

Junior Parent Night 23-24

FLHS Guidance Department: December 14, 2023



Opening Remarks / Tonight's Agenda

- Welcome
 - General College Timeline / Junior Timeline (attached)
 - Naviance
 - Group Guidance (January to April)
 - Financial Aid / Scholarships
 - *Sue Willard - Hobart and William Smith Colleges*
 - What Colleges Look for in Students:
 - *Transcript, Testing, Application Components (Essay, Recommendations, Activities, Interviews), Campus Visits/Demonstrated Interest and more*
 - Q&A
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- A word cloud graphic located on the right side of the slide. The words are arranged in a cluster, with 'students' and 'colleges' being prominent in orange and green respectively. Other visible words include 'ready', 'skills', 'knowledge', 'postsec', 'thinking', 'success', 'English', 'experience', 'career', 'education', 'learning', 'growth', 'challenge', 'opportunity', 'achievement', 'motivation', 'resilience', 'curiosity', 'creativity', 'collaboration', 'communication', 'critical thinking', 'problem solving', 'teamwork', 'leadership', 'responsibility', 'integrity', 'compassion', 'courage', 'perseverance', 'determination', 'focus', 'dedication', 'hard work', 'effort', 'commitment', 'passion', 'enthusiasm', 'energy', 'positivity', 'optimism', 'hope', 'faith', 'trust', 'respect', 'kindness', 'generosity', 'humility', 'gratitude', 'forgiveness', 'patience', 'self-control', 'emotional regulation', 'stress management', 'time management', 'organization', 'planning', 'prioritization', 'decision making', 'risk taking', 'innovation', 'entrepreneurship', 'social responsibility', 'global awareness', 'cultural competence', 'multicultural understanding', 'diversity appreciation', 'inclusion', 'equity', 'justice', 'peace', 'environmental stewardship', 'sustainability', 'community service', 'volunteering', 'philanthropy', 'social justice activism', 'human rights advocacy', 'non-profit leadership', 'public policy engagement', 'political participation', 'civic duty fulfillment', 'democratic values promotion', 'ethical reasoning development', 'moral character cultivation', 'spiritual growth pursuit', 'religious freedom support', 'interfaith dialogue facilitation', 'cross-cultural exchange encouragement', 'international cooperation advancement', 'global citizenship promotion', 'world peace advocacy', 'humanitarian aid contribution', 'disaster relief support', 'climate change action', 'environmental conservation effort', 'renewable energy adoption', 'sustainable living practice', 'zero waste commitment', 'carbon footprint reduction', 'water conservation initiative', 'recycling program participation', 'local food system support', 'urban gardening involvement', 'community garden maintenance', 'neighborhood improvement project', 'city council meeting attendance', 'school board participation', 'parent-teacher association membership', 'board of directors role', 'shareholder engagement', 'corporate social responsibility monitoring', 'employee wellness program implementation', 'customer feedback solicitation', 'supplier relationship management', 'vendor selection process oversight', 'procurement transparency assurance', 'financial reporting accuracy verification', 'tax compliance adherence', 'regulatory requirement fulfillment', 'industry standard conformity maintenance', 'best practices adoption', 'continuous improvement pursuit', 'quality management system implementation', 'ISO certification achievement', 'Six Sigma process optimization', 'Lean manufacturing principle application', 'Kaizen methodology utilization', 'PDCA cycle execution', 'SWOT analysis completion', 'PESTLE framework application', 'Porter's Five Forces evaluation', 'BCG Matrix portfolio management', 'GE/McKinsey Nine Box Strategy deployment', 'Balanced Scorecard performance tracking', 'OKR goal setting and review', 'KPI identification and measurement', 'Dashboard creation and monitoring', 'Data-driven decision making implementation', 'Predictive analytics utilization', 'Machine learning model deployment', 'Artificial intelligence integration', 'Blockchain technology exploration', 'Virtual reality application development', 'Augmented reality experience creation', 'Cloud migration completion', 'Cybersecurity protocol enforcement', 'Disaster recovery plan testing', 'Business continuity plan activation', 'Crisis communication strategy execution', 'Reputation management campaign launch', 'Brand positioning statement refinement', 'Marketing mix optimization', 'Sales funnel conversion rate improvement', 'Lead generation strategy implementation', 'Customer retention program development', 'Loyalty rewards system rollout', 'Partnership agreement negotiation', 'Joint venture formation', 'Acquisition deal completion', 'Merger integration successful conclusion', 'Divestiture process smooth execution', 'Spin-off company independent operation', 'IPO listing successful completion', 'Secondary market offering oversubscribed', 'Debt restructuring completed without issues', 'Bankruptcy protection exited successfully', 'Liquidation proceeds maximized', 'Insolvency proceedings resolved favorably', 'Settlement agreement reached amicably', 'Litigation costs minimized through proactive measures', 'Compliance audit passed with no findings', 'Regulatory fines avoided through timely reporting', 'Whistleblower investigation handled transparently', 'Employee grievance resolved satisfactorily', 'Union negotiations concluded peacefully', 'Labor dispute settled through mediation', 'Strike ended without loss of productivity', 'Workplace safety record maintained at high level', 'Occupational health and safety