Quick Write

Write down the names of five colleges or universities you think you would like to attend. Why do you think these schools would be good choices for you? What factors influenced your choices?

The Process of Choosing a College

Selecting a college takes a lot of thought and hard work. You may think you already know where you would like to go to school. If so, you may want to stop and reconsider. Don’t make the decision too quickly. Students often look for a single, perfect school, when, in fact, they could get a great education at any of a number of schools. Just because your dad, an older friend, or a famous athlete went to a certain school doesn’t necessarily mean that it’s the best place for you. And even if the local community college sounds appealing because it’s close to home, you should think about more than convenience. Your goal should be to find the kind of institution where you will get the best education possible.

Your choices are many: In 2012, there were almost 7,000 colleges and universities in the United States. It’s likely that more than a few of these schools will meet your educational needs and help complete your career path. So begin the search for a college by casting a wide net. You might end up deciding that your friend’s school—or the school in your community—is your best choice. You should be confident that you made your decision the right way.
This is the second of four lessons about planning and applying for college. In this lesson, you’ll learn about the criteria, or standards, you should think about when choosing a college. You’ll learn how to apply these criteria to come up with a list of a half-dozen or so colleges that will best meet your needs. You’ll learn a strategy for applying to the colleges you’ve selected. Lesson 3 will cover college entrance exams and college placement tests. In Lesson 4, you’ll learn how to write your application essay, which is often an important entrance requirement. You will also learn how to prepare for an admissions interview and what to look for during a campus visit. It is important to get started right away on the college admissions process. As early as September of your junior year you should be taking the first steps.

Regardless of where other people went to college, you must find the place that is best for you.

Courtesy of Ocean/Corbis Images
College Preparation Calendar for High School Students

Here is a simple checklist, season by season, of things you can do in your junior and senior years to prepare for college. For a more detailed list, visit the National Association for College Admission Counseling website at [http://www.nacacnet.org/studentinfo/Pages/Default.aspx](http://www.nacacnet.org/studentinfo/Pages/Default.aspx).

**Junior Year**

**FALL**
- Register for and take the October Preliminary Scholastic Aptitude Test (PSAT). Junior-year PSAT scores may qualify you for the National Merit Scholarship competition and the National Achievement and the National Hispanic Scholars programs. Many students also consider the PSAT a good practice run. The more times you take standardized tests, the more familiar you will become with the format and the types of questions asked, and the better you’ll probably do.
- If you will require financial aid, start looking into options for grants, scholarships, and work-study programs.

**WINTER**
- Begin to make a list of colleges you would like to investigate. Surf the Internet and use the resources in your school guidance office or public library. The Department of Education’s College Navigator offers a great starting point to have a direct link to all colleges and universities in the United States. If you are thinking about a large university, a small liberal arts college, a specialized college, a community college, a technical, or a trade school, you can find information on all of them. Visit the College Navigator at: [http://nces.ed.gov/collegenavigator/](http://nces.ed.gov/collegenavigator/).
- Meet with your guidance counselor to discuss your preliminary list of colleges.
- Register for and take the SAT, the ACT, or any other tests required by the schools you’re thinking of applying to.

**SPRNG**
- Write, telephone, email, or use the Internet to request admission and financial aid information from the colleges on your list.
- Continue to refine your list. Eliminate schools that no longer interest you and add others as appropriate.
- Look into summer jobs or apply for summer academic or enrichment programs. Students who participate in such activities impress colleges.
- By the end of your junior year, you should have taken any required tests, probably including the SAT or the ACT. If you haven’t already looked into these, ask your guidance counselor right away about application deadlines, procedures, and dates of administration.
- Your test scores are an important part of your application at most schools, and you will want to make sure they arrive in the college admissions offices on time.
SUMMER

- Visit college campuses, take tours, have interviews, and ask questions. Make visiting colleges a family event.
- Begin preparing for the application process. Draft essays, collect writing samples, and assemble portfolios or audition tapes if appropriate. If you are an athlete and plan to play in college, contact the coaches at the schools you are applying to. Ask them about sports programs and athletic scholarships.

