



winter | 2014

www.THESHORTLIST.org

Meet
Some
of Our
Clients

THE SHORT LIST'S
success stories:

Stanford

Hong Kong



Client Ownership: *Thomas*

The Environmentalist



When we first met Thomas, our conversation progressed as many of our initial discussions do, until we got to the question, "Have you started thinking about colleges?" Thomas replied rather sheepishly, "Yes, my dream is to attend Stanford." Not Stanford and three or two or even one other school. Just Stanford.

Thomas's parents encourage their children to pursue their dreams with passion and then fully support their efforts. We asked Thomas why he dreamed of going to Stanford, and he replied, "Because I want to be an environmentalist and Stanford has one of the best programs in the country."

Thomas had top grades and was actively involved in many activities, including serving as class president. What Thomas didn't see was how to connect his academic interests and efforts with colleges that shared his values. While supporting Thomas's goal

CONTINUED ON **PAGE 4** »



Greetings from THE SHORT LIST

Letter from Our Founder

This year college admissions changed forever. **The Common Application**, a single application used by **more than 500 colleges and universities**—including the **most competitive schools** in the country—introduced a **new and improved version**.

Unfortunately, the new application led to more confusion, glitches, and mishaps than to any real improvement. Families and secondary schools struggled for several months before **many colleges and universities extended their early deadlines** to accommodate those who had trouble submitting their applications. Many of our clients expressed just how grateful they were that we were there to guide them through the process. We heard from several, **"We don't know what we would have done without you!"** Their sense of relief humbled us and affirmed our second guiding principal: **"reduced stress"** for all involved.

The challenges of the new application became most apparent when our clients began wrestling with the **appropriate application strategy**. There are so many options today—from applying early to regular and everything in between—that it is no wonder our families felt bewildered.

2013 was an eventful year. It included **Rachel**, one of our **NYC public school** students, being emblazoned in the national media spending **a day with Prince Harry in Harlem**.

It ended with our early notification clients sharing news of their acceptances. We **highlight a few of our clients and their journey** and accomplishments in this newsletter. Throughout the year, our **guiding principals** kept us grounded and reminded us that it is

"Client Empowerment," "Reduced Stress," a "Unique Approach," a search for "Total Happiness," and "Future Success" that we seek with each of our clients. We wish all of them, whether they have received a final decision or are awaiting a decision later this spring, all the best in 2014.

— **Bill Short, Founder and President**

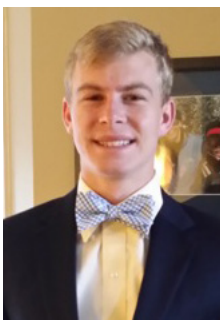


Rachel and Prince Harry

THE SHORT LIST'S

success stories: **Duke**

Florida

**Reduced Stress:** *Alex***The Best Buddy**

When Alex first came to The Short List in his junior year, we knew that he was an exceptional student. He was second in his class, had already taken seven AP courses, and was a member of three honor

societies. We were amazed to learn how many activities Alex was also involved with: varsity and club soccer, student government, community service, and a few clubs at school. It quickly became clear Alex's challenge was going to be time management.

Additionally, we knew that Alex had ambition but had yet to discover his true passion. As we got to know Alex, we learned he had a growing enthusiasm for

his work with the Best Buddies Club at his school. Alex had developed a close relationship with his "buddy." As we worked with Alex, he began to recognize he had a strong passion for working with students with intellectual disabilities and was determined to help other students experience a friendship similar to the one he and his buddy shared. He became president of the club in his senior year and grew the membership from five students to 150 active members. Ultimately, Alex's work with Best Buddies gave him a strong curiosity about brain development, and he became interested in pursuing neuroscience.

Attending a public school in the Tampa area, Alex did not have many opportunities to attend college information sessions and had not yet visited any campuses. The Short List helped Alex begin to develop a college list and identify college presentations in his area that he could attend. We also knew it was important for

Alex to visit some college campuses. Given the demands of his schoolwork, many activities, and two summer jobs, this was not an easy task.

Alex visited several schools in North Carolina at the start of his senior year and immediately fell in love with Duke. When stepping on campus, he felt he had "found his people." More than that, Alex was taken with the strong science offerings at Duke and the opportunities to do research.

Alex decided to apply Early Decision to Duke University, and The Short List worked with him to prepare his application. We realized that while he had great breadth of experience, it was important that he demonstrate the depth of his commitment to his activities as well. We worked with him to develop strong essays that conveyed his passion and involvement, and we went through extensive interview preparation.

