



PRESENTED BY
COLLEGEWISE

College Admissions From A-to-Z



Poll time!

Who is joining us today?

COLLEGEWISE MISSION



Our mission to families and educators

“—

| Is to be the **most trusted source** of
expert advice to help students
access the transformative power of
higher education. —”

WHO ARE WE?

Since 1999, Collegewise has mastered simplifying the college application process for students. Here's why 28,000+ families have trusted Collegewise:



**Personalized
Approach**



**Seasoned
Experts**



**Referral
Based**



**Local
Knowledge**



**Global
Expertise**



**Collective
Wisdom**



AS SEEN IN



Forbes

The
New York
Times

BUSINESS
INSIDER

GOOD
MORNING
AMERICA

The
Washington
Post

YOUR PRESENTERS



Kevin McMullin

Founder and Chief Education Officer at
Collegewise

- Founded Collegewise in Irvine, California in 1999
- Has spoken at more than 500 college admissions events
- Has over 20 years of experience in the admissions space
- Author

YOUR PRESENTERS



Brenna Heintz

Collegewise Counselor and Former
Admissions Officer

- Tufts University and the University of Pennsylvania graduate
- Former MIT and Swarthmore admissions officer
- Currently supports Collegewise students through the admissions process

YOUR PRESENTERS



Christopher Logan

Collegewise Counselor

- Yale University graduate & two-time recipient of the Yale's Light Fellowship
- Author of Collegewise's Race-Based Affirmative Action in College Admissions guide
- Currently supports Collegewise students through the admissions process

WHAT YOU'RE HEARING



**ELITE COLLEGE ADMISSIONS ARE
TOUGHER THAN EVER, PERFECT
GRADES DON'T SUFFICE**

**ELITE COLLEGES
REPORTING RECORD
LWS IN ADMISSION**

**COLLEGES WHERE ACCEPTANCE
RATES HAVE DECREASED THE
MOST SINCE 2001**

**HOW TO GET INTO THE IVY
LEAGUE, 'EXTRAORDINARY' ISN'T
ENOUGH THESE DAYS**

THE REALITY

01

There are over 4,000 4-year colleges and universities in the United States.

