

# Navigating College Search in a Changing Landscape

*Heidi King*  
*630.687.0909*





Helping families successfully navigate college search for 16 years

Help students identify right fit schools – Academic, Social, Financial

Reduce the stress between parents and kids during this journey

# College search is like working on your own car



You used to be able to do it pretty easily



Today, the lack of transparency makes it challenging



# Quiz

What percentage of students transfer at least once?

- 6%
- 14%
- 25%
- 38%
- 50%

# The national transfer rate:



38%

Average Cost of 1 Transfer	\$14,000
Cost for 2 transfers	\$24,000*

\*State school to state school – private to any other style of college is much larger

School 2022-23	Total Cost
Northwestern	\$87,804
Georgetown	\$84,696
NYU - general studies	\$83,250
Washington University	\$83,476
CU - Boulder	\$57,260
Clemson	\$55,872
University of CA - Berkeley	\$39,829*
University of Illinois	\$34K-\$39K*
Illinois State University	\$32,151*

\*In-state tuition



# Quiz

What percent has tuition increased at public institutions nationwide since 1990?

- 73%
- 106%
- 180%
- 213%

Public increase since 1990

213%

An orange right-angled triangle pointing to the right, with the percentage value '213%' written in white inside it.

Private Schools

415%

A blue right-angled triangle pointing to the right, with the percentage value '415%' written in white inside it.



# Notable Increases!

University of  
Illinois 531%

University of  
Notre Dame  
501%

University of WI  
1047%

University of  
Iowa  
460%

University of MI  
1053%



Questions?

## 2 Types of Aid

- Need Based Aid
- Merit Based Aid

# 2 Need-based Aid Forms

FAFSA

CSS Profile

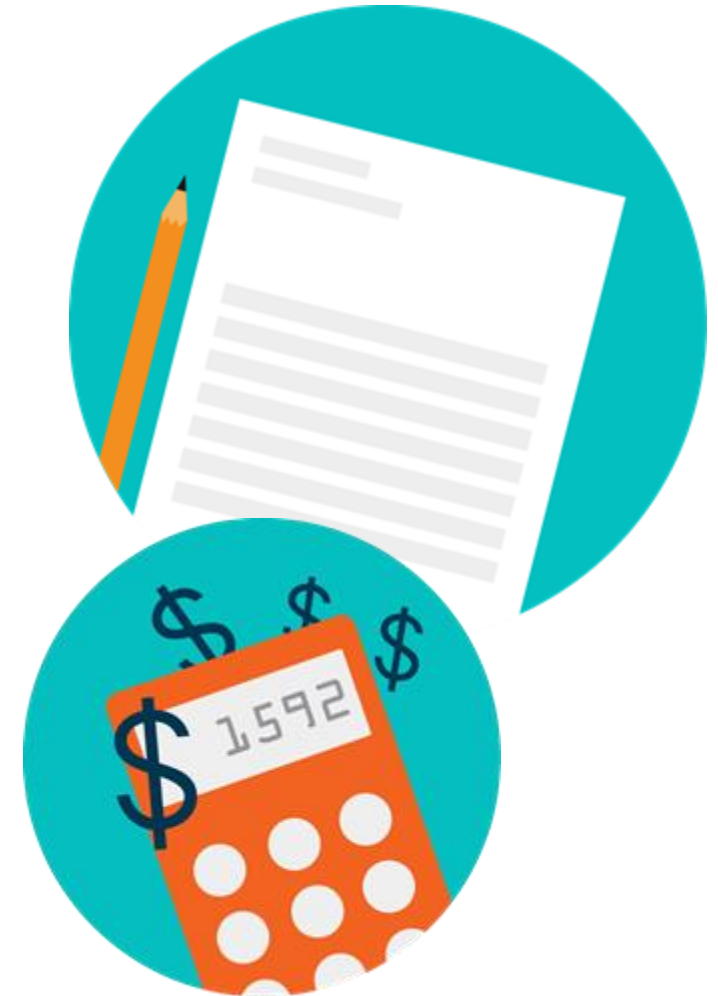
***Student Aid Index (SAI)***

# FAFSA Review

- Filled out fall of senior year and each subsequent fall
- Determines need at both Federal and Collegiate levels
- May be a factor in the addition of merit grants & scholarships
- Application for the Federal Student Loan Program
- Graduation requirement for your state?

# Biggest Influencers of Financial Aid

- **Income from tax return**  
Parent non-retirement assets
- **Number of children in college**
- **Children's assets and income**  
(UGMA/UTMA saving accounts)



# Tip #1

Understand your potential for need based aid-be smart about where your money sits

- Student's assets assessed at 20%
- Parents' assets for less, rate is 5.64%
- 529 plans are assessed at parent's rate
- UGMA/UTMA are assessed at child's rate

Do not include qualified retirement plans\* or primary home value on FAFSA



Questions?