Alex was accepted Early Decision to Duke University and will be matriculating this fall.

THE SHORT LIST'S

success stories: **Cornell and UPenn**

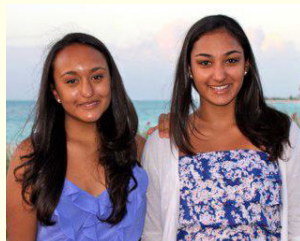
New Jersey

**Unique Approach:** *Sara and Grace***The Thoughtful Twins**

We were introduced to Sara and Grace by our summer planning consultant, Jill Tipograph. Jill had worked with the twins in organizing amazing summers and activities that extended beyond the summer.

We sat down with Jill, the twins, and their parents. The twins shared a passion for science and a desire to pursue careers in medicine. At first, the two seemed so similar that it was a challenge differentiating them. Luckily, the family engaged our services early enough that we had time to help each define her own path.

We agreed that we would work with them separately and asked them not to discuss our efforts between them. We then delved deeper into their backgrounds, and began to get a better sense of each sister's personality.



Sara loved music and community service. She played violin in her school's orchestra and became the senior leader of the Fundraising Council and Debate Club. She also spent summers researching at Brown and Columbia Universities, and volunteering with the community blood bank. With Jill's help, Sara had organized a violin program for a community center in the Bronx. She collected used instruments and spent months teaching the children how to play. She even directed a show they put on for their parents. Sara's efforts were

always directed at helping others.

Grace loved science but felt conflicted because she also loved literature, writing, and the classics. In school she joined the Writer's Workshop Club and became the editor for her school's literary magazine and newspaper. Outside of school, she attended summer science research programs at Penn and Columbia, and writing workshops at Johns Hopkins.

Grace pursued both science and writing with equal vigor.

The Short List helped each of the sisters compile a list of colleges that addressed their individual interests. Grace wanted to find a school that would combine her love for science and writing, while Sara wanted a school that would allow her to pursue science and human ecology. Each had a clear favorite: for Grace, the University of Pennsylvania and for Sara, Cornell. Through multiple meetings with admissions personnel and faculty, each girl found an advocate at her school who agreed to write on her behalf.

Both schools announced their early decisions on the same day. Grace opened her decision first and the family recorded her jumping up and down at news of her acceptance to Penn. The camera kept rolling as Sara received her acceptance to Cornell. When they called The Short List with the news, both girls were over the moon as they shared their news—separately.

THE SHORT LIST'S

success stories: Williams

Ohio



Total Happiness: Jackson

The Golfer

We met Jackson and his family two years ago at one of our Columbus, Ohio, presentations. Jackson was an academically gifted student, had legacy at two highly ranked schools, and was a top-rated golfer. His family was unsure how to go about the search process: Should they go for a school strictly for academics? Was it smarter to take advantage of his legacy status? Or should he pursue his dream of playing golf in college?

This was not the first time we had experienced such a conflict, and we knew the real answer lay within Jackson. He just needed to find a way to uncover it.

Jackson is very organized, decisive, and clear-thinking. While he was prepared for every session with The Short List, his process was more streamlined than some of our clients. He was determined not to waste time. Jackson wanted only to pursue those schools where he could truly envision being happy. He decided early on that any college he attended had to have top-notch academics and an opportunity to play golf.

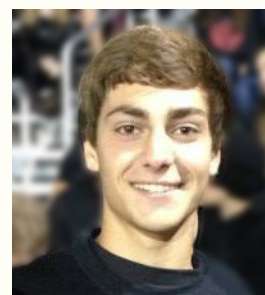
We helped Jackson research several schools, register with the NCAA Clearing House, design a golf resume, reach out to coaches, and start the recruiting dialog. He planned college visits to tour campuses, meet coaches, and

attend admissions sessions. He narrowed his list down to just a few schools. We held a family meeting to discuss his application strategy, including concerns that he did not have enough schools on his list and might need to broaden his choices and accept that he might never play golf in college. Jackson listened but determined he wouldn't change his list because it included only schools where he knew he would be happy, even if they ended up being his only option.

Jackson spent the fall continuing his dialogue with

the coaches at each school, working on his essays, and keeping up with his schoolwork. All of the schools expressed interest in having him join their golf team. Jackson didn't want to leave them in limbo, so he chose one school and applied Early Decision. In

December, Jackson called to tell us he had been accepted to Williams College, the number one liberal arts college in the country. He said that the golf coach was as excited as he was to have Jackson join their nationally ranked team.



