



West Caldwell Tech Presents...



College Planning Strategies I Wish Someone Had Told Me!

A Free Virtual Webinar

For High School Students and Families

Featuring Guest Speaker



Dr. Christie Murray

**College Planning Expert & Published Author
Invest N Others LLC**

Learn more about:

- ❖ Choosing a major
- ❖ Researching colleges
- ❖ Taking the SAT/ACT
- ❖ Writing essays
- ❖ Getting recommendations
- ❖ Applying to colleges
- ❖ Getting financial aid
- ❖ Finding scholarships
- ❖ ...and more

Wednesday

March 24, 2021

6:30 - 8:00 PM ET

Reserve your spot today! Space is limited.

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

In Partnership with Invest N Others LLC



Welcome

College Planning Strategies
I Wish Someone Had Told me!!



- ❖ West Caldwell High School Students and Families!
- ❖ Thank you for joining the college planning webinar.
- ❖ All lines will be muted until the Q&A at the end of the webinar.
- ❖ Use the chat function to post comments or questions.
- ❖ There will be a 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.
- ❖ Discuss applying for financial aid and scholarships.
- ❖ Share relevant college information as a result of COVID-19.



Speaker

Dr. Christie Murray



Published Author, National Speaker
Chief Operating Officer, 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

AGENDA

- ❖ College Planning Presentation
 - ❖ Where are you now assessment
 - ❖ Developing a college plan
 - ❖ Best Practices for college planning
 - ❖ Types of colleges
 - ❖ Choosing a major and colleges
 - ❖ College application parts
 - ❖ Applying for financial aid and scholarships
- ❖ Survey evaluation
- ❖ Question & answer



College Planning Strategies To Get Accepted...



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
- ✓ Essay Writing
- ✓ Letters of recommendations

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.

ENGINEERING



Actor

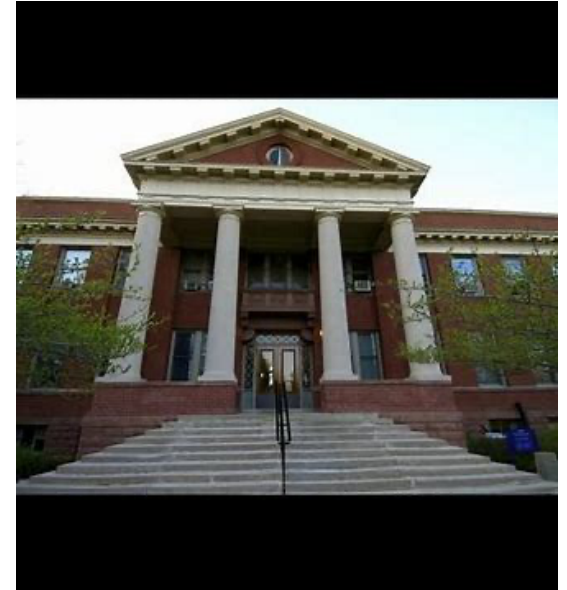
Types of Schools and Colleges

- ❖ There's about 2,000 colleges in the U.S. to choose from
- ❖ 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
 - ❖ 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 Fairs

Common Black College App -Virtual College Fair

- ❖ May 1, 20201
- ❖ Time: 1:00 – 3:00 pm ET
- ❖ Register at: www.commonblackcollegeapp.com/collegefair.



Logos of participating organizations: SCS, Chicago Public Schools, COLLEGE BOUND FOUNDATION, OSSE, BOSTON Public Schools, GETEDUcated!, EDU, Inc., COLUMBUS CITY SCHOOLS, METCO, 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



