

ACT[®]

**COLLEGE
WISE**

PRESENTED BY
COLLEGEWISE

**Invest in Your Future:
Expert Tips on Scholarships,
Financial Aid, and Paying for
College**



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



Anjali Bhatia

Chief Executive Officer at Collegewise

- Robertson Scholarship recipient at Duke University
- MBA from The Wharton School of Business, UPenn (Joseph Wharton Fellow)
- Over 19 years of experience in the education space

YOUR PRESENTERS



Paul Kanarek

**The Princeton Review Founder and
former CEO of Collegewise**

- Founded The Princeton Review (California) in 1983
- Collegewise CEO in 2015, current advisor
- Globally recognized admissions expert who has presented more than 500 talks worldwide
- 40+ years of college admissions experience

YOUR PRESENTERS



Mo Dyson

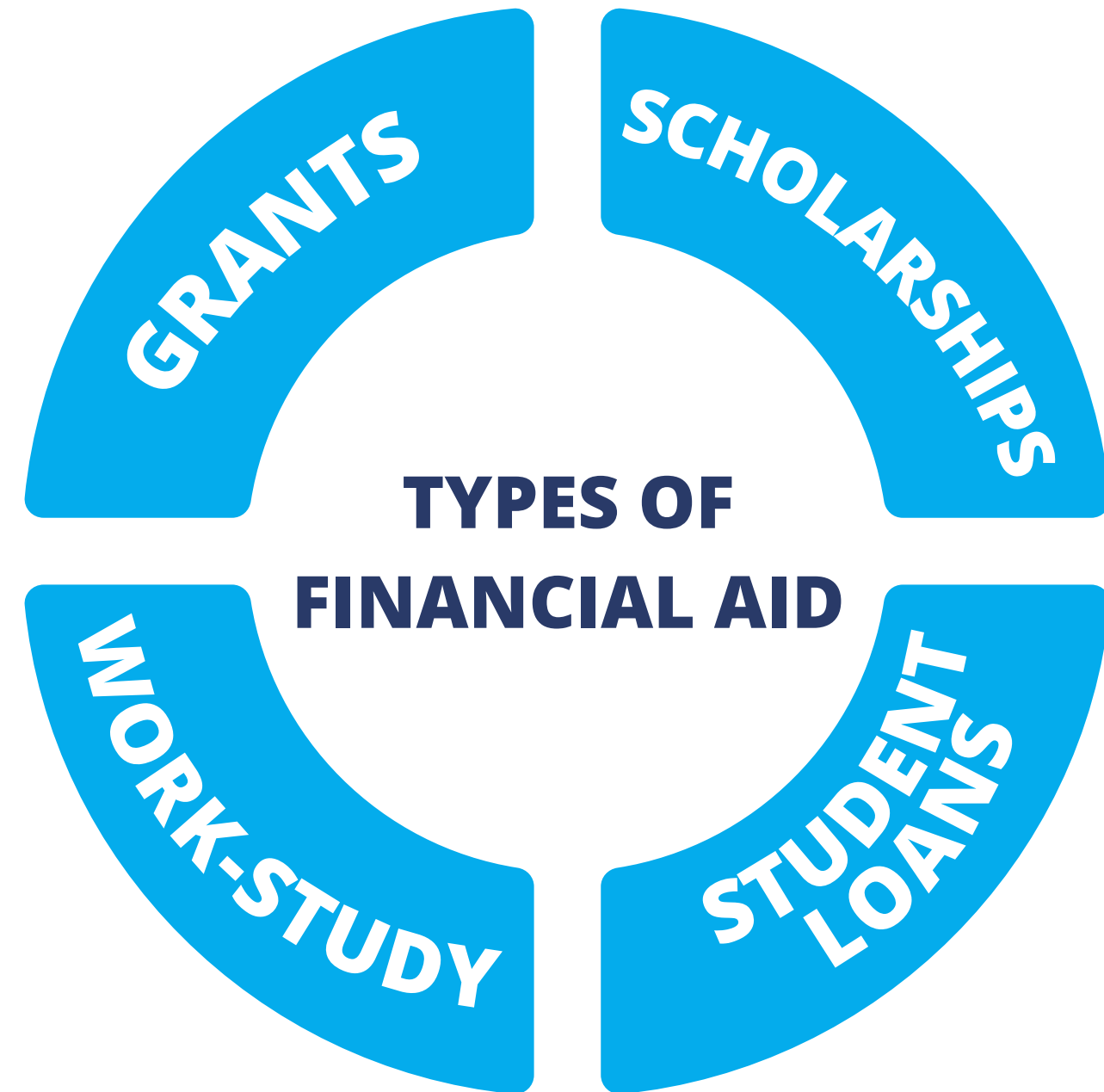
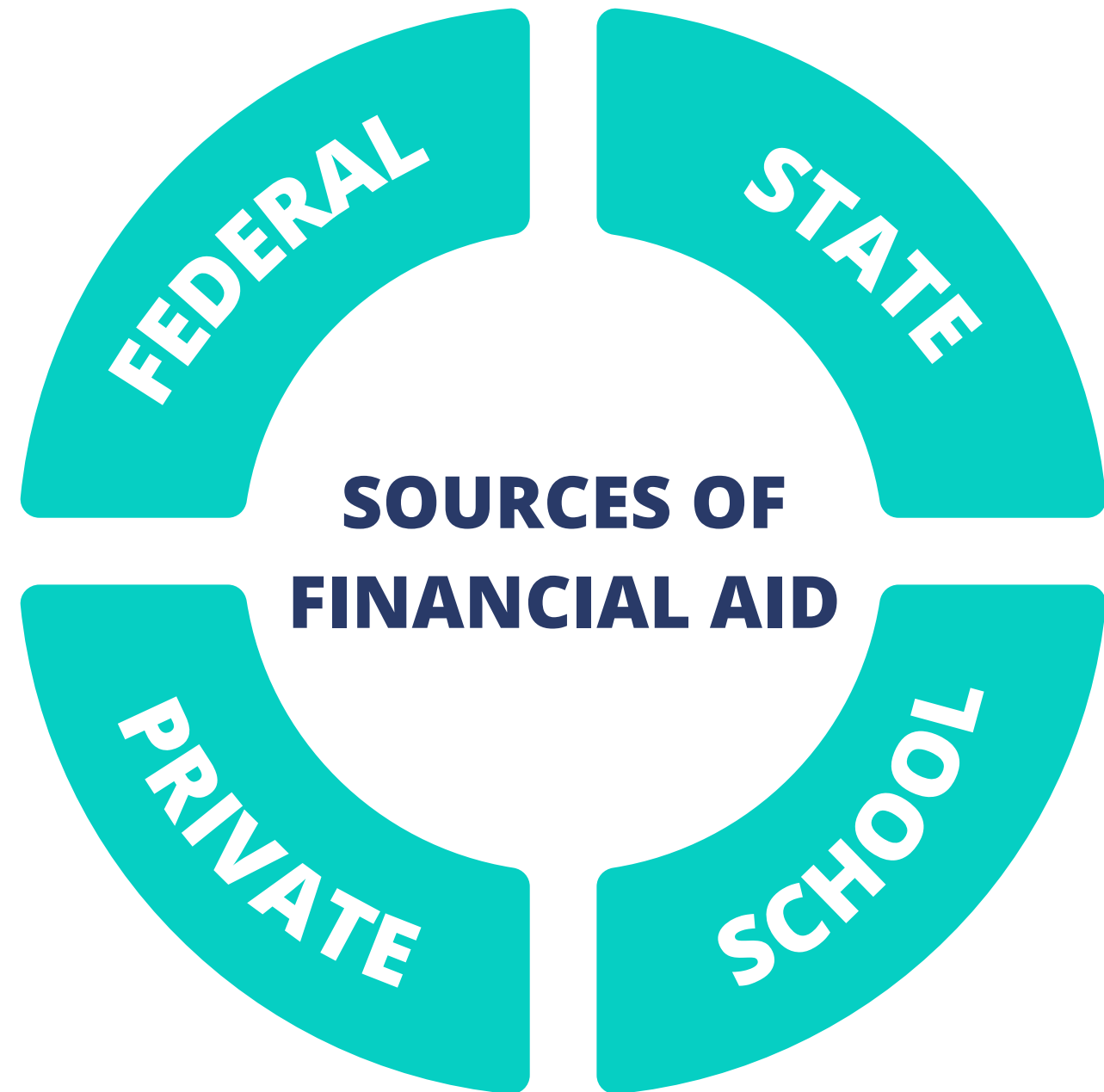
Collegewise Financial Aid Consultant

- Graduated from Pomona College
- Over 10 years of experience within higher education
- Almost 5 years of experience helping families navigate financial aid
- Mo's students have been admitted to college with financial aid from Harvard, Vanderbilt, Yale, Tufts, Duke, UC Berkeley, and more

WHAT IS FINANCIAL AID?