THE SHORT LIST'S

success stories: University of Colorado

Colorado



Future Success: Jeff

The Doctor

Jeff was living in Colorado, working as a member of the Breckenridge Ski Patrol, when his parents asked if we could help provide him some career guidance. He was beginning to consider different career directions, and his parents hoped we could help him find the right path.

Jeff shared that he had graduated from college as a philosophy major with dreams of becoming a teacher or lawyer, but was starting to feel pulled toward medicine. As a first responder at Breckenridge, he



had encountered all kinds of injuries. In one case, a patient even died despite the ski patrol's best efforts. This tragedy had a profound effect on Jeff, and launched his interest in working in the medical field.

During the summer of 2013, Jeff started working for Vail Summit Orthopaedics as a clinical technician. There he gained access to some of the nation's top sports medicine surgeons. He was enthralled by what happened after his ski patrol patients left his care. However, he was worried that he did not have a competitive background for medical school.

The Short List saw things differently. We believed Jeff could profile his experiences to his advantage. For example, we

learned that Jeff had earned seven different medical or emergency prevention certifications. We helped him craft a resume that highlighted his professional credentials and included his community service work at Summit Community Care Center and as a surgical assistant on Community Surgery Day.

As Jeff gained confidence, we helped him research the top sports medicine programs and find the thread in his essays that showed how his varied experiences led him to a medical career. We helped Jeff craft his admissions interview responses and showed him how



to follow up to reinforce his interest.

Over the winter, Jeff received acceptances from several medical schools. His final choices came down to Columbia University and the University of Colorado. Jeff chose Colorado so he could stay in his beloved Rockies and pursue his education surrounded by some of the nation's top sports medicine specialists.

THE SHORT LIST'S success stories:

Continued from page 1

of attending Stanford, we suggested that he explore colleges beyond Stanford so that he could see other possibilities.

Thomas became fully engaged in the process. He spent countless hours researching schools, exploring their websites, and mapping out their geography. He planned a packed two-week college trip for his family during which he took notes and met with admissions personnel and faculty. When he returned home, The Short List helped Thomas design an application strategy. It was important that he present his story so that any school on his list would view him as a viable candidate.

A common thread throughout was his passion for the environment. We learned that much of his commitment was motivated by an extraordinary trip to the Arctic. He wrote in his personal essay that watching an avalanche calving "was a compelling reminder of both nature's unparalleled beauty and the looming threat of climate change." He went on to share how, after that experience, he wanted his environmental efforts to be more intentional. He discussed the difference he was trying to make in his school and community.

Throughout the process, we watched Thomas mature and grow in confidence. As much as he changed, his dream did not. He applied Restricted Early Action to Stanford. His sister, a Tufts freshman and former client of The Short List, was on Skype with him when he received his decision at 4 am Hong Kong time. Still holding the laptop with his sister on Skype, he woke his parents and shared his news, "I got into Stanford!" As a family, they celebrated.

The Short List College Fund



This year, **Founder Bill Short** began working with his **12th senior class at Humanities Preparatory Academy**, a public school in New York City.

Over the years, Bill has witnessed **incredible accomplishments** from many of his students but has also seen budget cuts make it **more difficult for them to gain college access**. Two years ago, a **client family donated** money to The Short List College Fund to cover the cost of a software program called **Naviance** to support the admissions process for all Prep

students. This gift was unimaginable for Prep and has made a significant difference in **helping the school build a college-bound culture**.

We are **looking to fund the program** for another two years, as well as help students **meet the costs** of college visits, application fees, and text books for **all four years they are in college**. Please consider donating to **The Short List College Fund** and helping another generation of Prep students **attain their goal of a college education**.

Christine

Christine was a member of Bill's first Prep class. She attended college in upstate New York but stopped when her beautiful daughter was born. Christine did not give up on her dream of earning a college degree and setting an example for her daughter. She graduated from Columbia University in 2013.



Rachel

Rachel is a born leader and athlete. Prep doesn't have the budget for athletics, so most students pursue their interests outside of school. Rachel fulfilled her passion for softball by joining a youth program called Harlem RBI when she was 11 years old. As a high school senior, she became a leader in the program and made national news this past summer when she hosted Prince Harry for a day during his visit to the United States (pictured on page 1).

contact us



► **E-mail:** info@theshortlist.org

► **Mail:** The Short List
292 Main Street, #16
Great Barrington, MA 01230

► **Main:** (917) 691-5977

► **MA:** (413) 528-5478

► **Web:** www.theshortlist.org