



Compass to college along a path to purpose

Marci Reichelstein

Certified College Admissions Advisor

www.compasstocollege.org



COMPASS
TO COLLEGE

Marci Reichelstein



Experience in college admissions

- **Stanford University**
- **Northwestern University**
- **University of Virginia**

Professionalism

- **Certification in College Admissions Counseling, with Distinction, UCLA**
- **Member, Western Association for College Admission Counseling**

Education

- **MBA, Northwestern University**
- **BA Psychology, with Distinction, University of Virginia**

Career depth & breadth

- **25 year career in high tech strategy & marketing + international**
- **Banking, federal government, management consulting**



High School

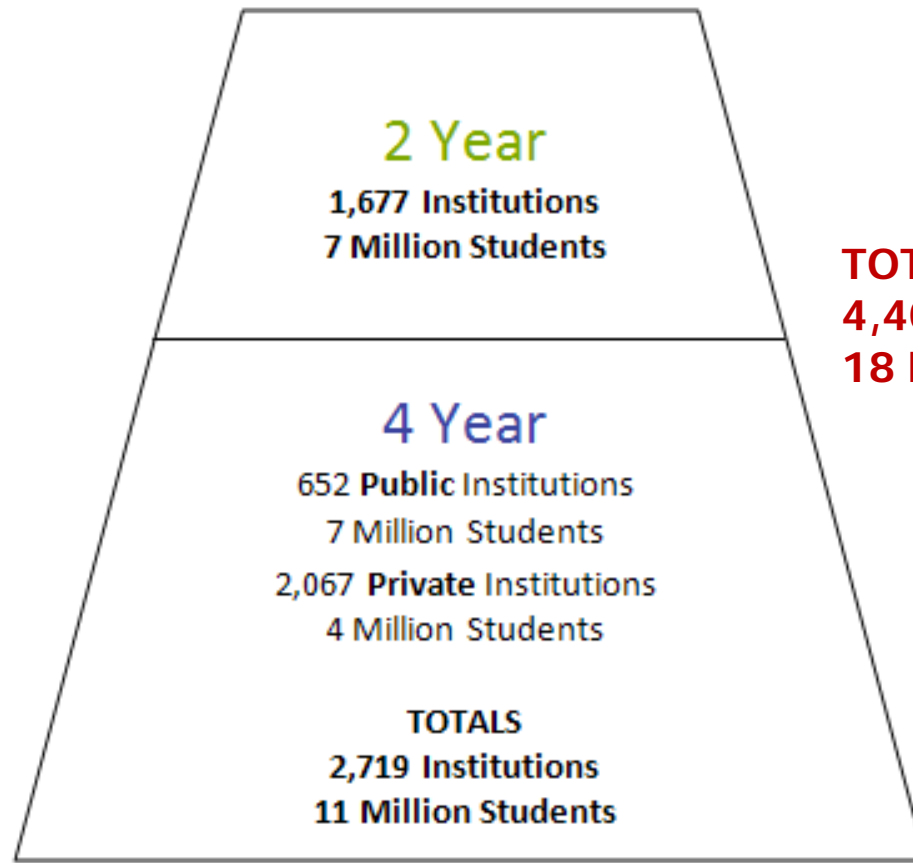
What journey are you on?



How will you guide your student?



U.S. Colleges



TOTAL
4,400 Institutions
18 Million Students



Funnel of Selectivity

2,419 institutions are too specialized, very religious, online, etc.

300 – 400 colleges are typically featured in school guides with varying degrees of selectivity.

Over 50% Admitted.

UC Davis, UC Santa Cruz, UC Riverside, UC Merced, CSUs*, Univ. of SF, Univ. of Pacific, Mills College, Univ. Redlands, Whittier, Lewis & Clark, Univ Oregon, Oregon State, Willamette, UC Boulder, Univ Denver, Colorado School of Mines, Colorado State, Evergreen State, Univ Puget Sound, Seattle Univ, Univ Washington, Univ Arizona, Arizona State, Prescott, Boston University, Brigham Young, Case Western Reserve, Clemson, DePaul, Georgia, Univ. IL, Penn State, Purdue, SUNY, Univ Wisconsin

25% to 50% Admitted.

