%

Submitted college application

35%

Took virtual tour

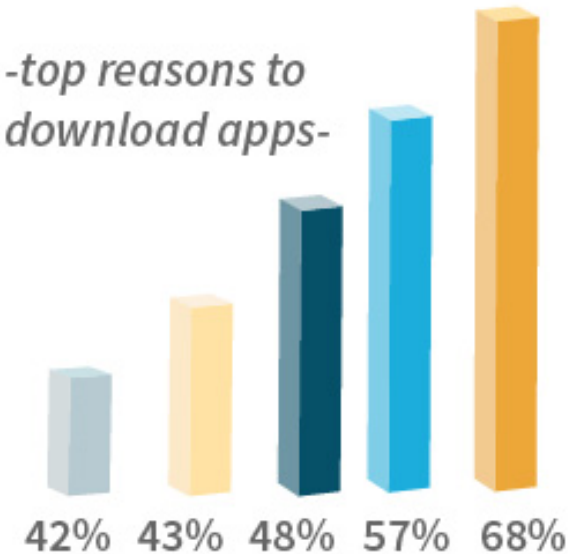
33%

Downloaded app from college

18%

App Happy :)

-top reasons to download apps-



- Updates on admissions information
- Learn college specific information
- Submit an application
- Communicate with college representatives
- Take a virtual tour



INSTANT GRATIFICATION

Expected Response Time from College Reps

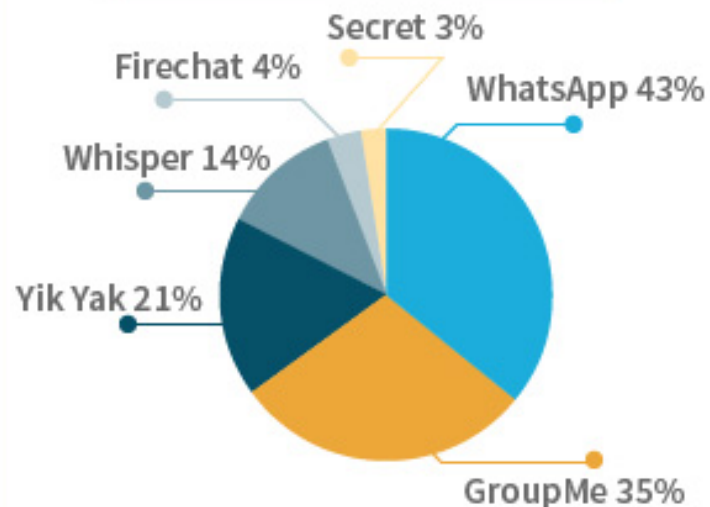
62%



PRIVACY SENSITIVE

Private Messaging Apps

Reserved for Friends,
Not Admissions



#socadm15

Source: Social Admissions Report survey of 1800 high school students registered to Chegg





vassaradmissions

2 weeks ago

I guess they aren't riding bikes to class



bouju_96, sydneyveronica, shermeen_r
like this.



jkmck

Sheltered bike racks would be cool!



kishaw

@jkmck possible senior gift?!



Leave a comment...

INSTAGRAM

I should confess, I'm scared of/for
people with selfie-sticks.





VINE

Caption underneath: "It's a beautiful day to feed the squirrels!"

Really? I thought we're not supposed to do that.





Yale University

New Haven, CT · www.yale.edu

This is the official Pinterest account for Yale University.

10
Boards

383
Pins

10
Likes

1,030
Followers

8
Following

business, law + society Yale University



26



Follow

campus + community Yale University



74



Follow

science + health Yale University



101



Follow

PINTEREST

I guess it's not just for shopping or wedding planning?



TWITTER

@LehighU: Hmm...#Lehigh over LafCol...how to convince...let me throw to this guy --> @AsaPackersGhost. And you too, @lehighadmission GO!

