

Quarterly Updates
for College Counselors

Fall 2014

**Application Deadline
Approaching!**

January 15, 2015

Final first-year application deadline.

USC awards top students

For the 2014-15 academic year, the university has awarded well in excess of \$20 million to our undergraduate students, through 22 different scholarship categories. Roughly 20 percent of entering first-year students received a merit award. Download the full list of **merit scholarships** here.

**The nation's most popular
undergraduate major**

According to the Princeton Review, business administration is now the most popular major for U.S. undergraduates. So we are proud that the USC Marshall School of Business routinely ranks among the top 30 undergraduate business schools in the U.S. The School's undergraduate programs in accounting, entrepreneurship, international business and finance are ranked among the top 10 by *U.S. News and World Report*.

**Former Microsoft CEO
joins USC faculty**

Former Microsoft CEO and new owner of the LA Clippers NBA basketball team, Steve Ballmer, will be teaching at the Marshall School of Business this spring.



Now is the time. **LA is the place!**

THIS YEAR MARKED A SURPRISE FINDING One of Britain's most respected news sources, *The Guardian*, surprised everyone when it published a ranking of the world's most powerful urban brands, based on an analysis by consulting firm Saffron. The name that topped the list, edging out New York, London and Paris? Los Angeles.

WHAT MAKES LA OUTSHINE THE REST? According to *The Guardian*, the rankings are based on two measures of a city's brand: its "assets" — attractions, climate, infrastructure (in particular, transportation), safety and economic prosperity — and its "buzz," a measure of social media and other media mentions.

LA'S ASSETS ARE CLEAR: It has established itself as a world capital for the arts, technology, sports and entertainment, with terrific weather and recreational opportunities. Its population is also one of the most diverse, with virtually every nationality and culture represented, and every opinion and lifestyle openly expressed. LA is fast becoming a unique center for creativity and innovation, where traditional silos of thought are splintering and ideas are converging into new and dynamic fields of study.

THE FACE OF THE CITY IS TRANSFORMING. Once a ghost town after sunset, Downtown LA (commonly referred to as "DTLA") now draws students, artists and urban professionals to its restaurants, galleries, bookstores and sporting events. Thanks to an increase in the number of Downtown apartments and lofts, many Angelenos now call DTLA home. A few miles to the west, LA's answer to Silicon Valley — Silicon Beach — is experiencing new growth. And an expanding transit system that includes bus service and light rail options is rapidly connecting these and LA's other diverse communities.

LOCATED IN THE HEART OF LOS ANGELES, USC is ideally suited to prepare students for success and leadership in the 21st century. Real-world problem-solving is integrated with classroom studies, and students can use the region as a "living laboratory" to explore local, national and world issues. The Trojan Family also helps open doors to area mentorships, internships and jobs.

AT USC, STUDENTS discover a world of opportunities waiting for them — almost literally — outside their front doors.

SPOTLIGHT ON USC ADMISSION:

Finding those students who are an ideal fit

USC Counselor News page 2

Our admission process takes a holistic and personalized approach.

As students fill out dozens of applications and try to stand out among thousands of top-notch applicants, they may believe they are not much more than a number. But you might be surprised at how much emphasis admission officers place on getting to know each applicant as a unique individual. We not only evaluate grades and test scores but consider students' backgrounds, interests and leadership abilities. We look for those students who would thrive in a diverse, challenging environment and would welcome the opportunity to explore academic fields outside their comfort zones.

Because USC admission counselors are each assigned to a specific geographic area, we get to know the schools we recruit from. We read your students' applications and evaluate them within the context of your school. Your USC admission counselor is also the first point of contact for your students, and we are happy to answer their calls and e-mails as they complete the application process.

You are a colleague and partner we rely on.

As our on-site peer, you provide critical insights. We value your perspective on developments at your school and the overall character of the senior class. Your calls are welcome throughout the admission cycle.

We value our partnerships.

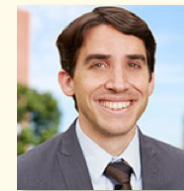
Of course, we are passionate about our university and want to attract the most talented students possible. But we also maintain valued relationships with high schools and colleges around the world. Ultimately, whatever helps each student realize his or her potential is a win for us all.

Go behind the scenes with USC Admission

Contributions from a team of staff and student bloggers provide an insider's look at the admission process and offer key tips and advice for completing a standout application. admissionblog.usc.edu

Learn more about the counselors who read your students' application by visiting their profiles.

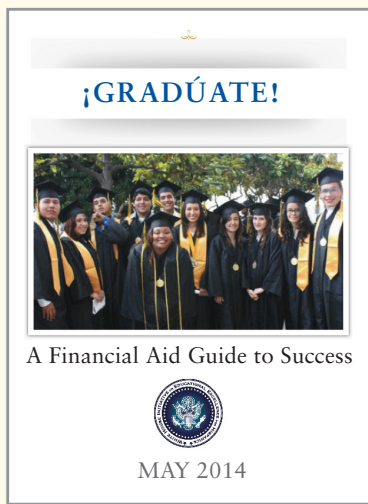
www.usc.edu/uga/counselors/counselorprofiles.html



Hello Again to Michael Gulotta!

