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GENESEO

STATE UNIVERSITY OF NEW YORK

“College is just the next step
in your journey.”

“College is a match to be
made, not
a prize to be won.”



Primary Factors Used to Evaluate Applicants

- Academics!!
- Rigor of curriculum
- Grades / GPA
- SAT/ACT score (...maybe)



Secondary Factors Used to Evaluate Applicants

- Involvement in school and community
- Teacher and counselor recommendations
- Essays
- Demonstrated interest in the institution:
 - Visiting campus / local receptions / HS visits
 - Interviews
 - Follow-up notes / emails
- Recruited / athletics, fine arts audition, portfolio
- Connections / legacy and development



No Control...

- Transcript/Completed Grades
- Letters of Recommendation
- Where you live
- Where you went to high school



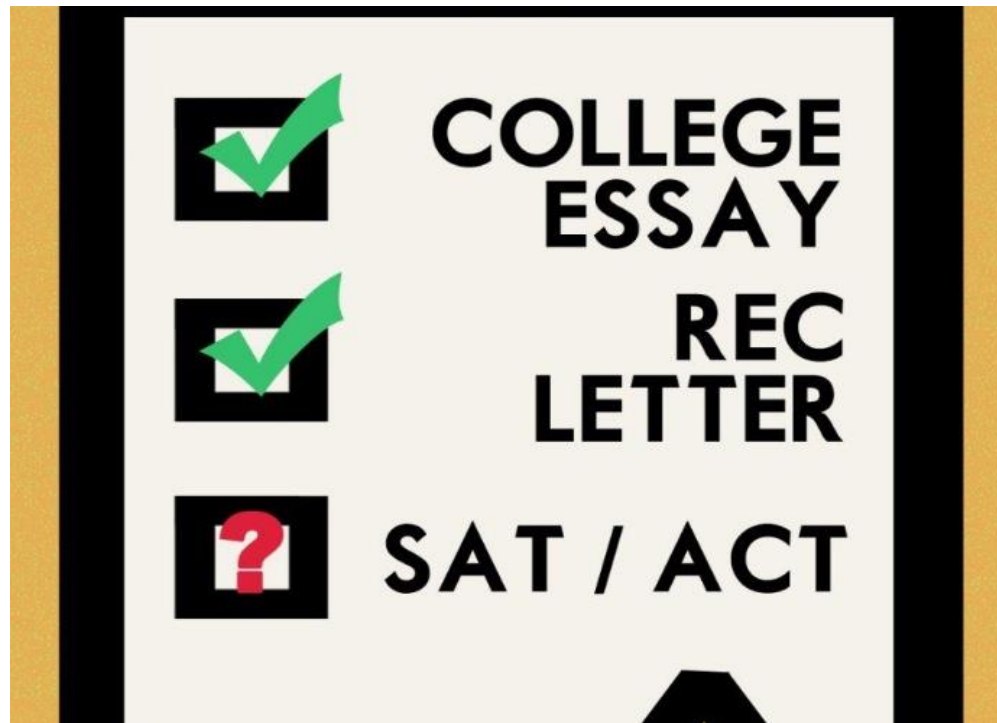
Where you have control...