@lehighadmission: @LehighU @jazberry @AsaPackersGhost UG research, interdisciplinary, fac mentors, gorge campus, opps to be a leader, 250 clubs #enoughsaid

@AsaPackersGhost: @jazberry Klaudia, I won't belabor you with another recitation of brochure bullet points. | There's a whole world out there that needs people with vision, talent and most importantly tenacity. | And of course if you want to be in a "real" marching band, I have no idea why you'd even consider that other place. | Fact is, Lehigh is the stronger school with more powerful network and a challenging path to a better future. You want that? | Lehigh and that other place may be in the same state, but we're definitely not on the same level.

@jazberry: @lehighadmission @LehighU @AsaPackersGhost Can you tell me more about your Journalism department?

@JeremyLittau: @jazberry But as they say on Reddit, ask me anything.

@jazberry: @JeremyLittau Do you have any opinions on a Journalism/Global Studies double-major or GS minor?



[HOME](#)[SEARCH](#)

The New York Times

N

York City's Murderless Streak Ends at

MAN FEB. 15, 2015

New York City's streak of 12 days without a killing has ended.

A 28-year-old Queens man died on Saturday from gunshot wounds he sustained on Friday, the police said.

The man, Eric Roman, had been found at his home on 89th Street in Woodhaven, shot in the head, hand and leg. He died at Jamaica Hospital.

Welp. We tried.

The last homicide before that was on Feb. 1, when a 28-year-old man was fatally shot on West 136th Street in Harlem.

