



American International Education Associates



- College Admissions Counseling
- Strategizing, positioning.
- Domestic (Asian-American, Anglo-American) and International Students

Demographics, Competition Make Admissions More Stressful

- Over 3 Million high school students graduated in 2006 – up by 25% from a decade ago.
- “...At the popular schools, it’s a cruel game of numbers: there are many more qualified students than there are seats. Some applicants aren’t getting in --- despite having a reasonable expectation that they really ought to. Bumpy ride indeed.” -- *Newsweek*, “How To Get Into College, 2007 Edition.”
- **Consultants Help:** “A skilled consultant might help kids find below-the-radar schools that fit them better than *uber*-popular colleges.”

Admissions Data: Competition Increases for Strong Students

■ Competitive Schools Keep Getting Tougher:

School	# Applied	% Accepted	Yield
■ Juilliard School:	2,253	5.4%	70.6%
■ Harvard University:	22,796	9.2	78.0
■ Yale University:	19,451	9.7	70.3
■ Columbia University:	15,793	10.7	60.5
■ Princeton University:	16,510	10.9	68.0
■ Stanford University:	20,195	12.0	67.3
■ Cooper Union	2,301	13.4	74.0
■ MIT	10,440	14.3	66.7
■ Brown University	16,911	15.1	56.3
■ Dartmouth College	12,756	17.0	49.5
■ Amherst College	6,284	18.7	36.7
■ College of the Ozarks	2,388	18.8	54.0

Universities Use Sophisticated Practices to Become Stronger

EARLY DECISION Allows Schools to Fill Classes Early: Practice Rewards Motivated Families with a Sophisticated Education Plan

	Total Freshmen Class	%Admitted ED
■ Furman University	689	57.3
■ Hamilton College	498	50.6
■ Franklin&Marshall	582	49.3
■ Princeton University	1,229	48.3
■ Dickinson College	648	48.1
■ Middlebury College	553	47.2
■ UPenn	2,543	46.0
■ Davidson College	474	43.9
■ Columbia University	1,024	43.7

Highly Competitive Schools

- **Ivy League Schools:** Brown, Columbia, Cornell, Dartmouth, Harvard, Penn, Princeton, Yale.
- **Private:** Amherst, Boston College, Bowdoin, Cal Tech, Carleton, Carnegie Mellon, UChicago, Davidson, Duke, Emory, Georgetown, Haverford, Johns Hopkins, MIT, Middlebury, NYU, Northwestern, Notre Dame, Pomona, Rice, Stanford, Swarthmore, Tufts, Washington University, Wellesley, Wesleyan, Williams
- **Public:** Berkeley, UCLA, Michigan, UNC-Chapel Hill, UVA.

Characteristics of Selective Students

- 80-95% of students in top 10% of class.
- Extremely rigorous curriculum.
- At least one AP, often 3-4 AP Classes.
- More than 75% have SAT I scores of 1250; 25% have over 1450.
- Top 15 Schools, 25% have over 1500.

High School Plays Role in College

- Wall Street Journal Study: Some high schools have track record of sending students to elite schools (Nov 30, 2007).
- *“New York City private schools and New England prep schools continue to hold sway – Phillips Academy in Andover, Mass is virtual factory, sending 19 kids to Harvard this fall – but these institutions are seeing new competition from schools overseas and public schools....”*

WSJ Survey of High School Placement in Elite Colleges and Universities

- **Schools:** Harvard, Princeton, MIT, Williams, Pomona, Swarthmore, UChicago, Johns Hopkins.
- **Admissions:** Avg of 18% with 1350-1450 SATs.
- **Foreign Schools:**
 - Li Po Chun United World School
 - Korean Minjok Leadership Academy
- **Local High Schools On List:**
 - Philips Andover, Philips Exeter, Milton Academy, Groton School, Winsor School, Rivers School, St Paul's, BB &N, Hotchkiss, Deerfield Academy, Boston Latin School, Tabor Academy, Choate Rosemary Hall

Number of Students Admitted to Elite Colleges and % of Class

- Phillips Andover (52); 15.9%
- Phillips Exeter (47); 14.8%
- Groton School (83); 14.5%
- Winsor School (8); 14%
- Rivers School (10); 13.5%
- BB&N (12); 10.4%
- Boston Latin School (33); 8.7%
- Li Po Chun United World College (10); 8.3%

Extenuating Circumstances

- **Dropping Course:** Huge Red Flag.
- **Grade Dip:** Need to explain circumstances in letter from counselor.
- **Don't Blame Teacher:** Responsibility for learning is on You, the Student.
- **Up to 50% of Admissions Based on Grades and Curriculum:** Johns Hopkins.

