

Where Should I Apply? How to Create the Right College List

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Overview



1 State of the nation & Questions to ponder

2 Best ways to research

3 Building a balanced list

4 Tips and resources

5 Next steps



Who Am I?



Jordan Kanarek

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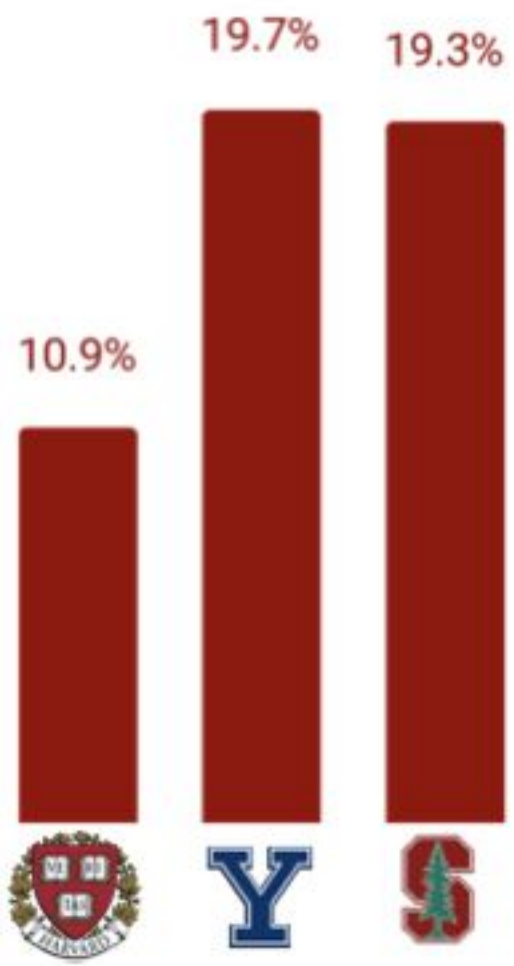
Founder, Kanarek Consulting

- Director of Counseling, Collegewise
- Director of Private Tutoring, The Princeton Review of Washington, D.C., 2013-2015
- Certificate in College Counseling, UCLA
- Certificate in College Counseling, Columbia University
- Invited Speaker, Johns Hopkins Pathway to College and Summer Discovery

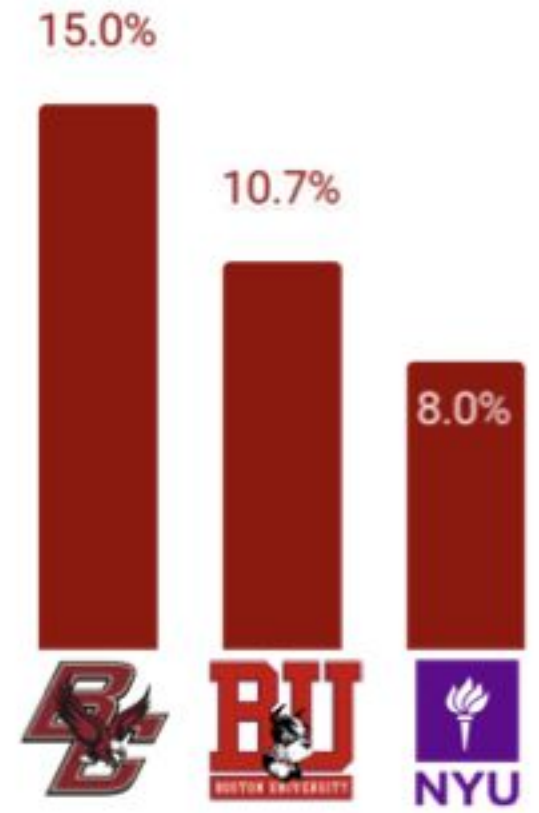


The Rise of the 'Top' 50


Admissions Rates, 2000



Admissions Rates, 2023



- Schools ranked in the 30-50 range are where the Ivy League was 20+ years ago
- The rise of test-optional has made more and more schools highly competitive

An iceberg floating in the ocean, with a small tip above the water and a much larger, jagged mass submerged below. The water is a clear blue, and the sky is a pale blue. The iceberg's tip is the focus of the text above, while the submerged part is the focus of the text below.

