



COLLEGE
LAUNCH

College Admissions

In Your Journey, Pursue Excellence!
Presented by Tammy Huang-Anacleto



COLLEGE
LAUNCH

4 parts:

1. My Story-Realizing My Dreams
2. College Admissions Data-Best Tips
3. What You Can Do-Prep Early On
4. How We Can Help-Next Steps

HELLO!

Tammy Huang-Anacleto,
Founder/CEO of College Launch,
Inc., Harvard Admissions
Interviewer, Educator (25+years
expertise)





1996- UCLA, B.A. in Business,
English, Education minor

1998 - Harvard, M.ED

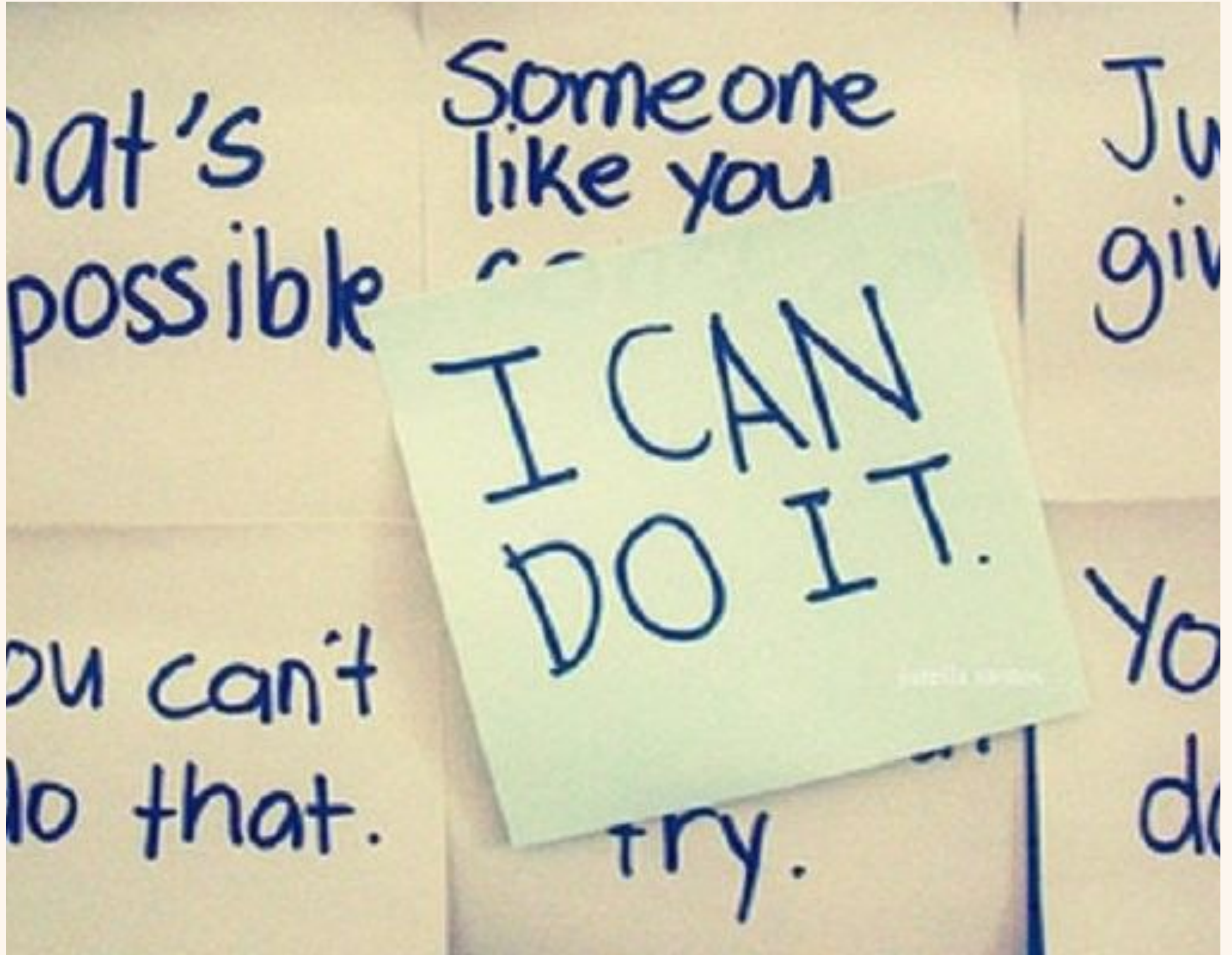
Alumni Interviewer, Teacher

College Counselor, Consultant

BE THE GREEN APPLE



BELIEVE IN
YOURSELF
WHEN NO
ONE ELSE
DOES.



