Complete College Selection Spreadsheet System

Sheet 1: Master College Comparison

Enhanced Column Headers (Row 1)

Basic Information:

- College Name
- State/Region
- Distance from Home (miles)
- Setting (Urban/Suburban/Rural)
- Public/Private

Admissions Data:

- Admission Rate (%)
- Safety/Target/Reach
- Early Decision/Early Action Available
- Test Optional Policy
- Median SAT (25th-75th percentile)
- Median ACT (25th-75th percentile)
- Average GPA
- Class Rank Importance

Academic Factors:

- Marketing Program Ranking/Strength (1-10)
- Business School Accreditation (AACSB)
- Specific Marketing Concentrations Available
- Internship Program Quality
- Co-op Opportunities
- Study Abroad Programs
- Faculty-to-Student Ratio
- Average Class Size
- Research Opportunities
- Honor Programs Available

Financial Considerations:

- Total Cost of Attendance
- Average Merit Aid
- Average Need-Based Aid
- Net Price Calculator Result
- Work-Study Availability

Student Life & Outcomes:

- Total Enrollment
- Undergraduate Population
- % Living on Campus
- Greek Life %
- Diversity Index
- 4-Year Graduation Rate (%)
- 6-Year Graduation Rate (%)
- Freshman Retention Rate (%)
- Average Starting Salary (Marketing)
- Job Placement Rate (%)
- Alumni Network Strength (1-10)

Personal Fit:

- Campus Visit Score (1-10)
- Weather/Climate Preference (1-10)
- Sports/Activities Match
- Housing Quality
- Food Quality Rating
- Transportation/Accessibility

Application Management:

- Application Deadline
- Application Platform (Common App/Coalition/Direct)
- Supplemental Essays Required (#)
- Letters of Recommendation (#)
- Application Fee
- Fee Waiver Available
- Interview Required/Optional

Status Tracking:

- Application Status (Not Started/In Progress/Submitted)

- Portal Created (Y/N)

- Transcripts Sent

- Test Scores Sent

- FAFSA/CSS Sent

- Decision Date

- Decision Result

- Notes/Comments

Scoring Columns:

- Parent Overall Score (1-10)

- Student Overall Score (1-10)

- Combined Weighted Score

- Value Score (Quality/Net Cost Ratio)

- Fit Score

Weight Row (Row 2)

Suggested weights (customize based on priorities):

- Marketing Program Strength: 20%

- Net Cost: 20%

- Location/Distance: 10%

- Job Placement Rate: 15%

- Graduation Rate: 10%

- Campus Fit: 10%

- Academic Match (GPA/Test Scores): 10%

- Student Life Factors: 5%

Formulas:

Combined Weighted Score:

```excel
=SUMPRODUCT(B3:Z3,$B$2:$Z$2)
```

Value Score:

```excel
=(Academic_Quality_Score * 0.5 + Outcome_Score * 0.5) / Net_Price * 10000
```

Sheet 2: Financial Aid Tracker

Column Headers:

- College Name

- FAFSA Deadline

- CSS Profile Required (Y/N)

- CSS Deadline

- Priority Deadline

- EFC (Expected Family Contribution)

- Total Cost of Attendance

- Tuition & Fees

- Room & Board

- Books & Supplies

- Personal Expenses

- Travel Costs

- **Aid Package Details:**
  - Federal Grants

  - State Grants

  - Institutional Grants

  - Merit Scholarships

  - Need-Based Aid

  - Work-Study Offered

  - Subsidized Loans

  - Unsubsidized Loans

  - Parent PLUS Loans

- **Net Price After Aid**

- **Out-of-Pocket Cost**

- **4-Year Projected Cost**

- Outside Scholarships Applied

- Appeal Status

- Notes

Sheet 3: Common Data Set Import

Key CDS Sections to Import:

