

2016 WACAC ANNUAL CONFERENCE

SEACHANGE

IN COLLEGE ADMISSIONS

LOYOLA MARYMOUNT UNIVERSITY, LOS ANGELES • JUNE 1-3, 2016

NO MORE WALKING BACKWARDS: MOVING THE COLLEGE TOUR FORWARD



Katherine Folkman
Collegewise

Gregg Murray
Viewpoint School



WHO ARE WE? |

Activity Instructions

- Imagine you are a high school senior finalizing your college list
 - Read each college description on the following slide
- Your college counselor has instructed you to add only one college to Naviance
- When prompted, please stand-up for the college you would most like to attend

WHERE DO YOU STAND? |

College A

One of the great institutions of learning in the world. A campus known for diversity, academic disciplines and excellence, it is also an institution that lives by its intellectual curiosity, and fosters a willingness to challenge what is blindly accepted, and seek what is quantitatively true. We are a place where learning is fluid and ever-changing, where the river of knowledge pushes us in unconventional and unexpected directions. Yet, we also remain anchored by the centuries of traditions that have proved essential in developing our academic foundations.

12,500 Undergraduate Students. 5 Schools. 22 Majors. 35 Minors. 268 Acre Campus. 12 Greek Organizations.

College B

One of the world's leading teaching and research universities. Since its opening, this institution has been dedicated to finding solutions to big challenges and to preparing students for leadership in a complex world. It is known for its entrepreneurial character. Areas of excellence range from the humanities to social sciences to engineering and the sciences.

7,000 Undergraduate Students. 7 Schools. 68 Majors. 8,100 Acre Campus. 31 Greek Organizations.

College C

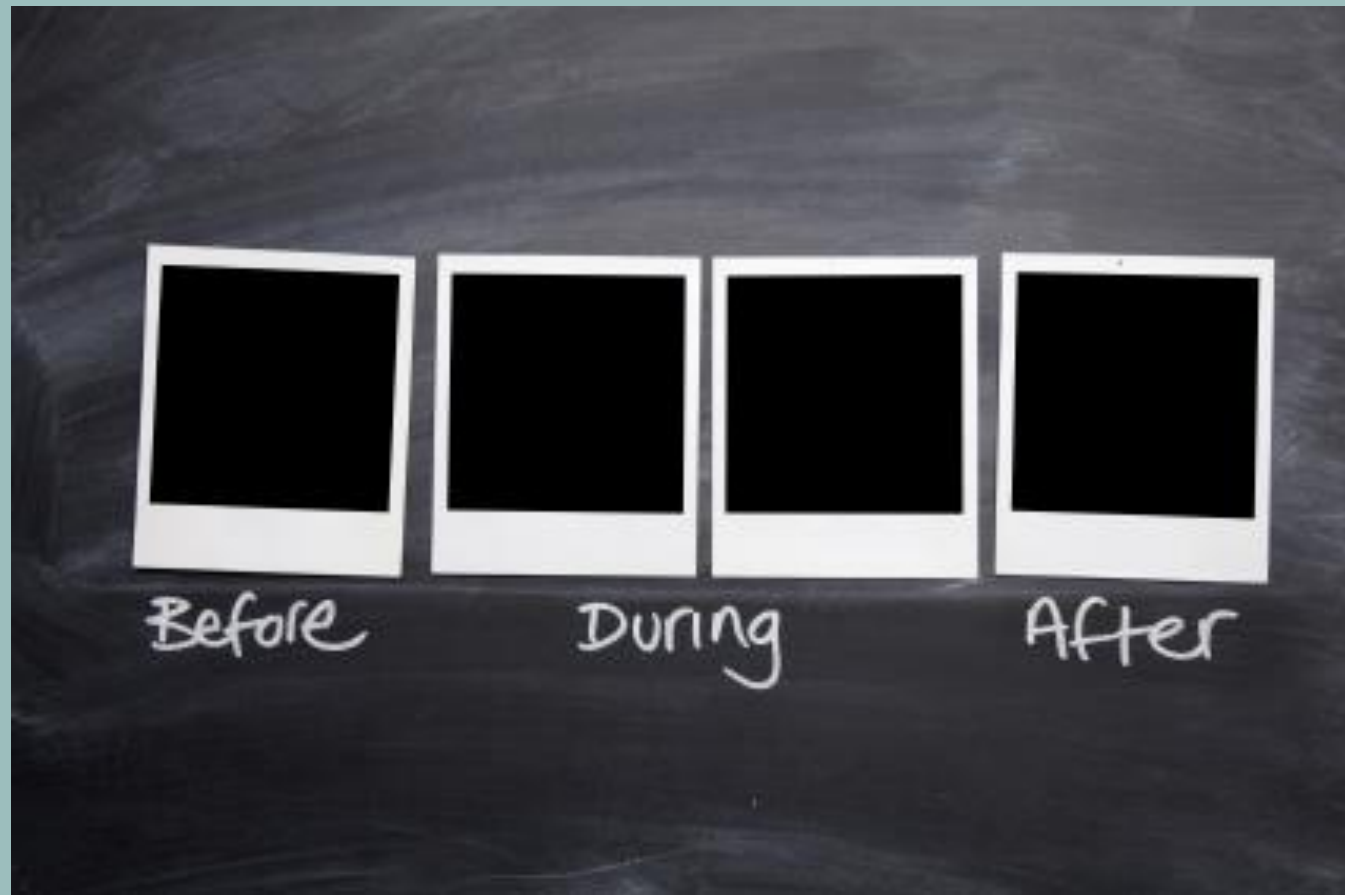
We offer an outstanding and unique educational experience. We pride ourselves on preparing students for careers in the 21st century. College C is one of the most affordable institutions of higher education in the world. Our state of the art facilities have won numerous architectural and sustainability awards, as has our beautiful Quad. Our award-winning faculty works closely with students to ensure their success, and we have numerous student services to help students meet their goals.

