

Alpha Kappa Alpha Sorority, Incorporated®



DUE DATES & DEADLINES



College Planning Made Easy

Webinar

April 25, 2021

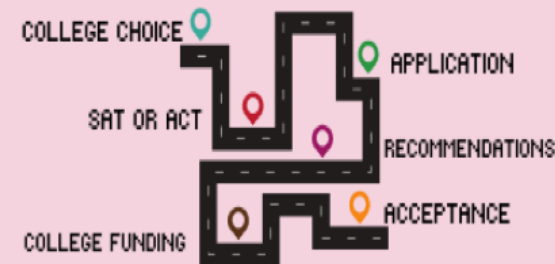
4:00-5:30 pm EST

Link to register:

<https://capcollegeplanningwebinar.eventbrite.com>

Students who register and attend names will be entered into a drawing for a special giveaway.

ROADMAP TO COLLEGE



A #CAPSM Signature Program Chapter Collaboration Presented by:
Alpha Kappa Alpha Sorority, Incorporated®

Psi Psi Omega Lambda Omega Gamma Gamma Omega Nu Rho Omega Gamma Delta Omega Phi Nu Omega

Lambda Omega Omega Xi Psi Omega Nu Zeta Omega Alpha Phi Omega Delta Omicron Omega



Welcome

College Planning Made Easy!!



- ❖ Thank you for joining this webinar.
- ❖ This webinar will be recorded for future use.
- ❖ Photos may be taken for reporting purposes.
- ❖ All lines will be muted until the Q&A at the end of the webinar.
- ❖ Use the chat function to post comments or questions.
- ❖ Questions will be shared and answered during the Q&A session at the end of the virtual webinar.

Webinar Objectives

The main objectives of the webinar are to:

- ❖ Equip students and parents with practical strategies to navigate the college admission process (#CAPSM).
- ❖ Discuss ways to pay for college.
- ❖ Share relevant college information due to COVID-19.



Interactive Discussion!

Use the chat function to post comments or questions.



Webinars Hosted By: Collaborating AKA Chapters



- ❖ Alpha Phi Omega (Danville, VA)
- ❖ Delta Omicron Omega (Orlando, FL)
- ❖ Gamma Delta Omega (Portsmouth, VA)
- ❖ Gamma Gamma Omega (Asheville, NC)
- ❖ Lambda Omega (Newport News, VA)
- ❖ Lambda Omega Omega (Monmouth & Ocean Counties, NJ)
- ❖ Nu Rho Omega (Hinesville, GA)
- ❖ Nu Zeta Omega (Waldorf, MD)
- ❖ Phi Nu Omega (Alexandria, VA)
- ❖ Psi Psi Omega (Stafford and Fauquier Counties, VA)
- ❖ Xi Psi Omega (Anchorage, AK)

Alpha Kappa Alpha Sorority, Incorporated®



- ❖ International Greek-letter non-profit service organization.
- ❖ Founded January 15, 1908 at Howard University.
- ❖ Nearly 300,000 members world-wide.
- ❖ Program theme: *Exemplifying Excellence Through Sustainable Service.*
- ❖ We address community needs through five target initiatives:
 - ❖ **Target 1: HBCU 4 Life: A Call to Action and #CAP**
 - ❖ Target 2: Women's Healthcare and Wellness
 - ❖ Target 3: Building Economic Legacy
 - ❖ Target 4: The Arts!
 - ❖ Target 5: Global Impact

Target I Program Initiative



Promote HBCUs
and share factual
information



Assist high school juniors and
seniors through the College
Admissions Process (#CAPSM)

We Invite You to Join A Local Chapter's #CAP Program (*free*) High School Students Welcome

Participate in a local AKA chapter's 2021-2022 #CAP program.

Students will be invited to special events and receive personalized support with:

- ❖ Completing college applications
- ❖ SAT/ACT registration & prep
- ❖ Writing essays
- ❖ Obtaining letters of recommendation
- ❖ Understanding Financial Aid
- ❖ Researching and applying for scholarships



Application Available at:

<http://www.staffordaka.com/target-1--hbcu-for-life--a-call-to-action.html>

****Indicate your interest in the Survey at the end of the webinar****

AGENDA

- ❖ *Target 2: Nutrition Moment*
- ❖ *Speaker Introduction*
- ❖ *Speaker Presentation*
- ❖ *Closing Remarks*
 - ❖ *Give-a-ways*
 - ❖ *Survey Evaluation*
- ❖ *Q&A*



Target 2: Nutrition Moment: Fuel Yourself for the SAT or ACT!