FAILED,
REJECTED,
UNINVITED,
ISOLATED,
LABELED, JUDGED

BE YOUR
OWN BFF



AT A FAMILY
REUNION, I WAS
CALLED 'CRAZY'
TO LEAVE MY
STABLE
TEACHING JOB





BUSINESS LAUNCH

1994-2004, Educator

2004 - Entrepreneur

Co-Founded College

Launch with my husband,

Joao Anacleto





COLLEGE APPLICATION

DESIGNED
"THE COLLEGE
LAUNCH
METHOD" TO
SCHOOL
APPLICATIONS





COLLEGE
LAUNCH

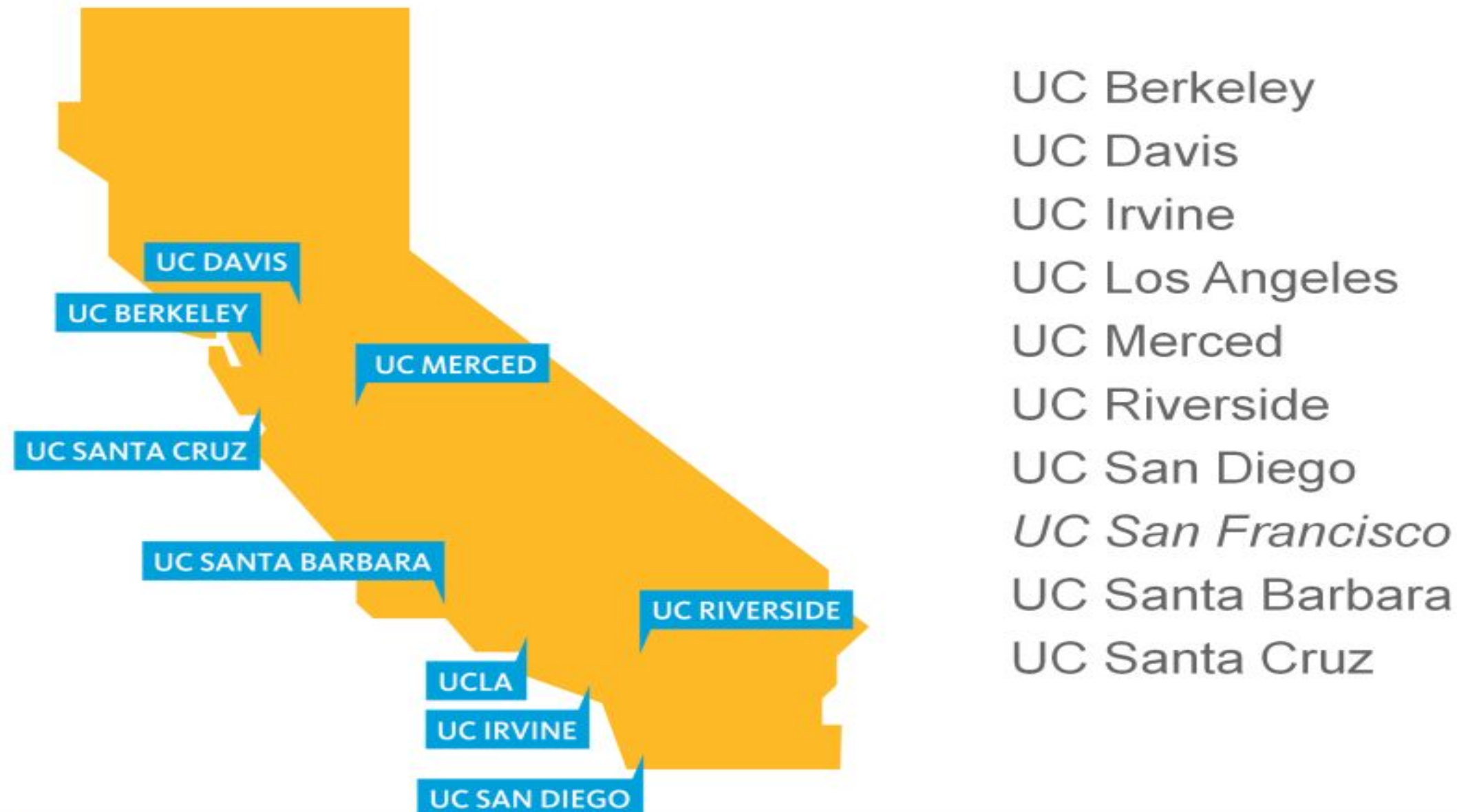
Part 2:

College Admissions-Best Tips

Understand the Admissions Data,
Majors, Freshmen Selection Factors

TIP: Understand the data. Know your reach, target, safety schools.
UCLA, UCB = Elite Public College Acceptance rates, admitted 9 to 11%
_____ for the 2022 fall class. UCLA fielded 149,813 applications.

Campus Locations



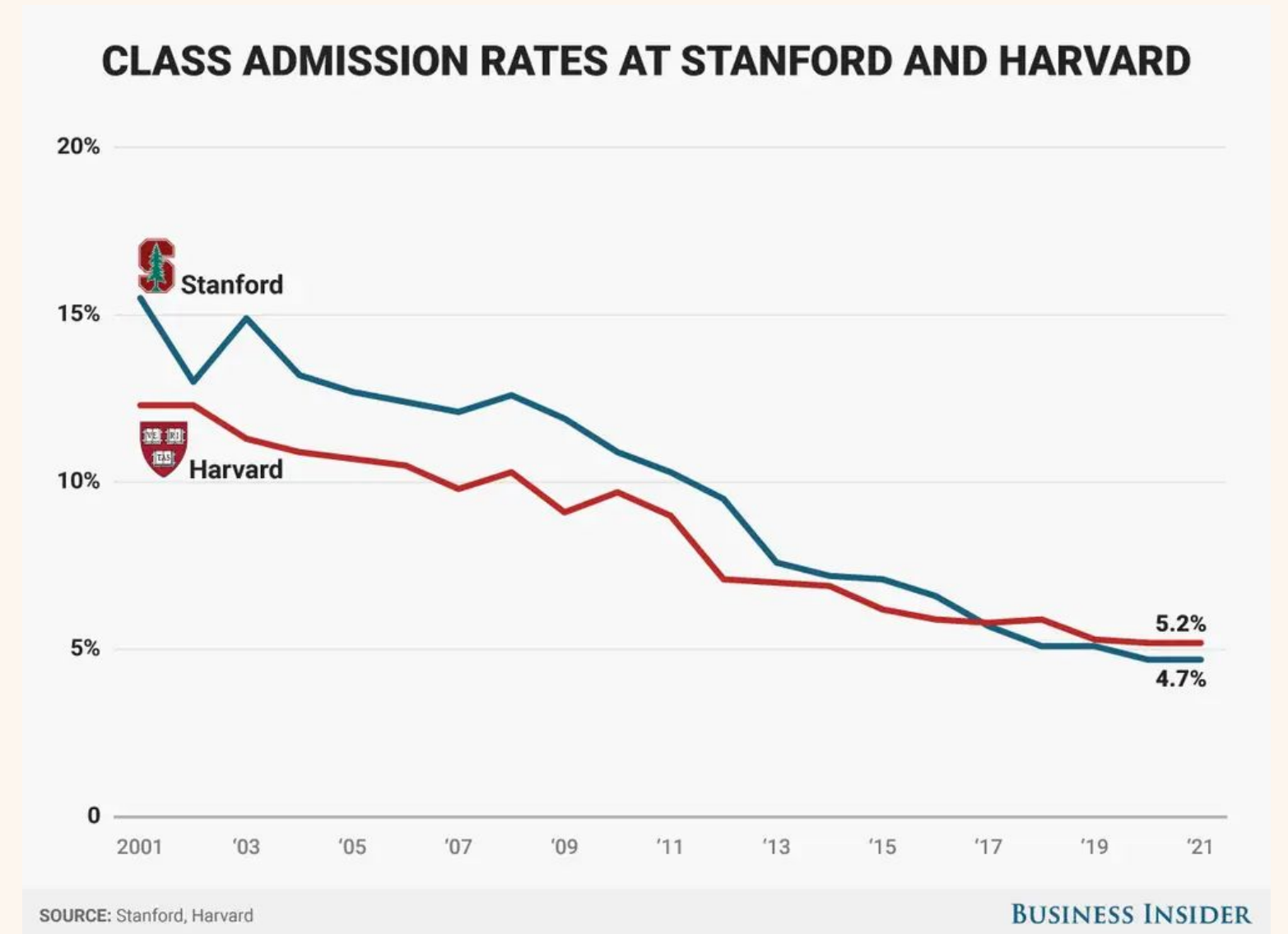
UCLA ADMISSION RATE OVER THE PAST FIVE YEARS

