

Bright Horizons Family Solutions Client Conference 2007

Rising to the Challenge:

Engaging Employees Through All of Life's Stages

Beating the Admissions Game

Moderator- Lloyd Peterson

College Coach



Palm Springs, 2007

Co-Presenters

- **Lloyd Peterson**

Vice President of Education, College Coach

Former Senior Director of Admissions at Yale University

- **Stephen Kramer**

Senior Vice President, Bright Horizons Family Solutions

Founder and President, College Coach

College Coach complements current work/life offerings.

Employee Age	Key Issues	Corporate Assistance
25 - 35	Child care	Child care offerings
35 - 50	Child's education	College Coach
50+	Aging parents	Elder care offerings

Beating the Admissions Game

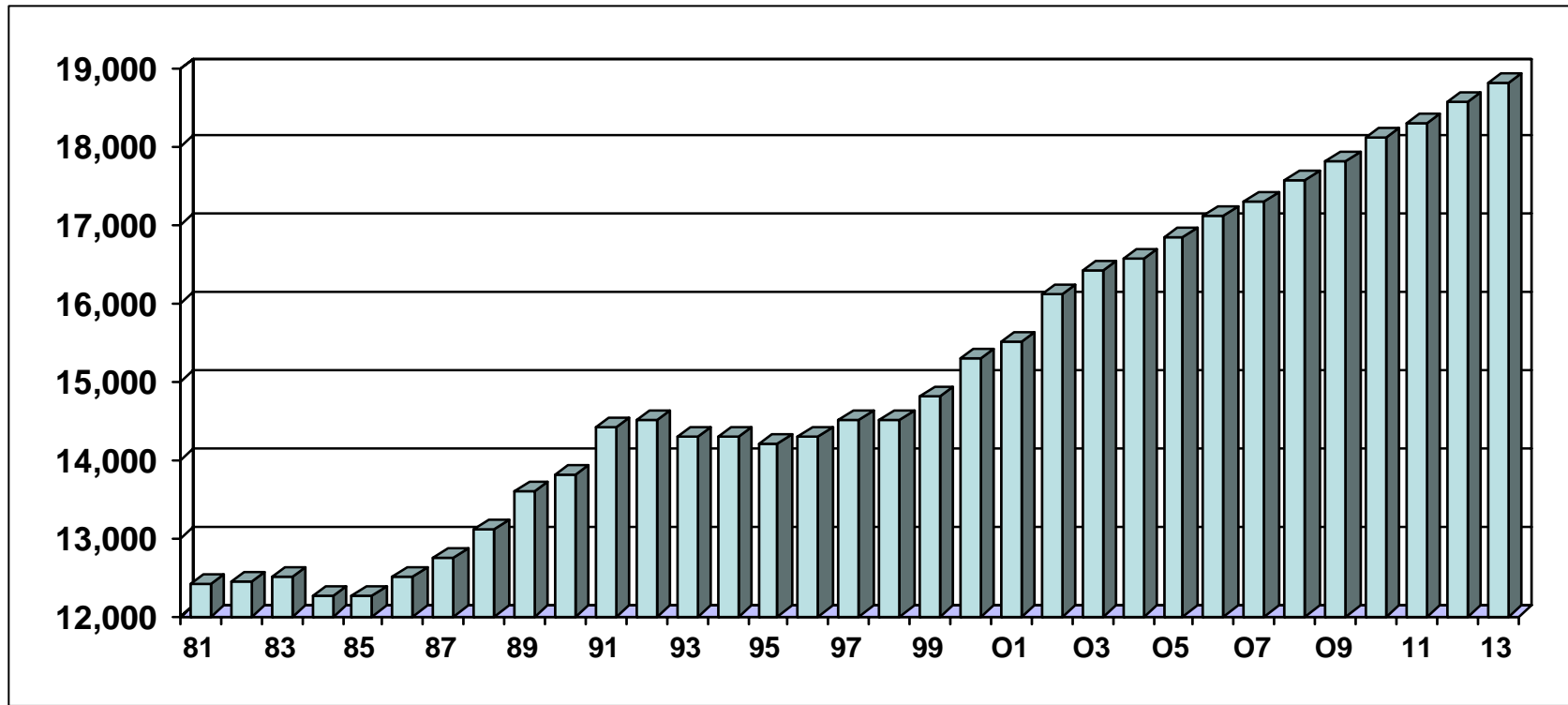


**SIMPLIFYING COLLEGE
ADMISSIONS**

Workshop Agenda

- **Current Environment**
- **The High School Plan**
 - ❖ Academics & Standardized Tests
 - ❖ Extracurricular Activities
- **College Application Process**
 - ❖ Identifying colleges
 - ❖ Submitting strong applications
- **To Do List**

Increasing Competition



Source: U.S. Department of Education, National Center for Education Statistics, 2003

How Does A College Evaluate?