-GPAs
-TEST SCORES
-ESSAYS
-ECs



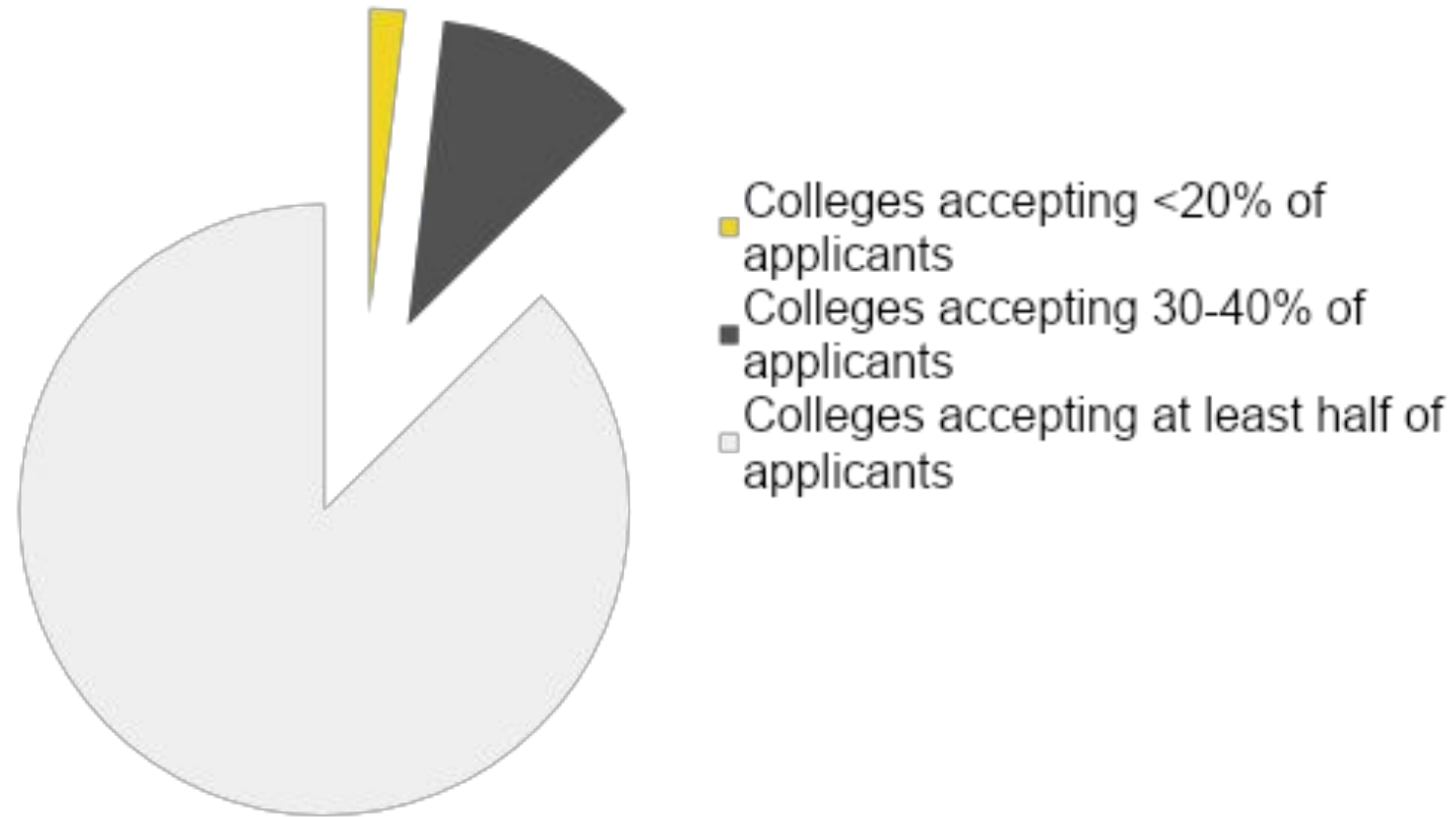
INSTITUTIONAL PRIORITIES



**The Story
Behind the
Story**

University	2021 Acceptances (yield)	2023 Acceptances (yield)
USC	9618 (36%)	8094 (45%)
U of Chicago	2460 (70%)	1849 (88%)
UC Irvine	31,261 (21%)	31,181 (22%)
Northeastern	13,829 (33%)	6179 (49%)
UCLA	15,004 (44%)	12,779 (52%)
Tulane	4500 (35%)	3998 (46%)
Lehigh	6381 (22%)	5389 (28%)
Berkeley	16,395 (39%)	14,566 (46%)
Harvard	2056 (84%)	1942 (84%)

