



# COLLEGE ADMISSION COACH

## April 2022

### 2<sup>nd</sup> — ACT

Juniors—Visit colleges virtually

Prepare for AP Exams

Seniors - Final letters of acceptance should arrive by the beginning of April

Compare offers of admission; re-visit top choices using virtual options and social media

Evaluate financial aid packages and consider college funding options

Notify the colleges that you will not attend and take some time to thank those who wrote your letters of recommendation

## May 2022

1<sup>st</sup> — Common reply deadline for college enrollment

### 7<sup>th</sup> — SAT

AP exams

IB exams

## Three Types of Campus Visits

With summer fast approaching, it's time to start thinking about which colleges you may want to visit. An in-person visit really is the best way of assessing your interest in a particular institution. Nothing is better than seeing the students and campus facilities first-hand. There is so much to be learned from such a visit. You will want to get a sense of how your life could change when you move on-campus. A visit can tell you if location matters, if you enjoy the local climate, or if you can easily gain access to the beach or mountains. Throughout high school, look ahead to your university future; the summers between 9<sup>th</sup> and 10<sup>th</sup> grade and 10<sup>th</sup> and 11<sup>th</sup> grade can be wonderful introductions to a campus community. In this piece, we will look at three different types of visits and how they differ from one another.

**Looking around:** This visit is geared towards early information gathering. It is frequently included in a family vacation to the area. Parents may encourage their children to visit their alma mater as well as any colleges in the area when visiting family or friends. These trips may not include a personalized visit with scheduled campus tours, information sessions or Open Days. It should, however, include a walk around campus, a meal in a dining hall, a visit to the library and a chat with students you see out and about. Always drop into the Admissions Office to pick up materials and find out who your local representative is. This general visit will also help you craft a list of questions that can be refined over the coming months and years. Your goal in these early forays should be to figure out which aspects of the university campus experience really matter. Examine the size of the student body, clubs and organizations of specific interest, and scope of academic options. Above all, take good notes.

**Serious shopping:** As you progress

through high school, you will begin to acquire a deeper understanding of the importance of standardized testing, your academic interests, and a sense of what kind of campus would suit you best. Those early campus visits will come in handy when zeroing in on specifics. By late junior year, you'll have attended a few college fairs, spoken to your college counselor, and created a college list with your top choices. Do a lot of online research the summer before senior year and, in consultation with your parents, make reservations for student-led campus tours and admission presentations. Make an appointment to meet with a financial aid counselor, the writing center, disability services and academic support. Check out ease of access to medical care, mental health counselling, faith communities, and on- and off-campus transportation. Consider safety at night, and ensure that the dining halls cater to your individual dietary needs. If possible, attend a class within your likely first choice of major. These visits should refine the list of colleges to which you will apply, so take them seriously.

**Ready to buy:** Being 'ready to buy' typically means that an offer of admission is on the table, and you need to make your final decision. It may also mean you need to clarify your top 5-8, and thus are ready when offers arrive. It is true that many students apply to several colleges without ever setting foot on campus but with a tangible offer, a targeted visit then becomes an absolute must. There are always Admitted Student Visit Days, typically in April before the National College Decision Day of May 1. Colleges will pull out all the stops for these visits that are 100% geared towards the needs and interests of admitted students and their families. The student-focused program will include classroom visits and chats with faculty. Parents will often have their own version of the events, most often with a presentation by the Financial Aid Officers. All this should help you make a final decision.

### Career Paths for Supply Chain Management Majors

- Artificial Intelligence Worker
- Automation Director
- Business Manager
- Buyer
- Data Analyst
- Financial Planner
- Forecaster
- Information Technology Worker
- International Transport Manager
- Logistician
- Manufacturing or Warehouse Director
- Production Manager
- Purchasing Manager
- Storage and Distribution Manager
- Supply Chain Analyst
- Transportation Manager
- Workflow Optimizing Manager

Learn more about this exciting career: <https://www.greatbusinessschools.org/degrees/supply-chain-management-degrees/>

## Focus on Majors: Supply Chain Management

In October 2021, the New York Times made an interesting ‘confession’: “We didn’t even have a logistics beat before the pandemic. Now we do.” This prefaced a fascinating article about a subject most people had never thought about or knew much about – the supply chain. In fact, approximately 45% of Americans indicated that they had never thought much about how their products were made nor how they were delivered to their local stores. The management of the chain of supplies that bring those products to our homes is an essential and critical component of a successful business. There are often hundreds of moving parts from the creation of an idea to the end product, and the financial success of a business always hinges upon a smooth and profitable outcome. Supply Chain Management, or SCM, is that process and includes moving and storing raw materials, creating products, storing completed products until they sell, and keeping track of those products throughout the process and after the sale, in order to develop best practices for future success.