29,500 Undergraduate Students. 80+ Majors. 38 Acre Campus. No Greek Organizations.



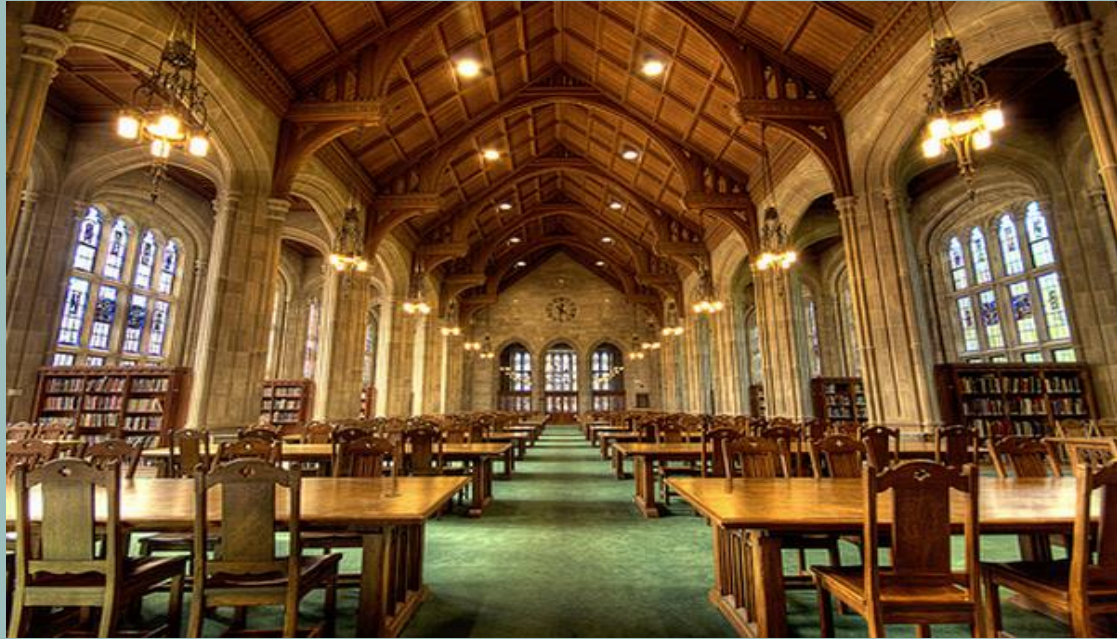
- Rethink the traditional college campus tour
- Offer constructive feedback to college admission offices
- Provide college counselors resources to better equip students
- Enable students to become more well informed and find their fit!