Senior Year

FALL

- Beginning in the fall and throughout most of your senior year, make sure that you get all the application forms required for admission and financial aid for the schools to which you will apply. Mark all deadlines in your calendar. Register for and take the SAT, the ACT, and any other required tests if you have not done so already. Have the testing agency send the scores to the colleges you apply to.
- Ask people to write your recommendations. Give them at least three weeks’ notice to do this, and provide them copies of all the necessary guidelines and forms. Include a stamped envelope addressed to the college admissions office you are applying to. Make sure to write a thank-you note to these people afterward.
- Visit any colleges that you did not see over the summer. Schedule interviews with admissions staff.
- Make sure that your guidance counselor has forwarded your transcripts to the schools to which you’ll apply.
- If you plan to apply for early admissions, send in your application now.

WINTER

- File any remaining applications. Make sure these applications, as well as any you have filed earlier, are updated to include your first-semester grades.
- If you will need financial aid, complete the Free Application for Federal Student Aid (FAFSA) form early in the year (see Chapter 4, Lesson 1, “Financing for College”). Have your parents or guardian complete their income tax forms as soon as possible; you will need this information for the FAFSA.

success tip

The summer between your junior and senior years—

Practice writing online applications, filling out rough drafts of each application, without submitting them. Write some essay drafts, and then review your applications, especially the essay components. Get help from teachers to review your essays for grammar, punctuation, readability, and content.

For schools with early admission policies, submit your applications early, between October and December of your senior year. The college’s decision may come early, too, possibly before January 1. If you aren’t accepted, you have had the experience of much practice and you will be ready for the next round of applications you submit.
• Check over your Student Aid Report, which you should receive from FAFSA within four weeks of applying. Make sure the report is correct. If you don’t get your report, call the Federal Student Aid Information Center toll free (800-433-3243). For the hearing-impaired (TTY users), call (800-730-8913). The alternate toll number is (319-337-5665). (Review companion website for current contact information)

• Complete scholarship applications.

• If you have applied for early admission, you should receive the results by early winter. If you are accepted and you want to enroll in that college, your search is over! Contact the school and move forward with final plans for enrollment. If you are not accepted, continue to pursue other choices.

**SPRING**

• As you hear from the colleges to which you have applied, begin to rank them. Compare the financial aid packages they offer. If you’re sure that you do not want to go to one or more of the colleges that have accepted you, write to tell them this. This will let them know to give your spot to someone else.

• By 1 May, decide on the college you will attend. Send in your tuition deposit. Notify the other colleges that you are enrolling elsewhere.

• If a college puts you on a waiting list, write to the admissions office and emphasize your continued interest.

• Take advanced placement (AP) exams if relevant, and have the results forwarded to your college.

• Notify the college of any scholarships that you have received.

• Find out when final payments for tuition, room, and board are due. If necessary, talk to the financial aid office to see if you can make installment payments.

**Success TIP**

The summer after your senior year—

Participate in summer orientation programs for incoming freshmen. These are critical to a successful first year, and will give you an opportunity to meet future classmates and professors in a relaxed environment.

Respond promptly to any correspondence you get from the college. These letters will ask you, for example, about course selection, housing preferences, and roommates. Prepare for a big change in your life. Set out for campus with confidence and a determination to succeed academically and personally.
Criteria for Selecting a College

The first step in choosing a college is to decide on your selection criteria. Here are some criteria that every prospective college student should consider.

1. Accreditation

According to the Education Writers’ Association, there are three basic kinds of accredited colleges and universities:

- Public colleges and universities, both four-year and two-year
- Private, non-profit four-year and two-year institutions
- Proprietary, for-profit schools, including on-line institutions, which have grown sharply in number during the last decade.

A college that is accredited is a college that is approved as meeting certain standards. These standards cover such matters as the qualifications of the faculty, the teachers or professors; the content and range of the courses; grading; and the adequacy of a school’s libraries and laboratories. An accredited college also has sufficient funds to meet its needs. The US Department of Education oversees the accreditation of colleges by delegating accrediting authority to national or regional organizations.

A degree from a non-accredited college is much less valuable than a degree from an accredited school. Many employers will not hire graduates of non-accredited schools because they believe that such students do not have a valid education. Moreover, if you transfer from a non-accredited school to an accredited one, you will have to start over. An accredited college will not accept the credits you have earned from courses taken in a non-accredited school, even if you have earned good grades.