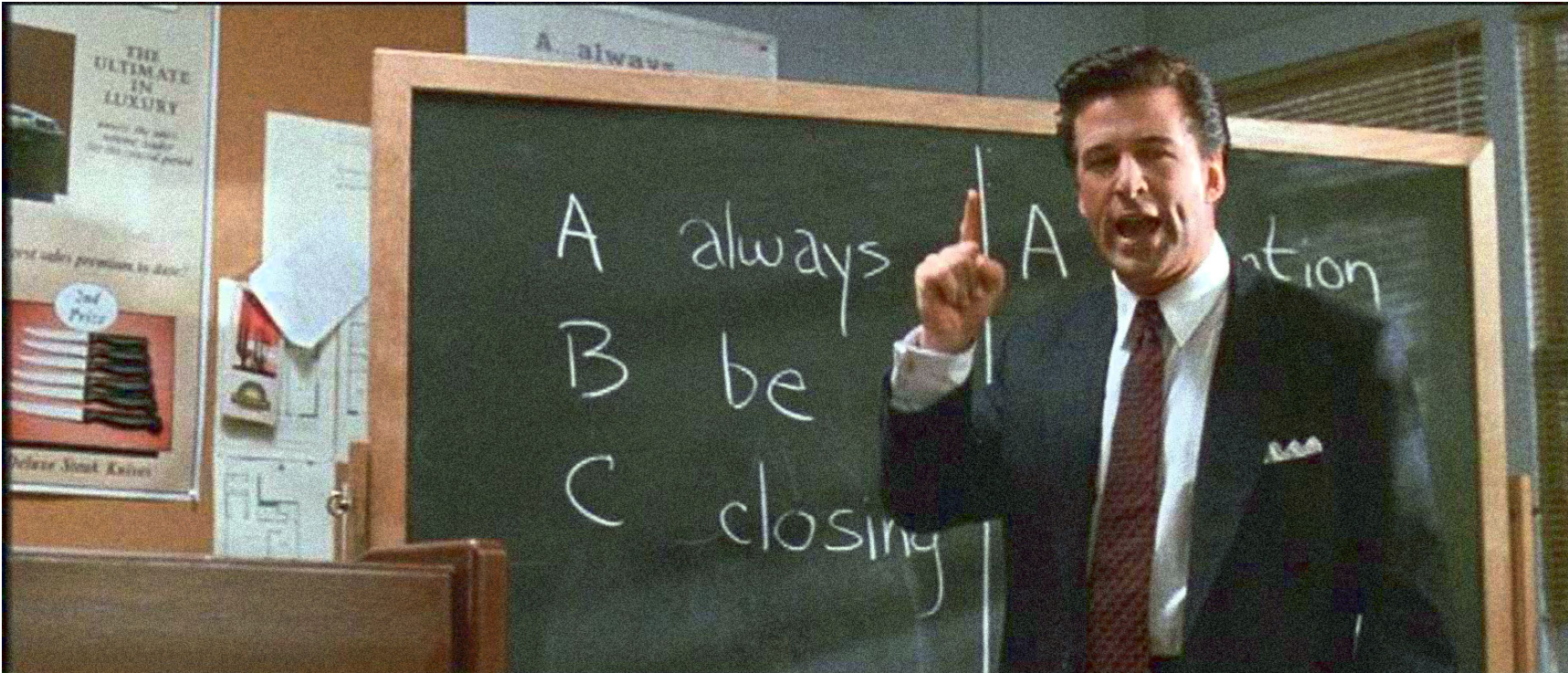
SNAPCHAT

Will someone explain this medium to me?

Can anyone?



IT'S BUSINESS...



College Board has data on 7 million students that it sells to 1,100 institutions each year.

