



Ashland High School College Connection Newsletter



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DISCOVERING YOUR OWN ROAD

The outstanding American novelist, E. L. Doctorow, has written, "I am asked how I made it. There is no one way; there is no highway that will lead you there. It is like the little band that Moses led, and when they got there, the sea closed behind them, of no use to anyone chasing after. But you won't know that if you listen to people telling you how to make it, telling you to do this or that indispensable thing as if there is a road with paving. The ones who know the directions are the ones who never get there." Now this may be a bit overstated, but for each individual there does exist a path which only that person can discover, although others help greatly along the way. Instinct and necessity are what guide us. Use this college admissions process to learn to trust your own instincts and to seek admission to schools which you feel you need now, in this present moment, to take that next step on your own road. College rankings are basically useless in today's chaotic college "marketplace". Tailor your own research to fit your specific intelligence and curiosity. As a high school senior and an applicant to college, you are still in a position to control the direction of your own destiny.

Fact-checking College Admission

("College Planning Blog", 9/17/17, by Peter Van Buskirk)

As another college admission season begins to ramp up, the need to challenge assumptions—and search for the "truth"—has never been more relevant for students, parents and college access professionals. At a time when eagerness and anticipation morph into stress and anxiety, we tend to seek certainty—facts that can be trusted from seemingly reliable sources, things we know to be true—to guide our decision-making. In doing so, however, we are prone to accepting false "truths." Given the high stakes nature of college planning and the abundance of information being conveyed by institutional online forums, media (social and mainstream) and backyard conversations, the need for critical thinking on the part of consumers is paramount as things aren't always as they seem. The truth about college access and educational opportunity is often buried in layers of rhetoric and urban legend! Try to be aware of the following:

1) Assertions regarding the "real" cost of attendance. Statements made in the abstract about students only paying X% of the sticker price are often misleading. Yes, many students pay the discounted amount—or less. If, however, you want to be one of those students at a given college, you need to be able to prove your value as a candidate (what does the college gain by admitting you?) in order to receive that type of discount. It is important to know, then, where you fit academically on a college's competitive play-

ing field and to have a realistic sense as to how your non-academic credentials will be regarded.

2) Policy statements that seem to be absolute. Example: "We are need blind in the admission process." "Need blind," an assertion that students are considered for admission without regard to the family's financial circumstances, is highly conceptual. It assumes a complete lack of awareness of financial circumstance, actual or implied, in the selection process—which is highly improbable—as well as an inexhaustible supply of financial aid. Truth be told, however, even the wealthiest schools have fixed, financial aid budgets.

3) Friends who seem to have all the answers regarding the admission process of a particular school. Students who have been admitted to high-profile schools tend to become experts about the selection processes that they successfully navigated and are all too happy to proffer advice. Stop listening to your friends! They don't know any more about the process than you do!

4) Taking everything you hear from colleges at face value. Institutions spend millions of dollars to create good impressions—to promote their brands. When you think about it, they're trying to justify their sticker prices. Do the stories reveal situations common to most students or are they truly exceptional? If something sounds too good to be true, it probably is! Keep asking questions, challenging assumptions and pressing for information that will enable you to make smart decisions about your future.

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CSS / FINANCIAL AID PROFILE

What is it??? Do I need it???

In addition to submitting the FAFSA, certain schools and scholarship programs require more financial information in order to establish your eligibility for institutional **nonfederal** funds (typically grants, loans and work). The College Scholarship Service (CSS) PROFILE Registration Guide is now available online (see weblink below). It lists the institutions which require the 2018-2019 PROFILE. Check to see if your selected colleges or scholarship programs use this service. You must complete the Worksheet included in the Guide before you register for a PROFILE Application packet which contains customized questions based on your selected colleges requirements for aid. Depending on the school, you could be asked to answer as many as 200 additional questions.

