

You Can Go With This Or You Can Go With That: A New Light on College Search Criteria

Saturday, May 4 @ 9 a.m.

Good morning!!!



Presenters

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Review exiting college search criteria and determine the importance of it in the current higher ed landscape.




Identify meaningful, high impact educational experiences that are a hallmark of a great college education.



Provide a framework for college admission and advising professionals when promoting effective educational practices.

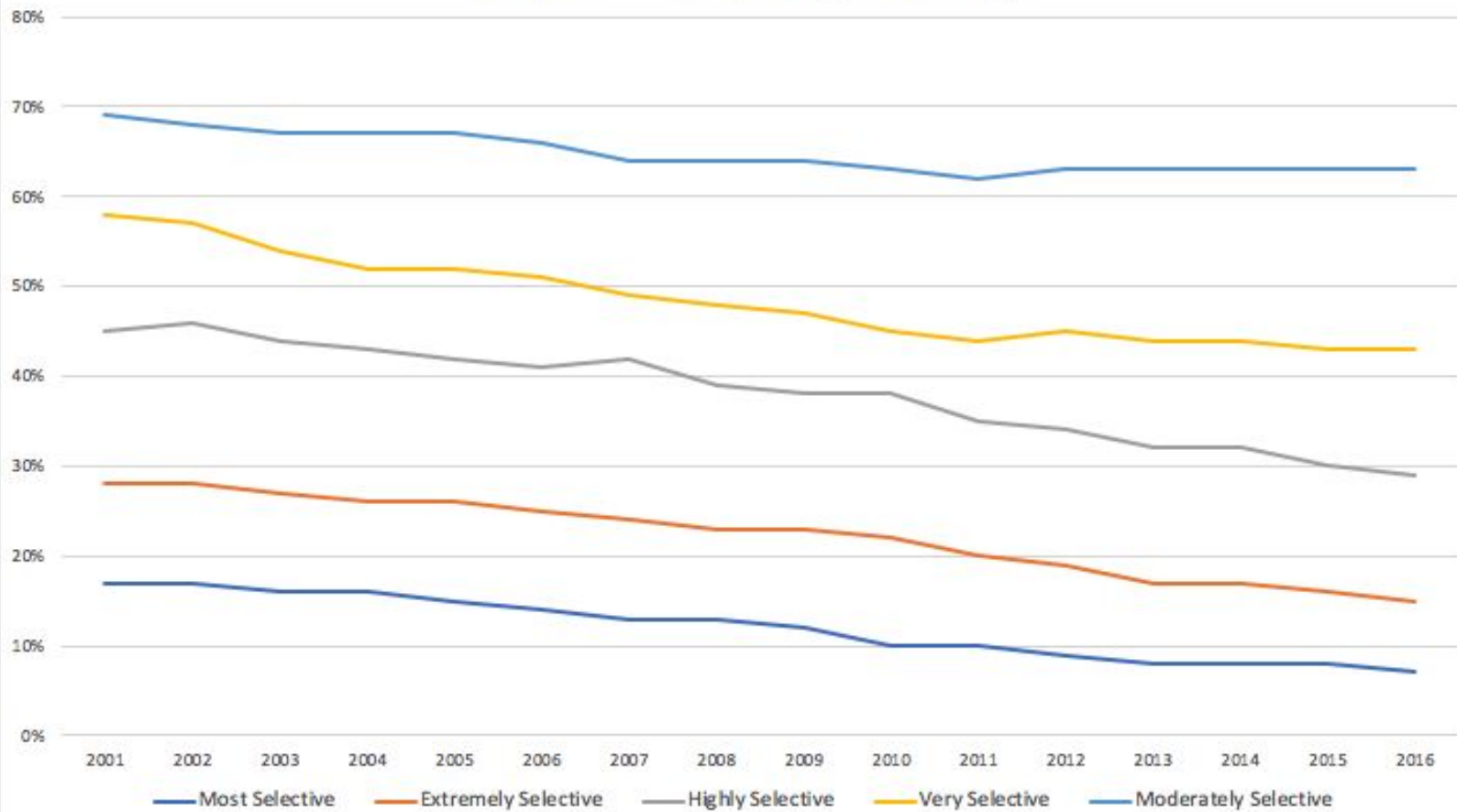
Review of traditional criteria:

- Location
 - Cost
 - Size
 - Academic major
 - Selectivity
 - Athletics
 - Religious affiliation
 - Diversity
 - Co-curriculars (band, choral, newspaper, etc.)
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Prestige vs. Fit

- Defining a “good college”
- Growing chasm between highly selectives and everyone else
- Does low acceptance rate = “prestige”?
- Does “prestige” = better education?

Acceptance Rates by College Selectivity



Source: Jon Boeckenstedt, Higher Ed Data Stories blog

Reframing Expectations

- College admission has changed drastically since parents went through process
 - Acceptance rates 1993 vs. 2018
- Overreach
 - What exactly is a “reach” school
 - Lies, damn lies, and statistics - and how they work
- Do graduates from highly selectives have an inherent advantage?
 - Dale and Kruger studies (1999, 2002, 2014)

Focusing on What's Important

- **Students:** focus on self-discovery and thoughtful college search
- **Parents:** focus on the student-college match, not the name
- **Counselors:** understanding where each party is coming from to frame and guide future discussions

Think Beyond the Obvious

- Before the college search, there should be a vision of the expectations of four years of college
- Know yourself to better know which colleges might be a good fit for you
- Student and parent surveys can provide important insight into process
 - Encourage thorough and thoughtful responses

What is expendable?

- **Create initial college list with built-in flexibility - How far can the boundaries be pushed?**
 - **Take students and parents a little out of their comfort zone (the Stitch Fix model)**
 - **Put context around options you suggest**
 - **Help students see possibilities not limitations**
 - **Know what is essential and where students/parents can be flexible**

College Search with a Purpose

- **When criteria are not expendable**
 - **Religious preferences**
 - **Financial considerations - financially practical schools**
 - **Support services**
- **Seeking a desired outcome**
 - **Honors or other special programs**
 - **Scholarship search**
- **All about fit**

Anticipate the Unexpected

- **Changes after summer between junior/senior year**
 - **Be prepared to recraft the entire college list**
- **Strategize in advance for early decision applicants to manage expectations**
- **Have a Plan B - you may need it.**

College Search Criteria 2.0

1. Asking better questions
2. College Criteria Project
3. Lessons from poker



Asking better questions...

What do you want to learn more about?

Describe your ideal college/university in detail.

When thinking about the college search process, I am most worried about:

What problems do you want to solve?



***High-Impact Educational Practices as
recommended by the Association of American
Colleges and Universities***

<https://www.aacu.org/leap/hips>

First-Year Seminars and Experiences



Common Intellectual Experiences



Learning Communities



Writing Intensive Courses



Collaborative Assignments and Projects



Diversity/ Global Learning



Service Learning, Community- Based Learning



Internships



Capstone Courses and Projects



Aspects of the CCR

1. **Boxes checked:** Research, discovery, reading, thinking critically, collaborative, outside of comfort zone, etc.
2. **Findings are spot on, somewhat, or n/a.**
3. **Voluntary or assigned.**
4. **Veracity of information. Trust inherent.**



**Contributions to share with attendees?
What did we miss? What should we add?
Questions?**



THANK YOU
for attending this session!

We'd love to hear from you!

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