

Lisa's Tips

TALKING POINTS:
MAKING THE MOST OF TIME ON CAMPUS



The COLLEGE
CONVERSATION
with Lisa McLaughlin

TALKING POINTS: MAKING THE MOST OF TIME ON CAMPUS

If your campus visit plans solely entail the traditional campus tour and information session...

guess what?!

You're. Missing. Out.

Here's why:

The words from those tour guides & admission officers are canned.

Carefully crafted.

Deliberately designed.

Yes, you read that right. You see, the entire admissions office (your lovely tour guide included) is trained in marketing and sales.

The admissions representative, directors, interviewers, reception, and student ambassadors are provided with specific messaging from their boss, the Director of Admission, whose boss, the college president, literally outlines the college's institutional priorities. Those institutional priorities go into a *carefully crafted* marketing plan.

Within that marketing plan: campus tours and information sessions.

The ultimate goal of these two marketing activities is simple:

WIN OVER AS MANY STUDENTS AND PARENTS AS POSSIBLE

That's right folks, these leaders and ambassadors of "College X" are deliberately trained to do and say the right things **TO GET YOUR TEEN TO APPLY NO MATTER WHAT.**

Don't get me wrong—your campus visit should include the traditional backwards-walking tour guide and obligatory attendance at the information session, **BUT**, it should **NOT** stop there.

If you want to get the *real* story of what goes on (both on and off campus), go in to these campus visits with your eyes wide open & *voluntarily interact* with other students while you're there.

Go eat in the cafeteria.

Explore the hangout spot off campus.

Walk through real freshman dorms (not just the fancy perfect one on the tour).

CHAT IT UP!

Trust me—what your teen learns from these conversations will have a far greater impact than what any tour guide is taught to sell you.

TOP 20 QUESTIONS YOUR TEEN SHOULD ASK REAL COLLEGE STUDENTS DURING THE CAMPUS VISIT

1. How easy is it for you to get the classes you want to take?
2. What is your major and how did you decide on it?
3. How many professors know your name?
4. What is your typical class size?
5. What is the biggest difference for you, academically, between your high school's environment and here?
6. Where do you most often study beside your room?
7. What did you do last weekend?
8. What are the most popular clubs and activities on campus?
9. What do you do for fun?
10. Where are your favorite places to eat off campus?
11. What area(s) off campus do most students hangout?
12. Do you feel safe on this campus walking alone?
13. Do you feel like the campus is well-lit at night?
14. What contributes most to your happiness here?
15. What contributes most to your dissatisfaction?
16. Is your experience here different, in any way, from your expectations?
17. How would you describe the students that go here?
18. What is the single best thing about going here?
19. Where else did you apply to college and why did you ultimately pick this school?
20. THEN, AFTER THE TOUR, ASK YOURSELF: In what ways does this school FIT me?

THE ADMISSIONS FORMULA, 6 WEEK COLLEGE ADMISSIONS COURSE FOR PARENTS IS RE-LAUNCHING SOON. GET ON THE WAITLIST.