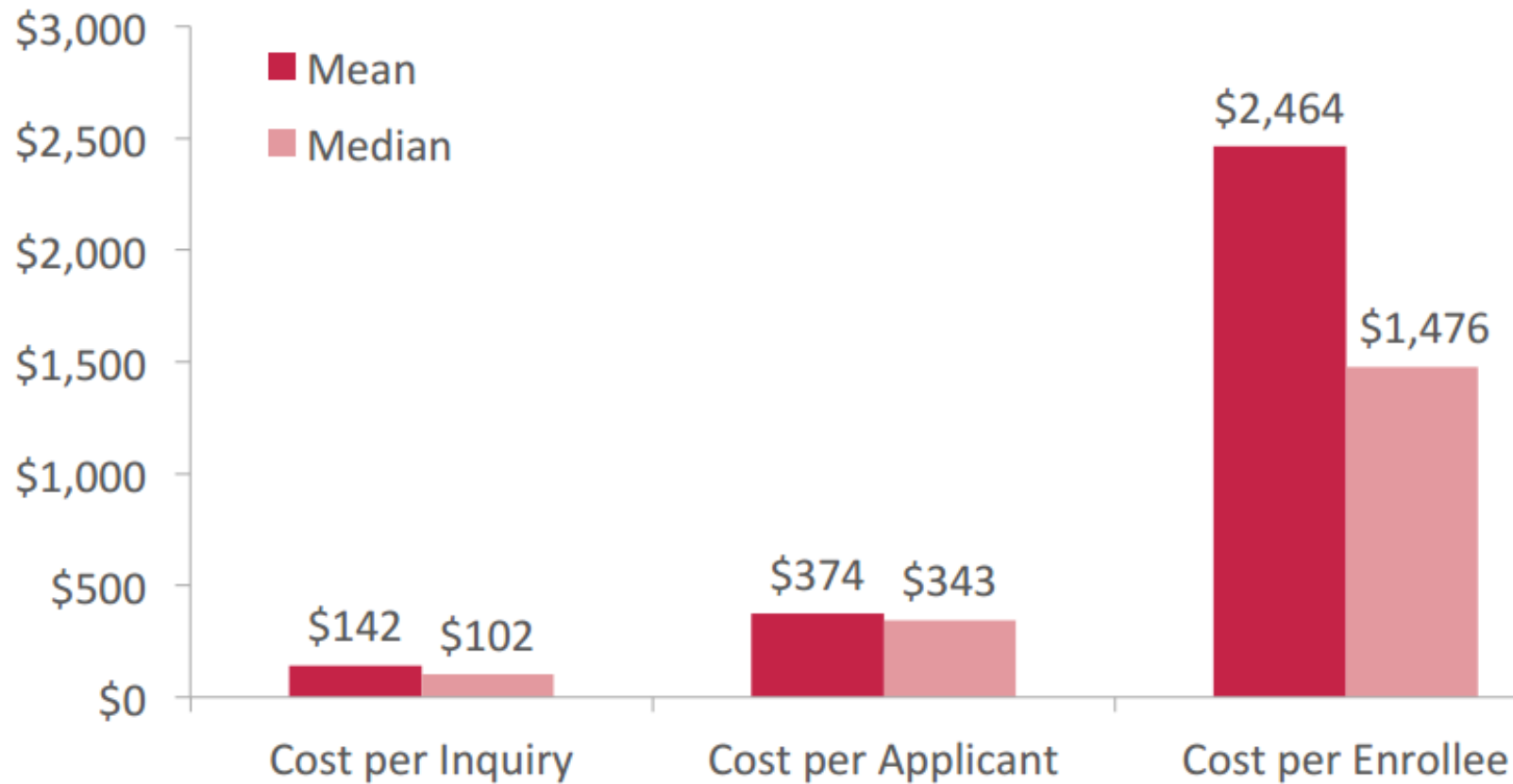
\$0.37 per name through College Board

\$0.38 per name through ACT



...NOTHING PERSONAL.

Cost to recruit and admit a student



Source: Eduventures Benchmarking

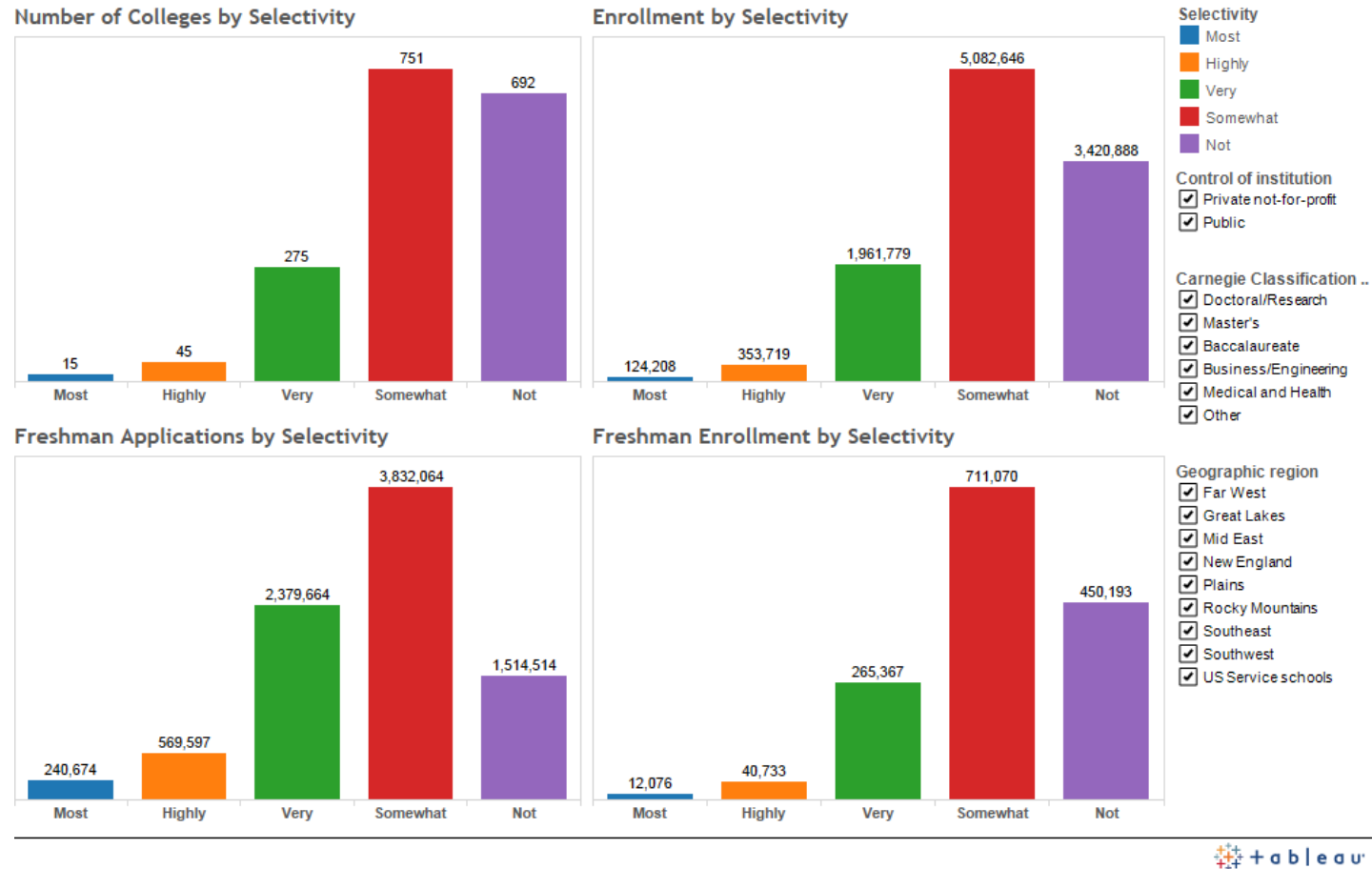
“The average response rate for the 2012-2013 Student Search cycle was 10.1%. Institutions participating in the study continued to use many of the best practices in Student Search. Enrollment professionals enlisted targeting strategies and creative design principles to increase Search response rates; institutions benefited from including sophomores and seniors, contacting students multiple times, using both mail and email channels, and including multiple response devices in their communications.”



