

The  
**Princeton**  
Review®

## Finding Best Fit Colleges

Plainview-Old Bethpage JFK HS

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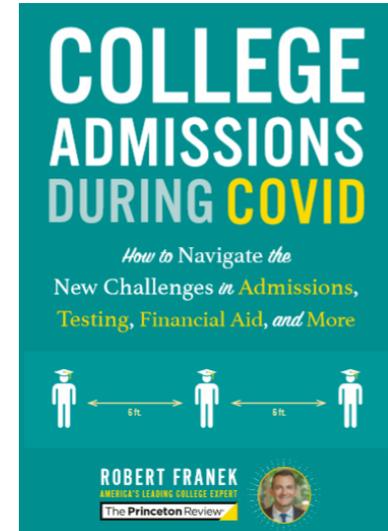
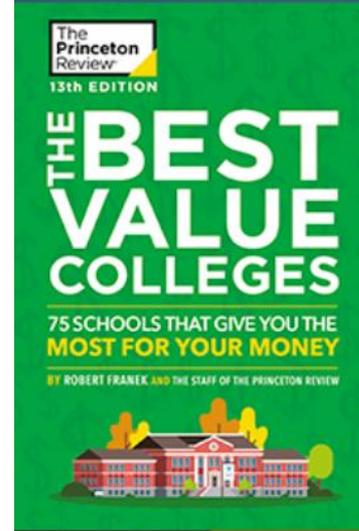
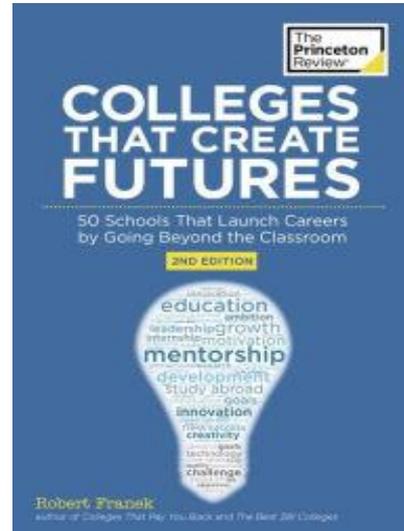
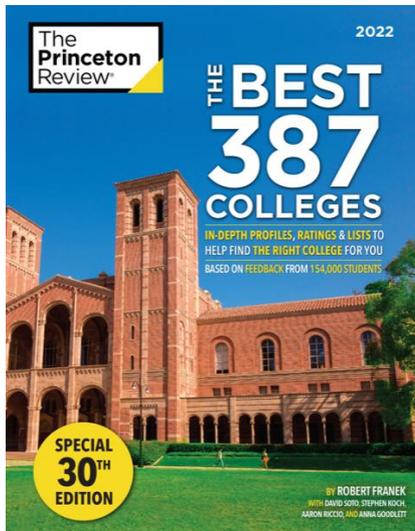
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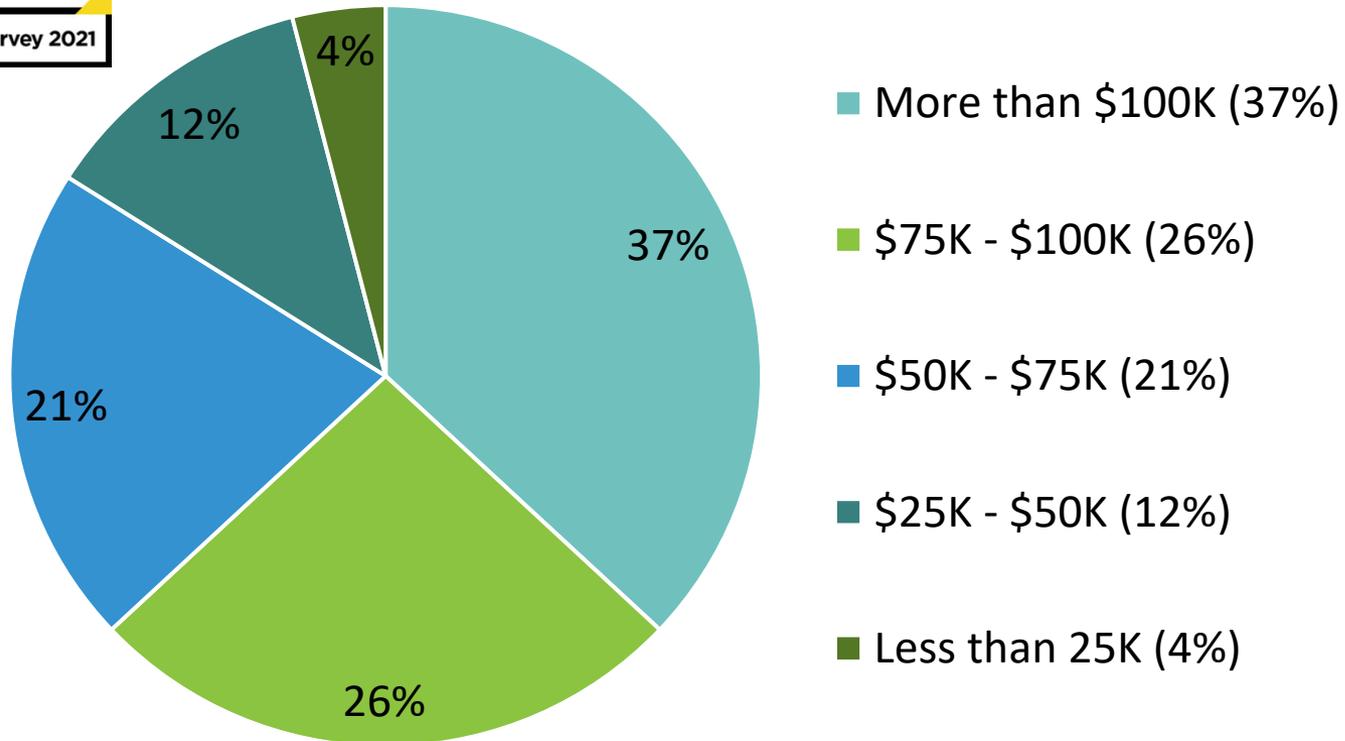
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# Student & parent worries: Paying for college