SESSION PURPOSE



WHAT TO DO? |

What do they have



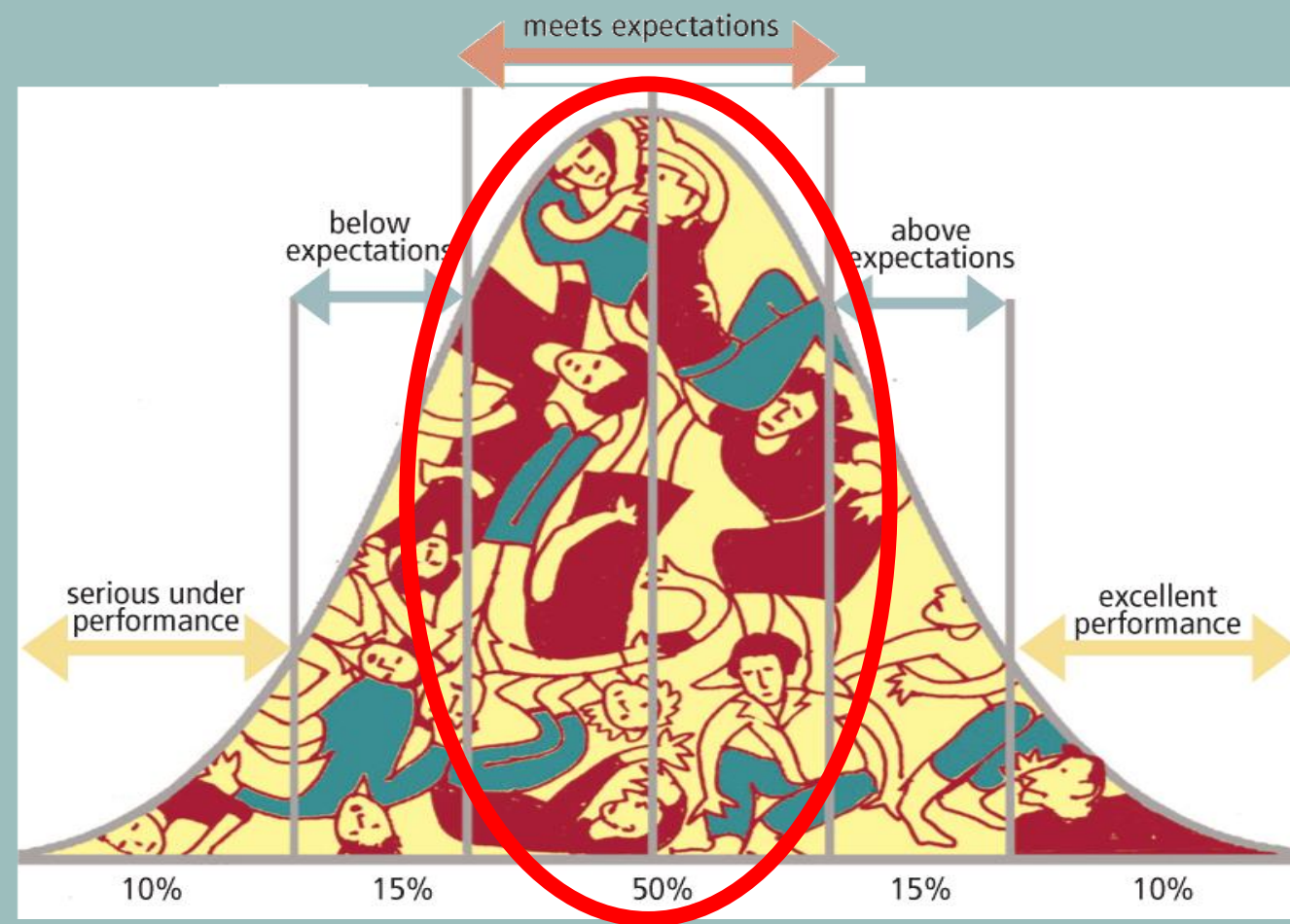
What do I want



HAVES AND HAVE NOTS

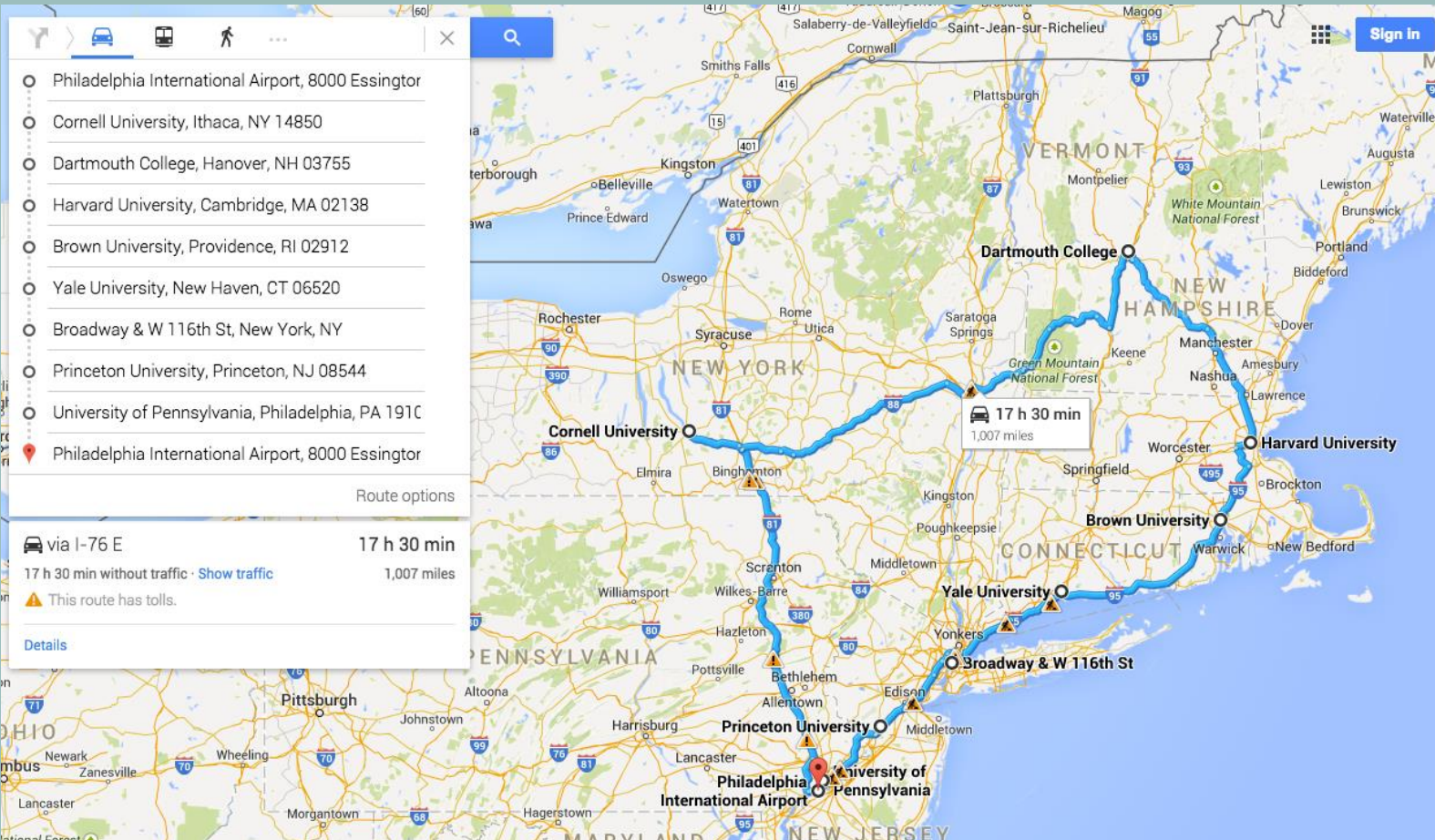
Before the tour for students

- Define what are YOU looking for in an applicant
- Describe attributes of students who thrive and the atmosphere they will encounter, socially and academically
- Provide examples of students in the middle 50%, not just those in the top 10%
- Be as transparent as possible about opportunities vs. realities



CAPTURE YOUR INTANGIBLES

Before the tour for admission offices



Browsing

- Easy
- Stress free
- Low cost
- Minimal time commitment

Test Driving

- Requires advanced planning
- Expensive

Tips