Academics

- Courses
- Grades
- Rank
- School Group

Testing

- SAT Reasoning Test, ACT
- SAT Subject Tests







The Rest

- A Good Match
- Extracurriculars
- Recommendations
- Essays
- Interview

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College Preparatory Coursework

■ English		4 years
■ Social Studies		3 years
■ Foreign Language		3 years
■ Math		4 years
■ Science		3 years
■ Electives		As interested

Course Difficulty

Guideline 1: Challenge your student.

Guideline 2: Allow your student to be successful.

Consider the bigger picture:

- Do the courses play to his or her strengths and/or weaknesses?
- Will the program excite him or her about school?
- Will this academic plan overly tax my child?

SAT Reasoning Test

- **What is it?**
 - Evaluates writing, critical reading and mathematical abilities.
- **Does it count?**
 - Yes, it is one of the major factors determining college admission.
- **When do I take it?**
 - Typically spring of junior year. Can be taken more than once.

Standardized Tests

- Mainly multiple choice
- Predictor of success in college?
- Common measure experienced by all students applying to a particular college
- Helps college identify appropriate students
- www.collegeboard.com
- www.act.org

ACT

- **What is it?**

- Evaluates knowledge of English, reading, mathematics, and science with an optional writing section

- **Does it count?**

- Yes, it is one of the major factors determining college admission.
- It is often accepted in lieu of the SAT Reasoning Test & SAT Subject Tests combination.

- **When do I take it?**

- Typically spring of junior year. Can be taken more than once.

Extracurricular Activities

Talent-based

- Sports, Drama, Music & Art

Leadership-based

- Student Government, Model U.N., Class Office

Academically-based

- Math Team, Language Club, NHS

Career-based

- Newspaper, Mock Trial, Junior Achievement

Community Service-based

- Homeless shelter, SADD, Youth Group (CYO, BBYO)

Commitment

- Colleges are looking for well-rounded classes, not just well-rounded students
- Colleges are also looking for extracurricular depth and leadership, not breadth
- It is harder to stand out because of the number of students in this bucket
- Be yourself, which makes you unique

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Mix of Schools on Short List

- | | | |
|----------|------------|--|
| 2 | Dream | <i>The average accepted applicant is stronger than you</i> |
| 3 | Just Right | <i>You are on par with the average accepted applicant</i> |
| 2 | No Problem | <i>You are better than the average accepted applicant</i> |
| 7 | Total | |

Application Deadlines

- **Non-binding: If accepted, you don't have to enroll**
 - Rolling Admissions
 - ❖ **The earlier you apply, the earlier you will hear**
 - Early Action
 - ❖ **Apply in November → receive a decision in December**
 - Regular Admission
 - ❖ **College Admission Notification Date: April 1st**
 - ❖ **Student Final Decision Reply Date: May 1st**
- **Binding: If accepted, you must enroll**
 - Early Decision I & II
 - ❖ **Apply in November/January**
 - receive a decision in December/February
 - ❖ **Only consider this option for your absolute first choice**

To-Do's

- Meet with Guidance Counselor**
- Determine school list**
- Get organized**
- Determine recommendation writers**
- Take standardized tests**
- Visit campuses & interview**
- Draft Common Application essay**
- HAVE FUN!**

Who is College Coach?

The leading source of educational advisory services to employees and their families.

College Coach enables its clients to assist its employees through this critical process.

Service	Delivery
Training Workshops	on-site/web-based
One-on-One Counseling	on-site/phone
Education Help Desk	e-mail/phone

Selected College Coach Clients

AIG

AstraZeneca

Alliance Data Systems

Bingham McCutchen LLP

Cisco Systems

Chevron

Cubist Pharmaceuticals

EMC

Genzyme

IBM

Johnson & Johnson

Mellon Financial

Merck & Co.

Morgan Stanley

NYSE

Novartis Pharmaceuticals

NVIDIA

Pitney Bowes

Putnam Investments

Radian Group

Qwest Communications

Texas Instruments

Textron

Toyota

College Coach Curriculum

I Parents of Pre-Teens	II Parents of Teens	III Employees
Saving for College	The High School Plan	Exploring Academic Opportunities
Homework and Study Skills	Selecting the Right College	Exploring Academic Opportunities: Business
Discovering Your Child's Interests	Preparing College Applications	Exploring Academic Opportunities: IT
	Paying for College	

Q&A