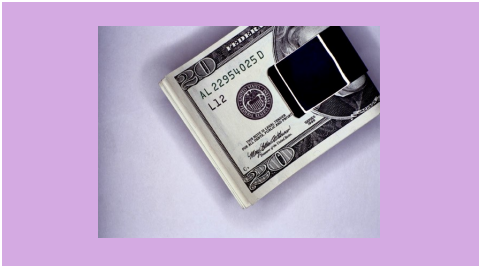
Supply chain managers are an integral part of all business operations – logistics, purchasing, IT, materials, finances, suppliers, manufacturing, wholesalers, retailers and consumers. They must continuously monitor every link in this complex chain of people, products, and technology, keeping an eye on the bottom line and safeguarding the mission and profitability of the business. The goal is to minimize costs in order to increase profits and put efficient systems into place that can be checked, rechecked, quickly altered to take advantage of new benefits and avoid costly pitfalls. A good SCM is a highly trained professional who engages in careful research, locates requisite materials, oversees the manufacturing processes, creates delivery mechanisms, and considers the outcome for defective or unsold prod-

ucts. She works to avoid shortages, delays and increased costs that all eat away at her company’s profits. A good SCM will save his company money, build a network of well-trained staff, network with contacts and create positive partnerships, research market demand and reduce operating costs across the board.

Supply chain analysts can earn approximately \$61k-\$75k annually with a job growth of 7%-11% forecast – almost three times the national average for most jobs. Given the crisis within the supply chain created by the Covid-19 pandemic, more companies have recognized the critical work done by their supply chain managers and are rewarding them accordingly. Even during a recession, this career has huge growth potential. Most employers are looking for SCMs with a bachelor’s degree, but a graduate degree can lead to rapid advancement within the field and excellent job security for the future.

The SCM major will often be located within an institution’s School of Business so admission will require strong mathematics. Coursework will typically include core university graduation requirements in the Social Sciences, Arts and Humanities, and Science. Business core subjects will include Economics, Mathematics, Finance, Human Resources, and Accounting. The SCM major will focus on courses in transportation, management, procurement, customs rules and regulations, market analysis, logistics, data analytics and the art of negotiation. There is a national organization called the [Association for Supply Chain Management](#) that offers detailed information about professional certifications that benefit an SCM’s career growth and potential. They report that APICS-certified individuals earn 16% more than those with other certifications, and a 27% salary increase over those without any certifications. (continued on p. 3)

### Financial Matters: Appealing Financial Aid Awards



If your first choice college offers everything you want but the price tag is making you waiver, don't give up hope: consider appealing the award. While colleges and universities won't encourage it, the financial aid officers are empowered to make adjustments, if deemed warranted.

To appeal, do the following:

**Do not deposit until you've settled the financial aid discussion.** Once they have your money, colleges will be less motivated to offer a better deal.

**Be realistic.** Show the college that this is a partnership that you want to be part of, but need just a bit more assistance. Know exactly what you CAN afford. If your Expected Family Contribution (EFC) is more than the cost of

tuition, then make sure that your request makes sense. Do your homework and appeal in good faith.

**Be informed.** Make sure you have researched the specific financial aid policies at each college before entering into a conversation with them. Don't contact a college, touting fabulous grades and awesome SAT scores, only to find out that the school offers only need-based financial aid but gives no merit aid awards.

See if the college offers "preferential packaging" – a practice in which they will meet a larger share of financial need based on the academic stats of the student, i.e., stronger grades and test scores will receive more money. Take a look to see if your test scores and grades are in the "middle 50" or in the "top 25." There will be more money at schools where the student's stats raise the school's profile.