Choosing the Right College

List of Colleges and Requirements

COLLEGE REQUIREMENTS SHEET													
COLLEGE NAME	LOCATION	COLLEGE TOUR	YEARLY TUITION/ROOM & BOARD COST	APPLICATION (ONLINE OR MAIL)	APPLICATION FEE	EARLY ADMISSION DATE	DEADLINE TO APPLY	GPA	SAT SCORE	ACT SCORE			
Sample University	City, State	Yes	\$ 36,660	Online	\$ 35	10/30/20XX	3/1/20XX	3.3	1100	22			
PREADSHEET													
							ESSAY (Y/N)	LETTERS OF RECOMMENDATION (Y/N)		WEBSITE	DATE APPLICATION SUBMITTED	ACCEPTANCE DECISION	NOTES
							Y, 250-500 words		Y, 1	www.college.edu	10/15/20XX	Accepted	** SAT/ACT Scores only required if you have less than 30 credit hours ** 3.3 GPA or ranked in top 10% of class. ** Photograph

The College Application Process

Apply to College

College Application Package



- ❖ 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 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).
- ❖ Has essay prompts that can be reused.



Apply to Colleges

The Coalition for Access, Affordability, and Success (CAAS)

<https://www.coalitionforcollegeaccess.org>



- ❖ Works like the Common App.
- ❖ Almost 200 member colleges.
- ❖ Member colleges must meet criteria like affordable tuition, need-based aid, and a six-year graduation rate of 70% or higher.
- ❖ Create an account/profile and then search colleges.
- ❖ Research and apply to multiple colleges through one website portal.
- ❖ Has essay prompts as well.

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

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	Jarvis Christian College	South Carolina State University
Bethune-Cookman University	Johnson C. Smith University	Southern Union and A&M 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

CRCA • 2625 Piedmont Road • Suite 56315 • 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 & Letters of Recommendations

College
Admissions

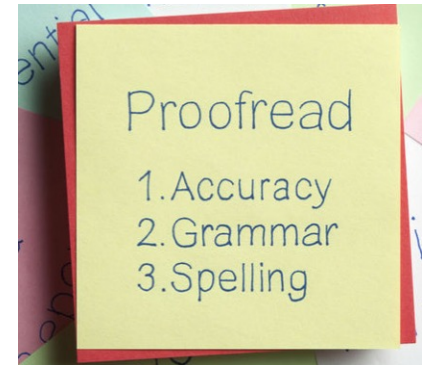
- Why are you a good candidate for admissions?

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 (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**

- Make a list of recommenders that you trust and who will provide a positive reference but keep an ongoing list.
- 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

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: <https://www.collegeboard.org/>

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

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

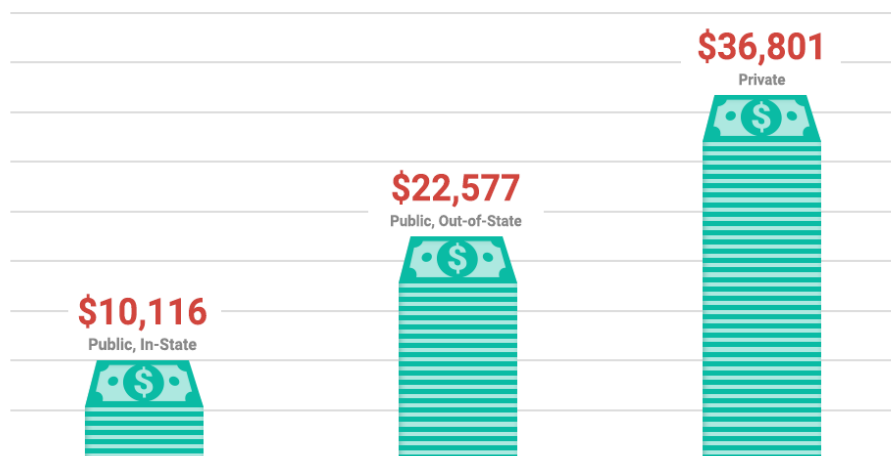
- ☐ Application
- ☐ Transcript (official or unofficial)
- ☐ Essay(s) or personal statement (s)
- ☐ Letters of recommendation
- ☐ SAT/ACT test scores
- ☐ Scholar Profile
- ☐ Financial need documents (if applicable)

