

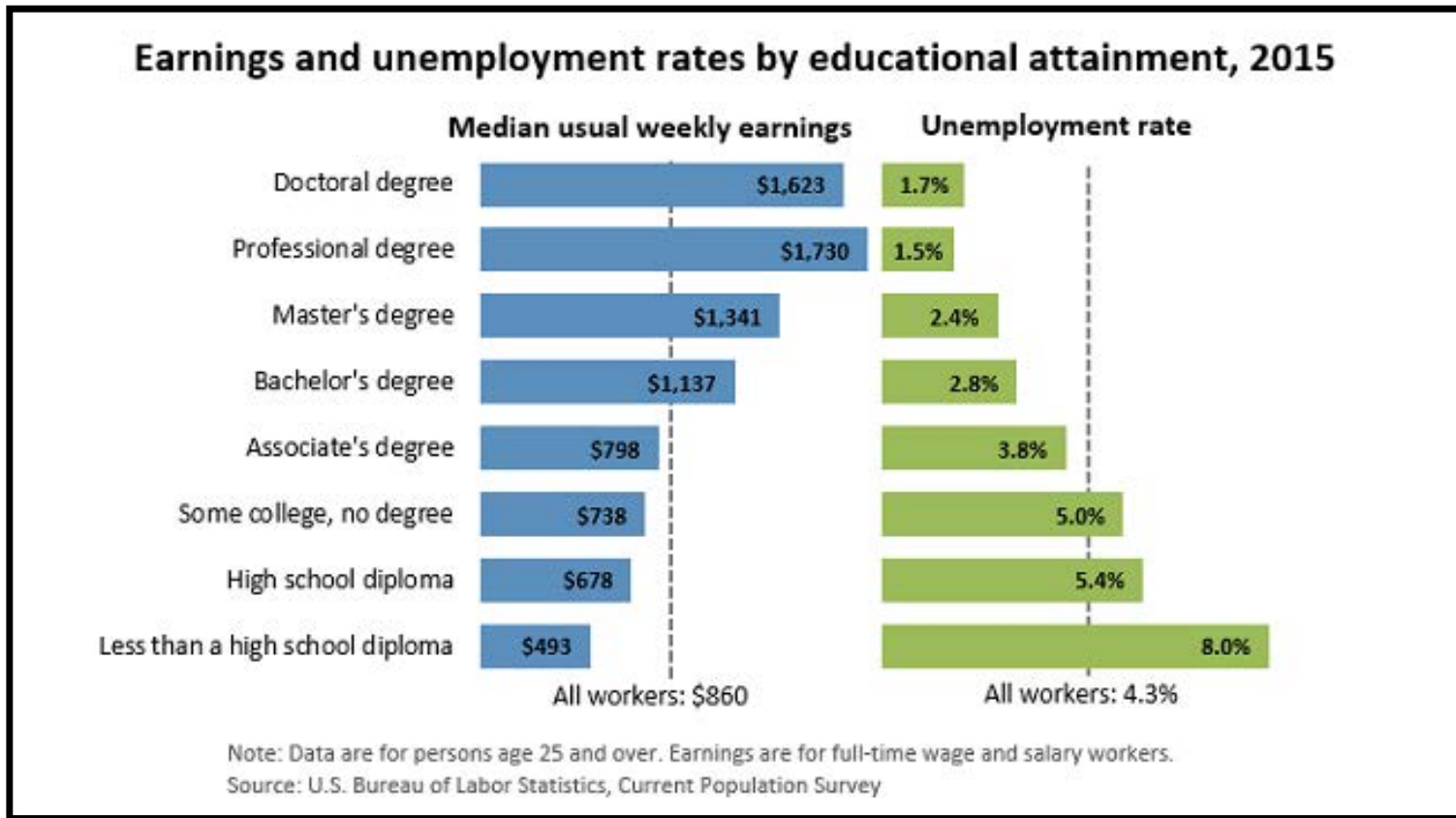


# **Charting the Road to College**

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# Why Attend College?