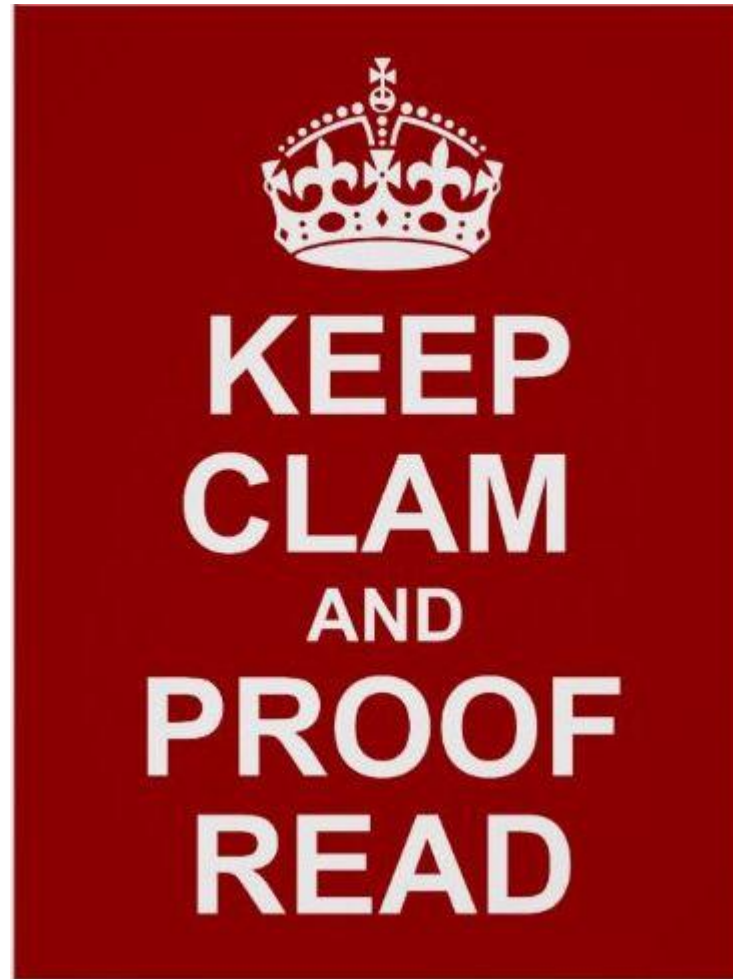
- List of colleges
- **Presentation of Application**
- Essay
- Resume
- Submission Date
- Demonstrating Interest
- Future grades!



Let's talk about "test-optional" and Admissions in the time of COVID



Application Pitfalls



Know the difference!

- Everyday vs. Every day
- Peak vs. Pique
- **A**ffect vs. **E**ffect
- Apart vs. A Part
- Lead vs. Led
- Princip**al** vs. Principle
- High School vs. high school
- Your vs. You're
- Loose vs. Lose
- Then vs. Than
- There, their, they're
- Abbreviations vs. text speak



Never, never, never!

- High School vs. Highschool
- Honor *Roll* vs. Honor *Role*
- A lot vs. alot
- I vs. i
- You vs. u
- Could/should/would *have* vs. *of*
- *all lowercase letters. please use proper capitalization where appropriate...*
- Never use profanity, unless...



Check your spelling!

Current or Most Recent Year Courses

First Semester

Pyshics C - (AP)

Government - (AP)

Second Semester

Pyshics C - (AP)

Government - (AP)

Brian and Behavior - (REG)

PA English - (DUAL)

Pre-Calculous - (DUAL)

Brian and Behavior - (R)

PA English - (DUAL)

Pre-Calculous - (DUAL)



The Resume/Activity List

- Make a list of all activities you participated in during your high school years (both in and out of school)
- Quality NOT quantity
- Not the time to be modest—don't make us dig for information
- Carefully craft your descriptions in a separate document, then copy & paste



Activity List Worksheet

SCHOOL ACTIVITIES					
Activity	Grades Active	Hours/week	Weeks/year	Position	Description*
COMMUNITY SERVICE					
Activity	Grades Active	Hours/week	Weeks/year	Position	Description
WORK EXPERIENCE					
Employer	Grades Active	Hours/week	Weeks/year	Position	Description
NON-SCHOOL ACTIVITIES					
Activity	Grades Active	Hours/week	Weeks/year	Position	Description
SUMMER EXPERIENCES					
Activity	Grades Active	Hours/week	Weeks/year	Position	Description

*The "Description" has a maximum character count of 150 (not words).
 This is a worksheet that can be customized as needed.

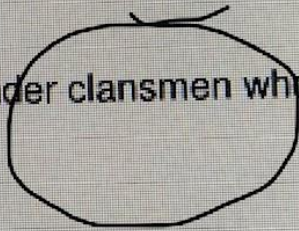


Is this really how you want to present yourself?

VICE (volunteer)

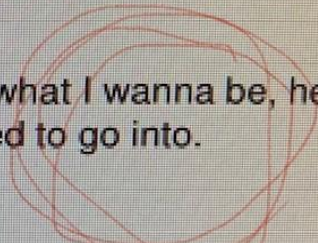
President

I am president of the mentor society. We help under clansmen who are having trouble in school.



Catch a Career Breakfast

From talking to those who have careers similar to what I wanna be, helped me accomplish which specific field of medicine I wanted to go into.



