

Riley Baker Educational Consulting

www.rileybaker.com

139 Sunset Ridge Road

Northfield, IL 60093

847.441.8687

rileybaker@rileybaker.com

February 2013

9th – ACT and ACT plus Writing

Juniors – Begin your college search
Juniors—Map out dates and prepare for spring SAT and/or ACT exams
Seniors – Contact colleges to be sure your applications are complete. Send mid-year grades if required. Update colleges with any new information that might affect admission

March 2013

9th – SAT Reasoning Exam

available in US only
(register by 2/8 - late registration 2/22)

Underclassmen—Make plans for a productive summer. Investigate summer programs, jobs, internships, and opportunities to visit college campuses.
Juniors – Create an initial list of colleges

Your Applications Are In — What Happens Now?

Even if you have finished your college applications, and are enjoying that wonderful feeling of relief that comes with the last submission, don't put away those user names and passwords. Many colleges allow students to check the status of an application by logging into their account. You should also check your e-mail regularly so that you don't miss any important communications. Do not panic if you are notified that your application is incomplete, as the missing document is probably in the mailroom. Admissions offices are deluged with applications in the weeks before a deadline, and it can take several weeks for the staff to get everything filed, even material that is electronically submitted. It is also a good idea to keep copies of your applications, just in case a document does get lost.

Usually, you need to wait until you are accepted before applying for housing. But there are some colleges that do allow students to submit a preliminary housing application as soon as they apply. This can be especially important at colleges that do not guarantee housing for freshmen. If you want to have the best chance of getting your preferred housing choice, make sure you apply for housing as soon as the college allows you to do so.

While financial aid application deadlines may not be until February or March, the Free Application for Federal Student Aid (FAFSA) should be completed as soon as possible. Funds are limited and the earlier you apply, the better. You do not need to wait until you have filed your income tax return, but can use estimates now and make corrections to the online FAFSA later. You can complete the FAFSA at www.fafsa.ed.gov. Many private colleges require the CSS Profile in addition to the FAFSA, and that form will be found at the College Board website at <http://student.collegeboard.org/css-financial-aid-profile>.

If you have previously registered with a scholarship search engine such as www.fastweb.com to find scholarships not offered directly by colleges, make sure you have reviewed all the possibilities. Deadlines for a number of larger, national scholarships may have passed, but some scholarships have later deadlines. Check with your high school's college counseling office to find out about scholarships offered by civic groups and local businesses. The amount of the scholarship may be smaller but there are fewer students competing for it. Before you rule out a \$500 or \$1,000 scholarship as not worth the effort, look at the application requirements. If you can complete the application in two or three hours, you may earn hundreds of dollars an hour. Put together several small scholarships and you have a nice contribution toward your college costs.

It could be two months before you find out where you have been admitted. The time will go faster and be much more pleasant for you and everyone around you if you don't obsess about admission decisions. Spending time worrying won't change the outcome. Find other things to occupy your time. Spending more time on community service is a productive way to channel your energy, and helping others can make you feel good about yourself.

Be sure to keep up with schoolwork. Even if you have been accepted early at your favorite school, an offer of admission is always contingent upon successful completion of senior year. If your grades are significantly lower or you have lightened your course load, you could be jeopardizing your admission. There is no need to panic if your physics grade slips from an A to a B, but if you were earning mostly A grades, you don't want a slew of Bs and Cs in your last semester. Notify the admission office if you want to drop an AP class or make any changes to your schedule.

To learn more about
business programs and
career opportunities,
visit:

American Marketing Association
www.marketingpower.com

American Society for Training &
Development
www.astd.org

Association Internationales des
Etudiants en Sciences Economi-
ques et Commerciales (AIESEC)
www.aiesec.org

Association to Advance
Collegiate Schools of Business
(AACSB)
www.aacsb.edu



Business Professionals of
America
www.bpa.org

Financial Management
Association International
www.fma.org/Student/index.htm

Society for Human Resource
Management (SHRM)
[www.shrm.org/Communities/
SHRMChapters/
StudentChapters/Pages/
default.aspx](http://www.shrm.org/Communities/SHRMChapters/StudentChapters/Pages/default.aspx)

Focus on Majors: Business

Business, the most popular college major, accounted for approximately 22% of all bachelors' degrees awarded recently, according to The National Center for Education Statistics. As the cost of higher education rises and more students face greater job and financial pressures, the appeal of this major is not surprising.

