

# Major Changes in the College Planning Process

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Helping families successfully navigate college search nearly 20 years!

Help students identify right fit schools – Academic, Social, Financial

Reduce the stress between parents and kids during this journey

# Trends impacting acceptance & cost!

Use of  
FAFSA/CSS  
profile

The nuances  
of acceptance

Grade  
Inflation &  
testing

# Notable Increases!

University of KS  
641%

University of  
MN  
570%

University of WI  
1047%

University of  
Iowa  
460%

University of MI  
1053%

# Cost of Attendance

NYU \$93,184

Northwestern University \$89,448

Columbia University \$89,587

Johns Hopkins University \$88,976

University of Denver \$82,634

Drake University \$64,495

University of CA – Berkeley \$42,144

UT Austin \$34,470

University of Minnesota \$34,576

# Quiz

What percentage of students transfer at least once?

- 6%
- 14%
- 25%
- 38%
- 42%



The national transfer rate:

38%

Average Cost of 1 Transfer	\$14,000
Cost for 2 transfers	\$24,000*

# Types of Financial Aid

- **Need Based**  
Grants/Scholarships
- **Merit Based Scholarships**



## 2 Need-based Aid Forms

FAFSA

CSS Profile

***Student Aid Index***

# Asset/Income Assessment on FAFSA

## Parents

- 5.64% assets – income up to 47%

## Students

- 20% assets – income 50%

## Grandparents

- Not assessed at all

## Tip #1

### The FAFSA cannot be manipulated

- Most parents cannot remove themselves from the FAFSA!
- No retirement accounts, don't include your home!
- Small businesses/farm must include assets of the business/farm
- Divorced parents – financial support parent fills out the FAFSA
- Multiple kids don't impact need
- Can be used to demonstrate ability to pay

# Helping your families understand their "need"

Does the family make more than \$280K

← Start with Income

Yes

No

Use FAFSA for loan

Focus on Merit

No significant need aid

FAFSA Forecast tool

Use Formula to estimate aid

May include Merit

Discussion about what they want to pay for school

Discussion about what they want to pay for school

## Tip #2

Ditch old world thinking - Play on today's game board!

Colleges are:



FLEXIBLY PRICED



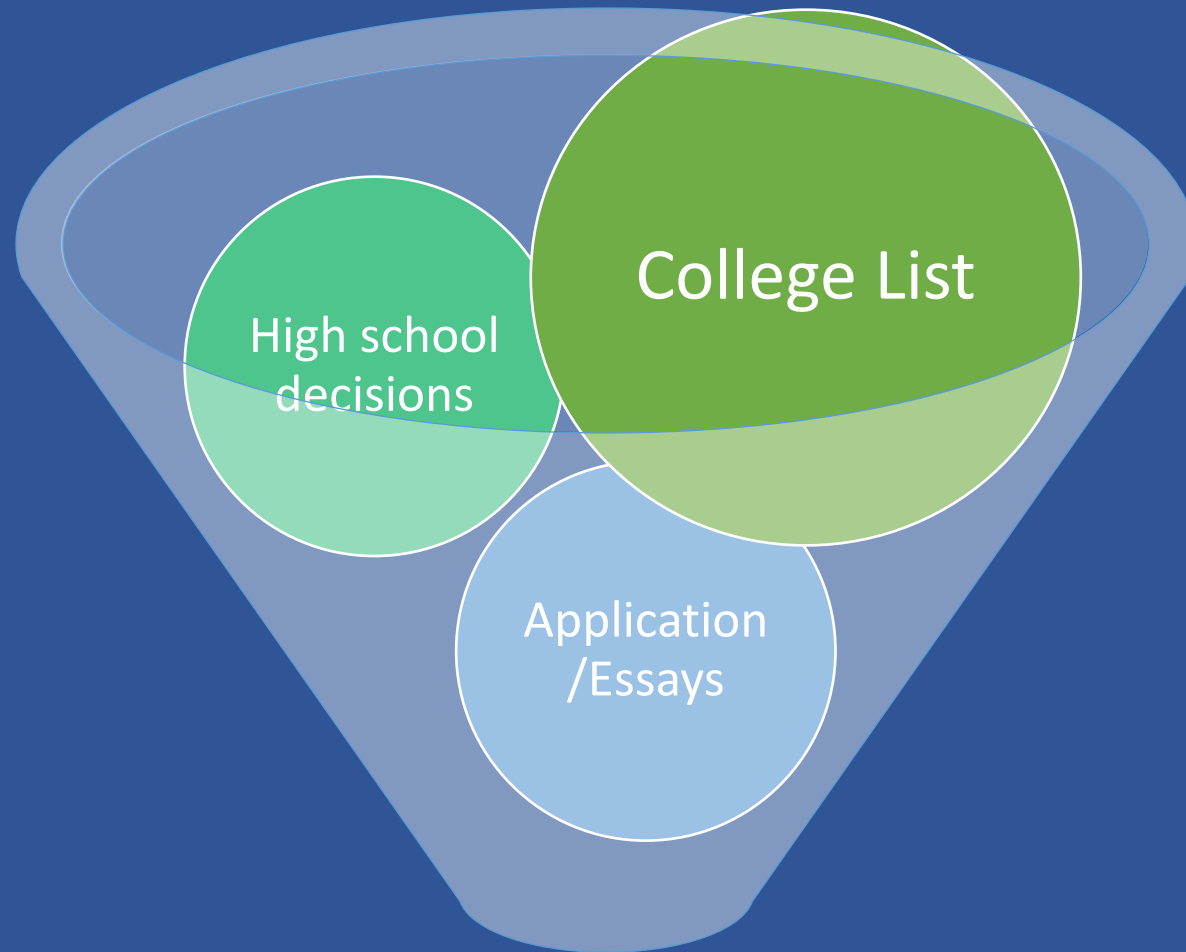
INFLEXIBLY PRICED



THERE ARE PUBLIC AND  
PRIVATE IN BOTH AREAS

Colleges are the  
single largest source  
of scholarships...

...not the internet or private parties!



Scholarships!

Look for  
schools  
who...

- Offer merit aid
- Where student would bring something interesting:
  - Grades and test scores in the top 25-33%
  - Extra-curricular talents
  - Demographically interesting





### Tip #3

## Think all the way around the 529 plan!

#### Secure Act/FAFSA Changes

- \$10K Lifetime limit to pay back loans - beneficiary and siblings
- Excess rollover to IRA - Beneficiary only - IRA income rules do not apply
- No longer must claim all 529's just student the FAFSA is for

#### Strategic Use

- Lower amounts - spread across all 4 years
- Higher amounts - do they want to save some of it to help decrease grad school debt (much higher interest rates)