▶ ***Eat a nutritious dinner the night before***

Include proteins, fruits, vegetables, and whole grains



▶ ***Plan your breakfast for test day***

Should be quick and easy, like oatmeal or whole-grain cereal



▶ ***Get a good night's rest***

Try going to bed 30- to 60-minutes before your normal time



▶ ***Pack a Snack***

Take something with you like an apple or granola bar

What NOT to Do



Cram



Eat too
much sugar



Have too
much
caffeine



Success occurs when preparation meets opportunity.

- Zig Ziglar

Speaker Introduction

Speaker Introduction

Dr. Christie Murray



Member of Alpha Kappa Alpha Sorority, Incorporated®
Psi Psi Omega Chapter

Electrical Engineer

Published Author, National Speaker

Invest N Others LLC: <https://www.investNothers.com>

Dr. Christie Murray

HBCU Graduate



**"The" Standard of
Excellence**

A Priceless Foundation

- Bachelor, Electrical Engineering Degree, 1998
 - Master in Computer Information System, 2003
 - Master in Business Administration, 2009
 - Doctorate in Business Administration, 2014



Scholarships

Recent Experiences with the College Funding Process



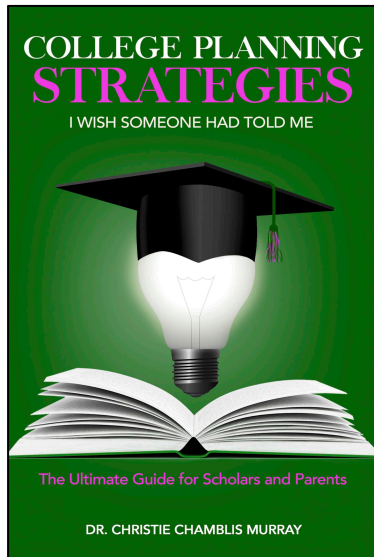
Sophomore in College
Old Dominion University
Mass Communication Major



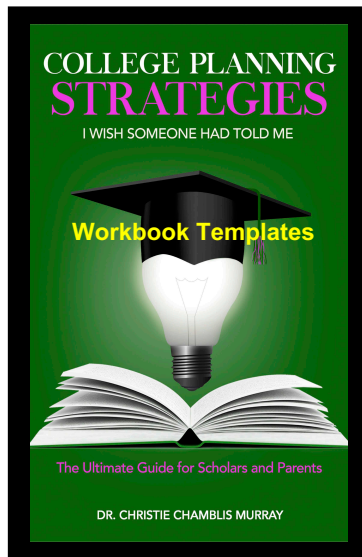
High School Senior
Scholar-Athlete
HBCU - Majoring in Computer Science
Received a Division 1 Football Scholarship

Webinar Based on the Resources:

“College Planning Strategies I Wish Someone Had Told Me”



Book



Workbook

Workbook Templates

Template 1. Where Are You Now Assessment

Template 2. College Plan

Template 3. Scholar Profile

Template 4. College Selection Factors Level of Importance Spreadsheet

Template 5. College Requirements Spreadsheet

Template 6. Scholarship Tracking Spreadsheet

Template 7. Scholar-Athlete Profile

Template 8. NCAA Division I/II Course Calculation Worksheets

Template 9. College Admissions Letter of Recommendation

Template 10. College Planning Checklists (By Grade Level)

College Planning Strategies To Get Accepted...



College Planning Roadmap

Assess where you are
now & develop a plan

Build Your Scholar
Profile

Choose majors
and colleges

Apply to Colleges

Navigate the Funding
and Scholarship
Process

Assess Your Current Situation



Exercise: Where Are You Now Assessment



1. What is your (child/student's) current cumulative grade point average (GPA)?
2. True or False. Only students with a high GPAs get scholarships?
3. What is your School Counselor's name?
4. What's the process for obtaining your transcripts at your high school?
5. True or False. The best time to apply for college is the Spring of your Senior Year.
6. What are your top three college/university choices?
7. What are your top three college majors choices?
8. True or False. Most colleges and universities prefer the SAT over the ACT.
9. True or False. Average grades in hard classes are better than A's in easy ones.
10. True or False. Social media accounts and your online reputation does not matter.