UC San Diego, UC Santa Barbara, UC Irvine, CalPoly*, San Diego State*, San Jose State*, Chapman, Harvey Mudd, Loyola Marymount, Occidental, Pepperdine, Santa Clara, Scripps, Colorado College, Reed, Whitman, American, Spelman, Bard, Baylor, Boston College, Brandeis, Bryn Mawr, Bucknell, Carnegie Mellon, Colby, Davidson, Dickinson, Drexel, Emory, Fordham, George Washington, Grinnell, Hamilton, UBC, McGill, Kenyon, LeHigh, Macalester, Univ Michigan, NYU, UNC, Northeastern, Oberlin, Rensselaer, RISD, Skidmore, Smith, UT Austin, Trinity, Tulane, Villanova, Wake Forest, Walter de Munnich

15% to 25% Admitted.

UC Berkeley, UCLA, CalTech, Pomona, Claremont McKenna, USC, Pitzer, Amherst, Barnard, Bowdoin, Bates, Carleton, Colgate, Univ Chicago, Duke, Georgetown, Haverford, Johns Hopkins, Middlebury, Northwestern, Notre Dame, Rice, Swathmore, Tufts, Vanderbilt, Vassar, UVA, Washington Univ SL, Williams



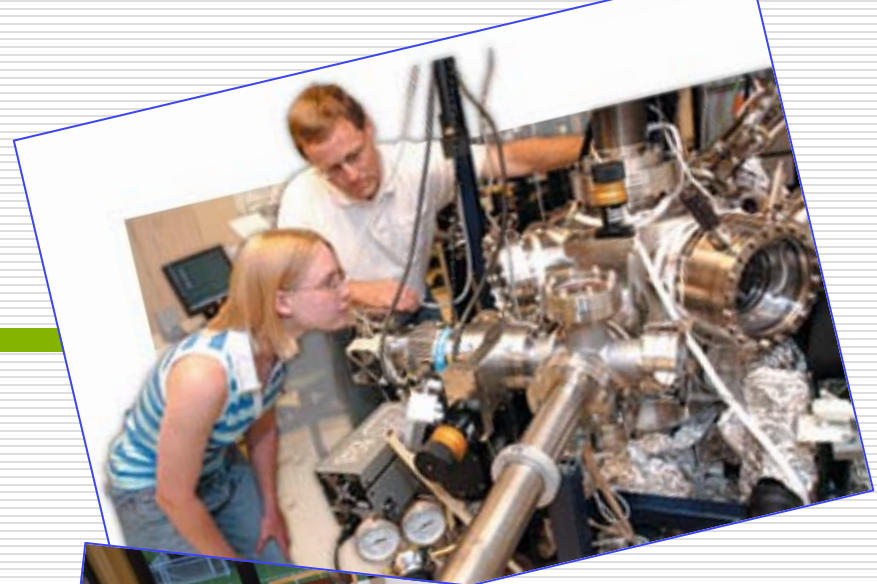
Cornell,
Dartmouth,
Brown, Penn,
Columbia, Yale
Princeton,
Harvard



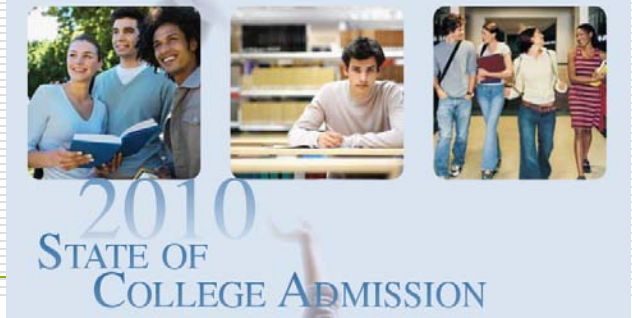
College Selection

Based on BEST FIT

- Goals
- Learning style
- Values
- Desired programs



Admission Criteria



Percentage of colleges attributing **CONSIDERABLE IMPORTANCE TO** these factors in the **ADMISSION DECISION**, by institutional characteristics: 2009



GRADES

Strength of Curriculum

Admission Tests

Essays

Interest Shown

Teacher LORs

Counselor LOR

87%

71%

58%

26%

21%

17%

17%

Class Rank

Extra-Curriculars

Portfolio

Interview

Subject Tests

Work

16%

9%

8%

7%

7%

2%



School Report

Henry M. Gunn Senior High School



2010-2011

780 Arastradero Road
Palo Alto, CA 94306

(650) 354-8200 Office

(650) 493-7801 Fax

Refer to Gunn's Web Site
for more information

www.gunn.pausd.org

GRADUATION REQUIREMENTS

215 Credits Required

Art, Visual & Performing	10
Career/Vocational Education	10
English (Class of 2011: 35)	40
Living skills	5
Mathematics	20
Physical Education	20
Science	20
Social Studies	40
Graduation	50