2. Length of Degree Program

If your goal is a bachelor’s degree from a four-year institution, it’s usually best to enroll in a four-year college right from the start. You could, of course, earn a two-year associate’s degree from a community college and then transfer to a four-year institution. In some cases, this approach makes sense. For example, if you are not sure that you can handle college or being on your own, attending a local community college might be a good first step. But if possible, you should enroll directly in the school from which you plan to get your four-year degree.
3. Reputation

Ask your parents or guardian, a school guidance counselor, and other adults about schools that interest you. Although reputation doesn’t always equal excellence, you will probably want to consider it. Attending a prestigious institution does not guarantee success, but it will likely make it easier to get a job interview after college.

4. Breadth and Depth of the Curriculum

The main purpose of going to college is to learn. You want to attend a school that has a curriculum, or course of study, that is broad enough to challenge you and to make you feel sure you have received a solid education, whatever your area of study. Of course, you can’t study everything. At some point, you will have to decide on a major, or area of academic focus. If you want to concentrate on history, for example, you should attend a school that has a respected program in historical studies. That means it has a variety of general courses in the history of the United States, Europe, Africa, Asia, and other areas of the world. It also has courses covering certain eras, such as the Renaissance, or on certain topics, such as women’s history. A college with a rich curriculum in your field of interest will give you a variety of courses to choose from. It will have faculty who are experienced and knowledgeable in their areas of specialty. It should also have many graduates who have gone on to good jobs or graduate school to earn a Master’s degree in your field of interest. Employers and graduate school faculty will probably know some of these students. If these students have done well, you may find it easier to get a good job or gain acceptance into a top graduate school.
If you know what you want to study, talk to people in the field that interests you and ask them which schools they would recommend. If you are undecided about your major at this point, don’t worry. Pick a school that offers a range of majors and programs. Most colleges offer admissions counseling to help you pick a major. If you enter college without a major, by the time you have completed a year or so of general study, you may feel better prepared to select one. Remember, most colleges will require you to decide on a major by the time you enter your junior year of college.

5. Size

The size of colleges and universities varies widely. Some private liberal arts colleges have only a few hundred students and a few dozen faculty members. State-supported schools may have tens of thousands of students and hundreds of faculty members. In addition to the number of faculty and students, the size of the college will determine such things as:

- The number of majors offered
- The range of extracurricular activities
- The amount of personal attention students receive from faculty and advisers
- The size of the library collection
- The availability of computer and science labs
- The diversity and backgrounds of the student body.

6. Academic Admission Standards

Some colleges have strict admission criteria. They accept less than 10 percent of the students who apply. Other schools accept a greater percentage of applicants. Schools consider many things in evaluating students for admission, including the essays written for their applications, references, and interviews. Nevertheless, academic qualifications are probably the first thing colleges explore. They will look at your grade point average (GPA) in your core classes and, in most cases, your scores on standardized college entrance tests.

It is never too early to start working to make sure your GPA is as high as possible. Your GPA is important because it represents your cumulative effort in high school. It is also considered a fair estimate of your future performance.

Your scores on standardized tests are important because they let a school see how you rank with all other students who take the tests. Most schools require applicants to take either the SAT or the ACT. You will learn more details about standardized tests and how to prepare for them in Lesson 3, “Navigating the Testing Maze.”
If parts of your academic record are weak, you may still have a chance for admission. Colleges want students with good well-rounded records, not just top grades and test scores. The best thing to do is to aim high but also to be realistic. Applying to college takes time and money. Don’t apply to a college unless you are reasonably sure that you meet its academic admission requirements. Typically, there are application fees each time you apply to a college.

7. Cost

College costs, as you learned in an earlier lesson, include much more than tuition. You need to think about costs of room and board, and these vary from school to school. As higher education expenses continue to be on an upward spiral everywhere, this will make your decision making much more critically focused on what you can or cannot afford. For example, the Department of Education reported for the 2009–2010 academic year, prices for undergraduate tuition, room, and board were estimated to be over $12,800 at public institutions and over $32,100 at private institutions. In the ten-year-period between the 2000 and 2010, prices for undergraduate tuition, room, and board at public institutions rose 37 percent. At private institutions, the costs rose 25 percent.

Don’t forget daily living expenses. Include the costs of entertainment, such as tickets for movies and athletic events. Also remember that city living is more expensive than country living. A college in an urban area offers many attractions, but the cost of living will be higher, especially if you live in off-campus housing. Travel expenses also must also be considered between campus and your home; it could be as cheap as a half-tank of gas or as expensive as a cross-country plane ticket.

