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GENESEO

STATE UNIVERSITY OF NEW YORK

“College is just the next step
in your journey.”

“College is a match to be
made, not
a prize to be won.”



Primary Factors Used to Evaluate Applicants

- Academics!!!
- Rigor of curriculum
- Grades / GPA
- SAT/ACT score (...maybe)



Secondary Factors Used to Evaluate Applicants

- Involvement in school and community
- Teacher and counselor recommendations
- Essays
- Demonstrated interest in the institution:
 - Visiting campus / College Fairs/ HS visits
 - Interviews
 - Follow-up notes / emails
- Recruited / athletics, fine arts audition, portfolio



No Control...

- Transcript/Completed Grades
- Letters of Recommendation
- Where you live
- Where you went to high school



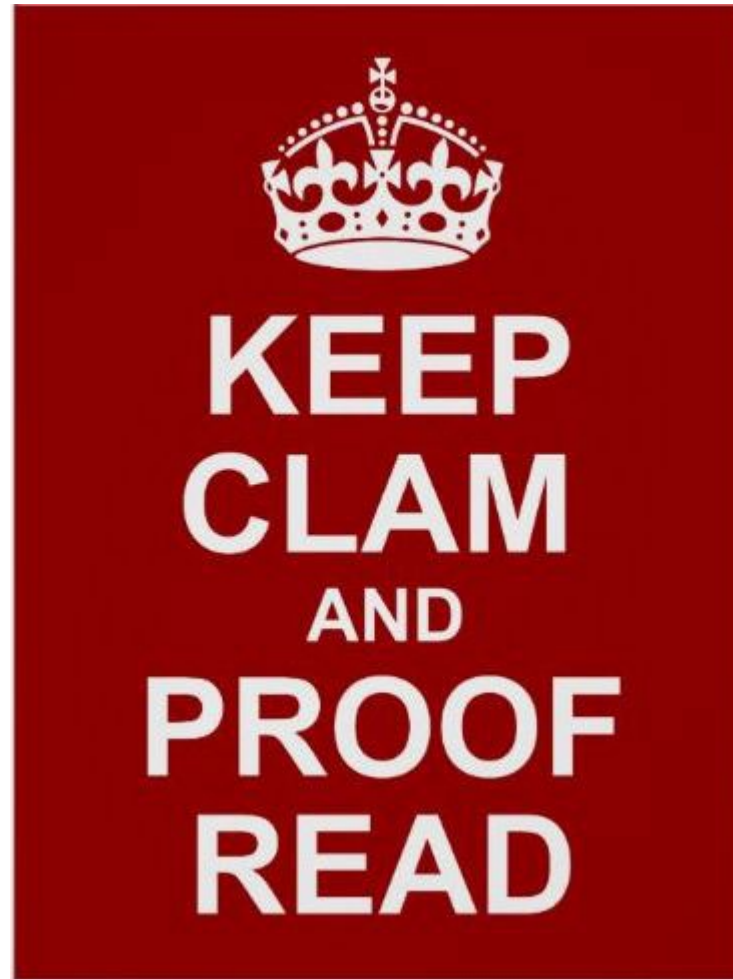
Where you have control...



- List of colleges
- **Presentation of Application**
- Essay
- Resume
- Submission Date
- Demonstrating Interest
- Future grades!



Application Pitfalls



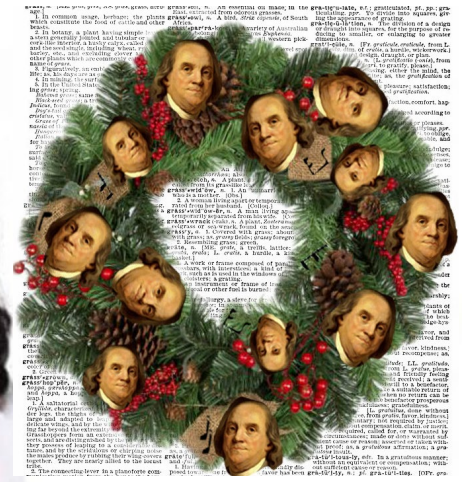
Know the difference!

- Everyday vs. Every day
- Peak vs. Pique
- **Affect** vs. Effect
- Apart vs. A Part
- Lead vs. Led
- **Principal** vs. Principle
- High School vs. high school
- Your vs. You're
- Loose vs. Lose
- Then vs. Than
- Its vs. It's
- There, their, they're
- Abbreviations vs. text speak

Know the difference



Aretha
Franklin



A wreath
of Franklins



Never, never, never!

- High School vs. Highschool
- Honor *Roll* vs. Honor *Role*
- A lot vs. alot
- I vs. i
- You vs. u
- Could/should/would *have* vs. *of*
- *all lowercase letters. please use proper capitalization where appropriate...*
- Never use profanity, unless...



Check your spelling!