What do you think a four-year degree for you (or your child) will cost? (Overall response)

The Princeton Review®  
College Hopes & Worries Survey 2021



# Average cost of college

## Total cost of attendance:

- One year at a public college? \$22,180
- One year at a private college? \$50,770

## Average student debt at graduation:

- Student debt load for public and private colleges? \$29,400

## U.S. Education Debt

- Total Student Debt Outstanding? \$1.7 Trillion

# Dream Colleges

What "dream" college do you wish you (your child) could attend if acceptance and/or cost were not issues?

<u>Students</u>		<u>Parents</u>	
1	Harvard	1	Stanford
2	Stanford	2	Harvard
3	NYU	3	Princeton

# A really long trend

CAMBRIDGE, MA – September 1636



Seeking students with:

Character

Background

Proficiency in Latin

Proficiency in Greek

Love,

Harvard Admissions <3

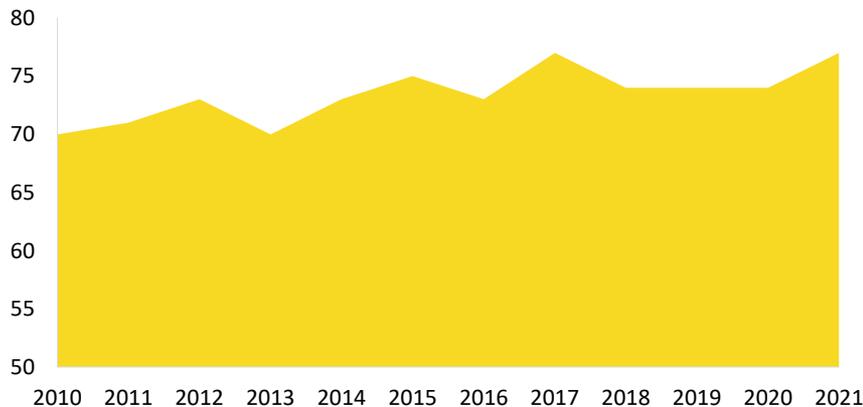
# The more things change, the more they stay the same

The college process is stressful!

- Prospective students, no matter their admission year, have always been nervous
- Need to acknowledge and understand those fears to diffuse them



## STUDENTS WITH VERY HIGH/HIGH STRESS



# TOP FACTORS for FRESHMEN ADMISSION

- Quantitative metrics:
  - High school curriculum / high school GPA
  - Testing – SAT, ACT and AP exams
- Qualitative metrics
  - Essays / personal statements
  - Letters of recommendations
  - Extracurricular Activities
  - Interviews
- College admissions = human process with quantitative metrics

# COVID questions for class of 2022 & 2023

- Will schools continue following optional policies in future years?
- What should my SAT / ACT / AP strategy be?
- Can I be penalized if I don't submit test scores in future years?
- What about financial aid in future years?