Different Tactics

- *Early Admissions can be the equivalent of 100 points in the Admission Process*
 - Chris Avery, **Early Admissions Game**

College Essays 101

- **Avoid Gimmicks:** Toby Brewster, former admissions officer at Harvard, remembers an essay written backwards with a mirror enclosed. Avoid sob stories, tales of boyfriends and girlfriends, and community service cliches.
- **Don't Rely on Spell-check:** Jennifer Ruddy Simpson, former Columbia admissions officer: "A student actually misspelled Columbia...the school was spelled like the country: Colombia. The student didn't get in."
- **Avoid Brag Essay:** Leave out how wonderful I am details, according to Caltech admissions officer Richard Bischoff.
(WSJ Nov 29, 2007)

Asian-American Out-Perform Other Segments of the Population

- “Some say Asian-Americans are being denied spots at top colleges to keep their numbers in check (Asians make up 5 percent of the population). Following are percentages of Asian undergraduates at selected colleges,” according to the *New York Times*, Jan 7, 2007:

Stanford:	24%
Harvard:	18%
Princeton:	13%
MIT:	27%

Race Plays A Role In Admissions

- ***Wall Street Journal*** reporter and author **Daniel Golden**, *The Price of Admission: How America's Ruling Class Buys Its Way Into Elite Colleges – and Who Gets Left Outside the Gates:*

“Asian-Americans are the odd group out, lacking the racial preferences enjoyed by other minorities and the advantages of wealth and lineage accrued by upper-class whites. Asians are type-cast in college admissions offices as quasi-robots programmed by their parents to ace math and science.”

Admissions Not Based Solely on the Merits of the Individual Students

- October 2006 study by the **Center for Equal Opportunity**, an advocacy group opposing race-conscious admissions, showed that in 2005 Asian-Americans were admitted to the **University of Michigan, Ann Arbor**, at a lower rate than black and Hispanic applicants, according to the *New York Times*.
- | Minority Group | Acceptance Rate | Avg SAT Scores |
|----------------|-----------------|---|
| Asians | 54% | + 140 pts Hispanics;
+ 240pts Blacks |
| Hispanic | 79% | |
| Black | 71% | |
- **Jian Li**, son of Chinese immigrants in Livingston, NJ, had perfect SAT scores and near-perfect grades, including numerous Advanced Placement classes, rejected from Princeton.
- *"This is just a very, very egregious system," Mr. Li told the New York Times. "Asians are held to different standards because of their race."*

Academic Index: Elite Schools

- SAT Scores
- SAT II Scores
- ACT Scores
- Class Rank
- GPA
- Admissions: Considers essay, resume, reccos, supplementary essays.

Ways to Achieve Leadership

- Team Captain: All-State, All-American.
- Newspaper Editor: Often this position is open.
- Literary Magazine Editor: Great way to express yourself.
- Debate Team: Travel the country.
- Investment Club: Start your own.
- Business Owner: lawn care, landscaping.
- Church Youth Group:
- Turn your passion into a club: paint ball, women's rights.

Special Cases

- Faculty Member's Son or Daughter
- Athlete
- Connection to a Donor
- Alumni
- Son or Daughter of Employee (Secretary)
- Racial Minority (Black, Hispanic, Native American)
- Parents Never Went to College
- Legacy Student

State Schools: Fit, Success, Finance

- State Schools can be a good bargain for parents, and students are often successful.
- Ivy League Diploma does not insure success.
- All students can achieve.
- Be wary of trying to fit your student into a hole he or she does not fit.

State School Success for CEOs

- Some 10% of CEOs currently heading the top 500 companies received undergraduate degrees from Ivy League colleges, according to a survey by executive recruiter Spencer Stuart.
- But more received their undergraduate degrees from the University of Wisconsin than from Harvard, the most represented Ivy school.

Harvard vs. Wisconsin

- Harvard's nine current CEOs include **United Technologies'** George David and **Microsoft's** Steve Ballmer.
- Among Wisconsin's 10 current CEOs are **Pitney Bowes's** Michael Critelli, **Kimberly-Clark's** Thomas Falk and **Halliburton's** David Lesar. Carol Bartz, chairman and former CEO of **Autodesk**, majored in computer science at Wisconsin and used a scholarship she'd won for women gifted in math to help pay her tuition.