(Starting with Class of 2012: 215 Credits Required)

Grade Point Average/Rank in Class

GPA: Starting with the second semester of the ninth grade, a GPA appears on the transcript. The cumulative Grade Point Average is the average of all courses since the beginning of the ninth grade.

Weighting of Courses: Honors courses (H) and Advance Placement courses (AP) carry an additional grade point for calculation purposes.

Rank in Class: Individual rank is not given; ranking is reported by decile only (1= top 10%). Pluses and Minuses will appear on student transcripts but will not be used in computing grade point averages.

Class of 2011 (6 semesters)

Decile	Weighted	Unweighted
1	4.477-4.256	4.000-3.976
2	4.250-4.089	3.975-3.878
3	4.087-3.976	3.875-3.778
4	3.975-3.837	3.775-3.673
5	3.833-3.728	3.667-3.580
6	3.727-3.575	3.575-3.452
7	3.574-3.325	3.450-3.222
8	3.313-3.000	3.220-2.948
9	2.995-2.675	2.929-2.666
10	2.666-1.125	2.665-1.125

TESTING

National Merit Scholarship

	'09	'10	'11
Semi-finalists	31	42	30
Letters of Commendation	60	68	74

SAT Report

Mean	National	Class '09	Class '10
Critical Reading	501	621	633
Math	516	672	673
Writing	492	631	636

AP Exams (May 2010)

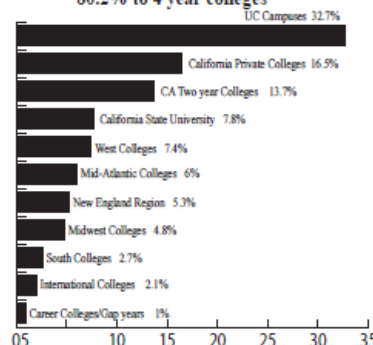
657 students took 1820 tests
93% scored 3 or higher
54% scored a grade of 5

ACT (2010) Composite Report

National	State	Gunn
21.0	22.2	28.2

College Enrollment Class of 2010

15.7% to 2 year colleges
80.2% to 4 year colleges



ACADEMICS

AP Courses

AB Calculus	Art History
BC Calculus	Statistics
Biology	Studio Art
Chemistry	Psychology
Physics C & Physics B	U.S. History
Computer Science	Mandarin Chinese Lang. & Cult.
Economics Micro/Macro	French Language
Environmental Science	Spanish Lang. & Lit.
English	German Language
Music Theory	Japanese Lang. & Cult.
Honors	
American Classics H	Spanish Civ. & Cult.
Analysis H	Japanese 4 H
Chemistry 1H	US Hist. MUN
English Masters H	French Civ. & Cult.

ACTIVITIES

Athletics

Gunn High School is a member of the Santa Clara Valley Athletic League in the following sports:

Badminton (C)	Soccer (B,G)
Baseball (B)	Softball (G)
Basketball (B,G)	Swimming/Diving (B,G)
Cross Country (B,G)	Tennis (B,G)
Football (B)	Track/Field (B,G)
Golf (C)	Volleyball (G)
Gymnastics (G)	Water Polo (B,G)
Lacrosse (B,G)	Wrestling (C)

B Boys, G Girls, C Co-ed

Student Clubs

Over 80 clubs exist in these areas:

Art	Games
Autoshop	Intellectual
Community Action	Languages
Computer	Literature
Cultural	Math
Dance	Music
Debate	Outdoors
Entrepreneurial	Politics
Environmental	Service
Food	Student Government
Award winning Special Programs:	
Advanced Vocal	Gunn Robotics
Jazz Band	Olympian Yearbook
	The Oracle (Student Newspaper)