# College administrator survey - Fall '21



- Polled administrators at 300 colleges nationwide
  - Reopening plans
  - Typical learning platforms
  - Vaccine mandates and ongoing protocol
  - Enrollment forecasts
  - SAT / ACT testing policies
- Enrollment forecasts:
  - 43%: Fall '21 enrollment higher than fall '20 (48% private / 29% public)
  - 35%: Fall '21 and Fall '20 will be flat (34% private / 38% public)
  - 22%: Fall '21 enrollment lower than fall '20 (18% private / 33% public)
- SAT / ACT testing policies:
  - Fall 2021: 87% = test optional but will consider SAT / ACT scores if submitted
    - 91% public v. 78% private
    - High: 93% Midwest v. low: 57% Northwest
  - Fall 2022: 78% = test optional but will consider SAT / ACT scores if submitted
    - High: 83% Northeast v. low: 57% Northwest

# Test optional – what schools say



## *Permanently Test-Optional Admissions*

“The policy to remove the requirement of submitting SAT or ACT scores will allow admission officers to identify and advocate for students with a strong academic profile who may have previously been viewed as less competitive, based on their performance on a single exam.”

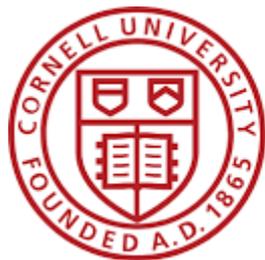
# Test optional – what schools say



## *Three-Year Test-Optional Admissions Pilot*

“We believe this policy provides students with maximum flexibility.... If applicants would like us to consider their exam results as one component of their candidacy, we will do so in a nuanced and contextual way. If students choose not to submit exam results, we will evaluate their candidacy in a nuanced and contextual way without scores.”

# Test optional – what schools say



Cornell University®

*One-Year (now three) Temporary Test-Optional Admissions*

“..we anticipate that many students who will have had reasonable and uninterrupted opportunities to take the ACT and/or SAT during 2020 / 2021 administrations will continue to submit results, and those results will continue to demonstrate preparation for college-level work.”

