



# The MEFA Institute: Helping Students and Parents Approach the College Choice Process Systematically



# ABOUT US

Dr. Sterk, Dr. Poynton, and Dr. Lapan have partnered together to bring research informed practices and data driven strategies to help students and families navigate the college-going process through a robust student workbook and corresponding curriculum.



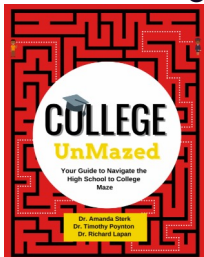
Dr. Timothy  
Poynton



Dr. Richard Lapan

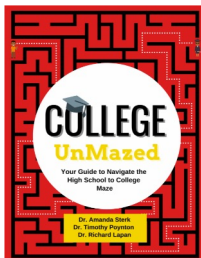
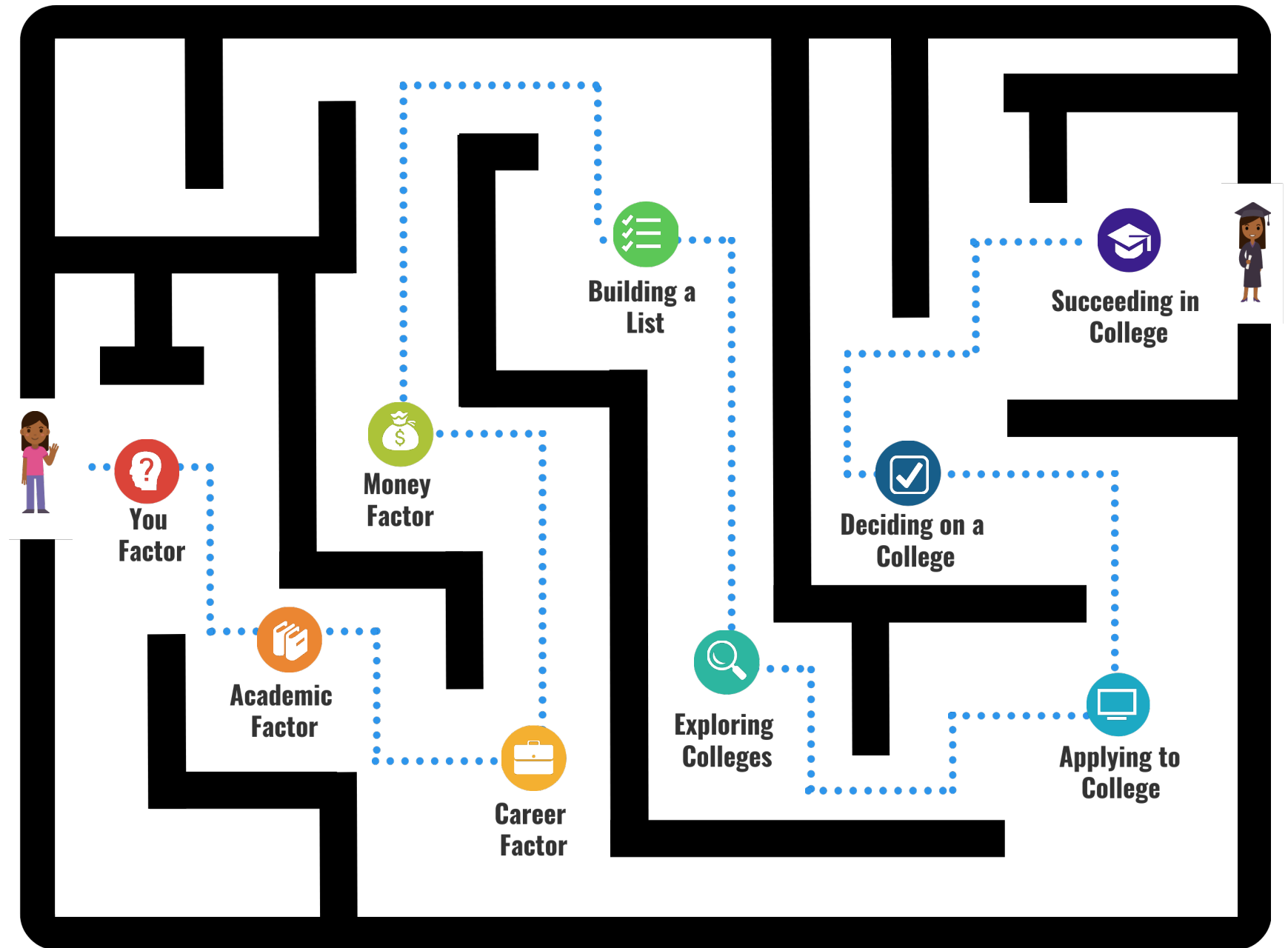


