Invest in Your Future:
Expert Tips on Scholarships, Financial Aid, and Paying for College
Poll time!

Who is joining us today?
COLLEGEWISE MISSION

Our mission to families and educators

“Is to be the **most trusted source** of expert advice to help students access the transformative power of higher education.”
WHO ARE WE?

Since 1999, Collegewise has mastered simplifying the college application process for students. Here’s why 28,000+ families have trusted Collegewise:

- Personalized Approach
- Seasoned Experts
- Referral Based
- Local Knowledge
- Global Expertise
- Collective Wisdom
YOUR PRESENTERS

Anjali Bhatia
Chief Executive Officer at Collegewise

- Robertson Scholarship recipient at Duke University
- MBA from The Wharton School of Business, UPenn (Joseph Wharton Fellow)
- Over 19 years of experience in the education space
Paul Kanarek
The Princeton Review Founder and former CEO of Collegewise

- Founded The Princeton Review (California) in 1983
- Collegewise CEO in 2015, current advisor
- Globally recognized admissions expert who has presented more than 500 talks worldwide
- 40+ years of college admissions experience
Mo Dyson
Collegewise Financial Aid Consultant

- Graduated from Pomona College
- Over 10 years of experience within higher education
- Almost 5 years of experience helping families navigate financial aid
- Mo’s students have been admitted to college with financial aid from Harvard, Vanderbilt, Yale, Tufts, Duke, UC Berkeley, and more
WHAT IS FINANCIAL AID?

- Financial Aid
- Loans & FAFSA
- Scholarships
- Work-Study & Grants
WHERE DOES IT COME FROM?

FEDERAL
STATE
PRIVATE
SCHOOL

SOURCES OF
FINANCIAL AID

GRANTS
SCHOLARSHIPS
WORK-STUDY
STUDENT LOANS

TYPES OF
FINANCIAL AID
FINANCIAL AID PACKAGES

1. Need-Based
   The family demonstrated financial need.

2. Merit-Based
   Academic achievements, leadership, or other specific accomplishments.

3. Hybrid
   Both financial circumstances and academic achievements considered.

4. Self Help
   Requires students to contribute to education costs.
COST OF ATTENDANCE DECODED

- Books and supplies
- Tuition and fees
- Transportation
- Personal supplies
- Housing
## The Power of Financial Aid

### Annual College Cost, Public

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>Cost of Tuition</th>
<th>Cost of Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-year in-state</td>
<td>$9,678.00</td>
<td>$26,027.00</td>
</tr>
<tr>
<td>2-year in-state</td>
<td>$3,501.00</td>
<td>$3,439.00</td>
</tr>
</tbody>
</table>

### Annual College Cost, Private

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>Cost of Tuition</th>
<th>Cost of Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-year nonprofit</td>
<td>$38,768.00</td>
<td>$54,840.00</td>
</tr>
<tr>
<td>4-year for-profit</td>
<td>$17,825.00</td>
<td>$32,985.00</td>
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<tr>
<td>2-year nonprofit</td>
<td>$17,735.00</td>
<td>$33,007.00</td>
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<tr>
<td>2-year for-profit</td>
<td>$15,637.00</td>
<td>$27,214.00</td>
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</tbody>
</table>

Source: [Education Data Initiative](https://www.educationdatainitiative.org)

Financial Aid lowers costs.
FINANCIAL AID DOS AND DON’TS

- Discuss budgets and financial limits
- Speak with the school's financial aid office
- Ask for help when your family needs it
- Let emotion dictate your college budgets
- Think "private scholarships will cover the rest!"
- Miss important financial aid deadlines
6 TOP FINANCIAL AID TERMS

1. BASE YEAR
2. COLLEGE SCHOLARSHIP SERVICE (CSS) PROFILE
3. THE FAMILY CONTRIBUTION (FC)
4. MEETING FULL OR 100% OF DEMONSTRATED NEED
5. STUDENT AID INDEX (SAI)
6. FREE APPLICATION FOR FEDERAL STUDENT AID (FAFSA)
Merit scholarships start with an honest conversation.

As a family, ask yourselves the following questions:

- How much money in scholarships are we expecting our child to gain to go to college?
- Do we value prestige or scholarships more?
WHY DO COLLEGES GIVE SCHOLARSHIPS?

CAMPUS PRIORITIES

Universities use scholarships to draw students that fill a need in their community—a tuba player, a quarterback, a student from North Dakota, and so on.

IMPROVING THEIR PROFILE

Many universities give scholarships to students that will raise their average GPAs and ACT scores for the freshman class.

THE SAME REASON STORES HAVE SALES

Many universities (especially private universities) plan their scholarship offers as leverage to compel students to attend their campus.
A COLLEGE LIST TO MAXIMIZE SCHOLARSHIPS

1. IN-STATE PUBLIC UNIVERSITIES OR COMMUNITY COLLEGES
2. OUT-OF-STATE PUBLIC SCHOOLS WITH STRONG SCHOLARSHIPS
3. PRIVATE SCHOOLS WITH STRONG SCHOLARSHIPS
CASE STUDY: WHICH COLLEGE IN SOUTH CAROLINA GIVES MORE $$?

Merit-Based Gift:
- Received by 6,108 (68.6%) of aid recipients
- 4,865 (21.8%) of undergraduates had no financial need and received merit aid, average amount of $4,708

Merit-Based Gift:
- Received by 8,929 (75.2%) of aid recipients
- 11,002 (42.3%) of undergraduates had no financial need and received merit aid, average amount of $7,031
THE BIG ONES

College-Based Scholarships

• Morehead-Cain
  University of North Carolina-Chapel Hill
• Jefferson Scholarship
  University of Virginia
• Woodruff Scholars
  Emory University
• Stamps Scholarship
  36 Institutions across the country

Foundation Scholarships

• The Robertson Scholars Program
  NC-based scholarship program
• Cameron Impact Scholarship
  Awards Scholarship & Community Impact

Need-Based Programs

• Jack Kent Cooke Foundation
  High-achieving students with financial need
• The Gates Scholarship
  Need-based Program for Students of Color
• QuestBridge
  Full scholarship at 50 schools for students with financial need
• Posse Scholarship
• Torch Scholars
  Northeastern University
HOW TO BE COMPETITIVE FOR FULL SCHOLARSHIPS

Well-Rounded Student
- Strong GPA
- Maximum course rigor
- Test scores in top % for school
- Extracurriculars through high school
- Compelling essays
- Great letters of recommendation

Compelling Factor
- Impact & scale
- Unique contribution
Kickstart a less stressful, more successful process
WHY COLLEGEWISE?

Collegewise is your one-stop shop as a trusted source of information. At Collegewise, we believe there is something for everyone and we’re thrilled to help you find the next step on this journey.

Dedicated Counseling Programs

Quick Expert Help for Seniors

Complimentary Webinars & School Resources

28,000+ Students admitted.
92% student acceptance rate to their top three college choices.
500+ years of admissions experience
9/10 Referred by families.
Poll time!
How can Collegewise best help you?