- Engage in self-reflection

BROWSING VS. TEST DRIVING

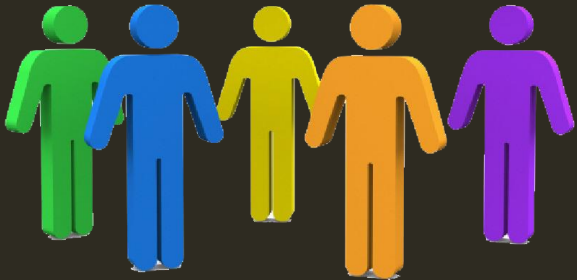
Before the tour for students

ACTIVE RESEARCH

Google Earth
Common Data Set
Net Price Calculator
LinkedIn
Clery Report

PASSIVE RESEARCH

Facebook
Instagram
YouTube
Pinterest
Admission Blogs RSS



FRIENDS AND STALKERS

Before the tour for students

C. FIRST-TIME, FIRST-YEAR (FRESHMAN) ADMISSION- [REDACTED] CAMPUS (continued)

Freshman Profile

C9. Percent and number of first-time, first-year (freshman) students enrolled in Fall 2015 who submitted national standardized (SAT/ACT) test scores. Include information for all enrolled, degree-seeking, first-time, first-year (freshman) students who submitted their test scores.