Dr. Amanda Sterk



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# COLLEGE UNMAZED

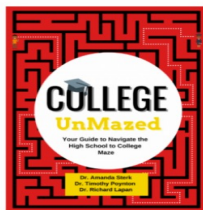
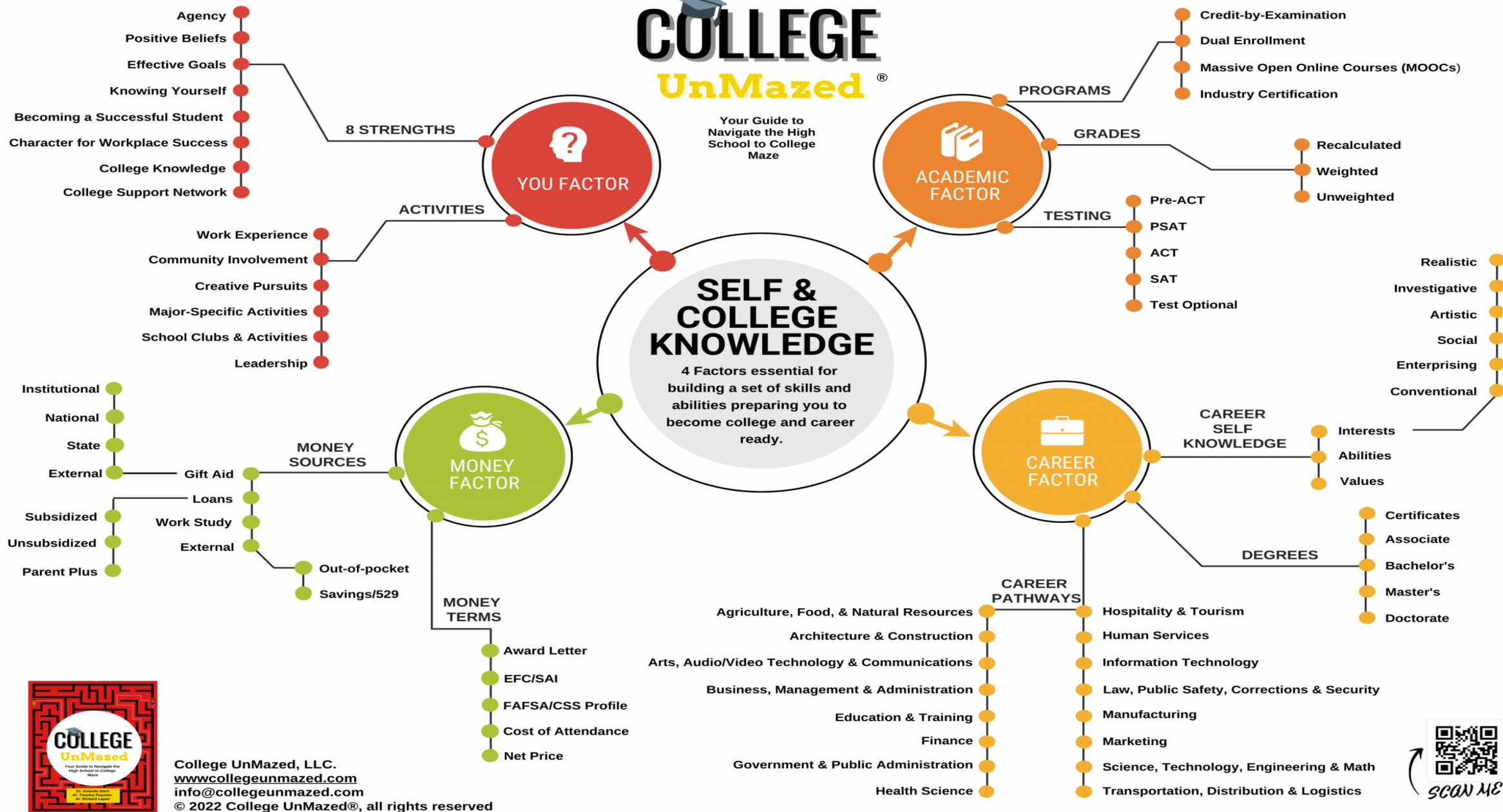


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# COLLEGE UnMazed®

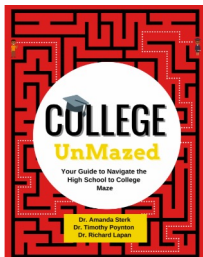
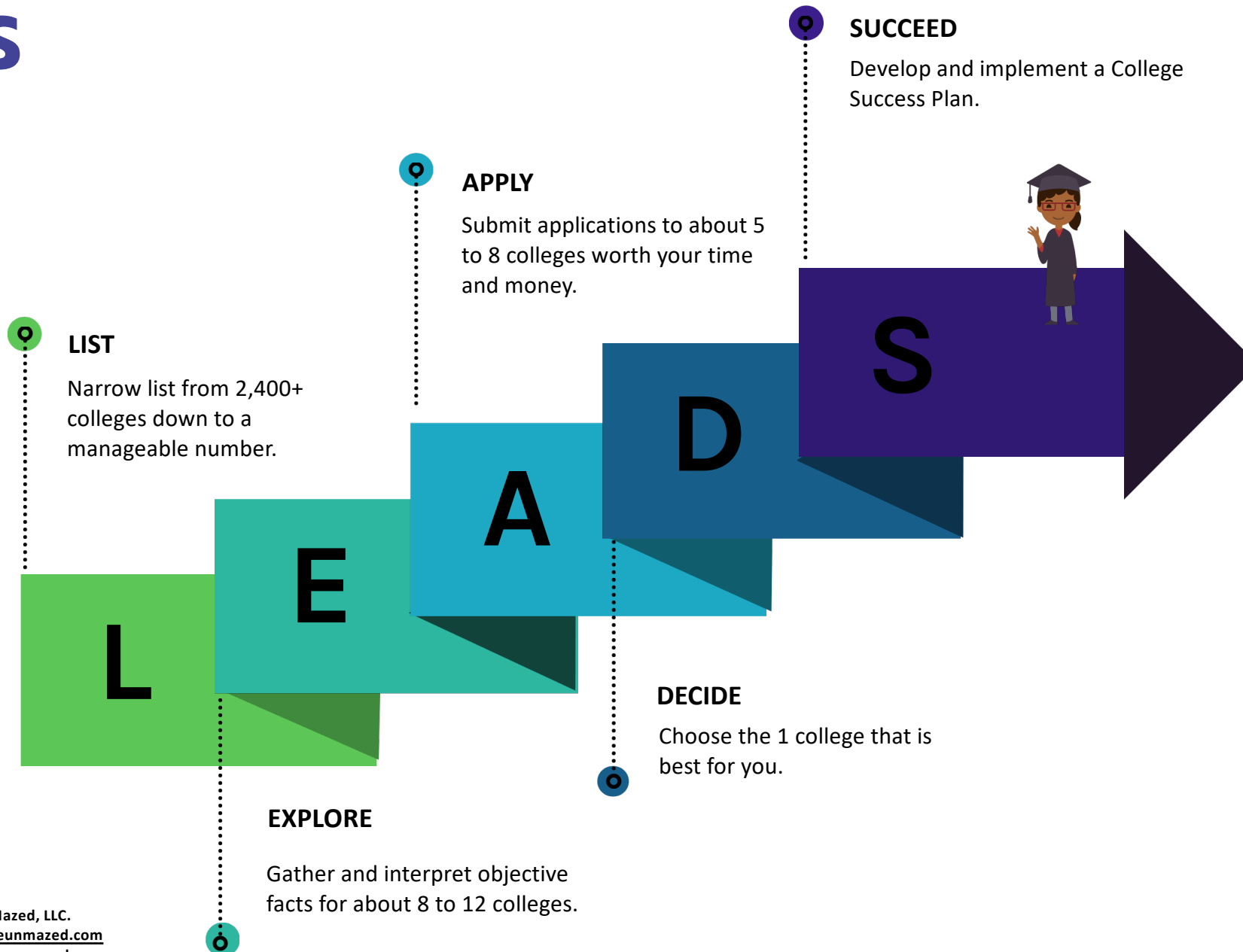
Your Guide to Navigate the High School to College Maze