UCLA's acceptance rate is the lowest it's ever been, with only 14.1 percent of applicants offered admission for the Class of 2022.



SOURCES: University of California Office of the President and UCLA Undergraduate Admission. Graphic reporting by Alex Ferguson, Quad contributor. Graphic by Michelle Lu, Daily Bruin contributor.

Admissions Landscape: Pre-& Post Pandemic



NEWS ARTICLE <https://thehill.com/changing-america/enrichment/education/3683426-elite-public-colleges-slash-acceptance-rates-raising-pressure-on-students/>

: https://public.flourish.studio/visualisation/11441392/?utm_source=showcase&utm_campaign=visualisation/11441392

Admissions

Metrics:

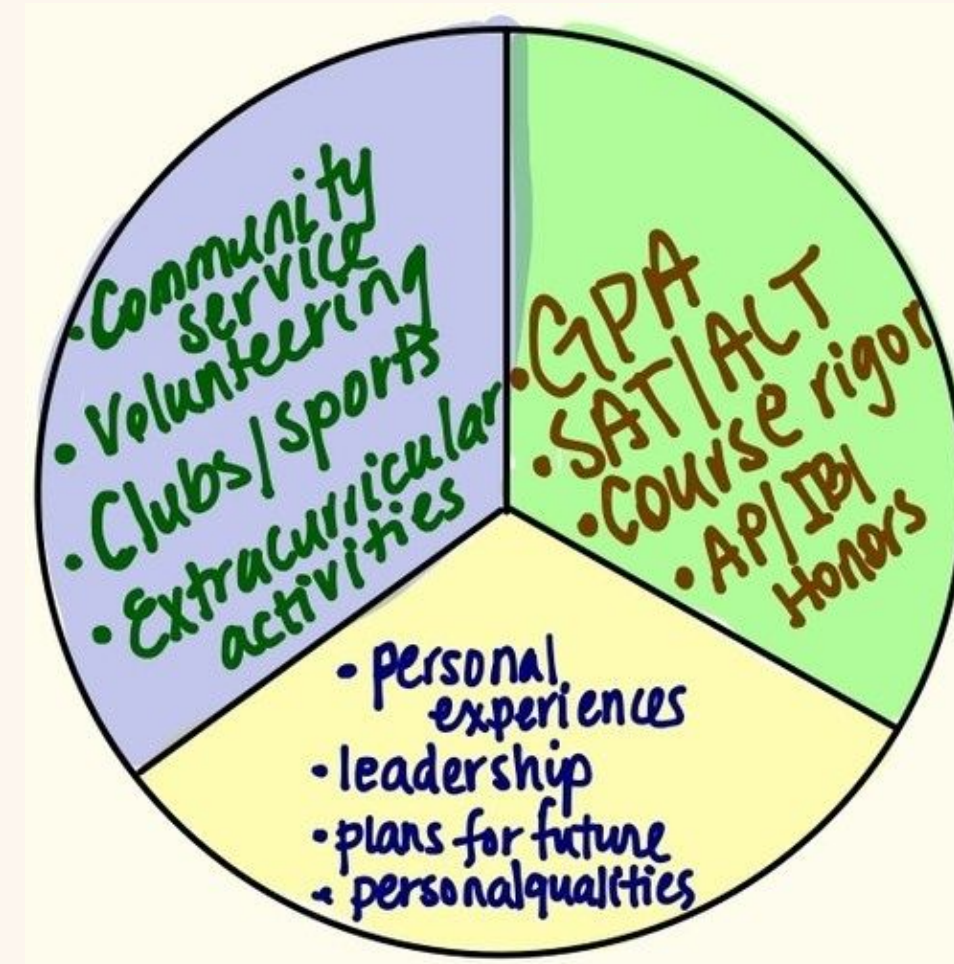
% Academic

% Extracurricular

% Personal

Background Context

% Other Factors



Discuss Case Studies:
Students 1, 2, 3



Student 1, 2, 3: Examples of Right Fit Strategies

Acceptances to ED's for Columbia, Dartmouth, UChicago

JANE: CS Major

- 4.3 GPA weighted
- 13 AP's/Honors
- Sociable, Dedicated
- Marching Band/Snowboarding/Outdoors
- Toured ED choice campuses during summer before senior year
- Strong Letters of Rec
- Met Peers & Wrote to Regional Admissions early on for advice

JOE: Business Major

- 4.0 GPA Weighted
- Took ACT 4 times, ranged from 27 to 33 score
- Applied early decision to a dream school
- Toured campuses
- Wrote letters to coaches at dream schools
- Pole Vaulting, Recruitment
- Worked on early application and UC essays during the summer

