

Cultivated Pearls Foundation of Southeast Georgia, Incorporated® in partnership with Alpha Kappa Alpha Sorority, Incorporated®, Nu Rho Omega Chapter of Hinesville, GA



College Planning Strategies I Wish Someone Had Told Me!

A *Free* Virtual College Admissions Process (#CAPSM) Workshop For High School Students and Families

Featuring ...

- Choosing a major
- Researching colleges
- Taking the SAT/ACT
- Writing essays
- Letters of recommendations
- Applying to colleges
- Getting financial aid
- Finding scholarships
- ✤ …and more





March 18, 2021 6:30 - 8:00 PM ET

Dr. Christie Murray College Planning Expert, Speaker, & Author

Reserve your spot by registering today! Space is limited. Register at: <u>https://akanurhocapwebinar.eventbrite.com</u>

www.investNothers.com



Welcome

College Planning Made Easy!!



- Thank you for joining the webinar.
- All lines will be muted until the Q&A at the end of the webinar.
- Use the chat box to post comments or ask questions.
- There will be a brief Q&A session at the end of the virtual webinar.
- This webinar will be recorded for future use.

Webinar Objectives

The main objectives of the webinar are to:

- Equip students with practical strategies to navigate the college admission process (#CAPSM).
- Discuss applying for financial aid and scholarships.
- Share relevant college information as a result of COVID-19.



Dr. Christie Murray



Member of Alpha Kappa Alpha Sorority, Incorporated® Psi Psi Omega Chapter Electrical Engineer Published Author, National Speaker Invest N Others LLC: <u>https://www.investNothers.com</u>

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



- ✤ We will cover:
 - Where are you now assessment
 - Developing a College Plan
 - College Planning Best Practices
 - Types of Colleges
 - Choosing a Major and Colleges
 - College Application Parts
 - Applying for Financial Aid and Scholarships
- Evaluation
- Question & Answer

College Planning Strategies To Get Accepted...



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	Туре	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**
- **C** 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

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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*

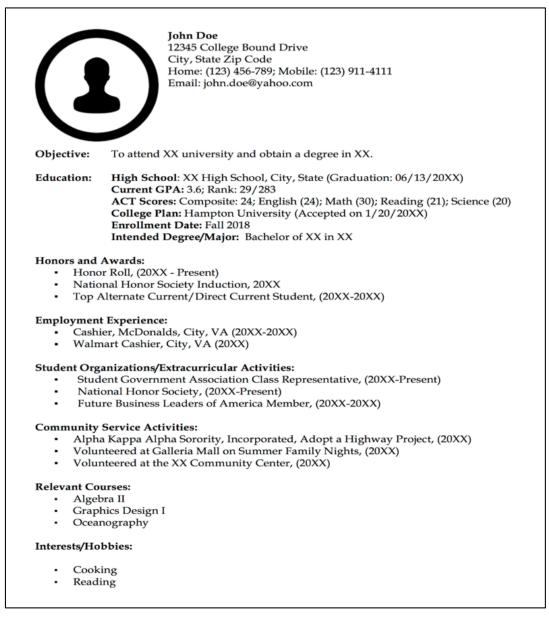
- Professional picture
- Name, address, contact no., email
- Objective (college/major)
- Educational summary
- Honors and awards
- Employment experience
- Extra-curricular activities
- Community service activities
- Relevant coursework
- Interests/hobbies



Can be used for...

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

Sample Scholar Profile



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: <u>https://www.princetonreview.com/college-major-search</u>
- ✤ 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.
- ✤ <u>Vocational/Trade schools</u>:
 - ✤ 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.
- ✤ <u>Two-year college</u>:
 - ✤ 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
 - ✤ <u>www.bigfuture.collegeboard.org</u>
 - ✤ <u>www.commonapp.org</u>
- 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 Fairs

Black College Expo – Virtual College Fair

- March 19, 2021
- Time: 3:00 7:00 PM ET
- Register at: <u>www.thecollegeexpo.org</u>



