

**COLLEGES, COLLEGES, COLLEGES...**  
PC-TAG PRESENTATION  
SEPTEMBER 24, 2014

# CLASS OF 2014 OUTCOMES

## Class of 2014

50% In State

61% Public

36% Non-Public

3% Community College

## TAG Students 2014

51% In State

58% Public

42% Non-Public

0% Community College

# CLASS OF 2014 OUTCOMES

## Class of 2014


The University of Texas, Austin	74
Baylor University	34
University of Oklahoma	32
University of Arkansas	27
Texas A&M University	26
Texas Christian University	26
University of Mississippi	22
Southern Methodist University	19
Texas Tech University	14
The University of Georgia	8

## TAG Students 2014

The University of Texas, Austin	21
Texas A&M University	8
Baylor University	4
Southern Methodist University	3
Vanderbilt University	2
Columbia University	2
Princeton University	2
University of Colorado at Boulder	2
University of Richmond	2
University of Virginia	2
Wake Forest University	2
Washington and Lee University	2
Trinity University	2
University of Oklahoma	2

“Choose a college that best suits your needs (class sizes, location, tuition, etc.), not the one where all of your friends are going.”

-Class of 2013 Alumni Survey



90% returned to same college attended the previous year.

-Class of 2013 Alumni Survey



79% reported feeling Prepared or Very Prepared for self-management skills needed for college life.

-Class of 2013 Alumni Survey



88% reported feeling Prepared or Very Prepared for college learning.

-Class of 2013 Alumni Survey



# FINDING THE RIGHT COLLEGE FIT



Cost


Selectivity

Location

Campus  
Life

Majors

Every college and university throughout the country is unique in mission, composition, and character, but they all share a common goal: finding students who are the best “fit” for their respective campuses.







**COST**

# 2014 PAYSACLE COLLEGE ROI REPORT

School Name	2013 Cost	20 Year Net ROI
Harvey Mudd College	\$229,500	\$980,900
California Institute of Technology	\$220,400	\$837,600
Massachusetts Institute of Technology	\$223,400	\$831,100
Stanford University	\$236,300	\$789,500
Colorado School of Mines (In-State)	\$114,200	\$783,400
Georgia Institute of Technology (In-State)	\$92,250	\$755,600
Rose-Hulman Institute of Technology	\$217,400	\$736,200
Polytechnic Institute New York University	\$223,900	\$724,500
Stevens Institute of Technology	\$250,900	\$722,400
Colorado School of Mines (Out-Of-State)	\$178,500	\$719,000
Babson College	\$226,100	\$716,700
Massachusetts Maritime Academy (I-S)	\$96,560	\$702,100
Princeton University	\$217,300	\$690,800
Carnegie Mellon University (CMU)	\$236,200	\$678,500
Manhattan College	\$178,300	\$675,600

<http://www.payscale.com/college-roi/>

# 2013-14 AVERAGE COST OF ATTENDANCE

**Table 1A. Average Published Charges for Full-Time Undergraduates by Type and Control of Institution, 2013-14 (Enrollment-Weighted)**

Sector	Tuition and Fees				Room and Board				Total Charges			
	2013-14	2012-13	Change	%	2013-14	2012-13	Change	%	2013-14	2012-13	Change	%
Public Two-Year In-State	\$3,264	\$3,154	\$110	3.5%	\$7,466	\$7,342	\$124	1.7%	\$10,730	\$10,496	\$234	2.2%
Public Four-Year In-State	\$8,893	\$8,646	\$247	2.9%	\$9,498	\$9,171	\$327	3.6%	\$18,391	\$17,817	\$574	3.2%
Public Four-Year Out-of-State	\$22,203	\$21,533	\$670	3.1%	\$9,498	\$9,171	\$327	3.6%	\$31,701	\$30,704	\$997	3.2%
Private Nonprofit Four-Year	\$30,094	\$28,989	\$1,105	3.8%	\$10,823	\$10,458	\$365	3.5%	\$40,917	\$39,447	\$1,470	3.7%

**Table 1B. Average Published Charges for Full-Time Four-Year Undergraduates by Carnegie Classification, 2013-14 (Enrollment-Weighted)**

Carnegie Classification	Tuition and Fees				Room and Board				Total Charges			
	2013-14	2012-13	Change	%	2013-14	2012-13	Change	%	2013-14	2012-13	Change	%
Public Doctoral In-State	\$9,804	\$9,533	\$271	2.8%	\$9,902	\$9,590	\$312	3.3%	\$19,706	\$19,123	\$583	3.0%
Public Master's In-State	\$7,750	\$7,529	\$221	2.9%	\$8,834	\$8,477	\$357	4.2%	\$16,584	\$16,006	\$578	3.6%
Public Bachelor's In-State	\$6,918	\$6,729	\$189	2.8%	\$9,050	\$8,713	\$337	3.9%	\$15,968	\$15,442	\$526	3.4%
Private Doctoral	\$37,171	\$35,745	\$1,426	4.0%	\$12,650	\$12,236	\$414	3.4%	\$49,821	\$47,981	\$1,840	3.8%
Private Master's	\$26,798	\$25,829	\$969	3.8%	\$10,449	\$10,091	\$358	3.5%	\$37,247	\$35,920	\$1,327	3.7%
Private Bachelor's	\$28,538	\$27,525	\$1,013	3.7%	\$9,790	\$9,452	\$338	3.6%	\$38,328	\$36,977	\$1,351	3.7%

<http://trends.collegeboard.org/college-pricing/>

**SELECTIVITY**

# FACTS ABOUT SELECTIVITY


- Most colleges admit over half of their applicants.
- The average acceptance rate for all four-year colleges in the U.S. is 63.9%.\*
- Out of the some 2,000 accredited four-year colleges featured on CollegeData, only about 50 of them routinely admit fewer than 30% of applicants.

\*2013 report from the National Association for College Admissions Counseling



**LOCATION**


# CONSIDERATIONS FOR LOCATION

- Distance from Home—How Far Is Too Far?
  - Regional Culture—Comfort or Adventure?
  - Urban, Suburban, Rural—What Works for You?
  - A Campus Community—or a Campus *in* the Community?
  - Getting Around—and Getting Home
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**CAMPUS LIFE**




# CONSIDERATIONS FOR CAMPUS LIFE

- Think About the Lifestyle You Want
  - Reflect on What You Want to Do Outside Class
  - Decide Who You Want Around You in Class
  - Consider Diversity
  - Road Test Your People Preferences
- 


**MAJORS**

# CONSIDERATIONS FOR MAJORS

- **Relax—a Major Is Not Forever**
  - **Think About What You Like to Learn and Do**
  - **Connect What You Like to Learn to What You Can Study in College**
  - **Use the Resources That Are Available to You**
  - **Unsure? Think Liberal Arts**
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**FINDING THE FIT**

# THE COLLEGE FIT SHOULD:

- Give you an academic program that serves your goals
  - Provide instruction that works with how you like to learn
  - Offer a level of rigor appropriate for your preparation and aptitude
  - Offer you a community in which you can thrive
  - Value you for what you have to offer
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**WHEN ALL THE PIECES COME  
TOGETHER, IT'S JUST AS MUCH A  
HEARTFELT INSIGHT AS IT IS A  
LOGICAL DECISION.**



# RESOURCES

<http://www.payscale.com/college-roi/>

<http://trends.collegeboard.org/college-pricing>

<http://www.collegedata.com/>

<https://bigfuture.collegeboard.org/>