1. Grades – Class Rank



Decile

Weighted

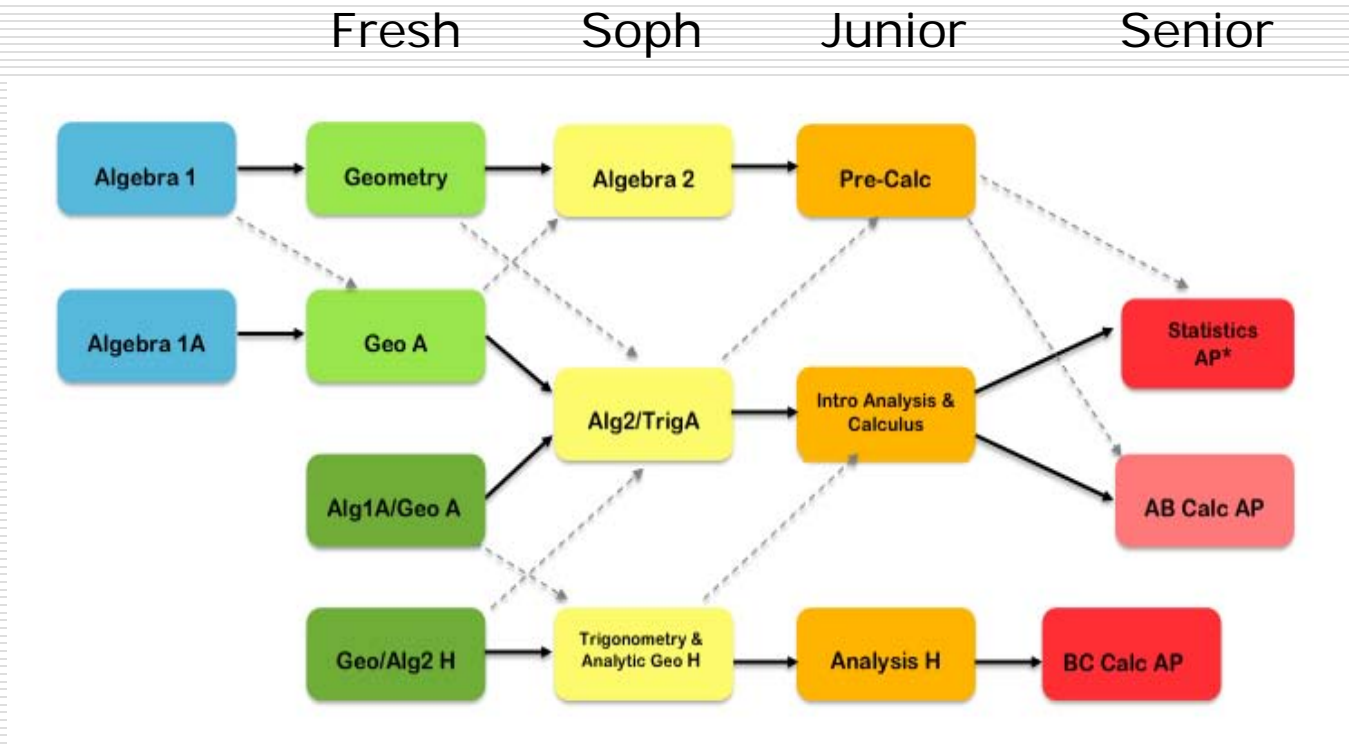
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2. Strength of Curriculum

Math Pathways



3. Admission Tests

- Invest in preparation!



- PSAT – path to National Merit status
Only fall of junior year counts
- SAT, SAT Subject Tests, ACT, AP, IB



The First Leg



**YES THESE
GRADES COUNT!**

**Get to know your
guidance counselor**

Get tutors if needed.



Start researching colleges.