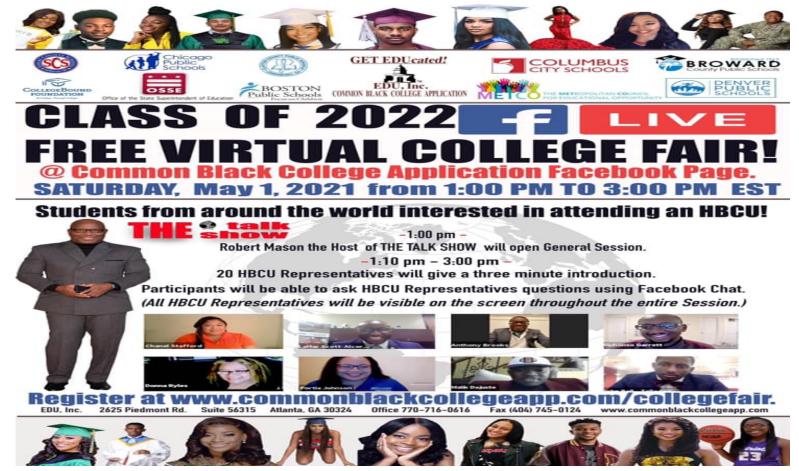
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Upcoming College Fairs

Common Black College App -Virtual College Fair

- May 1, 20201
- ✤ Time: 1:00 3:00 pm ET
- Register at: <u>www.commonblackcollegeapp.com/collegefair</u>.



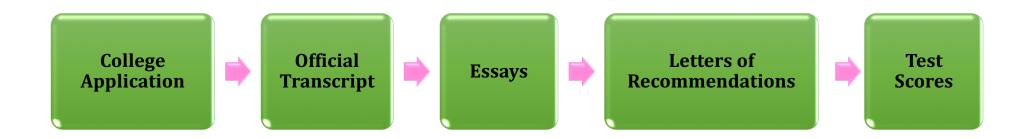
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Choosing the Right College List of Colleges and Requirements

						CC	OLLEGE R	REQU	JIREMJ	ENTS S!	P				
COLLEGE NAM	ME LOCATIO	ON COLLEGE TOUR	E YEARLY TUITION/ROOM & BOARD COST			EARLY ADMISSION DATE	DEADLINE TO APPLY		SAT SCORE	ACT SCORE		LETTERS RECOMMENI N (Y/N)	IDATIO	DATE APPLICATION SUBMITTED	ACCEPTANCE DECISION
Sample Universi	ity City, State	Yes	\$ 36,660	0 Online	\$ 35	10/30/20XX	3/1/20XX	3.3	1100	22	Y, 250-5 words				_
							PREADS	HEET							
TOUR TUIT	YEARLY API TION/ROOM (O OARD COST	PPLICATION AF DILINE OR MAIL)	N FEE ADMI	ARLY DEADLI H ISSION TO APP HATE		SAT ESSAY LETTERS OF SCORE (Y/N) RECOMMENDATIO N (Y/N)		O WEBS	SITE DATE ACCEPTANCE NOT APPLICATION DECISION SUBMITTED		E NOTES				
							Y, 250-500 words		Y,1	www.coll	lege.edu	10/15/20XX		** SAT/ACT Scores only required if you have less than 30 credit hours ** 3.3 GPA or ranked in top	
	i	-	+	+	ł	,,			r r		1			10% of class. ** Photograph	

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 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 <u>apply</u> 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.



Robert Mason, Founder

Apply to College Official Transcripts

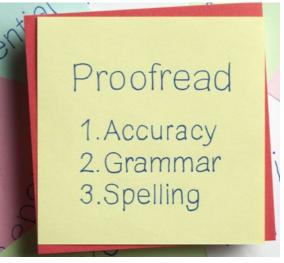
- Formal copies of a student's official high school academic grades have grades from freshman to junior year,
- ✤ Know the process to request transcripts and follow it precisely.
- Parental permission may be required at your high school prior to requesting transcripts.
- Request to have official high 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 followup with your high school.

Types of Essays and Letters of Recommendations



Apply to College Essay Writing Guidance

- Draft essays early and prepare to revise multiple times.
- ✤ Find trusted individuals to proofread and critique your writing (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/stati
- Share how you will make a difference.
- Save and re-use content for multiple applications.



