



# Your College Navigator, LLC

Admissions by design, not chance!

Michael Binder  
President and Founder  
Phone: 516-367-6625

October 2023

## Upcoming Library Info Sessions

For 9th, 10th, and 11th grade  
students and parents

Get started now! Attend one of  
our informative events:

### “Jump-Start College Admissions”

7PM Wed, Nov 8 - Cold Spring  
Harbor Library

7PM Mon, Nov 13 Great Neck  
Library

Register at:

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

---

#### Juniors

Focus on grades in this all-  
important year, and look to make  
an impact in activities of interest

Begin developing your college list  
based on meaningful criteria

Have a test prep strategy in place  
with targeted test dates

#### 9th/10th Graders

Focus on grades and join clubs/  
activities of interest

#### Seniors

Complete Early Decision/Early  
Action applications by dates your  
colleges and high school require

Continue working on remaining  
college applications

Complete FAFSA and CSS Profile  
(if required by colleges)

## Is College Admission Really More Competitive?

Each year, you hear that it is getting harder and harder to be accepted to college. But is that really true? Is college admission today really more competitive?

There is no denying that many parents wouldn't be accepted at their own alma maters if they were applying today. Both grades and SAT scores have inched up, and acceptance rates have dropped. Why is it so much more difficult to be admitted?

The stats each year demonstrate just how much more competitive the world of college admission has become. Stanford rejected more than 96 percent of its applicants and many of them had perfect SAT or ACT scores. It's obviously not enough to be a strong student with great test scores. **Those objective characteristics will get you considered but it is the softer, subjective items that end up sealing the deal.**

Think about it... there is a valedictorian and a salutatorian at every high school in the country. Don't forget there's also a newspaper editor and student government president at every turn and then think about the number of soccer players, cheerleaders, BETA club members and National Honor Society inductees. It's difficult for students to set themselves apart. But not impossible! In fact, students are accepted into the more competitive colleges each year. If this is your goal, it is important to begin your planning early on, taking the right curriculum, standing out in one or more activities, and developing relationships with targeted colleges.

To be fair, the frenzied college admission panic is among only the country's most elite

50 to 100 colleges and universities. National-ly, the acceptance rate for undergraduates is actually close to 70 percent.

At the top tier of public and private liberal arts institutions, the number of applications have increased significantly, partly driven by the welcoming of test-optional applications. Yet, the available spaces have remained constant.

There are a number of reasons for the increased competitiveness in college admission. Thirty years ago only half of high school graduates applied to college. Today, due in large part to our increasingly global economy, over two-thirds of all high school graduates seek a college education.

In addition, many students are trying to hedge their bets by applying to more and more colleges. In 1975, only 3.2 percent of students applied to seven or more colleges. Today, seven, ten, or more applications is the norm. Use of the Common Application makes it even easier: [www.commonapp.org](http://www.commonapp.org). It's one application used by over 900 colleges across the country. With a keystroke and a credit card, students can spontaneously apply to more and more colleges. And they do.

So, is it really more competitive to be accepted to college these days? Yes. While the number of applications and of applicants is increasing, most students will have many wonderful options for college, including those interested in the more competitive colleges that have taken the right steps.

## Making the Most of Your High School Years

It really does not matter if you're an incoming freshman or an experienced high school senior, high school should be viewed as a chance to explore your interests. Get involved with the newspaper, try your hand at the performing arts, or join a sports team, student government or school club. Rather than just going to school and then returning

home, stay on campus after school and take part in extracurricular activities. Push yourself to try something new this year; you just may find yourself with new interests, skills and friends.

Speaking of friends - as a child, you made friends by chance; in high school you make (continued on page 2)



## Your College Navigator

**Michael Binder, MS, MBA**  
**President & Founder**

**Office: 516.367.6625**  
**Mobile: 516.724.0610**

**success@yccnavigator.com**

**www.yccnavigator.com**

**Check our website for  
upcoming webinars  
and seminars.**

## Focus on Majors: Business & Entrepreneurship

Business remains the most popular major on American college campuses, with about a quarter of all bachelor's degrees awarded in this area. Business studies can be divided into specific areas such as accounting, finance, marketing and management. Many business majors, however, are interdisciplinary, drawing upon each of these areas. Entrepreneurial studies is one of the most practical of the business majors; it focuses on the skills needed to set up and run your own small business. (The U.S. Small Business Administration defines a "small business" as one that employs less than 500 people.)

Most new businesses fail within their first five years of operation. For this reason, budding entrepreneurs need to learn how to maximize their chances for success. Learning to write a business plan, discovering ways of funding a business, understanding sales and marketing, getting a handle on business accounting and developing strategies to provide leadership for a team are all much-needed skills. The entrepreneurial studies major must learn to do strategic planning, become grounded in business law and ethics, develop management skills, and understand business communications and networking. This is the major of choice for individuals who want to learn how to recognize and respond to new business opportunities. It's also an excellent choice if you wish to use your energy and creativity to enhance and grow a family-owned business. Successful entrepreneurs need to communicate well and be both well-organized and persuasive. You'll need to convince others that your ideas have merit and that you have a concrete plan to reach your goals. The entrepreneurial studies major is ideal for creative, energetic types who want to chart their own course, and who are comfortable taking risks.

Although courses required for this major vary from college to college, nearly all schools

require students to first take a core of general business courses. Classes in accounting, finance, economics, management and marketing provide a financial and managerial knowledge base. Additional courses in the major generally focus on developing and writing business plans, financing a business, sales and marketing, taxation and new product development. Elective courses look to the individual interests of emerging entrepreneurs, with classes in family business, mergers and acquisitions, franchising, managerial law, organizational effectiveness, solving business problems, and launching a company.