Community Service (Volunteer)

9

Break

25 hr/wk, 12 wk/yr

camp consulr volenteer, 

Camp Counselors must perform various tasks to make sure that the daily operations of a camp run smoothly and that all children are having fun.



Is this really how you want to present yourself?

Community Service (Volunteer)

11

helper, [REDACTED] high school

School

helped durring safe halloween which is an event held at my highschool where children can come into decorated rooms and get candy

11 hr/wk, 1 wk/yr

Athletics: JV/Varsity

9

Swim, I played offense, soccer

Year

awards

12 hr/wk, 12 wk/yr



Is this really how you want to present yourself?

Work (Paid)

12

Employee at Burger King

Year

I have received many positive customer reviews.

10 hr/wk, 20 wk/yr



BK Medallion v04 (90%)



The College Essay

- Get started early—it's a process that takes time.
- Proofread for content, grammar, and **format**.
- ***The College Essay—Where to Begin and How to Get Where You Want to Be*** Webinar, Fri. 2/19 at 5:30pm. Don't miss it!

THIS DOESN'T MAKE SENSE.

My kitchen window looks out over the side yard, and I love nothing more than to open my windows in fall, once I have removed the screens from the windows, and shout.

~~"Heeeeeeeere chick - chick - chick - chick - chick!"~~

CHECK THESAURUS

OMIT

SMARTER WORD CHOICE IS IMPORTANT !!

NEAREST PART

And the ladies come, flapping and running at the same time, their feet skittering over the fallen leaves, in a frenzied flock, toward the window. They wait underneath for the appearance of the bucket or a handful of scraps, and eagerly peck up the pieces. If the food is particularly wonderful - popcorn, bread, or cheese - they snatch up pieces in their beaks and run off to protect and enjoy their ~~bits~~ out of reach of their greedy sisters. They can't run and eat the larger bits at the same time, so it's hilarious to watch them tear around the yard, an entire strawberry ~~plucked~~ in their beaks, ~~afraid to stop for fear~~ another of the ladies will snatch it away and make it her own.

THIS IS OK

IS THIS TOPIC GOOD?

When I break open a still-warm egg from the coop nesting box, I see the



How to demonstrate interest in a virtual environment

- Check your email
- Attend college “visits”
- Reach out to your admissions counselors
- Set up chats, one-on-one appointments, interviews if available
- Attend webinars, virtual open houses/tours
- Submit a carefully crafted application ON TIME

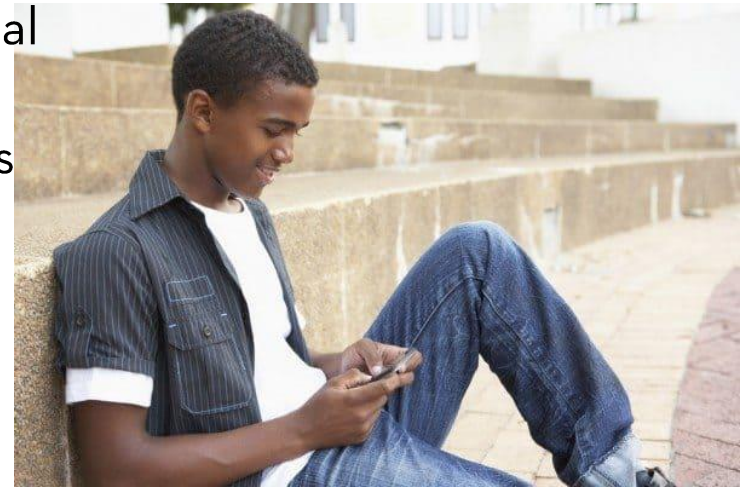
All of these efforts show you care about your application



After Applications are submitted...

Check your email DAILY for

- Confirmation that applications were received
- Instructions for creating an application portal
- Requests for additional information
- Information about new programs on campus
- Opportunities to interact with Admissions Counselors or current students
- \$cholarship applications
- Notification of decisions!
- ***Let's talk about email addresses...***



Final Tips



- Keep an open mind
- This is a PROCESS that takes time
- Your School Counselor is your GPS
- Admissions Counselors are here to help
- There are SO MANY great schools—no one perfect fit
- Being organized is your key to a less stressful process



Questions?





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