Apply to College Essay Writing Guidance

- Develop a brief outline to organize your thoughts into manageable sections.
 - Introduction (include a thesis statement)
 - Body (three main points)
 - ✤ Conclusion
- ✤ You may pick a topic or instructed to write on a particular topic.
- Ten common essay themes include:

Career/Major	Contribution
Challenges	Creativity
Change	Financial need
Character	Leadership
Community Service	Personal Statement

For more guidance: Writing Essay Recorded Video

College Funding (Strategy 8) - Page 103-104

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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.



Apply to College Letters of Recommendation

- Provide recommenders with submission instructions.
 - Mail (provide stamped envelope)
 - Send electronically
 - Both



- Set recommenders deadlines 1-2 weeks before your deadline.
- Follow-up to make sure letters are received by the deadline.
- Offer a pre-drafted letter of recommendation for them to tailor.
- Save and re-use content for multiple applications.
- Provide a Scholar Profile with your recommendation request.

For more guidance: Writing Essay & Letters of Recommendation Recorded Video

Letter of Recommendation

Sample Letter of Recommendation

_____ [Month Day, Year]

To _____ [Scholarship Entity Selection Committee]:

I, ______[First Name and Last Name], with _____[Organization], I am writing this letter to express my support for _____[Scholar First and Last Name] and _____[his or her] application for the ______[Name of Scholarship]. _____ [He or She] plans to attend______[College or University] to major in ______ [College major]. _____[He or She] demonstrated exceptional ______ [academic achievement]. _____[Scholar Name] currently has a ____ [grade point average] at ______ [XX High School]. _____ [He or she] pursues academic excellence and welcomes challenges.

I have known ______ [Scholar First Name], for ____ [no. of years] (or since 20XX). _____ [He or She] _____ [studied, worked or volunteered] with _____ [Organization Name] from _____ to _____ [Month 20XX to Month 20XX]. _____ [Scholar First Name] is extremely hard working and displays sound judgement required for a leader. _____ [He or she] an individual who strong character and carries _____ [himself or herself] in a polite, respectable, and professional manner.

[He or she] impressed me with ___ [his or her] ability to ____, ___, and ____ [solve problems, communicate effectively, and think critically]. ____'s [Scholar First Name] creativity and innovative mindset exceeded my expectations. _____ [He or she] was extremely _____ [proactive], _____ [professional] and _____ [results-driven].

Without reservation, I strongly recommend ______ [Scholar First Name] as a candidate for your scholarship. Please afford _____ [him or her] the opportunity to continue to excel academically in college. If you have questions, please do not hesitate to contact me at: _____ [Phone Number] or _____ [email address].

Best Regards,

[Your Signature} Name Title

Apply to College SAT/ACT Tests



- Measures what students are learning in school and what they need to know to be successful in college.
- ✤ More colleges are making these test optional...
 - ✤ Essay, academics will be weighted heavier
 - May be needed for merit-based scholarships
- ACT has a Science Test, and one SAT Math Section no calculator.
- Send your SAT/ACT scores to your top 5 schools

Register for the SAT: <u>https://www.collegeboard.org/</u>

Register for the ACT: <u>http://www.act.org/</u>

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		Most engaging ACT	\$40 and up		
	(only)	prep (fun)			

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

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.
- Go where you can afford!!!!!!!!
- Typical college expenses
 - Tuition
 - Room and board
 - Books and Supplies
 - Personal expenses

Average Tuition & Fees 2019-2020



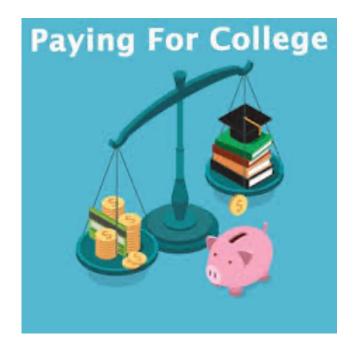
Navigate the Funding Process The Cost of Attendance

Type of Institution	Average Undergraduate Direct Costs 2017-2018
Public (in state)	\$25,290
Public (out of state)	\$40,940
Private (non-profit)	\$50,900

Source: Average Cost of College in America, 2019 Report

- The cost of attendance:
 - Increases each year (inflation)
 - ✤ May vary due to COVID-19 impacts and distance learning
- Some colleges are more expensive than others.
- ✤ Go where you can afford!!
- **•** Discuss how you (parent/guardians) will pay for college.