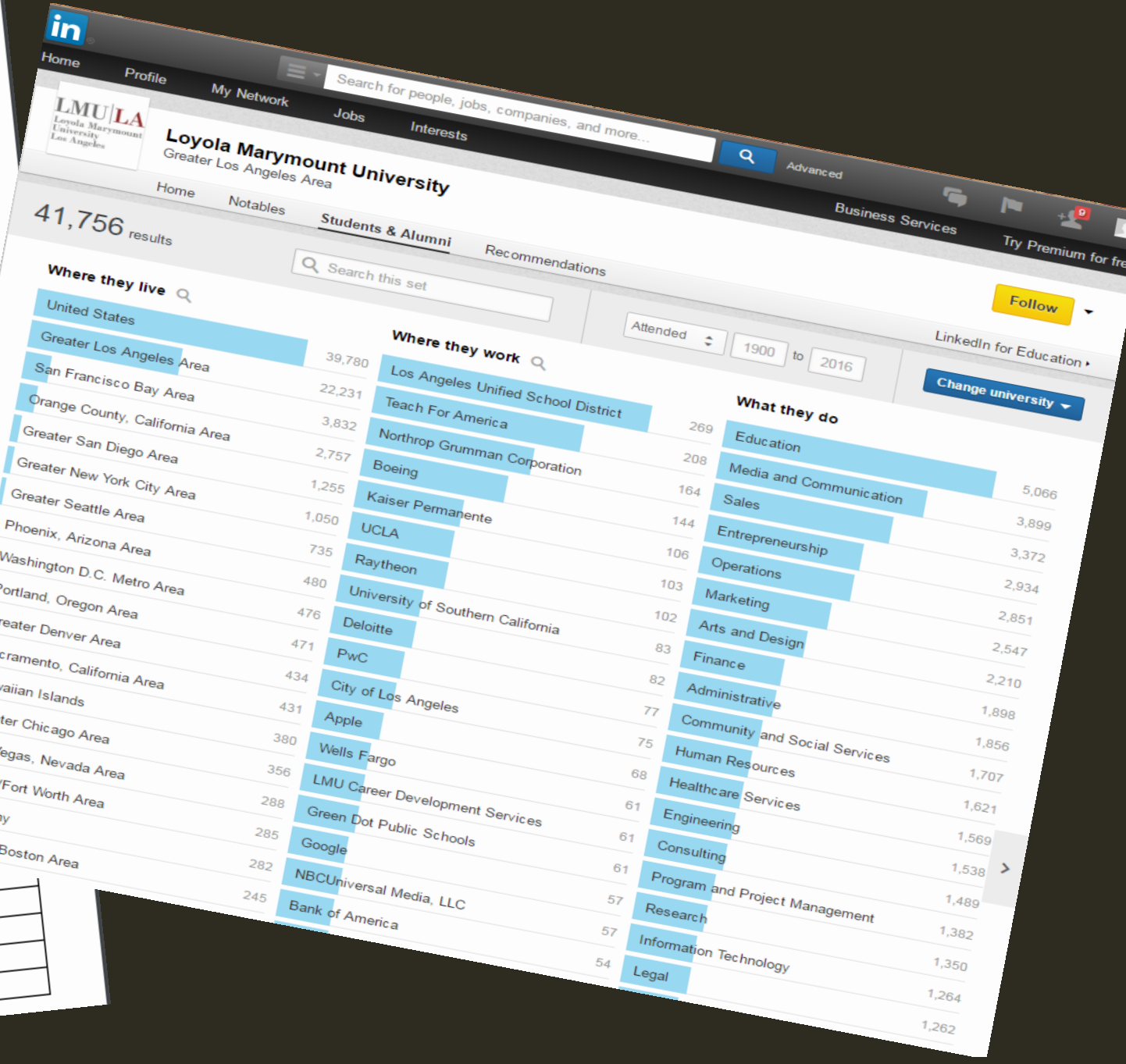
	Percent Submitting	Number Submitting
SAT	84%	1,316
ACT	37%	590

	25th Percentile	75th Percentile
SAT Critical Reading	650	740
SAT Math	710	800
SAT Writing	670	760
SAT Essay	31	34
ACT Composite	31	35
ACT Math	31	35
ACT English	31	35
ACT Writing	—	—

Percent of first-time, first-year (freshman) students with scores in each range:

	SAT Critical Reading	SAT Math	SAT Writing
700-800	52%	79%	62%
600-699	41%	17%	32%
500-599	6%	3%	6%
400-499	1%	1%	0%
300-399	0%	0%	0%
200-299	0%	0%	0%

	ACT Composite	ACT English	
30-36	86%	85%	1%
24-29	13%	14%	1%
18-23	1%	1%	0%
12-17	0%	0%	0%
6-11	0%	0%	0%
Below 6	0%	100%	100%



USC Traditions

Unfollow board

9 Pins

252 Followers

USC Admission



USC football games are famous for, among other things, the appearance of Traveler, a noble white steed bearing a "Trojan warrior" into the arena.