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# LEADS



# COLLEGE UnMazed®

Your Guide to Navigate the High School to College Maze

## LEADS STRATEGY

5 steps to making an informed college decision

LIST

EXPLORE

SUCCEED

DECIDE

APPLY

ALTERNATIVE ADMISSIONS

DEADLINES

ADMISSION DECISIONS

INFORMED DECISION

AWARD LETTERS

DOCUMENTS

APPLICATIONS

ACADEMIC & NON-ACADEMIC FACTORS

ADMISSION TYPES

- Open Access
- Competitive
- Selective
- Highly Selective

VISITS

- Formal
- Informal
- Fly-ins
- High School Visits
- College Fairs
- Virtual Fairs

ACADEMIC FACTORS	NON-ACADEMIC FACTORS
Rigor	Talent/Ability
Class Rank	Interview
GPA	Character/Personal
ACT/SAT	Extracurriculars
Essay	Volunteer Work
Recommendations	Work Experience
	Level of Applicant Interest
	First-generation
	Alumni Relation
	Geographical Residence
	State Residency
	Religious Affiliation
	Racial/Ethnic Status

- Résumé
- Essay
- Letters of Recommendation
- ACT/SAT
- Transcript
- FAFSA/CSS Profile

- Common App
- Coalition App
- Institutional

- Support Programs
- Online
- Alternative Programs
- Alternative Term

- Early Decision
- Early Action
- Priority Deadline
- Regular Decision
- Rolling Admissions

- Create
- Evaluate
- Analyze
- Apply
- Understand
- Remember

- Admit
- Alternative Admissions
- Defer
- Waitlist
- Deny

- Direct Costs
- Indirect Costs
- Self-Help Aid
- Net Price

COLLEGE SUCCESS PLAN

- Financial Integration
- Academic Integration
- Social Integration

- Eligibility
- Budget
- Financial Aid Office

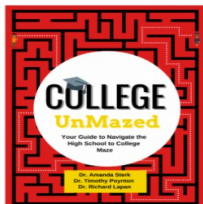
- Orientation/Welcome Activities
- Faculty & Staff
- Advisors
- Learning Resources

- Relationships
- Extracurricular
- Comfort/Climate

- 2+2
- 4+1/3+2
- Colleges That Change Lives
- Historically Black Colleges & Universities
- Honors
- Internships
- Learning Communities
- Limited Access
- Study Abroad

6 KEYS

- Academic Match
- Career Match
- Financial Match
- Personal Match
- Student Outcomes
- Student Support

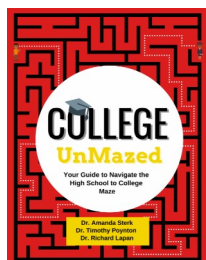
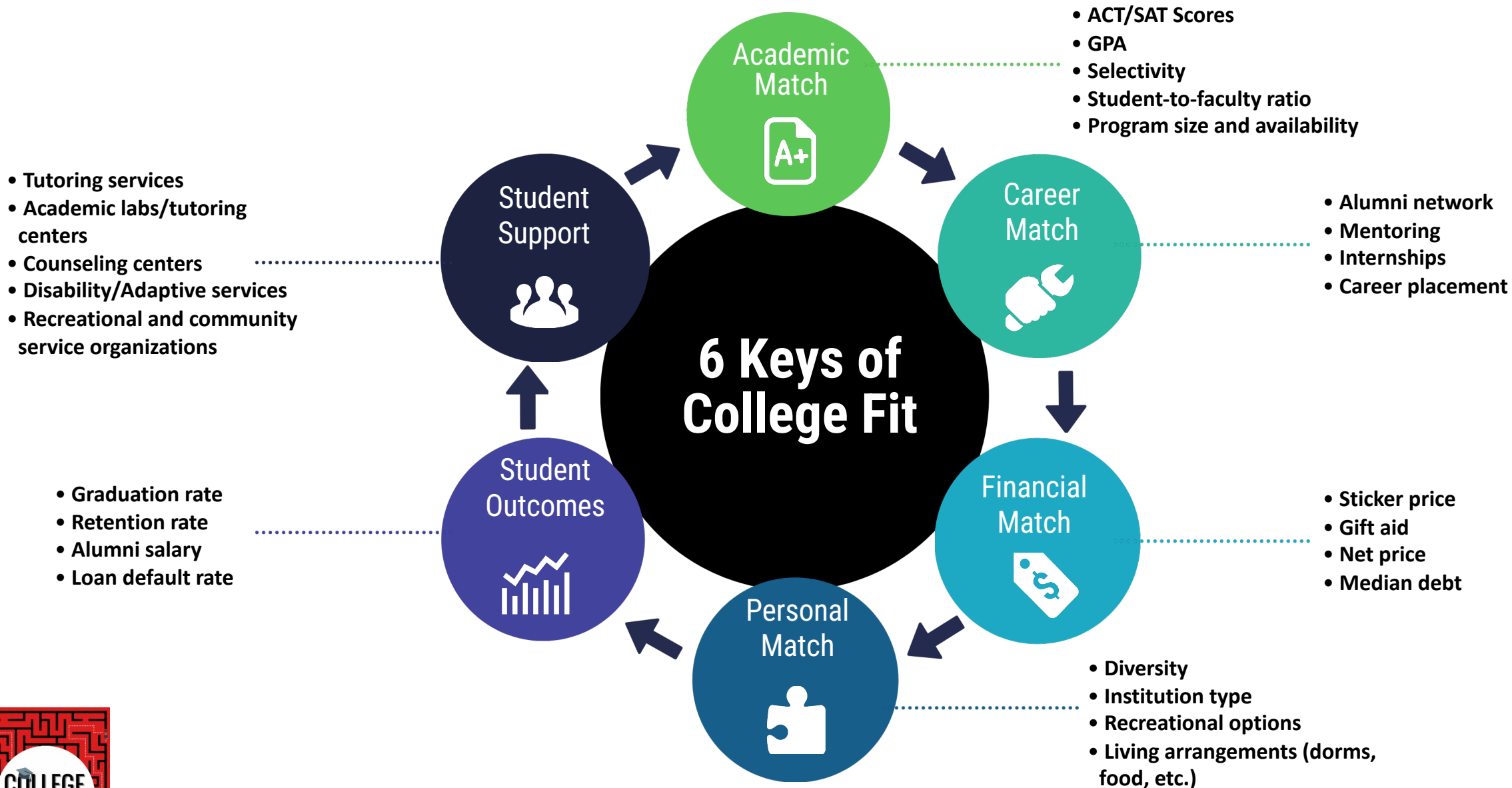