You can register online (\$9) at: <http://student.collegeboard.org/css-financial-aid-profile> You can then print a copy of your customized application and use it as a worksheet for filling out the application online and sending it electronically. All students are charged a minimum of \$25—(\$9 reg. fee + \$16—first college) for the initial application. This covers the cost of creating your PROFILE Application and the first school report. You will be charged \$16 for each additional college or program to which you want information sent. Students who are from low-income families with limited assets will automatically receive fee waivers.

Applying online reduces the chance that you will have to correct your information later. Using online edits, the online system will tell you about missing or incorrect information before you submit your application.

All of the needed information is covered in the PROFILE Registration Guide. It is important that you do this as soon as you know your schools. Registrations are now being processed. If possible, complete the PROFILE process this fall, before you send in your completed FAFSA after January 1st. But, by all means, be sure to register at least four weeks before the earliest school or scholarship program stated PROFILE deadline.

After you submit a 2018-2019 PROFILE online application, the following year you will be able to pre-fill some of your information using this year's application.

SENIOR CHECKLIST FOR NOVEMBER

- _____ Ask one of your teachers to proof your essay and resume.
- _____ Request letters of recommendation from teachers. Choose those who truly know you, and your academic abilities. This is not necessarily the teacher who gave you your last "A." You might also request letters from an employer, or your athletic team coach.
- _____ Request college applications from college admissions offices by calling phone numbers listed on websites or by filling in online application request forms. Remember you do not have to wait until you have completed test exams or requested letters of recommendation before making applications to colleges.
- _____ Make a list of all the essay questions found on your college applications and start drafting your answers now. Many will be very similar. Remember, your objective is to show (not tell) members of the admission committee how you are unique and why you are a good fit for their school.
- _____ Submit University of California and certain California State University applications before November 30. Get a certificate of mailing for each or apply online.
- _____ If applying for early admissions, make sure to get all required materials in on time or you will be put in the regular admissions pool.
- _____ Last chance to take SAT, SAT Subject Tests, or ACT in early December for use in many selective colleges' admission and scholarship programs. SAT test date: 12/2— Registration deadline: 11/3; Late Registration: 11/17. ACT test date: 12/09 — Registration deadline: 11/3; Late Registration: 11/17. If you send your score report immediately after you get your online score, there is no reason to rush Nov. and/or Dec. scores. College Board and ACT are ready to report them to your listed colleges just as soon as they are reported online.
- _____ Keep working to keep grades up and continue to attend college visitations.
- _____ November 4 SAT scores should be available online by December 1. **If you have questions, call SAT Customer Service: 1-866-756-7346.**

CSS/Profile Deadline for Early Decision Applicants

For those schools that require it, it is **essential** for Early Decision (not Early Action) students with financial need, to submit the CSS/Profile by November 15. Use your College Board login info to sign in at: <http://student.collegeboard.org/css-financial-aid-profile>. This will allow for a more realistic Expected Family Contribution (EFC) to be considered earlier in the game. An ED applicant is allowed to wait until the financial aid award letter is received before submitting a deposit and withdrawing applications to other schools. If the award makes it impossible to meet the family's financial need, the student is allowed to decline the ED offer. *(You will not often find this in writing on school websites.)*

It's FAFSA Time. Are You Ready?

The Free Application for Federal Aid (FAFSA) is now available at www.fafsa.ed.gov. Students should complete it as soon as possible because aid is awarded on a first-come, first-served basis. Don't believe all the horror stories about it taking hours to complete the FAFSA. Ninety-nine percent of FAFSA applicants now complete the form online; the digital version incorporates technologies that have greatly reduced completion times. In fact, the U.S. Department of Education reports that FAFSA completion times have dropped from one hour to 20 minutes. This is the second year that the FAFSA has become available on October 1 (rather than the old date of January 1)—and the benefits to students and parents are many. They include:

- 1) Students and their families who take advantage of the earlier filing date will receive earlier estimates of their eligibility for financial aid;
- 2) Many colleges will provide information on financial aid sooner than in the past. But keep in mind that while some schools will make aid offers earlier, others won't. Contact schools on your target list for details;
- 3) Students will be able to know the final net price (i.e., expenses minus grant aid) of college—which will allow them to target only colleges they can afford, saving time and disappointment;
- 4) Students may potentially be eligible for more scholarships offered by professional associations, states, and other entities, which some students missed out on in the past because they had to wait for their parents to file their tax returns;
- 5) Students will now have more time to obtain and compare information about various colleges and universities on their target list;
- 6) If a student wants to take a Guaranteed Student Loan or seek on-campus employment, the FAFSA must be submitted because the federal government is the funding source for both.

Making Sense of ED/EA Options

Early Decision (ED) - A student may be active as an ED candidate at only one college. If admitted ED, a student is expected to enroll at the ED school and to withdraw all other Regular Decision applications. Resolve all financial questions and concerns before applying ED. Once you are admitted, there can be no appeal or "bargaining". Ask for an "early estimate" of your expected family contribution (EFC) before submitting your ED application.

Early Action (EA) - Students who choose this option are not presumed to be declaring a first-choice interest in the colleges to which they apply EA. They are not committed to enroll if admitted and may apply EA to multiple schools.

REA: "Restrictive" EA as a "single choice" option that prohibits students from applying EA to any other school. **Harvard, Princeton, Stanford, and Yale** offer REA programs.

COLLEGE NEWS

*** Nearly 800 college and university presidents have signed a letter to leaders of the U.S. Senate and House of Representatives calling on them to "pass a long-term legislative fix as soon as possible to protect "Dreamers," undocumented immigrants who were brought to the U.S. as children.

*** In the wake of a federal investigation into athlete recruiting practices, **Louisville University (KY)** fired its basketball coach and its athletics director. As a result of the firings, a donor has reversed a \$6.3 million pledge to the university.

*** Peers matter big time, and they shape a student's experience. According to a *Wall Street Journal* survey on the strength of peer environment, 3 out of the top 15 schools are women-only schools.

*** The head coach at **University of the Pacific (CA)**, has been fired for giving athletic prospects the answers to course work and tried to persuade multiple people to lie during an NCAA investigation. Two assistant coaches were also punished, likely making them unemployable.

*** *Naviance*, the popular tool used by schools and students to plan their educations, has made it optional for students' profiles to include a selection of gender. They also have the option of choosing "nonbinary" in addition to male and female.

*** A number of U.S. colleges are offering assistance to students in Puerto Rico, many of whom have had their campuses devastated by hurricanes. **Tulane University (LA)** is offering a tuition-free semester, provided students pay their regular tuition to their home institution in Puerto Rico.

*** The **University of Southern California** has rejected a \$5 million pledge from Harvey Weinstein to fund an endowment to support women filmmakers.

*** **Colorado College** has announced that the assets of the *Colorado Springs Fine Arts Center* will transfer to the college. The center includes an art school, theater and museum with a renowned Southwest and Spanish Colonial collection. The arts center's assets are valued at \$175 million.

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COLLEGE NEWS

*** **Oglethorpe University** (GA) has announced a \$50 million gift — the largest in its 182-year history. The funds will be used to start a school of business.

*** **Harvard University** (MA) had revoked the admission of some incoming students over their participation in a private *Facebook* group in which the students shared offensive jokes and memes. Now it appears that **Pomona College** (CA) has found itself in a similar situation involving hundreds of current students.

*** **Brown University** (RI) has announced an agreement with Native Americans who have been holding a protest encampment on land owned by the university in Bristol, R.I., which is home to **Brown's Haffenreffer Museum of Anthropology's Collections Research Center**. **Brown** agreed to transfer a portion of its Bristol property to a preservation trust that will "ensure the conservation of the land and sustainable access by Native tribes in the region."