Develop and Execute a Plan

Simple but Effective

	College Admissions Plan (Year = X Grade)						
	My Goals	Type	Cost	Start Date	Due Date	% Complete	Notes
1	Develop a Scholar Profile	Profile	N/A	Summer before 10 th grade	Summer before 10 th grade	75%	Use the Scholar Profile
2	Research colleges and requirements	College	N/A	Summer before 10 th grade	Summer before 10 th grade	25%	Use the College Requirement Spreadsheet
3	Meet Guidance Counselor	High School	N/A	9/15/XX	9/30/XX	25%	Scheduled for 9/20/XX
4	Find out your current GPA and get a copy of your transcript	High School	N/A	9/20/XX	10/1/XX	0%	
5	Schedule to take the SAT and ACT	Test	\$65.00	2/01/XX	4/01/XX	0%	

Use Your Time Wisely

Timeline (11th Grade)

- ☐ Verify meeting your high school graduation requirements are met
- ☐ Keep grades up (3.0 GPA & above) & review your high school transcript
- ☐ **Find out the transcript request process at your school**
- ☐ Stay involved in activities (sports, clubs, community)
- ☐ **Narrow down college majors or fields of study**
- ☐ **Research & visit colleges (programs, requirements, costs)**
- ☐ **Update your Scholar Profile**
- ☐ **Take both the SAT and ACT**
- ☐ **Research financial aid and scholarships**
- ☐ **Identify who can write letters of recommendations**
- ☐ Athletes:
 - ☐ Develop a Scholar-Athlete Profile & Your NCAA Certification Profile
 - ☐ Send high school transcripts to NCAA Eligibility Center

Use Your Time Wisely

Timeline (12th Grade)

- ☐ Request official transcripts
- ☐ Write college essays (if applicable)
- ☐ Update your Scholar Profile
- ☐ Obtain letters of recommendation
- ☐ **Apply to colleges and track results**
- ☐ **Apply for scholarships and track results**
- ☐ **Complete the Free Application for Federal Student Aid (FAFSA) - online (send results to top 3-5 schools) - Fall**
- ☐ **Receive acceptance letters and financial aid awards**
- ☐ **Decide on a college, pay deposits and housing fees**



Develop a Scholar Profile

Market and Differentiate Yourself

- Professional picture
- Name, address, contact no., email
- Objective (college/major)
- Educational summary
- Honors and awards
- Employment experience
- Extra-curricular activities
- Community service activities
- Relevant coursework
- Interests/hobbies



Can be used for...

- ✓ College applications
- ✓ Scholarship apps
- ✓ Letters of recommendations
- ✓ Essay writing

Research and Visit Colleges

Choosing a Major or Degree Program

- ❖ Identify your interests, values, passions, and abilities.
- ❖ Get assistance from parents, counselors, and/or trusted advisors.
- ❖ Don't overspecialize (reduces career prospects if too narrow).
- ❖ Browse majors and learn more about them at:
<https://www.princetonreview.com/college-major-search>
- ❖ Use online tools to help you research colleges.
- ❖ Make a list of potential majors.

Types of Schools and Colleges

- ❖ There's about 2,000 colleges in the U.S.
- ❖ Vocational/Trade schools:
 - ❖ Teaches a skill or trade for a specific job.
 - ❖ Electrician, Auto Mechanic, HVAC Technician, Plumber, Dental Hygienist, etc.
 - ❖ Most programs are about 2 years.
 - ❖ Obtain a license, certification or certificate.
- ❖ Two-year college:
 - ❖ Community or junior college.
 - ❖ Obtain an associate's degree.
- ❖ Four-year college:
 - ❖ Undergraduate coursework.
 - ❖ Obtain a bachelor's degree.



Public vs Private Colleges

- ❖ Public college:
 - ❖ Primarily funded by a state government.
 - ❖ Generally larger than private schools.
 - ❖ In-state - students pay in-state tuition.
 - ❖ Out-of-state – students living out of state likely pay more tuition.
- ❖ Private college:
 - ❖ Often operates as an educational, non-profit organization.
 - ❖ Does not receive primary funding from a state government.
 - ❖ One tuition rate (whether in-state or out-of-state).
 - ❖ Usually more costly than public schools.


Choosing the Right College

- ❖ Find a college that fits your personality, background, interest and goals.
- ❖ Consider affordability (the cost of attendance & how much you can pay).
- ❖ Rank the college factors that are important to you:
 - ❖ Courses and degree programs.
 - ❖ Location of school from home (especially after COVID-19).
 - ❖ Campus size.
 - ❖ Ratio of students to teachers.
 - ❖ Traditional, distance learning, or blended.
- ❖ Use an online search tool to help you research colleges.
 - ❖ <https://collegescorecard.ed.gov>
 - ❖ www.bigfuture.collegeboard.org
 - ❖ www.commonapp.org
- ❖ Research colleges and compile a list of college admission requirements & costs. (**Recommend top 5-10 colleges**)
- ❖ **Visit campuses (in-person and virtual tours).**

Upcoming College Fair

Common Black College App -Virtual College Fair

- ❖ May 1, 2021
- ❖ Time: 1:00 – 3:00 pm ET
- ❖ Register at: www.commonblackcollegeapp.com/collegefair.



