WELCOME TO THE SUMMER INSTITUTE
Kelley Barnes
Vice President, Community Engagement
OCCF Scholarship Team
Today’s Agenda

- The Liberal Arts: Fact and Fiction
- Standardized Testing Roundtable
- College Admission in a Post-Pandemic World
- Marketing Your School and Students
- Show Up & Support Yourself
- 44 Distinctly Different Choices
Mythbusting

Join us

www.menti.com/almwybzz9685v
Essential Learning Outcomes

- Critical Thinking and Analysis
- Problem Solving
- Teamwork
- Communication
- Civic Engagement
Career Readiness

- Educate people for life, not just the first job out of college
- Celebrate the “Multi-Decided”
- Encourage exploration AND hanging out in the intersection of ideas and subjects
Getting Connected

- Community
- Mentors
- Internships
- Collaborative Work
- Organizations & Clubs
Liberal Arts, STEM & Business

- From the Peace Corp to Agri-Business Entrepreneur
- 100% Applied Learning
- Medical School AND Financial Analyst Program
- Personal Odyssey
From Silicon Valley to the Pentagon, people are beginning to realize that to effectively tackle today’s biggest social and technological challenges, we need to think critically about their human context—something humanities graduates happen to be well trained to do. Call it the revenge of the film, history, and philosophy nerds.

More For The Money

- Healthy endowments = more investment in students and scholarships
- Higher ROI, including marketable job skills and 25% higher earning power
- 95% of the CTCL schools have similar costs for in-state & out-of-state options
- On average, 92% of students receive financial aid
Consider Other Factors

Net Price Calculator

- Available on every college website
- Enter information about your academic achievements and your family finances
- Good tool to estimate your costs

Return on Investment – What value are you getting?

- Small classes & personal attention
- Student support & resources
- Unique opportunities & education
Involved and Evolving

- Clubs for days!
- Varsity & Intramural Sports (more DIII athletes in the NCAA)
- Volunteer & Community Engagement
- Consistently report feeling more like a part of a community
- Study Abroad
- Internships

You can do it all!
Variety Pack

- Place and Space
- Enrollment varies
- Faith Affiliated and Secular
- Public and Private
- Accessible versus Highly Rejective
- Vibe and Campus Culture
Theme 3: Colleges know that policy language influences applicant behavior; they want to be both clear and transparent when communicating with prospective students.

On average, approximately 50% of applications to ARC colleges included a test score as part of the application. Research shows the strongest determinant for whether or not a student submits test scores is the score itself (higher scoring students are more likely to submit). This is true for all students regardless of background. When surveyed, students reported that the next most important factor is whether colleges are clear about the role of scores in their application review.

https://research.collegeboard.org/reports/college access/evidence admissions research consortium
“Standardized testing gives a useful statistical context for the holistic review we perform ... alongside your academic record and teacher recommendations, testing helps us better understand your preparation for college.”

“Moving to test optional ... allows us to add more weight to the important characteristics and qualities that further focus on you, your personal accomplishments, and academic record.”

https://research.collegeboard.org/reports/college access/evidence admissions research consortium
1. For each university how would you counsel a student whose transcript and course work demonstrated AP/IB/Dual Credit work with high success but whose ACT score was the following:
   a. 28
   b. 25
   c. 20
   d. 17

2. Factoring in the policies for admission and scholarship consideration at each sample university, how would you counsel your students through their test disclosure options?

3. Are there additional pieces of information you would need to know to make an informed recommendation on score disclosure to a student?

4. Share how testing trends have changed in your high school over the past four years.
While some lingo remains the same, the college admission world continues to evolve in our post pandemic world. This session will present new ideas to address changing technology, communication methods, and simplifying the college search process for students, parents and counselors.

Conversation hosted by:
Christine Bowman, Dean of Admission, Southwestern University
Karen Chen, Vice President for Enrollment Management, Oklahoma State University
Amanda Kisselle, Director of College Counseling, Casady School
Ann Marano, Executive Director, Colleges that Change Lives
Your Thoughts, Part I

www.menti.com/al7a75sxz1so
Technology

- Virtual is the New Opportunity
- All Hail the Portal
- Social Media
How Can We All Grow?