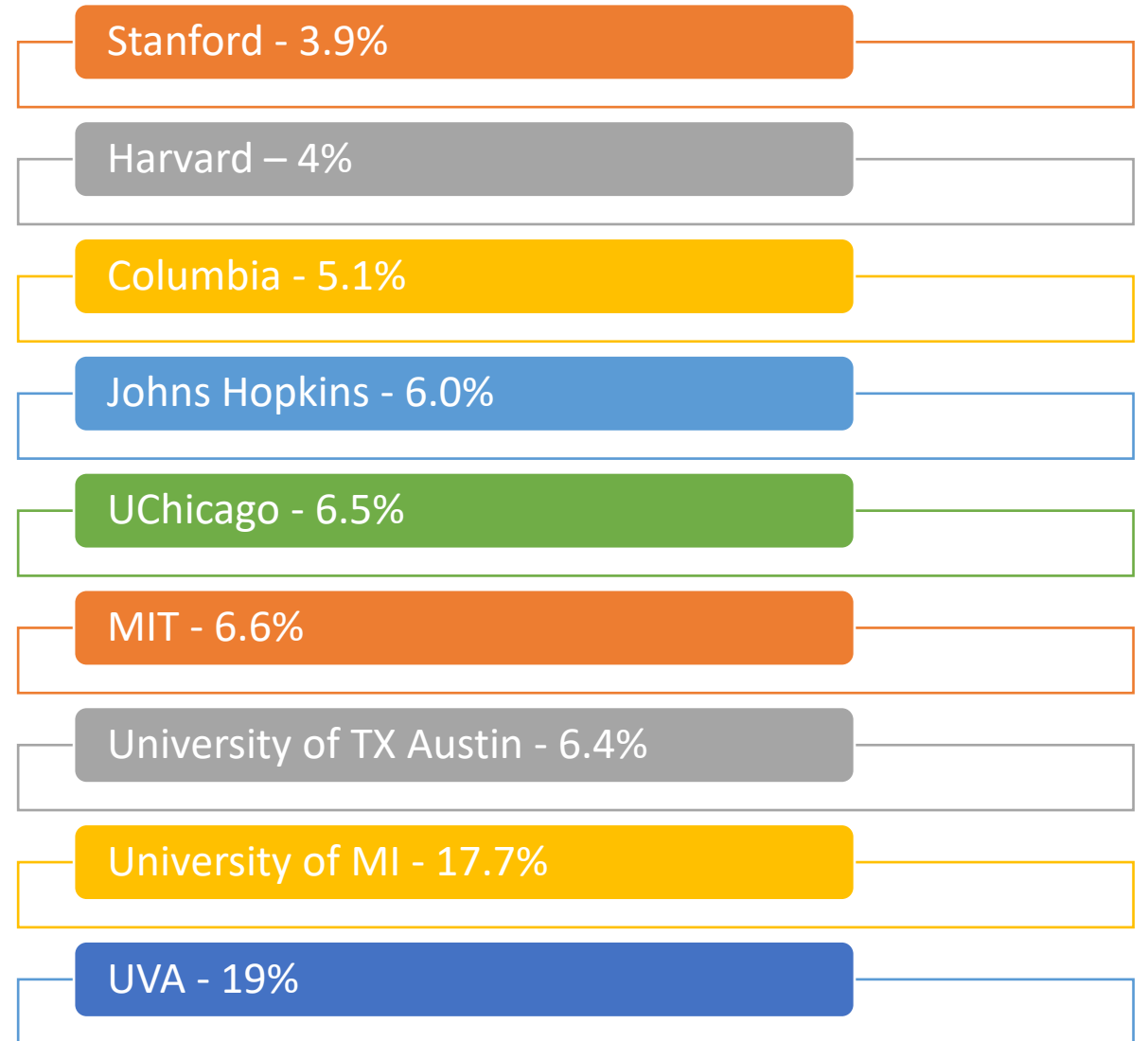
# Quiz

In 2002 there were 134 perfect ACT's, how many were there in 2022?