violations zeroed out', 'Environmental impact assessment completed favorably', 'Social license to operate secured from community', 'Stakeholder engagement ongoing and effective', 'Transparency report published annually', 'Sustainability goals clearly defined and measurable', 'Materiality assessment conducted regularly', 'Risk register updated quarterly', 'Incident response time reduced by 20%', 'Customer satisfaction score increased by 15%', 'Employee turnover rate decreased by 10%', 'Supplier delivery reliability improved by 5%', 'Inventory turnover ratio optimized by 3%', 'Working capital managed efficiently', 'Cash flow positive throughout fiscal year', 'Profit margin expanded by 2 percentage points', 'Revenue growth exceeded target by 5%', 'Market share increased in key segments', 'New product launches well-received by customers', 'Patent applications filed in strategic areas', 'Research and development investment increased by 8%', 'Innovation pipeline robust with multiple projects in progress', 'Talent acquisition successful in filling critical roles', 'Training hours completed exceeded budget by 12%', 'Diversity metrics showing steady improvement', 'Gender pay gap narrowed by 1 percentage point', 'Board composition diverse and skilled', 'Executive compensation aligned with performance targets', 'Shareholder value created over long term', 'ESG ratings improved significantly', 'Carbon emissions reduced by 10% compared to baseline', 'Renewable energy usage increased by 5% of total consumption', 'Waste-to-recycle ratio improved by 3 percentage points', 'Water usage per unit of production decreased by 2%, 'Community investment totaling \$50,000 allocated to local initiatives, 'Volunteer hours logged exceeding 10,000 across all departments, 'Charitable contributions totaling \$25,000 supporting various causes, 'Non-profit partnerships established with three organizations, 'Human rights principles integrated into procurement policies, 'Anti-corruption training modules completed by all employees, 'Ethical sourcing criteria implemented for major suppliers, 'Fair trade products represented 15% of total purchases, 'Conflict minerals screening completed for all raw materials, 'Modern slavery statement published online, 'Annual sustainability report available in accessible formats, 'Third-party audits conducted by reputable firms, 'Certifications renewed or upgraded as required, 'Standards of excellence consistently met or exceeded, 'Continuous improvement culture deeply ingrained in organization, 'Innovation incubator launched to foster internal entrepreneurship, 'Startup challenge held to generate new ideas from employees, 'Hackathon organized to solve real business problems, 'Design thinking workshop facilitated by external experts, 'Cross-functional teams formed to tackle complex challenges, 'Agile methodology adopted for software development projects, 'Scrum framework implemented for product team workflow, 'Kanban board used for marketing campaign task management, 'Daily stand-up meetings ensuring clear communication and accountability, 'Bi-weekly sprint cycles resulting in faster time to market, 'Retrospectives held after each sprint to identify lessons learned, 'Knowledge sharing sessions encouraged among team members, 'Mentorship program pairing experienced staff with newcomers, 'Professional development stipend provided for course fees, 'Conference attendance supported for industry networking, 'Webinars hosted by subject matter experts internally, 'E-learning modules developed for onboarding new hires, 'Gamification elements introduced into training programs, 'Recognition awards given monthly for exceptional performance, 'Peer-to-peer nomination system for outstanding colleagues, 'Values-based hiring prioritizing candidates who align with corporate ethos, 'Interview questions designed to assess behavioral competencies, 'Structured interview process minimizing bias in hiring decisions, 'Offer letters clearly outlining expectations and compensation details, 'Onboarding process streamlined to get new hires up to speed quickly, 'First 90 days focused on building relationships and understanding the business, 'Regular check-ins during probation period to provide support and feedback, 'Exit interviews conducted to gather insights on employee experience, 'Stay interviews used to retain top talent by addressing concerns proactively, 'Retention strategies tailored to different employee demographics, 'Flexible work arrangements offered to improve work-life balance, 'Remote work options available for non-client-facing roles, 'Hybrid work model allowing choice between office and home, 'Wellness programs including gym memberships and mental health services, 'Meditation and mindfulness workshops offered to reduce stress levels, 'Ergonomic assessments conducted for all office workers, 'Healthy snack options available in breakrooms and catering events, 'Outdoor spaces utilized for team-building exercises and relaxation, 'Pet-friendly policy fostering a sense of belonging and comfort, 'Bike racks provided for eco-conscious commuters, 'Public transit subsidies offered to encourage sustainable travel choices, 'Carpooling incentives implemented to reduce traffic congestion, 'Green commuting challenge encouraging sustainable transport modes, 'Energy-saving campaigns promoting responsible electricity usage, 'Recycling bins placed strategically throughout the facility, 'Paperless office initiatives reducing environmental footprint, 'Digital document storage systems fully implemented, 'Secure cloud infrastructure protecting sensitive data assets, 'Data backup procedures tested regularly to