WHERE DOES IT COME FROM?



FINANCIAL AID PACKAGES



1

Need-Based

The family demonstrated financial need.

3

Hybrid

Both financial circumstances and academic achievements considered.

2

Merit-Based

Academic achievements, leadership, or other specific accomplishments.

4

Self Help

Requires students to contribute to education costs.

COST OF ATTENDANCE DECODED



THE POWER OF FINANCIAL AID



Annual College Cost, Public

INSTITUTION TYPE	COST OF TUITION	COST OF ATTENDANCE
4-year in-state	\$9,678.00	\$26,027.00
2-year in-state	\$3,501.00	\$3,439.00

Annual College Cost, Private

INSTITUTION TYPE	COST OF TUITION	COST OF ATTENDANCE
4-year nonprofit	\$38,768.00	\$54,840.00
4-year for-profit	\$17,825.00	\$32,985.00
2-year nonprofit	\$17,735.00	\$33,007.00
2-year for-profit	\$15,637.00	\$27,214.00



FINANCIAL AID DOS AND DON'TS



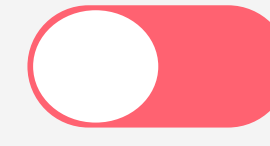
Discuss budgets and financial limits



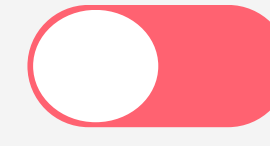
Speak with the school's financial aid office



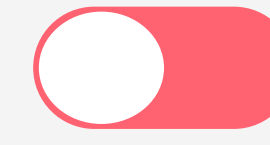
Ask for help when your family needs it



Let emotion dictate your college budgets



Think "private scholarships will cover the rest!"



Miss important financial aid deadlines

6 TOP FINANCIAL AID TERMS



1

BASE YEAR

4

**MEETING FULL OR 100% OF
DEMONSTRATED NEED**

2

**COLLEGE SCHOLARSHIP SERVICE
(CSS) PROFILE**

5

STUDENT AID INDEX (SAI)

3

THE FAMILY CONTRIBUTION (FC)

6

**FREE APPLICATION FOR FEDERAL
STUDENT AID (FAFSA)**

Merit scholarships start with an honest conversation.

As a family, ask yourselves the following questions:



How much money in scholarships are we expecting our child to gain to go to college?



Do we value prestige or scholarships more?

WHY DO COLLEGES GIVE SCHOLARSHIPS?



CAMPUS PRIORITIES

Universities use scholarships to draw students that **fill a need** in their community—a tuba player, a quarterback, a student from North Dakota, and so on.

IMPROVING THEIR PROFILE

Many universities give scholarships to students that will raise their **average GPAs** and **ACT scores** for the freshman class.

THE SAME REASON STORES HAVE SALES

Many universities (especially private universities) plan their scholarship offers as **leverage** to compel students to attend their campus.