**Be prepared.** Colleges will generally reconsider awards for just two reasons: 1) the EFC from the FAFSA (Free Application for Federal Student Aid) was incorrect due to a change in the

family's financial situation because of illness, unemployment, divorce, death or unexpected medical costs or 2) there is a competing offer from another college. If you plan to mention the competing offer, be prepared to fax a copy of the award letter to the financial aid office.

Ask about "second chance" or conditional aid. See if the college is willing to add any additional aid if your child pulls through senior year with straight A's.

**Send a letter.** Put all of your reasons down in writing and ask for a follow-up meeting, in person if possible or by phone or Zoom. Be prepared with documents that validate your claims.

Stay cordial and don't become desperate or melodramatic.

Financial aid administrators have the authority to make adjustments to the financial aid package on a case-by-case basis. They will use their professional judgement to offer the student the best financial aid package they can based on the information they have.

### Focus on Majors: Supply Chain Management (continued from p. 2)

Certification requires passing an exam, and some employers will cover the costs of testing. There are also options for scholarships through a variety of transportation and logistics foundations.

Given the wide range of activities managed by a good SCM, there are many essential qualities shared by successful graduates. First, no one day is the same as the next – there is such varie-

ty in the tasks that the abilities to think quickly, pivot fast, multi-task and problem solve are essential. Since you will be required to manage both products and people, being able to lead, listen, think critically and encourage a team, often under stress, are equally important. You may end up doing some international travel, so developing cultural competency and a global outlook will benefit your career. Typically, the entire process is highly data driven so embracing technology

and understanding complex data will be required.

Given the devastating impact of global warming, learning about environmentally sound practices will become ever more important and reducing waste is critical. Finally, develop solid networking skills because those relationships can create both opportunity and resources for the benefit of your company as well as more transferable skills for your resume.



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## Making That Final College Choice

For some students, the final decision regarding which college to attend is the toughest part of the admission process. Here are some tips to help you sort out your options.

**Stay as calm as possible.** While this is an important decision, allowing yourself to be overwhelmed with anxiety will not help you make a better choice. Give yourself some breathing room; you don't have to decide today, or even tomorrow. You have until May 1 to make your choice. Taking a break from worrying about choosing a college to do something fun and relaxing can make it easier to decide. If you feel pressured by parents or friends to make a choice, ask them to respect that you're still deciding.

**Start with you, not the colleges.** You may find it helpful to make a list of the top eight or ten characteristics you hope to find in your future college home. Try to focus on both quantifiable factors (cost, size, location, academics) as well as intangibles (social fit, reputation, campus "feel"). Remember, this list is about what *you* think is important, not the factors your parents, neighbor, or best friend think matter most. Then rank each characteristic by its importance to you. Don't worry about which colleges match up best just yet. The point of this exercise is to spend time listening to your head *and* heart.

**Evaluate each college separately.** Before you compare colleges, evaluate the strengths and weaknesses of each school individually based on the characteristics that matter most to you. If you feel you need more information, do some more

research. Try to visit campus, review the school's website again, and ask questions of admission officers, faculty, and current students. Your gut instinct about each college is important to weigh as well.

**Narrow your options.** After mulling over what matters most to you and weighing each college's strengths and weaknesses, you'll likely find that at least a few of your options don't resonate as strongly with you. It's OK to let those colleges go.

**Compare your remaining choices in pairs.** Make a chart with the colleges' names along the top and the qualities you seek along the side. For each paired comparison, write the name of the college that seems to best match each characteristic you're looking for. Don't forget to use both your head (logic) and heart (instinct) as you consider each pair of choices. When you're done, add up which colleges received the most "votes" as you compared them to the others. Narrow your list further by eliminating any colleges that clearly don't stand up to the other options.

**There are no perfect college choices; there are only *different* ones.** Deciding where to attend college is the last step in the long and tiring college application journey. It's easy to fall into the trap of believing that you must be absolutely 100% certain that you've chosen the *perfect* college to guarantee your future happiness and success. In truth, there is no perfect college, nor are there any guarantees of your success. In the end, your college experience will be defined more by the attitude with which you approach it than by the actual college you attend.

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