State Schools Add Value

- Some non-Ivy League schools have long been training grounds for particular industries. The University of Texas-Austin, the alma mater of **Exxon Mobil** CEO Rex Tillerson, has churned out numerous oil executives. Carnegie Mellon University, Pittsburgh, is known for its computer-science graduates. But some of today's most successful CEOs got their start on small, isolated campuses.
- A.G. Lafley, **Procter & Gamble's** CEO, chose Hamilton College in Clinton, N.Y., because he wanted a solid liberal-arts education and to be assured a spot on the intercollegiate basketball team. A history major who graduated in 1969, he was elected president of his sophomore class, became a fraternity officer and spent his junior year studying in France.
- "I learned to think, to communicate, to lead, to get things done," he says, adding that those qualities are what he seeks in job candidates at his company. "Any college will do."

Disney Run By Ithaca Grad

- Robert Iger, CEO at **Walt Disney Co.**, decided in high school that he wanted to work in television and attended Ithaca College in upstate New York because he felt its strong communications program would nurture his career dreams. "I was in a place that supported creativity and individuality with a focus on what I was most interested in," says Mr. Iger, who took liberal-arts and hands-on broadcast courses. After college, he got a job working for ABC-TV, now a unit of Disney.
- Anyway, by the time someone has been working for a few years, or held one or two jobs, their employment record counts more than their educational background, recruiters say. And companies seeking to fill CEO and other senior jobs rarely consider candidates' degrees. "It's what you've accomplished that matters," says Mr. Neff, "not what you were doing at 21."

Tuition Soars, Federal Aid Falls

- **College Board:** Last 5 years, tuition at public four-year universities has soared by a record-breaking 35% when adjusted for inflation.
- Pell Grants (Aid for low-income students) fell for the first time in 6 years.
- ***Low income students “are getting killed on the aid side, and they are getting killed on the tuition side,”*** according to Donald Heller (Penn State University Professor).

Financial Aid Changes: Elite Schools Alter Policies

- **Harvard:** 10% of income up to \$180,000 (total cost: \$45,620); eliminate tuition for students where families make up to \$60,000. (\$35B Endowment)
- **Harvard** increased financial aid to 22M to 120M.
- **Yale University** has made similar moves.
- **Stanford:** Families earning less than \$100,000 no longer pay tuition. Under 60,000, families contribute nothing. (\$17B Endowment)
- **Dartmouth:** Free Tuition to families below \$75,000.
 - **Washington University (St Louis):** Replace loans with grants for families earning less than \$60,000.

Congressional Pressure on Universities For Endowment Income

- **Sen. Charles Grassley:** Proposed large college endowments spend 5% of assets annually, the same amount private foundations must spend to maintain nonprofit status.
- **Sen. Grassley and Sen Max Baucus:** Wrote to 136 colleges with endowments over \$500 Million asking for financial information.

Mistakes to Avoid

- Saying same thing in essay as in resume.
- Typing the name of the wrong school.
- Not indicating the academic program you want.
- Rushing: Putting together an application that is clearly last-minute.

College Counseling Expertise of Executive Director

- Vincent G. Bradley, MA., MED, is a private college admissions counselor, and advises students and families on prep schools, colleges and universities, and graduate programs. His admissions practice is based in Andover.
- Member of the **National Association for College Admission Counseling (NACAC)**, **Higher Education Consultants Association (HECA)**, and the **Overseas Association for College Admission Counseling (OACAC)**. He adheres to the NACAC's *Statement on Ethics*.

Expertise in Curriculum and Leadership Among Teachers

- A veteran educator with strong curricular knowledge, Mr. Bradley currently teaches AP US History at a private high school in Boston.
- Mr. Bradley founded ***AP Prep: Summer Institute*** to help students in metro Boston better prepare for AP classes.
- Qualified as an SAT Writing Exam Grader.
- Qualified as an AP US History Exam Grader.
- Featured speaker at the College Board's AP National Conference in July 2006 in Orlando, Florida. His talk was titled, "AP Summer Prep: Broadening Access, Deepening Success."
- Consultant to the MIT-NBC Digital Design Squad, which is designing an educational website for Advanced Placement students and teachers called *iCue*. This project is a collaboration between MIT, the College Board, NBC News, *Washington Post* and *The New York Times*.

AIEA Academic Overnight Summer Program

- Get Expert Advice on Strengths, Weaknesses.
- One-on-one Attention and Master Teachers will Perfect and Polish with Academic Skills.
- Advice on Course Selection and Academic Plan for High School.
- Concentrated Academic Approach.
- Varied Courses: SAT Math; Writing; AP Prep in Humanities (English and History).
- Public Speaking and Leadership.
- Youth Entrepreneurialship.
- Environmental Awareness.
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