BLING.



DON'T BELIEVE THE HYPE.



Data provided by Jon Boeckenstedt's Higher Ed Data Stories



WHERE YOU GO DETERMINES WHERE YOU GO?

1. Princeton U: \$137,000
2. Harvey Mudd C: \$135,000
3. Caltech: \$127,000
4. US Naval Academy: \$122,000
5. US Military Academy: \$120,000
6. Lehigh U: \$118,000
7. MIT: \$118,000
8. Babson C: \$117,000
9. NYU-Poly: \$117,000
10. Stanford U: \$114,000

Data from PayScale.com: full-time with 10 years of experience in their field



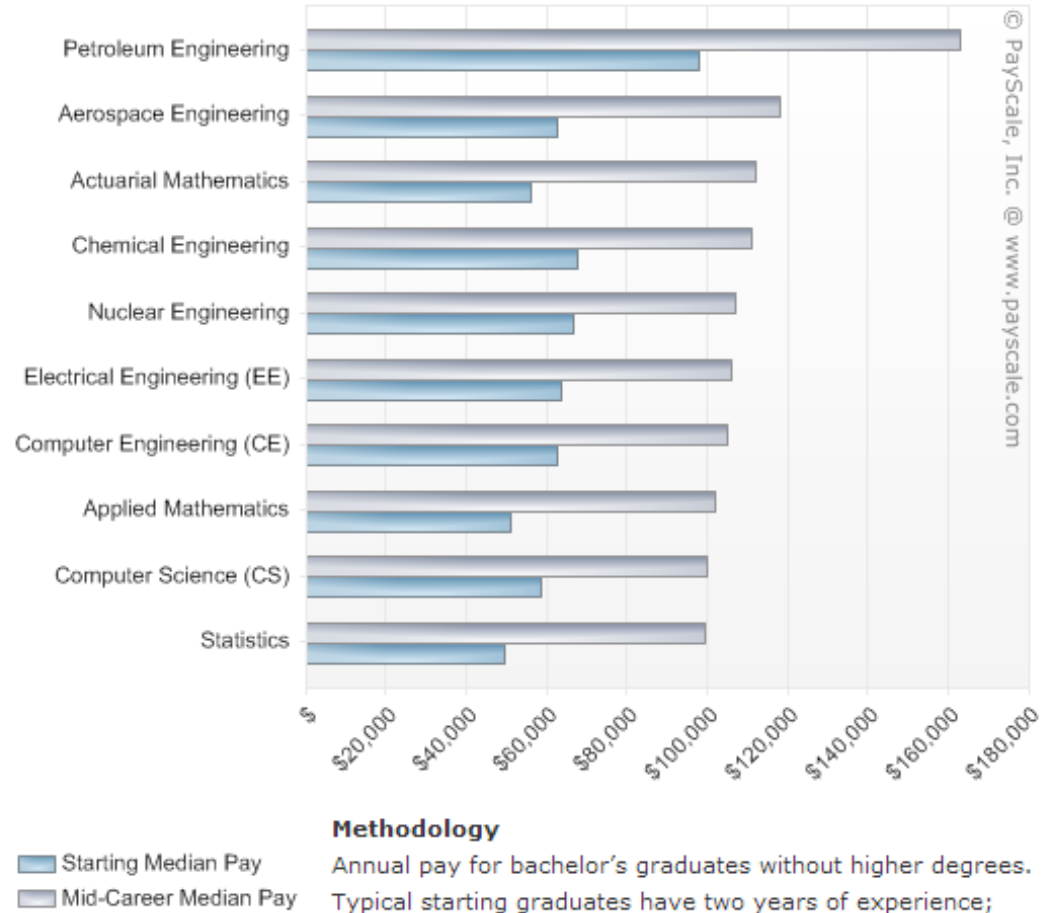
PROBABLY LESS THAN YOU THINK...

- 13. Colgate U/Dartmouth U/Harvard U/U of Notre Dame
- 17. Brown U/SUNY Maritime
- 19. Washington & Lee/Santa Clara U
- 21. C of the Holy Cross
- 22. Colorado School of the Mines/Columbia U/RPI/Yale
- 26. Amherst C/Loyola U of Maryland
- 31. UC Berkeley/Cooper Union/Wake Forest U
- 54. U of Southern California
- 59. Georgetown U
- 60. CalPoly SLO
- 65 California C of the Arts & UCSD
- 89 UC Davis & UCLA



WHAT DOES MATTER?

Top 10 Majors by Salary Potential



DOCTORS IN EVERY HOUSE

UNDERGRADUATE ORIGINS OF PH.D.S

PERCENTAGE RANKING OF PH.D.S, BY ACADEMIC FIELD,
CONFERRED UPON GRADUATES OF LISTED INSTITUTIONS

Rank	All Disciplines	All Disciplines (Women Only)	History	Life Sciences
1	Calif. Inst. of Tech.	Calif. Inst. of Tech.	Reed	Calif. Inst. of Tech.
2	Harvey Mudd	Harvey Mudd	Carleton	Reed
3	Reed	Swarthmore	Yale	Swarthmore
4	Swarthmore	Reed	Pomona	Harvey Mudd
5	MIT	MIT	Bryn Mawr	Univ. of Chicago
6	Carleton	Carleton	Oberlin	MIT
7	Grinnell	Pomona	Univ. of Chicago	Kalamazoo
8	Bryn Mawr	Univ. of Chicago	Swarthmore	Carleton
9	Univ. of Chicago	Bryn Mawr	Wesleyan	Haverford
10	Oberlin	Princeton	Williams	Grinnell

Rank	Math and Statistics	Physical Sciences	Anthropology	Chemistry
1	Calif. Inst. of Tech.	Calif. Inst. of Tech.	Bryn Mawr	Harvey Mudd
2	Harvey Mudd	MIT	Beloit	Calif. Inst. of Tech.
3	Reed	Reed	Grinnell	Wabash
4	Univ. of Chicago	NM Institute Mining & Tech.	Reed	Reed
5	MIT	Carleton	Univ. of Chicago	NM Institute Mining & Tech.
6	Harvard	Rice	Pomona	Carleton
7	Pomona	Univ. of Chicago	Wesleyan	Univ. of Minnesota Morris
8	Rice	Wabash	Marlboro	Wooster
9	Princeton	Grinnell	Haverford	Kalamazoo
10	Swarthmore	Princeton	Harvard	Transylvania



