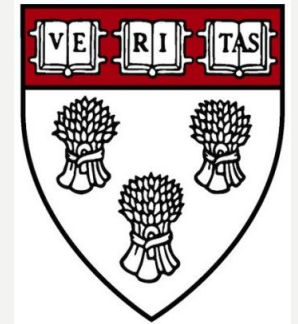


**WHERE YOU GO
IS NOT
WHO YOU ARE**

ADMISSIONS MANIA

- Admissions Mania!
 - SAT/ACT scores, class rank
 - GPA, essays, essays, ESSAYS
- Pressure
 - Parents, teachers, peers
- “Where You Go Is Who You Are”



SCHOOL CHOICE MYTH

- Johnny the future CEO
 - Myth of school choice
- CEO Study
- Ivy League vs. State/Regional Schools.
- School Choice & Future Salary



(Dale & Krueger, 1999)

(Dietz, 2010)

THEN WHAT DOES MATTER?

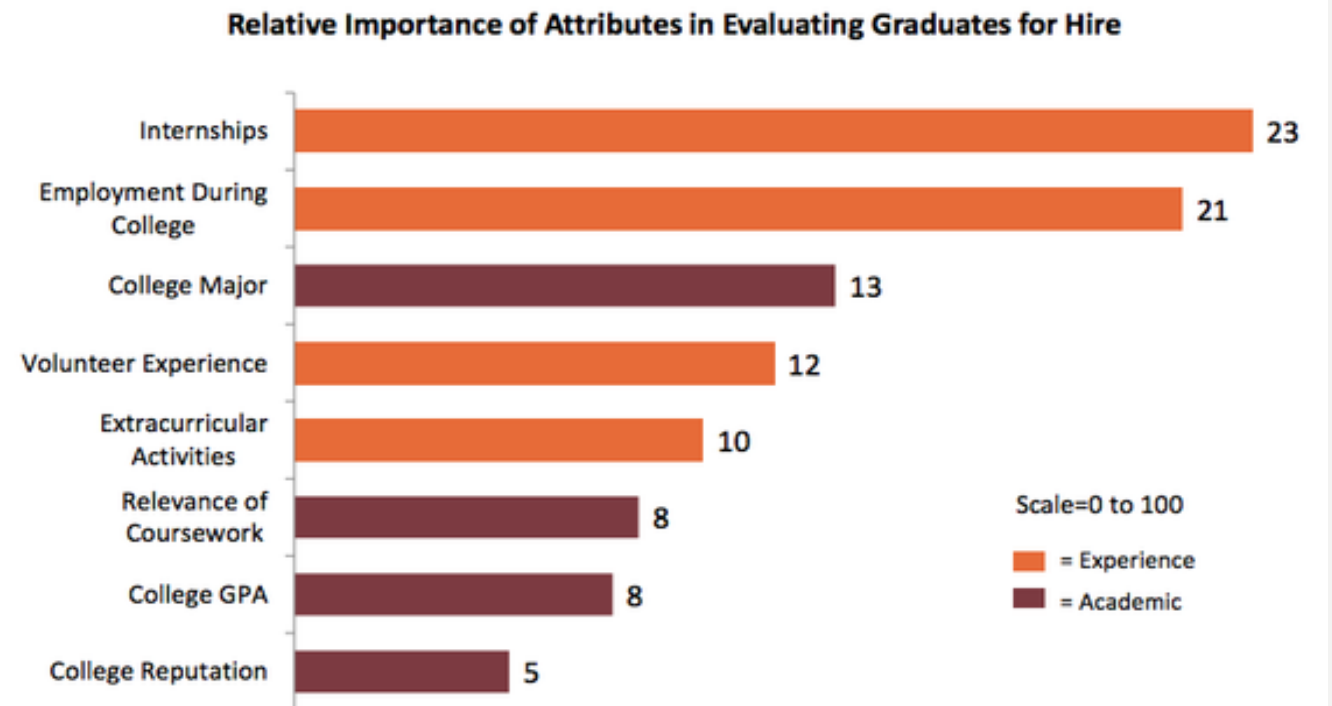
- Field-Relevant Knowledge & Skills
- Personal Development
- “Fit”
- Experience & Opportunities



KNOWLEDGE & SKILLS

- 2014 Gallup Poll
 - What do business leaders look for?
- Silicon Valley Example
 - Knowledge & Skills vs. College Pedigree

What Employers Want



Chronicle of Higher Ed

PERSONAL DEVELOPMENT

- Moral Development
 - Forming a code/standards
- Identity Formation
 - “Who am I?”
- Finances
 - Does the school fit?



“FIT”

- Personality
- Person-Environment Fit
- Condoleezza Rice Example

Realistic: Doers

People who have athletic or mechanical ability, prefer to work with objects, machines, tools, plants or animals, or to be outdoors. They like to work with their hands. They are often practical and good at solving problems.

Investigative: Thinkers

People who like to observe, learn, investigate, analyze, evaluate or solve problems. They often like to work independently, tend to be good at math and science and enjoy analyzing data.

Artistic: Creators

People whose abilities are artistic, innovative or intuitive. They like to work in unstructured situations where they can use their imagination and creativity. They enjoy performing (theater or music) and visual arts.

Social: Helpers

People who like to work with people to enlighten, inform, help, train, or cure them, or are skilled with words. They enjoy training, instructing, counseling or curing others. They are often good public speakers with helpful, empathetic personalities.

Enterprising: Persuaders

People who like to work with people, influencing, persuading, performing, or managing for organizational goals or economic gain. They like to lead and tend to be assertive and enthusiastic.

Conventional: Organizers

People who pay attention to detail and like to work with data, have clerical ability, and follow through on others' instructions. They have good organizational and numerical abilities. Conventional people also like working in structured situations.

(Gottfredson & Holland, 1996)

(Felix, 2005)

COLLEGE IS A SPACE

- Venue for learning & personal growth
- Opportunities + Choices
- Experience over Access
- “Where You Go Is Not Who You Are”

ACTIVITY/HANDOUT: COLLEGE CHOICE INVENTORY

Sarah is a high school junior in San Antonio who is considering where she wants to go to college. She's always been interested in science, math, and computers, so she's thinking of majoring in engineering. Other factors:

- GPA: 3.7
- SAT Score: 1250
- Affordable, challenging, and fun campus life
- Live on campus, but not too far from home

Sarah decides to look at Baylor University and Texas A&M Corpus Christi

QUESTION 1

1.) This school offers an academic program that fits my academic interests/choice of major.

- Sarah looks at the schools' official websites. Both have engineering departments and offer similar majors in engineering.
 - Baylor has a computer engineering major, which sounds challenging and relates to her interests.
- Sarah gives Baylor a 5 and TAMUCC a 4.

QUESTION 2

2.) I feel that I can meet this school's minimum admissions requirements.

- Sarah's GPA: 3.7
- Sarah's SAT: 1250
- Baylor Average GPA: 3.6
- Baylor Average SAT: 1290
- TAMUCC Average GPA: 3.2
- TAMUCC Average SAT: 1050
- Sarah does meet the minimum requirements for both schools.
 - But her SAT score is higher than average at TAMUCC in comparison to Baylor.
- Sarah gives Baylor a 4 and TAMUCC a 5.

QUESTION 3

3.) The cost of this school is a good fit for me financially.

- Sarah compares the cost of each school on their websites and by going to CollegeData.com
 - Baylor annual cost: ~ \$59,000
 - TAMUCC annual cost: ~ \$22,000
- TAMUCC is much more affordable than Baylor, because Baylor is a private university.
- Sarah gives Baylor a 2 and TAMUCC a 4.