

Getting In...

The Knowledge to get into college

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The
Princeton
Review®

Introductions

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www.PrincetonReview.com

Who We Are

- The Princeton Review helps students at every stage of their educational careers, from homework help to test preparation to college and graduate school admissions counseling.
- Classroom courses in 41 states and 21 countries.
- Private and Small Group Tutoring programs.
- We provide PSAT, SAT, SAT subject tests, ACT, AP subject, GMAT, GRE, LSAT, MCAT, USMLE, and TOEFL preparation.
- We publish a series of test preparation books, including the best-selling *Cracking the SAT*.
- New software technologies such as handhelds, iPhone applications, and podcasts.

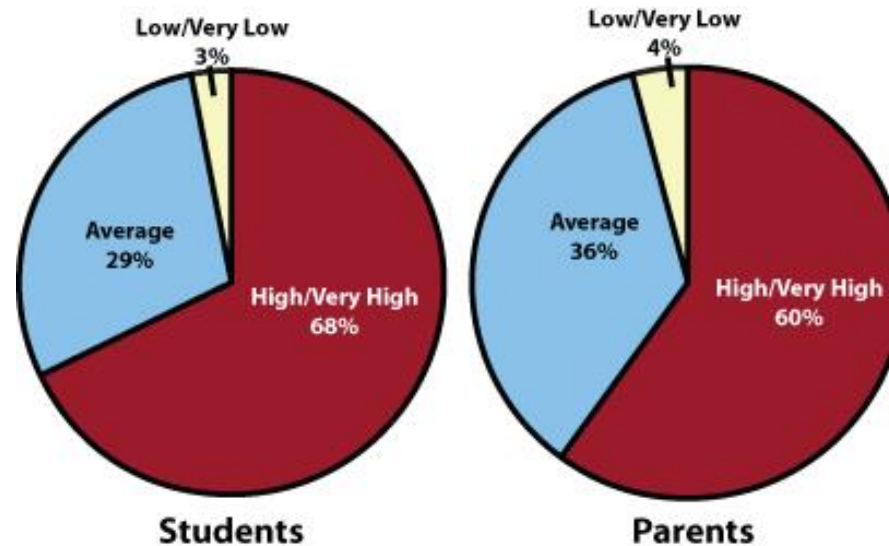
What We Do Best

- Our entire business is **focused** solely on knowing the tests inside and out.
- We spend millions of dollars to make sure this happens. **Tests change** on a constant basis.
- It's one thing to know how to increase scores, it's another thing to **teach** it so that students can put it into practice.

Question:

What percentage of students do you think have some anxiety about applying to college?

How would you gauge your stress level about the college application process?



Dream School Exercise

- **Fact #1:** It's never been **easier** to get into college than it is now.
- **Fact #2:** It's never been more **difficult** to get into college than it is now.

Dream School Exercise

- Please take out a piece of paper and something to write with...
- Write down the names of **3 schools** you think are students' **dream** schools.

Dream School Exercise

Now, cross off any schools from this list...

- Harvard
- Yale
- Princeton
- Duke
- U of Penn
- Columbia
- Rice
- Notre Dame
- Stanford
- Cornell
- Dartmouth
- NYU
- Louisiana State
- Brown
- UC Berkeley
- Vanderbilt
- Wake Forest
- MIT
- UCLA
- Georgetown
- U of Southern Cal
- St Mary's
- West Point
- U of Houston
- U of Oklahoma
- NMSU
- UT Austin
- Baylor
- U of MHB
- Texas State
- Texas A&M
- TCU
- Trinity
- Texas Tech
- UTEP
- Austin College
- SMU

**Anyone have all
three schools left?**

What's the Problem??

Everyone is in love with the same schools.

The point of this exercise is to show that it's never been easier to get into college than it is now because there are thousands of colleges out there.

But it's never been more difficult to get into college because everyone is applying to the same 30 schools.