MAKE RANKINGS WORK.



http://www.washingtonmonthly.com/college_guide/

<http://www.kiplinger.com/fronts/special-report/college-rankings/index.html>

<http://www.timeshighereducation.co.uk/world-university-rankings/2014-15/world-ranking>



ASK QUESTIONS ABOUT YOURSELF.

Latin. — Andrews' Latin Reader; Virgil's Bucolics, and 6 books of the Æneid; Cæsar's Commentaries, or Sallust; Cicero's Select Orations, (Folsom's or Johnson's Edition;) Andrews and Stoddard's Latin Grammar, including Prosody; Arnold's Latin Prose Composition, to the Dative.

Greek. — Felton's or Jacob's Greek Reader, (or, 4 books of Homer's Illiad, with 3 books of Xenophon's Anabasis;) Sophocles', Crosby's, or Kühner's Greek Grammar, including Prosody; Arnold's Greek Prose Composition, to the Moods; Writing of Greek Accents.

■ What
Makes
You
Happy?



Know Yourself

Answer 10 Questions and Discover Your Future

Finding out what you want to be in the future involves knowing who you are today. A self-inventory can help you plan for college and a career.

[Start slide show](#)

It was intimidating to apply since I was undocumented



Gabriela, college junior

Students Speak: How I Chose My Next Step

What college do I want to attend? What major should I

6 Steps to Get the Most Out of a Campus Visit

A campus visit can help you make decisions about what you're looking for in a college. Find out what you can do to get the best experience from your campus visit.

[Start slide show](#)



Why is college an important next step?

Chio Flores, Director, Office of Financial Aid & Scholarships, Washington State University

Experts Speak: Knowing Yourself Can Help You Plan Your Future

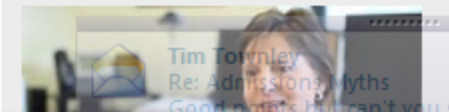
COLLEGE SEARCH STEP-BY-STEP

There's no magic formula for choosing a college, but there are steps you can take to find a good fit. Use this tool to start your journey.

[Go](#)

EXPERT Q&A

How should you start a college search?



WAIT. REALLY?

- “We hope that by the time you arrive at college you will love reading for its own sake, and that you will have gone beyond the books you have been required to read into areas of your own interest – fiction, biography, essays, or poetry – and that you will come to care about manner, as well as matter. Besides reading novels for what they can tell you about life in times and places other than your own, you will notice how authors treat different problems or how they treat the same problems in different ways. Authors vary in the social classes they explore, in the sort of characters they invent, and in how they tell a story. Your reading should lead to reflections on these differences. In at least one area, let your reading be as deep as you can make it. For example, read five novels of one author and see how the formal explorations of fictional possibilities within the novels change in the course of the author's life.”
 - From “Choosing Courses to Prepare for College” from Harvard College



MSUSWGSS. (THAT'S NOT A TYPO.)