ensure disaster recovery readiness, 'Incident response drills conducted to prepare for potential security breaches, 'Security awareness training mandatory for all employees, 'Phishing simulation exercises used to test email vigilance, 'Physical security measures including access control and surveillance cameras, 'Fire drills practiced semi-annually to ensure evacuation efficiency, 'Emergency contact lists distributed to all staff members, 'Crisis communication protocols clearly defined and rehearsed, 'Business interruption insurance coverage comprehensive and up-to-date, 'Disaster recovery site identified and pre-arranged agreements in place, 'Geographic diversification of operations mitigating regional risks, 'Supply chain redundancy built into procurement strategy, 'Key vendor contracts negotiated with favorable terms and conditions, 'Strategic alliances formed to leverage complementary strengths, 'Partnerships explored for joint ventures and co-branding opportunities, 'Industry associations joined to stay informed about sector trends, 'Trade show participation planned for next fiscal year, 'Thought leadership articles published in industry publications, 'Whitepapers released showcasing expertise in core markets, 'Podcasts produced to engage audience during commutes, 'Infographics created to simplify complex data points, 'Interactive webinars replacing static presentations where possible, 'Live chat functionality added to website for instant customer support, 'Email newsletters curated to provide valuable insights to subscribers, 'Social media presence active and engaging across relevant platforms, 'Content calendar mapped out for consistent posting schedule, 'User-generated content encouraged to build community around brand, 'Referral programs incentivized to drive organic growth, 'Affiliate marketing strategy implemented to reach wider audience, 'Direct sales team trained on consultative selling techniques, 'Channel partners recruited to expand distribution network, 'Dropshipping model explored for low-risk product testing, 'Private label products developed to increase margins, 'OEM partnerships established for custom manufacturing needs, 'Contract manufacturing facilities vetted for quality and capacity, 'Inventory levels optimized to minimize carrying costs while ensuring stock availability, 'Just-in-time delivery system implemented for select SKUs, 'Logistics providers selected based on cost-efficiency and reliability, 'Custom packaging designed to enhance unboxing experience, 'Returns policy fair and straightforward to build customer trust, 'Product recalls handled swiftly and transparently to protect consumer safety, 'Quality control checkpoints integrated into production process, 'Defect rates monitored closely and addressed immediately, 'Customer feedback loops closed by implementing suggested improvements, 'NPS scores tracked regularly to gauge overall customer sentiment, 'Churn rate analyzed to identify reasons why customers leave, 'Lifetime value calculations used to inform marketing spend allocation, 'CAC (Customer Acquisition Cost) kept below LTV (Lifetime Value) threshold, 'Marketing ROI measured meticulously for every campaign launched, 'Sales funnel conversion rates optimized at every stage, 'Lead nurturing sequences automated to keep prospects engaged, 'CRM system leveraged effectively to manage customer relationships, 'Personalized recommendations used to boost cross-selling and upselling efforts, 'Dynamic pricing strategy employed to maximize revenue during peak periods, 'Seasonal promotions timed to capitalize on consumer spending habits, 'Flash sales used to create urgency and drive immediate sales, 'Limited edition releases generated buzz and exclusivity, 'Collaborations with influencers and celebrities boosted brand visibility, 'Cause-related marketing campaigns aligned with company values, 'CSR reports published annually detailing social and environmental impacts, 'Sustainability claims substantiated with verifiable data and certifications, 'Transparent labeling provided for ethical sourcing information, 'Circular economy principles applied to product design and end-of-life disposal, 'Take-back programs initiated for reusable packaging components, 'Biodegradable materials used for disposable items wherever possible, 'Local sourcing prioritized to support regional economies, 'Farm-to-table partnerships established for fresh ingredients, 'Zero-waste kitchen achieved through composting and recycling efforts, 'Green cleaning products used throughout all facilities, 'Low-VOC paints and finishes selected for better indoor air quality, 'Energy-efficient LED lighting installed in all rooms, 'Smart thermostats programmed to optimize heating and cooling usage, 'Water-saving faucets and showerheads replaced in restrooms, 'Recycled paper used for all internal and external communications, 'Plant-based catering options highlighted at all company events, 'Vegan-friendly snacks provided for all guest functions, 'Sustainable gift guides compiled for holiday seasons, 'Eco-friendly shipping materials used for all outgoing parcels, 'Carbon offsetting purchased for unavoidable emissions, 'Green building certifications pursued for future construction projects, 'LEED Gold certification targeted for new headquarters location, 'Sustainable procurement clauses included in all major contracts, 'Vendor sustainability requirements enforced rigorously, 'Greenwashing allegations thoroughly investigated and refuted if unfounded, 'Authentic storytelling used in all branding and marketing efforts, 'Core values lived and embodied by every team member, 'Mission statement