# 5 CRITICAL QUESTIONS COLLEGES DON'T WANT YOU TO ASK

AN INSIDER'S PERSPECTIVE







THE FOLLOWING
QUESTIONS WILL HELP
IMPROVE YOUR ABILITY
TO FIND AND AFFORD
YOUR FAMILY'S BEST
COLLEGE OPTION.

Dropping out of college is rampant. You don't want that for your teen. You also don't want to pay for a 5th or 6th year of college.

Can you believe there are 1.3 million fewer US college students than just 2 years ago? And in recent years, only 50% of students graduated from the college where they first enrolled.

Inquire about graduation rates so that you get a better view into student satisfaction... as well the college's ability to deliver on your goal, producing a college graduate.

#### **QUESTION 01**

WHAT'S YOUR 4 YEAR GRADUATION RATE?AND YOUR 6 YEAR RATE?

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Deans of Admission and Financial Aid aim to offer you as little money as possible while still attracting the students they want most.

They use sophisticated algorithms that calculate the likelihood of hitting their enrollment and revenue targets.

Does your teen align with a college's goals in such a way that they will spend more to enroll your teen?

Ask which applicants receive the most financial support.

This probing should focus on areas of academic interest, application submission timing, athletics, financial aid form details and anything else that distinguishes your teen from other applicants.

## **QUESTION 02**

HOW CAN I MAXIMIZE MY AID AWARD?



Many colleges' Early Decision applicants are more than twice as likely to get admitted.

Early Action applicants can also get a huge advantage over Regular Decision applicants.

Early Decision admission is binding.

These applicants guarantee their plans to enroll when they apply.

Admissions professionals gravitate toward admitting these students, because they offset many of the uncertainties in college admissions.

Ask questions about admit rates by application decision type (ED vs. EA vs. RD) to get a clearer understanding of potential advantages.

#### **QUESTION 03**

WHAT ARE YOUR ADMIT RATES FOR EARLY DECISION, EARLY ACTION AND REGULAR DECISION?



Very few people pay full sticker price for college today. Do you want to pay more than you have to?

The average family pays less than half of the total sticker price at private colleges.

Colleges employ a variety of strategies to determine how to distribute their merit and need-based financial aid.

And many colleges maintain a "slush fund" to entice enrollment.

These discretionary funds are used to nudge wavering students into their next enrolling class.

How do you get this money? First, you must ask. Second, you need to negotiate for it effectively.

### **QUESTION 04**

DO YOU NEGOTIATE FINANCIAL AWARDS?

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The health and viability of many colleges is in question.

Do you want your teen to attend a college that won't exist in a decade?

These are highly volatile times in higher education. Many metrics can gauge a college's strength.

But the variable that gives you the best view into the strength of a college is the size of the entering class.

If the entering class size varies wildly, then you should question the overall stability of the institution.

#### **QUESTION 05**

HOW MUCH HAS YOUR ENTERING CLASS SIZE VARIED ACROSS THE LAST 5 YEARS?

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