Navigate the Funding Process Ways to Pay for College



- Out of pocket expenses
 - ✤ College savings plan
 - Retirement plan (not recommended)
- Financial Aid
- Gift Aid (Scholarships & Grants)

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



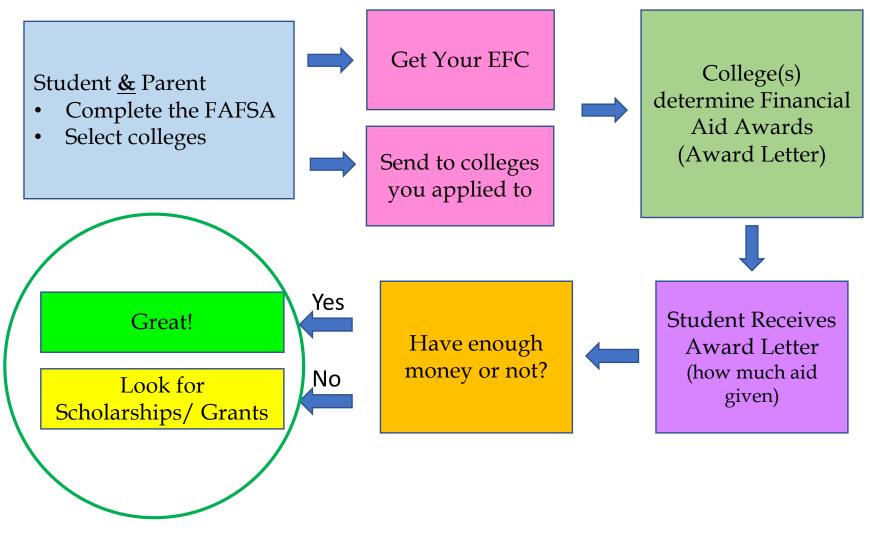
Applying for Financial Aid Free Application for Federal Student Aid (FAFSA) https://studentaid.ed.gov/

- The U.S. Department of Education requires students to complete the FAFSA.
- Colleges will determine your financial aid eligibility
- **FREE** no cost to apply
- Released on October 1st each year prior to the student's college academic year.
- Seniors Apply as soon as possible before the college's deadline.
- College students Apply <u>every year</u> the scholar will return to college the following academic year. (Even if you have scholarships)



College Funding (Strategy 6) - Page 64-78

Applying for Financial Aid Free Application for Federal Student Aid (FAFSA)



Types of Scholarships

Need-based (\$\$ - Financial)

Merit-based (Academics)

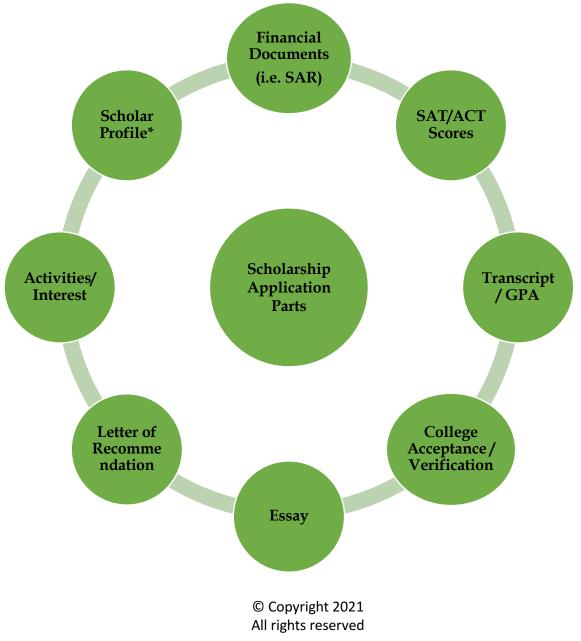
Interest-based (Talents, Activities)

Military (Service or ROTC)

Athletic (NCAA Sports)

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Applying for Scholarships Scholarship Application Parts



Scholarship/Grants (Gift Aid)

- Develop a plan to search for scholarships
- Target a variety of scholarships (large/small \$\$)
- Don't limit where you apply:
 - Local and national
 - Organizations/non-profits
 - ✤ Greek organizations
 - Religious organizations
 - Employers
- ✤ Find a scholarship mentor
- Don't run from essays, get help proofreading and recycle responses
- Provide all requested documentation
- Track your scholarship progress