# Merit Aid



**AP, PSEO, standardized test scores, GPA, sports, etc.**

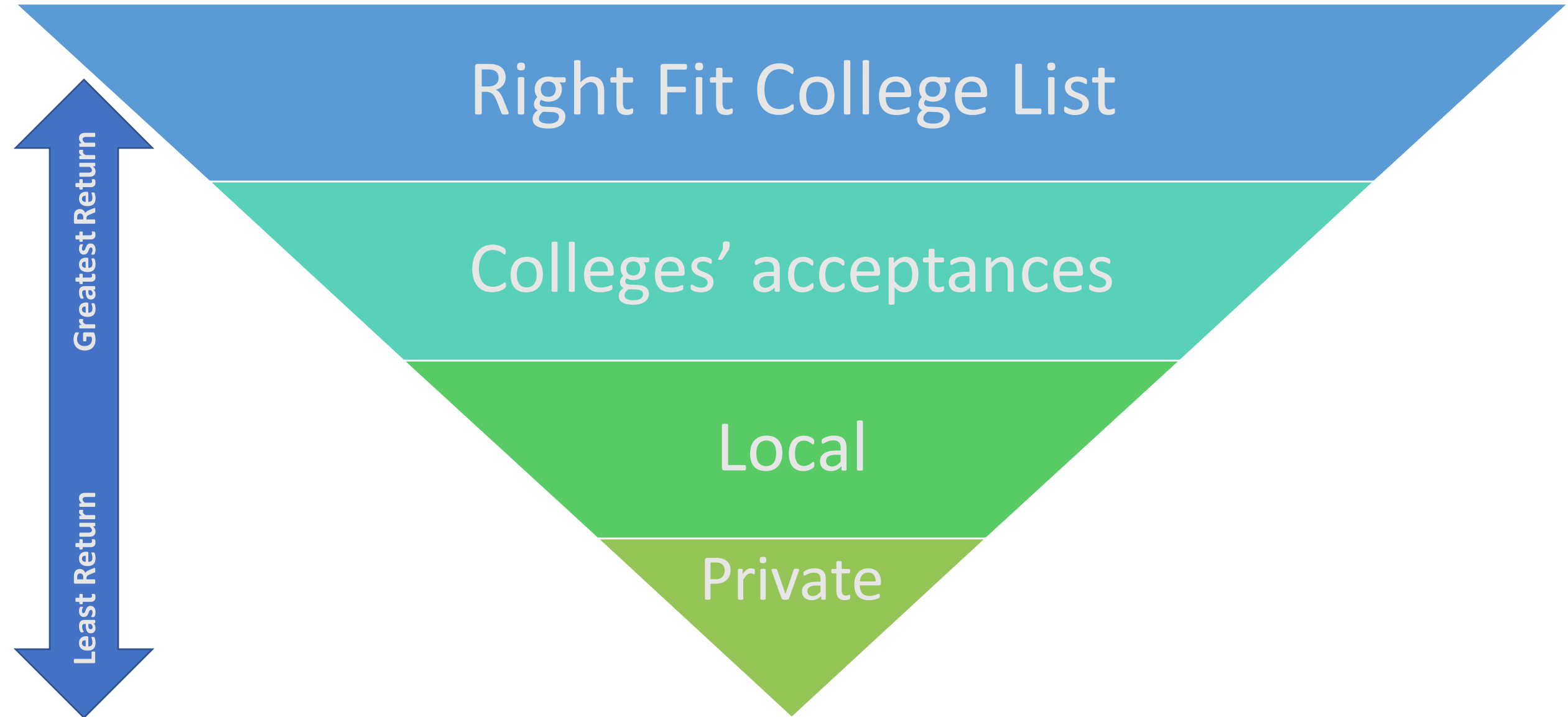


# Quiz

## Where do the best scholarships come from?

- Specialty programs through the federal government
- Online in the scholarship aggregators
- The colleges through application and acceptance processes
- Local groups like community groups, churches, banks, etc

The best scholarship money goes to the smart searchers!



# Look for schools . . .

- Offer merit aid
- Where student would bring something interesting:
  - Grades and test scores in the top 25-33%
  - Extra-curricular talents
  - Demographically interesting

# Anatomy of 1 College's Merit Aid

- Demonstrated Interest \$3,000
- Lives out of state \$2,000-\$15,000
- Every "A" on the transcript \$62 per "A"
- Rigorous class \$400 for every AP, IB, etc
- Excellent letter of recommendation \$1,800
- Increase ACT score \$425 per point above avg
- FAFSA \$1,800
- CSS/Profile \$2,500
- Essay \$1,100-8,500 for excellent



Questions?

# FAFSA Changes

Expected Family Contribution  
becomes  
*Student Aid Index*

No discount for the number of  
students in college

Divorce Formula changing from  
primary residence to financial  
support

Grandparent contributions no longer  
negative impact

Small business size definition  
changing

Changes being phased in – most  
notable changes in Fall 2023 for  
the 2024-2025 college year.

# Grandparent Impact Change

## Current

- If access to need – negative impact
- Counted as income for the student
- 
- Can decrease aid potential for student

## On new FAFSA

- No impact to student
- Real world implications for families saving for college





Questions?

# Tip #2

## Understand the changing landscape

- Test Optional vs Test Blind
- Maximize tour options
- Secondary factors hold a strong role in acceptance
- Pricing & Merit Aid

# Tip #3

Assure you have a *strategy* to pay for college

- 4-year plan & a budget
- Discuss early in the search process
- Define expectations

## Tip #4

Attack your search like the business decision it is!

- Find schools that align with your student's learning style
- Understand when and which schools to appeal
- Look at the programs and majors available
- Big Brand/Selective schools need MORE!

## What we do!

Just like realtors understand the housing industry, College Inside Track helps families navigate the college search landscape and understand the “behind the scenes” things.

You can do it on your own, but you will often cost yourself money.

We help navigate the  
complicated process  
and find the right fit



We ensure you  
get best pricing  
for your list  
schools





We are a  
neutral third-  
party that  
students  
listen to



# Free Family Consultation

- Answer your questions
- Discuss your goals and suggest strategies
- Rough EFC – FAFSA outcome
- Suggest the right path – need vs merit or both

# Housekeeping!

- Sophomore/Junior families - Take advantage of the hour consultation – fill out your google form!
- Student too young – fill it out – we'll reach out when ready!
- Follow us on Facebook/Family Newsletter
- Share us with people you know!

# Questions?



Follow us on Facebook for the latest!

Share us with people you know – free consultations for anyone with questions around search.

Heidi King – Education/Partnership 630.687.0909  
hking@collegeinsidetrack.com