*** **The University of Wyoming** has lost 86 professors, researchers, lecturers and other instructors, four times as many as the yearly average. A \$10 million budget cut in state funding and a voluntary severance program are to blame. The university has had record freshman enrollment this year.

*** **Wake Forest University, Queens University** and **Wingate University** will collectively receive more than \$140 million under a wealthy donor's bequest. The three private universities in North Carolina will use the money for scholarships. The gifts are the largest made by an individual to each of the three universities.

Perkins Loan Program Once Again in Danger

In Congress the Sept. 30 expiration date for the Perkins Loan program was allowed to pass without renewal. The question now is whether the program will survive to the next 2018-19 financial aid cycle — despite bipartisan support for legislation in both chambers of Congress that would extend the program to 2019. The Perkins program allows participating colleges and universities to fill the gaps between the full cost of attendance and the amount of aid low-income students get through sources like Pell Grants, workstudy and federal direct loans. The loans come with a fixed 5% interest rate that only begins to accrue when a borrower enters repayment. Congress hasn't put new money into the program since 2004. New loans are funded instead by the repayment of older loans award of around \$2,200.

Find a LGBT-Friendly Campus.

This newly designed website offers a thorough college search which rates campuses on a 1-5 star basis. Access requires only a name and email address. Also includes a National LGBT Scholarship Database and upcoming Campus Pride LGBT-friendly College Fairs. <http://www.campusprideindex.org>

Sophomores/Juniors: You Can Opt-out of PSAT Pre-administration Questions

To activate the Student Search Service which opens the door to mass-mailings from colleges the first time students take the PSAT, the key question to be aware of is No. 8 in what the College Board calls the "pre-administration" 45-50 minute period of the test. This survey is optional and students can opt out of it if they choose. Testing supervisors read this exact script to students across the country: "Fill in the 'Yes' circle in box 8 to let colleges, universities, scholarship programs know that you are interested in receiving information. They will NOT receive your actual test scores or telephone numbers." However, schools can ask the College Board and ACT for a list of names within a range of scores, and they can screen for the students' self-reported GPA and academic interests. Both SAT and ACT aim to gather student profiles for a huge national database that colleges mine for recruiting. Colleges pay the College Board and ACT 42 cents per name to obtain information on prospects through this service. Schools often devote an entire class period in advance of the test to get students to fill out the forms.

University of California Application Update

The UC Application for Undergraduate Admission and Scholarships is open for submissions on Nov. 1 and will close on Nov. 30. Remember that the purpose of the additional comments box on the application is not to write an additional personal statement, but rather to explain anything that may be unclear in other parts of the application. Downloadable guides: <http://admission.universityofcalifornia.edu/counselors/downloadable-guides>

Colleges That Prioritize Internships vs. Liberal Arts Colleges

(WSJ 2017 Report on College Rankings)

Most students generally give their schools at least some credit for trying to prepare them for the world of work. However, topping the career-preparation category are schools that require participation in formal internships or cooperatives. (Learn more at: <http://www.collegeaffordabilityguide.org/co-op-programs>.) The *Wall Street Journal* lists **Kettering University** (MI) and **Endicott College** (MA) as the top two coop/internship career-prep schools. Liberal Arts schools scoring lowest in this category are **Bard College** (NY) and **Reed College** (OR). Administrators at both colleges have stated, however, that a liberal arts education can sharpen the soft communication and analytical skills needed on the job. The head of **Bard's** career-development office says, "Our focus culturally is really on students meeting their academic requirements." The director for the *Center for Life Beyond Reed* has stated that undergraduates are just as likely to spend summers writing screenplays or musical scores as they are in internships. **Reed** offers internships, but does not require them. Roughly 95% of Reed graduates either land jobs, enter graduate school or fellowship programs, or prepare to apply to advanced-degree programs within six months of graduation.

