



7 Mistakes Parents Make During the College Admissions Process

1. Not being honest about finances

When I was applying to colleges, I let my kids know that we would need to get a scholarship. Their top choice universities cost \$60,000 per year (\$240,000 after four years). We invested in college admissions books, an ACT tutor to help improve their scores and allowed them to join clubs and volunteer, which led them to receive full tuition scholarship to their school choice and graduating Debt-Free.

2. Not understanding scholarships and financial aid

Some parents believe that every student get's a scholarship to college and this is not true. Only the students that are proactive about their college admissions process and have parents that invest in the resources to set them up for success have the best chances to receive free money for college, especially full-rides.

3. Telling their student where they should go to school

Giving your student suggestions on where they should go to school is great! But when it comes to their only choice, this limits your child greatly. One, they will not take the time to search to other schools that they should apply to. Two, they may not be a good match academically or socially for the school you are suggesting, which will lessen their chances of getting admitted and getting scholarships at that school.

4. Not being involved enough

You should not leave your child in the dust when it comes to college admissions. Many times parents are the only people that can aid a student in their admissions process. Some schools do not provide students with any resources about college or provide misinformation about getting admitted. Parents are also the people who will take their students on college tours, invest in the tools that they need to get admitted and get scholarships and be moral support for acceptances and denials.



5. Being too involved

On the opposite end of the spectrum are parents that are too involved. A parent should never come to the point where they are writing their child's college admissions essays. If it comes to that, you should ask yourself if your student really wants to go to college in the first place. Not to mention, admissions officers have an eye for when a student did not complete their application. The best solution is to provide your student with the information they need to know about college admissions so that they can be self-sufficient when it comes to finding a perfect match college, writing admissions essays, and going to interviews.

6. Expecting schools to teach your student “everything”

This mistake is seen way too many times. You should never assume that your child's school is providing your student with everything they need. Many schools have guidance counselors that are handling over 500 students and have no time to provide individual attention. Even if your student meets with these counselors, they may not understand your student's goals and can suggest misleading information about where they should go to school and what schools they can afford. It is important to give your child the upper hand by finding an admissions advisor, someone that can provide personalized attention and guidance throughout the application process.

7. Not investing in the tools that will set their student up for success and will save them MONEY

The final mistake is simply not investing in the tools that could save you hundreds of thousands of dollars. The option to pay a couple hundred dollars for an ACT tutor, can improve test scores that can potentially make you eligible for over \$500,000 in scholarship offers to many schools. A small investment at the beginning can save parents over \$240,000 it costs to get a bachelor's degree at a current school.