Logos of participating organizations: SCS, Chicago Public Schools, OSSE, Office of the State Superintendent of Education, BOSTON Public Schools, GET EDUCATED! EDU, Inc., COMMON BLACK COLLEGE APPLICATION, COLUMBUS CITY SCHOOLS, METCO, THE METROPOLITAN COUNCIL FOR EDUCATIONAL OPPORTUNITY, BROWARD County Public Schools, DENVER PUBLIC SCHOOLS.

CLASS OF 2022 LIVE

FREE VIRTUAL COLLEGE FAIR!


@ Common Black College Application Facebook Page.
SATURDAY, May 1, 2021 from 1:00 PM TO 3:00 PM EST

Students from around the world interested in attending an HBCU!

THE talk show

-1:00 pm -
Robert Mason the Host of THE TALK SHOW will open General Session.

-1:10 pm - 3:00 pm -
20 HBCU Representatives will give a three minute introduction.
Participants will be able to ask HBCU Representatives questions using Facebook Chat.
(All HBCU Representatives will be visible on the screen throughout the entire Session.)



Register at www.commonblackcollegeapp.com/collegefair.

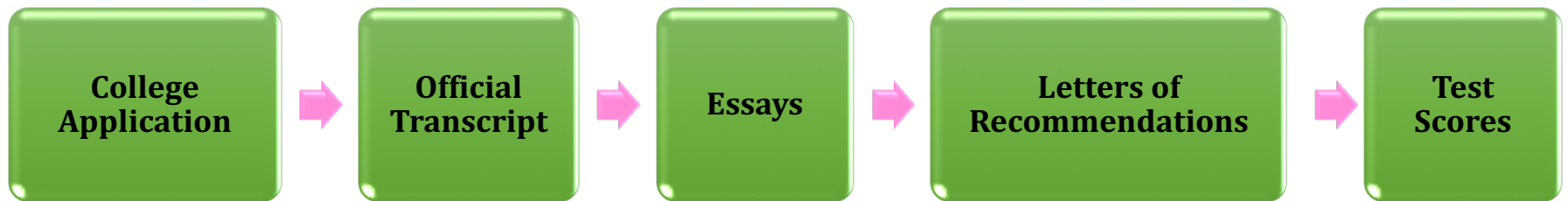
EDU, Inc. 2625 Piedmont Rd. Suite 56315 Atlanta, GA 30324 Office 770-716-0616 Fax (404) 745-0124 www.commonblackcollegeapp.com



The College Admissions Process

Apply to College

College Application Parts



- ❖ Research colleges to understand requirements (tuition, test scores, majors, etc.)
- ❖ Ways to apply:
 - ❖ Electronically (create an account through a web portal)
 - ❖ By mail
- ❖ College application fee – varies for each college (\$35 - \$100)

Apply to College

When to Apply to Colleges

- ❖ Apply during the FALL of your senior year (Sept - Dec).
- ❖ Early Decision (Deadline usually November 1 – 15th):
 - ❖ Can only apply to one school early decision.
 - ❖ Binding agreement you will enroll in that institution, if accepted.
 - ❖ Sends the strongest message that college is your top choice.
- ❖ Early Action (Deadline usually November 1 - 15th):
 - ❖ Apply early to as many schools as you want.
 - ❖ Does not require you to commit to the college.
 - ❖ Enables you to compare financial aid packages among several colleges and universities before accepting or declining the offer.
- ❖ Both ED and EA decisions generally made by mid December.
- ❖ National response deadline to enroll is usually May 1st.

Apply to Colleges

The Common Application (App)

www.commonapp.org

- ❖ Students can submit one college applications to about 900 colleges.
- ❖ Create an account/profile and then search colleges.
- ❖ Research and apply to multiple colleges through one website portal.
- ❖ New application opens on August 1st of each year.
- ❖ Reused when applying for multiple colleges on the site.
- ❖ Applicants can use the Common App for free.
- ❖ Each college may have an application fee (varying amounts).
- ❖ Roughly 45% of participating schools do not charge an application fee.



Apply to College

The Common Black College Application (App)

www.commonblackcollegeapp.com

- ❖ Students can submit one college applications to about 55 HBCUs.
- ❖ Create an account and apply to multiple colleges for about \$20.
- ❖ Select your top HBCUs to apply.
- ❖ Upload your test scores.
- ❖ Research and apply to multiple colleges through one website.
- ❖ Reused when applying for multiple colleges on the site.

GET EDUCATED!
EDU, Inc.
COMMON BLACK COLLEGE APPLICATION
@commonblackapp @commonblackapp #CommonBlackCollegeApp

Apply to any number of the 51 HBCUs below, at the same time, for only \$35.