Return of the College Scorecard

An Obama administration initiative that provided consumer information on colleges and universities has survived for another year. The Department of Education has published updated information on the *College Scorecard*, including a new feature that allows students to compare data from up to 10 institutions at once. The update is a significant win for proponents of transparency in higher education. The consumer tool allows students and their families to easily find the average annual cost of a given institution, its graduation rate, the typical salary after attending and the percentage of students paying off their debt within three years of leaving. <https://collegescorecard.ed.gov>

COLLEGE NEWS

*** **Southern Methodist University** (TX) has suspended the Beta Lambda chapter of Kappa Alpha fraternity for hazing after they paddled new members and forced them to wear clothing that was covered in vomit.

More Schools Allowing Self-Reported Test Scores

Washington University in St. Louis has announced that it will from now on let applicants self-report their test scores on the SAT or ACT, rather than having testing agencies submit official records. Only when an applicant has been admitted and decides to enroll will they be required to have an official record sent. **Wash U** joins about 25 other schools, including **Colorado, Williams, Colby, and Univ. of Chicago**, that allow applicants to submit their own scores. Both the SAT and ACT grant fee waivers, and those waivers include the right to send a limited number of score reports to colleges. The basic fee for the SAT and ACT is \$46. Self-reporting basically helps reduce the economic anxiety that students from lower-income families might face. It might therefore allow low-income students to apply to more colleges and perhaps increase their chances for more aid packages. More colleges, **Wash U** among them, are also waiving application fees for those with family incomes below certain levels. Students and counselors should check directly with each college to confirm they have the most recent and accurate scorereporting policy information.

California State University Update

Many of the most popular CSU campuses will close their filing periods on November 30. Each new application you submit to another CSU campus already includes your information from the previous one. *You may need a transcript* for filing in your 9-11 required courses and grades. For detailed CSU campus profiles with photos, links and videos, go to: <https://www2.calstate.edu/apply/choosing-acampus>

SCHOLARSHIP PROGRAMS AND CONTESTS

BARBARA LOTZE SCHOLARSHIPS FOR FUTURE PHYSICS TEACHERS The American Association of Physics Teachers offers renewable scholarships up to \$2,000 for each of four years. Open to HS seniors & college students who are enrolled or plan to enroll in a physics teacher preparation curricula. **Application deadline: December 1, 2017.** www.aapt.org/programs/grants/lotze.cfm

SIXT RENT A CAR SCHOLARSHIP Offering five \$5000 scholarships to 2018 graduating high school seniors. First 500 valid applicants will be considered. To check, call: 1-507-931-1682. Requires 3.7 GPA and considers financial need and extracurricular activities. All required documents must be **submitted online by November 30, 2017.** <https://www.sixt.com/sixtscholars>.

2017 SKILLED LABOR SHORTAGE SCHOLARSHIP Open to high school seniors. Offers three \$5,000 scholarships for writing a 1000-2000 word essay answering 2 questions: "What would be your strategy for solving the labor shortage?; What would you do to encourage others to attend a trade school instead of a four-year college?" **Emailed essay deadline: December 15, 2017.** <https://www.homeadvisor.com/r/scholarships/#.WSNdd1Pyto6>

COLLEGE IS POWER SCHOLARSHIP A \$1000 scholarship open to students age 17 and older who are currently in college or plan to start college within the next 12 months. Complete the brief online application and write a short statement in 150 words or less on: "What is your **primary goal for going to school?**" <http://www.collegeispower.com/scholarship.cfm> **Application Deadline: December 31, 2017.**

NRA CIVIL RIGHTS DEFENSE FUND SCHOLARSHIP Open to grades 9-12. First place cash prizes are \$1,000, \$600 for second place, \$200 for third place, and \$100 for fourth place. Write a 1000 word essay on: "What Does The Second Amendment Mean to You?" <http://www.nradefensefund.org/contests-scholarships.aspx>. **Postmarked Application Deadline: December 31, 2017.**

FOOT LOCKER SCHOLAR ATHLETES PROGRAM Awards twenty \$20,000 (5K each year) scholarships, Must be a current high school senior with 3.0+ GPA and a member of a high school sports team or be involved in after-school sports (e.g. intramurals, martial arts, etc.). Requires two 300-500 word essays and one (+ one optional) letter of recommendation. **Online Application Deadline: December 15, 2017.** Website: <http://footlockerscholarathletes.com>.