JULIE: Biochemistry Major

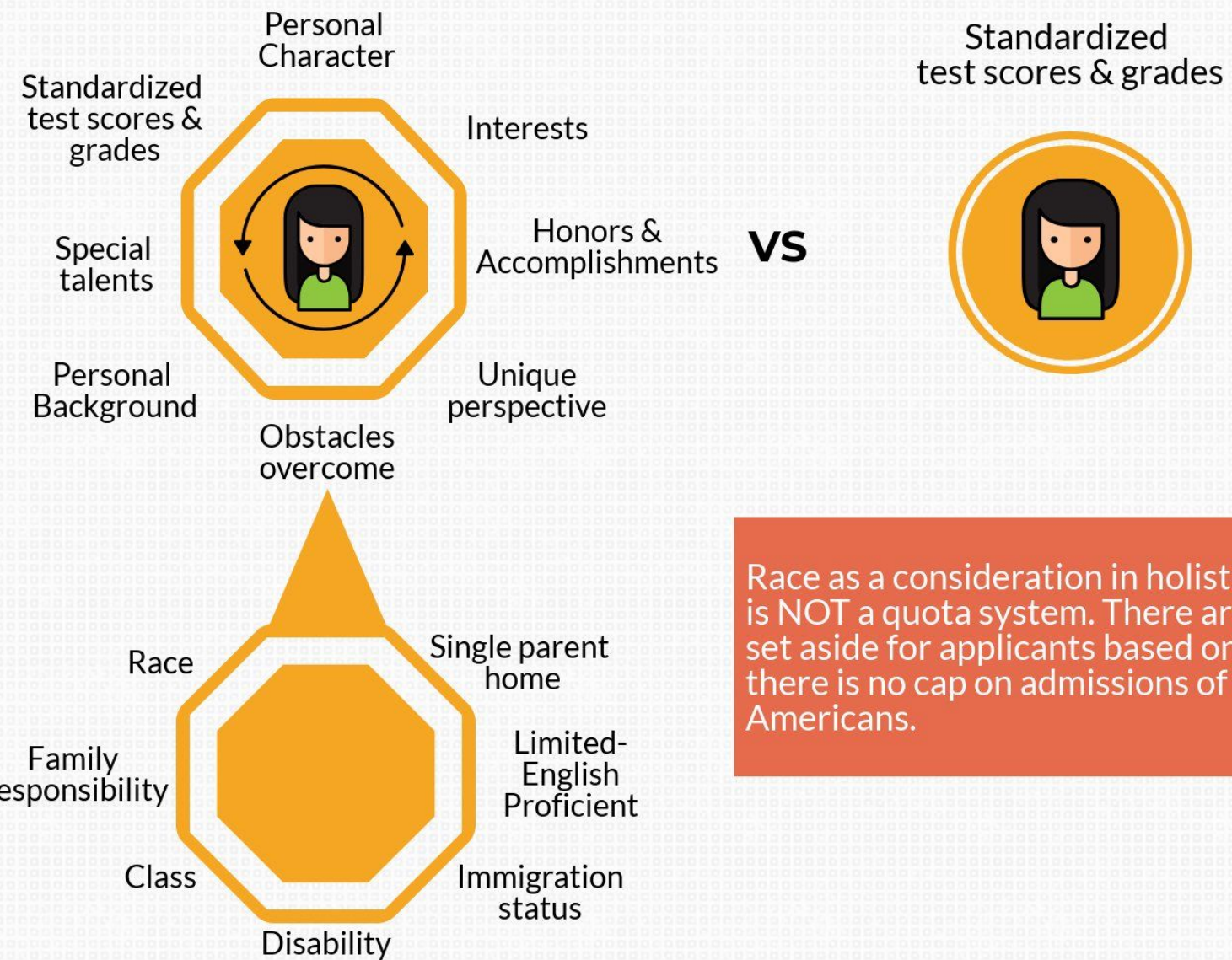
- 4.4 GPA Weighted
- First Generation
- Passionate about STEM
- Likeable, Genuine, Bright, Persistent
- Took ACT and SAT, 4 times on SAT, hit 1570 finally
- In Dec of application season
- Had an excellent resume of achievements in Bio Olympiad, Science Clubs, Science Tutoring, 250+ hours community service
- Had excellent letters of recs and interviews

Merit, Talent based Scholarships (Scholar Athletes)

CURRENT ADMISSIONS:
TESTING OPTIONAL
EQUITY, SOCIAL JUSTICE,
LOW-INCOME, FIRST
GENERATION, OUT OF STATE

Holistic Review: A Better Way to Measure Merit

Holistic review considers each person in their entirety to determine their potential to provide unique contributions to the world.



Race as a consideration in holistic review is NOT a quota system. There are no seats set aside for applicants based on race, and there is no cap on admissions of Asian Americans.



Tip: Understand & Prep for the Selection Factors

UC vs. Elite Private Colleges

UC's Selection

14+ Factors

Academic

Achievement/Progress-GPA average

Rigor of Courses

Senior Year Courses

Extracurricular Activities

Leadership Experiences

Community Service

Talents

Contributions

Special Circumstances

Covid Impact

Personal Insight Questions - Essays

+other factors

Stanford's Selection

23+ Factors

Academic Achievement/Progress- GPA average

Rigor of Courses: includes Senior Year, 4th year language, extra humanities, extra math and sciences

Intellectual Curiosity

Extracurricular Activities

Leadership Experiences

Community Service

Talents & Awards - DISTINGUISHING EXCELLENCE

Contributions

Special Circumstances

Covid Impact

Letters of Recommendations

Interviews (may be required)

Supplements

Portfolios (arts, music, research, projects)

Auditions (certain majors)

Athletic Requirement (showcases, competitions)

Testing Optional or Required

Demonstrated Interest - Ways to know the campus

Personal introductions

Essays, Supplemental Essays

Short Takes - Personality Questions

Short Answers - More Questions

Resume

UC vs. Elite Private Colleges

UC's Other Considerations:

In-State vs Out of State Tuition
Internationals Tuition
Scholarship Candidates
Non Profit Orgs - Posse and Questbridge
Low-Income
First First generation
Impacted Majors
Over Cap (CA state pressure from Governor to open more spaces)
Sports Recruitment D1, D2, D3
Returning students (from a break during Covid)
5th year students
Personal Context - Location, Background, etc
Experiences for your major
Overall College Fit

Stanford's Other Considerations:

In-State vs Out of State Tuition
Internationals Tuition
Scholarship Candidates
Non Profit Orgs - Posse and Questbridge
Low-Income
First Generation
Sports Recruitment: D1, D2, D3
Talents (portfolios, auditions)
Special Introductions (donors, trustee board members, etc)
Legacy
Alumni
Employees
Returning students (from a break during Covid)
Popular Majors (more competitive)
Personal Context- Location, Background, etc
Experiences for your major
Overall College Fit

TIP: Selecting a Capped Major vs Second Choice Major: UC Santa Barbara

UNIVERSITY OF CALIFORNIA
UNDERGRADUATE APPLICATION

START
CAMPUSES & MAJORS
SCHOLARSHIPS
ABOUT YOU
ACADEMIC HISTORY
ACTIVITIES & AWARDS
TEST SCORES
PERSONAL INSIGHT
SUBMIT

Campuses & Majors STEP 2 OF 3 (PAGE 1)

UC Santa Barbara Majors

Click on a college below to view a list of majors to choose from. Mouse over colleges and majors for more information.

