

## College Selection Resource Guide / Fall 2020 Edition\*

You might not be able to visit with reps or go to a campus IRL, but like a lot of situations right now there are some workarounds and many admissions offices are creating unique and valuable virtual events (if you're a senior, you've likely heard from some of these colleges). The best of these include letting prospects "sit-in" on a remote class, and Zoom chats with a group of students with similar interests and extracurriculars. But many students *already know what the admissions office wants them to know*. This ever-green guide is a way to go further, independently, online:

**If there is a school you are seriously considering, setting up Google news alerts is essential.** Why? Late-breaking news isn't going to be on the admissions site and there is some news the school might not want to share with prospects that could significantly affect your experience, especially during this time of tumult. If you are going for a specific program, sport, or professor you can get tailored news delivered as it happens, or as weekly compilations. [www.popsoci.com/set-up-google-alerts/](http://www.popsoci.com/set-up-google-alerts/)

**Social media:** Most schools have general Instagram accounts for the school, as well as admissions, alumni, newspapers, and clubs. But don't stop there: follow hashtags on Instagram for the school and also based on your interests (scholarships can also be tracked this way!). Most importantly, check out the images posted by students—not the admissions office—via location tabs. What do the dorms really look like with students in them, unsupervised? What were students posting during March as they were being told they had to leave campus? How was that managed? What is being done now to prepare and support students?

**Twitter :** Less reliable and requiring more weeding than Google news, Twitter has one important use: many academics, provosts, and university presidents use Twitter over other social media platforms. Follow them and search their comments for insights that are often personal, not from institutional PR machines. Twitter is also full of misinformation so don't invest too much time in student comments. The same goes for Facebook, it's the Yelp of college reviews. And as always, be mindful of the subjective nature of all social media.

**YouTube:** Many colleges and individual departments and professors, sports teams, clubs, debate teams, choirs, theater departments, and students post videos, not necessarily for PR purposes. If you're interested in a specific program check if there are any

lectures posted online. Are the class sizes what you've been promised? Does it align with your interests? Make sure that the **facilities** and **pedagogy** live up to your expectations, especially if your major requires special accommodations like labs, sporting facilities, theatres, and art studios. Admissions offices aren't going to highlight crumbling infrastructure or standing-room-only classrooms.

**600+ college tours online and in VR with your headset:**

[www.youvisit.com](http://www.youvisit.com)

[www.campusreel.org](http://www.campusreel.org)

[www.youniversitytv.com](http://www.youniversitytv.com)

While we're talking virtual visits, take street and aerial tours via GoogleMaps. Why? The admissions office isn't going to show you a picture of or take you on a tour through the dorm building that backs up next to a freeway, parking garage or a huge construction site; you can "drive" around the perimeters of campus to see what adjoining neighborhoods look like, where the bus stops are, the condition of the bike paths, and more.

Whatever is important to you, you'll see it here.

Find out how long it takes, door-to-door, from your house to campus, including taxis, mass transit options, and airplanes. Are there nonstop flights?

And how safe is the campus and environs? You can enter a name or city and select categories at [this US Department of Education website](http://www.ope.ed.gov/campussafety/#/institution/search) that tracks campus crime:

[www.ope.ed.gov/campussafety/#/institution/search](http://www.ope.ed.gov/campussafety/#/institution/search)

How safe and supportive is it for LGBTQ students? [Campus Pride](http://www.campuspride.org) is a national nonprofit organization working to create a safer college environment. Its index is the premier LGBTQ benchmarking tool with a database of searchable criteria and rankings by state.

[www.campuspride.org](http://www.campuspride.org)

Searching the [Common Data Set](http://nces.ed.gov/ipeds/data/commondata/) is invaluable for comparing schools side-by-side. Be sure to note the first-year retention rates along with four-year graduation rates. Transferring, as well as needing an extra semester or longer to graduate, can add significant expense, especially if the financial aid offer is limited to four concurrent years.

**A note for juniors and younger:**

**In the best of travel times, those beginning the college search process should carefully weigh if time spent on campus visits would be better spent boosting attention to grades and activities at school, doing a summer internship and/or vol-**

**unteer work. Moreover, that travel money will go a long way when the first tuition bill arrives and “other fees and supplies” ventures into the thousands, not hundreds, of dollars. And yes there are valid reasons why students should fly in to visit a school, especially if they are in a special program; sometimes the school will offer incentives or even cover the cost, especially for low-income and minority students. But starting with this at-home process will make sure that when the time comes you really know that this is a priority visit for you.**

The good news is the same during a typical admissions cycle: while it’s nice, you do not need to visit campuses and do not feel bad or compromised if it’s not feasible. Visiting—and applying to—a dozen or more colleges is a relatively new phenomenon, one that was typically only experienced by the wealthy. College admissions travel has spawned its own industry, fueled by the ease of applying to so many colleges at once via the Common Application and social media posts of friends and relatives with their kids on tours at Duke and Harvard. It’s hard to find anyone in the industry that will tell you that it’s not essential in this (unnecessary and inequitable) era of hyper-competitive college admissions. It’s important to remember that each fall hundreds of thousands of kids—with pillows and minifridges in tow—step onto their campus for the very first time and thrive.

For current high school juniors and others who were planning on starting their college visits now: there are [countless articles](#) on the merits of various “Demonstrated Interest” tactics, which include (but aren’t limited to) your actual loafers echoing on a campus’ leafy paths. It’s always advisable for students entering the admissions process to re-search how your schools weigh demonstrated interest in comparison to other factors in the admission process, but be aware that metric could shift dramatically in the wake of the Coronavirus.

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**Want to know more?**

**Read articles linked on the [Career Center website](#).**

**[Sample: Redesigning College Admission: COVID-19, Access And Equity at Forbes.com](#)**

**Excerpt: “The opportunity to travel to college campuses has long been an exercise of**

**privilege and though some colleges and universities have “fly-in” programs that will pay for underrepresented students to visit, often there is an application and/or nomination process associated with these opportunities. The students who most need the inspiration and information provided by setting foot on campuses rarely have the chance for this experience. This is especially true for colleges and universities at a distance, which could be more affordable or a better match, but simply are not in a student’s awareness (or within their financial reach to visit).**

Wil Del Pilar, vice president for higher education at the Education Trust says “many institutions use interviews or campus visits as a sign of ‘interest.’” He points out that both the outbreak of COVID-19 and the ability to pay are limiting students' ability to visit campus. He adds, “virtual tours and/or alternative contact opportunities should be implemented that do not disadvantage students in impacted areas or those who do not have the resources to travel.” Jenny Rickard, executive director of Common App agrees, arguing that “in addition to compelling residential colleges and universities to rethink how they educate their current students, the impact of COVID-19 is driving new, creative thinking for providing virtual and other alternatives to the tried and true campus visit to market their institutions to prospective students.” She adds, “while in-person campus visits may present the best opportunity for students to get a more tangible sense of a college's campus and environment, unfortunately, underserved students and low-income students, in the healthiest of times, are most likely not able to experience a live campus visit for a number of reasons, including being unaware of the opportunities to do so, financial reasons, and more.”

Heath Einstein, dean of admission at Texas Christian University says that “COVID-19 forces us to creatively consider how to turn the in-person events into virtual programs , applying a multi-channel approach. Since not everyone has resources to visit campus, these virtual options can have an equalizing effect.” He explains that “of course, we are aware that not everyone has internet access, but even the most impoverished students now typically have a smartphone. We can prove commitment to equity in ways that are difficult without seeing us in action and so while this crisis has moved us in a particular direction by force, it potentially provides a library of digital content from which we can draw once we move into a more stable future.”

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