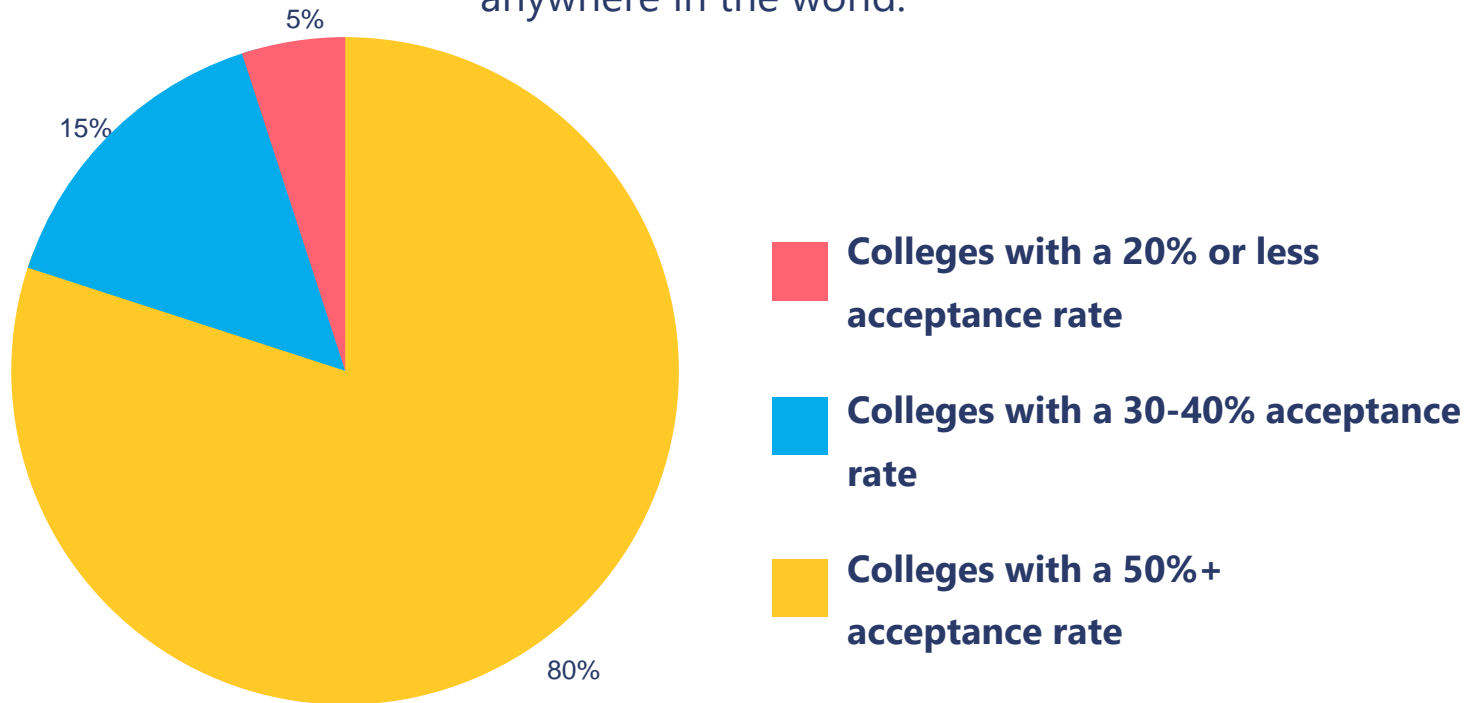
02

Colleges accept, on average, 2/3 of their applicants.



ACCEPTANCE RATES

The United States has the most open and accessible system of higher education anywhere in the world.



THE REALITY

01 There are over 4,000 4-year colleges and universities in the United States.

02 Colleges accept, on average, 2/3 of their applicants.

03 Seventy-two percent of all undergraduate students received some type of financial aid in 2019–20.



HOW TO ENGAGE IN COLLEGE PLANNING

Don't assume you aren't eligible.

- Don't take yourself out of the running by assuming you won't be admitted to a specific college.



Begin by investigating the public universities in your state.

- Most give admissions preference and lower tuition to in-state students.
- Academic requirements are a good proxy for college eligibility.



**What do colleges
evaluate?**

ACADEMICS



COURSE SELECTION

Always evaluated in the context of what was available to you.

Pro Tip: Always challenge yourself in the subject you enjoy most.

GRADES

Sophomore and junior years are most the important.
Some colleges also evaluate your 12th grade 1st semester grades.

Pro Tip: Colleges pay attention to trends in grades, giving time to improve.

COLLEGEWISE PRO TIP:

Students can also explore external courses online or at a community college.

TEST SCORES



01

Why do colleges use them?

- Many colleges want a common yardstick.

02

College preference on standardized tests

- Explore testing options and college requirements.

03

Plan and prepare. Utilize test prep resources.

- Standardized test scores can be improved with preparation and practice!

COLLEGEWISE

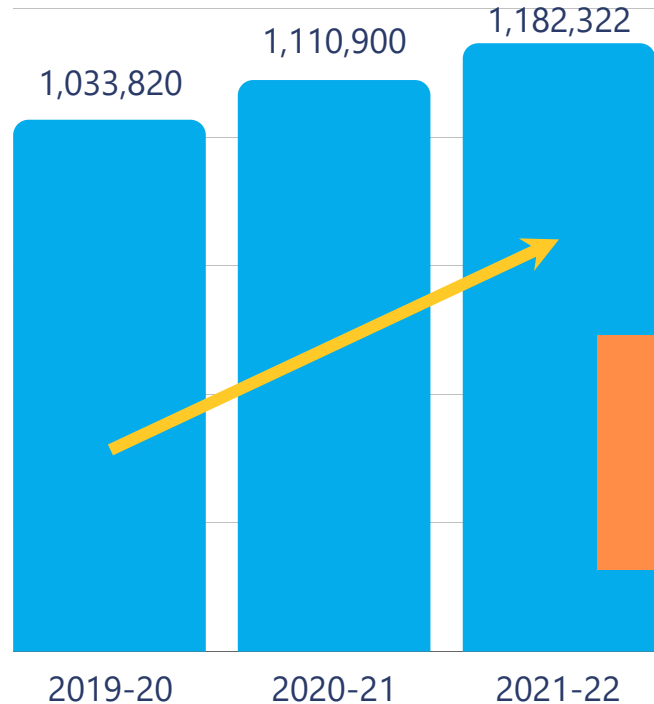
PRO TIP:

