



**College Aid Pro™**

# OUR MISSION

TO END THE STUDENT LOAN CRISIS BY  
EMPOWERING FAMILIES TO SHOP SMARTER FOR COLLEGE



## Your Presenters

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A student in a white shirt is sitting in a library, looking at a book. The background shows bookshelves filled with books. The image is overlaid with a semi-transparent blue filter.

# Building a List With Balance & HS Research



**College Aid Pro™**

# Will I Be Eligible For Need-Based Aid?

(COA - EFC = Need)

**COST OF ATTENDANCE**

"Sticker Price"



**EXPECTED FAMILY CONTRIBUTION**

What college/  
governments think you  
can pay annually

**NEED**

Amount of financial  
aid family is  
potentially eligible



# What if I Don't Qualify for Need-Based Aid?

- Merit Aid and Competition

- 1 Identify where the student will be eligible for scholarships
- 2 Some colleges require FAFSA/CSS Profile in order to qualify for scholarships
- 3 [MYCAP.COLLEGEAIDPRO.COM](https://mycap.collegeaidpro.com)
- 4 School-by-school basis; some more generous than others
  - \**Ivy League, NESCAC, etc. do not give merit awards*
- 5 Apply to competing college

- Value Schools

- Lower end of tuition range = **value**
  - Example: James Madison (VA) COA = ~\$40,000
  - Public Schools Honors Programs

# Building a List With Balance



- Average College List Falls between 10-14 Schools
  - Can vary depending on student, academic interests, deadlines, etc.
- Balance of Safety, Target and Reach Schools
  - 50T/25S/25R Method
    - 6 Targets, 3 Safeties, 3 Reaches
      - R - Brown, U Penn, UCLA
      - T - BU, Pepperdine, Texas-Austin, UC-Davis, U Maryland,
      - S - San Diego State, Baylor, U Delaware
  - 40T/35S/20R/5HR Method
  - Target - Student fall into the category of “competitive applicant” for the schools
  - Safety - Student is above the stated Middle 50% averages for acceptance
  - Reach - Student is below the stated Middle 50% averages for acceptance
  - High Reach - Student is below the Bottom 35% averages for acceptance

# “Front of the Brain” Characteristics of A School



- Location
- Size (Undergraduate and Overall Population)
- Campus Type (Suburban, Urban, Rural)
- Commuter vs. Residential
- Academic Interests
- Social/Athletic/Extracurricular Interests



# “Back of the Brain” Characteristics of A School



- Size vs. Class Size vs. Faculty and/or Advisory to Student Ratio
- External Location
  - What is there to do? Where can I get a job? What are my transportation options?  
How does the external community welcome the students to the school?
- Campus Layout
  - What is my walk to class? Where are the freshman dorms located?  
How many dining halls are there? Where might classes be?
- Academic Approach
  - Research vs. Theory
  - Group Project Heavy?
  - Thesis Project?
- Admissions Requirements
  - Testing? Additional Essays/Interviews? Special Programs?



# Pre-Med Specific List Building

- Exposure to the Field
- Community Service Involvement
- Specific Letters of Recommendation
- Application Fees
- Specific Research Opportunities
- Liberal Arts School or Big University/Research University





# List Building Activities

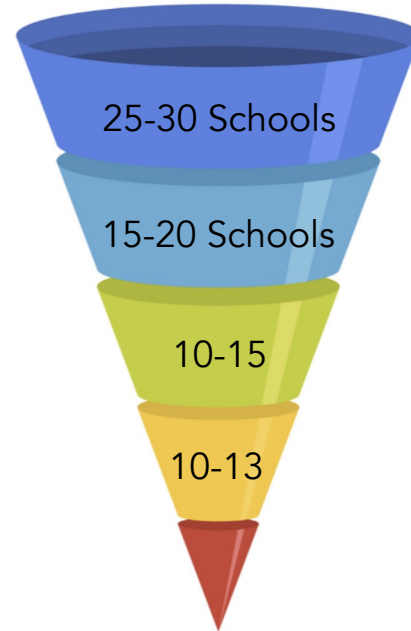
- 1 The College List Funnel
- 2 Needs & Wants
- 3 Criteria Grid Exercise
- 4 Free Association Exercise



# 1 • The College List Funnel



25-30 Schools





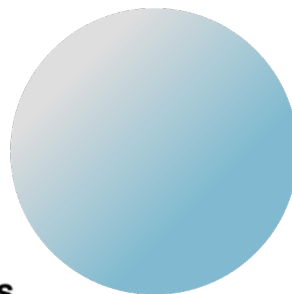
## 2 • Needs, Wants & Nice to Have

We hope you are beginning to hone in on the aspects of a college that are non-negotiable for you. As an example, maybe you know you want to study a specific major, play a certain sport, or be within a day's drive from home.