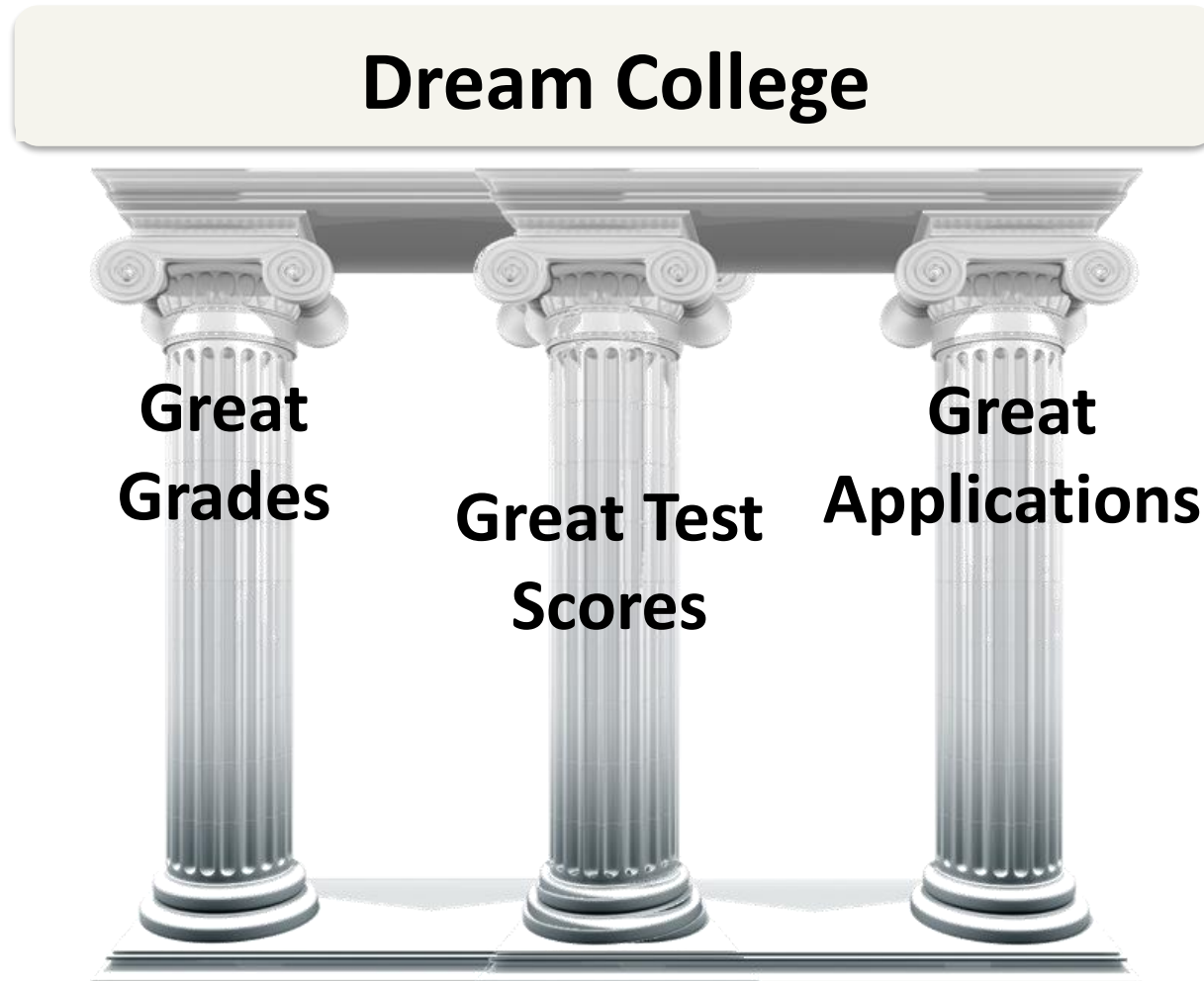
Dream School Exercise

So why did we choose these schools?

With a show of hands, how many of you chose your schools:

- * Because the school has an excellent reputation?
- * Because a family member or guidance counselor turned you on to that school?
- * Because it was a state school and tuition was less than at a private school?
- * Because of a specific program the school offers?
- * Because you like the location?

3 Pillars of College Admissions



Understanding Selectivity

First - What is selectivity?

When a college is selective, that means it uses an application process to admit some students and reject others.

Next - Why are some colleges so selective?

It might not be the reason you think! Many think it's because some colleges have higher *standards*, or they have better professors, or they offer a more rigorous degree.

Answer: Schools are selective because *they receive more applications than they have seats in their freshman class.*

How Colleges Are Selective

Let's try to think like an admissions rep...

The facts:

- * Small liberal arts college
- * 500 seats to fill
- * Beautiful campus
- * Noteworthy alumni

The Problem: 3000 applications received

How do we choose 500 from 3000?

Selectivity

We look at each student's *entire* application, with a particular emphasis on the two most important parts: *high school transcript* and *standardized test scores*.

HS Transcripts - Reveals all the academic work students have completed from freshman year to senior year; answers the question, "Have you consistently challenged yourself academically?" Have you taken regular courses? Honors classes? AP classes?

Standardized Test Scores - The SAT / ACT are necessary evils in the eyes of most admissions counselors. It's important to understand why those test scores are such a useful tool to so many admissions counselors.

Selectivity

Let's take a closer look at the *other* parts of the application. Specifically, personal statements / essays, interviews and extracurricular activities / achievements.

Personal Statement/Essay - An exceptional college application essay shares something about yourself that your transcript might not reveal.

Interviews/Recommendation Letters - Admissions counselors allow students to interview because, again, it allows them to learn a little bit more about you. As budgets get cut, they depend on recommendation letters more

Extracurricular/Achievements – What you do outside of school should all be included on your application because all of those activities tell a clear story about your commitments, your interests – quite simply, it tells your story.

How College are Selective

All in all, every admissions counselor is ultimately going to be asking one question:

