



The Native American Student Advocacy Institute

Educating Native Youth for Success: Many Nations, One Vision

Achieving Big Futures in the 21st Century

Using the Web to Empower Counselors and Educators to Help
All Students Make Their Path to College

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The University of Montana (MT)

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The College Board (NY)

The College Board and The Education Conservancy teamed up to create a **new college guidance website.**

The work incorporates input, advice, and best practices from counselors and educators, and is guided by an Advisory Board of secondary and higher education professionals.

Our Approach

Student-centered
and authentic

Educationally driven
and focused on
mission

Innovative and
engaging

What do students need and want?
Where are the students?
What format and content will engage students?

What we heard and learned

Learning:

Most kids start with a **desire to go** to college. But **not enough are making it** or making it to colleges where they will be **successful**.

Learning:

They have **obstacles** they need help overcoming – real and perceived.

“I’m not college material.”

“It’s overwhelming, I’m freaking out.”

“I’m doing it on my own.”

Learning:

They have **obstacles** they need help overcoming – real and perceived.

“It’s too late. I blew it.”

“I can’t afford college.”

“I don’t think I can leave home.”

“I don’t know where to start.”

“If I don’t get into the best college I’m a failure.”

Learning:

We need to **engage kids**.
Websites need to engage
students in the first 5 seconds
of an online experience.

Learning:

Students often don't know
where to start the process.

Learning:

We need to **meet kids where they are** and then help them move forward, step-by-step.

Where are kids? Online.

99% of teens use the
Web regularly

73% use social
networking sites

Low-income
and minority
students use
social more

50%+ use
Facebook daily –
compulsively

YouTube is 2nd only to
Facebook in teen
media usage

Learning:

Students are hungry for advice -- **from other students**, particularly from college students like them who have faced similar challenges.

Learning:

Students want and
need **simple,**
relevant information.

Learning:

Even the most sophisticated students **aren't making informed college choices.**

Learning:

Despite all this planning and anxiety, **college is exciting to students**. It's about having new experiences, meeting people, pursuing an interest. We need to help kids focus on that excitement.

The Opportunity

Meet students where they are and guide them on their journey to college and their big future. Encourage planning, self-reflection, and informed decision-making – critical to achieving opportunities and success.

Inspiration • Guidance • Practical Support

The New College Guidance Website:

A comprehensive and innovative resource that empowers all students to **aspire** to college, **explore** who they are, and find and **succeed** in a college that's best for them.

It has a strong focus on meeting the needs of underserved and low-resourced students.

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It has a strong focus on meeting the needs of underserved and low-resourced students.

YouCanGo!

Inspiration and practical support for underserved, lower-resourced students

BigFuture

Comprehensive college planning and guidance for all students

The New College Planning Sites



YouCanGo!

by The College Board

Graduate high school and
you have college options.

[See how many >](#)

Hint: It's more than you think!



[View video transcript](#)

THESE STUDENTS THOUGHT THEY COULDN'T
GO TO COLLEGE...



Goals:

- Quickly alleviate obstacles
- Show students they're not alone
- Show students that they have college options
- Encourage students to take a step