Research testing policies and average scores for admitted students at the colleges that interest you.

APPLICATION EVALUATION



Common App applications per year



Why do colleges stop here?

Many colleges receive too many applications to do a more personal evaluation.

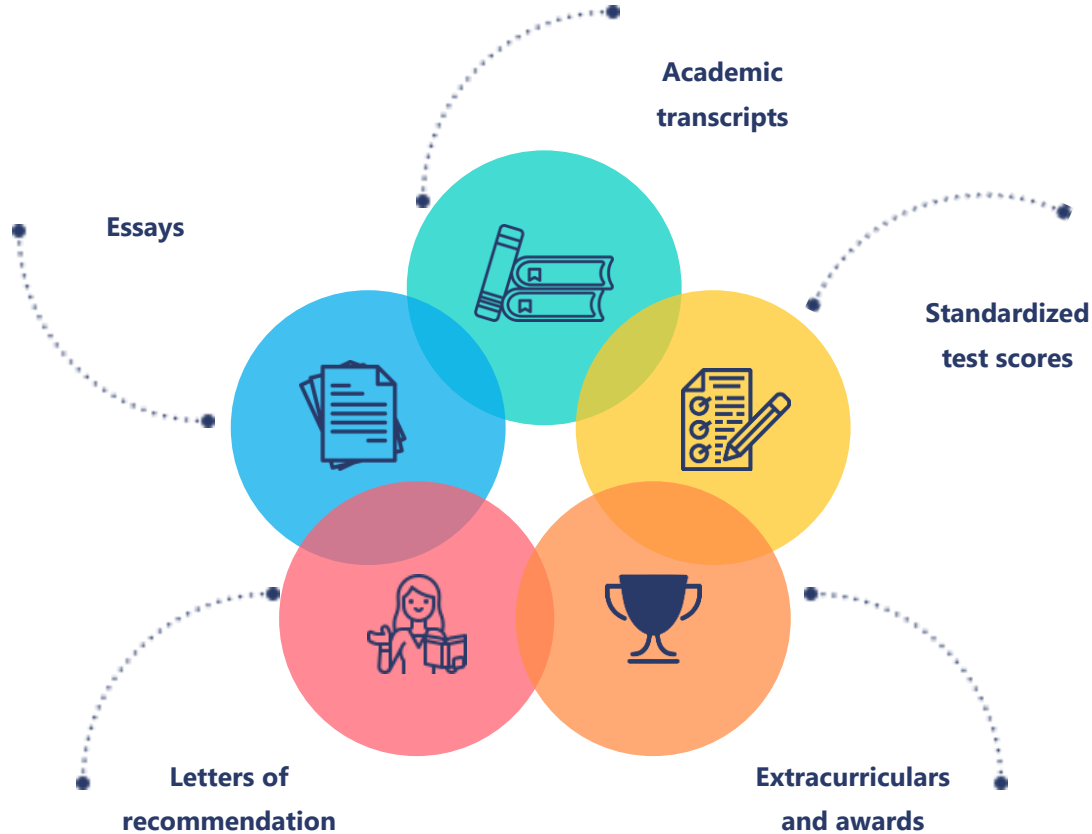
**Many colleges
stop their
evaluation here.**

Visit "[Application Requirements.](#)" Check if the schools ask for activities, essays, or letters of recommendation. If not, they only use the criteria we've described.