Paying for College
The Funding Process

Navigate the Funding Process

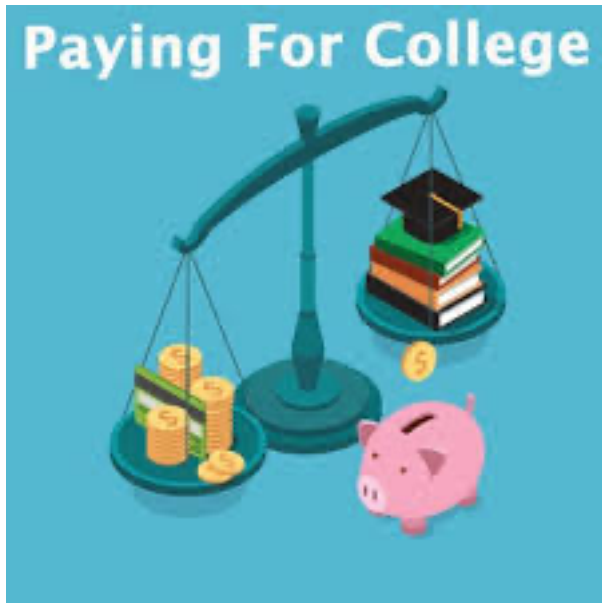
- ❖ Consider the cost of college in your college decision.
- ❖ **Go where you can afford!!!!!!!!!!**
- ❖ Typical college expenses
 - ❖ Tuition
 - ❖ Room and board
 - ❖ Books and Supplies
 - ❖ Personal expenses

Average Tuition & Fees
2019-2020



Navigate the Funding Process

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 every year the scholar will return to college the following academic year. *(Even if you have scholarships)*



Types of Scholarships

Need-based (\$\$ - Financial)

Merit-based (Academics)

Interest-based (Talents, Activities)

Military (Service or ROTC)

Athletic (NCAA Sports)

Scholarship/Grants (Gift Aid)

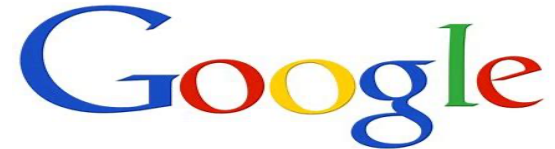
- ❖ Develop a plan to search for scholarships
- ❖ Target a variety of scholarships (large/small \$\$)
- ❖ Don't limit where you apply:
 - ❖ **Local and national**
 - ❖ Organizations/non-profits
 - ❖ Greek organizations
 - ❖ Religious organizations
 - ❖ Employers
- ❖ Find a scholarship mentor
- ❖ Don't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



Where to Find Scholarships?

❖ High School Counseling Offices

❖ Online



❖ Scholarship America Hub: <https://scholarshipamerica.org>

❖ Cappex: www.cappex.com/

❖ College Board: www.bigfuture.collegeboard.org

❖ EducationUSA: <https://educationusa.state.gov>

❖ Fastweb: www.fastweb.com

❖ Niche: www.niche.com/colleges/scholarships/?niche=niche-scholarships

❖ College Scholarships: www.collegescholarships.com

❖ Scholarship.com: www.Scholarships.com

❖ Scholly: www.scholly.com

❖ Organization/company websites

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

Conclusion

Key Takeaways

- ❖ Take responsibility for your future.
- ❖ Start early and use your time wisely (summers).
- ❖ Discuss how you (parent/guardians) will pay for college.
- ❖ 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.

Join Us



West Caldwell Tech Presents...



A **Free** Virtual Webinar

College Funding Strategies To Graduate Debt-free!

For High School Students and Families

Featuring Guest Speaker

Learn more about:

- ❖ The cost of college
- ❖ Ways to pay for college
- ❖ Financial Aid
- ❖ Scholarships
- ❖ ...and more



Dr. Christie Murray

College Planning Expert & Published Author
Invest N Others LLC

Reserve your spot today! Space is limited.