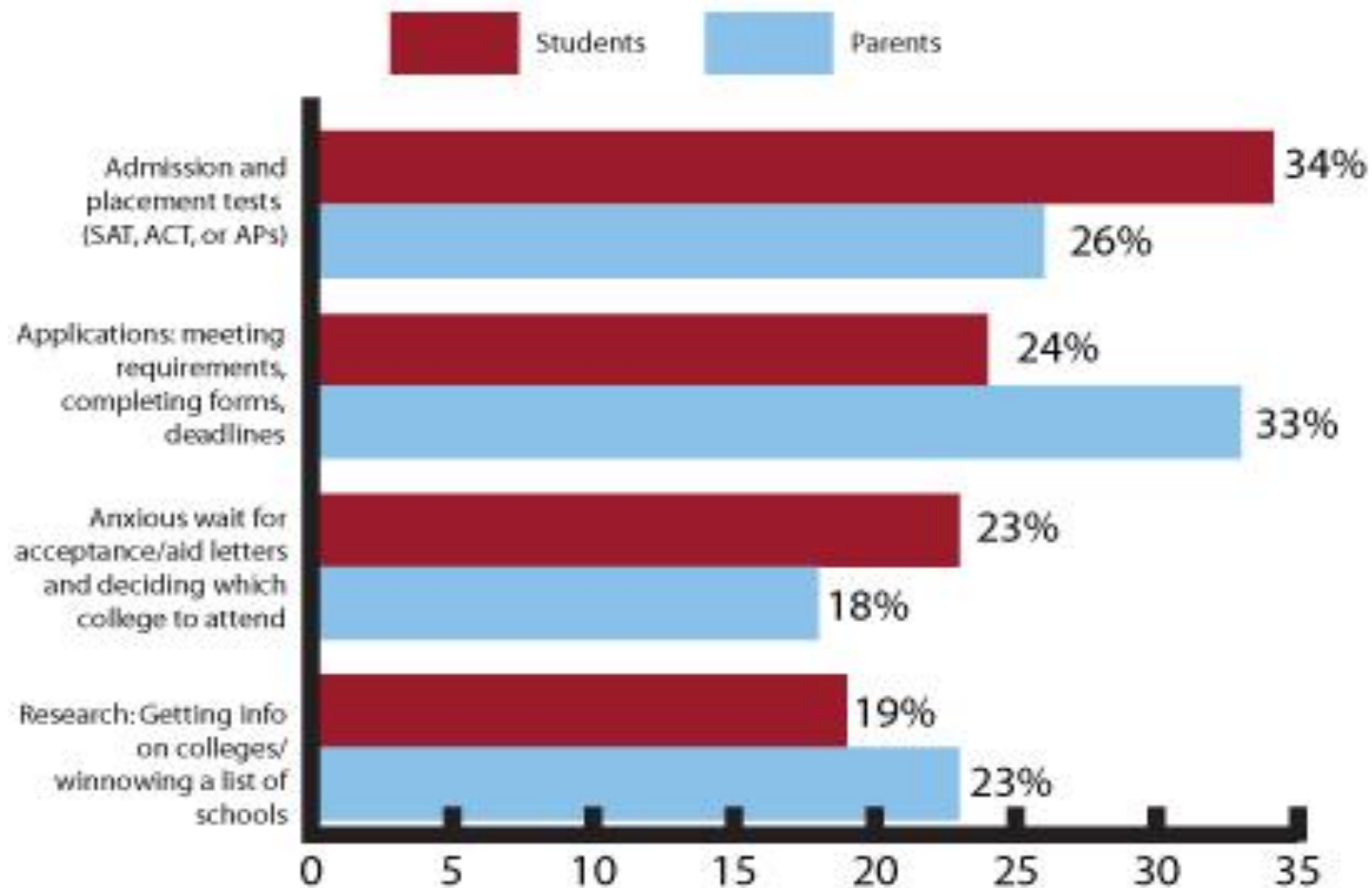
“Would that student applicant make our community better for being here?”

Important Note:

- Selectivity is a **combination** of many things.
- While GPA and SAT/ACT scores play a critical role, admissions is **not** a sole combination of just these two things!

My Best Fit

What is the most stressful part of the application process?



My Best Fit

Finding the Best College... For You!

How can the #1 school be the best school for everyone?

My Best Fit

A New Approach

Step 1: Collect a long list of schools.

Step 2: Try our college search tools with the College Advisor app for your phone or by visiting princetonreview.com.

Step 3: Know your academic credentials.

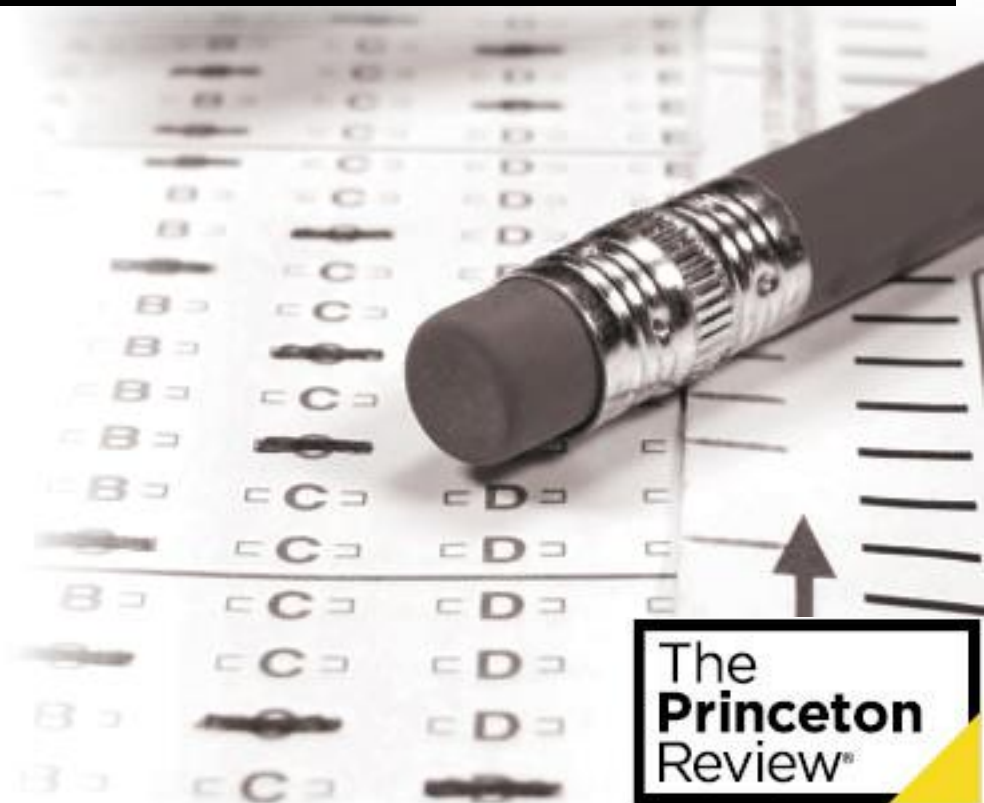
Step 4: Eliminate any schools that do not meet your basic needs.