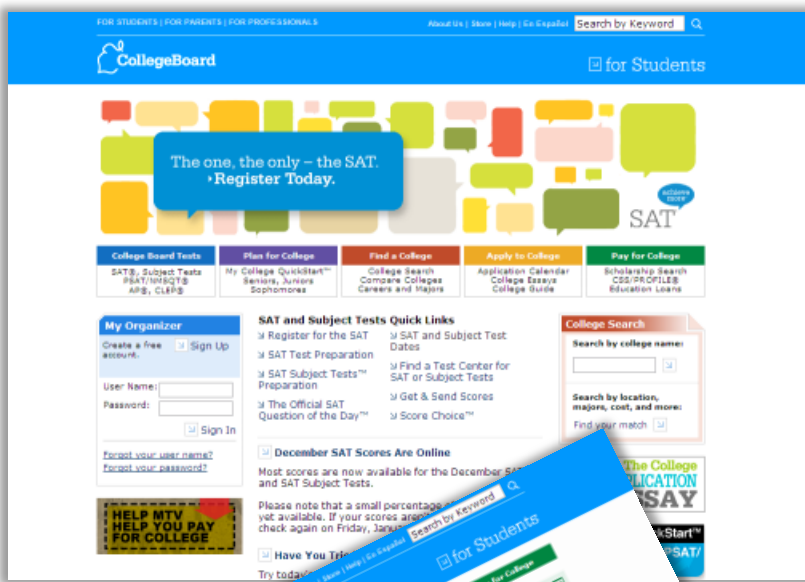


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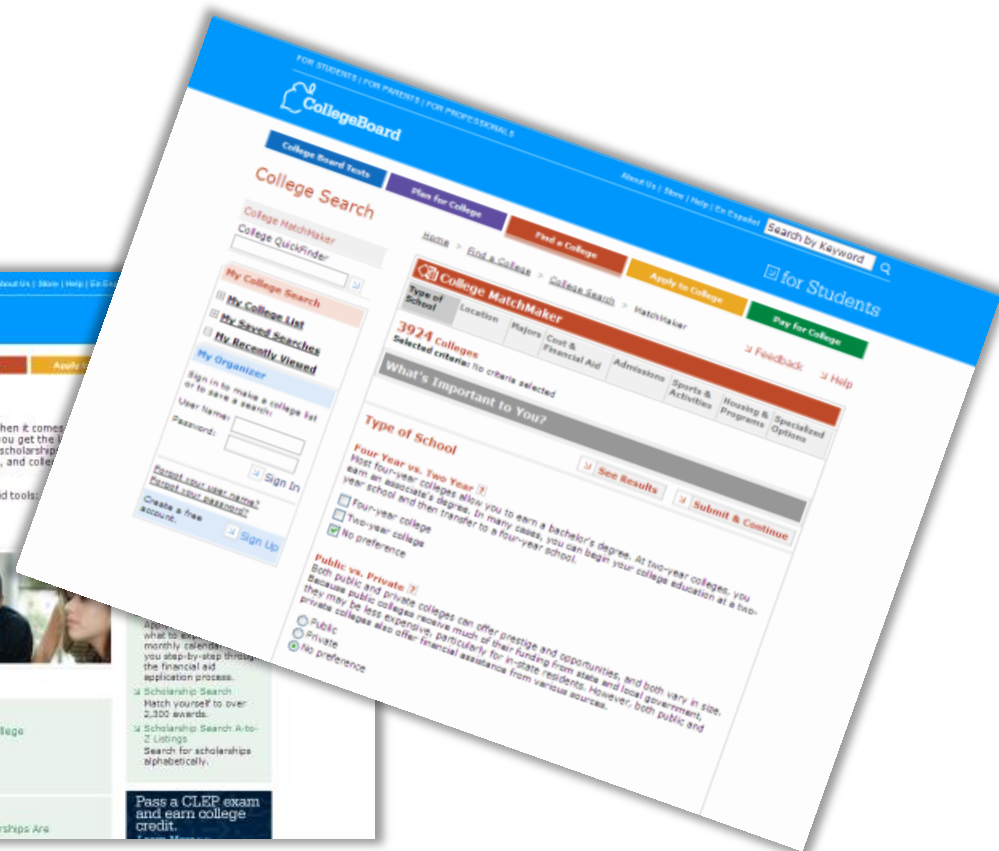
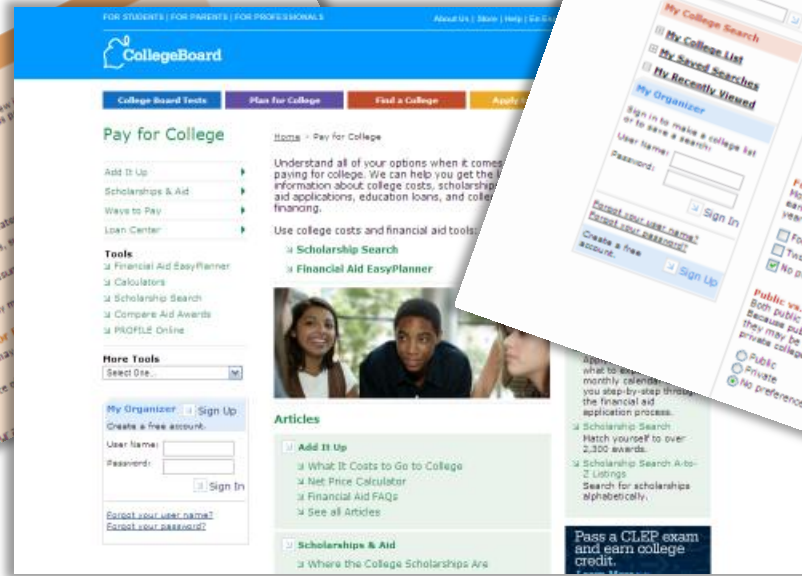
THESE STUDENTS THOUGHT THEY COULDN'T
GO TO COLLEGE...







The full site replaces the College Board's current online college planning content and tools – including College Search.





