

#Fact v. #Fiction College 101

September 2019

Alpha Kappa Alpha Sorority, Inc.
Upsilon Tau Omega Chapter
CAP™ Kickoff

TAMARA M. BAPTISTE-WALLACE,
THE COLLEGE APPLICATION SPECIALIST

Goals

- ▶ By the end of today, you will...
 - ▶ Understand the different options for higher education
 - ▶ Be able to conduct a college search to identify colleges, and
 - ▶ Identify college's requirements in order to prepare

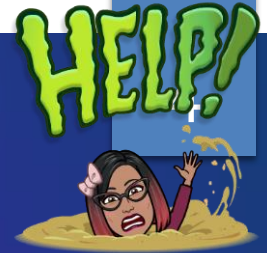
- ▶ 1998: BS Engineering
- ▶ 2001: M.Eng. Engineering Management
- ▶ 2009: Modern Day Technology Leader
- ▶ 2015: Community Service Nominee
- ▶ Higher Education Consultants Association (HECA) Member
- ▶ Certified Project Manager with over 20 years of experience leading multi-million-dollar programs
- ▶ Conference presenter and educator – communicating with impact, message delivery, and connecting with your audience
- ▶ 2015: HOW Nominee, Technology and Government
- ▶ Advisory Circle Board, Girls on the Run DC

CORNELL
UNIVERSITY



About Me





What we do...

By demystifying the process, we help reduce the stress of college admissions

- ▶ Sophomores and Juniors
 - ▶ Identify and narrow down the list of colleges
 - ▶ Understand what colleges are looking for in their applicants
 - ▶ Identify a course schedule that maximizes their opportunities
 - ▶ Prepare and polish their resume
 - ▶ Identify volunteer opportunities or summer experiences
 - ▶ Practice their writing skills by completing mock applications
- ▶ Seniors
 - ▶ Finalize their list of colleges (with parents / guardians)
 - ▶ Prepare and polish their resume
 - ▶ Generate college essay, personal statement and writing supplement ideas.
 - ▶ Review, edit, polish all essays
 - ▶ Prepare for Alumni Interviews, and
 - ▶ Prepare packets to provide recommenders with the information they need

Our Students do Great Things!

Ms. Tamara helped me configure all of my thoughts, stories, ideas and experiences...into a compelling essay.



Amber A –
Virginia Tech '21



Rod B. – MIT '20

Working with Ms. Tamara was a great experience. She made me do the work to find my voice and made sure I managed my time well.



the College Application Specialist

ESSAY IDEAS • INTERVIEW PREP • RESUME REVIEW

Look where our students
have been accepted.

Who's got next?

*I cannot tell
you how much
I appreciate
your help and
guidance. I*

*was at
maximum
capacity, so
your work truly
was a life
saver. And it
saved our
mom and son
relationship
too, limiting
the amount of
stress between
us during a
very stressful
time.*

Lynnea L. - Mom

Higher Education Options

Option	What is it?	Examples
Vocational / Trade School	<ul style="list-style-type: none">• Trades are professions that require a great deal of skill, but that typically do not require a degree to enter• organized educational programs offering a sequence of courses which are directly related to the preparation of individuals in paid or unpaid employment in current or emerging occupations requiring other than a baccalaureate or advanced degree."<u>(2)</u> While vocational education is provided at both the secondary and postsecondary levels, its focus differs somewhat at each level.	<ul style="list-style-type: none">• Agriculture• Business and office• Marketing and distribution• Health• Occupational home economics• Trade and industry (including construction, mechanics and repairs, and precision production), and• Technical and communications.

