



CSLF School Counselor eNews

September 2008

Welcome Back!

New For 2008: CSLF Offers Free Counselor Workshop Series

Have you booked your college planning or financial aid workshops?

Dates are limited. Contact Susan Hanchard at shancha@mail.cslf.org to find out what dates are available

During the 2008-2009 school year, CSLF will be offering school counselors and education professionals three half-day workshops. The first workshop, entitled, ***The Essential Financial Aid Tool Kit***, will be held on November 7th, from 8:45 a.m. - 12:15 p.m. in our Rocky Hill Training Center. This 3-hour workshop will be tailored to the unique needs of the school counselor. During the first half of the workshop, we will provide an overview of the financial aid process, take a look at the most recent changes affecting college financing, and discuss the latest information on student grant opportunities. The second half of the workshop will focus on trends in college pricing and financial aid and the impact on the college search process. All workshop attendees will receive a ***FAFSA Cheat Sheet*** which will provide quick answers to many of your students' questions. You will also receive a resource list of names and contact information for all your financing questions. To register for this course, go to https://www.cslf.org/cslf/training/training_list.jsp. There is no charge for the workshop but seating is limited to the first 35 registrants. If you have any questions regarding the training, feel free to contact Carolyn Karno at (800) 237-9721 ext. 550.

Future workshops include, ***Opening the Doors to College Access: How You Can Help***, which will be held on January 9, 2009 and ***The Mystery of the Financial Aid Award and Other College Financing Mysteries***, scheduled for March 13, 2009. More information on these workshops can be found on our website at www.cslf.com.

SAT Changes Policy on Reporting Test Scores

The College Board recently announced that, effective February 2009, students will be able to choose which SAT scores (by test date) they want sent to colleges. It was noted that scores from the entire test will be sent. Students will not be able to choose test sections from different dates. The new score reporting feature is optional and students who do not select this feature will automatically have all test scores reported. The new policy will go into effect beginning with the March 2009 SAT test date. For more information go to <http://professionals.collegeboard.com/testing/sat-reasoning/scores/policy>.

The College Selection Process: Survey Shows what is Important to Prospective Students

College marketers (also known as admissions professionals) make it their business to know just what makes the *Millennial generation* tick. It's not enough to know that these students are technically savvy and continuously online. In order to successfully fill a class, they need to know the types of factors that come into play when a student decides which college is the perfect fit. Many colleges hire education marketing consultants to assist with the process. One such firm, the Academia Group, Inc., a Canadian company, has been conducting annual student surveys for more than ten years. A recent presentation by Senior Vice President, Ken Steele, was based on data from surveys of over 100,000 applicants to more than twenty Canadian universities.

Mr. Steele breaks students into four basic clusters: scholars, careerists, conflicted, and drifters. He describes the scholars as students who, "are interested in education for its own sake, are motivated by altruism, and are likely to go to graduate school." He notes that, "Careerists attend college as a means to an end: getting a job." The conflicted are somewhat similar to the careerist but are trying to figure out what they want to do. He describes drifters as, "most likely to be male, white, and well off." He also notes, "They are interested in the creature comforts of a campus and would rather go to college than work."

Most college admissions staff find the drifters and the conflicted students - especially those who are being pushed by their parents - as the most challenging. Many suggest that these students might be better served by taking a year off between high school and college to help them figure out what they want.

According to survey results, the majority of students report they chose their college for academic or career reasons. Many noted that the reputation of the college or of a particular program offered at the college was a key factor in their decision. Also, topping the list was the ability of program graduates to get good jobs. According to Mr. Steele, survey respondents listed a college's amenities (such as computer labs, technology, social opportunities) as following distantly. Most surprising, was that survey respondents ranked "successful athletic teams" last on their list. Mr. Steele acknowledged that U.S. students might have a different point of view.

When determining a college's reputation, survey respondents noted that a program's prestige was an important factor, as was recommendations of friends and parents, followed by location, history, and size of the school. College rankings such as those found in the Canadian magazine, *Maclean's*, was ranked last. Would the same hold true for U.S. students responding to the importance of the rankings done by *U.S. News and World Report*?

(Source: *Chronicle of Higher Education*: July 23, 2008)

Changes to the 2009-2010 FAFSA:

If you were expecting a simpler, more user-friendly FAFSA, you'll have to wait a little longer. The latest FAFSA is longer and more complicated. Next month eNews will cover the changes.

About Connecticut Student Loan Foundation – The Connecticut Student Loan Foundation is a non-profit corporation that administers, guarantees, and finances loans within the Federal Family Education Loan Program (FFELP) and alternative student loan programs. CSLF promotes access to higher education by helping students and their families plan for and pursue a postsecondary education. CSLF has more than 40 years of experience providing assistance to students, parents, and industry partners.

About Invest in your Future – Invest in your Future (IF), CSLF's college planning services division, provides free outreach services regarding college planning and the financial aid process. The IF program is designed to promote college access and awareness, and includes a college planning resources center and library, a toll-free hotline, community presentations, materials distribution, online resources, and much more.