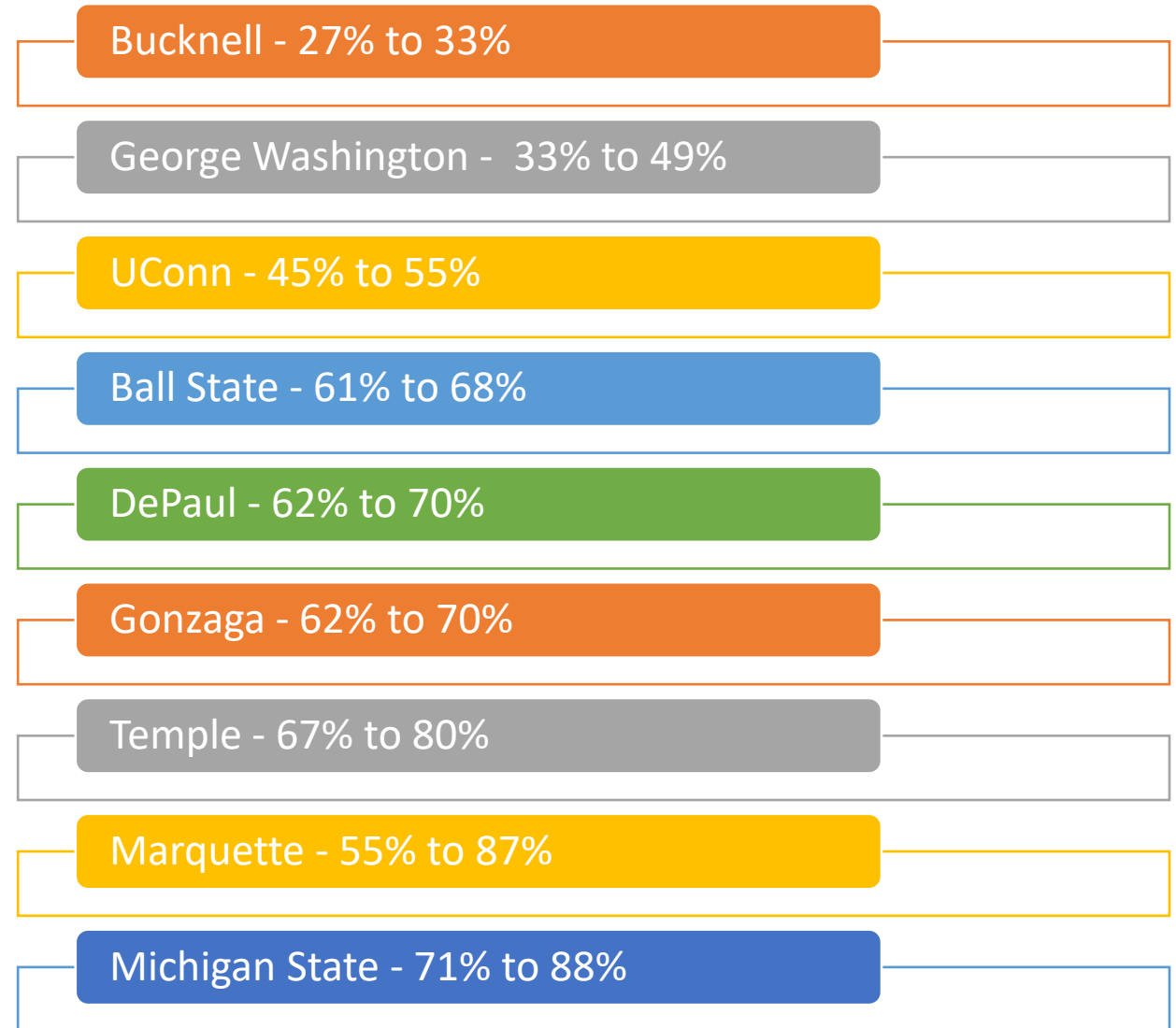
- 306
- 585
- 1257
- 2542



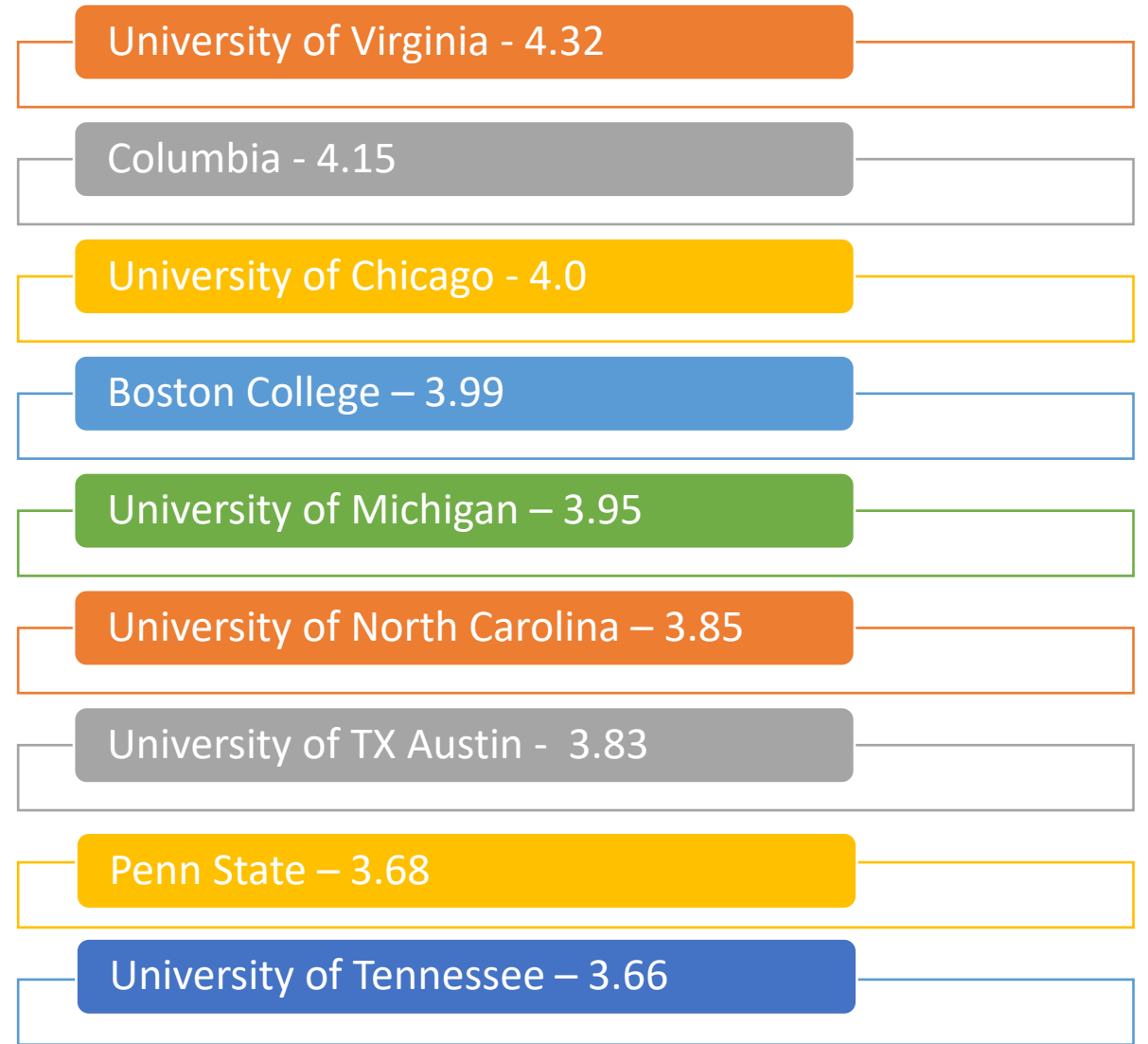
Acceptance rates  
continue to drop  
at some schools...



...while rising at others



# Average incoming GPA's



A person with long, curly hair, wearing a striped sweater and blue jeans, is captured mid-jump on a rocky mountain peak. Their arms are raised high in the air, and they are looking away from the camera towards a vast, hazy landscape of rolling hills and mountains under a clear blue sky. The person's hair is blowing in the wind, suggesting a breeze. The overall mood is one of freedom, achievement, and joy.

## Tip #4

### Search for Success not Brand

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- Acceptance is more than grades and test scores at many schools
- Teaching format/academic style
- 80% change major – plan for it
- Activities that match the student

**Match to be made, not a prize to be won!**

## What we do!

College is an industry, like real estate, investing etc.

College Inside Track helps families navigate the college search & application landscape to assure students are choosing schools for fit.

Families can do it on their own, but often cost themselves thousands!