# The rise of AP testing 2021 (+)

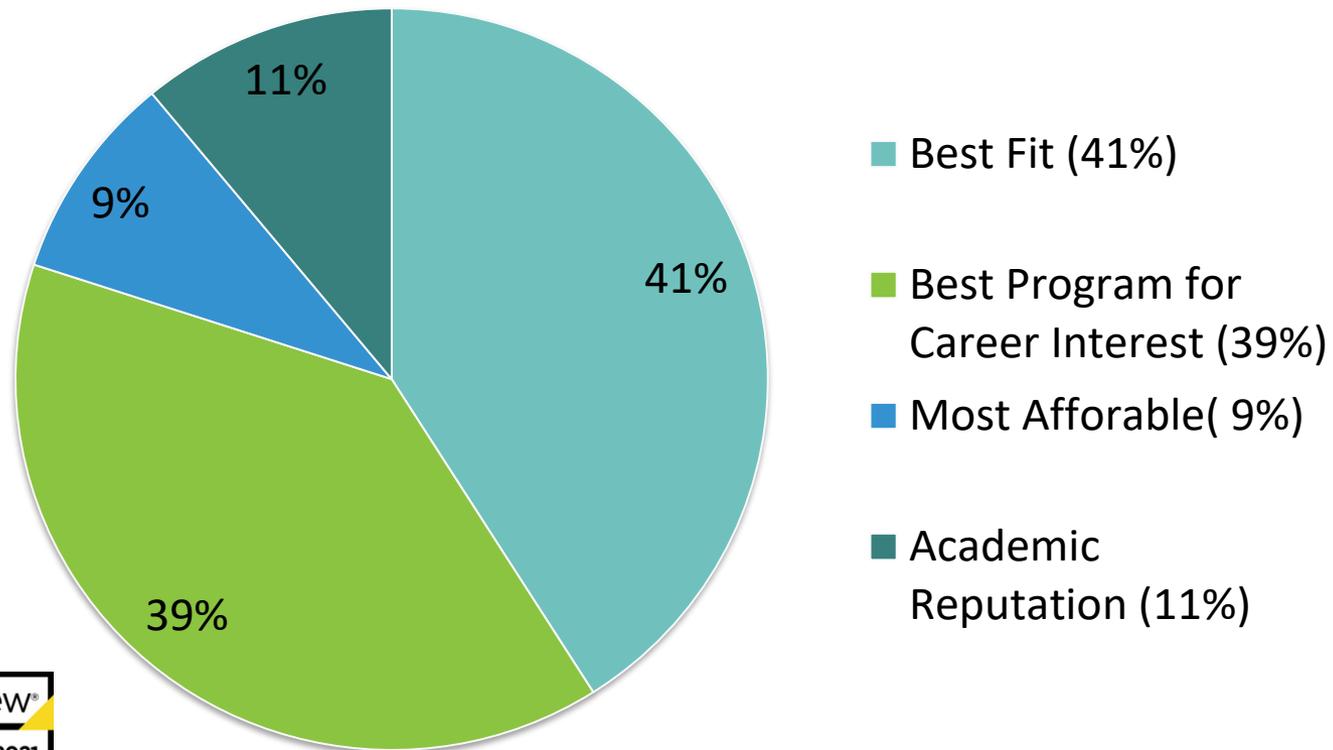


- AP 2021 exams were full-length (3-plus hours):
  - Near all AP tests were taken in-person
  - Paper & pencil exams and digital versions were offered in school—and in some cases, remotely.
- AP 2021 saw three testing periods for test administrations:
  - Administration 1: May 3rd through May 17th (in school only)
  - Administration 2: May 18th through May 28th (in school & at home only)
  - Administration 3: June 1st through June 11th (in school & at home only)
- **AP 2022** will offer two testing period for test administrations:
  - Administration 1: May 2nd through May 6th (in school only)
  - Administration 2: May 9th through May 13th (in school & at home only)
  - Late testing schedule likely but no specifics dates yet
- **AP 2022** digital exams
  - All 2022 AP Exams will be administered in schools as paper-and-pencil exams
  - AP Chinese and AP Japanese Exams are administered in school on computers

# REAL deciding factors

***When choosing a college, what is the most likely deciding factor?***

- 41% cited “Best fit”
- 39% cited “Best program for career interest”
- 80% driven by two factors



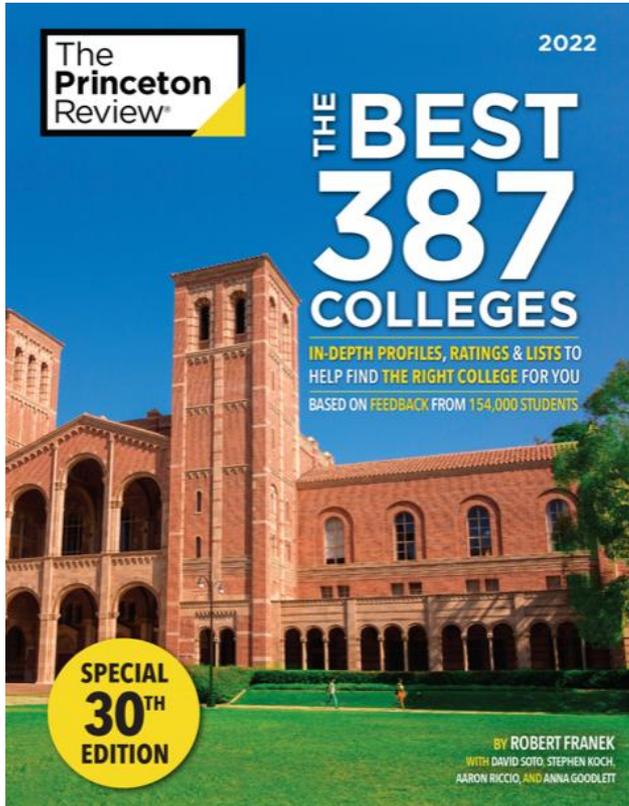
# How to find best fit schools

## The Essentials:

- Academic Fit
- Campus Culture Fit
- Financial Fit
- Career Services Fit



# Finding Best Fit



## Most popular ranking lists

- Great Financial Aid – U of Wisconsin, Madison
- Great Professors – Sarah Lawrence
- Great Campus Food – U Massachusetts, Amherst
- Happiest Students – Virginia Tech