MEMBER INSTITUTIONS

Alabama A & M University	Grambling State University	Rust College
Alabama State University	Harris Stowe State University	Saint Augustine's University
Allen University	Huston Tillotson University	Shaw University
Alcorn State University	Javis Christian College	South Carolina State University
Bethune-Cookman University	Johnson C. Smith University	Southern Union and ABM College
Benedict College	Kentucky State University	Stillman College
Bennett College	Lane College	Talladega College
Bowie State University	Lincoln University (MO)	Tougaloo College
Central State University	Livingstone College	Tuskegee University
Charles R. Drew Univ. of Med & Sci.	LeMoyne-Owen College	Univ. of Arkansas Pine Bluff
Cheyney University	Mississippi Valley State University	Univ. of Maryland Eastern Shore
Clark Atlanta University	Morris College	Univ. of the Virgin Islands
Coppin State University	Morgan State University	Virginia State University
Dillard University	Norfolk State University	Virginia University of Lynchburg
Edward Waters College	Paul Quinn College	Voorhees College
Florida Memorial University	Paine College	Wilberforce University
Fort Valley State University	Philander Smith College	Wiley College

APPLY NOW AT: www.CommonBlackCollegeApp.com

CBCA • 2625 Piedmont Road • Suite 56375 • Atlanta, GA 30324 • Office (770) 716-0616 • Fax (404) 745-0124

Robert Mason, Founder

Apply to College **Official Transcripts**

- ❖ Formal copies of a student's official high school academic grades have grades from freshman to junior year.
- ❖ Know the process to request transcripts and follow it precisely.
- ❖ Parental permission may be required at your high school prior to requesting transcripts.
- ❖ Request to have official high school transcripts for all of the colleges you applied to.
- ❖ Most high schools will either mail or email your official transcripts to colleges.
- ❖ Double check with the colleges to verify receipt by the deadline, and follow-up with your high school.

Types of Essays and Letters of Recommendations

**College
Admissions**

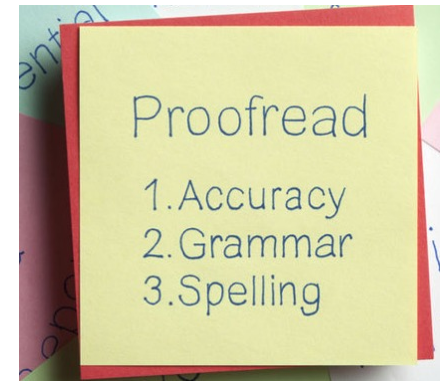
- Why are you a good candidate for admissions?

Scholarships

- Why should you be awarded a scholarship?

Apply to College Essay Writing Guidance

- ❖ Draft essays early and prepare to revise multiple times.
- ❖ Find trusted individuals to proofread and critique your writing (i.e. teacher).
- ❖ Use free online proofreading resources (i.e. Grammarly).
- ❖ Follow directions (type, word count).
- ❖ Adhere to submission deadlines.
- ❖ Address the specific essay topic or question.
- ❖ Write on various topics and save them all.
- ❖ Demonstrate knowledge of college/entity (facts/statistics).
- ❖ Share how you will make a difference.
- ❖ Save and re-use content for multiple applications.



Apply to College **Letters of Recommendation**

- Request letters of recommendation for:
 - College applications
 - Scholarship applications
- Who should you ask for letters?
 - Teachers (establish a rapport during the school year)
 - School Counselors
 - Coaches
 - Employers
 - Community Leaders
- Tailor your ask for the type of college/scholarship application.
- Request multiple copies and ask for generic letters that can be reused.
- Make a list of recommenders that you trust and who will provide a positive reference but keep an ongoing list.



■ more SALT taxes
■ more ACT taxes

-
- more SALT taxes
■ more ACT taxes

■ more SALT taxes
■ more ACT taxes

■ more SALT taxes
■ more ACT taxes

Take Both Tests...Early

SAT/ACT Prep

- ❖ Plan to take the tests more than once
- ❖ **Complete a SAT/ACT Prep-course (recommended)**
- ❖ **Re-take the SAT/ACT (immediately after prep-course)**
- ❖ Download mobile apps...and practice
- ❖ Retake the test (67% improve their scores)

Prep Resource	Type	Benefit	Cost
Kaplan	SAT/ACT	Most practice tests	\$299 and up
The Princeton Review	SAT/ACT	Best one-on-one interaction	\$299 and up
Khan Academy	SAT (only)	Best <i>free</i> SAT prep	Free
ACT Prep Online	ACT (only)	Most engaging ACT prep (fun)	\$40 and up