FRESHMAN

SOPHOMORE

JUNIOR



**Take most
challenging classes
you can handle.**



**Identify 2 teachers for
academic references.**



The Last Leg



College Applications



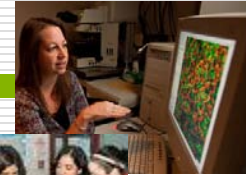
Parent Brag Sheet



LIFEGUARD



Summer



Accomplishments



Campus Visits



College Targets



Spring junior year

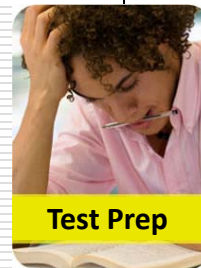
Fall senior year

College Packets



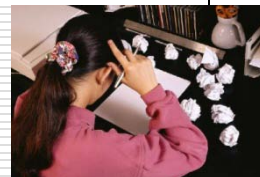
SAT

ACT

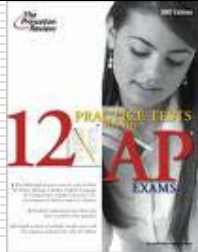


Test Prep

College Essays



Teacher Recommendations



SAT

ACT



Finals



High School

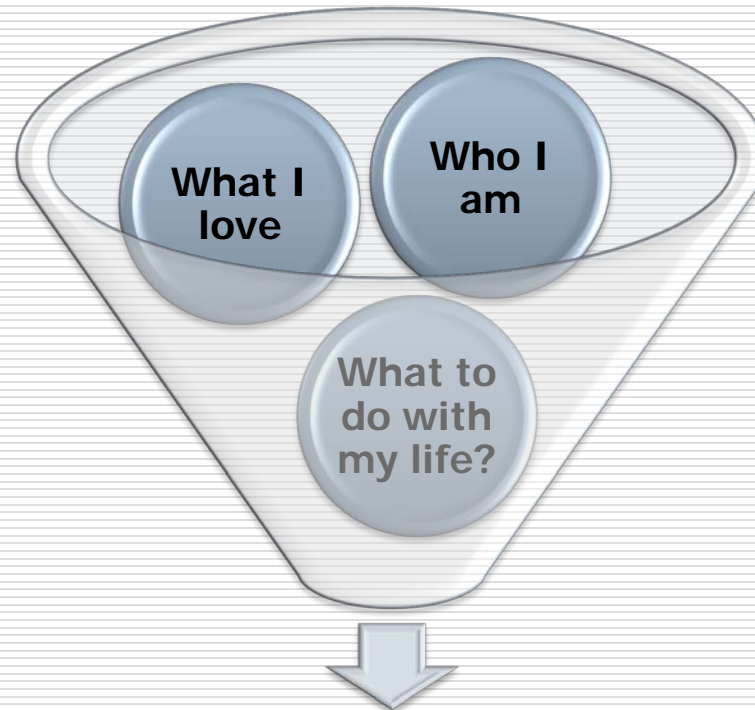
What journey are you on?



How will you guide your student?



Build connection between...



What can I devote my life to?



What can I devote my life to?



□ *Who are you really?*

- Connect that to study & work you really love
- Successful, fulfilled people engage heart & mind in this endeavor
- The “connected” are sources of great ideas
- They are committed, they find their calling



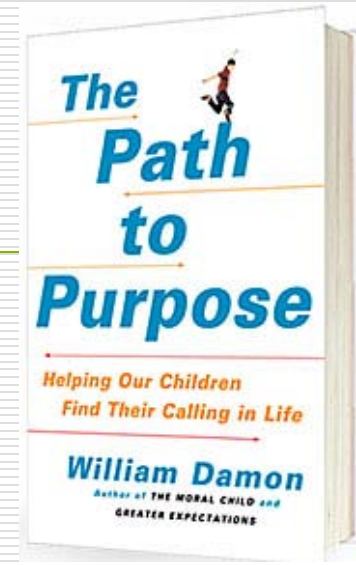
How students learn what they love?

- School, study
- Clubs, teams, competitions
- Performance arts, publications
- Service-learning opportunities
- Work
- Self-initiatives, research, explorations
- Summer programs
- Gap year



How purpose develops

- Observations of purposeful people
- Discussion: Why people do things.
- Revelation: Something should be done!
- Feeling: "I can make a difference".
- Social Support: family, mentor, resources



Role of Parent

- Sharing own stories; obstacles, solutions
- Message that things you do matter
- Watching for a spark – really listening
- Providing knowledge, social capital
- Encouraging “practical idealism”