HOLISTIC ADMISSIONS

ACT[®]

COLLEGE
WISE




ACTIVITIES



An extracurricular is any activity that isn't required for high school credit or part of a student's classroom academics.



 **Collegewise Pro Tip:** Choose activities that matter to you. Colleges don't have an activity checklist you must follow.

ACTIVITIES



Activity 1

Activity type*

- Choose an option -

Position/Leadership description

(Max characters: 50)*

Organization Name

(Max characters: 100)

Please describe this activity, including what you accomplished and any recognition you received, etc.

(Max characters: 150)*

QUALITY OVER QUANTITY.

Here is a snapshot of what the Activities section looks like. What is being asked of the student?



The quality and commitment a student has made in this activity.



What impact they've made or accomplishments worth sharing.



How they've demonstrated leadership.

HOW TO SPEND SCHOOL BREAKS



Rest and relax



Don't look for shortcuts



Find a balance



Try to impress the reader



Be productive



Don't pay to play



**Essays: What are they and
how can students write
effectively?**

ESSAYS: THE PERSONAL STATEMENT

Discuss an accomplishment, event, or realization that sparked a period of personal growth and a new understanding of yourself or others.

ESSAYS: SUPPLEMENTAL QUESTIONS

Students at Boston College are encouraged to consider critical questions as they pursue lives of meaning and purpose. **What is a question that matters to you and how do you hope Boston College will help you answer it?**



ESSAYS: SUPPLEMENTAL QUESTIONS

Everyone belongs to many different communities and/or groups defined by (among other things) [...] **Choose one of the communities to which you belong, and describe that community and your place within it.**
(Required for all applicants; minimum 100 words/maximum 300 words)



WHY ESSAYS MATTER TO COLLEGES

Colleges use essays to:



Know the person beyond the academics.



Learn more about the applicant's personal qualities.



Discover if the student is the right fit for the college.



Collegewise Pro Tip:

Ask someone you trust for feedback, like your English teacher or counselor.

REMEMBER!

Not every student admitted has a 4.0 GPA or even submitted test scores, but 100% of applicants had to write at least one college essay. Essays matter!

LETTERS OF RECOMMENDATION



1

Usually required to come from a counselor and/or teacher(s).

2

Choose a teacher from your junior year if possible.

3

Ask early and give a teacher or counselor enough time to write a glowing letter.



Collegewise Pro Tip:

Choose a teacher who can tell your **academic story**.

INTERVIEWS

1

Typically offered only by private colleges.

2

Usually conducted by local alumni.

3

Often one of the last components of the application process.



Collegewise Pro Tip:

It's **a conversation**, not a job interview. Relax and be yourself.



**Our top
preparation tips!**

COLLEGE PREPARATION TIPS



Make use of your
school resources

#1

Utilize college
admissions resources

#2

Attend a local college
fair or campus visit

#3

Attend college
representative
presentations

#4



Collegewise
Pro Tip:

If you don't have access to these, ask a teacher you trust for advice. Remember, what you do in college will be much more important than where you do it.

ADMISSIONS TRENDS



01

SCOTUS decision direct implications

- New laws are in effect and new essays can be expected.

02

ChatGPT and Artificial Intelligence

- AI detection on essays, the role of interviews, and graded papers becoming popular.

03

Early decision trends

- How early decision results can impact the larger applicant pool.



**Kickstart a less stressful, more
successful process**

WHY COLLEGEWISE?



Collegewise is your one-stop shop as a trusted source of information. At Collegewise, we believe there is something for everyone and we're thrilled to help you find the next step on this journey.



Dedicated Counseling Programs



Quick Expert Help for Seniors



Complimentary Webinars & School Resources

28,000

Students admitted.

92%

Student acceptance rate to their top three college choices.

500+

Years of admissions experience

9/10

Referred by families.



Poll time!

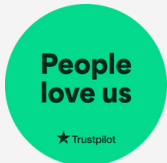
How can Collegewise best help you?



**SCAN
HERE**
to get started!



**Question &
Answer Period**



Excellent



Based on 282 reviews