Higher Education Options

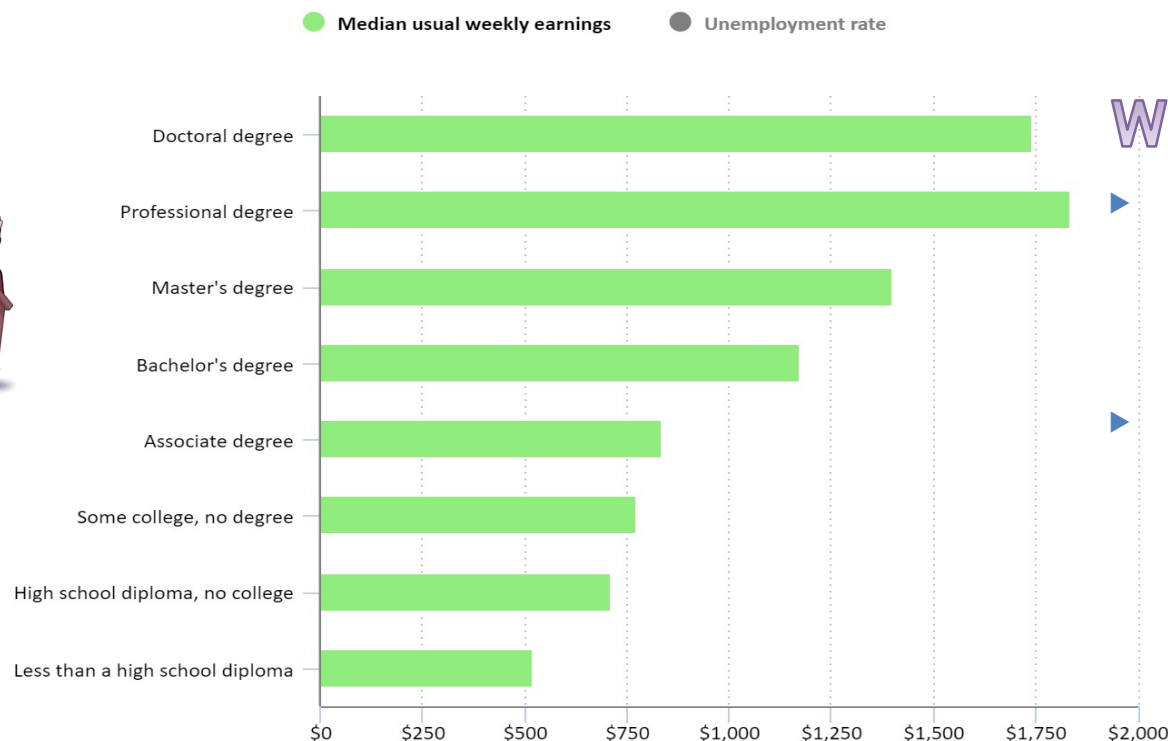
Option	What is it?	Examples
2 Year College	<ul style="list-style-type: none">• Institution of higher learning authorized to grant Associate's degrees.• May also have certificate or certification programs.• Also referred to as junior or community college.	<ul style="list-style-type: none">• PGCC, Montgomery College, Howard Community College, etc.
4 Year College	<ul style="list-style-type: none">• Institution of higher learning authorized to grant Bachelor's, Master's, Doctoral, Law, Medical and other professional degrees.	<ul style="list-style-type: none">• Maryland, UMBC, Bowie State, Georgetown, Howard, American, etc.

Higher Education Options

Option	What is it?	Examples
Professional Certifications	<ul style="list-style-type: none">• Learning targeted to an industry. Certifications usually require passing an exam. Some are self-study, some may require a class in order to prepare.• Certifications are required by certain jobs and can lead to higher income within a job family.• Professions where certifications can enhance your salary may or may not require a degree as a foundation	<ul style="list-style-type: none">• Bookkeeper• Network Engineer• Cyber security• Healthcare Data Entry

The More You Learn, the More You Earn

Median weekly earnings and unemployment rate by educational attainment, 2017



Why College?

- ▶ On average, college graduates earn \$1M more in earnings over a lifetime (Georgetown Study)
- ▶ Median yearly income GAP between high school and college graduates is around \$17,500 ([Pew Research 2016](#))



Source: Elka Torpey, "Measuring the value of education," *Career Outlook*, U.S. Bureau of Labor Statistics, April 2018.

