I’ve got a list of schools in mind…now what?

George Fan
College Kickstart LLC
September 2015
College Admissions Cycle

Find

Plan
Keys to a Great College Plan

1. Bulletproof your list
2. Capitalize on early admission
3. Minimize wasted motion

Lay a foundation for success, enhance advantage and preserve sanity along the way
1. Bulletproof Your list

Bulletproof your list to lay the foundation for success

JOHN
C Student
1800 SAT

Harvard
Princeton
Yale
Brown
Cornell
Dartmouth
Columbia
Penn
UC Berkeley

JACK
A+ Student
2400 SAT
## 2. Capitalize on Early Admission

<table>
<thead>
<tr>
<th>Institution</th>
<th>Overall Rate</th>
<th>Early Action/Decision Rate</th>
<th>Regular Decision Rate</th>
<th>Early Advantage</th>
<th>Early as % of Enrolled Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harvard</td>
<td>5%</td>
<td>17%</td>
<td>3%</td>
<td>5.1x</td>
<td>~50%</td>
</tr>
<tr>
<td>Bates</td>
<td>21%</td>
<td>69%</td>
<td>18%</td>
<td>3.9x</td>
<td>55%</td>
</tr>
<tr>
<td>Colgate</td>
<td>27%</td>
<td>47%</td>
<td>25%</td>
<td>1.8x</td>
<td>49%</td>
</tr>
<tr>
<td>Duke</td>
<td>11%</td>
<td>26%</td>
<td>9%</td>
<td>2.7x</td>
<td>48%</td>
</tr>
<tr>
<td>Northwestern</td>
<td>13%</td>
<td>36%</td>
<td>11%</td>
<td>3.3x</td>
<td>49%</td>
</tr>
<tr>
<td>UPenn</td>
<td>10%</td>
<td>24%</td>
<td>7%</td>
<td>3.2x</td>
<td>54%</td>
</tr>
<tr>
<td>Vanderbilt</td>
<td>11%</td>
<td>23%</td>
<td>10%</td>
<td>2.4x</td>
<td>51%</td>
</tr>
<tr>
<td>Williams</td>
<td>17%</td>
<td>41%</td>
<td>15%</td>
<td>2.7x</td>
<td>45%</td>
</tr>
</tbody>
</table>

Source: Class of 2019 school press releases

Early admission creates advantage for competitive applicants
3. Minimize Wasted Motion

Sequence the work to fend off the madness

Applications: 16
Essays: 37
Fees: $1,200
Putting Our Ideas to Work
Case Study

JANE
A Student
2060 SAT
Top 10%

Jane’s List
1. Colorado College
2. Bowdoin College
3. Georgetown University
4. Boston College
5. Boston University
6. Whitman College
How We Created the Plan

College Plan

Find

1. Bulletproof your list
   - Foundation for success
   - 1. Categorize schools
   - 2. Assess the mix
   - 3. Take corrective action
   - List grade: B- to A by adding a safety school

2. Capitalize on early admission
   - Maximize odds
   - 1. Rank schools
   - 2. Understand options
   - 3. Select plan
   - 2 opportunities found
   - 56% average boost

3. Minimize wasted motion
   - Preserve sanity
   - 1. Gather due/notify dates
   - 2. “Must Do” vs “May Avoid”
   - 3. Track savings
   - Potential to avoid 4 apps and $265 in fees

Apply
It Makes a Difference

Higher List Quality
- 91% List improvements found for 91% of users
- Over 90% of lists were too aggressive

Better Odds
- 91% Odds-boosting early admission opportunities found for 91% of users
- 2.6 schools, 63% boost

Less Work/Cost
- 81% Work and cost avoidance opportunities found for 81% of users
- Up to 4.2 schools, $282 in fees potentially avoided

Source: Beta Test Results, College Kickstart (www.college-kickstart.com)
Keeping Perspective

• College Admissions = Art + Science
  – Leave art to the experts
  – The “science” is something you can control

• Directional guidance, not guarantees
  – Academic credentials are an important first filter
  – Establish realistic expectations
  – Seek college counselor to consider bigger picture

• Important sanity check
I’ve Got a List of Schools in Mind…Now What?

• Don’t just apply, make a plan!
  – Look before you leap
  – One chance to get things right
  – Ensure options come April

• Making it happen
  – Bulletproof your list
  – Capitalize on early admission
  – Minimize wasted motion
Thank You!

George Fan | Founder & CEO

College-Kickstart.com
George@College-Kickstart.com
510.703.4020