



How to Research University

Tools to Use



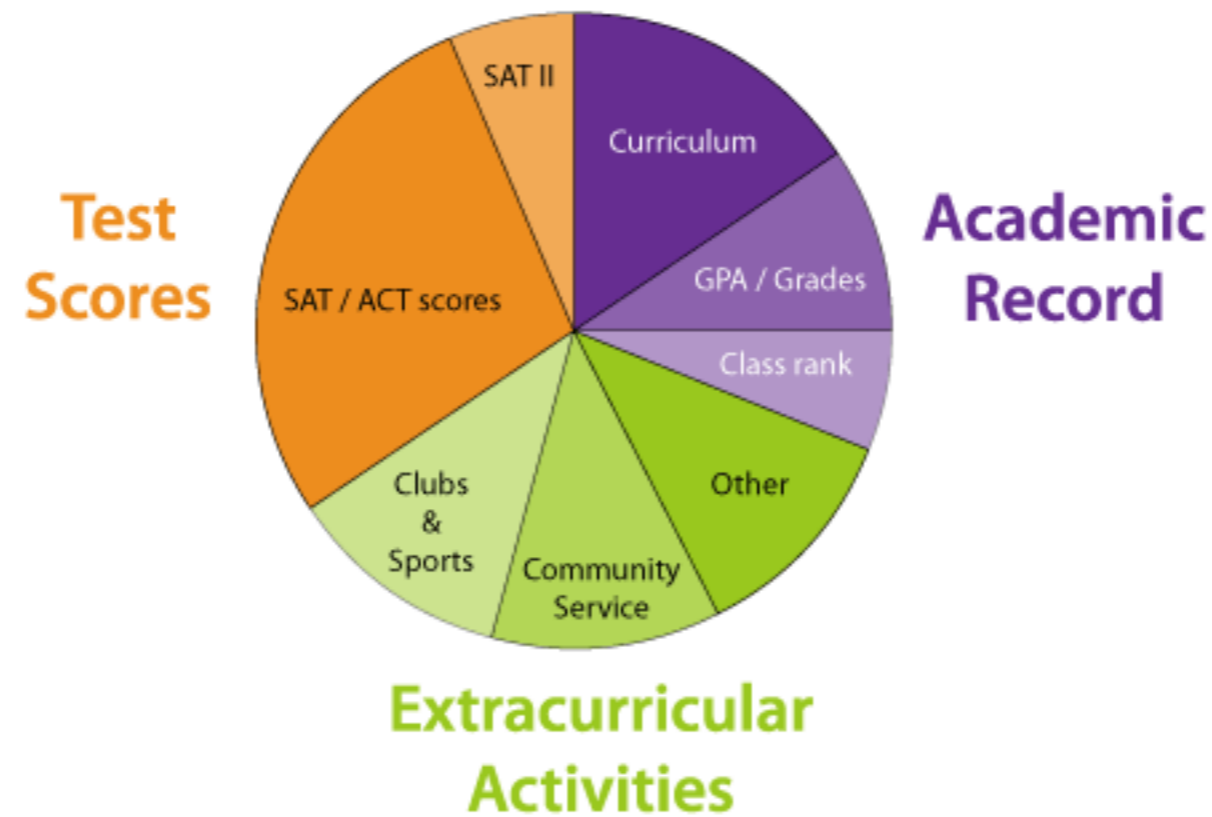
Important Information - Know These

- Difference between College and University
- State vs Private
- Liberal Arts - What is it?
- Things to think about -
 - Size, location, style of education
 - Freshman retention - % returning
 - Graduation rates - 4 years, 5 years
 - Who teaches?
 - Keep an open mind - you will be surprised



College Admissions Criteria

Admissions offices accept or reject students based on a number of criteria. This chart is a rough estimate of the weight offices put on different application sections.





Not US News

- US News while interesting is not the best way to research university
- Rankings in the US rarely deal with outcomes
- Rankings don't consider your child, their needs, their education style
- Rankings can be a tool, BUT, they are not the rule



Tools to Use

- The School's website
- Comprehensive research tools
- Virtual Visit Sites
- Books and Applications



Schools' Website

- The university website is the best first stop
- It is a Marketing tool
- It is important to know how to seek the information you need
- **About Tab**
 - Mission
 - Philosophy
 - History and Founding
- **Admissions**
 - Admission Criteria
 - International expectations
 - Apply - requirements, deadlines, ways to apply
 - Other
- Academics
 - Freshman Requirements
 - Core Requirements



Education in the USA

Freshman	Sophomore	Junior	Senior
Core	Requirements	Major	Requirements
Freshman	Sophomore	2nd Major or Minor (?)	Requirements
Electives	Electives	Electives	Electives



Schools' Website +

- News and entertainment
- Visiting Lecturers
- Honors Programs
- Scholarships
- Other information -
 - Honors, rankings they share etc...