My Best Fit

- * Don't think of College admissions as a game of winners and losers OR a competition for bragging rights.
- * Take your time, think about what you want out of a school and do your homework.
- * A school that fits means a better experience and a better future.

Getting In....

College Admissions Tests



Testing

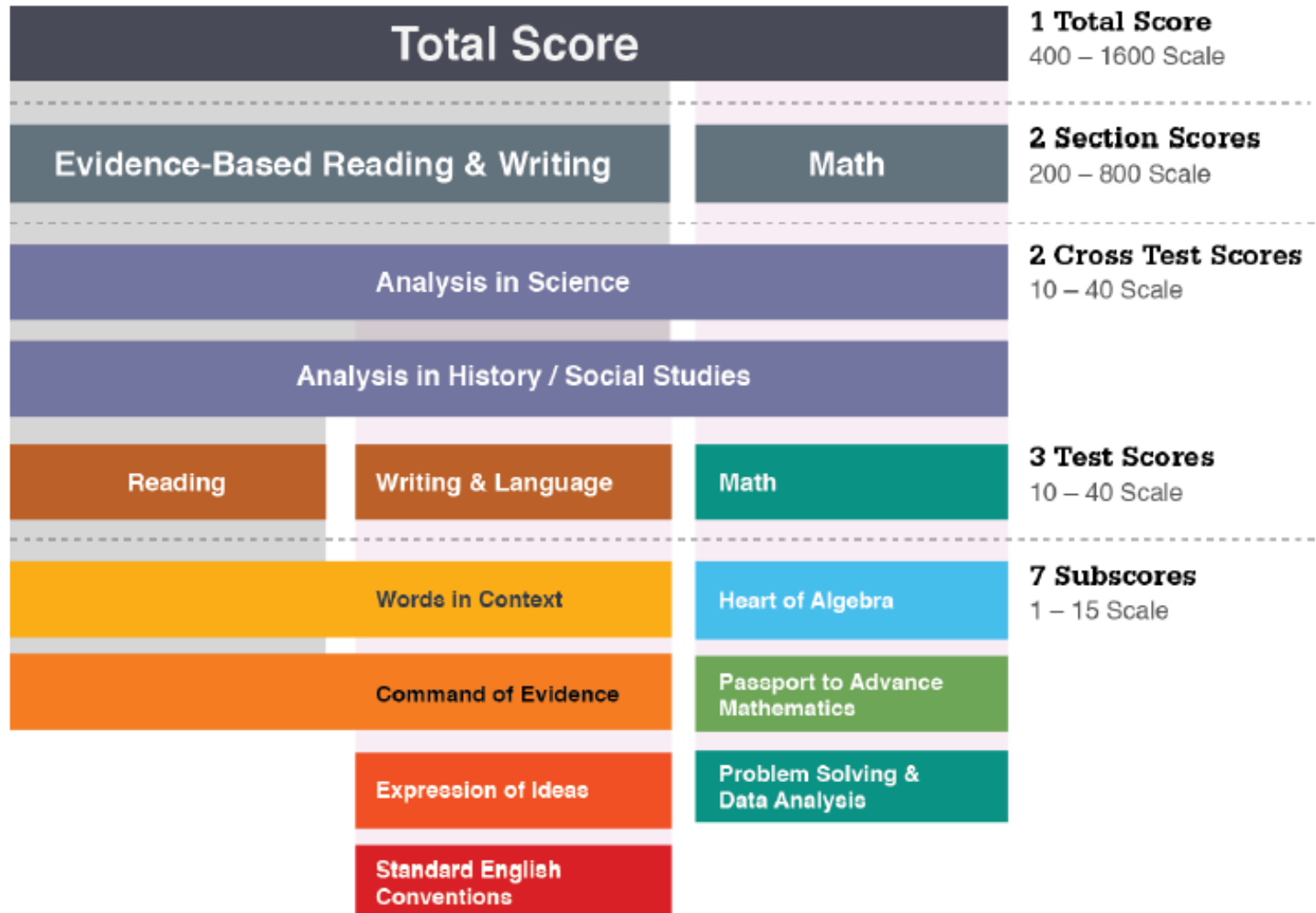
Why Standardized Tests?

- * Provides admissions officers with comparison
- * Economics

Tests at a Glance

ACT	Redesigned SAT	PSAT (for 10 th & 11 th graders)
3 hours and 35 minutes	3 hours and 50 minutes (with optional essay)	2 hours and 45 minutes
5 sections: 1- English, 1-Math, 1-Reading, 1-Science, 1-Writing (with optional essay)	5 Sections: 1- Reading, 1-Writing & Language, 1- No-Calculator Math, 1- Math (calculators allowed), 1- Essay (optional)	4 sections: 1- Reading, 1-Writing & Language, 1- No-Calculator Math, 1- Math (calculators allowed)
1-36	Two Area Scores of 200-800, total score between 400 and 1600	Two Area Scores of 160-760, total score between 320 and 1520
Required for college admissions by most schools	Required for college admissions by most schools	Not required for college admissions