Current or Most Recent Year Courses

First Quarter

Second Quarter

Third Quarter

Fourth Quarter

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italian 5 R - (RGNTS)

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italian 5 R - (RGNTS)

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english 12 R - (RGNTS)

government - (RGNTS)

government - (RGNTS)

Brian and Behavior - (REG)

Brian and Behavior - (R

PA English - (DUAL)

PA English - (DUAL)

Pre-Calculous - (DUAL)

Pre-Calculous - (DUAL)

National Honor Society
for dedication to
intulectual persuits.

School

11, 12



The Resume/Activity List

- Make a list of all activities you participated in during your high school years (both in and out of school)
- Quality NOT quantity
- Not the time to be modest—don't make us dig for information
- Carefully craft your descriptions in a separate document, then copy & paste

it's okay to be
proud of yourself



Activity List Worksheet

SCHOOL ACTIVITIES						
Activity Type	Position Name	Organization Name	Description*	Participation Grades	Hours/Week	Weeks/Year
COMMUNITY SERVICE						
Activity Type	Position Name	Organization Name	Description*	Participation Grades	Hours/Week	Weeks/Year
WORK EXPERIENCE						
Activity Type	Position Name	Organization Name	Description*	Participation Grades	Hours/Week	Weeks/Year
NON-SCHOOL ACTIVITIES						
Activity Type	Position Name	Organization Name	Description*	Participation Grades	Hours/Week	Weeks/Year
SUMMER EXPERIENCES						
Activity Type	Position Name	Organization Name	Description*	Participation Grades	Hours/Week	Weeks/Year

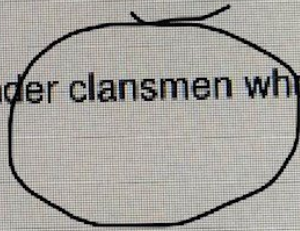


Is this really how you want to present yourself?

VICE (volunteer)

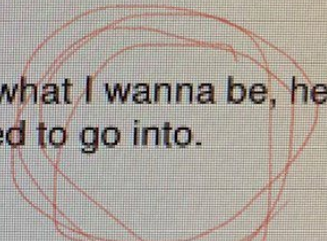
President

I am president of the mentor society. We help under clansmen who are having trouble in school.



Catch a Career Breakfast

From talking to those who have careers similar to what I wanna be, helped me accomplish which specific field of medicine I wanted to go into.



Art

9, 10, 11

School

135 hr/wk, 36 wk/yr

Continue

concert/ symphonic band and choir

i played flute in concert band and symphonic band and i participated in concert choir as a soprano



Is this really how you want to present yourself?

Community Service (Volunteer)

11
School
11 hr/wk, 1 wk/yr

helper, [REDACTED] high school
helped durring safe halloween which is an event held at my highschool where children can come into decorated rooms and get candy

Community Service (Volunteer)

10, 11
Year
15 hr/wk, 52 wk/yr
Continue

foster and vet tech assistant, Tender loving cats
i acomplished fostering cats/kittens and getting them into familys.

Athletics: JV/Varsity

11, 12, PG
School
15 hr/wk, 23 wk/yr
Continue

Cheerleading, Captain, [REDACTED]
Not only did i learn skill and tequnice but i also learned what it meant to work toghter and be a team and care for others



Is this really how you want to present yourself?

Work (Paid)

12

Year

Employee at Burger King

I have received many positive customer reviews.

