



GATE SAC STUDENT FORUM

# COLLEGE ADMISSIONS

INSIGHTS & STRATEGIES







# COCOaNUT GROVE THEATER



# SHARMON GOODMAN

## One Voice

Director  
Scholars Program

Supporting academically talented,  
low-income students from LA to  
access &  
complete college.

## SoCal CAN

Steering Committee  
Chair

Representing  
120 college access & success  
organizations

## College Advisory

Board  
member

Bates College  
Bryn Mawr College  
College of the Holy Cross





# AGENDA

**1. Defining Language**

**2. Why Private Colleges?**

**3. High School Timeline**

**4. Choosing The Right College**

**5. How Do I Stand Out?**

**6. Financial Aid**





**DEFINING LANGUAGE:**

**PUBLIC** vs. **PRIVATE**







## Public

Funded by the state

Lower sticker price



## Private

Funded by tuition

Can be cheaper than public.





**DEFINING LANGUAGE:**

**COLLEGE** vs **UNIVERSITY**







# WHAT TYPE OF COLLEGE?



## Community College

2 year public

AA degree

## Liberal Arts College

4 year private

BA/BS degrees

## University

4 year BA/BS

BA/BS degrees

graduate programs  
(MD, JD, MBA, MSW)



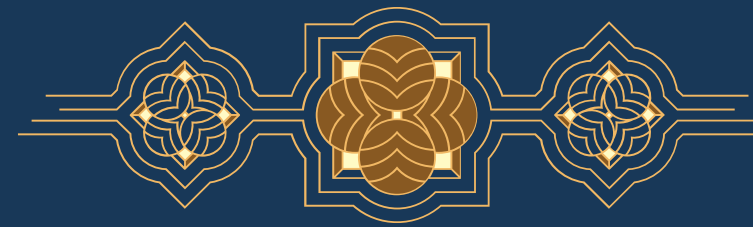


**DEFINING LANGUAGE:**

**LIBERAL ARTS**







# LIBERAL ARTS & SCIENCES COLLEGE

What do you want to be when you grow up?

Do they still do that?