UNIGO 10K SCHOLARSHIP In 250 words or less tell why college is worth it to you. **Application Deadline: December 31, 2017.** <https://www.unigo.com/scholarships/ourscholarships>. On the same webpage are listed 13 more scholarships awarding varying amounts from \$1500 to \$5000, with application deadlines through September 30, 2018.

JFK PROFILE IN COURAGE ESSAY CONTEST Contest is open to high school students in grades 9-12. **The deadline for the contest is January 4, 2018.** Winner receives \$20,000, and cash prizes will be awarded to the top 25 students. 700-1000 word essay topic: "Describe and analyze an act of political courage by a U.S. elected official who served during or after 1917, the year John F. Kennedy was born." <http://www.jfklibrary.org/Education/Profile-in-Courage-Essay-Contest.aspx>

THE KAISER PERMANENTE HEALTH CARE CAREER SCHOLARSHIP Scholarships are awarded in amounts of \$2,000, \$5,000, or \$10,000 to at least one qualified high school senior, pursuing a career in a human medical or dental health care field, at each of 139 eligible public high schools in the Kaiser Permanente areas of Oregon and Washington. See list on website. **Application Deadline: December 13, 2017.** Must register for app by 12/06/17. kp.org/communitybenefit/scholarship/nw

DELL SCHOLARS PROGRAM Open to HS seniors with financial need. Requires a very detailed and thorough application with many 1200 character limit prompts. 400 Dell Scholars will receive \$20,000, a laptop and textbook credits, plus ongoing support and assistance for as many as six years. <http://www.dellscholars.org/scholarship>. **Online Application Deadline: January 15, 2018.**

SCHOLARSHIP PROGRAMS AND CONTESTS

C-SPAN STUDENTCAM COMPETITION Open to all students in grades 6-12. Must create a 5-7 minute video documentary on the theme: "Choose a provision of the U.S. Constitution and create a video illustrating why it is important to you." Students may compete individually or in teams of either two or three. Cash prizes totaling \$100,000 will be awarded for top 150 student documentaries, and 53 teacher advisors! **Submission Deadline: January 20, 2018.** Upload video file & complete online entry form at: <http://www.studentcam.org>

PRIDE FOUNDATION SCHOLARSHIP This scholarship is for HS seniors and college students who are self-identified lesbian, gay, bisexual & transgender students and straight-ally leaders. There are over 50 types of scholarships offered but only one application to complete. Must be a Northwest resident of WA, OR, ID, MT or AK Emphasis is on demonstrated commitment to human and civil rights for all people. **Online application deadline: January 12, 2018.** <http://www.pridefoundation.org/what-we-do/scholarships>

GE-REAGAN FOUNDATION SCHOLARSHIPS Awards 20 renewable scholarships of \$10,000 annually to graduating high school seniors, based on financial need. Must write a 500-750 word essay on "How your leadership and service has made a positive difference and how it will continue to make a difference in college and beyond." Semifinalists will be required to submit p. 1&2 of family IRS tax returns. **Application deadline: January 4, 2018.** Website will close after the first 25,000 applications are received. <https://www.scholarshipamerica.org/ge-reagan/index.php>

WASHINGTON CROSSING FOUNDATION ESSAY CONTEST Available to high school seniors who are *planning careers in government (local, state, or federal) service*. Awards are granted as non-renewable scholarships ranging from \$500 to \$5000. Students must submit essay not to exceed 300 words stating why applicant is planning a career in government service including any inspiration to be derived from the leadership of George Washington in his famous crossing of the Delaware. **Application deadline: January 15, 2018.** <http://www.gwcf.org/rules.html>
Phone: 215-949-8841