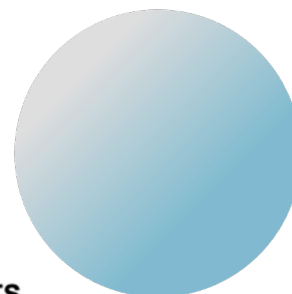
If you would not consider a college that doesn't meet this set criteria, then that is a *need*. Other aspects of your search might be more negotiable—perhaps you would *prefer* to be in a college town but you are open to a more rural campus, or you would *rather not* have Greek life as part of the experience, but this is not a deal breaker.

Finally, there are factors in your search that will fall into the “*it would be nice to have*” category—a winning football team, an accordion club, or proximity to a big airport for direct flights home. Our hope is you can start to identify, name, and classify these different needs and wants as early as possible in your college search but that you will also be open to shifts as you learn more about schools and yourself.

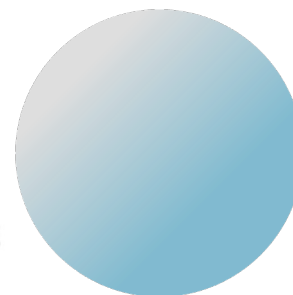
**NEEDS**



**WANTS**



**NICE TO HAVE**



<b>Size</b>	<b>Small</b> 1,000 – 3,500	<b>Medium</b> 3,500 – 8,000	<b>Large</b> 8,000 – 15,000	<b>Enormous</b> More than 15,000
<b>Setting</b>	<b>Rural</b>	<b>Suburban</b>	<b>Urban w/ Quad</b>	<b>Urban w/o Quad</b>
<b>Location</b>	<b>East Coast</b>	<b>South</b>	<b>Midwest</b>	<b>West</b>
<b>Type of School</b>	<b>University</b> Made up of several smaller colleges with specific areas of study. Also offers graduate programs.	<b>College</b> Liberal Arts programs requires study across the disciplines, with a "major" area of focus	<b>Specific Focus</b> Business Technical Arts Single Gender	<b>Religious Colleges</b> Catholic, Jesuit, Quaker, Jewish, etc.
<b>Programs</b>	<b>Coop Program</b> Combines classroom learning with hands-on, real world work experience	<b>Internships</b> Institutional support? Formal programs? Availability? Class year?	<b>Study Abroad</b> Summer Program Semester Junior Year Abroad Required?	<b>3/2 Programs</b> Combined or dual-degree programs in engineering
<b>Academic Program</b>	<b>Academic Support</b> Peer/Professional Tutors Drop in Centers TAs/grad students	<b>Core Requirements</b> How many classes? How restrictive?	<b>Majors/Minors</b> Ability to create you own Ease of double major	<b>Other Considerations</b> Freshman Seminars Workload Faculty-Student ratio
<b>Students</b>	<b>Politically</b> Liberal Conservative Interested/Active Disinterested	<b>Disposition</b> Happy Sophisticated Outgoing Independent	<b>Academically</b> Hard working Competitive Engaged Cooperative	<b>Interests</b> Outdoors Athletics Arts/Music Community Service
<b>Athletics</b>	<b>Division I</b> <b>Division II</b> <b>Division III</b> <b>Intramurals</b>	<b>School Spirit</b> <b>Facilities</b>	<b>Students are:</b> On teams Physically fit Rabid fans Non-athletic	<b>Most Competitive Teams:</b>
<b>Facilities</b>	<b>Library</b> Place to study Place to gather Place to get info	<b>Classrooms</b> Technology Appearance	<b>Student Center</b> Food Service Place to gather	<b>Dorms</b> Housing guaranteed? Required? Theme dorms Suites/singles/doubles % of students on campus



## 4 • Free Association Exercise

College Name	Adjectives to Describe the College	How did you hear about it?



# Research at the High School Level

## Research Leads to...

- Deepening your knowledge of the field
- Taking initiative and making decisions for yourself
- Discovering hidden strengths, addressing weaknesses early
- Creating your own path, avoid comparing and following others

## which matters because...

- Efficient college research
- Compelling essays
- Reveals passions and projects
- Showcases how you go the extra mile





# College Aid Pro™

**We are here to help**



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