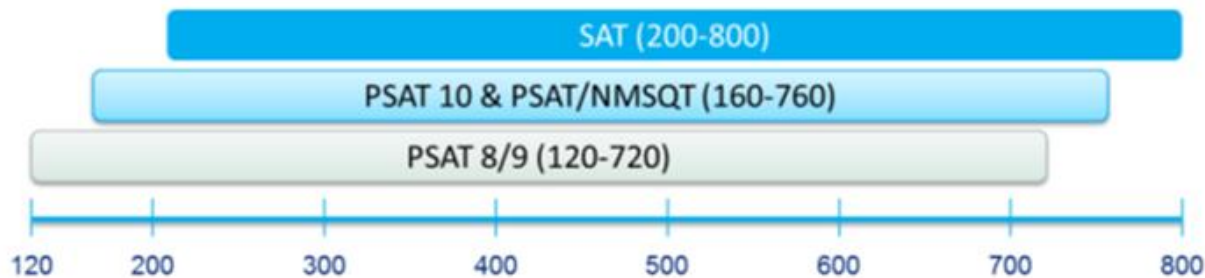
SAT Scoring



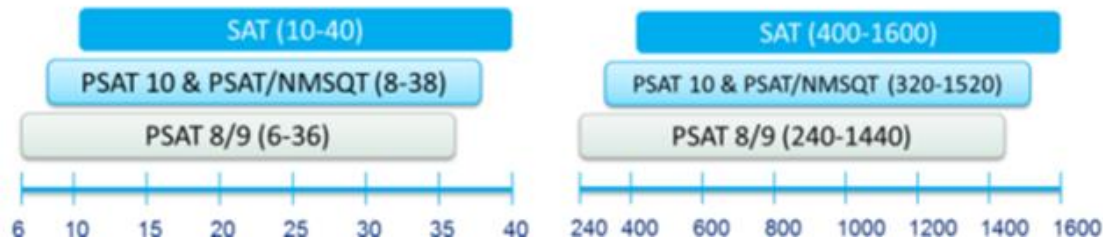
PSAT Scoring

Redesigned PSAT is scored on the same scale as the SAT but has a slightly different range.

- + Section Scores will be placed on a vertical scale.



- + This same concept will hold true for the **Test and Cross-Test Scores** as well as **Total Score**.



ACT Scoring

How is the ACT scored?

English	1-36
Math	1-36
Reading	1-36
Science Reasoning	1-36
Composite	1-36



The Composite is the average of the English, Math, Reading and Science Reasoning.

The Composite is the score colleges care about.

If you take the optional essay, you will get a separate English with Writing score that is NOT factored into the Composite score.

What do SAT and ACT Scores Really Measure?

What do these tests measure?

Admission tests..	True	False
... measure intelligence?		✓
... can be used to award aid?	✓	
... reflect your GPA in high school?		✓
... predict your college GPA?		✓
... can be prepared for?	✓	
... should be prepared for?	✓	
... test what you've learned in HS?	?	?

What do these tests measure?

How well you take the SAT and ACT!

- Don't take your scores personally.
- Scores are NOT a measure of your intelligence.
- Anybody, with the proper coaching, can learn how to increase their scores.

SAT & ACT True or False

All four-year colleges and universities accept either SAT or ACT without preference. You can take and submit both, but that's not required.

SAT & ACT True or False

All four-year colleges and universities accept either SAT or ACT without preference. You can take and submit both, but that's not required.

TRUE

Admissions/Testing Timeline

9th and 10th Grades

- Focus on grades in school and participating in activities
- Possible SAT Subject Test
- Try SAT and/or ACT practice test in the spring of 10th grade

Admissions/Testing Timeline

Summer After 10th Grade

- Great time to start preparing for PSAT, SAT and/or ACT
- Continue activities you are passionate about

Admissions/Testing Timeline

11th Grade

- Possibly PSAT in October
- Prep for and take SAT and/or ACT at least once
- Take one or more SAT Subject Tests if needed
- Start researching colleges (PrincetonReview.com)
- Visit college campuses
- Most important year for grades

