

Introductions & Perspectives

College Perspective Adam Miller

Director of Admission Whitman College



Parent Perspective Christine Bowman

Parent of a rising senior

Southwestern University



<u>High School Perspective</u>

Kathleen Odell

College Counselor

Design Tech High School

Redwood City, CA



Tech Solutions Perspective

Anne Wager

IEC & Founder

Corsava

Seattle, WA



Emotional Preferences & Why They Matter

- What students do in college matters much more than where they go
- Engagement in academic and campus community is key
- Identifying what matters most to students elevates the college search process



Overwhelming Options

High School Perspective	College Perspective
"Good College" = Big Name School	Hard for colleges to differentiate
Parent Perspective	Technology Perspective
With so much mail/emailwhere do you start?	What to Use?
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Unreliable Information

High School Perspective	College Perspective
Parents listen to other parents	Word of mouth & third party data
Parent Perspective	Technology Perspective
Who or what sources do I trust for the real story	Untrustworthy data, paid search
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Cost

High School Perspective	College Perspective
Families unaware of reality of cost and what they can afford	Lack of transparency from colleges
Parent Perspective	Technology Perspective
How much can I/should I pay?	NPC can't predict merit aid
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Generational Communication Differences

High School Perspective	College Perspective
Students don't check email regularly	Gen X parents w/ Gen Z students
Parent Perspective	Technology Perspective
How can I be involved if I don't see the messages to my student	Instagram vs email vs paper

Limits to Self-Understanding

High School Perspective	College Perspective
Students often change their minds	How well do 17-year-olds know themselves?
Parent Perspective	Technology Perspective
Can we dig beyond name to see the benefit of other schools?	Engagement metrics rare
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Ideas & Suggestions













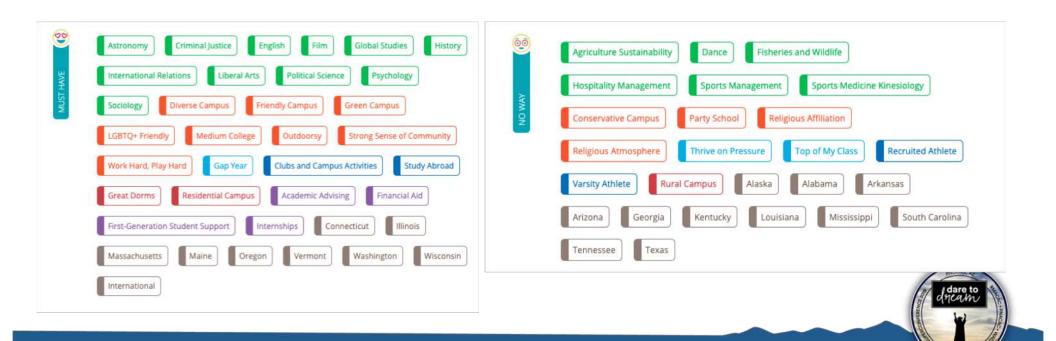
Flip the Narrative - Start with the student

Corsava card sort may help students to think beyond the numbers



Low-Cost On-line Tool

Counselor can view results for all students. Use this to help guide the conversation during 1:1 meetings.



Ask Your Students

- 1. What are you most excited about learning, doing and experiencing in college?
- 2. What types of places or settings do you imagine you will most and least enjoy?
- 3. What interests outside of class do you want to cultivate?
- 4. Are there specific resources, supports or types of classes that would help you to be fully engaged?
- 5. Who do you want to hang out with and get to know? What social scene do you want?
- 6. How do you want to spend your time while you are there?



Partner With Admissions Officers

Student Life Panel



University of Tennessee - High Point College - St. Mary's College of CA - Drexel University - University of Oregon