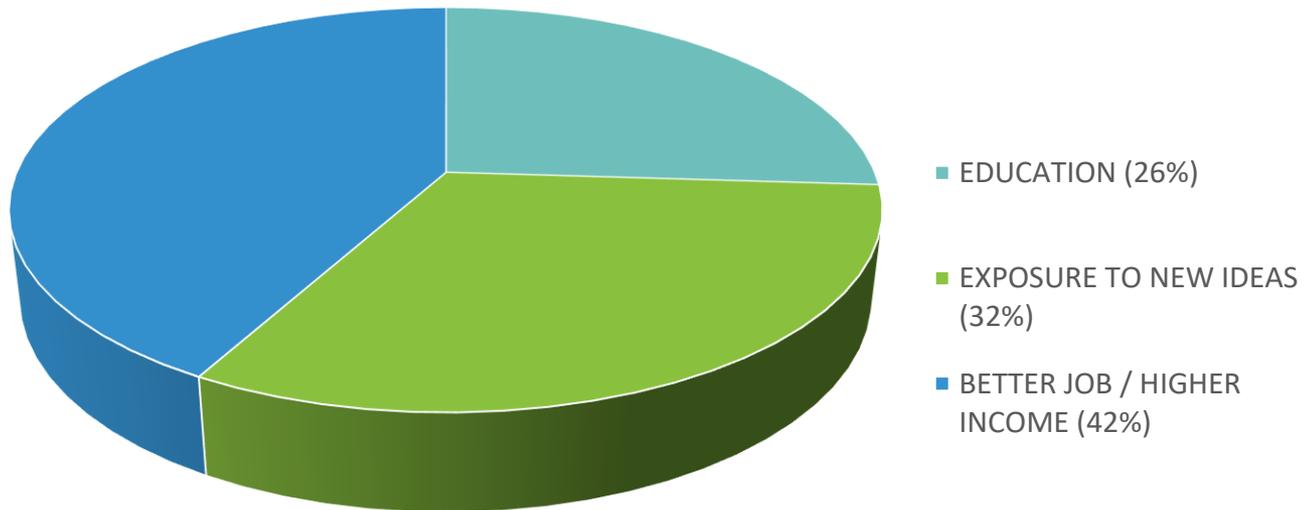
## 30<sup>th</sup> anniversary edition – 26 Great Lists:

- Nine million student surveys
- Student relay their on-campus experiences
  - DEMOGRAPHICS
  - EXTRACURRICULARS
  - POLITICS
  - QUALITY OF LIFE
  - TOWN LIFE

# REAL deciding factors

## *Is college worth it? Students say: YES*

- 99% of students and parents view college as worth their investment.
- 42% of respondents chose “better job and higher income”

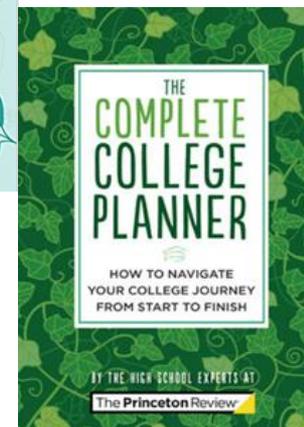
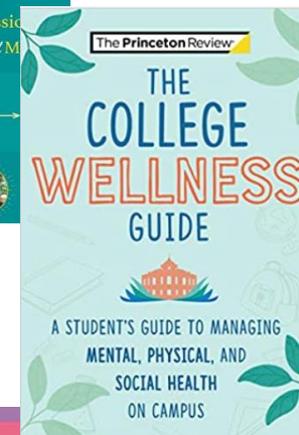
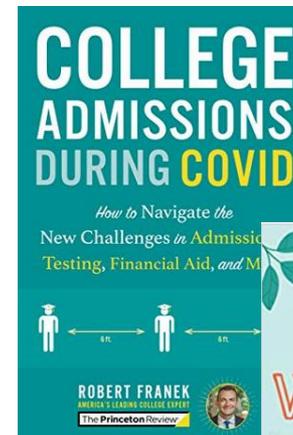
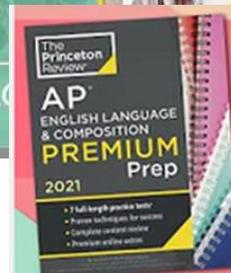


## Financial Aid Facts

- \$187 Billion was given in Total Financial Aid last year
- 85% of college students receive financial aid
- Approximately 50% of need-based dollars unlocked by the FAFSA®
- 40% comes from merit-based aid granted by schools

# Counselor, student and family resources

- Follow our YouTube channel for latest updates and advice



# Let's stay in contact

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