

**What's happening**

**Today**

■ The city of Woodland Community Services Department will host **Skate Night** for middle and high school students at Nor Cal Indoor Sports, 1460 Tanforan Ave. in Woodland, from 7:30 to 9:30 p.m. The event is free for all students in grades 7 to 12 with a valid student ID. Students can enjoy a fun night of roller skating, listening to music, or simply hanging out with friends. The rink will provide inline and quad skates to anyone who needs to borrow a pair. In addition to skating, there will be free access to the batting and wiffle-ball cages. Skate Night is sponsored by Measure J in coordination with Nor Cal Indoor Sports. For information, call the Woodland Community Services Department at 530-661-2000.

**Saturday**

■ Girls in grades 6-8 who would like an **introduction to computer science and coding** are invited to a free workshop from 9 a.m. to noon in Room L-28 at Davis High School, 315 W. 14th St. Two experienced high school students will teach the basics of two common coding languages, Python and Java. All needed equipment will be provided. Participants also will learn about summer coding programs. Register at <http://www.signupgenius.com/go/20f0545aba72ba2f85-coding>. For more information, contact Helena Leal at [davisgirlscodes@gmail.com](mailto:davisgirlscodes@gmail.com).

**Tuesday, Feb. 28**

■ The Davis High School PTA presents a **Gap Year Fair** for students to learn more about gap-year options. The fair will run from 6 to 8:30 p.m. at the Veterans Memorial Center, 203 E. 14th St., with speakers presenting in the theater from 6 to 6:45 p.m. and the fair taking place in the multipurpose room from 6:45 to 8:30 p.m. The event is free but space is limited. Reserve a spot at [usagapyearfairs.org/fairs](http://usagapyearfairs.org/fairs).

**March 23-25**

■ The **Sacramento Regional Competition for FIRST Robotics** returns to the UC Davis ARC Pavilion for three days of competition with the winning team advancing to the World Championships in April. Come cheer on Davis' own former world champ and perennial power Citrus Circuits. Visit [www.firstinspires.org](http://www.firstinspires.org) for more information.

**Quest on to save polar bears**

By ANNE TERNUS-BELLAMY  
Enterprise staff writer

Hey kids, want to save a polar bear? Tell your parents to leave the car at home and walk or bike to school next month instead.

All Davis school children will be able to participate in the Polar Pedal throughout February. For every trip to school made on foot or bicycle, kids will earn a point. Every 500 points equals a polar bear, and the goal is for the Davis Joint Unified School District to save 20 polar bears through Polar Bear International.

Can Davis school children really make 10,000 trips on foot or by car in February? Well, they made 8,000 such trips last February, so surely the goal is in reach.

Trips will be recorded through the Active4.me scanning program donated to all Davis schools by local resident Tim Starback and each school will have a goal chart to track students' progress throughout the month. Students can still sign up for Active4.me if they haven't already. Visit <http://active4.me>.

"I have been hearing that the kids are super-excited about helping polar bears," said Loretta Moore, the city's Safe Routes to School program coordinator.

Best of all: "Each school will have the opportunity to name a bear," she said.

The program is funded in part by a grant from Kaiser Permanente.

To learn more about Polar Bear International, visit <http://www.polarbearsinternational.org>.



FRED GLADDIS/ENTERPRISE FILE PHOTO

**Have a good name for this little guy? Make sure to bike or walk to school next month to build up points to help save polar bears.**



METRO CREATIVE CONNECTION PHOTO

**Apply now for rigorous summer arts school**

Enterprise staff

YoloArts is calling all Yolo County high school artists for the 31st session of the California State Summer School for the Arts. This program offers a rigorous pre-professional training program in the visual and performing arts of dance, music and theater, creative writing, animation and film for talented high school-aged artists. Each summer, only 500 students are selected from a statewide competitive admissions process.

Through the years, Yolo County has been well-represented. Past student participants have commented on this summer school

experience in the development of a personal style and gaining confidence in artistic expression.

It provides a training ground for future artists who wish to pursue careers in the arts and entertainment industries in California and was created by the Legislature in 1987 as a state agency funded through a public-private partnership.

The 31st session will run from July 8 through Aug. 4 at the California Institute of the Arts in Valencia, an accredited degree-granting institution of higher learning established by Walt Disney in 1961. Students completing the four-week

program are named California Arts Scholars.

Financial aid is offered for applicants and nearly 40 percent of students attending have had tuition fees paid all or in part by the CASSA Foundation.

The online application at [www.cassa.org](http://www.cassa.org) must be completed by Feb. 28.

YoloArts works with the summer school to promote the arts scholar program and hosts an annual recognition event for the students selected to participate in the program.