Broad based learning - Interdisciplinary

Critical Thinking - Communication

Exposure to Diverse Cultures and Perspectives

Career Adaptability

 Humanities

 Arts

 Sciences

 Social Sciences

 Mathematics





**DEFINING LANGUAGE:**

**FINANCIAL AID**





# FINANCIAL AID



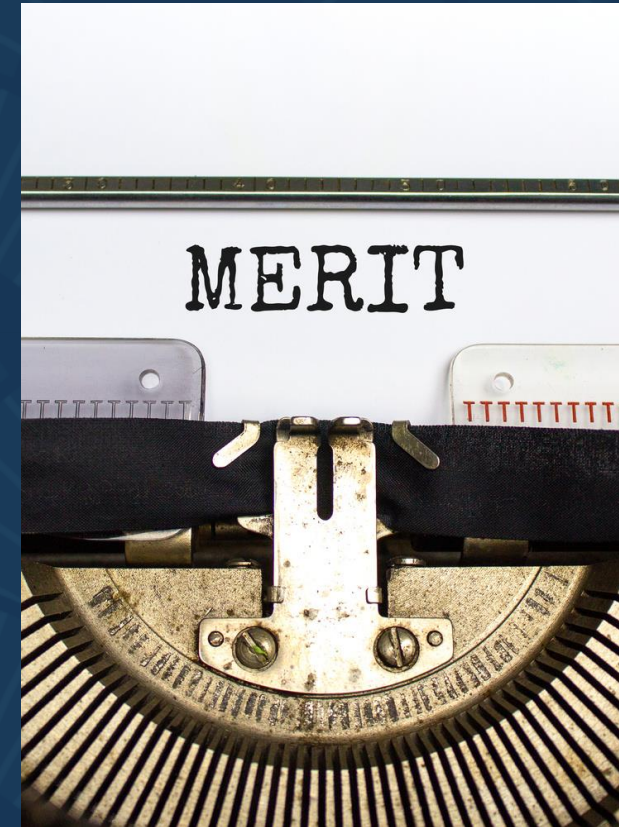
## SAI

Student Aid Index  
eligibility for aid  
Based on income and assets



## Need Based Aid

Based on SAI



## Merit Based Aid

awarded for achievements regardless  
of need



## Calculators

on college's website  
estimate cost to family





# WHY PRIVATE COLLEGES?

or

## WHO WANTS TO BE A PURPLE COW?





OR A

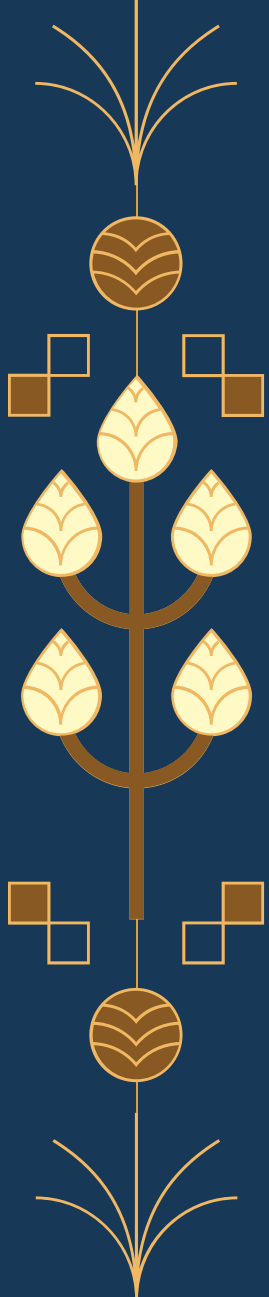
Bobcat?

DIPLOMAT?

HIGHLAND COW?







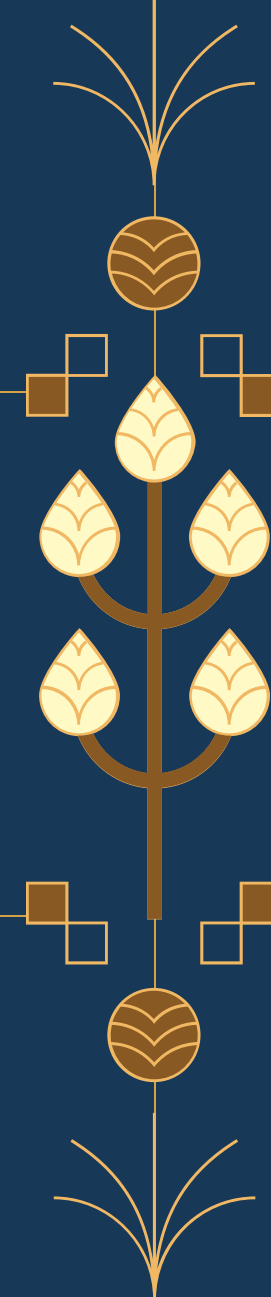
OR A

BULLDOG?

DIPLOMAT?

HIGHLAND COW?

1.	<b>Smaller</b>  personalized academic support  access to Professors, mentorship, & research
2.	<b>Cheaper</b>  often provide better aid packages
3.	<b>Outcomes</b>  Higher graduation rates long-term success