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# What is FIT?









*Primary objective of List phase is to identify options that generally fit you without getting overwhelmed and missing any good options. Should ideally have about 10-15 colleges. California has 233 four-year college, Texas 129, Massachusetts 91. Wyoming has 3 four-year colleges.*

## Personal Match

- Location
- Distance from home
- Size of campus (small, medium, large)
- Sports teams
- Religious affiliation
- Special mission (HBCU, tribal, single sex)

## Career Match

- Majors & programs offered

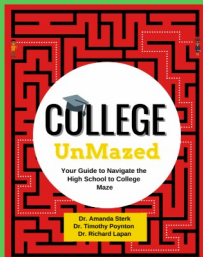
## Academic Match

- Online/distance learning options
- Availability of weekend classes
- Credit for life experience
- Available degrees (certificates, Associate, Bachelor's)
- Type of college, 2- or 4-year
- Public or private

# Developing a List

1. Career pathways
2. Housing available on or near campus
3. Distance from home
4. School size
5. Varsity athletic teams
6. Institution type
7. Level of award

***What is not considered at this stage?***  
***Cost, Chance of Admission***



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Name of School  
Type name of school here

States (use map for more than 1 state)  
☐ No Preference  
☐ Alabama  
☐ Alaska

ZIP Code  Miles from

Programs/Majors  
0 Items Selected

Level of Award   
☐ Certificate  
☐ Bachelor's  
☐ Associate's  
☐ Advanced

Institution Type   
☐ Public  
☐ Private non-profit  
☐ Private for-profit  
☐ 4-year  
☐ 2-year  
☐ < 2-year

Tuition & Fees   
Maximum  State you live in

Undergraduate Student Enrollment  
Minimum  to Maximum

Housing? ☐ Yes   
Campus Setting   
☐ Rural  
☐ Suburban  
☐ Town  
☐ City

% of Applicants Admitted  
Minimum  to Maximum

Test Scores – 25th Percentile   
SAT Reading/Writing: Min  Max   
SAT Math: Min  Max   
ACT Composite: Min  Max

Varsity Athletic Teams  
☐ Men ☐ Women  
No Preference

Extended Learning Opportunities  
☐ Distance learning only  
☐ Weekend/evening  
☐ Credit for life experience

Religious Affiliation  
No Preference

Specialized Mission  
No Preference

[Guide Me](#) | [Clear Search](#)

Find the right college for you

» Refine your search with *More Search Options* to select additional search criteria.

» Build a list of schools using *My Favorites* for side-by-side comparisons.

» Pinpoint school locations with an *interactive map*.

» Export search results into a *spreadsheet*.

» Save your session including search options and favorites.

» [Add College Navigator](#) to your browser search bar.

[College Affordability and Transparency Center](#)  
Browse lists of institutions with the highest and lowest tuition & fees and net price. [» GO](#)

**ADDITIONAL RESOURCES**

**Preparing for your Education**  
Find out what you need to do to prepare for education beyond high school. [» GO](#)

**Financial Aid**  
Apply for Federal Student Aid on FAFSA. [» GO](#)

**Postsecondary Education Outcome Measures: ED, DOD, and VA**  
ED, DOD, and VA have identified a set of potential education outcome measures for Veterans and service members. [» GO](#)

**Careers**  
Deciding on a career? Consult the *b/s.gov* Occupational Outlook Handbook. [» GO](#)



*All 6 Keys considered in Explore; primary objective is to get to about 8-12 colleges you Explore more deeply through visits and further investigation with Six Keys.*

*Here is where you begin to consider cost and chance of admission.*

### Academic Match

- ACT/SAT Scores
- GPA
- Selectivity
- Student-to-faculty ratio
- Program size and availability

### Career Match

- Alumni network
- Mentoring
- Internships
- Career placement

### Personal Match

- Diversity
- Institution type
- Recreational options
- Living arrangements (dorms, food, etc.)

### Financial Match

- Sticker price
- Gift aid
- Net price
- Median debt

### Student Support

- Tutoring services
- Academic labs/tutoring centers
- Counseling centers
- Disability/Adaptive services
- Recreational and community service organizations

### Student Outcomes

- Graduation rate
- Retention rate
- Alumni salary
- Loan default rate

*We can better estimate chances of admission if we know how a particular college views the importance of the academic and non-academic factors they consider when making admission decisions*

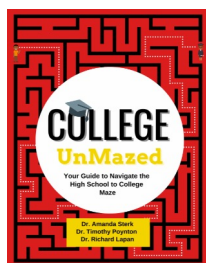


Figure 6.2



### MALLEABLE NON-ACADEMIC FACTORS

- Talent/ ability
- Interview
- Character/ personal qualities
- Extracurricular activities
- Volunteer work
- Work experience
- Level of applicant interest



### LESS MALLEABLE NON- ACADEMIC FACTORS

- First generation
- Alumni relation
- Geographical residence
- State residency
- Religious affiliation/ commitment
- Racial/ ethnic status