Reviews.com: <http://www.reviews.com/act-sat-test-prep-courses/>

Application Package Checklist

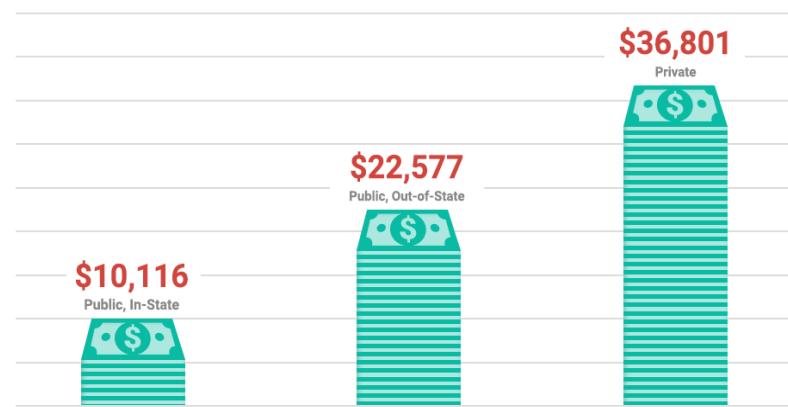
- ☐ Application
- ☐ Transcript (official or unofficial)
- ☐ Essay(s) or personal statement (s)
- ☐ Letters of recommendation
- ☐ SAT/ACT test scores
- ☐ Scholar Profile (*optional*)
- ☐ Financial need documents (*if applicable*)

Paying for College
The Funding Process

Navigate the Funding Process

- ❖ Consider the cost of college in your college decision.
- ❖ Typical college expenses
 - ❖ Tuition
 - ❖ Room and board
 - ❖ Books and Supplies
 - ❖ Personal expenses
- ❖ Discuss how you (parent/ guardians) will pay for college.
- ❖ Go where you can afford!!!!!!!!!!