If you are a freshman applicant and have not yet decided on a major, choose "Undecided/Undeclared." Selecting an alternate major is optional.

- + College of Letters and Science
- + College of Engineering
- + College of Creative Studies

Major Alt.
Major Major

No Alternate Major ▶

Inside This Section

- > 1. Campuses
- > 2. Majors
- > 3. Review Campuses & Majors

Questions?

Are all majors open to me?

Why are majors showing as closed?

What if I want to double major?

What is an alternate major?

What if I am undecided about my major?

What is a supplemental application?

PREVIOUS
NEXT

+ **College of Letters and Science**

		Major	Alt. Major
Actuarial Science	B.S.	<input type="radio"/>	<input type="radio"/>
Anthropology	B.A.	<input type="radio"/>	<input type="radio"/>
Archaeology Emphasis	B.A.	<input type="radio"/>	<input type="radio"/>
Biological Emphasis	B.A.	<input type="radio"/>	<input type="radio"/>
Cultural Emphasis	B.A.	<input type="radio"/>	<input type="radio"/>
Aquatic Biology	B.S.	<input type="radio"/>	<input type="radio"/>
Art	B.A.	<input type="radio"/>	<input type="radio"/>
Asian American Studies	B.A.	<input type="radio"/>	<input type="radio"/>
Asian Studies	B.A.	<input type="radio"/>	<input type="radio"/>
Biochemistry	B.S.	<input type="radio"/>	<input type="radio"/>
Biochemistry - Molecular Biology	B.S.	<input type="radio"/>	<input type="radio"/>
Biological Sciences	B.A.	<input type="radio"/>	<input type="radio"/>
Biological Sciences	B.S.	<input type="radio"/>	<input type="radio"/>
Biopsychology	B.S.	<input type="radio"/>	<input type="radio"/>
Black Studies	B.A.	<input type="radio"/>	<input type="radio"/>
Cell and Developmental Biology	B.S.	<input type="radio"/>	<input type="radio"/>
Chemistry	B.A.	<input type="radio"/>	<input type="radio"/>
Chemistry	B.S.	<input type="radio"/>	<input type="radio"/>
Chicana and Chicano Studies	B.A.	<input type="radio"/>	<input type="radio"/>
Chinese	B.A.	<input type="radio"/>	<input type="radio"/>
Mandarin Chinese			
Classics	B.A.		
Classical Archaeology Emphasis	B.A.	<input type="radio"/>	<input type="radio"/>



COLLEGE
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Part 3:

College Preparation: What Can You Do
Early On

The Activities Page

Tip: You can include up to 10 activities in your Common Application. Be intentional and selective when you are pursuing activities. Prioritize time in the top 2 activities to produce excellence, recognitions and awards.

Dashboard My Colleges Common App College Search Financial Aid Resources

Common Application

- Profile
- Family
- Education
- Testing
- Activities**
- Writing

Activities [Preview](#)

[View Activities Tutorial](#)

▼ Activities

Reporting activities can help a college better understand your life outside of the classroom. Your activities may include arts, athletics, clubs, employment, personal commitments, and other pursuits. Do you have any activities that you wish to report? *

Yes

No

[Clear](#)

[Back](#) [Continue](#)

Activity 1

Activity type *
Select

Position/Leadership description and organization name, if applicable *

Please describe this activity, including what you accomplished and any recognition you received, etc. *