# Why Attend Now?

## ACT Research Points to Continued Gap Between High School Preparation, College Expectations

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### ACT Research Points to Continued Gap Between High School Preparation, College Expectations

IOWA CITY, IOWA—Findings from the latest [ACT National Curriculum Survey®](#), released today, point to a continued gap between what high schools are teaching and what colleges expect their incoming students to know. ACT's report, which focuses on the policy implications of the survey results, suggests this gap may indicate a lack of alignment between high school and college curricula that could be contributing to the nation's college and career readiness problem. The survey results show more than three times as many high school teachers as college instructors believe their students are prepared to succeed in college courses.

"When high school teachers believe their students are well prepared for college-level courses, but colleges disagree, we have a problem," said Jon Erickson, ACT's president of education. "If we are to improve the college and career readiness of our nation's high school graduates, we must make sure that our standards are aligned between high school and college. States have raised expectations by increasing educational standards over the past few years. This report provides an important reminder that we also need to bring school curricula up to the same heightened expectations."

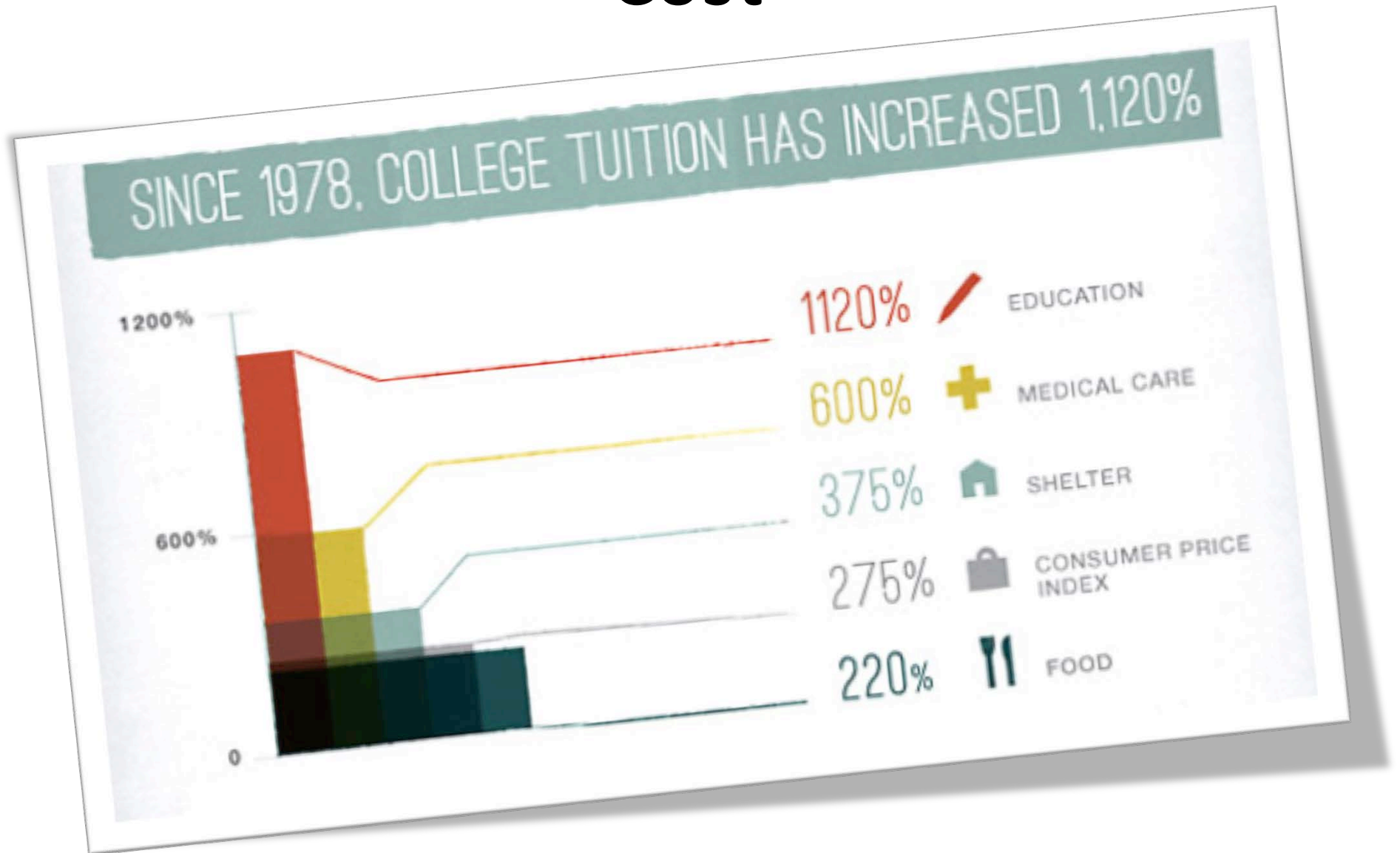
The vast majority (89 percent) of high school teachers surveyed by ACT reported that their students are either "well" or "very well" prepared for college-level work in their subject area after leaving their courses. In contrast, only around one fourth (26%) of college instructors reported that their incoming students are either "well" or "very well" prepared for first-year credit-bearing courses in their subject area. These percentages are virtually unchanged from those in ACT's 2009 curriculum survey.