College Admissions State of the Nation



Here's the Truth

1. There are only about 40 colleges in the U.S. that admit less than 20% of their applicants
2. There are more than 1,200 4-year schools that admit over 50% of the students that apply!
3. On average colleges accept $\frac{2}{3}$ of their applicants



Finding the Right Fit

- Happy and successful
- You can be admitted
- You can afford to attend



Advantages

- Advantages of looking for the right colleges
 - Better chance of getting in
 - Unsolicited financial aid and scholarships
 - Gives you more control of the process
 - Odds of ending up at good fit increase
- The college search is important
- It's okay to not know, but not okay to not *think* about it





**But
where do
I start?**



Strategies for Finding Fit

- Evaluate yourself
- Compare your current environment with the one you want in college
- Don't let majors drive your college search
- To get more financial aid, apply to colleges more likely to accept you
- What you do in college is more important than where you do it



Some Things to Ponder

- Size
- Location/distance from home
- Majors
- Cost
- Is the school prestigious?



Size



Location



Freshman Ryan Brenneman was having a tough time acclimating to life away from home.

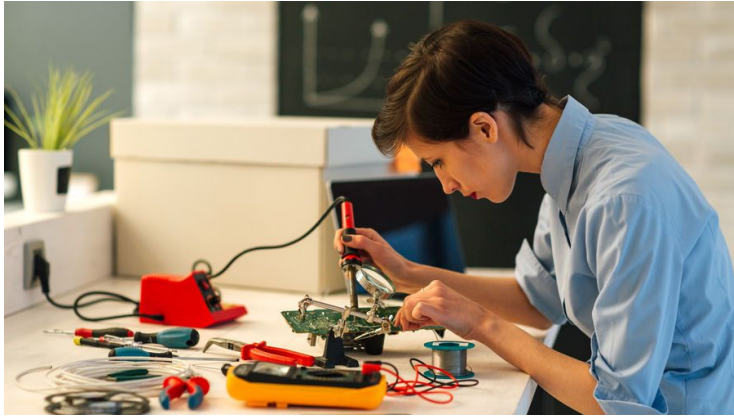


Location, Location, Location...

1. Do you like where you live now, or would you like to experience something different in college?
2. Do you want to be surrounded with students just like you, or do you want them to be different?
3. How close to home do you want to be?
4. City, suburbs, or middle of nowhere?



Majors



Majors (and being undecided)

1. Do you **KNOW** what you want to be when you graduate college?
2. Are there lots of areas you still want to explore?
3. If you **THINK** you know what you want to major in..
4. Totally Undecided



Cost



Net price calculators are easy



net price calculator university of southern california



All Images Shopping News Maps More Settings Tools

About 3,620,000 results (0.56 seconds)

financialaid.usc.edu > undergraduates > prospective > net-price-calcul...

Net Price Calculator - USC Financial Aid - University of ...

Welcome to the **USC Net Price Calculator**, designed to help you and your family plan for the cost of a **USC** education. The **Net Price Calculator** will estimate your ...

esdweb.esd.usc.edu > NPC > Home > Parent

USC Financial Aid : Net Price Calculator

Calculations are based on a student entering **USC** in fall 2018. For the best results, please enter values from completed 2018 federal income tax returns.

esdweb.esd.usc.edu > npc

USC Net Price Calculator - USC Financial Aid : Net Price ...

Please note: Estimates derived from this **net price calculator** apply to full-time, first-time degree-seeking undergraduate students only. To receive federal, state, ...

financialaid.usc.edu > parents > all > how-much-wil-my-education-cost

Estimate Your Cost - Parents - USC Financial Aid - University ...

The **USC** estimated Cost of Attendance is an average figure used to determine ... eligibility for certain types of financial aid, please visit our **Net Price Calculator**.

Net Price Calculator

Instructions

- Calculations are based on a student entering USC in fall 2018.
- For the best results, please enter values from completed 2018 federal income tax returns.
- USC will consider parent income from all sources.
- Tax-related losses and depreciation do not reduce total income used to calculate eligibility for aid. (You will be asked to enter the amount of total losses after reporting Adjusted Gross Income.)
- This calculator is not designed to estimate a family contribution for students whose natural parents do not live in the same household because they are divorced, separated, remarried or never married. USC determines both a custodial and a noncustodial parental contribution in these cases. If either parent is remarried, we may consider the stepparent's contribution in our official needs analysis.