Participation grade levels *

- 9
- 10
- 11
- 12
- Post-graduate

Timing of participation *

- During school year
- During school break
- All year

Hours spent per week *

Weeks spent per year *

I intend to participate in a similar activity in college. *

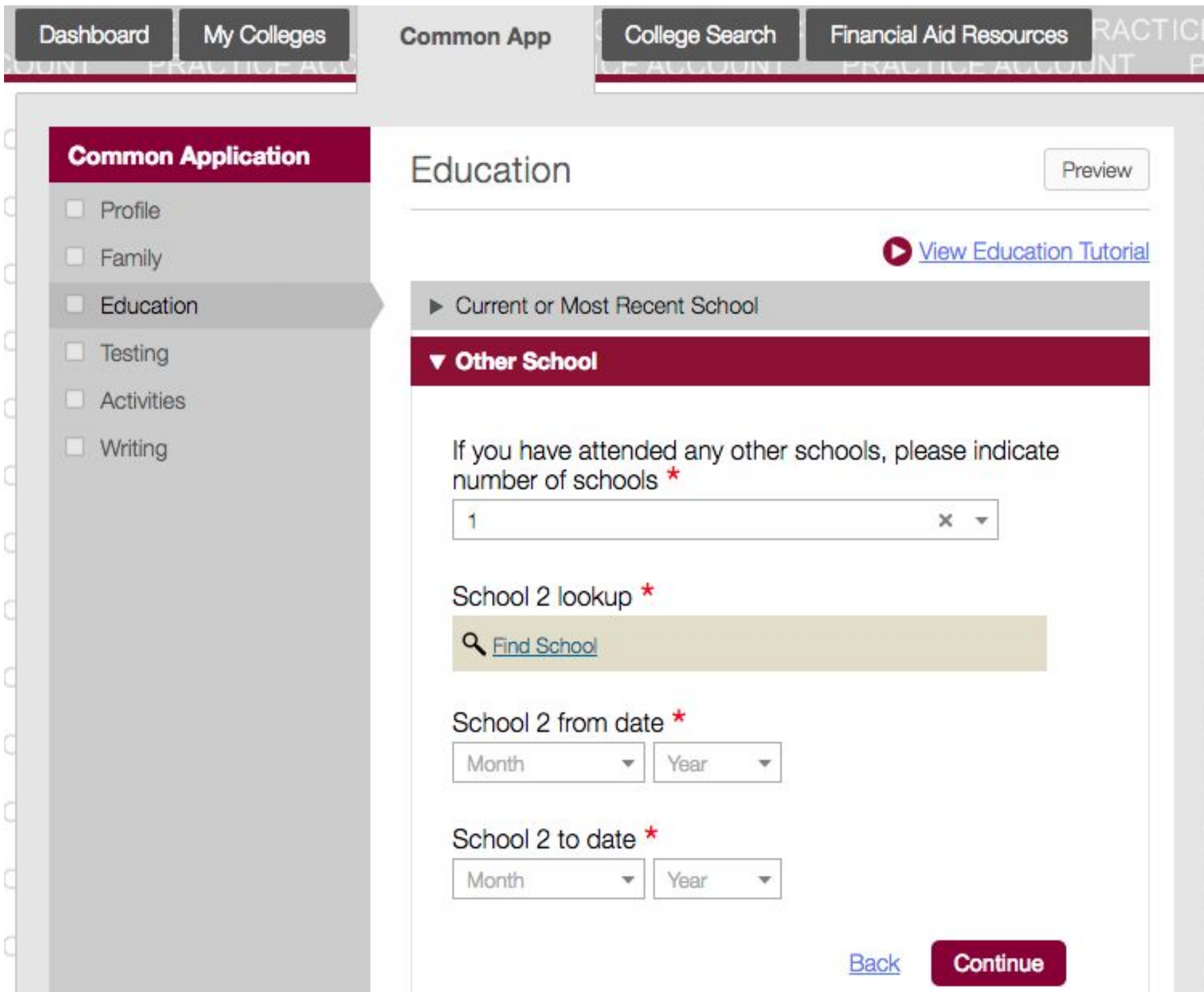
- Yes
- No

[Clear](#)

[Back](#) [Continue](#)

The Education Page

Tip: Consider taking community college or pre-college courses, online courses



The screenshot shows the 'Education' section of the Common App. The top navigation bar includes 'Dashboard', 'My Colleges', 'Common App', 'College Search', and 'Financial Aid Resources'. The left sidebar has a 'Common Application' menu with options: Profile, Family, Education (selected), Testing, Activities, and Writing. The main content area is titled 'Education' and includes a 'Preview' button. Below the title is a 'View Education Tutorial' link. The 'Current or Most Recent School' section is partially visible. The 'Other School' section is expanded, showing a form with the following fields: 'If you have attended any other schools, please indicate number of schools *' (input: 1), 'School 2 lookup *' (input: Find School), 'School 2 from date *' (Month and Year dropdowns), and 'School 2 to date *' (Month and Year dropdowns). At the bottom are 'Back' and 'Continue' buttons.

THE COMMON
APPLICATION

commonapp.org

The Writing Page

Tip: Practice writing reflective essays

Dashboard My Colleges Common App College Search Financial Aid Resources PRACTICE ACCOUNT PRACTICE ACCOUNT PRACTICE ACCOUNT

Common Application

- Profile
- Family
- Education
- Testing
- Activities
- Writing

Writing Preview

[View Writing Tutorial](#)

▼ Personal Essay

Some colleges require submission of the personal essay with your Common Application. You may submit a personal essay to any college, even if it is not required by that college. If not required by a college, you will be given the option during submission to include your essay or not for that college. *

I understand

Here is the current list of colleges on your Dashboard and whether they require the Personal Essay.

Required **Not Required**

The essay demonstrates your ability to write clearly and concisely on a selected topic and helps you distinguish yourself in your own voice. What do you want the readers of your application to know about you apart from courses, grades, and test scores? Choose the option that best helps you answer that question and write an essay of no more than 650 words, using the prompt to inspire and structure your response. Remember: 650 words is your limit, not your goal. Use the full range if you need it, but don't feel obligated to do so. (The application won't accept a response shorter than 250 words.)

- Some students have a background, identity, interest, or talent that is so meaningful they believe their application would be incomplete without it. If this sounds like you, then please share your story.
- The lessons we take from failure can be fundamental to later success. Recount an incident or time when you experienced failure. How did it affect you, and what did you learn from the experience?
- Reflect on a time when you challenged a belief or idea. What prompted you to act? Would you make the same decision again?
- Describe a problem you've solved or a problem you'd like to solve. It can be an intellectual challenge, a research query, an ethical dilemma—anything that is of personal importance, no matter the scale. Explain its significance to you and what steps you took or could be taken to identify a solution.
- Discuss an accomplishment or event, formal or informal, that marked your transition from childhood to adulthood within your culture, community, or family.

Supplemental Essay Sample: Princeton

Tip: During the summer, start your early school ED/EA essays.

For each college that you apply to via the Common Application, you may be required to create a supplemental essay that answers that school's specific questions while showcasing your talents and telling your story in a way that demonstrates your unique fit for that particular program.

Princeton University

Application
(0 of 3 Completed)

- Questions
- Recommenders and FERPA
- Review and Submit - Common App

Writing Supplement
(0 of 2 Completed)