- **Section A**: General Information

- **Section B**: Enrollment and Persistence

- **Section C**: First-Time, First-Year Admission

- **Section D**: Transfer Admission

- **Section E**: Academic Offerings and Policies

- **Section F**: Student Life

- **Section G**: Annual Expenses

- **Section H**: Financial Aid

- **Section I**: Instructional Faculty and Class Size

- **Section J**: Degrees Conferred

Automated Data Points to Track:

- Exact acceptance rates by year

- Test score distributions

- GPA distributions

- Yield rates

- Financial aid statistics

- Faculty credentials

- Class size distributions

Sheet 4: Campus Visit Tracker

Column Headers:

- College Name

- Visit Date

- Visit Type (In-Person/Virtual/College Fair)

- Registration Confirmation #

- **Pre-Visit Research:**
  - Questions Prepared

  - Specific Departments to Visit

  - People to Meet

- **During Visit:**
  - Tour Guide Name

  - Tour Quality (1-10)

  - Info Session Presenter

  - Info Session Quality (1-10)

  - Admissions Officer Met

  - Classes Attended

  - Professor Names/Subjects

  - Current Students Met

  - Student Names/Majors

  - Dining Hall(s) Visited

  - Dorm Buildings Toured

  - Athletic Facilities Seen

  - Library Visited

  - Student Center Visited

- **Impressions:**
  - Campus Beauty (1-10)

  - Facilities Quality (1-10)

  - Student Happiness (1-10)

  - Academic Vibe (1-10)

  - Social Atmosphere (1-10)

  - Overall Gut Feeling (1-10)

- **Key Observations:**
  - Pros (List)

  - Cons (List)

  - Surprises

- Concerns
- Best Feature
- Worst Feature
- **Follow-Up:**
  - Thank You Email Sent
  - Connected on Social Media
  - Added to Mailing List
  - Additional Info Requested
  - Next Steps

Sheet 5: Application Timeline

Column Headers:

- College Name
- Application Type (ED/ED2/EA/REA/RD)
- **Key Dates:**
  - Application Opens
  - Application Deadline
  - Test Score Deadline
  - Transcript Deadline
  - Counselor Rec Deadline
  - Teacher Rec Deadline
  - FAFSA Opens
  - FAFSA Priority Deadline
  - CSS Profile Deadline
  - Merit Scholarship Deadline
  - Honors Program Deadline
  - Portfolio/Audition Due (if applicable)
  - Mid-Year Report Due
  - Decision Release Date
- **Post-Acceptance Dates:**
  - Student Visit Day
  - Housing Application Opens
  - Housing Deposit Due
  - Enrollment Deposit Deadline
  - Orientation Registration Opens
- **Status Indicators:**
  - Days Until Deadline
  - Priority Level (High/Medium/Low)
  - Completion Status (%)
- **Automated Alerts:**
  - 60-Day Warning
  - 30-Day Warning
  - 14-Day Warning
  - 7-Day Warning

Conditional Formatting:

- Past deadline: Red background

- Within 7 days: Red text

- Within 14 days: Orange text

- Within 30 days: Yellow highlight

Sheet 6: Scholarship Tracker

Column Headers:

- Scholarship Name

- Provider/Organization

- Type (Merit/Need/Field-Specific/Local/National)

- Amount (or Range)

- Award Type (One-time/Renewable)

- **Eligibility:**
  - GPA Requirement

  - Test Score Requirement

  - Financial Need Required

  - Special Criteria

  - Geographic Restrictions

- **Application Requirements:**
  - Deadline

  - Application Portal/Link

  - Essays Required (#)

  - Essay Topics

  - Word Count

  - Letters of Rec (#)

  - Recommender Types

  - Transcript Required

  - FAFSA Required

  - Portfolio/Work Samples

  - Interview Required

- **Status Tracking:**
  - Application Started Date

  - Application Submitted Date

  - Confirmation Received

  - Interview Scheduled

  - Interview Completed

  - Decision Date

  - Award Status (Pending/Awarded/Declined)

  - Amount Awarded

  - Thank You Note Sent

- **Renewal Information:**

- Renewable for # Years

  - GPA to Maintain

  - Credit Hours Required

  - Other Renewal Requirements

- Notes/Strategy

Summary Box Formulas:

- Total Scholarships Applied: `=COUNTIF(Status,"Submitted")`

- Total Amount Pending: `=SUMIF(Status,"Pending",Amount)`

- Total Amount Won: `=SUMIF(Status,"Awarded",Amount)`

- Success Rate: `=Awards/Applications*100`

Sheet 7: Demonstrated Interest Tracker

Column Headers:

- College Name
- Interest Level (High/Medium/Low)
- Tracks Demonstrated Interest (Y/N/Unknown)
- **Email Engagement:**
  - Date Added to Mailing List
  - Emails Opened (Track if possible)
  - Links Clicked
  - Replied to Communications
- **Event Attendance:**
  - College Fairs Attended
  - Regional Info Sessions
  - Virtual Events Attended
  - On-Campus Tours
  - Overnight Visit
  - Class Visits
  - Department Meetings
- **Portal Activity:**
  - Portal Login Frequency
  - Materials Downloaded
  - Videos Watched
  - Virtual Tour Completed
- **Direct Contact:**
  - Admissions Officer Name
  - Email Exchanges (#)
  - Phone Calls
  - Thank You Notes Sent
  - Questions Asked
- **Social Media:**
  - Following on Instagram
  - Following on Twitter/X
  - Facebook Groups Joined
  - LinkedIn Connections
- **Academic Interest:**
  - Faculty Contacted
  - Research Inquiries

- Research Inquiries
  - Specific Program Questions
  - Course Catalog Reviews
- **Score:**
  - Total Touch Points
  - Interest Score (1-10)
  - Last Contact Date
  - Days Since Contact

Sheet 8: Marketing Program Deep Dive

Column Headers:

- College Name

- Business School Name

- **Program Structure:**
  - Marketing Major Offered
  - Marketing Minor Offered
  - Concentrations Available
  - Certificate Programs
  - BS vs BA Degree
  - Credit Hours Required

- **Specializations:**
  - Digital Marketing
  - Brand Management
  - Marketing Analytics
  - Consumer Behavior
  - International Marketing
  - Social Media Marketing
  - Marketing Research
  - Advertising
  - Public Relations
  - Sales Management
  - Sports Marketing
  - Entertainment Marketing

- **Academic Opportunities:**
  - Case Competitions Available
  - Study Abroad Programs
  - Semester in City Programs
  - Industry Immersion Programs
  - Consulting Projects
  - Research with Faculty
  - Honors Program
  - Thesis Requirement

- **Faculty:**
  - Total Marketing Faculty
  - Faculty-Student Ratio

- % PhD Faculty
- Notable Professors
- Professor Research Interests
- Industry Experience

- **Resources & Facilities:**
    - Marketing Research Lab
    - Consumer Behavior Lab
    - Design/Creative Studios
    - Analytics Software Access
    - Bloomberg Terminal Access
    - Career Center Resources

- **Industry Connections:**
    - Corporate Partners
    - Internship Partners
    - Guest Speaker Program
    - Mentorship Programs
    - Alumni Network Size
    - Job Placement Partners

- **Student Organizations:**
    - AMA Chapter
    - Ad Club
    - Marketing Club
    - Social Media Club
    - Professional Fraternities
    - Case Competition Teams
    - Other Relevant Clubs

- **Outcomes:**
    - Average Starting Salary
    - 6-Month Job Placement %
    - Top Employer Companies
    - Graduate School Placement
    - Alumni Success Stories

- **Curriculum Highlights:**
    - Unique Courses
    - Practical Experience Required

- Capstone Project
  - Portfolio Development

- **Personal Fit:**
  - Professor I Want to Work With
  - Specific Courses of Interest
  - Research Areas Matching Interests
  - Overall Program Fit (1-10)

Sheet 9: Comparison Dashboard

Visual Elements to Include:

1. **Summary Statistics Box:**
   - Total Schools: `=COUNTA(College_Names)`
   - Safety Schools: `=COUNTIF(Category,"Safety")`
   - Target Schools: `=COUNTIF(Category,"Target")`
   - Reach Schools: `=COUNTIF(Category,"Reach")`
   - Average Net Price: `=AVERAGE(Net_Price_Range)`
   - Applications Submitted: `=COUNTIF(Status,"Submitted")`

2. **Top 10 Schools Table:**
   - Ranked by Combined Weighted Score
   - Shows: Name, Category, Net Price, Score

3. **Scatter Plot: Academic Fit vs. Cost**
   - X-axis: Net Price
   - Y-axis: Academic Quality Score
   - Bubble size: Student fit score
   - Color: Safety/Target/Reach

4. **Geographic Distribution Map**
   - Heat map showing school locations
   - Distance rings from home

5. **Timeline Gantt Chart**
   - All deadlines visualized
   - Color-coded by urgency

6. **Financial Comparison Bar Chart**
   - Stacked bar showing: Grants, Loans, Out-of-pocket
   - Sorted by total net price

7. **Parent vs. Student Score Comparison**
   - Side-by-side rankings
   - Variance highlighting

8. **Marketing Program Strength Matrix**
   - 2x2 grid: Program Quality vs. Cost
   - Quadrants: High Value, Premium, Budget, Questionable

Key Metrics Boxes:

- Days to Next Deadline
- % Applications Complete
- Total Scholarship Potential
- Average Distance from Home
- Median Acceptance Rate

Conditional Formatting Legend:

- 🟢 Green = On Track/Good Value
- 🟡 Yellow = Attention Needed/Average
- 🔴 Red = Urgent/Over Budget
- 🔵 Blue = Completed/Submitted

Data Validation Setup

Dropdown Lists to Create:

1. **Safety/Target/Reach**: Safety, Target, Reach
2. **Application Status**: Not Started, In Progress, Submitted, Complete, Withdrawn
3. **State/Region**: All 50 states + regions (Northeast, Southeast, Midwest, Southwest, West)
4. **Setting**: Urban, Suburban, Rural, Small Town
5. **Public/Private**: Public, Private, For-Profit
6. **Application Platform**: Common App, Coalition, Direct, Universal
7. **Visit Type**: In-Person, Virtual, College Fair, Regional Event
8. **Decision Status**: Pending, Accepted, Denied, Waitlisted, Deferred
9. **Yes/No Fields**: Y, N
10. **Priority Level**: High, Medium, Low

Automation Tips

Excel Power Query Setup:

1. Set up web queries for Common Data Set imports
2. Create refresh schedule for deadline updates
3. Link to College Scorecard API for financial data

Useful Formulas:

Days Until Deadline:

```excel
=IF(Deadline_Date-TODAY()>0,Deadline_Date-TODAY(),"PAST DUE")
```

Academic Index Match:

```excel
=IF(Your_SAT>School_75th_Percentile,"Safety",IF(Your_SAT<School_25th_Percentile,"Reach","Target"))
```

4-Year Cost Projection with Inflation:

```excel
=Net_Price*(1+1.03+1.03^2+1.03^3)
```

Parent-Student Score Variance:

```excel
=ABS(Parent_Score-Student_Score)/10*100&"% Difference"
```

Quick Start Checklist

Initial Setup:

☐ Create workbook with all 9 sheets
☐ Set up column headers on each sheet
☐ Add data validation dropdowns
☐ Create weight row on Master sheet
☐ Set up conditional formatting rules
☐ Add formulas for calculations
☐ Create Dashboard visualizations

Data Entry Priority:

1. Start with 15-20 colleges on Master sheet

2. Add financial data as available

3. Import Common Data Sets for top 10

4. Begin visit tracker as visits occur

5. Build timeline from known deadlines

6. Add scholarships as discovered

7. Track demonstrated interest ongoing

8. Deep dive on marketing for top choices

9. Update dashboard weekly

Weekly Maintenance:

- Update application statuses

- Check upcoming deadlines

- Record new demonstrated interest

- Update financial aid offers

- Refresh dashboard metrics

- Review parent vs. student scores

- Add new scholarships found