AFSCME FAMILY SCHOLARSHIP An ongoing program of scholarships available to children and financially dependent grandchildren of members of American Federation of State County Municipal Employees (AFSCME). Offers 10 renewable (4 years) scholarships of \$2,000 each. For application: <http://www.afscme.org/members/scholarships>. Click on: "AFSCME Family Scholarship". **Postmarked Application Deadline: December 31, 2017.**

GEORGE S. & STELLA M. KNIGHT ESSAY CONTEST National prizes of \$5000, \$2500, and \$1000. Open to all 9th-12th grade students. State and chapter prizes vary. Must write an 800-1200 word essay dealing with an event, person, philosophy, or ideal associated with the American Revolution, Declaration of Independence or the framing of the United States Constitution. . Email your state SAR contact listed on webpage for local chapter deadlines. <https://www.sar.org/education/youth-contests-awards/george-sstella-m-knight-essay-contest>

Looking for Study Beyond U.S. Borders?

American students are increasingly looking beyond our borders for ways to get an education without jeopardizing their financial future. Universities in Canada and even farther afield offer comparable quality at a lower cost. Options for financial aid will be limited. At many schools, scholarship opportunities for foreign students are minimal or non-existent. International schools do not participate in the U.S. Department of Education's grant programs. However, you can use funds from a 529 plan at many international schools. To see which ones, visit the website: <https://fafsa.ed.gov/FAFSA/app/school>
Search. In the "State Select" window, choose "Foreign Country", then click "Search", and you'll get a list of 412 schools. For World University Rankings, go to: <http://www.topuniversities.com>. Evaluating the cost of a U.K. education is a bit tricky, because fees are based on several factors. Assuming you would be charged the overseas fee, the cost can range from \$5,400 to about \$27,800 per year depending on the institution. For more: <http://www.ukcisa.org.uk> Click on "Information & Advice" tab.

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Tuition Resets (Price Cuts) Becoming More Popular

Presidents and trustees at private colleges are increasingly interested in assuaging student concerns about affordability by slashing sticker prices, with a surprisingly high number of colleges and universities in recent weeks announcing steep cuts to next year's published tuition. Between Sept. 5 and Sept. 15, at least eight colleges and universities announced such price cuts for next fall. While that's a tiny percentage of the roughly 1,200 degree-granting private nonprofit institutions operating across the country, it's also a significant number in comparison to recent years. Fewer than 30 colleges and universities put such price cuts in place in the dozen years between 2002 and 2014. On the surface, the increasing popularity of price cuts — called tuition resets in the world of college enrollment — would seem to be a clear win for students and their families who have been squeezed for years by published tuition marching steadily higher. It would also seem a blow against colleges and universities, an acknowledgment of diminished pricing power and an admission they will have to charge students less. Dig deeper and the reality is vastly more complex. Most institutions are actually banking on tuition resets as a way to attract more students in order to raise the overall amount of tuition money they collect. Yet the only guarantee when a college resets tuition is that its wealthiest students will end up paying less. That's because resets typically aren't being used as a mechanism to cut the net price a private college or university charges — the net price being what students and their families actually pay after colleges lower the sticker price by offering grants and scholarships. The impact of resets on students' actual tuition bills is blunted by colleges and universities which drop their financial aid offers in step with the sticker-price cuts. So resets are being deployed as a signal to the market that an institution is affordable — a way to grab students' attention and tell them they really can find a way to pay for a private college. Any individual tuition reset's success or failure is likely to depend as much on whether a college is targeting the right group of students with the right message, programs and services as it is on whether the college is priced correctly. The price cut is the hook grabbing students' attention. A college's other attributes and strategies are what reel them in.

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FUTURE FOCUS EDUCATIONAL SERVICES

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