# Free Family Consultation

- Value add for you to brand
- An hour of free advice for your clients
- Answer their questions around college search
- Share timing and pacing for great search
- Leave them with great ways to continue





# Leverage us to add value

- Start your clients in the right time - sophomore/junior years!
- Recommend our family consultation
- Client Events
- Monthly content you can use

# Services

Work with an individual consultant

List Creation and Evolution

Coach to increase acceptance/scholarships

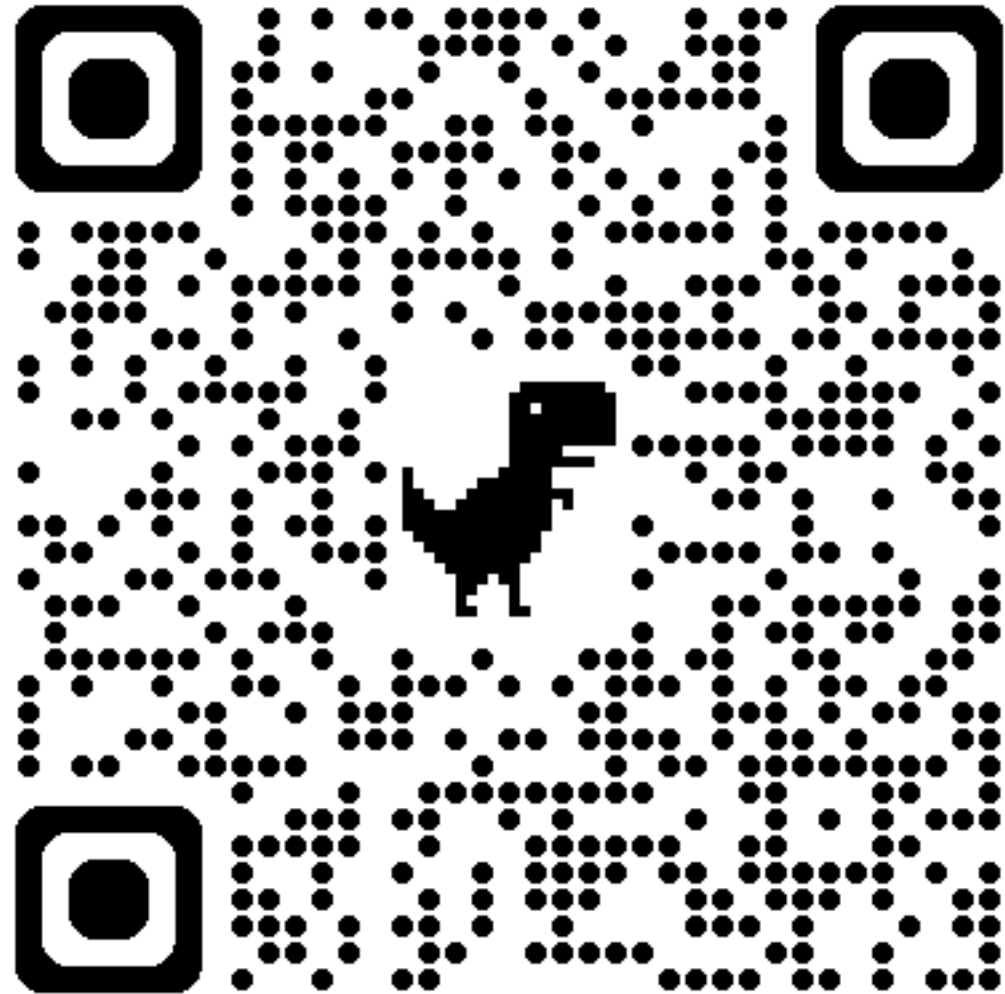
Application and Essay work

Financial Aid consulting

Decision Support

Use this code for:

- Advisor newsletter
- Copy of the deck
- Request time to connect around:
  - Partnership
  - Family Consultation



Questions?



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