The First Leg



**YES THESE
GRADES COUNT!**

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SOPHOMORE

JUNIOR



**Take most
challenging classes
you can handle.**

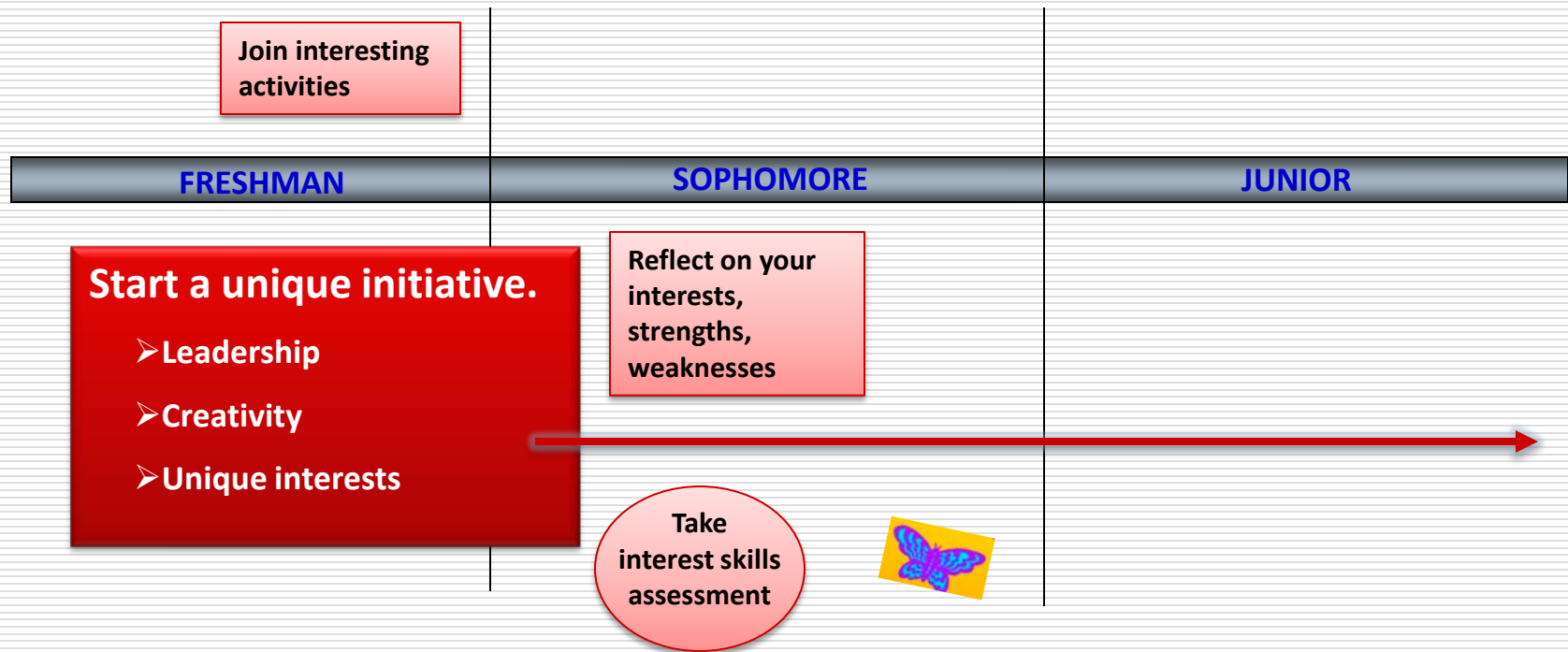


**Identify 2 teachers for
academic references.**

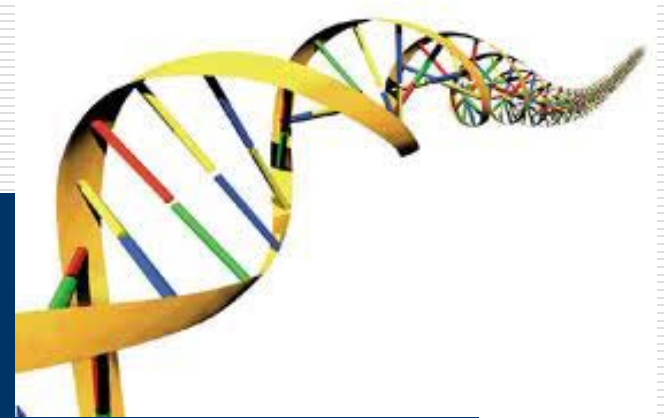


The First Leg

Start a tangible engagement to explore interests and deepen involvement.



Find what your student is fascinated with.



Help them create an initiative that lets them deeply explore and accomplish something.

Something that is at once meaningful to THEM and of consequence to the world.