# Where Do I Attend?

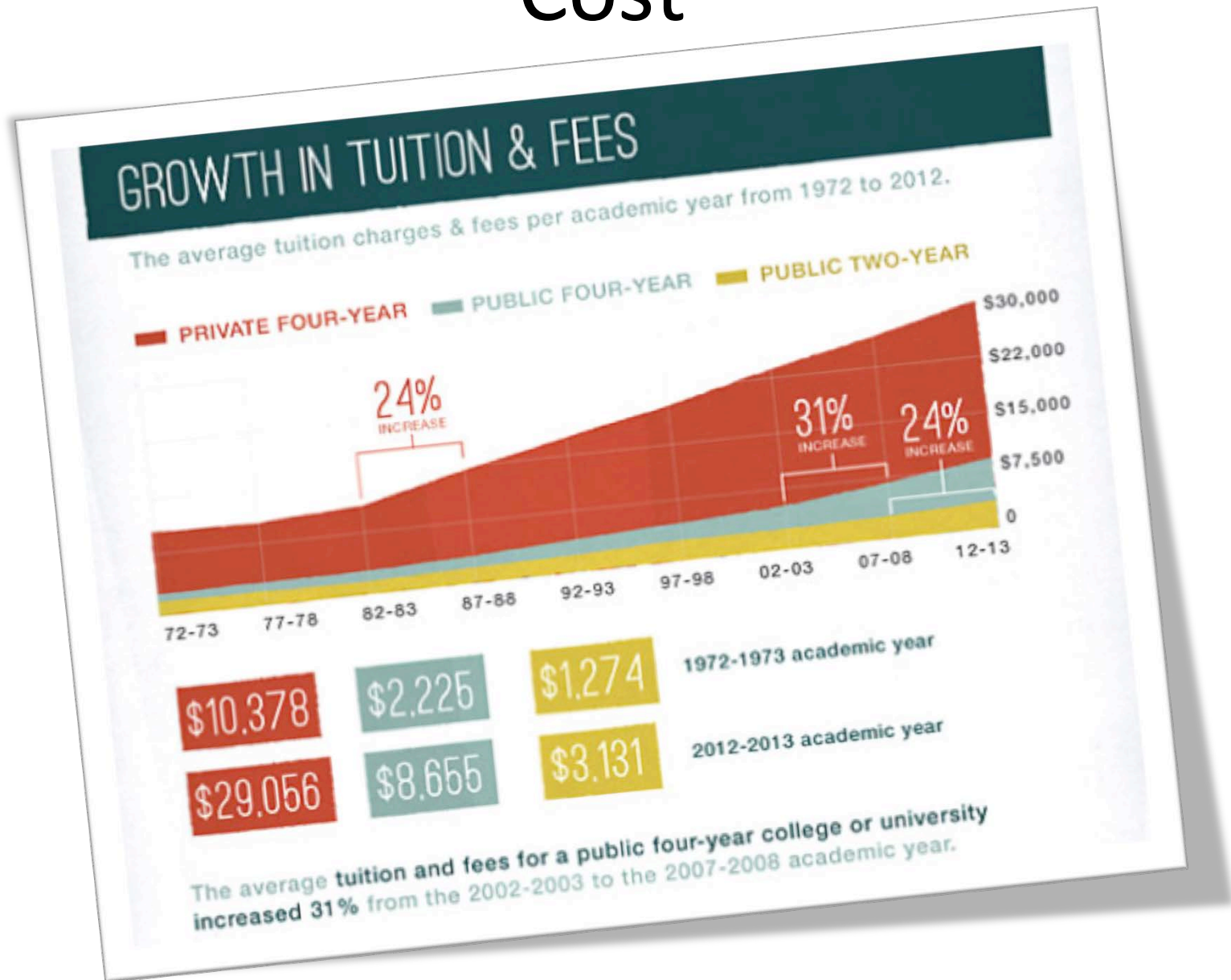
## What Makes the Fit Just Right?

