



## Winning Applications Franchises

“Other stay-at-home former-professionals have flocked to me to find out if they can do what I do.”

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It’s been over ten years since my world came to a screeching – but temporary - halt. Five months pregnant and sacked from my trading desk at Salomon Brothers in a Wall Street takeover, I was going to try being a stay-at-home mom. Three children later, my husband responded to my umpteenth business idea with, “You worked in admissions, why not help families with the college application process?” Since then, Winning Applications has become a huge success and, almost more importantly, a way to solve the “stay-at-home/go back to work” dilemma. The seasonality and “at home” nature of the work allow me to be present and available for my kids whenever they need me. At the same time, I am delighted to be producing income and using the side of my brain that does not involve, “don’t hit your brother.”

One thing has happened that I did not expect, however. Other stay-at-home former professionals have flocked to me to find out how to do what I do. While my professional background and experience on Northwestern’s admissions staff is an important credential, and the reason I felt confident creating the Winning Applications franchise, I am also confident I can help other women start their own businesses while they hold down their own household forts. In addition to diplomacy and a commitment to professionalism, the qualities that have been most useful are strong writing, organizational and interpersonal skills.

If you are interested in admissions consulting and have the qualities/skills required, please contact Winning Applications for the opportunity to become a part of our team.



## Admissions Q & A:

Q: When is the best time to send in an application?

A: You can't really time when your application is read, but you can control when you send it. The most difficult timing is undoubtedly at the very end of the admission cycle. Once an admissions officer has seen 98% of the pool, it is more difficult to stand out. Similarly, early on in the pool, it is more difficult for admissions officers to judge how applicants will compare to the pool they have yet to see. The best time to send in your application is (once you are convinced it's the best possible representation of you) a few days before the decision deadline.

*"The most difficult timing is undoubtedly at the end of the admission cycle. "*



## New SAT & ACT Score Comparison

ACT <i>If you scored...</i>	OLD SAT <i>or a...</i>	NEW SAT <i>It's about the same as a...</i>
36	1600	2400
35	1560-1590	2340
34	1510-1550	2260
33	1460-1500	2190
32	1410-1450	2130
31	1360-1400	2040
30	1320-1350	1980

Note: New SAT scores are approximations

## New SAT & ACT Score Comparison

<b>ACT</b> <i>If you scored...</i>	<b>OLD SAT</b> <i>or a...</i>	<b>NEW SAT</b> <i>It's about the same as</i> <i>a...</i>
29	1280-1310	1920
28	1240-1270	1860
27	1210-1230	1820
26	1170-1200	1760
25	1130-1160	1700
24	1090-1120	1650
23	1060-1080	1590
22	1020-1050	1530
21	980-1010	1500
20	940-970	1410
19	900-930	1350
18	860-890	1290
17	810-850	1210
16	760-800	1140
15	710-750	1060
14	660-700	1000
13	590-650	900
12	520-580	780
11	500-510	750

Source: <http://www.princetonreview.com/>

## Spotlight School: Bard College, Annandale-on-Hudson, NY



- Private, 4-year college, coed, rural
- 1735 undergraduate (56% women, 44% men)
- 87% return as sophomores
- Neither SAT nor ACT required

Bard began as a small men's seminary. Now, as a coed college, Bard prides itself on its eclectic student body. Director of Admissions, Mary Backlund, notes that Bard students are interested in designing their education. "Actually, the fact that you are going to high school past 16 years of age means you are already designing your own education." Bard wants its students to see how their talents fall between disciplines by letting them effectively "measure how they wander." Active citizenship is important...how you treat people is as important as what happens in class. To that end all students are members of student government.

Freshmen arrive three weeks before the rest of the student body for workshops in language, thinking and a sampling of the arts and science courses offered. This approach again exposes students to a range of disciplines early on in their college careers allowing them to determine what they like and, frankly, what they don't. Students who are interested in Bard may also be partial to: NYU, USC, Oberlin, Macalester, Kenyon, Skidmore, Sara Lawrence, Hamilton and Colgate.

### *About Winning Applications*

Welcome to Winning Applications! We offer expert guidance in the college and graduate school application process. Our consultants, who have worked in university admissions, help students get into preferred schools in the United States and abroad. Through thoughtful and individualized effort, we enable students to develop successful applications that showcase each student's special talents and best attributes.

The Winning Applications team provides counseling and advice through all stages of the application process. From school selection to essay preparation and interview training, we help students navigate the admissions process with confidence and ease.

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