Academic

9, 10, 11

School

38 hr/wk, 40 wk/yr

Continue

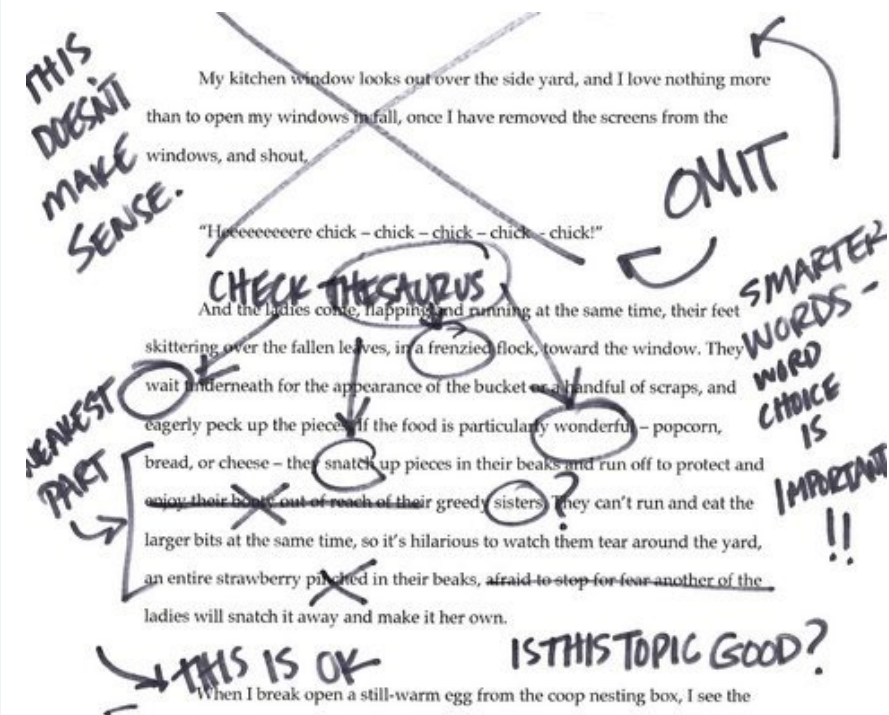
Student,  High School

School, tests, quizzes, projects, schoolwork, homework.



The College Essay

- Get started early—it's a process that takes time.
- Proofread for content, grammar, and **format**.
- Great FREE resources available online. Check out: collegeessayguy.com
- Geneseo Essay Writing Webinar: TBD



How to demonstrate interest without traveling to campus

- Check your email
- Attend college visits
- Reach out to your admissions counselors
- Set up chats, one-on-one appointments, interviews if available
- Attend webinars, virtual open houses/tours
- Submit a carefully crafted application ON TIME

All of these efforts show you care about your application



After Applications are submitted...

Check your email DAILY for

- *Let's talk about email addresses...*
- Confirmation that applications were received
- Instructions for creating an application portal
- Requests for additional information
- Information about new programs on campus
- Opportunities to interact with Admissions Counselors or current students
- \$cholarship applications
- Notification of decisions!



Financial Aid 101

- What is financial aid?
- Cost of attendance (COA)
- Categories, types, & sources of financial aid
- Required Forms



What is Financial Aid?

Financial aid consists of funds provided to students and families to help pay for postsecondary educational expenses



What is Cost of Attendance (COA)?



Direct Costs + Indirect Costs = Cost of Attendance



Direct Costs (Tuition, Fees, Room & Board)



Indirect Costs (Books, Supplies, Transportation, Spending money)



Varies widely from college to college



Categories of Financial Aid



Need-based aid

Need is determined based on FAFSA, TAP and CSS Profile (if required)



Non-need-based aid

Usually merit scholarships



Types of Financial Aid



GIFT AID:

GRANTS AND
SCHOLARSHIPS

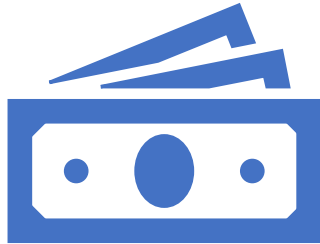


SELF-HELP AID:

LOANS AND WORK-STUDY



Gift Aid: Scholarships



Money that does not
have to be paid back



Awarded based on
merit, skill, or unique
characteristic

Scholarships can be need or non-need based



Gift Aid: Grants



MONEY THAT DOES NOT HAVE
TO BE PAID BACK



USUALLY AWARDED ON THE
BASIS OF FINANCIAL NEED



Self-Help Aid: Loans

Money students and parents borrow to help pay college expenses

Repayment usually begins after education is finished

Only borrow what is really needed

Look at loans as an investment in the future



Self-Help Aid: Work-Study Employment



Allows student to earn money to help pay educational costs

A paycheck; or Nonmonetary compensation, such as room and board



Student may opt whether or not to work or number of hours to work



Sources of Financial Aid



Federal
government



States



Colleges
and
universities



Private
sources



Civic organizations
and religious groups



Employers



Federal Government

Largest source of
financial aid

Aid awarded
primarily on the
basis of financial
need

Must apply each
year using the
FAFSA



Federal Student Aid Programs

GIFT AID

- Federal Pell Grant
- Iraq and Afghanistan Service Grant (IASG)
- Teacher Education Assistance for College and Higher Education (TEACH) Grant
- Federal Supplemental Educational Opportunity Grant (FSEOG)

SELF-HELP AID

- Federal Work-Study (FWS)
- Subsidized and Unsubsidized Federal Direct Student Loans (Direct Loans)
- PLUS Loans



New York State

- Excelsior Scholarship
- Enhanced Tuition Award (Private Schools)
- STEM Incentive Scholarship

Must attend college in NY State



Colleges & Universities



Award aid on the basis of both merit and need



Aid may be gift aid or self-help aid



Use information from the FAFSA, and/or CSS Profile, and/or institutional applications



Deadlines and application requirements vary by institution



Required Forms

FAFSA (Free Application for Federal Student Aid)

TAP (New York State Tuition Assistance Program)

CSS Profile (College Board)

Institutional Forms



Final Tips



- Keep an open mind
- This is a PROCESS that takes time
- Your School Counselor is your GPS
- Admissions Counselors are here to help
- There are SO MANY great schools—no one perfect fit
- Being organized is your key to a less stressful process



Questions?





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