College Planning (Strategy 9) - Page 95-101



Track Your Progress & Requirements Funding/Scholarship Tracking

Name:		Date:			EFC:			Need:			
No	APPLICATION LINK		AWARD AMOUNT	DEADLINE	ESSAY(S) (Y/N)	LETTER(S) OF RECOMMENDATION (Y/N)	TEST SCORES (Y/N)	DATE APPLICATION SUBMITTED	SELECTION DECISION	AMOUNT AWARDED	NOTES
1											
2											
3											
4											
5											

Where to Find Scholarships?

- High School Counseling Offices
- ✤ Online



- Scholarship America Hub: <u>https://scholarshipamerica.org</u>
- ✤ Cappex: <u>www.cappex.com/</u>
- College Board: <u>www.bigfuture.collegeboard.org</u>
- EducationUSA: <u>https://educationusa.state.gov</u>
- ✤ Fastweb: <u>www.fastweb.com</u>
- Niche: <u>www.niche.com/colleges/scholarships/?niche=niche-scholarships</u>
- College Scholarships: <u>www.collegescholarships.com</u>
- Scholarship.com: <u>www.Scholarships.com</u>
- ✤ Scholly: <u>www.scholly.com</u>
- Organization/company websites

https://www.investNothers.com/scholarship-list

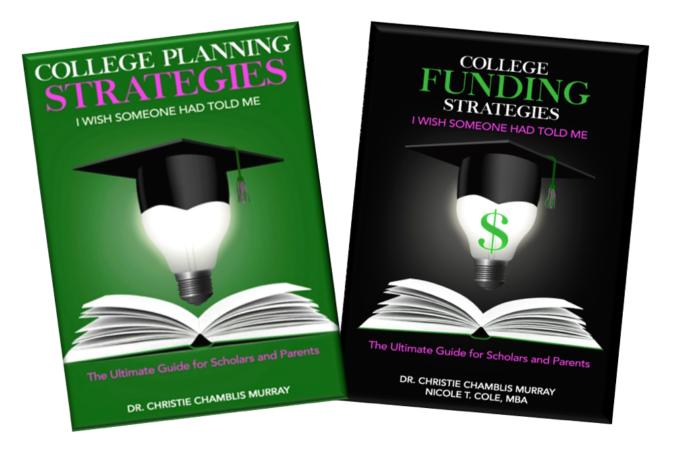
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Conclusion Key Takeaways

- ✤ Take responsibility for your future.
- ✤ Start early and use your time wisely (summers).
- ✤ Get organized:
 - Create folders for college planning documents.
 - Save account/login information in a central place.
 - Create a separate email address for college efforts.
- ✤ Take advantage of the resources in your school and community.
- ✤ Follow through and confirm all your info received.
- Create a budget.
- ✤ Have a plan and track your progress.
- Don't waste people's time!!!!
- Say thank you.

Reference Materials



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

Useful Links

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

Follow Dr. Christie Murray on Social Media Invest N Others LLC





www.investNothers.com

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



- General College Admissions Process Strategies: <u>https://youtu.be/V-7kf8ZUpp4</u>
- Top Strategies for Taking the SAT/ACT: <u>https://youtu.be/U2x9hIJngao</u>
- College Funding and Scholarship Strategies: <u>https://youtu.be/m03t01O7Sr0</u>
- Writing Essays & Letters of Recommendation: <u>https://youtu.be/KlJ9SvbMVyo</u>
- Applying to Colleges Strategies for Seniors: <u>https://youtu.be/0Ry7SJqCVG4</u>
- General College Information & HBCUs: <u>https://youtu.be/EzR-Vk9pRKI</u>
- NSHS Strategies to Pay for College: <u>https://youtu.be/3Gsaox5fous</u>
- NSHS College Planning Made Easy: <u>https://youtu.be/-LMsMzLbY_s</u>

Complete the Evaluation Survey

- We appreciate your feedback
- Survey Monkey evaluation: <u>https://www.surveymonkey.com/r/96JYD7N</u>
- Click the survey link in the chat function.





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