



INSIDER TIPS FOR TURNING YOUR COLLEGE VISIT INTO A POWERFUL ESSAY

Colleges know that every good relationship is about finding the right fit. They want to find applicants who will thrive on campus, and in turn, enhance their college community just as much as they want to provide resources that will ultimately help their students follow their academic passions and lead fulfilling lives. So how do you use your college essays to prove that you and your top choice school are a match made in heaven? Follow a couple simple rules.



COLLECT SPECIFIC DETAILS.



Whether you're name-dropping your favorite professor, referencing an interesting class, or demonstrating your familiarity with a school's resources by calling the library by its nickname, you prove your love of a college by showing you've done your research. A supplement that references aspects of each college's custom offerings will stand out like a beacon in a sea of vague writing. And there's no better opportunity than a campus tour to collect these tidbits of hyper-specific knowledge.

Insider Tip: Write down everything that stands out to you on your visit—from snippets of dialogue you overhear to details about campus life, lectures, and longstanding college traditions. Don't rely on memory; you may forget these details once you're back home!



PAY ATTENTION TO THE HEAD AND THE HEART.



Any good "Why?" supplement should mention programs, classes, or majors that interest you. Admissions officers want to know how their school will meet your intellectual demands. They also want to know that you will find a community on campus that speaks to your passions. Do you want to join the Ultimate Frisbee team? Will you champion human rights on campus? Or participate in the all-female science club? The college visit can be a great opportunity to learn what's available to you and think about how you'd like to get involved.

Insider Tip: Get the names of on-campus organizations, clubs, and events that appeal to your interests. Ask about how they operate. Learn how students get involved and ask about any goals they've achieved. (Then, write it all down!)



VENTURE BEYOND CAMPUS.



From Baltimore to Berkeley, colleges are shaped by the cities in which they're located. In your supplement, don't feel the need to stop your musings at the edge of campus. If there is something unique about the locale, by all means, mention it in your essay. It reveals curiosity about your environment and suggests that you will participate in life beyond the walls of Academia.

Insider Tip: Spend an extra hour wandering around town. Ask students where they like to spend time. Discover the city's main attractions, as well as its hidden gems. (Then -- of course -- write it all down.)



We know that writing the "Why?" essay can be overwhelming. By collecting anecdotes, details, and information during a college tour, you make the job of connecting your interests and passions to a university's offerings infinitely easier. If you take a stab at your supplement and, even with your copious notes, the essay doesn't flow quite as freely as you'd like, CEA advisors are on hand to help.

MEET SOME OF OUR ROCKSTAR ADVISORS



AND SEE IF WE'RE A GOOD FIT FOR YOU!