4 2

Saved by USC Admission



Now a campus landmark fondly nicknamed "Tommy Trojan," this life-size bronze statue of a Trojan warrior was unveiled on June 6, 1930, as part of USC's 50th birthday celebration.

3 1

Pinned from flickr.com



The university's seal displays three torches, representing the arts, the sciences and philosophy

1 1

Pinned from about.usc.edu



The "Trojan" tradition originated in 1912 with Los Angeles Times sportswriter Owen Bird, who likened the fighting spirit of USC athletes to that of the ancient Trojans.

2 1

Pinned from about.usc.edu



Palman qui meruit ferre
whoever earns the p

1

Saved by USC Admission



Colors Cardinal and Gold. Before 1895, USC's official color was gold, and the College of Liberal Arts had its own color - cardinal. In 1895, both colors were adopted as USC's official colors.



"All Hail" was written by Al
for the finale of a student
Campus Frolics of 1923

1



Trojan Marching Band The history of the "Spirit of Troy," the USC marching band, goes back to the inception of the university in 1880.

Figure 38. Sample Crime Statistics Reporting Table

OFFENSE	YEAR	ON-CAMPUS PROPERTY	ON-CAMPUS STUDENT HOUSING FACILITIES	NONCAMPUS PROPERTY	PUBLIC PROPERTY
MURDER / NON-NEGLIGENT MANSLAUGHTER					
NEGLIGENT MANSLAUGHTER					
SEX OFFENSES, FORCIBLE					
SEX OFFENSES, NON-FORCIBLE					
ROBBERY					
AGGRAVATED ASSAULT					
BURGLARY					
MOTOR VEHICLE THEFT					
ARSON					
ARRESTS: WEAPONS: CARRYING, POSSESSING, ETC.					
DISCIPLINARY REFERRALS: WEAPONS: CARRYING, POSSESSING, ETC.					
ARRESTS: DRUG ABUSE VIOLATIONS					
DISCIPLINARY REFERRALS: DRUG ABUSE VIOLATIONS					
ARRESTS: LIQUOR LAW VIOLATIONS					
DISCIPLINARY REFERRALS: LIQUOR LAW VIOLATIONS					

Info Sessions
Campus Tours
Overnight Stay
On-campus Interviews
Meet with Coaches
Attend a Class
Cheer on an Athletic Event
Buy Tickets for Performing Arts
Eat in a Dining Hall

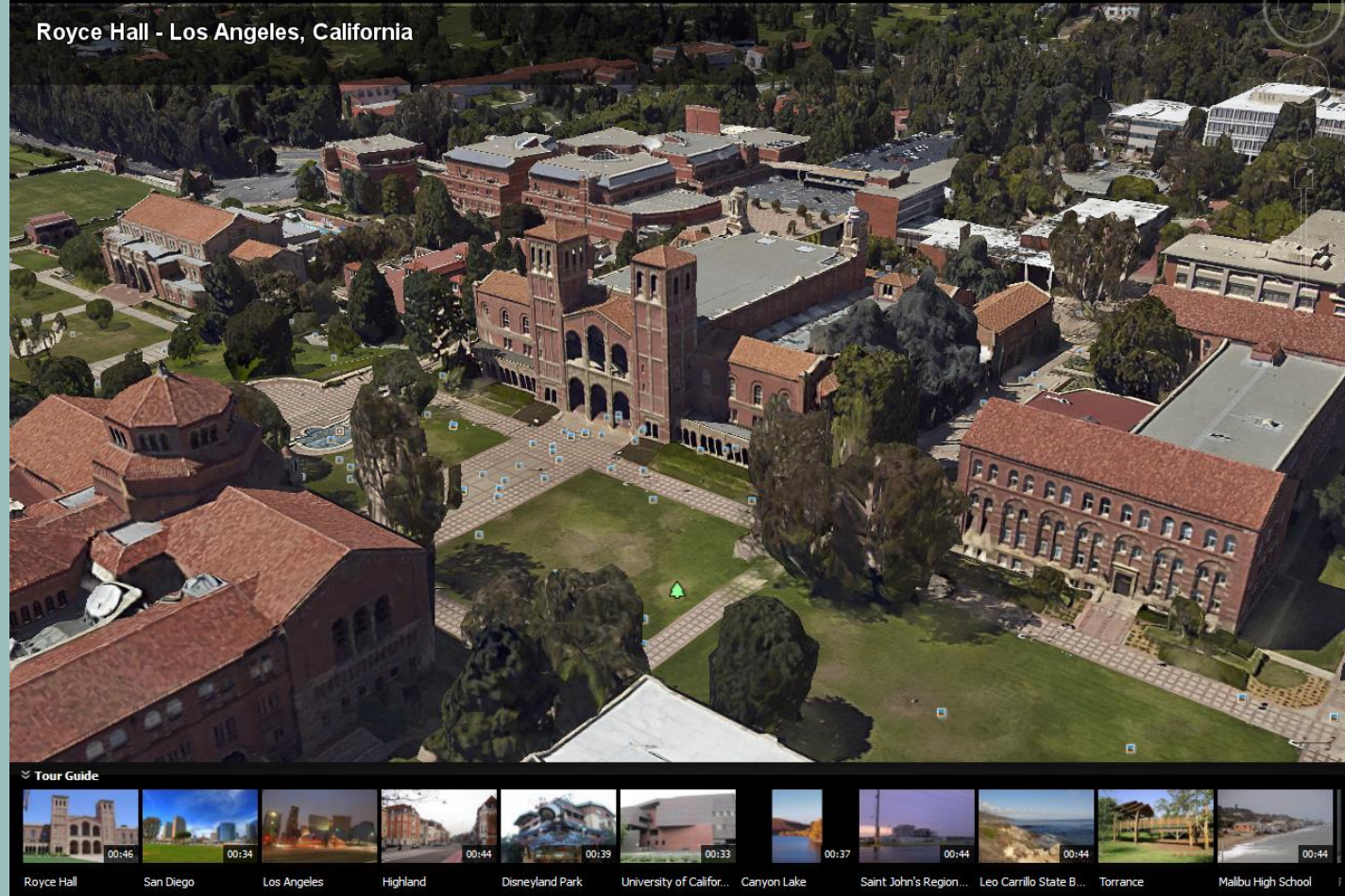
Engage at Student Union Resource Fairs
Visit your Department for Academic
Advising Handouts
Read the School Newspaper
Take Photos of Activities Bulletin Boards
Email Student Club Leaders
Go to Stonewall Center
Check out Hillel
Go to the Financial Aid Office