A degree in business can be applicable to a wider range of career options than many people realize. Regardless of your interests, knowledge of business can enhance your career. There's an increasing need for business majors to apply their skills in government, international commerce, health care, arts, and non-profit organizations. Business principles can support the activities of economic, political, educational, and social systems at all levels.

So what does majoring in business entail? Different programs have different philosophies. Some concentrate on the quantitative, analytical, and technological aspects of business, while others emphasize strategy and management. Further, some programs are more theoretically focused, while others take a more practical, hands-on approach. When researching undergraduate business programs, students should pay special attention to each school's mission statement and curriculum.

Foundation classes in accounting, economics, finance, information systems, management, marketing, operations, supply chain management, organizational behavior, and statistics usually make up the first two years of a business curriculum. After that, students may concentrate in an area of personal interest. Concentrations might include options such as: Accounting, Business Economics & Public Policy, Environmental Policy & Management, Entrepreneurship and Innovation, Finance, Global Analysis/International Business, Health Care Management & Policy, Legal Studies & Business Ethics, Marketing, Multinational Management, Organizational Effectiveness, Strategic

Management, Social Impact and Responsibility, Operations and Supply Chain Management.

Integrated work experience is a critical part of well-respected business programs. Internships, externships, co-op programs, practica and capstone projects all require students to draw on their classroom education to address real-world business issues and problems effectively. These opportunities allow students to observe business operations in action, hone their skills, acquire resume-worthy experience, and network with professionals. All of these are essential in making a smooth transition from academics to the workplace. Understanding the number, extent, and type of practical experiences that are part of each program is essential in evaluating a program's suitability.

Many of the skills developed or enhanced by studying business are transferable ones, highly sought by most employers. The ability to understand, manage, and communicate with numbers can be valuable in a great many workplaces. Analytical and problem solving skills, emphasized in the business curriculum, also translate well across careers. Oral and written communication skills, the ability to work well with others, and the ability to work well under pressure, are all skills in high demand.

The Bureau of Labor Statistics predicts that the demand for business graduates will remain strong, though the competition for entry level jobs will be stiff. A report issued last year by Georgetown University Center on Education and the Workforce indicated that the unemployment rate for recent business graduates is 7.4%, which is higher than for education or health graduates, but much lower than for those holding degrees in architecture, the arts, or even engineering. The average salary for selected bachelor's degree candidates ranged from approximately \$39,000 to \$55,000, well above the median for all occupations.

Financial Matters: An Online Search for Scholarships



The internet has vastly simplified the process of searching and applying for scholarships. Free scholarship databases abound; register at several sites since their search parameters may be different, giving you access to a greater variety of scholarships. One caveat: you should never be asked to pay a fee to find or apply for scholarships. Beware of those scholarship search companies that guarantee that you'll be eligible for a scholarship. Treat all such offers as the scams that they are.

Start your search by registering at

www.fastweb.com. After completing your registration and profile form, they'll notify you of all types of scholarships that fit your description. You take it from there by applying to those scholarship programs that interest you. Many programs are at least partially need-based, so you may have to submit family financial information. Often, the application includes an essay, but a generic essay about your achievements, experiences, or goals may fit the bill. Scholarship search engines similar to that of Fastweb will be found at www.collegeboard.com, at www.scholarships.com and at www.finaid.org.