- Questions
- Review and Submit - Writing Supplement

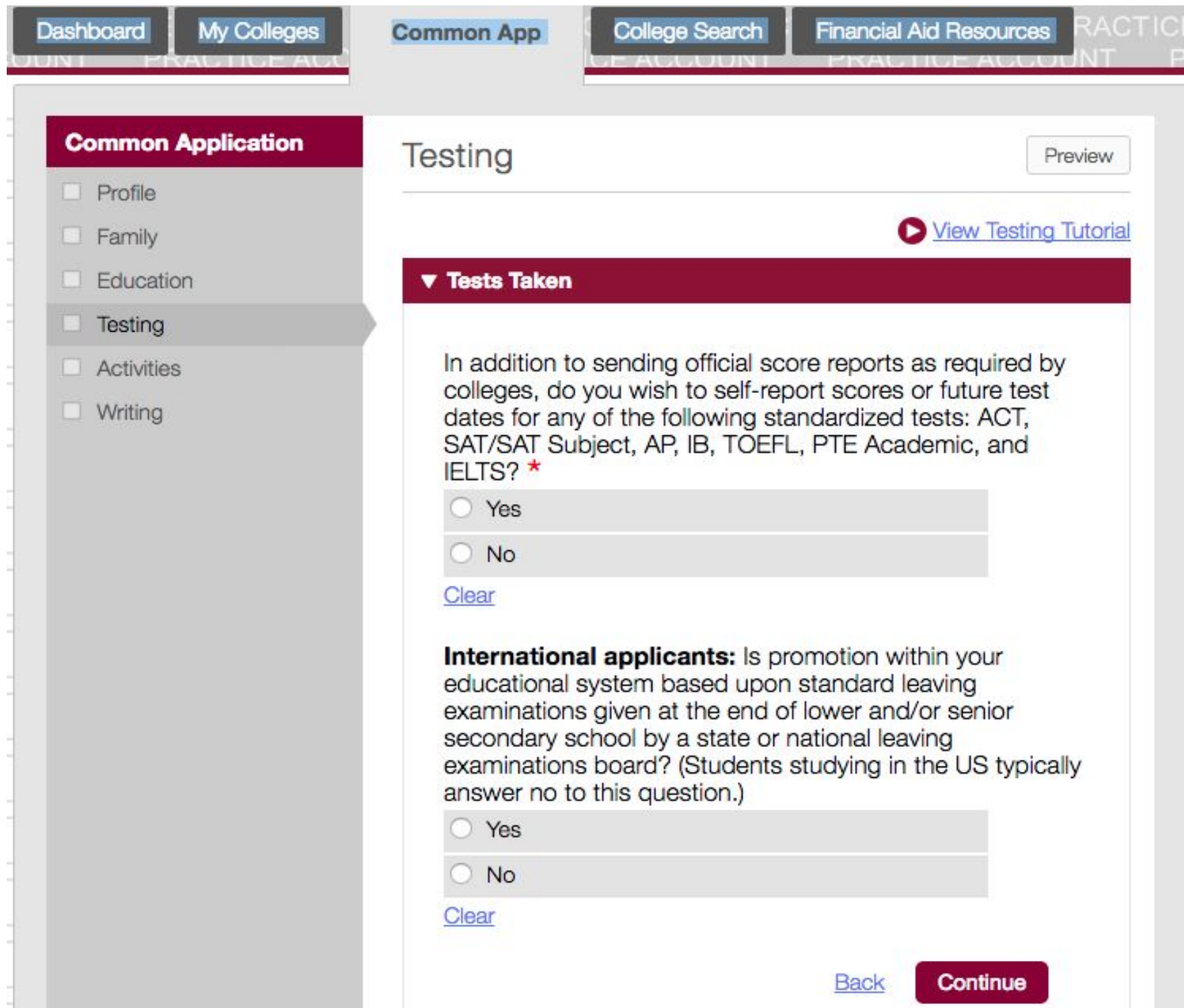
▼ Writing Questions

In addition to the essay you have written for the Common Application, please write an essay of about 500 words (no more than 650 words and no fewer than 250 words). Using one of the themes below as a starting point, write about a person, event, or experience that helped you define one of your values or in some way changed how you approach the world. Please do not repeat, in full or in part, the essay you wrote for the Common Application. *

- 1. Tell us about a person who has influenced you in a significant way.
- 2. "One of the great challenges of our time is that the disparities we face today have more complex causes and point less straightforwardly to solutions." Omar Wasow, Assistant Professor, Politics; Co-Founder, Blackplanet.com. This quote is taken from Professor Wasow's January 2014 speech at the Martin Luther King Day celebration at Princeton University.
- 3. "Princeton in the Nation's Service" was the title of a speech given by Woodrow Wilson on the 150th anniversary of the University. It became the unofficial Princeton motto and was expanded in 2016 to "Princeton in the nation's service and the service of humanity." Woodrow Wilson, Princeton Class of 1879, served on the faculty and was Princeton's president from 1902–1910.
- 4. "Culture is what presents us with the kinds of valuable things that can fill a life. And insofar as we can recognize the value in those things and make them part of our lives, our lives are meaningful." Gideon Rosen, Stuart Professor of Philosophy and director of the Behrman Undergraduate Society of Fellows, Princeton University.
- 5. Using a favorite quotation from an essay or book you have read in the last three years as a starting point, tell us about an event or experience that helped you define one of your values or changed how you approach the world. Please write the quotation, title and author at the beginning of your essay.

The Testing Page

Tip: Intensively practice your SAT/ACT/AP during break times to achieve top scores that are worth reporting.



Dashboard My Colleges Common App College Search Financial Aid Resources PRACTICE ACCOUNT

Common Application

- Profile
- Family
- Education
- Testing**
- Activities
- Writing

Testing

Preview

[View Testing Tutorial](#)

▼ Tests Taken

In addition to sending official score reports as required by colleges, do you wish to self-report scores or future test dates for any of the following standardized tests: ACT, SAT/SAT Subject, AP, IB, TOEFL, PTE Academic, and IELTS? *

Yes

No

[Clear](#)