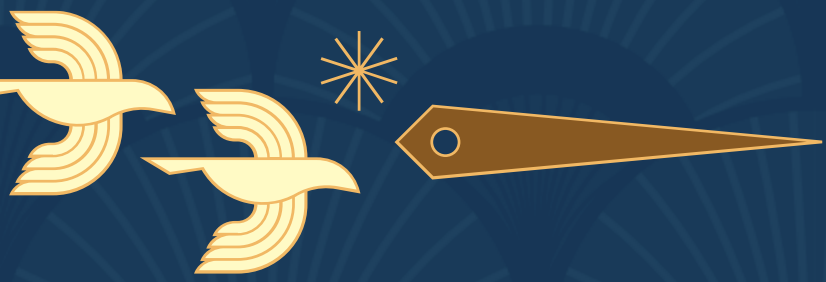






**AM I REALLY WORTH  
\$360,000?**

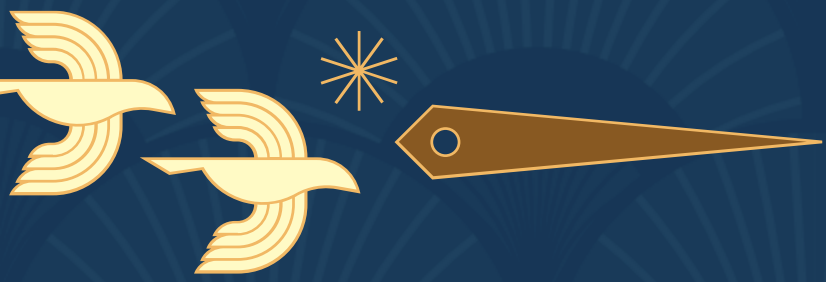




# WHAT ARE COLLEGES LOOKING FOR?

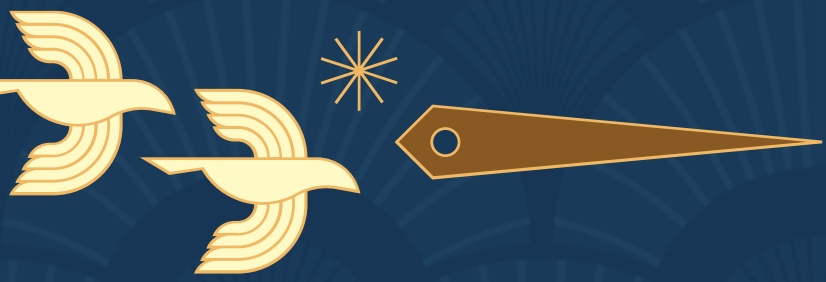






# Diversity of Thinking





**Colleges have Special Interests  
& they vary**

**Foster Youth**

**Ranked Athletes**

**Classic Majors**

**Students from  
North Dakota**

**Trombonists**

**Some factors you can't control**





# **TIMELINE**

**6TH to 12TH GRADE**



# 6, 7, 8TH GRADE

Read - a lot

Take you academics seriously

Join clubs

Keep reading

Volunteer

Try stuff out

Read some more





# 9TH

best grades you can  
honors classes one AP

Join clubs

Keep reading

# 10TH

best grades you can

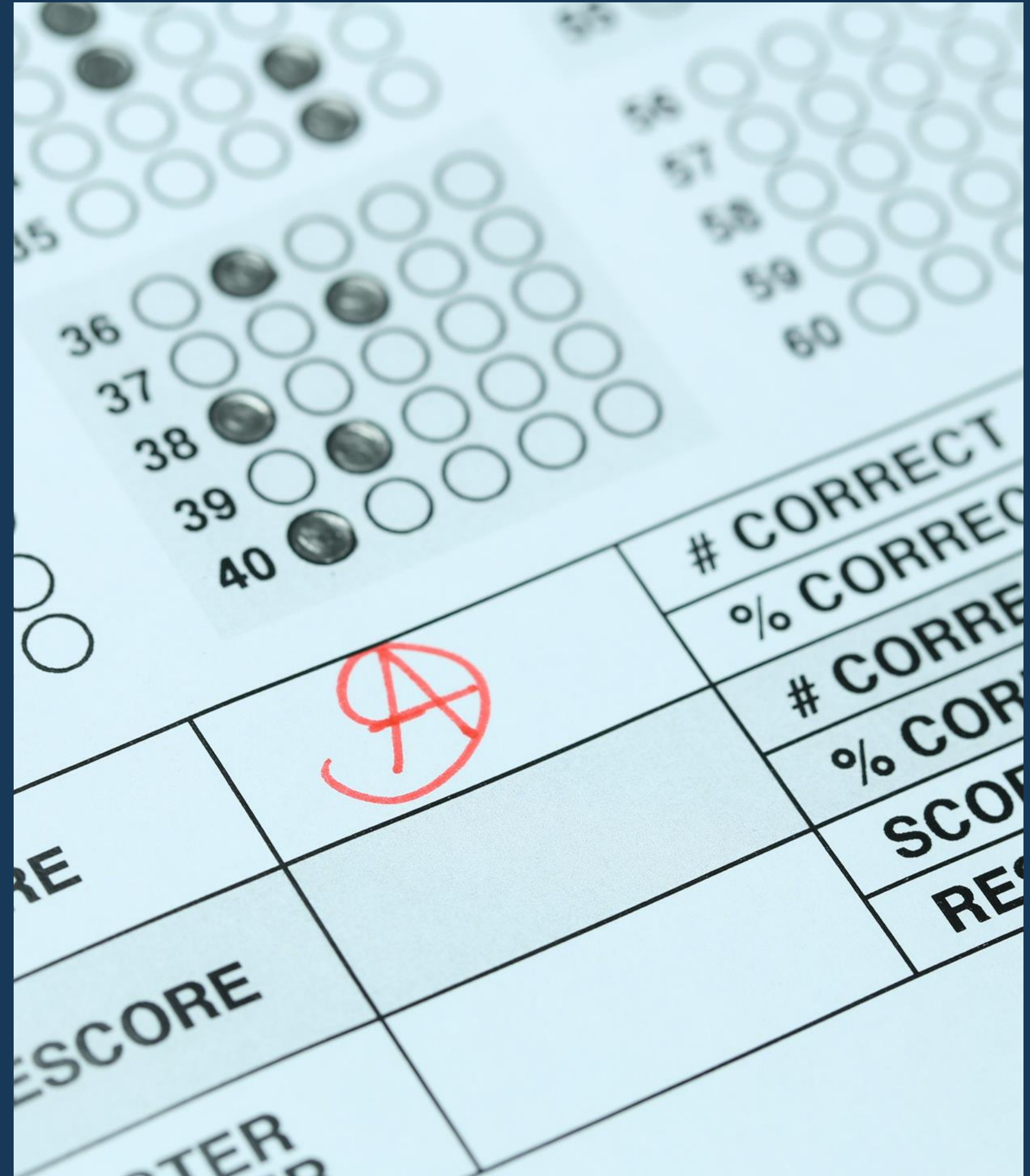
Up your rigor

Join clubs

Study for PSAT

Visit local colleges

Keep reading





# 11TH

Grades matter the most

Up your rigor again

leadership roles in activities - deepen involvement

Study for SAT & take it

Build college list

Sign on to colleges websites

Demonstrate interest in colleges you like

Think about your story

Keep reading





# 12TH

Maintain top grades & rigor

Maintain extracurriculars

Study for & take the SAT

Ask & thank teachers for letters of rec

Finalize college list

Apply: Common App, UC, Cal State

Submit financial aid (FAFSA, CSS Profile, Dream Act)

Consider early action & decision

Tell your story

Breathe

there's still time to read





# EARLY ACTION VS EARLY DECISION

Can it help? Yes

## Early Action

Non binding, multiple schools

## Single Choice/Restricted Early Action

Non binding, one school

## Early Decision I & II

BINDING, must accept







# **BUILDING YOUR COLLEGE LIST**



# RESEARCH

Fit matters

Rankings don't

Look beyond the hype

## Curriculum Type:

Core  
Open  
Flexible  
Great Books

## Community:

Competitive  
Collaborative  
Independent  
Faculty Access

## Cost:

Need met  
Merit opportunities

## Campus Size & Setting:

Small Medium Large  
Rural Suburban urban

## Career:

Strong Majors you're  
interested in,  
internship programs,  
committed alumni

## Acceptance Rate:

For your stats  
Likely  
Target  
Stretch  
Moonshot





**HOW DO I GET IN?**



**Strong grades & rigor**

**Long-term extracurriculars with leadership & depth**

**Compelling personal essays**

**Great recommendation letters**

**Demonstrated interest**





# **STORY ARC:**

# **THE SECRET SAUCE**



# STANDING OUT

What makes you, you?