© 2019 Baptiste-Wallace LLC
All Rights Reserved

Warning: Avoid For-Profit Schools

- ▶ For-Profit schools offer a range of degree options; however, their mission is not to educate but to make a profit
- ▶ What does that mean?
 - ▶ Their goal is not to see you graduate, their goal is to keep you in school to make as much money as they can off of you
- ▶ How do they do that?
 - ▶ Volume – the more students they have, the more they make
 - ▶ Lower level of services – no on-campus housing, no academic counseling, lack of a proper campus, poor career services
 - ▶ Lower ratio of full professors (or experts in their field) teaching, leading to lack of (or non-standard) accreditation
 - ▶ Less merit aid and scholarships available, more students are full pay = more debt
 - ▶ Remaining eligible for financial aid, regardless of graduation rate or job placement rate



College Selection 101

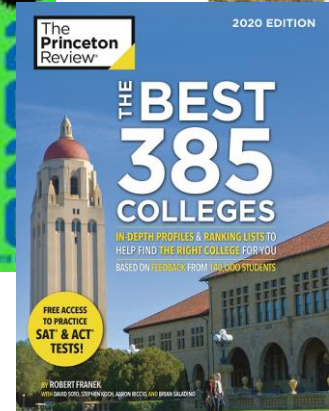
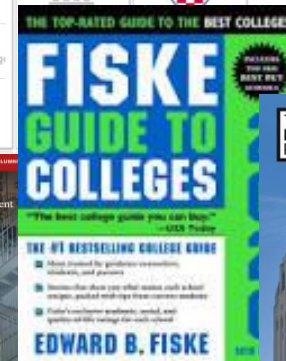
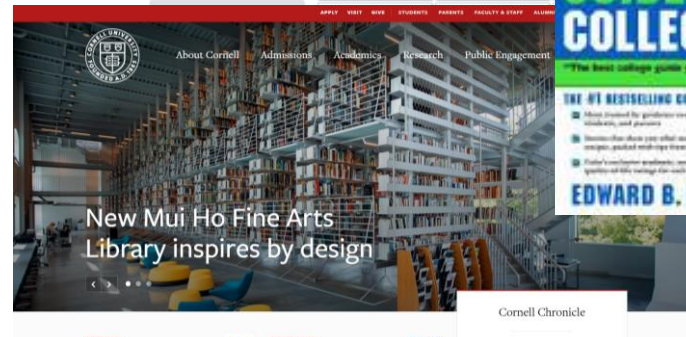
- ▶ What do you think of when you think of college?
- ▶ Has anyone had the chance to be on a college campus?
 - ▶ What did you like?
 - ▶ What didn't you like?
- ▶ What are some of the fun things you think you can (or should) do at college?
- ▶ What are some ways that you can think of to research and learn about a college?

Let's Break it Down: Places to Start

► Resources to research a college

- [Niche.com](https://niche.com)
- [Bigfuture.org](https://bigfuture.org)
- College Website
 - [Cornell University](https://cornell.edu)
- Books
 - Fiske Guide to Colleges
 - [The Princeton Review – Best Colleges](https://princetonreview.com/best-colleges)
- Social Media
- Blogs

The screenshot shows the Niche.com 'College Search' interface. At the top, there are tabs for 'View On Map', 'Best Colleges', 'Best Value', 'Best Student Life', 'Top Party Schools', and 'Best College Dorms'. Below these, a search filter for 'COLLEGE TYPE' is set to '#1 Best Colleges in Maryland', showing 35 results. The main section displays a grid of college cards. Each card includes the college name, location, and a star rating. For example, 'Bryant & Stratton College: Richmond' is rated 4 stars and has a 'College Application Fee Waiver Available'. Other colleges shown include 'College of William and Mary', 'J. Sargeant Reynolds', 'John Tyler Community College', 'Longwood University', and 'Richard Bland College'. To the right of the grid, there are detailed reviews for two colleges, including their SAT ranges and a 'Read' button for more reviews.



Let's Break it Down: Places to Start

- ▶ Resources to research a college (The Basics)
 - ▶ College Website: [Cornell University](#)
 - ▶ Admissions Page
 - ▶ Freshman (or First Year or Perspective) Students, Transfer Students
 - ▶ Freshman or Transfer Requirements
 - ▶ [Class Profile](#)
 - ▶ Deadlines
 - ▶ Visit / Plan a Visit
 - ▶ Admissions Representatives (find a person to talk to)
 - ▶ Tuition / Financial Aid

The basics are great, but how do you know if it's right for you?