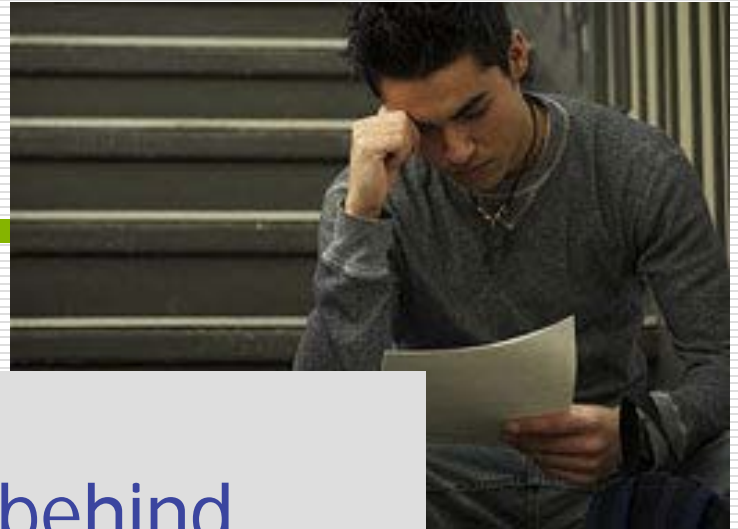
Unique accomplishments

- Build self-confidence, self-worth
- Seed boot strap resourcefulness
- Higher sense of dedication, energy, resilience
- Out-of-school-box initiative loved by colleges
- **14.4? !!!**



Don't be left behind
in the
"qualified muddle".

Lee Coffin, Dean of Admissions, Tufts University.



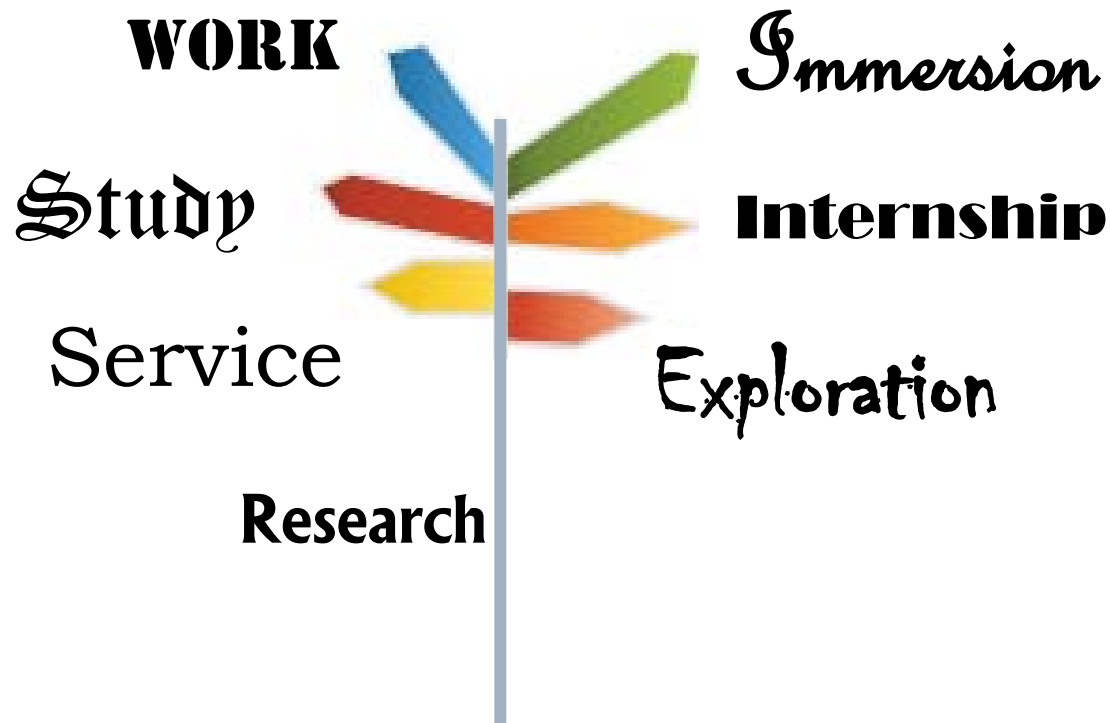
How will your student answer these essay questions?

What event or experience helped you learn what is important to you and why it is important?

Does the “journey to be oneself” seem the riskiest of all journeys? What risks lie ahead as you embark on your college career, and the “adventure” of discovering and becoming yourself?



Initiatives come in all types



With a world of possibilities...