Admissions/Testing Timeline

Summer After 11th Grade

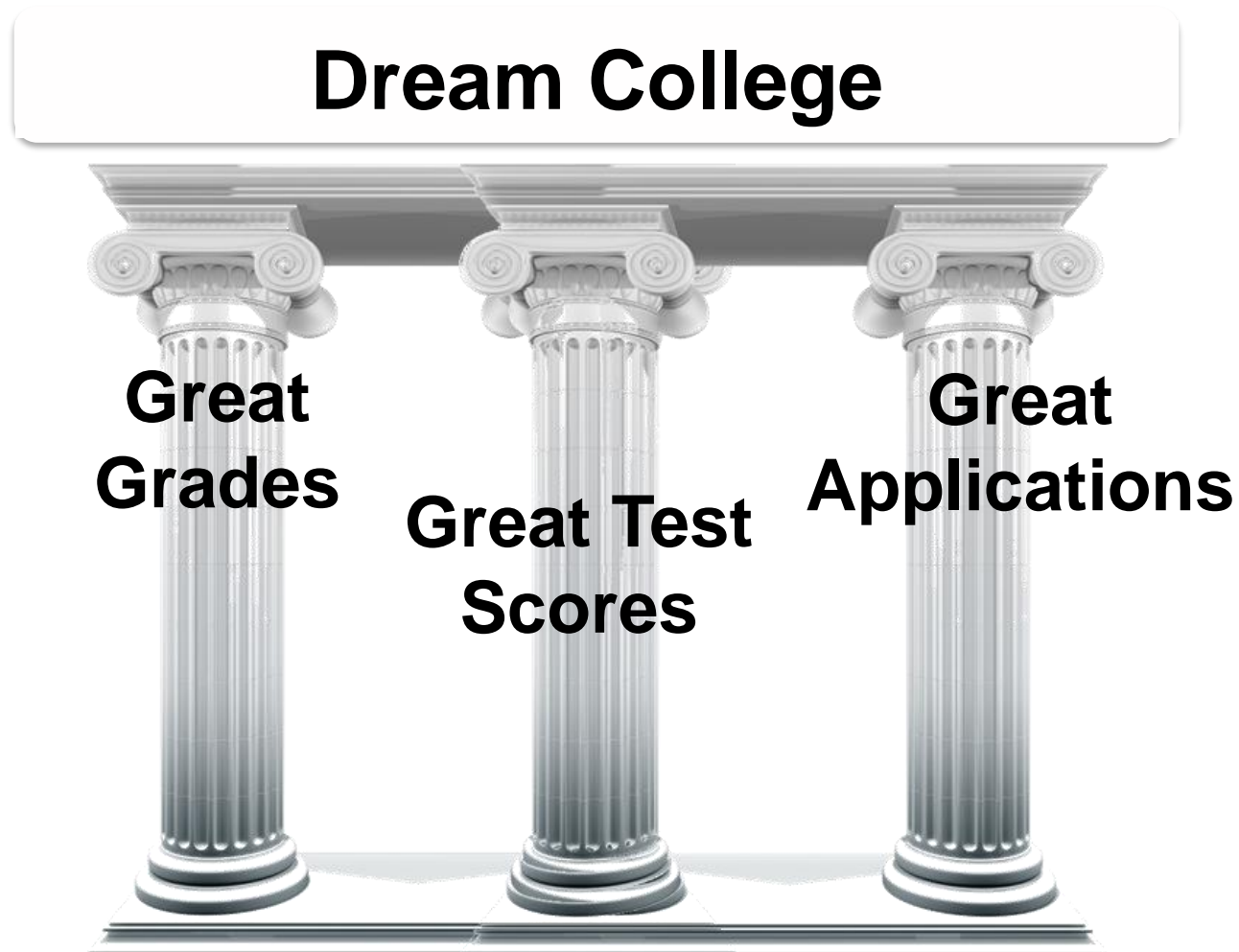
- Prep for fall test retakes if necessary
- College visits
- Application essays
- Note application deadlines
- Activities

Admissions/Testing Timeline

12th Grade

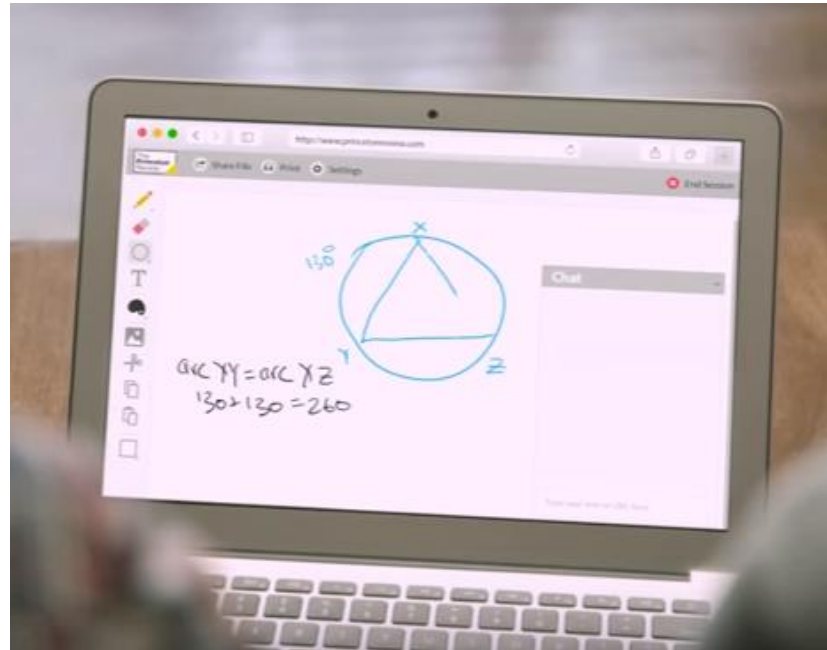
- Take or retake SAT and/or ACT if necessary
- Letters of Recommendation
- Meet application deadlines (early or regular)
- Keep up the grades
- After October 1, file FAFSA

3 Pillars of College Admissions



Great Grades – Homework Help

- 40 subjects, 3,000 tutors



6,000
students get help
every night from
The Princeton
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96%
of students say
they improved
their grades.†