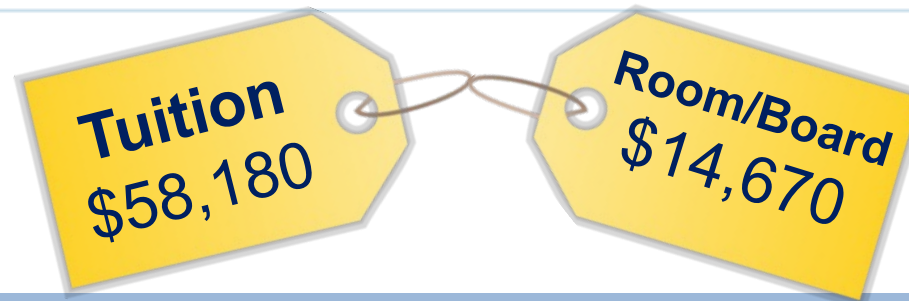
**C7 Relative importance of each of the following academic and nonacademic factors in first-time, first-year, degree-seeking (freshman) admission decisions.**

C7		Very Important	Important	Considered	Not Considered
C7	<b>Academic</b>				
C7	Rigor of secondary school record	X			
C7	Class rank		X		
C7	Academic GPA	X			
C7	Standardized test scores	X			
C7	Application Essay				X
C7	Recommendation(s)				X
C7	<b>Nonacademic</b>				
C7	Interview				X
C7	Extracurricular activities			X	
C7	Talent/ability			X	
C7	Character/personal qualities				X
C7	First generation				X
C7	Alumni/ae relation				X
C7	Geographical residence				X
C7	State residency				X
C7	Religious affiliation/commitment				X
C7	Racial/ethnic status				X
C7	Volunteer work			X	
C7	Work experience				X
C7	Level of applicant's interest		X		



TYPE OF AID	NUMBER RECEIVING AID	PERCENT RECEIVING AID	TOTAL AMOUNT OF AID RECEIVED	AVERAGE AMOUNT OF AID RECEIVED
Any student financial aid <sup>1</sup>	457	100%	—	—
Grant or scholarship aid	457	100%	\$18,808,097	\$41,156
Federal grants	103	23%	\$600,988	\$5,835
Pell grants	103	23%	\$477,157	\$4,633
Other federal grants	91	20%	\$123,831	\$1,361
State/local government grant or scholarships	63	14%	\$148,550	\$2,358
Institutional grants or scholarships	457	100%	\$18,058,559	\$39,515
Student loan aid	272	60%	\$2,325,668	\$8,550
Federal student loans	264	58%	\$1,340,674	\$5,078
Other student loans	64	14%	\$984,994	\$15,391

70% AVERAGE tuition discount!



*You will find this in Financial Aid section of College Navigator*

**September 20, 2022**

Lasell University today announced plans to reduce tuition and room and board costs to bring greater transparency to its pricing and make a Lasell undergraduate education accessible to a broader group of students.

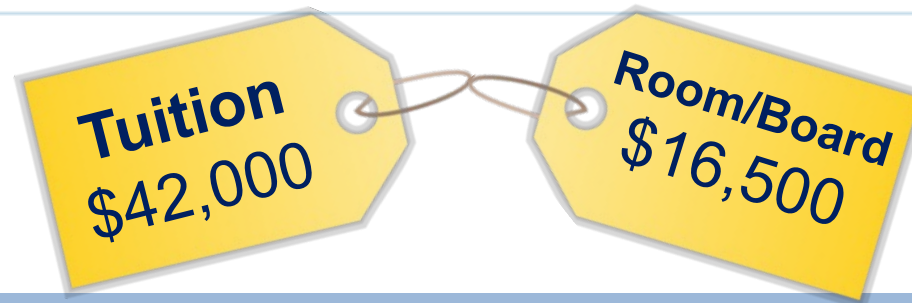
At its recent meeting, our [Board of Trustees](#) approved the rate of \$26,000 for tuition and \$13,500 for standard room and board, making Lasell [housing and meal plan](#) rate among the lowest in the Boston area and in all of New England. This reduction in price better reflects the actual out of pocket costs that the majority of current Lasell students pay after scholarships are factored in.

For the **2023-2024** academic year, the combined tuition and standard room and board price will decrease from \$59,130 to \$39,500, a 33% reduction from the 2022-2023 published rate.

According to research conducted by Sallie Mae, 60% of high school students won't consider a college or university— even if it meets individual academic, geographic, and social criteria— if the published price is deemed beyond their means. These decisions are often reached without a real understanding of the scholarships and generous financial aid packages that school's like Lasell offer, financial support that can make the cost of attendance more accessible.

TYPE OF AID	NUMBER RECEIVING AID	PERCENT RECEIVING AID	TOTAL AMOUNT OF AID RECEIVED	AVERAGE AMOUNT OF AID RECEIVED
Any student financial aid <sup>1</sup>	326	100%	—	—
Grant or scholarship aid	326	100%	\$8,196,018	\$25,141
Federal grants	117	36%	\$615,318	\$5,259
Pell grants	117	36%	\$553,682	\$4,732
Other federal grants	33	10%	\$61,636	\$1,868
State/local government grant or scholarships	136	42%	\$216,966	\$1,595
Institutional grants or scholarships	326	100%	\$7,363,734	\$22,588
Student loan aid	260	80%	\$1,989,222	\$7,651
Federal student loans	257	79%	\$1,377,192	\$5,359
Other student loans	44	13%	\$612,030	\$13,910

38% AVERAGE discount on tuition, room, and board



*You will find this in Financial Aid section of College Navigator*

Full-time beginning undergraduate students who were awarded grant or scholarship aid from federal, state or local governments, or the institution.

	2018-2019	2019-2020	2020-2021
Average net price	\$29,688	\$28,518	\$28,867

Full-time beginning undergraduate students who were awarded Title IV aid by income.