Let's Break it Down: Finding Your Fit

- ▶ “Fit” means – how comfortable are you going to be at this college?
 - ▶ It is highly subjective. It's just important for you to figure out before you apply as it is to the admissions committee when reading your application
- ▶ Why? Colleges do not want you...
 - ▶ ... to be miserable.
 - ▶ ... to not be able to handle the coursework.
 - ▶ ... to transfer to another university because you didn't “fit”
- ▶ So what are some factors you should consider beyond the academics?

Let's Break it Down: Finding Your Fit

College	Location	Type	Size	Housing Options	Food	Your Attribute
Higher Ed University	Rural Urban Suburban International	HBCU PWI	Huge (UMIch) Large (Maryland) Medium (Howard / Salisbury) Small (UMES)	Dorm Style Housing Guaranteed	What's the reputation of the food?	What's important to you?

Greek Life?

Sports?

Graduation Rate?

Transportation

Activities?

Off-Campus Life?

Car on Campus

School Spirit?

Diversity?

Major Options?

Job Placement?

Research Options?

Let's Break it Down: Sorting Fact from Fiction

- ▶ The higher a school's ranking (US News / Princeton Review) the better it is
- ▶ The price on a school's website is the price you will end up paying for college
- ▶ A school is a "reach" school for you if your ACT/SAT and GPA are within the middle 50%
- ▶ If you are recruited athlete, you do not have to complete an application for admission.
- ▶ You can only apply for financial aid if you don't have a lot of money.
- ▶ You can't get financial aid if you do have a lot of money (or think you make too much to qualify).

Let's Break it Down: About those Rankings

- ▶ Rankings are a way to compare one thing against another
- ▶ Colleges are measured in many ways
 - ▶ US News and World Report
 - ▶ Sports (Coaching Polls)
 - ▶ Accreditation (AACSB, ABET, CAPACS, etc.)
- ▶ The perception of selectivity drives quality



$$\text{Admission rate} = \frac{\# \text{ students admitted}}{\# \text{ students applying}}$$

$$\text{Yield} = \frac{\# \text{ students admitted}}{\# \text{ students attending}}$$

Remember Your Why

- ▶ Because completing college significantly improves your future career prospects, income potential, and
- ▶ Before you start, make sure WHY you want to go to college, not just what you want to major in.
 - ▶ (P.S. it's ok if you are undecided about a major).
- ▶ Preparation is the key to success!
 - ▶ The earlier you decided you want to go to college, the more time you have to prepare.
 - ▶ The better prepared you are, the less stressed YOU and your family will be during the application process.
- ▶ Remember, you don't have to do this on your own.
 - ▶ Find and use your resources.
 - ▶ Involve your parents.
 - ▶ Live in your guidance counselor's office.
 - ▶ And contact me!



Research Resources

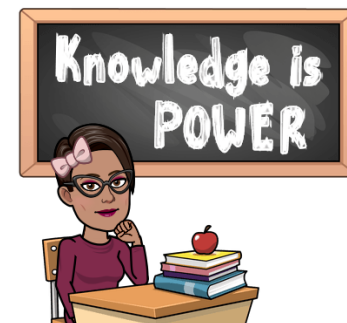
▶ College Guides

- ▶ Fiske Guide to Colleges
- ▶ The Princeton Review
- ▶ Naviance



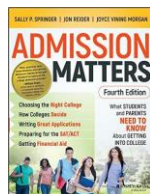
▶ Test Prep (Free)

- ▶ [Khan Academy](https://www.khanacademy.org/)
- ▶ [ACT Academy](https://www.act.org/s/actacademy)



▶ Books

- ▶ Admission Matters



▶ Websites

- ▶ BigFuture – [BigFuture.org](https://bigfuture.org/)
- ▶ Niche – niche.com
- ▶ PrepScholar Blog – prepscholarblog.com

How Can I Find you?



EMAIL:
thecollegeappspecialist@gmail.com

CALL ME



Text or Call:
240-283-5458

Follow me on social media!



IG:@__collegeappspecialist__



FB:@thecollegeappspecialist



TW: @collegeappspec