Mini College Fair afterwards





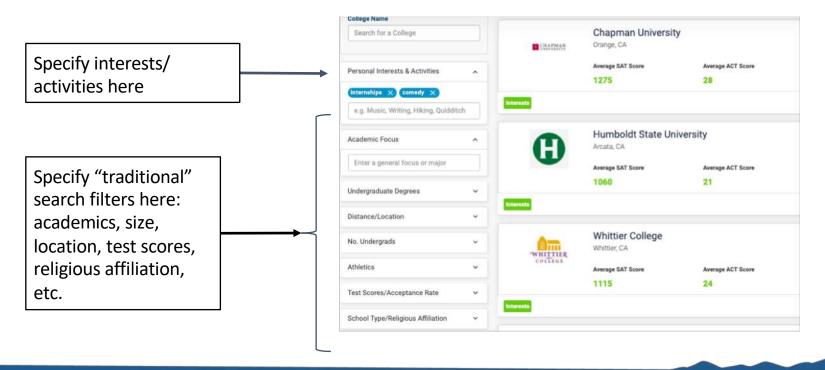
SCOIR Demo

www.scoir.com

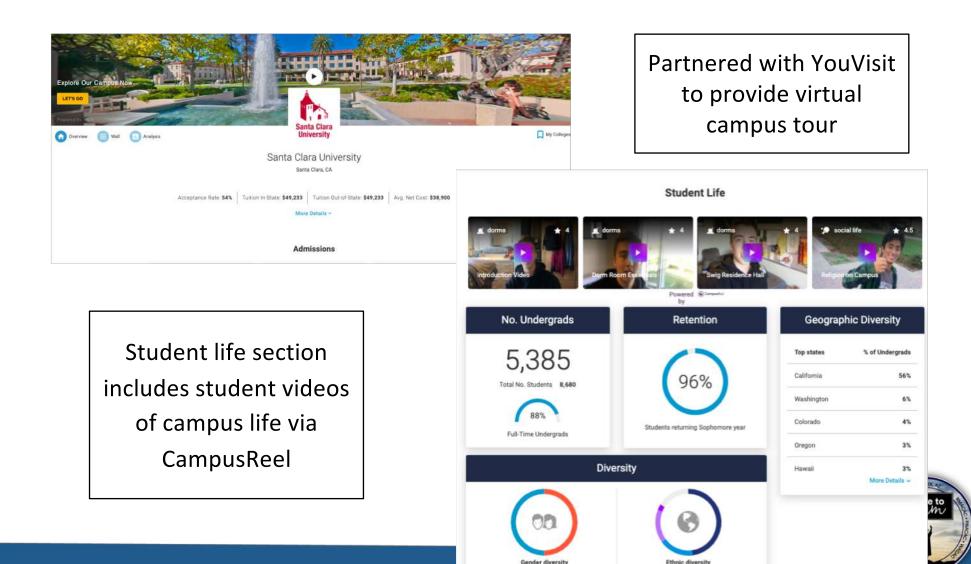


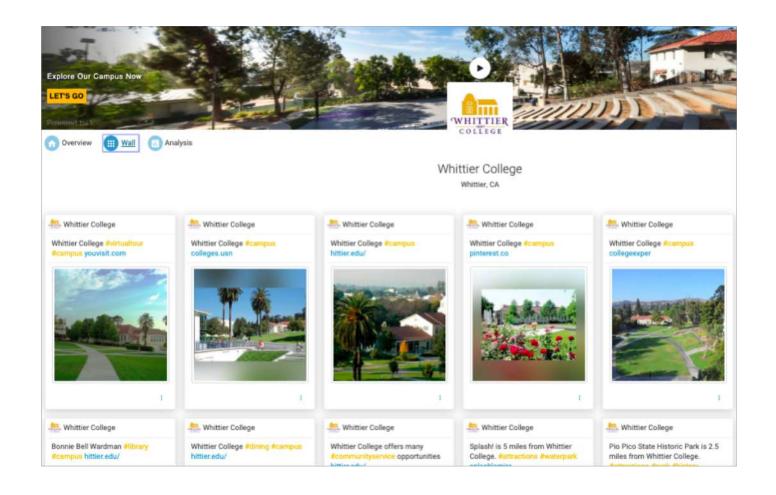
Using SCOIR to look beyond the numbers

Student specifies interests (improv, internships, performing arts, etc.) In addition to other filters - academics, size, location, etc.









Wall

Social media posts Facebook / Twitter

How active is the club

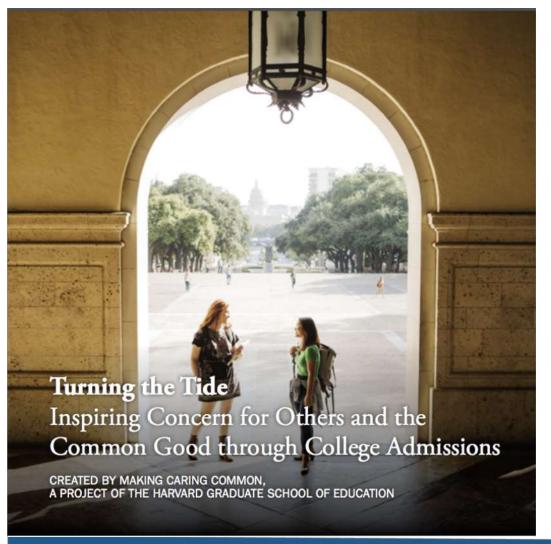
Use # to get list of colleges with similar interests



Online Research Tools

- College Recommendations
- Reality Check on Cost
- Career and Campus Videos
- Paths to Career Exploration
- Dream Job Research





- 1) Promoting more meaningful contributions to others, community service and engagement with the public good.
- 1) Assessing students' ethical engagement and contributions to others in ways that reflect varying types of family and community contributions across race, culture and class.
- 1) Redefining achievement in ways that both level the playing field for economically diverse students and reduce excessive achievement pressure.