A COLLEGE LIST TO MAXIMIZE SCHOLARSHIPS



1

**IN-STATE PUBLIC
UNIVERSITIES
OR COMMUNITY
COLLEGES**



2

**OUT-OF-STATE
PUBLIC SCHOOLS
WITH STRONG
SCHOLARSHIPS**



3

**PRIVATE SCHOOLS
WITH STRONG
SCHOLARSHIPS**

BUILD SCHOLARSHIP KNOWLEDGE



Common Data Set

+

College Navigator

+

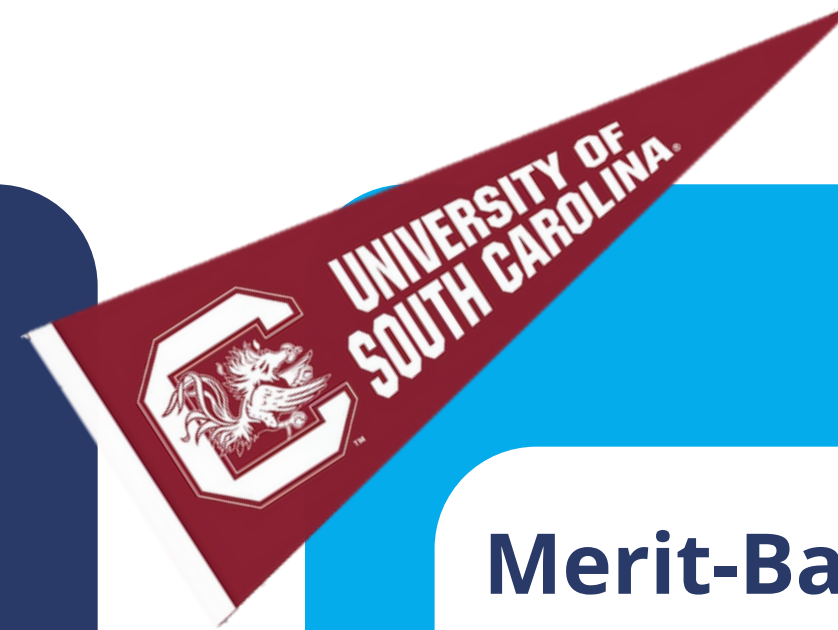
CollegeData.com

CASE STUDY: WHICH COLLEGE IN SOUTH CAROLINA GIVES MORE \$\$?



Merit-Based Gift:

- Received by 6,108 (68.6%) of aid recipients
- 4,865 (21.8%) of undergraduates had no financial need and received merit aid, average amount of \$4,708



Merit-Based Gift:

- Received by 8,929 (75.2%) of aid recipients
- 11,002 (42.3%) of undergraduates had no financial need and received merit aid, average amount of \$7,031

THE BIG ONES



College-Based Scholarships

- **Morehead-Cain**
University of North Carolina-Chapel Hill
- **Jefferson Scholarship**
University of Virginia
- **Woodruff Scholars**
Emory University
- **Stamps Scholarship**
36 Institutions across the country

Foundation Scholarships

- **The Robertson Scholars Program**
NC-based scholarship program
- **Cameron Impact Scholarship**
Awards Scholarship & Community Impact

Need-Based Programs

- **Jack Kent Cooke Foundation**
High-achieving students with financial need
- **The Gates Scholarship**
Need-based Program for Students of Color
- **QuestBridge**
Full scholarship at 50 schools for students with financial need
- **Posse Scholarship**
- **Torch Scholars**
Northeastern University

HOW TO BE COMPETITIVE FOR FULL SCHOLARSHIPS

Well-Rounded Student

- Strong GPA
- Maximum course rigor
- Test scores in top % for school
- Extracurriculars through high school
- Compelling essays
- Great letters of recommendation



Compelling Factor

- Impact & scale
- Unique contribution



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

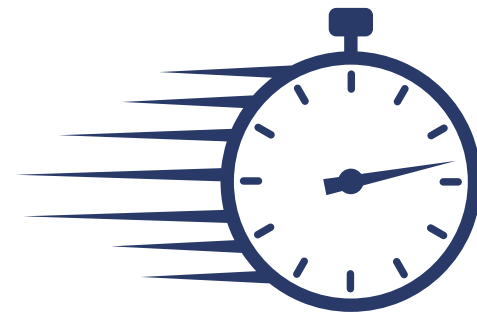
WHY COLLEGEWISE?



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?

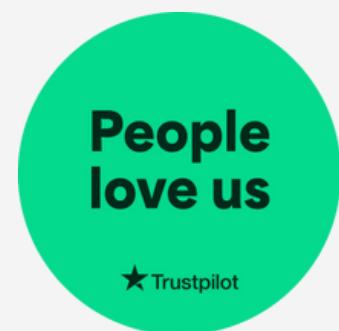
ACT[®]

**COLLEGE
WISE**

**SCAN
HERE**
to get
started!



**Question &
Answer Time**



Excellent



Based on 282 reviews