As you learned in Lesson 1, there are many ways to finance an education. Schools want to attract different types of students, and they offer a number of options for financial aid. If a school seems perfect, but the cost is on the high side, don’t give up. Talk things over with your parents or guardian and your guidance counselor, as well as people in the college’s financial aid office.

When it is time for the final decision, however, make sure that you think seriously about cost. If you’ve narrowed your decision to two schools and one is much less expensive than the other, it’s probably better to choose the cheaper school. You want as little debt as possible when you graduate.
8. Location
Do you want to come home frequently while you’re a student, or do you see college as a time to experience a new part of the country? Perhaps you like an urban environment with access to museums, ethnic foods, diverse people, or major league ball games. On the other hand, maybe you value access to the outdoors or the serenity of a small town. You will probably want to find an area where you will feel comfortable but that is also stimulating. That’s because part of a quality college experience is meeting a wide variety of people and enjoying new experiences. College is a place for social and emotional growth as well as intellectual growth.

9. Special Programs and Employment Opportunities
Some colleges offer students from diverse ethnic or cultural backgrounds an opportunity to take advantage of programs designed to meet their unique needs. These include everything from campus social organizations to entire schools geared to a specific ethnic group, such as historically black colleges and universities. If you want to work part-time while you’re a student, you’ll need to look into job opportunities on campus and in the community. You may also want to explore the possibility of internships and work-study programs.

10. Student Body
While you’re a student, you will spend a lot of time in classrooms and labs. The drive for academic excellence will be powerful. The atmosphere will be competitive. For this reason, you probably won’t want to attend a school where your academic ability is too far above or too far below that of the average student. But you need to think about social relationships, too. Would you be comfortable in an atmosphere where everyone had a lot more money than you do? Or a place where you were surrounded by people of different ethnic, religious, or racial backgrounds? How important are political issues to you? If you choose a school where everyone thinks exactly the same way as you, then you may be missing an important part of what the college experience provides—expanding your knowledge about how others think and why they think that way.

Think about social relationships also when choosing a college—you need to feel comfortable in the campus atmosphere.

Courtesy of Matt Bird/Corbis Images
11. Role of Alumni

How loyal are the alumni, or people who have graduated from a certain school? This is important for a variety of reasons. First, alumni support often translates into money for laboratory equipment, computers, athletic facilities, library materials, and other necessities. Loyal alumni can also help a school’s new graduates find job and career opportunities.

Once you’ve identified a few colleges that interest you, talk to some of their alumni. Ask them tough questions about academic rigor or prospects for employment after you graduate. Such conversations can give you a good indication of whether the school is right for you.

12. Employment Services

Many schools take active roles in helping their graduates find jobs. They have student employment offices. Many companies will send recruiters to a campus to interview candidates who are about to graduate. Some schools have internship or cooperative (co-op) programs that allow students to gain practical work experience for class credit. Depending on your expectations and needs, these may be important selection criteria for you.

Alternative Programs to Earn College Credit

1. Earning College Credit While Still in High School

One way to earn college credit while you are still in high school is through dual enrollment. Dual enrollment or concurrent enrollment is beneficial to students seeking to get a head start on their college education. Students enroll in college classes and if they earn a passing grade, they receive credit that may be applied toward their high school diploma, a college degree, or a certificate. In some cases, the student may even be able to attain an Associates or equivalent degree shortly before or after their high school graduation. Furthermore, participation in dual enrollment may help with the transition from high school to college by giving students a sense of what college academics are like. In addition, dual enrollment may be a cost-efficient way for students to accumulate college credits because courses are often paid for through an agreement between the local high school and college. However, students who are dual enrolled will typically have to cover the cost of course materials such as textbooks and in some cases will have to pay an enrollment fee for classes taken through a local college.

Another way to earn college credit while you are still in high school is a program offered by educational services that partner with accredited universities and colleges. This may allow you to earn continuing education credits and degrees by taking high school courses that transfer to college credits through completion of additional college level requirements from collaborating postsecondary schools. The awarding
of college credit may require additional course readings or written papers. These courses are often completed on-line once the student has enrolled with a collaborating college or university. One such educational service, RTG and Associates.org, can be contacted at www.leadershipcredit.net, where you will also find other courses offering honors credit.