Parent Household Information

1. **How many people are in your family?**
Indicate anyone who receives at least half their support from the parents. Include parents and student.
2. **Of the number in your family above, how many will be in college next year?**
Count yourself and your siblings. Do NOT count parents or siblings who are graduate or professional students.

Parent Income

3. **What is your parent's Adjusted Gross Income (AGI)?**
Enter AGI as reported on the federal income tax return. If the AGI is negative, indicate it with a minus (-) sign. If parents did not file, enter the sum of any income earned by each parent in this field.
4. **What is the sum of your income losses?**
Enter losses reported from business, real estate, partnerships or S-corporations and capital losses. Enter this figure as a positive number.
5. **Please enter any untaxed income and/or benefits.**
Enter income from the following sources: payments to tax-deferred pension plans, deductible IRA, SEP and Keogh payments, child support received, housing, food, or other living allowances [military, clergy, etc.], additional child tax credits, welfare benefits, untaxed Social Security benefits, foreign earned income exclusion, untaxed portion of pensions or IRA, any other untaxed income or benefits.

Parent Assets

6. **Please enter total amount in cash, savings and checking accounts.**
7. **Please enter current market value of home (primary residence).**

Show Me the Money

1. Talk about cost with your parents
2. Outside Scholarships are limited
3. Net Price Calculators
4. Safety schools are key



A word on prestige...

Wal-Mart



Walgreens



Ford Motors



AT&T



ConocoPhillips



Target



CVS Caremark



Costco



Apple



Fannie Mae



Wells Fargo



A word on prestige...

SCHOOL (STATE)	NUMBER OF CEO GRADUATES	U.S. NEWS NATIONAL UNIVERSITIES RANK
Texas A&M University—College Station	4	66 (tie)
University of Michigan—Ann Arbor	3	27 (tie)
Pennsylvania State University—University Park	3	59 (tie)
Dartmouth College (NH)	2	12 (tie)
Duke University (NC)	2	8 (tie)
Harvard University (MA)	2	2
Illinois State University	2	171 (tie)
Michigan State University	2	85 (tie)
Princeton University (NJ)	2	1
Purdue University—West Lafayette (IN)	2	56 (tie)
Stanford University (CA)	2	7
University of Kentucky	2	147 (tie)



Some Tips

- Campus visits?
- College presentations at your high school
- You may not be certain until you get there
- Where you *apply* is different from where you actually *go*
- **You** need to take the lead



College Research 101: CollegeBoard BigFuture

College Search

Save Selections Clear All Selections

SELECT FILTERS

Test Scores & Selectivity

Type of School

Location

Campus & Housing

Majors & Learning Environment

Sports & Activities

Academic Credit

Paying

Additional Support Programs

Diversity

Save Selections Clear All Selections

You have
3,671 college
options. Choose a
category on the
left to find the
right ones for you.
We'll help along
the way.

Not sure where to start?
Go to [College Search Step-by-Step](#), an
interactive guide.

bigfuture.collegeboard.org

Research Resources

REDLANDS, CA
University of Redlands
★★★★☆ 85 Ratings
Write a review | See 20 scholarships worth \$46K | Favorite | Request Information | Visit School Website

University of Redlands Ne...
CLASS OF 2020
Video courtesy of University of Redlands.
[View the Full Summary](#)

On-Campus Housing	Off-Campus Housing	Campus Food	Campus Facilities	Class Size	Activities	Local Services	Academics
★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆

www.unigo.com

Lehigh University
★★★★☆ 796 reviews
Bethlehem, PA · 4 Year
Add to List

2010 BEST COLLEGES
#47 in Best Colleges in America
NICHE

Report Card
Overall Niche Grade: **A+**
How are grades calculated?

A+	Academics	A+	Value
A-	Diversity	B	Campus
B	Athletics	A+	Party Scene
A+	Professors	B-	Location
B-	Dorms	B-	Campus Food
A	Student Life	B-	Safety

www.niche.com



Balancing the List



1-3 Reaches

4-6 Targets

1-3 Safeties



What You Do vs. Where You Do It





College is amazing. It's where you can do stuff like this. So, enjoy this process!



Questions?