DIGGING DEEPER

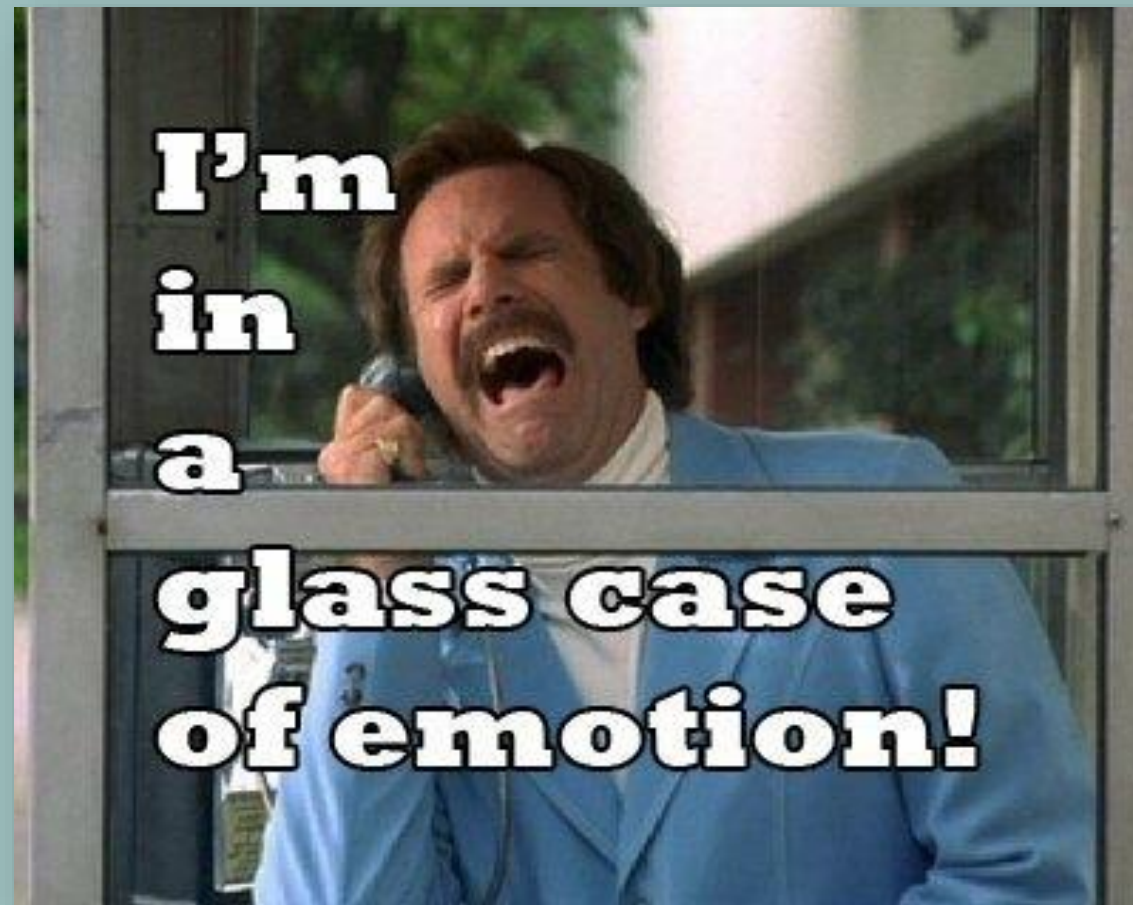
During the visit for students

- “We have a brand new school of management over there”
- “Inside this building is our state of the art recreation center”
- “Our dining hall is so good, if you get a chance you should check it out”
- “100% of our classes are taught by tenured faculty”
- “You can start any club you want, we even have a quidditch team”
- “Internships? Yes, we have those, just go to career services...”



SHOW, DON'T TELL