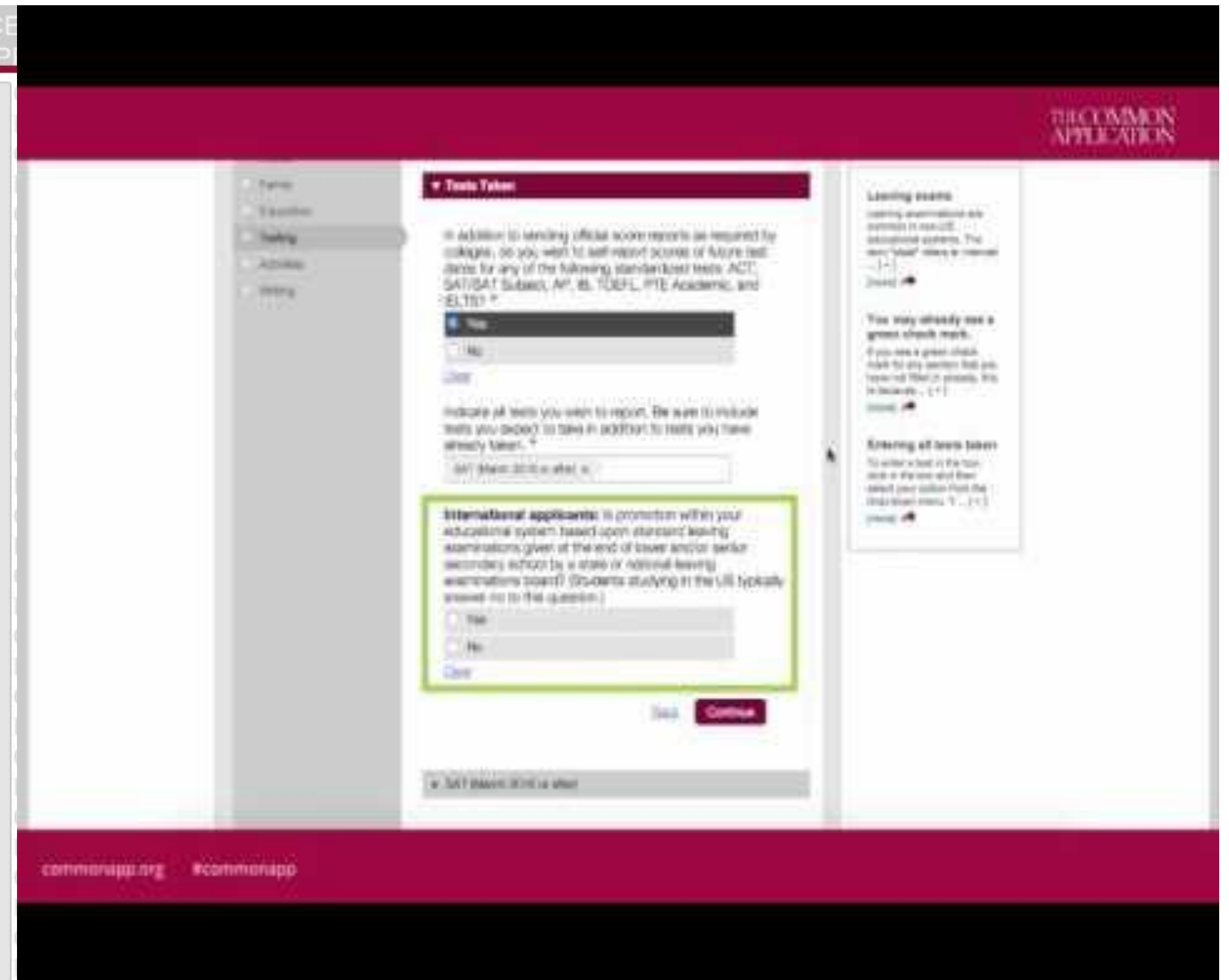
International applicants: Is promotion within your educational system based upon standard leaving examinations given at the end of lower and/or senior secondary school by a state or national leaving examinations board? (Students studying in the US typically answer no to this question.)

Yes

No

[Clear](#)

[Back](#) [Continue](#)



THE COMMON APPLICATION

▼ Tests Taken

In addition to sending official score reports as required by colleges, do you wish to self-report scores or future test dates for any of the following standardized tests: ACT, SAT/SAT Subject, AP, IB, TOEFL, PTE Academic, and IELTS? *

Yes

No

[Clear](#)

Indicate all tests you wish to report. Be sure to include tests you didn't take in addition to tests you have already taken. *

International applicants: Is promotion within your educational system based upon standard leaving examinations given at the end of lower and/or senior secondary school by a state or national leaving examinations board? (Students studying in the US typically answer no to this question.)

Yes

No

[Clear](#)

[Back](#) [Continue](#)

Leaving exams
Leaving examinations are systems in the UK, Australian systems. The term "leaving" refers to internal...
[View](#)

You may already see a green check mark.
If you see a green check mark for any section that you reported that it already has been taken...
[View](#)

Entering all tests taken
To enter a test in the top section of the page, you must report your score from the test...
[View](#)

commonapp.org #commonapp



Yale

FIND THE
RIGHT
STRATEGY TO
THE RIGHT FIT
SCHOOL



RECRUITMENT: APPLICANT POOL, DIFFERENT ROUNDS, EA, ED, vs REGULAR

Early Action vs. Early Decision vs. Regular Decision					
Application Plan	Apply Early	Receive Decision Early	Agreement is Binding	Can Apply to Other Schools	Decision Day for Applicants
Early Action	✓	✓		✓	May 1
Early Decision	✓	✓	✓		N/A; agreement is binding
Regular Decision				✓	May 1





GET HELP
FROM TOP
TIER
COLLEGE
ADVISORS,
MENTORS,
COACHES





COLLEGE
LAUNCH

Part 4:

How College Launch Can Help You &
Your Family & Friends!



Get expert
advice/guidance on
the process, A to Z!

19

WHOLE PACKAGE:
COLLEGE LIST, ESSAYS,
TESTING, INTERVIEWS,
REC LETTERS, OTHER
SUPPLEMENTS,
SUMMER PLANS,
COURSE CHOICES,
PASSION PROJECTS





**OUR
GRADUATES**
Every year, our students
achieve Dream School
Acceptances with \$15 K to
\$200 K Scholarships!





VIRTUAL SESSIONS, quarterly or year round

Virtual Offices & Dedicated Staff



GENERATIONAL IMPACT

BOOMERS: Born 1946 – 1964

GEN X: Born 1965 – 1976

MILLENNIALS: Born 1977 – 1995

GEN Z: Born 1996 – 2015





<https://www.collegelaunch.com/>

MISSION

- Discover students' talents, gifts, and passions
- Engage areas of intellectual curiosity
- Brand students' own dream
- Impact the global community

PROGRAMS

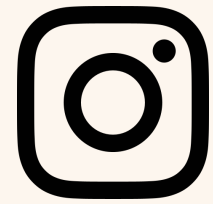
- Graduate Launch - grad school app consulting
- College Launch - HS prep to college apps
- Junior Launch - private school app consulting

For more info: www.collegelaunch.com
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Email: sgv@collegelaunch.com

Phone #: (800) 559-8830





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THANK YOU
PDST FOR
ATTENDING!