- Communication + Technology = Engagement
- Supporting Our Partnership
- Building The Class Together
Your Thoughts, Part II

www.menti.com/al7a75sxz1so
Marketing Your School & Your Students

● Context for admission review
● Builds Relationships
● Spotlights Students
Telling Your School’s Story: The Profile

- Why: Purpose
- What: Content & Style
- When: How It’s Used
Telling Their Stories: Recommendation Letters

- Who writes them
- Why they write them
- What format do they take
- What to say (and what not to say)
Telling Their Own Stories

- Empowering Students & Families
- Essays and Personal Statements
- Resumés
- Interviews
Your Timeline

- It’s Not Everything, Everywhere, All At Once
- Annual Profile Review
- You Know Your Community
Beverly Henry Wheeler
Regional Director of Admission
Hendrix College, Conway, Arkansas

College Admission Professional for 38 years

- NACAC GWI Co-Director 2023 - Present
- CTCL Board Member – 2021 - Present
- NACAC Anti-racist Institute Facilitator 2020 – 2022
- HBCU Organ and Tissue Donation Advocacy Scholarship Selection Committee 2021
- Richie’s Spirit Foundation Scholarship Judge 2011 - present
- NACAC Guiding the Way to Inclusion Faculty for 2017-2019
- Former Texas Association for College Admission Counseling (TACAC) President 2000
- Former National Association for College Admission Counseling (NACAC) President 2006
- NACAC Assembly Teller 2017 – 2019
- TACAC Lifetime Achievement Award 2018
- TACAC Founders Award 2016
CHANGE YOUR MINDSET, CHANGE YOUR WORLD: WORK LIFE MIXTURE NOT BALANCE

Beverly Henry Wheeler
Regional Director of Admission
Hendrix College, AR
Defining Mindset

“A mindset is an attitude, or a cluster of thoughts with attached information and emotions that generate a particular perception. They shape how you see and interact with the world.”

Dr. Caroline Leaf, author of Think Learn Succeed
Roles Of Mindset

CRITICAL ROLE
How to cope with life's challenges.

WORK
Can contribute to greater achievement and increased effort.

MENTAL HEALTH
Keeping us focused, and in control, of every aspect of our life.

JOY
Your ability and willingness to achieve joy all depends on your mindset.

GOALS
When you take control of your mind, you control your ability to set and achieve your goals. Change your mindset, change your world.

RESILIENCE
When facing a problem people with growth mindset show greater resilience.
Sydney McLaughlin on Qualifying for Tokyo, Living Up to Expectations, and Learning to Love the 400-Meter Hurdles

“That’s the amazing thing about hurdling: It gives you something else to focus on when you’re running,” she says. “I can almost distract myself from the pain by focusing on the hurdle that’s ahead of me. I think the composure comes from understanding that all energy is important. If I’m tensing up or getting stressed, I’m wasting energy that I could use toward the end.”

It’s almost too easy to point out the metaphoric connection here between the physical race and her mental fortitude: each race inching her a step closer to that dream of Olympic gold. One hurdle at a time.

MINDSETS
• The Thinker Mindset – Taking Time to Just Be
• The Controlled Thinking Mindset – If Only
• The Words Mindset - The Words You Speak
• The Controlled Emotions Mindset – Repressing those Toxic Emotions
• The Forgiveness Mindset – Forgive and Forgive
• The Happiness Mindset – Inner Satisfaction
• The Gratitude Mindset - Attitude of Gratitude
• The Support Mindset – Social Support (Board of Directors)
• The Community Mindset – Involvement
The Thinker Mindset - Taking Time to Just Be

- Turn Off Your Phone, Computer, Social Media, TV
- Be Ok with Being Quiet with Yourself
- Self Reflect and write down your thoughts
- Evaluate your thoughts – Peace or Fear
- Learn to rethink by changing what you think about a situation
Never let thoughts just wander through your mind unchecked.

Analyze a thought before you either accept or reject it.