AVERAGE NET PRICE BY INCOME	2018-2019	2019-2020	2020-2021
\$0 – \$30,000	\$20,511	\$19,563	\$20,988
\$30,001 – \$48,000	\$22,008	\$19,297	\$21,587
\$48,001 – \$75,000	\$22,571	\$22,415	\$23,577
\$75,001 – \$110,000	\$23,339	\$25,585	\$26,292
\$110,001 and more	\$34,698	\$31,982	\$30,872

*Net Price for low-income student at UMA = \$6,061, high income = \$24,211*

*You will find this in Net Price section of College Navigator*



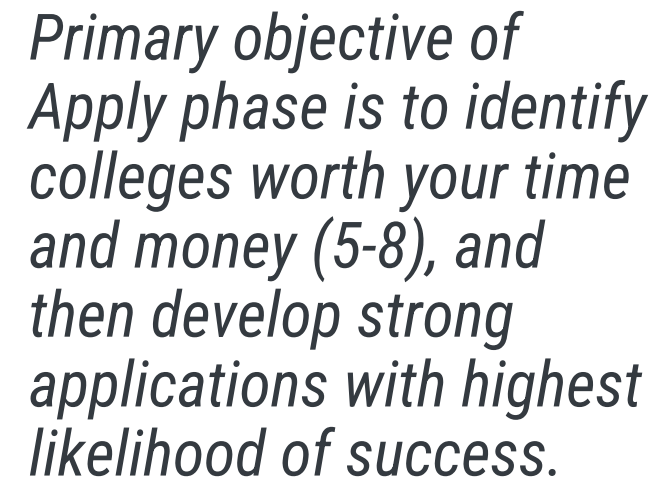
Characteristic	SUNY at Albany	SUNY Empire State College	Rensselaer Polytechnic Institute	SUNY Cortland	Syracuse University
Student-to-faculty ratio (Explore)	19	18	17	16	15
% admitted (Explore)	57%		57%	52%	69%
% admit who enroll (Explore)	18%		15%	20%	16%
SAT Reading 25th Percentile (Explore)	550		620	550	
SAT Reading 75th Percentile (Explore)	620		720	610	
SAT Math 25th Percentile (Explore)	540		680	550	
SAT Math 75th Percentile (Explore)	630		780	610	
ACT Composite 25th Percentile (Explore)	22		29	22	
ACT Composite 75th Percentile (Explore)	28		34	26	

Academic Match

Student Outcomes	Retention rate (Explore)	83%	65%	91%	85%	89%
	4 year graduation rate (Explore)	54%	18%	61%	53%	71%
	6 year graduation rate (Explore)	64%	25%	86%	71%	83%
	Cohort default rate (Explore)	4%	4%	1%	4%	3%

Tuition and fees, in state (Explore)	\$10,160	\$7,630	\$57,012	\$8,677	\$55,926
Tuition and fees, out of state (Explore)	\$27,750	\$17,540	\$57,012	\$18,587	\$55,926
Living arrangement - Room and board, On Campus (Explore)	\$14,620		\$15,954	\$13,100	\$16,356
Living arrangement - Room and board, Off Campus (not with Family) (Explore)	\$9,994	\$11,600		\$13,100	\$16,356
Living arrangement - Other (On Campus) (Explore)	\$1,720		\$1,608	\$2,860	\$1,806
Living arrangement - Other (Off Campus, with family) (Explore)	\$2,050	\$1,226		\$3,260	\$1,806
Living arrangement - Other (Off Campus, not with family) (Explore)	\$2,050	\$2,226		\$2,860	\$1,806
Avg. overall Net Price, from IPEDS (Explore)	\$17,486	\$12,059	\$40,661	\$17,743	\$47,177
Avg. Net Price (income \$0-\$30,000)			\$22,878		\$17,250
Avg. Net Price (income \$30,001-\$48,000)			\$20,738		\$19,737
Avg. Net Price (income \$48,001-\$75,000)			\$29,788		\$23,533
Avg. Net Price (income \$75,001-\$110,000)			\$31,589		\$28,653
Avg. Net Price (income over \$110,000)			\$43,003		\$47,284
% of students receiving institutional aid (Explore)	70%	56%	83%	58%	85%
Avg. amount of institutional aid (Explore)	\$3,860	\$649	\$31,461	\$2,185	\$24,390

Financial Match



This college has a **little** of what I want and need to be satisfied and successful

This college has **some** of what I want and need to be satisfied and successful

This college has **much** of what I want and need to be satisfied and successful

This college has **most** of what I want and need to be satisfied and successful

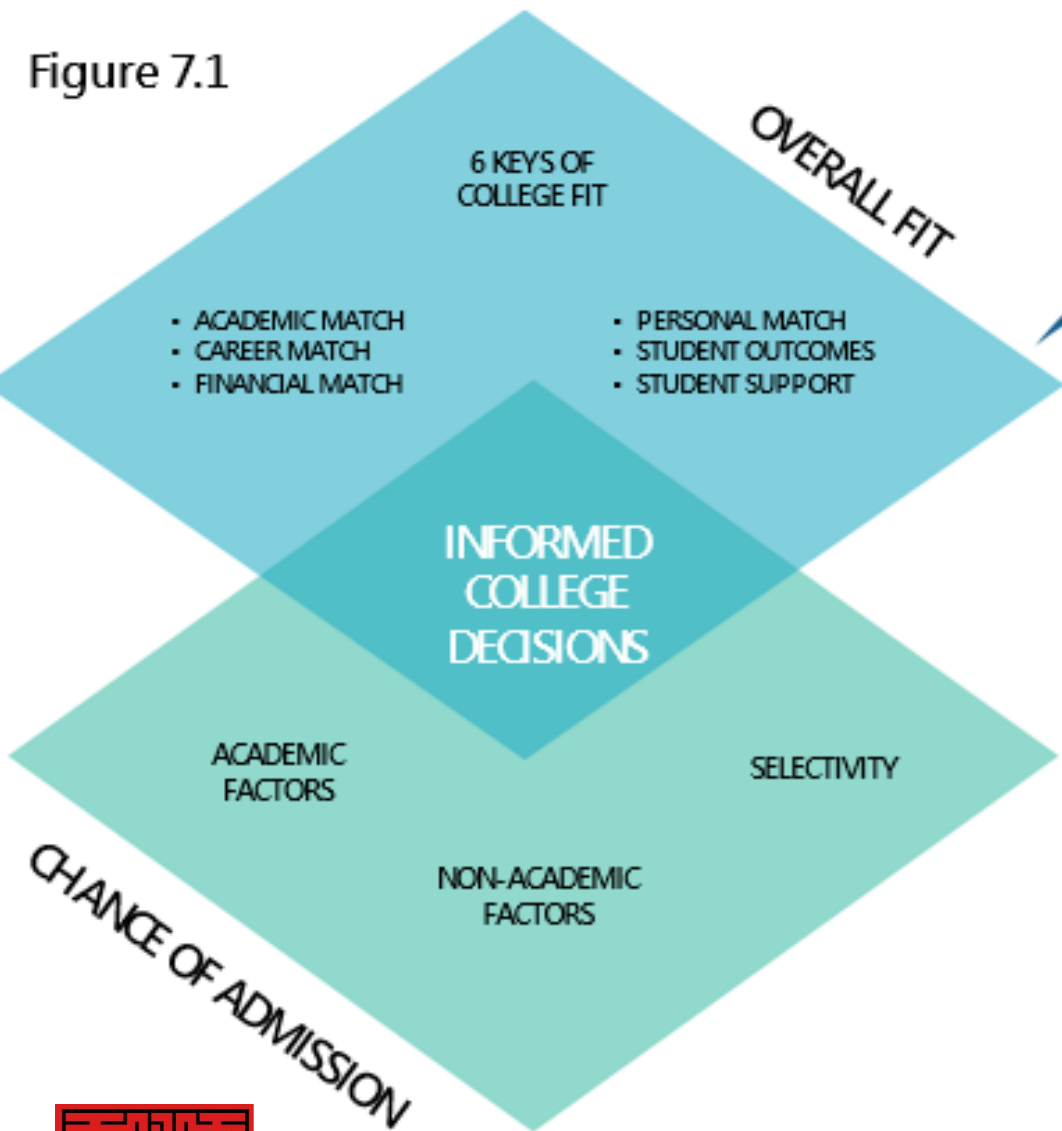
This college has **everything** I want and need to be satisfied and successful

