

COLLEGE PRESIDENTS AND ADMISSION DEANS SPEAK OUT FOR STUDENTS

“Who you are and what you do is much more important than where you go to college.”

“College rankings oversimplify and mislead.”

“Once you opt out of the marketplace mentality that surrounds college admissions...then you are responsible for your own choices and what you make of them.”

“Education is a process, not a commodity.”

“In education, the unmeasurables matter much more.”

“Upward mobility does not depend on admission to a handful of colleges.”

“Spurred on by a relentless media barrage ...collectively we have robbed students of their senior year in high school.”

“It is your future and no one else should prepackage your approach to the process.”

“The predictors and indicators of good education are easy to know, but virtually impossible to measure.”

“Far too many incoming students choose their schools for all the wrong reasons.”

“College selectivity is no guarantee of quality.”

“Unfortunately, the admissions process in America today has become so commercialized and competitive that it makes ‘shopping for the right school’ seem like a high pressure game show.”

“It does not have to be this way. You do not have to play their game.”

“Let us all—counselors, students and parents —reclaim the college selection and admission process as a form of education rather than a form of commercialism.”

“The college selection process does not have to be stressful if students and parents focus on what is really important.”

COLLEGE UNRANKED:

From those in charge comes crucial advice for students, parents, and counselors. College admissions can be a sensible and productive experience. The collective wisdom of college presidents and admission deans tells us how.



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