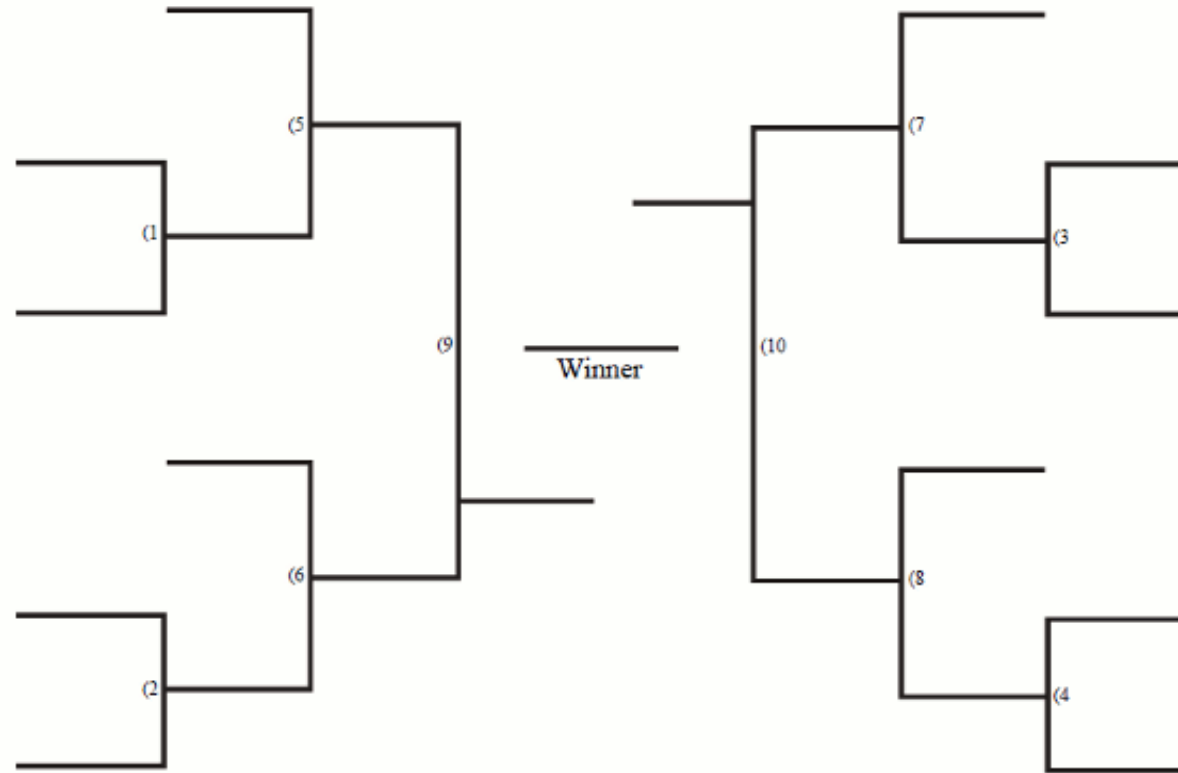
During the visit for admission office



ACKNOWLEDGE THE PANIC

After the visit for admission office

12 Team Single Elimination



COLLEGE IS A RACKET, SO TRY A
DECISION BRACKET

After the visit for student



What do you recommend?

DISCUSSION |



If you would like a copy of the Collegewise Guide to College Visits, please leave your contact info with us or email katherinef@collegewise.com

THANK YOU!

Katherine Folkman
Gregg Murray