



Ian Maxwell, Founder & CEO

Showing families and students a smarter way to plan and pay for college.

## Criteria For Selecting The Right University

- **Academic Programs:** Will the course of study provide the required academic experience
  - Capstone, learning communities, study abroad, service learning, research/creative projects, internships.
- **Available Majors:** Self explanatory.
- **Location:** Is the location of this college satisfactory to your student's needs?
- **Size:** Is the size of this college satisfactory?
  - (Very small-up to 1000 students , Small - less than 3,000 students, Medium - between 3,000 and 10,000, Medium large - between 10,000 and 20,000, Large - greater than 20,000 students, Mega - up to 50,000).
- **Athletic Program:** Does this college have a sports program that meets the student's needs (as an athlete or a spectator)?
- **Talent Programs:** Does this college have a talent program that meets the student's needs (theater, newspaper, piano lessons)?
- **Special Programs:** Does this college have special programs or facilities that the student needs or must have (learning disabilities, special medical facilities, military training, etc.)?
- **Co-op Programs:** Does this college have an academic co-op (study/work) program in the student's major that can reduce your college costs and help the student achieve employment after graduation?
- **Job Placement:** Does this college have a Placement Office that places a high number of students in jobs prior to graduation?
- **Religion:** Does this college have a religious program that fits your needs?
- **Attrition:** Does this college have a high number of freshmen that graduate within four years? Five years? Six years?
- **Student/Faculty Ratio:** Does this college have a low student to faculty ratio, especially in its lower-division courses, to guarantee a more interactive classroom participation and personal faculty attention for the student?
- **Faculty with Terminal Degrees:** Does this college have a high number of faculty with PhDs, JDs, etc?
  - Use of Adjunct, Part Time Faculty: A disturbing trend within higher education. A large percentage of non-tenure track faculty is a sign that the college is engaged in budget cutting.



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- **Tutoring:** Does the college have a system to help a struggling student? Does it represent an added cost or is it free (included with tuition)?
- **Health Centers:** Are the medical facilities adequate and up to date? How much does a visit cost?
- **Campus Setting:** Is this college located in a desirable area or neighborhood? Do students stay in on the weekends or leave? Is it a community or a commuter-campus?
- **Safety:** Does this college's campus have adequate security and a good safety reputation?
- **Alcohol/Drug Policy:** Does this college's alcohol/drug disciplinary policy fit your requirements?
- **Student Body Reputation:** Does this college's student body reputation fit the student's personality?
- **Diversity:** Does the student mix at this college fit the student's personality?
- **Transportation Services:** How do students move around on campus? How accessible are the services?
- **Greek System:** Does the role that fraternities and sororities play at this college fit the student's needs?
- **Housing:** Is this college's housing (and housing policy) satisfactory to your needs?
- **Food:** Is the on-campus food at this college satisfactory to your needs?
- **Weather:** Is this college located in a climate that is satisfactory to your needs?
- **Cost:** What is the cost of attendance? What are the non-direct costs? Are they factored in to the financial aid award?
- **Wellness Facilities:** Are they up to date? Do the students use them, or are they old and outdated?
- **Financial Aid:** What kinds of awards, need and merit moneys does the school offer?
- **Prestige:** Will the university fit the student's or parent's expectations?
- **Accreditation:** Does the university or college have the proper certifications?
- **Mission:** Read the official mission statement of the university and the department to which you aspire. Do they describe a community that you can be a part? Or do you have a hard time relating with the goal?
- **Counseling Centers:** Are the centers located in a convenient and safe area? Do students find that the services are adequate or lacking? Are they well-publicized?