- Tradition is only part of the equation.
- Where my friends are going, not always the best indicator, in college you make friends for life. What type of friends will I make?
- Location is always an important factor: too far away or too close to home syndrome.
- Better reasons

# Cost



# Cost



# Major Program of Study

The screenshot shows a web browser window displaying an article on Yahoo! Education. The browser's address bar shows the URL: [education.yahoo.net/articles/best\\_degrees\\_for\\_opportunities.htm](http://education.yahoo.net/articles/best_degrees_for_opportunities.htm). The page features a navigation menu with options like HOME, CAREERS, DEGREES, ARTICLES, and FIND A SCHOOL. The main article is titled "The Best Degrees for More Employment Opportunities" and is written by Terence Loose. It discusses a U.S. Department of Labor study on unemployment rates for bachelor's degree holders and lists five recommended degrees, starting with a Bachelor's in Business Administration. The right sidebar contains sections for "Featured Schools" (listing The Art Institute of Pittsburgh and Walden University), "Recent Articles" (with links to "Hot Degrees in 2014", "Degrees that pay you back", and "Degrees For Your Dream Job"), and "Online Degree Resources" (with links to "Hot Online Degrees" and "Degrees For Busy People").

The Best Degrees for More Employment Opportunities

Check out which five degrees could lead to better job security.

By Terence Loose

Do you want a career in a field with promising opportunities? Consider going back to school.

A recent U.S. Department of Labor study found that people with a bachelor's degree have an unemployment rate of just 5.4 percent - well below the national average of 9.1 percent.

But what you study matters, too. For instance, if you majored in 12th-century European politics, your career options will most likely be rather dim.

On the other hand, earn a bachelor's in business administration or computer technology, and suddenly your prospects might seem as bright as a summer day.

After talking to experts and combing information from the U.S. Department of Labor and other sources, here are our picks for five degrees with a bright job market future.

**Degree #1: Bachelor's in Business Administration**

Whether a company is selling bike gauges or creating web pages, they need employees with strong business skills.

Maybe that's why a National Association of Colleges and Employers (NACE) study found that the average starting salary for 2011 business administration degree graduates rose to \$44,825, a 2.2 percent increase from 2010.

**Featured Schools**

- The Art Institute of Pittsburgh - Online Division
- The Art Institutes - CREATE TOMORROW
- WALDEN UNIVERSITY - A higher degree. A higher purpose.