College professors wouldn't
require you to **write essays.**

achieve
more

SAT

College Board Tests	Plan for College	Find a College	Apply to College	Pay for College
SAT®, Subject Tests PSAT/NMSQT® AP®, CLEP®	My College QuickStart™ Seniors, Juniors Sophomores	College Search Compare Colleges Careers and Majors	Application Calendar College Essays College Guide	Scholarship Search CSS/PROFILE® Education Loans

My Organizer

Create a free [Sign Up](#)
account.

User Name:

Password:

[Sign In](#)

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SAT and Subject Tests Quick Links

- ↘ Register for the SAT
- ↘ SAT and Subject Test Dates
- ↘ SAT Test Preparation
- ↘ Find a Test Center for SAT or Subject Tests
- ↘ SAT Subject Tests™ Preparation
- ↘ Get & Send Scores
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Search by location,
majors, cost, and more:

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mystery
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paying for
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[Al Akhawayn U](#) [Add to List](#)
[Albany SU](#) [Add to List](#)
[Dickinson C](#) [Add to List](#)
[Full Sail U](#) [Add to List](#)
[Penn State U](#) [Add to List](#)
[Park](#) [Add to List](#)
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My Organizer

Sign in to make a college list
or to save a search:

User Name: Password: [Forgot your user name?](#)[Forgot your password?](#)

Create a free
account.

College MatchMaker

Type of School	Location	Majors	Cost & Financial Aid	Admissions	Sports & Activities	Housing & Programs	Specialized Options
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3924 Colleges

Selected criteria: No criteria selected

What's Important to You?

Type of School

Four Year vs. Two Year [?](#)

Most four-year colleges allow you to earn a bachelor's degree. At two-year colleges, you earn an associate's degree. In many cases, you can begin your college education at a two-year school and then transfer to a four-year school.

- Four-year college
 Two-year college
 No preference

Public vs. Private [?](#)

Both public and private colleges can offer prestige and opportunities, and both vary in size. Because public colleges receive much of their funding from state and local government, they may be less expensive, particularly for in-state residents. However, both public and private colleges also offer financial assistance from various sources.

- Public
 Private
 No preference

Size [?](#)

The number of undergraduates enrolled at a college can have a big impact on your overall experience. It affects almost every aspect, from the range of majors available to the

College Search

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College MatchMaker

College QuickFinder

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[Full Sail U](#) [Add to List](#)
[New York U](#) [Add to List](#)
[Penn State U](#) [Add to List](#)
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My Organizer

Sign in to make a college list
or to save a search:

User Name:
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More to Explore

Students who viewed
Dickinson College also
viewed:

Dickinson College

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Carlisle, Pennsylvania
College Board code: 2186

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Main Address

PO Box 1773
Carlisle, PA 17013-2896
(717) 243-5121
www.dickinson.edu

Admission Office

PO Box 1773
Carlisle, PA 17013-2896
(717) 245-1231
(800) 644-1773
Fax: (717) 245-1442
admit@dickinson.edu
Contact: Stephanie Balmer
VP for Enrollment, Marketing and
Communications and Dean of Admissions

Type of School

Private
Liberal Arts College
Four-year
Coed
Percent applicants admitted: 42%
Regionally Accredited
Middle States Association of Colleges and
Schools
College Board member

Calendar: Semester**Degrees offered:**

- Bachelor's

Setting

Suburban setting
Large town (10,000 - 49,999)
Residential campus

Size

Total undergrads: 2,397
First-time degree-seeking freshmen: 652
Degree-seeking undergrads: 2,358
Student-faculty ratio: 10:1

Apply to College

Home > Apply to College > The Application

The Application
 Essay Skills
 The Letters Are In...
Tools
 College Search
More Tools
 Select One
 My Organizer Sign Up
 Create a free account.
 User Name:
 Password:
 Sign In
 Forgot your user name?
 Forgot your password?

Tips for Finding Your College Match

Characteristics You Should Consider

Finding a good fit is the factor most important to your college success. What's the best way to find colleges that match your academic and personal interests?

First, identify your priorities. Next, research the characteristics of a range of colleges. Finally, match these up. Here are some college characteristics to consider:

Type of College

Colleges are generally either two-year or four-year. At two-year colleges, you can earn an associate degree. At most four-year colleges, you can earn a bachelor's degree.

Colleges are also categorized as either public or private. Public and private colleges vary in size and available resources. Public colleges are funded by state and local governments, and usually charge lower tuition prices for students who live in their state. That means that the ones in your state may be more affordable for you. Remember, though, that both public and private colleges offer financial aid from various sources.