Re-conceptualize (Redesign) thoughts holding you back.
NEVER
LET'S TRY IT.
POSSIBLE
I CAN DO THAT

Observe the words you speak to yourself.

Become intentionally mindful of what you say.

What impact do they have on you and others?

Speak The Words - You Words The Mindset.
The Controlled Emotions Mindset – Repressing those Toxic Emotions

• First step is to recognize that you have control over your emotions.
• Emotions don’t happen to you; emotions are made by you.
• You don’t have to wear everything on your sleeve, but you have to be honest with yourself.
• Express your emotions in a safe, accepting, and nonjudgmental environment.
• Do not deny your feelings. Acknowledge them, face them, deal with them and name them.
Mindsets – Every Emotion Plays a Part
The Forgiveness Mindset - Forgive and Forgive

- Healthier relationships
- Improved mental health
- Less anxiety, stress and hostility
- Lower blood pressure
- Fewer symptoms of depression
- A stronger immune system
- Improved heart health
- Improved self-esteem

Research shows that the details of a transgression are more susceptible to being forgotten when the transgression has been forgiven. The more you forgive, the more likely you are to forget.
- Happiness has more to do with a sense of inner satisfaction than external consumption.
- Push through a challenge and enjoy the process of developing your abilities.
- Personal Meter – check often. If you see changes stop, breathe, ask why.
- Now choose to change it. Bemoan, marinate your misery or channel your energy to something constructive.
- 2 minute Rule – Acknowledge, Pity Party – Don’t invite others.
The Gratitude Mindset - Attitude of Gratitude

- Access - Do you have an attitude of gratitude?
- Do you spend more time counting your blessings or more time focused on what is missing in your life? (raise, promotion, acknowledgement, resources)
- Language – “We didn’t manage to see that or do that.” We did manage
- Think before you speak. Am I complaining? Stop thinking it. Don’t say it....
The Support Mindset - Social Support

- Board of Directors
  - Someone that has your best interest at heart
  - Someone you trust and won’t doubt
  - Someone who accepts who you are as a person
  - People you chose and deputize

- Wake and ask yourself who can I help today?
- Who have I helped in the last week?
Roles of Your Board of Directors
The Support Mindset - Roles of Your Personal Board of Directors

- The Batman - Shows you the ropes. Watches your back.
- The Spock - Take Emotion out. Make Objective Call.
- The Doctor - The questioner. What's your motive?
How do you foster community?

Stop trying to Save the world. Start Small. Start.

Reaching out, changes your prospective.

Supportive relationships allows us to persevere through difficult times.

The Community Mindset - Involvement
Wise Words of Winnie the Pooh!

- Learn to feel your emotions
- Feel Gratitude for Everything
- Develop empathy for others
- Have patience and faith
- Believe in yourself
- Love yourself for who you are
- Value the people in your life
- Spend time wisely
- Take time to relax
- Simplify your life
- Take a break from thinking every once in awhile
- Don't forget to smile
Tools to Change Your Mindset

- Meditate
- Location
- Singing
- Life is better when you're laughing.
- Laughter
- Gratitude
Tools to Change Your Mindset – Change Your Environment/Location

- Take a walk
- Take a walk on the Beach
- Remove Clutter at home and office
- Change the mood with low light and soft music
- Consider changing friends
- Consider changing jobs
Tools to Change Your Mindset – Reflection/Meditate

- Sit or lie comfortably
- Close your eyes. Use one of a Cooling Eye Masks or Restorative Eye Pillows...
- Make no effort to control the breath; simply breathe naturally.
- Focus your attention on the breath and on how the body moves with each inhalation and exhalation
- Maintain this meditation practice for two to three minutes to start, and then try it for longer periods
“Piglet noted even though he had a small heart, it could hold a rather large amount of Gratitude.”