For more information, contact Jenna Hansart education coordinator, at [jhans@yoloarts.org](mailto:jhans@yoloarts.org).

**Does your social media matter to colleges?**

Living in a house with teenagers, I am constantly confronted with how all-consuming social media can be. Colleges, since they work with teens, are as well.

No surprise then that social media has become an increasingly integral part of college admissions, for better or worse. Nowadays most teens are familiar enough with online etiquette — although there is always room for improvement — but they are not as tuned in to how colleges use social media.

Basically, colleges and universities are using social media to connect with, recruit and learn more about applicants. In fact, research shows that the higher education field has adopted social media tools even faster than business.

As a result of the prevalence of social media usage in college admissions, students' online behavior has become almost like another part of the application process that needs to be managed. I know what you might be thinking. Oh joy, another hoop students have to jump through to gain acceptance.

Well, there are positive and negative aspects of social media use, and though I do not pretend to be an expert, I do have some tips for how to be a savvy and effective social media user as a college applicant.

Here are the four main issues to keep in mind.

**1. Manage online presence**  
A good rule is that old adage "Do no harm." A student does not want to have an online presence that would harm, or undermine his or her chance of college admission.

According to the National Association for College Admission Counseling's State of College Admission Report from 2015, 38 percent of college admissions officers state that social media is of considerable importance as a recruitment tool. Read the report at <http://bit.ly/2iKNcCL>.



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COLLEGE CORNER

Given that more than a third of college admissions officers feel this way, students should present their best selves online to colleges recruiting in this manner.

The bottom line? Avoid inappropriate comments, posts and pictures ... pretty self-explanatory. But just what is inappropriate? Perhaps think of it as the "grandparent rule." Do not put anything out there that you would not want to show your grandparents. (Sorry if I have offended any grandparents.)

And by "out there," I mean anywhere online — Facebook (if any teens are still using it?!), Instagram, Snapchat, YouTube, Twitter, College Confidential, etc. Does this mean that all party pictures need to be taken down? Well, maybe. Or maybe do not post them in the first place. Or consider making the account private or not using your real name. De-tagging and filtering content also may be necessary.

**2. Use social media to "demonstrate interest"**

Nowadays many admissions offices use social media to get a read on an applicant's likelihood of enrolling. Demonstrated interest is showing a college how interested you are (which they think may mean how likely you are to accept if given an offer) by taking a proactive step to learn more about them either by visiting, signing up on their website and/or going to an information night. Social media is a powerful tool for demonstrating interest.

Colleges such as Ithaca College, for example, track students' online activity to try to ascertain their level of interest. Some colleges even keep track of how many times



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an applicant visits its website.

Wait there's more ... Some colleges use data mining software that gives students an "engagement score," as they browse the website that increases if they browse often and for a long time.

So, which colleges do this kind of tracking? An easy way to get a sense of this is to look up a college you're interested in on the College Board website, [www.collegeboard.org](http://www.collegeboard.org). Check under the "Applying" tab at "What's Important" to see if "Level of Applicant's Interest" is listed. If it is very important, chances are that this college is doing data mining online as part of tracking demonstrated interest. This is also a good question to ask on a college tour.

In a nutshell, what this means is: use social media and go online to show your enthusiasm for a college. Follow online the schools you are applying to so you can find out about upcoming events and stay connected.

**3. Make your case**

According to Kaplan Test Prep's most recent survey of social media use in college admissions, since 2008 there has been a 40-percent increase in the percentage of college admissions officers who visit applicants' social media pages. One of the main reasons they do so is to "learn more about an applicant's creative interest" according to the survey.

Here's a chance to use social media to convince them you are the one to admit. Websites like Zeemee, a free online web page builder for college applicants, enable students to create video and post pictures of special hobbies and unique experiences. See my Enterprise column from March — [www.davisenterprise.com/?p=637494](http://www.davisenterprise.com/?p=637494) — for more on this subject.

**4. Rethink online friends**

It may sound harsh but it in this age of re-tweets, hashtags and pictures posted online by friends of friends, it may be wise to narrow the number of people who are

connected with you online to the people you know well and trust ... at least during college application season.

In addition here are a couple of other useful resources:

■ Common Sense Media has a great short video with five basic social media usage rules at <http://bit.ly/2jiGcsH>

■ I also suggest checking out "Light, Bright and Polite: How to Use Social Media to Impress Colleges & Future Employers," by Josh Ochs.

Well, that's all for now. And when it comes to social media, funnily enough, Albert Einstein may have summed it up best: "Learn from yesterday, live for today, hope for tomorrow."

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