A major difference between entrepreneurial studies at different colleges is the variety of courses available. While the coursework can provide the theoretical and practical information needed to start, operate and manage a small business, the best programs have a strong experiential component, providing students with opportunities to practice what they've learned. Some offer courses such as Student Venture Experience and New Venture Planning (Rider University) in which students choose a hypothetical business that they are interested in starting, complete a business plan involving market research and marketing strategy, and look at business locations and staffing issues. Rider even encourages students to apply for a \$5,000 grant as seed money to help launch their new business after graduation.

When considering programs, look for faculty who have strong academic credentials coupled with real-world experience as entrepreneurs or as consultants to small businesses. Classes should be project oriented and provide opportunities to interact with local companies. The availability of internships that allow students to work with real-world issues is invaluable. Look for other program enhancements such as incubator space to launch your own company, business plan competitions, access to experts in the industry, and access to venture capital and seed financing.

## Making the Most of Your High School Years (cont)

them by choice. Your friendships will be based on common interests, similarities or differences. As you learn more about yourself, you might move around from one group of friends to another until you find the place that feels right. Allow yourself the freedom to do this. Take time to be yourself and give some time to others: pursue an interest; take a class in art, music, dance, martial arts, drama or language; volunteer your skills in a mean-

ingful way.

High school is a wonderful time to be open to new ideas, concepts and perspectives, both academically and personally. Learning doesn't end when the class period, school day, or even formal schooling is over. You'll learn from jobs, academic programs, volunteer activities, community service, travel and self-exploration. Be a lifelong learner and keep your brain active! Make the most of your high school years!

### After Your Applications Have Been Submitted

Your applications are in and you are enjoying that wonderful feeling of relief that comes with the last submission, but don't put away those user names and passwords just yet. Many colleges allow students to check the status of an application by logging into their account. You should also check your e-mail regularly so that you don't miss any important communications. Do not panic if you are notified that your application is incomplete, as the missing document is probably in the mailroom. Admission offices are deluged with applications in the last couple of weeks before a deadline, and it can take several weeks for the staff to get everything filed, even material that is electronically submitted. But it is also a good idea to keep copies of your applications, just in case a document does get lost.

Usually, you need to wait until you are accepted before applying for housing. But there are some schools that do allow students to submit a preliminary housing application as soon as they apply. This can be especially important at colleges that do not guarantee housing for freshmen.

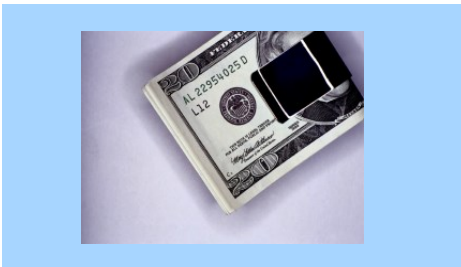
If you have previously registered with a scholarship search engine such as [www.fastweb.com](http://www.fastweb.com) to find scholarships not offered directly by colleges, make sure you have reviewed all the possibilities. Deadlines for a number of national scholarships may have passed, but others have later deadlines. Check with your high school's college counseling office to find out about scholarships offered by local civic groups and businesses. The dollar values of these scholarships may be smaller, but there are fewer students competing for them. Before you rule out a \$500 or \$1,000 scholarship as not worth the effort, look at the application requirements. If you can complete the application in two or three hours, you are earning hundreds of dollars an hour. Put together several small scholarships and you have a nice contribution toward your college costs.

It could be two months before you find out where you have been admitted. The time will go faster and be much more pleasant for you and everyone around

you if you don't obsess about admission decisions. Spending five hours a day worrying about where you will get in won't change the outcome. Find other things to occupy your time. Spending more time on community service is a productive way to channel your energy, and helping others can make you feel good about yourself.

Be sure to keep up with schoolwork. Even if you have been accepted early at your favorite school, an offer of admission is always contingent upon successful completion of senior year. If your grades trend significantly lower or you have lightened your course load, you could be jeopardizing your admission. There is no need to panic if your physics grade slips from an A to a B, but if you were earning mostly A grades, you don't want a slew of B's and C's in your last semester. Be sure to notify the admission office if you decide to drop an AP class or make any other changes in your schedule.

### Financial Matters: Searching for Scholarships



Scholarships provide gift money that does not have to be repaid. That makes scholarships an attractive way to help pay for college. Most scholarships are awarded directly by the college you attend, but there are also other sources of scholarship aid. Federal and state governments, employers, credit and professional organizations, some private companies, foundations, individuals, and religious and civic organizations offer scholarships. But how can you find out about these?

To search for scholarships, choose a couple of the free scholarship search engines

described below. And remember, any scholarship service that requests money is likely to be a scam.

- FastWeb ([fastweb.com](http://fastweb.com)) connects you to targeted scholarships based on your profile (strengths, interests, skills, groups).
- Mach25 ([collegenet.com](http://collegenet.com)) is a free web version of Wintergreen/ Orchard House Scholarship Finder database.
- SRN ([studentscholarshipsearch.com](http://studentscholarshipsearch.com)) matches students to appropriate scholarships based on strengths, talents, field of study, sports, achievements, background.
- College Resource Network ([collegeresourcenetwork.com](http://collegeresourcenetwork.com)) also includes many minority scholarships in its database.

- School Soup ([goodcall.com](http://goodcall.com)) allows users to search through thousands of awards with no fee or account sign-up required.
- Cappex ([cappex.com](http://cappex.com)) comprises a database of scholarships worth over \$11 billion.
- BigFuture ([bigfuture.collegeboard.org](http://bigfuture.collegeboard.org)) offers a searchable scholarship database.
- Salliemae ([salliemae.com](http://salliemae.com)) includes over 3 million scholarships in its database. • Scholarships.com compares your background with its database and identifies good matches.

Happy searching!