**24–30 = High Fit**

[illegible]



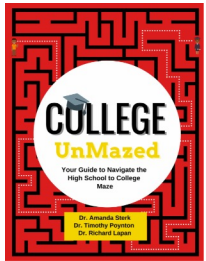
Figure 7.1



~~SAFETY, TARGET REACH~~

Figure 7.5

My Overall Fit by Chance of Admission		Chance of Admission		
		High	Moderate	Low
Overall Fit	Low			
	Moderate			
	High			





*Primary objective of Decide phase is to choose which college to attend. You again attend to Six Keys but now more strongly weight Desirability, the emotion-based side of informed college decision making.*

1

This college has a **little** of what I want and need to be satisfied and successful

**17 or lower = Low Fit**

2

This college has **some** of what I want and need to be satisfied and successful

3

This college has **much** of what I want and need to be satisfied and successful

**18–23= Moderate Fit**

4

This college has **most** of what I want and need to be satisfied and successful

5

This college has **everything** I want and need to be satisfied and successful

**24–30 = High Fit**

College	Student Outcomes	Academic Match	Personal Match	Career Match	Financial Match	Student Support Services	Total Key Score	Overall Fit

*Revisit 6 Keys with additional information such as Award Letters*



Figure 8.1

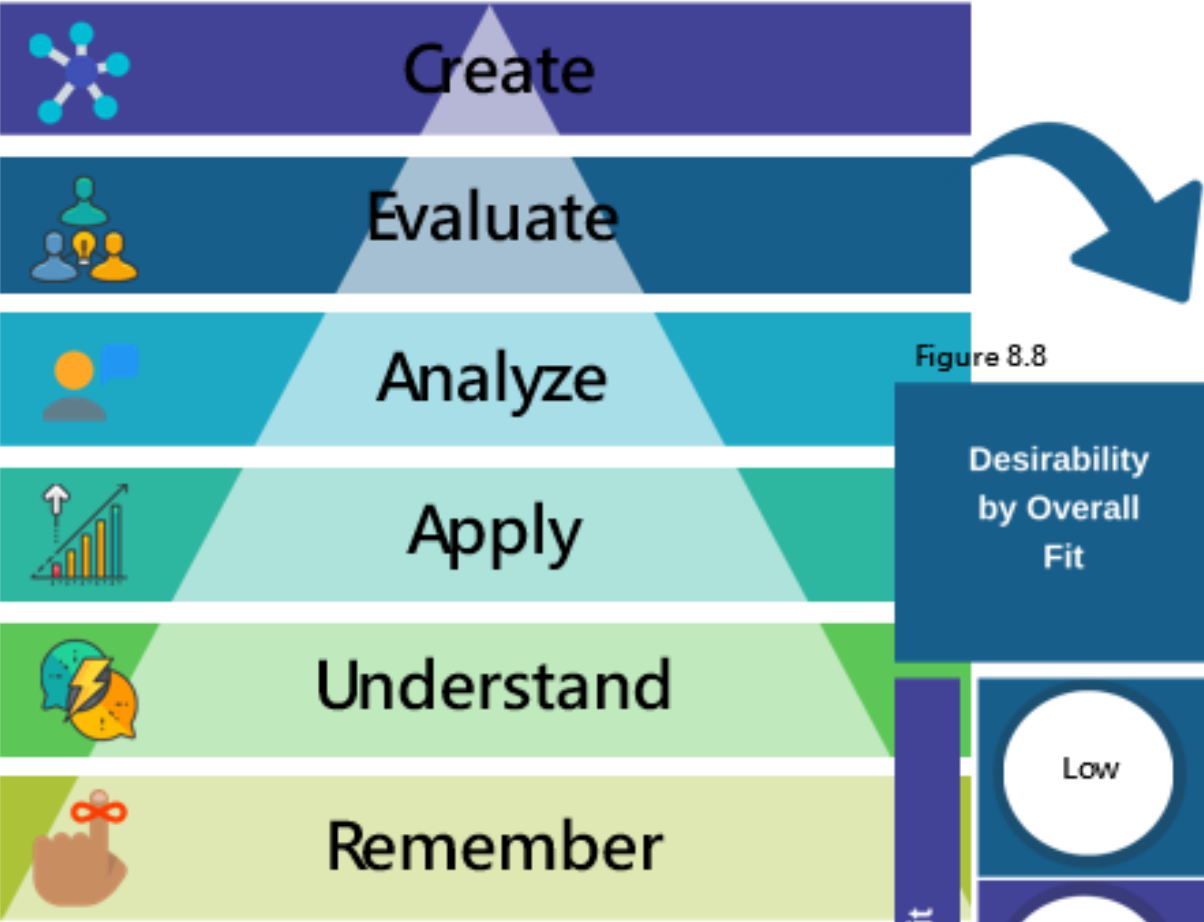
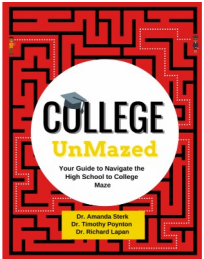
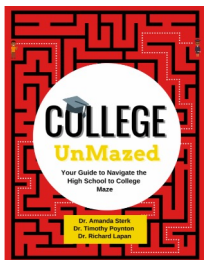
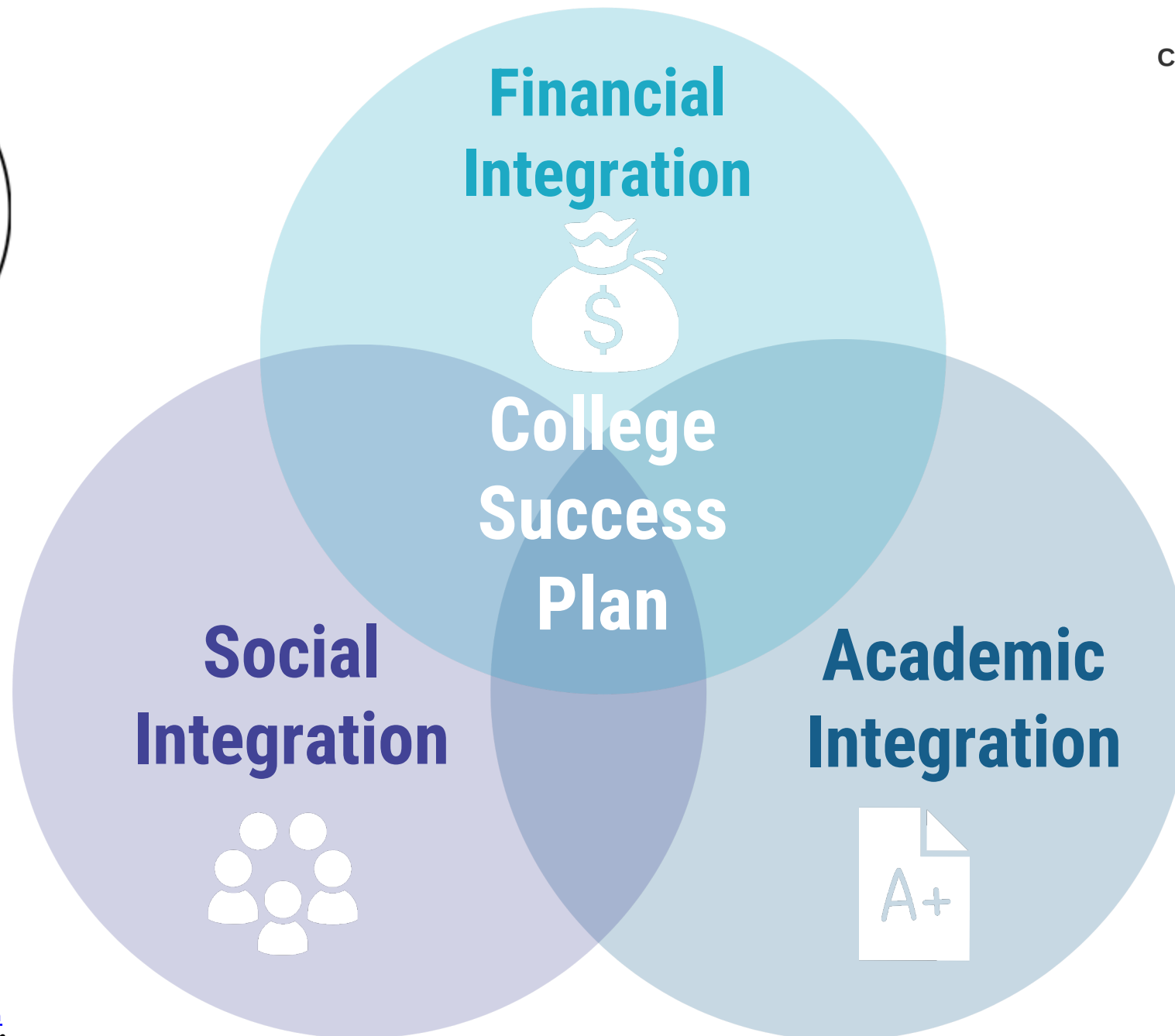
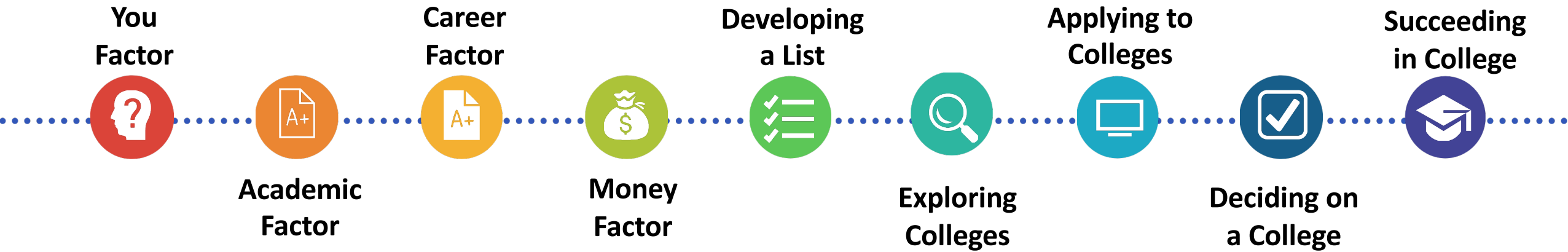


Figure 8.8

Desirability by Overall Fit		Desirability		
		Low	Moderate	High
Overall Fit	Low			
	Moderate			
	High			







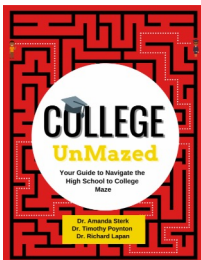
# Questions?

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