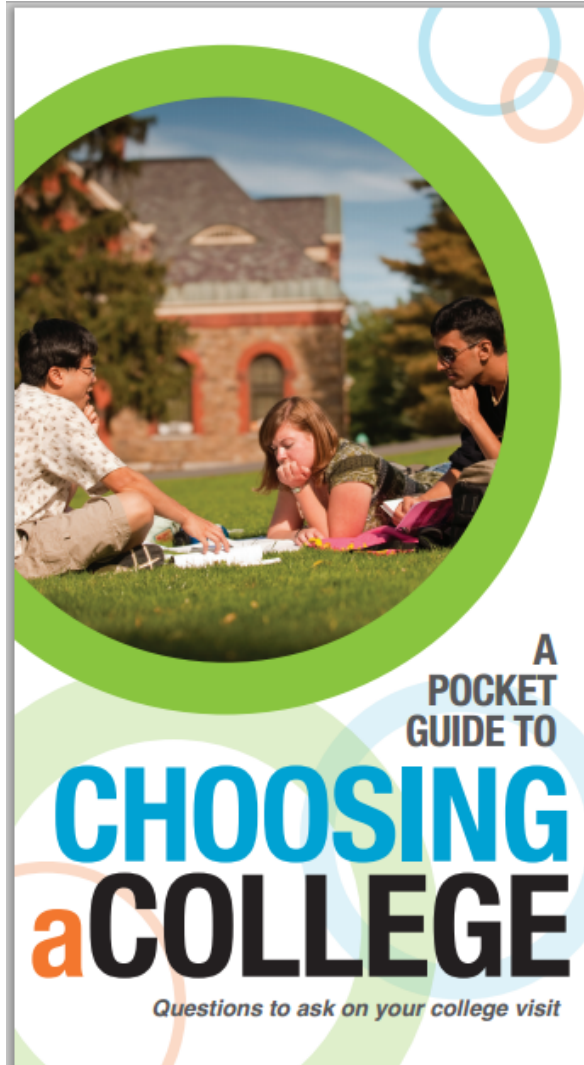


C.R.E.A.M.

- WICHE/Western Undergraduate Exchange (Ask Gary B for details.)
- <http://media.collegeboard.com/digitalServices/pdf/professionals/colleges-and-universities-that-meet-100-percent-of-financial-need.pdf>
- <http://www.finaid.org/>
- <http://www.fastweb.com/>



ASK QUESTIONS OF THE COLLEGE.



ACADEMICS



Challenging intellectual and creative work is important to student learning. Better colleges and universities emphasize the importance of academic effort and have high expectations of their students.

To find out how challenging the academic programs are, ask...

- ☐ How much time do students spend studying each week?
- ☐ Do courses challenge students to do their best?
- ☐ How much writing is expected?
- ☐ How much reading is expected?
- ☐ Do class discussions and assignments include the perspectives of diverse groups of people?
- ☐ Are students expected to use numbers or statistics throughout their coursework?
- ☐ How often do students make course presentations?



HIT THE ROAD.



VIRTUAL REALITY.

- <http://www.youniversitytv.com/>
- <http://www.ecampustours.com/>
- <http://www.youvisit.com/>



DIGGING DEEPER.

- College Information
 - <https://bigfuture.collegeboard.org/>
 - <http://www.princetonreview.com/>
 - <http://www.unigo.com/>
 - <https://colleges.niche.com/>
(formerly College Prowler)
- Books:
 - *The Fiske Guide to Colleges*
 - *The Princeton Review's The Best 378 Colleges*



TIMELINES.

Take a Next Step

Tell us what grade you're in and we'll give you some ideas for getting started.

Freshman/Sophomore



Go

Learn why you shouldn't rule out colleges with high costs:
[Financial Aid: How It Works >](#)

Pick three questions to ask your counselor or teacher:
[Twenty Questions to Ask Your School Counselor >](#)

Keep your college options open by working hard. Choose a college and make sure you're taking the classes you need to get in:
[Academic Tracker >](#)

Identify three careers that require a college degree:
[Matching Careers to Degrees >](#)

Get a feel for campus life — visit a local college:
[Colleges Near You >](#)

Find a mentor and stay on track. Start by talking to a teacher, counselor, coach, neighbor or family friend — someone supportive with experience you can learn from.

Graduate and go!

How many college options does a high school diploma give you? Hint: It's more than you think.

[See how many college options you have.](#)

www.Collegewise.com

<http://youcango.collegeboard.org/next-steps>

<https://bigfuture.collegeboard.org/make-a-plan>





Thank you!



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Collegewise

