

Gaining Acceptance into Competitive Colleges

- First and foremost, Colleges select students who are academically qualified.
- Then, Colleges chose students based on their own institutional needs.
 - The College looks to “build” a class by adding individuals with a variety of skills, interests, and talents that will help further the college’s mission and enrich its campus
- Enterprising, determined students can exert enormous influence over admissions decisions.



It is critically important that you communicate the following to each College:

- Why the college is right for you
- How you will take advantage of the college’s offerings and programs
- How you will contribute to the campus community/bring something they value
- That you have what it takes to succeed
- What differentiates you from all other students



- You accomplish this by **strategically crafting your Application**
- Your Application is not just your essay
- Each component of the Application is part of a unified whole; not a stand-alone entity
- Each essay, question, contact, email, reference, interview, and visit contributes to the overall impression you make and each makes this contribution in a different way
- Each component must be coordinated so that it delivers your message in a harmonious and consistent way
- You must select a solid Application Theme – this is the framework that puts all of your grades, test scores, accomplishments, activities and interests in proper context
- Your Theme needs to resonate throughout all parts of your Application
- Themes can come from: interests, activities, experiences, performance, goals, etc.
- In all cases you must **show** the College why you are right for them; not just tell them