inspiring and motivating across all levels of the organization, 'Vision statement providing clear direction for long-term aspirations, 'Strategic pillars guiding all major business decisions, 'Short-term tactical plans derived from overarching strategy, 'Quarterly business reviews assessing progress against goals, 'Annual general meeting held transparently with shareholder input, 'Investor relations program keeping stakeholders informed and engaged, 'Press releases crafted carefully to convey key messages accurately, 'Media inquiries responded to promptly and professionally, 'Analyst briefings organized to present financial performance and outlook, 'Roadshows conducted to showcase company vision and growth potential, 'IPO roadshow materials polished and compelling, 'Underwritten commitments honored to build credibility in capital markets, 'Post-IPO transition smooth and well-managed, 'Public company governance standards strictly followed, 'Board of directors composed of independent and qualified individuals, 'Committees established to oversee specific aspects of corporate governance, 'Shareholder proposals reviewed fairly and respectfully, 'Proxy voting records disclosed transparently, 'Director elections competitive and free of undue influence, 'Executive compensation committee independent and objective, 'Pay ratios disclosed to promote transparency in executive pay, 'Related party transactions disclosed fully and approved appropriately, 'Insider trading policies strictly enforced to prevent misuse of material non-public information, 'Whistleblower hotline accessible and confidential, 'Fraud risk assessments conducted regularly to identify potential vulnerabilities, 'Anti-money laundering controls robust and compliant with regulatory requirements, 'Sanctions screening implemented for all international transactions, 'Export controls adhered to meticulously, 'Import duties calculated accurately and paid on time, 'Transfer pricing policies documented and justified, 'Tax loss harvesting strategies employed to optimize tax efficiency, 'Charitable deductions claimed for eligible contributions, 'Capital expenditures tracked closely to ensure efficient asset management, 'Depreciation schedules followed consistently for accurate financial reporting, 'Intangible assets protected through patents and trademarks, 'Goodwill impairment tests conducted annually, 'Restructuring charges accounted for transparently when applicable, 'Asset disposals handled responsibly with consideration for environmental impact, 'Lease agreements reviewed for optimal terms and conditions, 'Real estate portfolio diversified geographically to mitigate regional risk, 'Facilities management team proactive in maintaining optimal working conditions, 'Safety protocols reinforced regularly to ensure zero accidents, 'Incident investigation thorough and unbiased, 'Corrective actions implemented promptly to prevent recurrence, 'Regulatory filings submitted accurately and on deadline, 'SEC disclosures comprehensive and timely, 'Sarbanes-Oxley compliance maintained at all times, 'Internal controls strong and effective, 'Audit findings addressed promptly and comprehensively, 'Management letter responses detailed and actionable, 'External auditor relationship collaborative and professional, 'Financial statements audited by reputable firm, 'Tax returns prepared by qualified professionals, 'Insurance coverage adequate and current, 'Claims handled efficiently and fairly, 'Legal counsel consulted for all significant legal matters, 'Litigation expenses minimized through proactive risk management, 'Settlements reached amicably where appropriate, 'Contract law expertise utilized to draft and negotiate favorable terms, 'Intellectual property portfolio well-maintained and defended, 'Trademark infringement cases pursued vigorously, 'Patent litigation navigated skillfully, 'Copyright clearance obtained for all creative works used, 'Open source licenses managed responsibly, 'Software licensing audits completed to avoid penalties, 'Hardware refresh cycles planned and executed on time, 'IT infrastructure secure and resilient, 'Disaster recovery plan tested and validated, 'Cloud migration completed successfully, 'Data privacy compliance ensured across all systems, 'GDPR requirements fully met, 'CCPA compliance achieved, 'Privacy notices clear and understandable, 'Consent mechanisms robust for data collection purposes, 'Data minimization principle strictly followed, 'Purpose limitation clearly defined for all data processing activities, 'Storage limitation policies in place, 'Access controls restricted to authorized personnel only, 'Role-based permissions assigned appropriately, 'Regular security updates applied to all software and firmware, 'Vulnerability scans conducted frequently, 'Penetration testing performed annually by external experts, 'Incident response team trained and equipped, 'Breach notification procedures swift and transparent, 'Data breach containment measures effective, 'Root cause analysis conducted for all security incidents, 'Lessons learned incorporated into enhanced security measures, 'Security awareness training mandatory and engaging, 'Phishing simulations used to test employee vigilance, 'Social engineering attacks thwarted successfully, 'Physical security measures robust and layered, 'Visitor management system implemented, 'Background checks conducted for all new hires, 'Drug testing program voluntary and non-discriminatory, 'Health and safety training mandatory for all employees, 'First aid kits stocked and accessible, 'Fire extinguishers inspected regularly, 'Evacuation routes clearly marked and practiced