Average Tuition & Fees
2019-2020



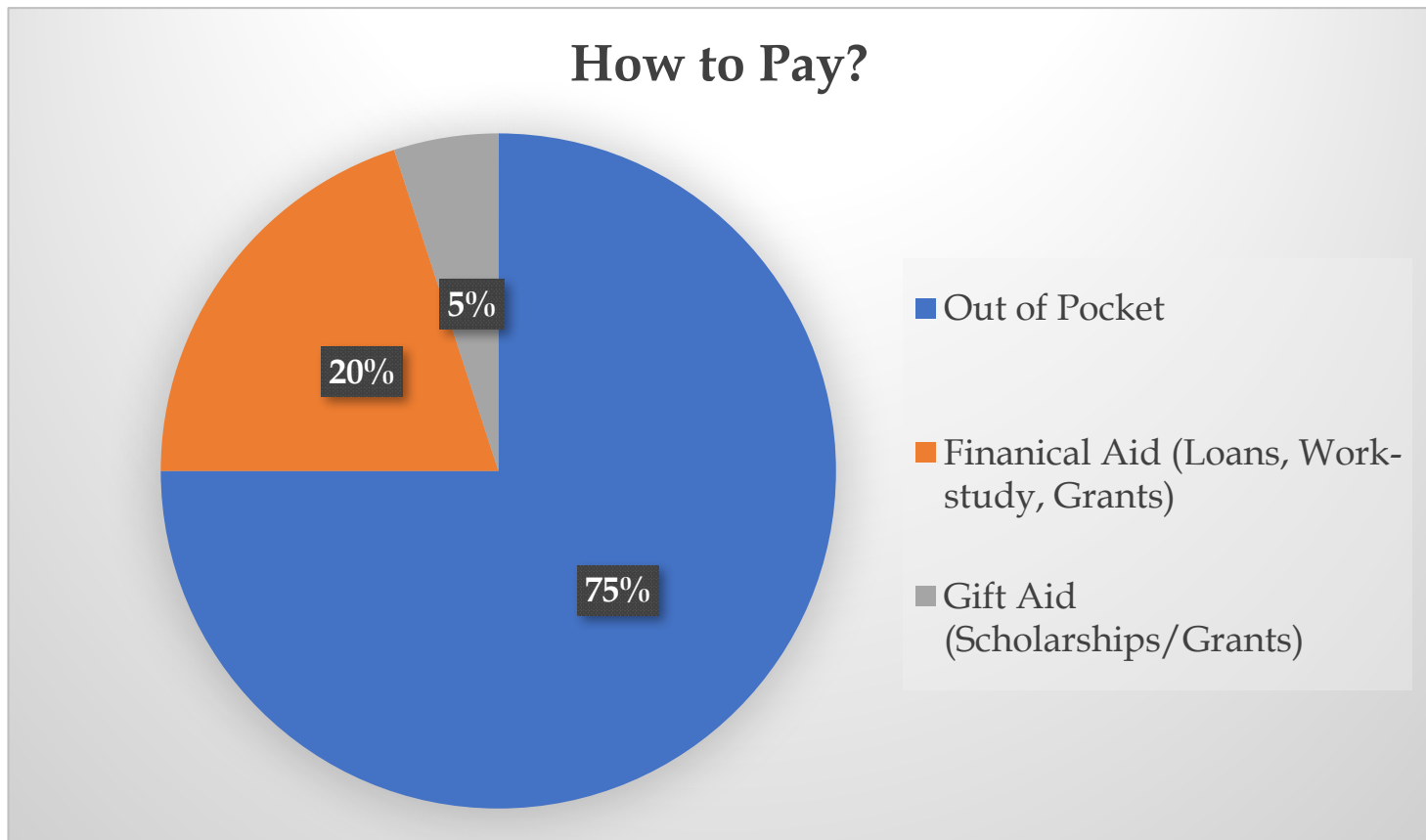
USNews

WWW.USNEWS.COM/PAYINGFORCOLLEGE

Navigate the Funding Process

Ways to Pay for College

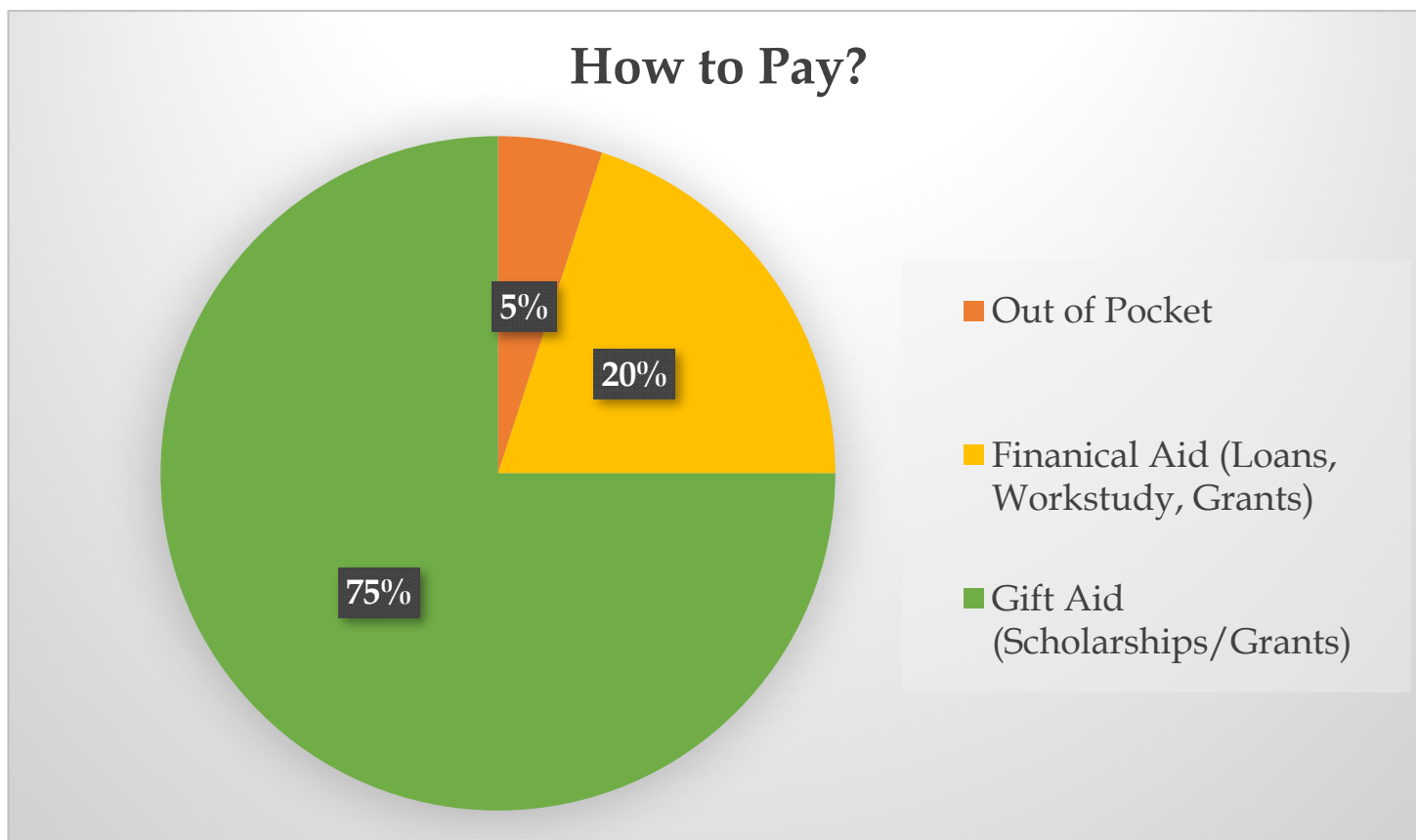
Not Ideal – You Pay or Owe the Most



Navigate the Funding Process

Ways to Pay for College

Ideal – You Pay or Owe the Least



Financial Aid

- ❖ Financial aid = Money to help pay for college
- ❖ General types of Financial Aid
 - ❖ Student Loans – money the student/parent has to pay back
 - ❖ Work study – student works while in college
 - ❖ Scholarships – free/gift aid
 - ❖ Grants – free/gift aid