Better Grades. Guaranteed.
Sign up for 30 minutes free tonight

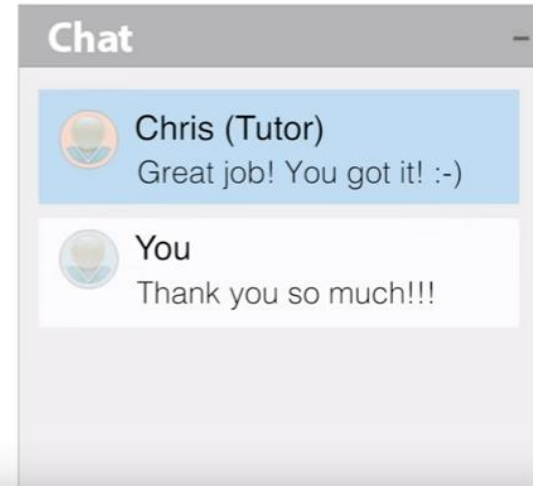
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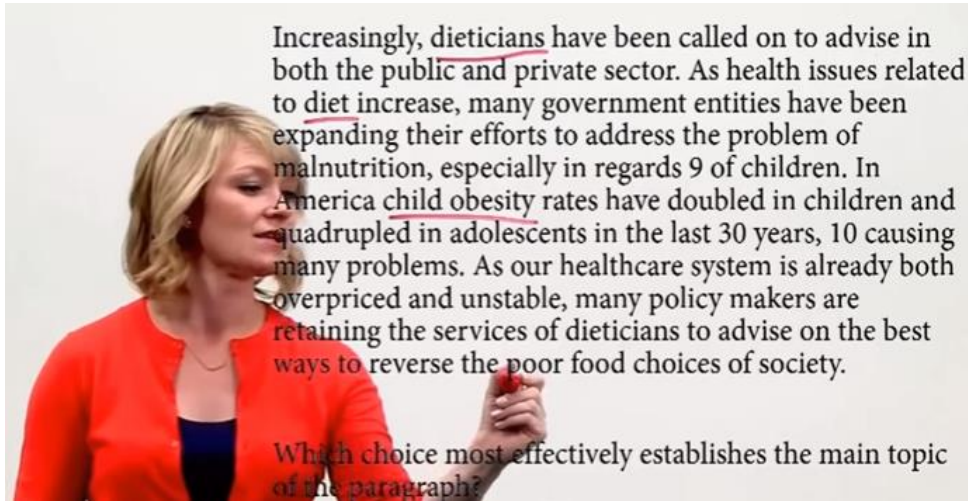
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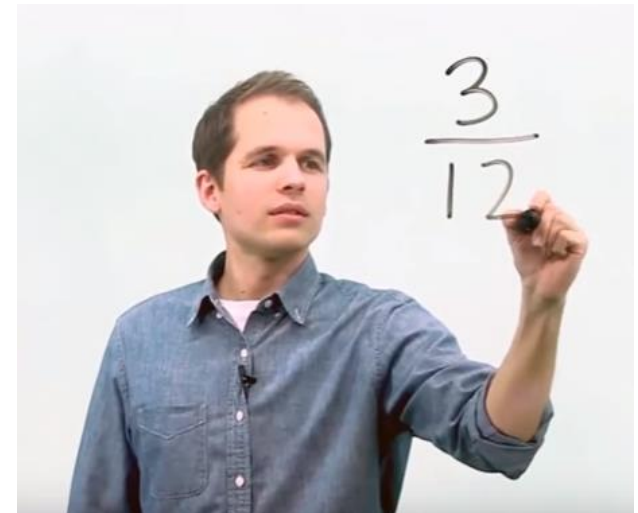
Better Grades. Guaranteed.
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Great Test Scores – *Test Prep*



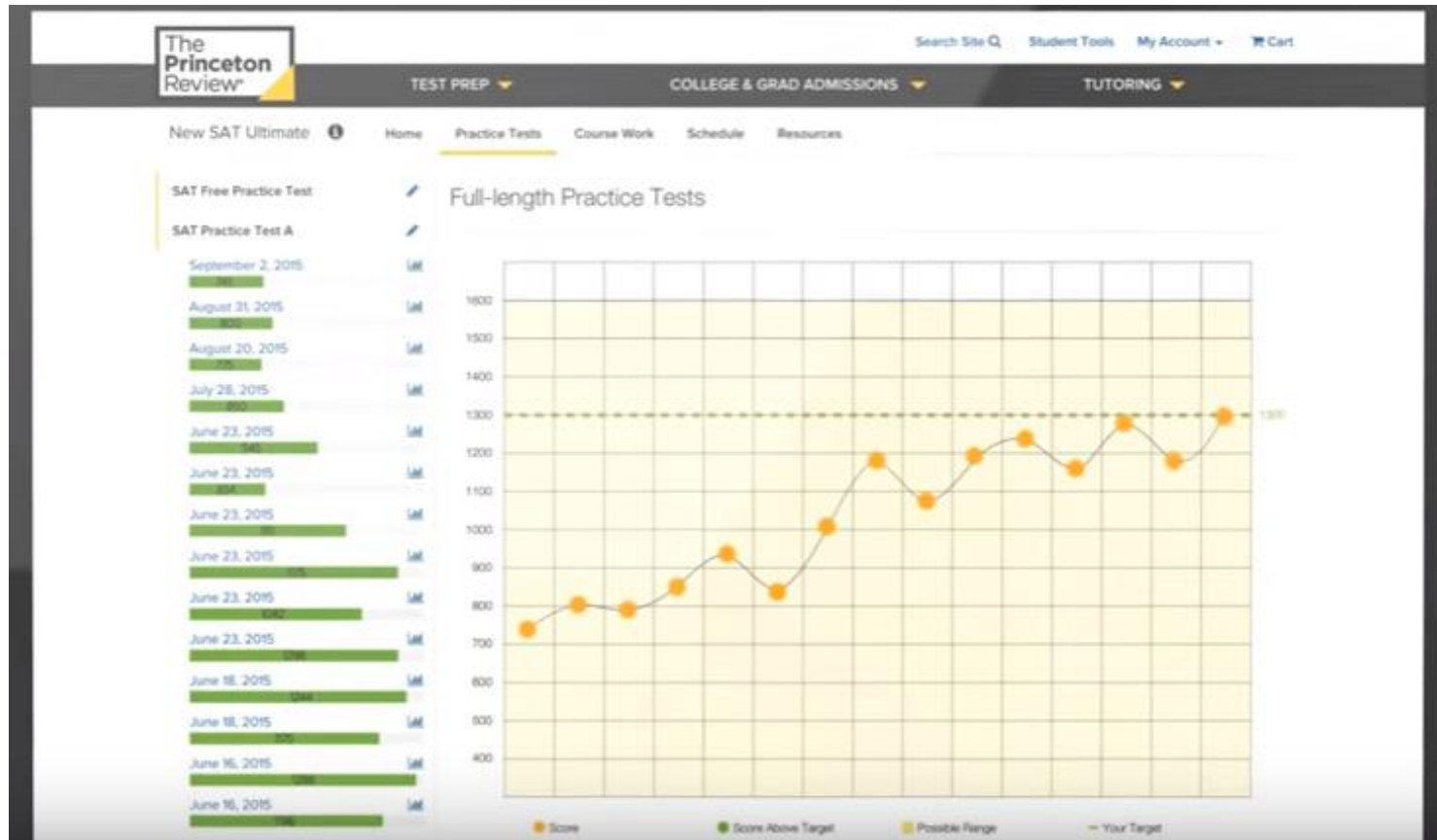
Increasingly, dieticians have been called on to advise in both the public and private sector. As health issues related to diet increase, many government entities have been expanding their efforts to address the problem of malnutrition, especially in regards 9 of children. In America child obesity rates have doubled in children and quadrupled in adolescents in the last 30 years, 10 causing many problems. As our healthcare system is already both overpriced and unstable, many policy makers are retaining the services of dieticians to advise on the best ways to reverse the poor food choices of society.