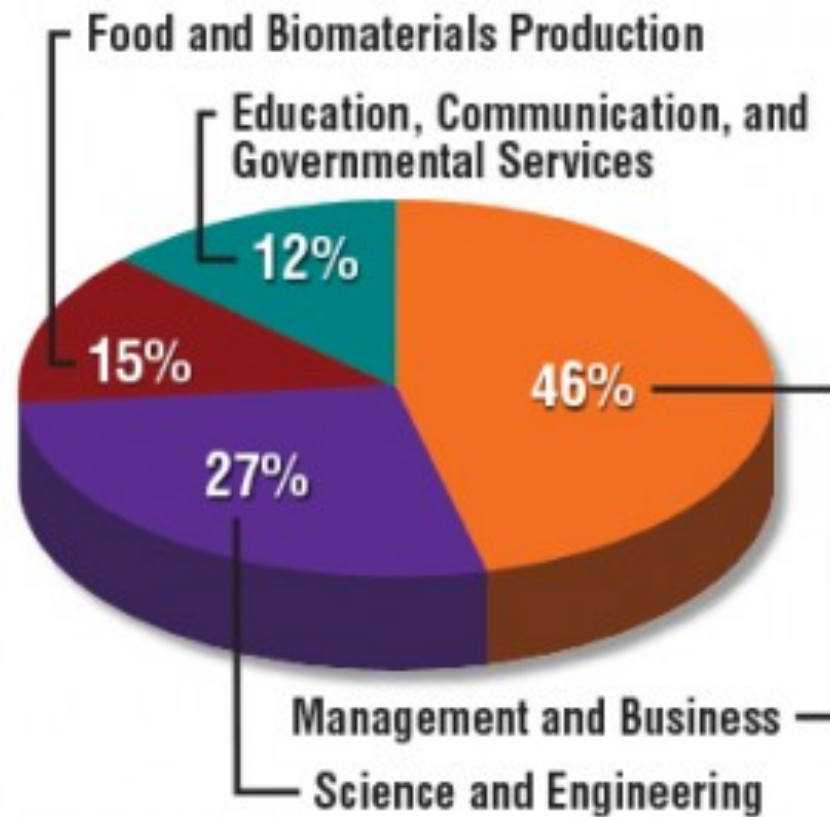
**Recent Articles**

- Hot Degrees in 2014** - These six hot degrees could get you noticed by employers.
- Degrees that pay you back** - These degrees could return your investment - and then some.
- Degrees For Your Dream Job** - Make your dream job a reality with these flexible degrees.

**Online Degree Resources**

- Hot Online Degrees** - If you're wondering what to study, here are the seven most popular online degrees.
- Degrees For Busy People**

## Employment Opportunities





# Extra Curricular Activities

- Academic success often combines both curricular and extra curricular activities.
- Are there extra curricular activities which peak the interest of you.
- What is the participation rate for extra curricular activities on campus.

# Academic Support System

- What measures are taken to alert students to academic problems?
- Is there an easily identified Support Center?
- What is the retention rates from year to year?
- Are faculty actively engaged with student success?

# Crime Rate: Is the Campus Safe?

- Check the Crime rate statistics
- Check safety at dorms: extra precautions
- Look around, does the campus seem safe

# Graduation Rate:

## How Many Complete in Four Years?

- All public institutions are attempting to increase graduation rates.
- What is the rate at the 4 and 6 year interval.
- Steady progress builds academic confidence and saves dollars.

# Placement Rate: In Jobs for Which You Prepare

- Are there co-ops or special partnerships with certain industries?
- Is there a dedicated Placement Office on campus? Visit it.

# Student Friendly Environment

- Make an announced visit and observe on an official preview day.
- Make an unannounced visit.
- Ask other students, especially those you know.

# Scholarship Support

- Some scholarships are set such as the lottery scholarship.
- Tennessee Promise and TELS
- Some scholarships are negotiable, especially with private universities.
- Are scholarships indexed or fixed?
- Make sure you meet all deadlines for preferred consideration.

# Housing

- Dorms of the 60s or 2010s.
- Cost
- Safety precautions
- Visitation
- Review non university housing opportunities as well as university sponsored.
- How is the learning environment?



# Visit Often: Have Options

- Make numerous visits to a campus to observe
- Meet with a faculty / departmental advisor or dept. chair.
- Never make snap decisions
- Apply at numerous institutions, the cost of an admission fee is expendable.