

TOP 10

TIPS FOR EFFECTIVE COMMUNICATION IN THE ADMISSION PROCESS

1. Create an appropriate email address for the college admission process and check it regularly (be thoughtful of the email name you choose).
2. Consider proper etiquette: Ms. vs Mrs.; “hello” vs “hey”; ASAP; use please and thank you.
3. Remember you are probably not the only *Steve* or *Emily* or *Taylor* we are working with; provide your full name in communication.
4. Communicate with the appropriate person for your area/school—not everyone with an email address on the college admission site. Try to contact your counselor directly. If you send the same email to multiple people, you may get multiple answers.
5. Do your homework: read the ranking books (Princeton Review, U.S. News, Fiske, etc.), peruse college brochures (request info if you don’t already receive it), spend time on websites, talk to your school counselor, and seek other resources.
6. Prepare for interviews by thinking ahead about questions that matter to you.
7. Let the college(s) know how you prefer to receive information (telephone, email, text, regular mail). Which method will make the greatest impact on you?
8. Have three standard questions you plan to ask during an interview, on a campus tour, on the telephone, in an email; these questions should be important to you, not just what someone else thinks you should ask.
9. Whenever you write, write well. Have someone else edit your essays. Typing mistakes are frowned upon.
10. Plan ahead for college fairs and research schools you are interested in. Make a list of schools to visit and information to gather before attending -- don't use it as a time to "grocery shop" for colleges (i.e. 'do y'all have a CSI major?')