2. Online Colleges and Distance Learning

As you consider which college you would like to attend, you may also want to think about online college degree programs. With new technologies, you can get (or complete) your degree via the Internet, usually going to an asynchronous-mode course, in which students “go to class” at a distance, participating in the course activities and assignments whenever and from wherever it is convenient during the school week. This fast-growing “alone but together” form of college education is especially popular with busy working students, including those in the military.

Many students are turning to online schools because the cost of tuition and fees has more than tripled at live-in public colleges during the past three decades. Community colleges, too, are so crowded that some hold classes almost around the clock. Though the tuition cost may be about the same as attending classes on a college campus, students will save money by not having to pay daily living expenses such as meals, room, or parking fees. So online learning is becoming not just convenient, but often necessary.

You can find help in your search for accredited online schools at www.schools.com; you will find plenty of information for school options and how to be a smart consumer about your education. Another good website for distance learning is located at www.distancelearning.com/about; this website will give you advice and information for online colleges.

If you want to go to an online school or attend a for-profit educational institution, use the same guidelines mentioned from the previous section to assist your decision-making.

College Admission Standards

All colleges and universities evaluate applications for admission using several key factors. Although we have touched on some of this material, because of its importance, let’s review the following information again:

- Scores on standardized entrance examinations—How well did you do on the SAT or ACT? Some schools seek students with outstanding test scores, while others are open to students with more-modest scores.

- Grades—What’s your GPA? Many schools believe that a student’s grades are more important than scores on standardized tests. This is because the GPA indicates a student’s academic abilities over four years.
• Extracurricular activities—Which clubs, sports, and volunteer activities have you participated in during high school? Are you active in community groups? A college will be more likely to accept a student who has a 3.8 GPA and who was an athlete, participated in plays, and worked in the community than a student with a 4.0 GPA who did nothing but hit the books. Colleges want well-rounded students.

• Interview—An interview is a key part of the admissions process at most schools. If possible, you should schedule an interview with every school you apply to. In some communities, college alumni conduct these interviews. If that’s the case for a school that you’re interested in, you won’t need to travel to the campus.

• Admission essay—The essay is a critical part of the written application for almost every college. An essay helps college admissions staff see how you write, but it also gives them insight into your character. You’ll learn about how to write a good essay in Lesson 4, “Essays, Interviews, and Campus Visits.”

• Recommendations—Every college will ask you for letters of recommendations from teachers, counselors, or other adults. Pick people who know you well. The longer they have known you, the better. Resist the temptation to ask someone who is famous but does not know you well. The school won’t find such a letter nearly as impressive as one from a person who has known you for a long time and can provide an honest picture of your character, abilities, and interests.

Identifying Colleges That Will Best Meet Your Needs

Once you have defined your selection criteria, you will have a good idea of the type of school you would like to attend. The next step is to make a list with which you can identify the schools that best meet your criteria.

Making a List

Make an appointment with your guidance counselor. Do this early, because you want to make your decision based on current and reliable information; this may require some time-consuming research on the part of you and your counselor. Bring a list of those things that are important to you based on what you have read in this section. Keep the list reasonably short, and ask the counselor to help you find colleges that meet your criteria.

You should also go to an online database and create a list of possibilities. In addition to the Department of Education’s College Navigator mentioned previously in the lesson, you can find another good college-matching database at www.collegeboard.com. Check out others, too, by typing phrases such as “college matching” or “college choices” into a search engine.
College admissions officers sometimes visit high schools to tell students about their institutions. Take advantage of as many of these visits as you can. Be prepared with a list of questions. The answers can help you decide where to apply. Begin by creating a fairly long list. Then narrow your list to five to ten schools. Request information, catalogs, applications, and other necessary forms from these schools. You can do this by US mail or online.

Making the Decision: A Strategic Plan

By now, you have a stack of application forms on your desk. The big moment has arrived. It’s time to decide where you’ll apply and to start filling out your applications. Your goal should be to apply to enough schools so that you will have a choice—but not to overdo it. You don’t want to spend time applying for schools that really don’t interest you or where your chances of being accepted are too low.