Tools to Change Your Mindset – Attitude of Gratitude

Grateful Exercise

- Ten Ways You’ve Shown Gratefulness
- Ten People You are Grateful For
- Ten Things You are Grateful for About Yourself
- Put them in A Grateful Jar - Reflect
- Review As Needed

- Grateful Exercise

- Ten Ways You’ve Shown Gratefulness
- Ten People You are Grateful For
- Ten Things You are Grateful for About Yourself
- Put them in A Grateful Jar - Reflect
- Review As Needed
Tools to Change Your Mindset – Laughter Affects Your Mind
QUESTIONS TO BRING CHANGE

- Starting from today and planning to the start of the semester, what SHOULD be different about my mindset as it relates to my well being?
- Who do I need to support me?
- What else would I need to make this mindset change?
CLOSING REFLECTION = PIE

• PIECE OF INFORMATION - What has been the most important piece of information for you today?

• TIME TO IMPLEMENT - What is something you intend to implement from the session today?

• ENCOURAGEMENT YOU RECEIVED - What is something that you are already doing that you were encouraged to keep doing?
“A mindset is an attitude, or a cluster of thoughts with attached information and emotions that generate a particular perception. They shape how you see and interact with the world.”

Dr. Caroline Leaf, author of *Think Learn Succeed*
Stay Connected!

*Beverly Henry Wheeler*

wheeler@Hendrix.edu

Office: 469-731-5210

Text: 469-535-7232

InstaGram: @beverlyhwheeler

LinkedIn: Beverly H. Wheeler
Thank You
CTCL is a non-profit organization dedicated to the advancement and support of a student-centered college search process. We support the goal of every student finding a college that develops a lifelong love of learning and provides the foundation for a successful and fulfilling life beyond college.
Who We Are - CTCL By The Numbers

- 1996 Loren Pope’s book was published
- 1998 Schools started traveling together
- 2006 incorporated as a non-profit
- 44 institutions across 25 states
- Average enrollment ~1520
Who We Are - Common Characteristics

- Liberal Arts Colleges
- Experiential Learning
- Faculty Who Teach
- Residential Communities
- Holistic Admission Review
The colleges in this book have one primary mission: educate the undergraduate. Each appeals to a slightly different type of teenager, but they all share a mission to raise students’ trajectories and develop thinkers, leaders and moral citizens.

The little known truth is that these colleges have been on the cutting edge for decades.
Colleges That Change Lives
Member Institutions

Agnes Scott College
Allegheny College
Antioch College
Austin College
  Bard College
  Beloit College
Birmingham-Southern College
  Centre College
  Clark University
  Cornell College
  Denison University
  Earlham College
  Eckerd College
  Emory & Henry College
The Evergreen State College *

Goucher College
Guilford College
Hampshire College
  Hendrix College
  Hillsdale College
  Hiram College
  Hope College
  Juniata College
  Kalamazoo College
  Knox College
  Lawrence University
  McDaniel College
  Millsaps College
  New College of Florida *

Ohio Wesleyan University
  Reed College
  Rhodes College
  St. John’s College (MD/NM)
  Saint Mary’s College of CA
  St. Olaf College
  Southwestern University
  University of Lynchburg
  University of Puget Sound
  Ursinus College
  Wabash College
  Wheaton College (IL)
  Whitman College
  Willamette University
  College of Wooster

* Public institution
These schools share two essential elements: a familial sense of communal enterprise that gets students heavily involved in cooperative rather than competitive learning, and a faculty of scholars devoted to helping young people develop their powers, mentors who often become their valued friends.
the American practice of judging colleges by the academic records of the high school seniors they pick is like judging the quality of hospitals by the condition of the patients they admit.

What happens during the stay is what counts.
COLLEGES THAT CHANGE LIVES

REALITY AROUND THE RANKINGS

HIGH IMPACT EXPERIENCES

STUDENT CENTERED COLLEGE SEARCH
CHANGING LIVES TOGETHER
COLLEGES THAT CHANGE LIVES
DISTINCTLY DIFFERENT LIBERAL ARTS COLLEGES

Dallas
Sunday, August 13
2 to 4 pm
The Westin Galleria Dallas

JOIN US! CTCL.ORG/INFO-SESSIONS/
For More Information

Request “How To Choose” Brochures

Request additional information from CTCL or the Member Institutions
What happens during the stay is what counts.

www.ctcl.org

Facebook: Colleges That Change Lives
Twitter, Instagram: @CTCLColleges