Upcoming Webinar

#CAPSM - College Funding and Financial Literacy Webinar



Sunday, May 23, 2021

4:00 pm – 5:30 pm (ET)

(For Juniors, Seniors and Parents)

Register at: <https://capcollegefundingwebinar.eventbrite.com>

Conclusion

Key Takeaways

- ❖ Take responsibility for your future.
- ❖ Have a plan, it will guide you (include a budget).
- ❖ Start early and use your time wisely (summers).
- ❖ Develop a scholar profile.
- ❖ Get organized.
 - ❖ Create folders for college planning documents.
 - ❖ Save account/login information in a central place.
 - ❖ Create a separate email address for college efforts.
- ❖ LOOK for scholarships and don't stop until you graduate from college!
- ❖ Don't waste people's time!!!!
- ❖ Say thank you.

Useful Links

- ❖ **#CAP Application:** <http://www.staffordaka.com/target-1--hbcu-for-life--a-call-to-action.html>
- ❖ **ACT:** <http://www.act.org/>
- ❖ **SAT:** <https://www.collegeboard.org/>
- ❖ **Best ACT/SAT Prep:** <http://www.reviews.com/act-sat-test-prep-courses/>
- ❖ **FAFSA:** <https://studentaid.ed.gov/>
- ❖ **Invest N Others LLC:** <https://www.investnothers.com/>

For Up-to-date Information
Follow Dr. Christie Murray on Social Media
Invest N Others LLC



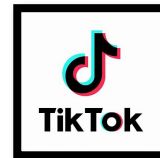
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@InvestNothers1



@docchristie

www.investNothers.com

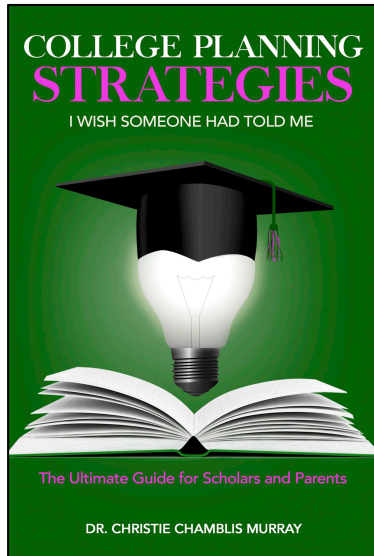
Give-a-ways

Give-a-ways

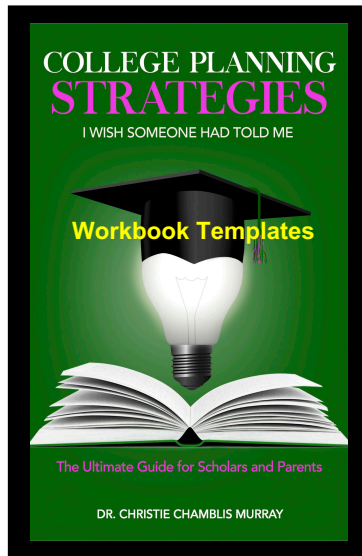
3 Random Drawings

“College Planning Strategies I Wish Someone Had Told Me”

Workbook Templates



Book



Workbook

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Books and Workbook Templates Available at:
www.investNothers.com

Closing Remarks

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Past Webinar Recordings and Videos
Subscribe to YouTube Channel...Invest N Others



- Top Strategies for Taking the SAT/ ACT: <https://youtu.be/U2x9hIJngao>
- Writing Essays & Letters of Recommendation: <https://youtu.be/KlJ9SvbMVyo>
- General College Information & HBCUs: <https://youtu.be/EzR-Vk9pRKI>

Complete the Evaluation Survey

We appreciate your feedback!



- ❖ Survey Monkey evaluation:
<https://www.surveymonkey.com/r/LMN5KSZ>
- ❖ Click the survey link in the chat function or scan the QR code.
- ❖ Tell us about your needs or future topics
- ❖ Email will be sent to participants with the:
 - ❖ Evaluation Survey Monkey link
 - ❖ Student slides
 - ❖ Future webinar dates/registration



Questions



(Unmute Your Line or Submit a Chat Question)

Thank You!



www.investNothers.com/webinar-material