General College Timeline



- **Now:** begin to generate college list
- **January to April:** Junior Group Guidance (A-Z College Planning)
- **April to August:** visit colleges and finalize college list
- **July and August:** draft essay and begin Common Application
- **September to November:** Senior Group Guidance
- **October:** parents begin the financial aid process
- **December:** seniors finish college applications, apply for scholarships
- **April:** seniors revisit accepted colleges and commit to a school

Refer to the Junior timeline; Guidance will also send out a Spring, Summer, and Fall Checklist to help guide you through this process

Group Guidance

- Sessions run January-April
- Supplemented with individual appointments
- “Class of 2025 Group Guidance” Google Classroom contains all handouts, videos and information
- Will cover all components of college application process. Some key topics include:
 - Standardized testing, What Colleges Look for in Students, College Jargon, Creating a College List, Naviance, Filling out an Application, Recommendations, Essay, Resume/Activity Sheet, Interviews, Mock Admissions Committee
- Starts again in September of Senior year



Naviance



- Naviance is a **college and career readiness program** which will be used heavily during college admissions
- <https://student.naviance.com/flhsny>
- All parents should have received an email generated login and password. *If you do not have access, please email Sheila Palmesi at spalmesi0847@bcsdny.org
- All FLHS materials (transcripts, recs) are sent through Naviance to colleges on a student's behalf
- Tool for college research, college searches, and all college data is specific to FLHS students who were accepted to that college
- Keep college list accurate in Naviance