Comprehensive Sites

- Colleges That Change Lives (www.ctcl.com)
 - Impressive Schools with impressive results
- College Confidential (www.collegeconfidential.com)
 - Data and information
- Unigo (www.unigo.com)
 - Data and information
- College Prowler (www.collegeprowler.com)
 - By students for students



Virtual Visits

When you cannot go!

- www.YouniversityTV.com
- www.Collegetours.com
- School website



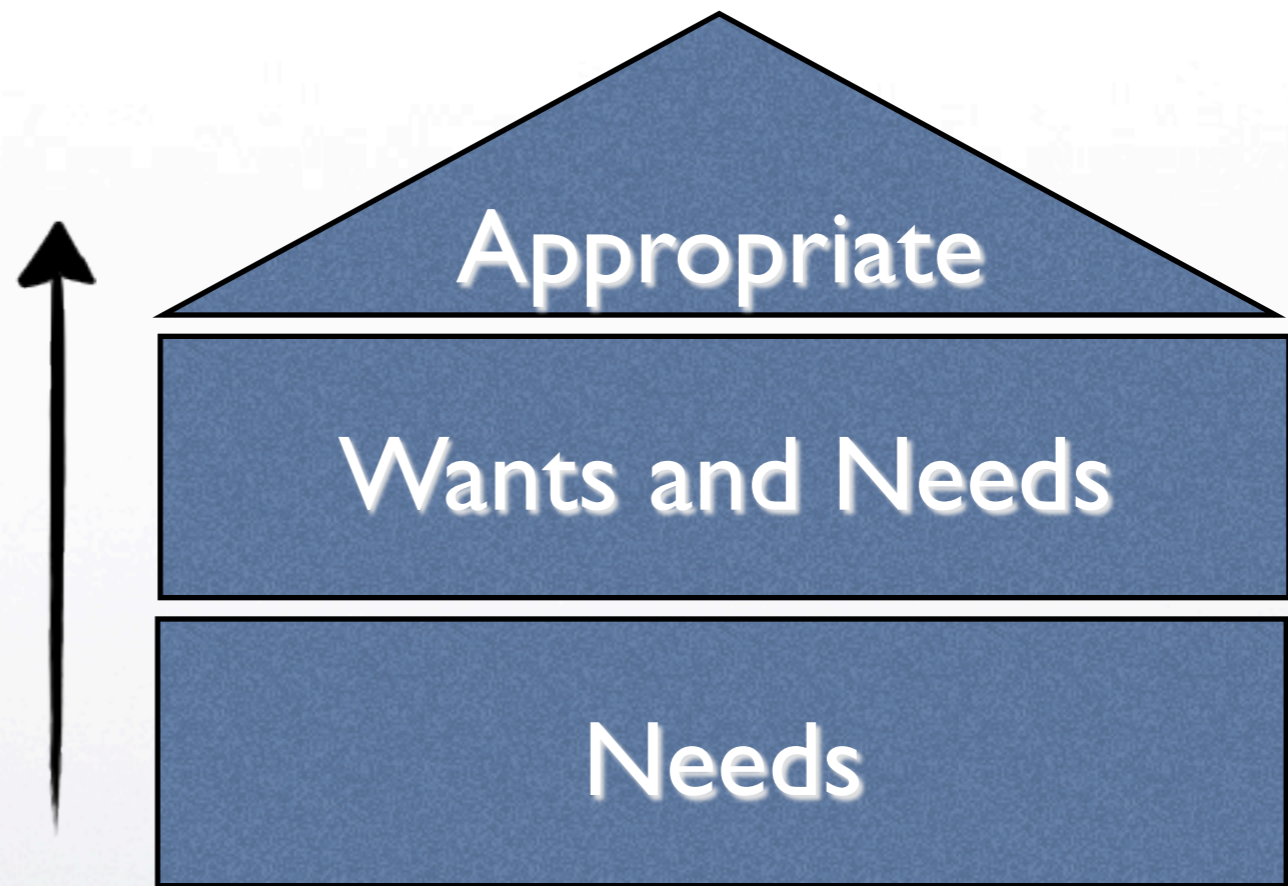
Books and Applications

- Princeton Review - 373 Best Colleges
- Colleges That Change Lives
- Fiske Guide - Book or iPad Application



How to Build a List

- Roof (2)
- Core (2)
- Foundation (2)
- Total of 10





Finale

- Research
 - Sites, books, Visits, Fairs
- Know
- Understand
- Keep an open mind