It’s also a matter of money, too, although given the importance of this decision, the application fees are not too high by themselves. The average application fee is under $50. For some, paying this fee may present a hardship for the family, especially if applying to a half dozen schools. This could cost your parents as much as $250–$300 just to turn in applications. You may be able to request a fee waiver. You can usually find information on fee waivers in a school’s application packet. If you can’t find information there, check with the admissions office. Think strategically at this point. Try to apply for admission to at least three types of schools:

1. **A “safe” school**—This is a school whose qualifications you probably exceed. It’s one you have a strong chance of being admitted to. It’s a school that you like, although it may not be your first choice. Nevertheless, you’ll feel comfortable having it as a fallback if your top choices don’t work out.

2. **Two or more “match” schools**—These are schools with standards and requirements that are pretty much in line with your grades, qualifications, and career goals. You think you have a reasonable chance of being admitted to these schools and you’re confident that they will meet your educational needs and other criteria.

3. **Two or more “reach” schools**—Your acceptance at these schools is a long shot. Perhaps your GPA and test scores are below the school’s average, or these schools are very expensive. But stretching your limits, financially and academically, gives you an opportunity to be accepted by a more select program. Many students are surprised to learn about scholarships or other opportunities that help them gain admission to schools they thought were beyond their reach. You never know until you try.

Filing Your Application

Colleges set their own application dates, and it’s up to you to learn the deadlines of the colleges to which you will apply. Colleges’ customary deadline for informing applicants of their decision is May 1 of the student’s senior year.

LESSON 2  Selecting a College
Some schools, however, have an **early-admissions policy**, whereby you are informed by December whether or not you are accepted. The application deadline for early admission is usually in the fall of your senior year. Many students like this approach because they want to know where they will be going to college as soon as possible. But if you choose this route, one disadvantage is that you’ll have to make your decision whether or not to accept the school’s offer promptly.

If you are sure this is the school for you, you’re set. But if you are undecided, you may want to wait until May 1st, by which time you may have more than one college to choose from. If you have applied for early admission and the school doesn’t accept you in December, you may still have a chance to be admitted. This is because the school will put your application with those of students who have applied under its normal schedule. Schools usually make early-admission offers only to their highest-ranking applicants. In addition, some schools have a **rolling-admissions policy**, under which they make acceptance decisions as students apply. If the school you’re interested in has a rolling admissions policy, you should apply as early as you can; otherwise, the school may fill all the positions in its freshman class before it even receives your application.

### The Application Process

Photocopy or print additional application forms before filling them out, so you can practice perfecting the information before you write on the original you plan to submit. Never mail the completed application without making a photocopy of it. If the application gets lost in the mail or the college misplaces it, you will have to start over. Mark all application deadlines, test dates, and interview times on your calendar. Keep track of which colleges will be sending representatives to your high school, and arrange to meet with people from the schools you are applying to.
Playing the Waiting Game

Throughout the last few months of your senior year, trips to the mailbox will probably be both uplifting and disappointing. If you get a few rejections, don’t be discouraged. You will eventually find the school that’s right for you. If a school doesn’t accept you right away, it might place your name on a waiting list, or list of students who will be admitted if others choose not to come. Take this as a good sign: The school would not put your name on the list if it didn’t think you were qualified. Write to the admissions officer to let them know how much you would like to attend the school, and emphasize why you are qualified to do so.

As you hear back from schools to which you have applied, inform your guidance counselor. What if you aren’t accepted into any of the schools to which you applied? Don’t panic—there are still plenty of other colleges that are looking for someone with your qualifications. Reexamine your list of potential colleges and call the admissions offices of some you did not apply to. They might accept late applications. Even if they do not, they might be able to provide helpful advice.

“The aim of all education is, or should be, to teach people to educate themselves”.

Arnold Toynbee, Surviving the Future, 1971

CHECKPOINTS

Lesson 2 Review

Using complete sentences, answer the following questions on a sheet of paper.

1. List at least five college selection criteria and describe how each one applies to your potential choice of a college.

2. What are the basic factors that colleges use to judge an applicant’s suitability for admission?

3. What can you do to improve your chances that the colleges that interest you most will accept you?

APPLYING COLLEGE-SELECTION SKILLS

4. Using the 12 criteria described in this lesson, write a paragraph describing your ideal college. Then go to the Internet and find five colleges that match your profile. (You’ve just started your college list!)