You can also use the web to search for corporate and/or minority scholarships, or to enter scholarship competitions. Minority students can "google" the sites for the Gates Millennium Scholarship Program, the Jackie Robinson Program, the LULAC National Scholarship

Fund, the Ron Brown Scholar Program, the Hispanic College Fund, the Microsoft Minority Technical Scholarship Program, the Thurgood Marshall Scholarship Fund, the United Negro College Fund, and the Xerox Technical Minority Scholarship Program. Corporate scholarships include those of Best Buy, Target, McDonald's Ronald McDonald House, the Coca Cola Scholars Foundation, the Boeing Company, and Discover Card. If you're competitive by nature, search out contests in the arts (Arts Recognition and Talent Search), sciences (Intel Science Talent Search), computers (Imation Computer Arts Scholarship) and numerous other areas. Many of the scholarship programs allow you to apply online. Others may use a paper application, often available by download from the program's website. Happy hunting!

The Coming of the MOOCs

The chances look good that there's a MOOC in your future. MOOC stands for "Massive Open Online Course", and this new technology is likely to impact education as we know it. Many of you are familiar with online courses and may have taken one or more of these over the last few years. Current college students are also likely to be receiving at least a small part of their college education online. But MOOCs are different than these traditional courses.

The hallmarks of MOOCs are reflected in their acronym—the enrollment is huge, they are open to whomever wishes to take part, and generally are free and carry no credit. Because faculty are unable to respond to students in a MOOC, the material must be more engaging and interactive, and fellow

students are relied on to provide support.

Although MOOCs have been around for several years, there was a huge increase in these classes in 2012. edX, a non-profit MOOC operator from Harvard and MIT, had over 370,000 students enroll last fall, while Coursera, a for-profit venture started by Stanford University professor Andrew Ng, has reached more than 1.7 million students. Many of the most prestigious universities have jumped on the bandwagon, and now offer at least a few of their most popular courses through a MOOC. The most successful courses use short video lectures followed by a quiz to make sure users understand the material. Many MOOCs require homework and some offer proctored exams. The instructor may be a renowned professor at the University

offering the class, but some very successful classes are simply taught by very engaging instructors who make learning the material fun. Study groups ("meet-ups") composed of fellow students in a particular area help to ensure that students get more out of the class.

Topics covered in a MOOC tend to center around science, math, or computers, but course selection is expanding rapidly. For high school students, taking part in a MOOC can help you learn about a subject of interest that is not available at your school or in your area. Check out the offerings at edX, Coursera, or Udacity to follow your own passions! Learning isn't always about the credit!

www.edx.org
www.coursera.org
www.udacity.com

Riley Baker
Educational Consulting

139 Sunset Ridge Road
Northfield, IL 60093

Phone:

847.441.8687

E-mail:

rileybaker@rileybaker.com

Website:

www.rileybaker.com

Athletes and College Recruiting

Are you an underclassman dreaming of playing your sport in college? Do you wonder how to make your involvement in athletics enhance your chances of admission? Here are some guidelines for prospective college athletes.

- Choose a college by following the “broken leg” rule. It’s simple—if you were unable to compete there, would you still want to attend that college?
- Earn the best grades that you can. Although you may receive letters of interest from very selective colleges, they will not continue in the recruiting process unless they feel you can be competitive academically as well as on the playing field. SAT and/or ACT scores are also critical for these institutions. For many colleges, the required GPA and scores will be far above the NCAA eligibility requirements.
- Be realistic. Ask your coach for his/her honest assessment of your ability to play at Division I, II, or III.
- Be proactive. Start the process early. Research colleges that meet your criteria both for athletics and academics. Include schools with sports teams from at least two different divisions. Complete prospective athlete forms on the athletics area of college websites. E-mail appropriate coaches expressing your interest in their program.
- Market yourself. Don’t count on colleges finding you. Make yourself visible by playing at regional events and showcases. Ask which colleges will be represented at the event and contact their coaches beforehand. Make unofficial visits to campuses that interest you. Contact the coaches ahead of time and ask if you could meet with them when you’re on campus.
- Compile video clips of your play that can be made into a recruitment DVD.
- Register on the NCAA Eligibility Center website by the end of junior year at http://web1.ncaa.org/ECWR2/NCAA_EMS/NCAA.jsp

Riley Baker Educational Consulting

139 Sunset Ridge Road

Northfield, IL 60093