Which choice most effectively establishes the main topic of the paragraph?



Fun and engaging online lessons and drills led by The Princeton Review instructors

Great Test Scores – *Test Prep*



Online student portal to track your progress

Great Test Scores – *Test Prep*

The Princeton
Review is **#1 at
getting students
into top colleges.**[†]

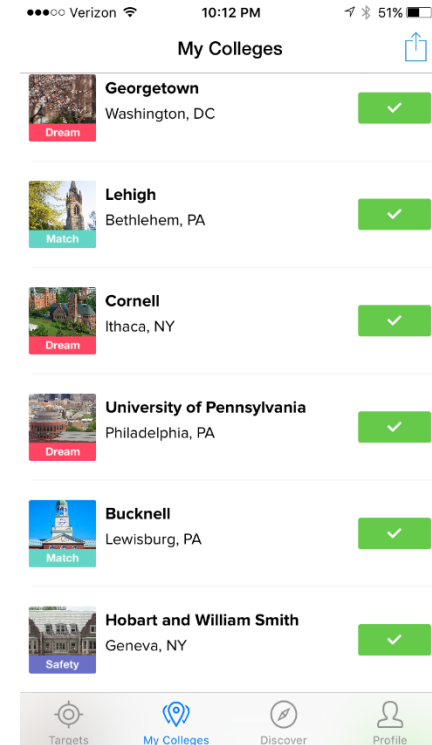
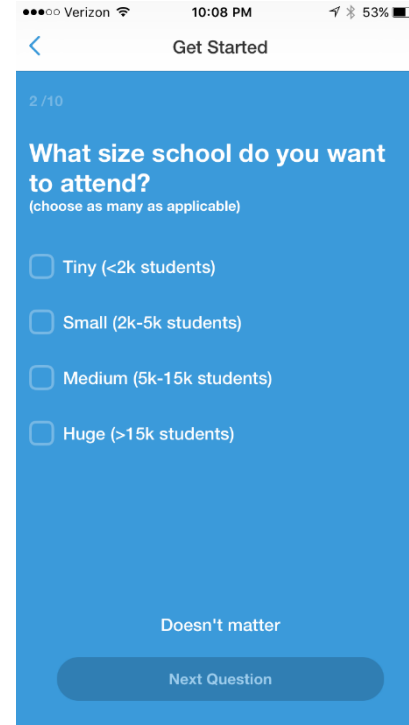
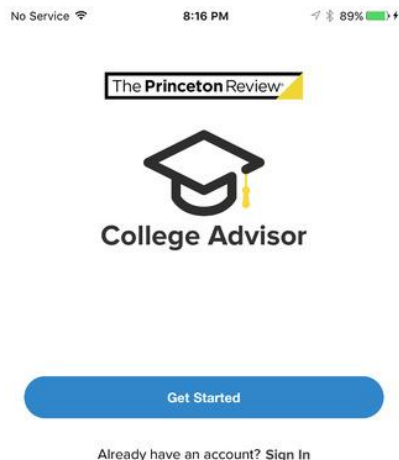
4 out of 5
Princeton Review
students get into
their top-choice
school.**

- **Better Scores. Guaranteed.**
 - SAT: 100 point score guarantee
 - ACT: 3 point score guarantee

*Based on 2014 survey of students of Princeton Review/Tutor.com. [†]Based on a 2015 Princeton Review survey of over 1,000 students enrolled in 4-year colleges and U.S. News & World Report national ranking for Universities and Liberal Arts Colleges. **Based on a 2015 Princeton Review survey of parents of students enrolled in 4-year colleges. ***Based on average annual school night sessions on Princeton Review/Tutor.com. [†]Visit www.PrincetonReview.com/Guarantee for details.

Great Applications – College Advisor

- Get started identifying your Dream, Match and Safety schools with The Princeton Review College Advisor app



Great Applications – College Advisor

College acceptances this year include:

- Harvard University
- Princeton University
- Massachusetts Institute of Technology
- Duke University
- Dartmouth College
- Cornell University
- Rice University
- Washington University in St. Louis
- New York University
- Stanford University
- Yale University
- University of Pennsylvania
- Johns Hopkins University
- Tufts University
- Columbia University
- University of Michigan
- Emory University
- Boston College
- Brown University
- Harvey Mudd College
- Northwestern University
- Wesleyan University
- University of Virginia
- University of California – Berkeley
- University of California – Los Angeles
- University of Southern California
- University of North Carolina – Chapel Hill

The Princeton Review College Admissions Consulting
earned a 96% happiness score!


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