Need some inspiration?



Teen Council

- Start first ever teen council for local non-profit.
- Grow it to include 25 high schools, 1,000 students.
- Create the tool kit to serve as national model.
- Plant seeds of hope and pride.



Green Teen Survey

- Create an online survey.
- Learn how government can influence teen's to be good stewards of the earth.
- Do statistical analysis, present results.
- Inspire a new generation to care.



Anime Exhibit

- Develop a proposal for a Japanese American museum exhibit.
- Lead your high school team to create anime cartoons and research its history.
- Take this traveling exhibit around America.
- Nurture "Nikkei's" deeper interest in their heritage.



Astrobiology Class

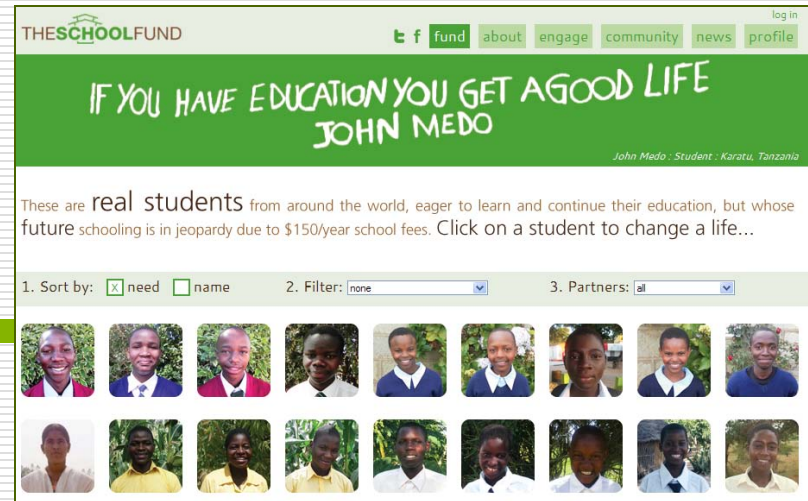


- Long for a better picture of our heavens and explore the unknown.
- Find a mentor at the Carl Sagan Ctr. for the Study of Life in the Universe.
- Develop a research project on Planetary Detection.
- Formulate a class on Astrobiogeochemistry (!) and teach it at your high school!



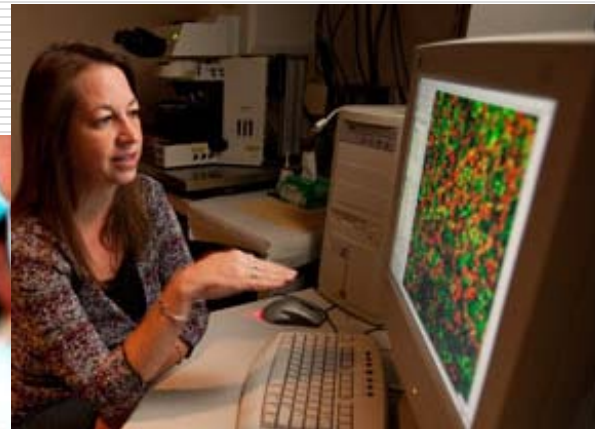
Fund Educ. in Africa

- Travel to Africa.
Meet students that can't pay for school.
- Start a person-to-person funding website.
- Win a Sparkseed grant to carry on. Later win the Clinton Global Initiative Outstanding Commitment Award for \$12k in grant funding.
- In 5 years, expand to 10 countries. Deliver \$50K in School Funding. While you're in college!



Research

Gain hands-on experience working alongside university professors in the field, lab and library .



Filmmaking - Acting



Develop your skills
as a wildlife
filmmaker.



Intern
with a
theatrical
troop.



Religion & Culture

Live with Buddhists, Hindi
and Sikhs while learning
about their religions.



Study at Sea



Leadership

Oceanography

Marine Biology

Marine
Engineering

Seamanship

Scuba Certification

Sailing
Certification



Global Health & Development

Work with NGOs providing
irrigation, health care,
agriculture training,
micro-credit &
small business generation.



Colleges ask...



How will you **stand out**
from the vast pool
of other similarly qualified candidates
and uniquely contribute
to the school's community?



Ask yourself...

How can I help my student build greater self-knowledge & confidence.



How can I help them connect who they are with what they love.





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Empowering self-discovery,
confidence and purpose.



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