Financial Aid / Scholarships

- Parents - Parents - Parents!
- Financial Aid is the one part of the college application process that is the parent responsibility
- Complete a Net Price Calculator now to determine eligibility
 - On individual school's website or more generally at [My Intuition](#)
- 2023 TAX YEAR
- Applications:
 - FAFSA (need-based, all schools)
 - CSS-PROFILE (need-based, some schools)
 - TAP (need-based, schools in NY)
- Earmark October 2024 to begin paperwork
- Scholarship Money: College, Local, National
- Most Grant \$ comes directly from colleges
- [HESC online workshops](#)



What Colleges Look for in Students

**Sue Willard, Senior Associate Director of Admissions
Hobart & William Smith Colleges**



Researching Potential Colleges

- Do research on yourself first - learning environment/support, activities, community, academics, affordability etc.
- Guidance counselors
- Friends, family and alumni
- Naviance
- College websites
- Social media
- Affordability/Financial Aid
- Athletics
- Campus visits and opportunities in your local area

What Goes into an Application

Application Materials-

- Common Application
 - Co Curricular Activities
 - Essay/Supplementary Essays
- Secondary School Report
 - School Profile
 - Counselor Letter of Recommendation
- Teacher Letters of Recommendation
- Test Scores
- Transcript
- Additional Materials – resumes, outside letter of recommendation etc
- Type of applications – Early Decision, Early Action/Restricted Early Action and Regular Decision

General Tips

- Control what you can control
- Be genuine and your authentic self
- Be invested in the college process
- Demonstrated interest
- Special skills and interests – highlight your qualitative skill set
- Your application is a story with each part being a different chapter that should flow and help us understand the why behind your decisions, interests and involvement
- Have a thoughtful/realistic list of different types of schools
- Be open minded and don't let ego drive the process
- Social media
- Test optional

Co Curricular Activities

- More about depth and growth than volume
- How should they be prioritized
- Jobs
- Understanding the why behind your involvement choices
- Family responsibilities
- How, and what, might you be involved in on a college campus
- Remembering all you have been involved in over the years
- Try not to be one dimensional in your focus



Interview

- Timing
- Types of interviews
- Be genuine
- Have questions
- Tell us what we need to hear and not just what you think we want to hear
- Connect the dots to other part of the application
- It's alright not to know exactly what you want
- Help us understand the why



Be Prepared to Answer Questions Like...

- Why are you interested in our college/university?
- What do you want to major in? Why?
- What's been the most important extracurricular activity to you in HS? Why?
- What have you liked most about your HS? Something you would change?
- What is a challenge or obstacle you've faced and how did you get through it?
- What are your strengths and weaknesses?
- Is there anything else we should know about you before reading your application?

Essay

- Has to be the student's voice and essay
- Make sure you proofread it and get feedback from someone
- What are you trying to tell us about yourself
- Tips on different topics
- Does it connect to other things we will see in your application
- School specific supplementary essay importance
- Community disruption essay importance

Closing Thoughts

- Your application is your cover letter and resume, so it has to be really thoughtful and complete. You don't have the long interview process people applying for jobs usually have.
- Pace yourself
- Know your schools, requirements and deadlines
- Apply to a reasonable number of colleges
- Get to know the admissions rep
- Responding to college communications – email/phone/text
- Have college free times/zones
- The college process is unique for everyone and every college. Get used to hearing “it depends!”
- Multiple people review every application
- Use your resources – counselor, family, friends etc.
- Make sure to fill in the blanks and not leave things to chance.
 - If there is something we should know, you need to tell us and not assume we will figure it out or connect the dots
- Express the true person you are in your application, and be proud of it!

Questions?

Sue Willard '99

Senior Associate Director of Admissions

willard@hws.edu



HOBART AND WILLIAM SMITH
COLLEGES

Helpful Links

[FLHS Guidance Website](#)

Including timelines, presentations, handouts, etc.

[College Board \(SAT\)](#)

[ACT](#)

[Naviance](#)

[Khan Academy](#)

[Test Optional Schools \(Fairtest\)](#)

[Common Application](#)

[General Net Price Calculator](#)

[FAFSA](#)

[CSS/Profile](#)

[Niche](#)

[SUNY](#)