Make it personal

## EXTRACURRICULARS:

meaningful  
leadership & depth

## Essays:

Personal  
Reflective & Unique  
Well written & Proofed  
NO AI

## HOLISTIC

## APPLICATION:

highlights different strengths





**ASK FOR HELP**  
**(ALL THE TIME.)**



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## PEOPLE

Counselor - teacher - trusted adult - Access Program

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## ACADEMIC SUPPORT

LAUSD Tutoring - khan academy - teachers

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## COLLEGE RESEARCH

Appily/College greenlight - College Board - niche

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## FINANCIAL FIT

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## TOOLS

Net price calculators - My Intuition - Scholarships.com

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## ESSAY HELP

collegeessayguy.com - human editor

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# MY FAVORITE RESOURCE

→ ↺ 🔍 appily.com/guidance/counselors/postsecondary-planning

Click to go back, hold to see history

☆ S ⋮

 College Search Virtual Tours Scholarships Guidance Advanced Degrees Counselors

🔍 Log In

## Postsecondary Planning Resources

### Colleges that Meet 100% of Demonstrated Need for DACA and Undocumented Students

In general, **schools that meet 100% of demonstrated need strive to be affordable financial options for the students they admit** by providing need-based financial aid...

### Colleges that Meet Full Need

The following colleges have a stated commitment to providing all admitted US citizens and US permanent residents with a financial aid package that covers 100% of their calculated financial...

College Greenlight

Affording College

Paying for College

### 5 Reasons Why Appily Should Be Your #1 College Planning Site

Are you looking for a resource to empower your students through the college process? Look no further than Appily, the all-in-one website for confident college choices! On Appily, students can find...

Planning for College

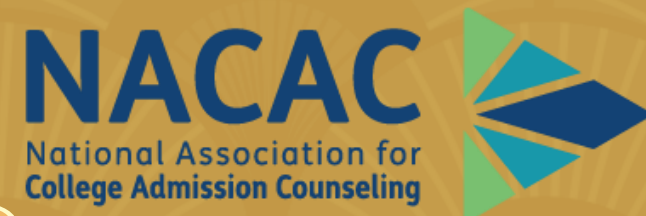




**QUESTIONS?**



# SHARMON GOODMAN







**THANK YOU!**

Be Bold  
Be Persistent  
Be Brave



<https://tinyurl.com/GATESACFORUMEVAL>