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

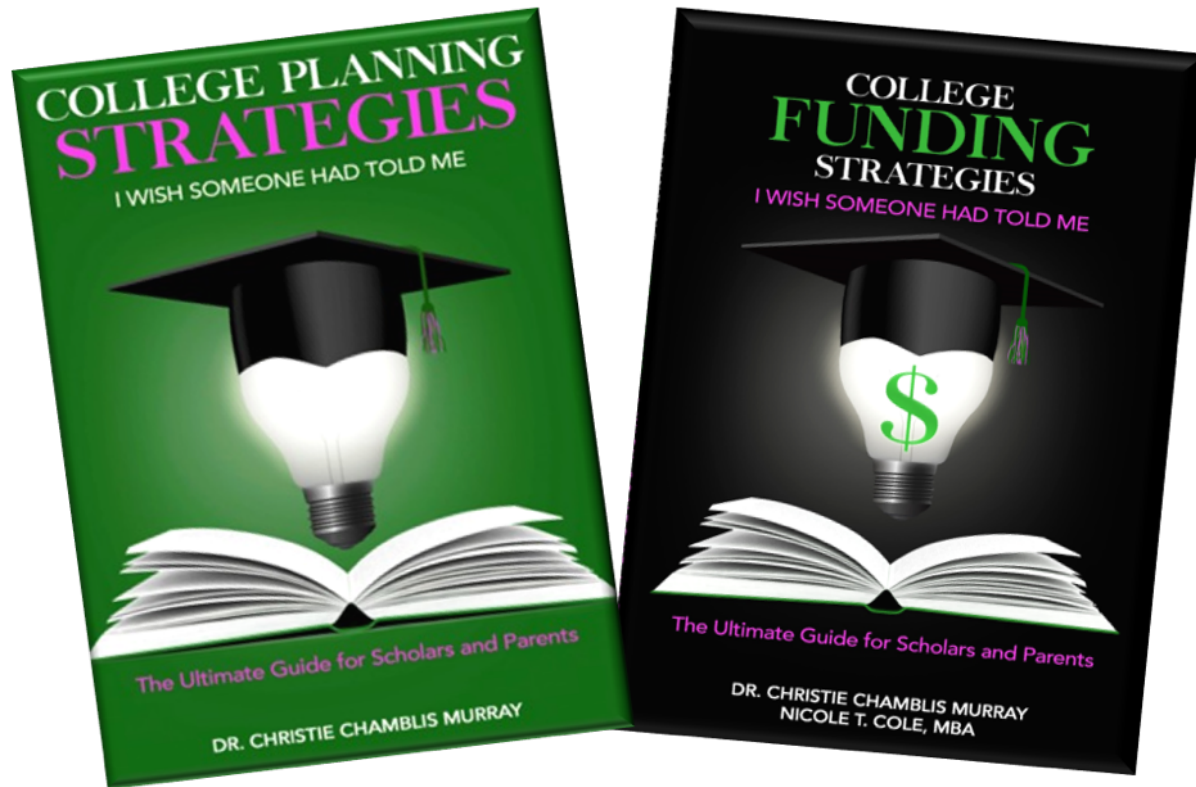
Thursday

**April 22, 2021
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Reference Materials



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

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www.investNothers.com

Past Webinar Recordings and Videos

Subscribe to YouTube Channel...Invest N Others



- General College Admissions Process Strategies: <https://youtu.be/V-7kf8ZUpp4>
- Top Strategies for Taking the SAT/ACT: <https://youtu.be/U2x9hIIngao>
- College Funding and Scholarship Strategies: <https://youtu.be/m03t01O7Sr0>
- Writing Essays & Letters of Recommendation: <https://youtu.be/KlJ9SvbMVyo>
- Applying to Colleges – Strategies for Seniors: <https://youtu.be/0Ry7SJqCVG4>
- General College Information & HBCUs: <https://youtu.be/EzR-Vk9pRKI>
- NSHS – Strategies to Pay for College: <https://youtu.be/3Gsaox5fous>
- NSHS – College Planning Made Easy: https://youtu.be/-LMsMzLbY_s

Complete the Evaluation Survey

- ❖ We appreciate your feedback
- ❖ Survey Monkey evaluation:
<https://www.surveymonkey.com/r/HWN93GT>
- ❖ Click the survey link in the chat function.



Questions

(Unmute Your Lines)



www.investNothers.com