Size

The number of undergraduates at a college can have a big impact on your experience there. It affects the:

- Range of majors offered
- Extracurricular possibilities
- Amount of personal attention you'll receive
- Variety of academic facilities, including labs, libraries and art studios

When looking at a college's size, be sure to consider more than just the total number of students attending. For example, if you choose a small academic program within a large college, your experience might be very much like attending a small college. Investigate not just the number of faculty members, but also how accessible they are to students.

Location

Do you want to visit home often, or do you see this as a time to experience a new part of the country? Perhaps you like an urban environment with access to museums, ethnic food and major league ball games. Or maybe you hope for easy access to the outdoors and the serenity of a small town. Think about where you would be the most comfortable.

Majors

If you know what you want to study, look into the reputations of academic departments in that subject. Researching online is a good start. If you can talk with people who work in that field, that's even better.

If you're undecided, pick an academically balanced institution that offers a range of majors and programs. Most colleges offer advising to help you find a focus.

Cost and Financial Aid

Today's college price tag makes cost an important consideration for most students. That said, keep in mind that almost every college works with its financial aid office to make sure that academically qualified students can attend.

Campus Life

Think about what your college life will be like beyond the classroom. Aim for a balance between academics, activities and social life.

Sports and Activities

Most students pursue interests other than academics while they are at college. You might be considering playing a sport at the intramural or varsity level. Or you might want to get involved with the campus radio or television station. Make sure that any activity you're passionate about is available at the colleges you're considering.

Housing and Programs

Often, part of the college experience is living as part of a community. Consider whether you want to live on campus, and whether joining a fraternity or sorority is important to you.

When considering academics, look for special programs and pick a college that offers many possibilities, such as study abroad or work-study.

Diversity

Consider what you might gain from living and learning among students with diverse backgrounds. Think about the ethnic, racial and religious diversity of the students as a means of learning more about the world. Investigate what kinds of student organizations, or other groups with ethnic or religious foundations, are active and visible on campus to get an idea of what it might be like.

Another option is a single-sex college. There are colleges specifically for men and others specifically for women throughout the country. You might want to consider one of these if you feel that you would thrive in a same-sex environment.

Year-Idéal Campus

What makes the campus a place you can feel at home? To help you figure it out, think about the answers to these questions:

- What extracurricular activities and athletics are available?
- Does the community around the college offer interesting outlets for students?
- Are students welcomed by the community?
- How do fraternities and sororities influence campus life?
- Is housing guaranteed?
- How are dorms assigned?
- What ethnic, religious, and special-interest organizations are on campus?

Admission Criteria

You should consider what the colleges you are interested in require for admission. Do you want to attend a college that accepts the majority of its applicants, or one that accepts just a small percentage? Some colleges require a minimum grade point average (GPA), while others are more flexible. Find out if the colleges that are a good fit for you require admission tests, such as the SAT. You may also want to know if you can get advanced credit or placement for AP[®] and CLEP[®] exams.

Retention and Graduation Rates

One of the best ways to judge a college's quality and the satisfaction of its students is to find out the percentage of students who return after the first year (called the retention rate) and the percentage of entering students who stay until graduation. Good retention and graduation rates are a sign that the college has good academic, social and financial support systems for students.

Find Colleges

Use College Search to research two-year and four-year colleges and find the programs that meet your needs.

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It's okay to change your plans even if it means changing your major.

Monica realized the major she started college with wasn't right for her. By staying flexible, she opened the door to new opportunities.

Watch



Not sure where to start?

Go ▶

Explore college majors.

Meet Monica ▶

find colleges

Look up a college by name

Go

OR

Search by location, major — any way you'd like.

Search

pay for college

How much federal financial aid is out there to help students pay for college? Take a guess.

\$1 billion

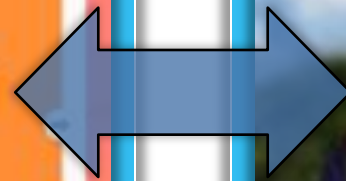
Get the Facts

make a plan

Get a free step-by-step college plan. Just answer a few simple questions.

What grade are you in?

- 8th or lower
- 9th
- 10th
- 11th
- 12th
- H.S. grad



- Inspiration
- Simple guidance
- Practical Support
- Great Place to Start
- Simple, short college plans
- Target: lower-resourced students

- Step-by-step guide to college
- Comprehensive guidance
- Many ways to get started
- Many ways to search for college
- Customizable college plans
- Target: All students

A Counselor's Perspective

Emily Ferguson-Steger

Minority Admissions Counselor

The University of Montana

Discussion

thank you!

Please continue to be part of the conversation and collaboration.

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