Returning to USC after a two-year engagement with the admission team at American University in Washington, D.C., Michael is now Associate Director for Recruitment, helping oversee the planning of staff high school visits nationwide. He also serves as Territory Manager for schools in the Phoenix and Scottsdale areas.

FREE RESOURCES FOR COUNSELORS



A College Financial Aid Guide to Success focuses on Hispanic high school students

When he graduated from USC with his bachelor's degree, USC alumnus Emmanuel Caudillo had been a first-generation student. He is now a special advisor to the White House Initiative on Educational Excellence for Hispanics, whose office recently published *¡Graduate! A College Financial Aid Guide to Success*. As part of President Obama's goal to increase college enrollment among Latinos, the guide helps students and their families navigate the college admission process. It

offers tips and advice for completing a college prep curriculum in high school, and provides information about financial aid and scholarships, including resources for undocumented and Deferred Action for Childhood Arrivals (DACA) students. English and Spanish versions are available as downloadable PDFs from www.ed.gov/edblogs/hispanic-initiative.

Hispanic educational achievement is on the rise

- **High school graduation rates for Hispanics are increasing** and now stand at 76 percent nationally, closing the gaps with white and Asian students.
- **College attendance is growing, too.** In 2012, 69 percent of Latino high school graduates enrolled in college, surpassing the rate for white students for the first time.
- **At USC, 91 percent of Hispanic students graduate** within four to six years.
- **The USC Latino Alumni Association awards about 200 scholarships** to Hispanic students, ranging from \$1,000 - \$5,000.

TROJAN VOICES

USC Counselor News page 3

TO LIVE AND LEARN IN LA

We asked three students who grew up in very different places to tell us what living in Los Angeles has contributed to their college experience.



Bradley Lai

*Senior from Hong Kong.
Majors: Business Administration
and Accounting.*

I AM ORIGINALLY FROM HONG KONG, BUT I GREW UP IN SHANGHAI, SO FOR ME, LA WAS REALLY DIFFERENT – both more spread out and more diverse. One of my concerns was whether I would fit in or get homesick, but then I started exploring and found Little Tokyo, Koreatown, the San Gabriel Valley — places where the Asian food is as good or better than home. The food scene here is amazing; there is a plethora of options, beyond any other US city.

I WAS ATTRACTED TO USC BECAUSE IT'S ONE OF THE FEW UNIVERSITIES WITH A BUSINESS SCHOOL AND A TRUE GLOBAL FOCUS, AND THE INTERNATIONAL COMMUNITY HERE IS GREAT. No matter where you come from, you find people with similar experiences, and older students willing to help you out. My previous impression of LA could be summed up in one word: “Hollywood,” and I do actually see actors and celebrities around town. I've also become a huge Clippers fan, and have gotten tremendous satisfaction doing community service with other USC students, tutoring kids in the inner city, and delivering meals to the homeless. My internship with a national accounting firm has led to a job offer – so after graduation I will live and work Downtown, in what I consider one of the world's most dynamic cities.



Matthew Ramirez

*Senior from El Paso, Texas.
Major: Economics.*

ASIDE FROM THE WEATHER, GROWING UP IN A DESERT TOWN WAS GREAT.

Life was pretty simple, slow-paced, and mostly made up of people from the same Hispanic background. For college, I had an urge to get out and explore, and have a totally different experience. I'm a big sports fan, and knew LA mainly as the place where the Dodgers and Lakers play.

WHEN I CAME TO VISIT I REALIZED USC WASN'T A SEPARATE COLLEGE TOWN, BUT WAS INSIDE A REAL CITY AND PART OF AN ESTABLISHED COMMUNITY, WHICH WAS REALLY APPEALING. I love working with kids and within my first week was able to start a job and join a student organization that have immersed me for three years in the local community – teaching, mentoring and coaching kids in the neighboring schools. At USC you meet people from all around the world every day, and there's always something happening in the city – I can go to ball games, see free movies in historic parks, and recently I attended a huge two-day outdoor music festival Downtown. In March I'll be running the LA Marathon. It's an exciting time to be here, and I'm a little sad to graduate – but I plan to be back when my children attend USC!



Ariana Aboulafia

*Junior from Yorktown Heights,
New York.
Majors: Political Science and Law;
History and Culture.*

MY TOWN'S POPULATION IS ONLY 1,500, BUT I ALWAYS CONSIDERED MYSELF A “CITY GIRL” who loved music and going to concerts in New York. The big city is what I dreamed about — a place to meet different types of people, filled with opportunities. In LA and on campus I am surrounded by diversity in every way – not just different cultures or ethnic backgrounds, but an incredible diversity of opinion. I thought of LA as a place with great beaches, where I would never be cold; that's turned out to be true. It also has everything else – amazing concerts, music stores, restaurants, theatres, sports, places to hike – 365 days a year!

IT'S THE BEST POSSIBLE WAY TO STUDY POLITICAL SCIENCE BECAUSE YOU ACTUALLY SEE THE ISSUES YOU ARE READING ABOUT – gay rights at the West Hollywood Gay Pride parade; Downtown rallies for immigration reform. As a New Yorker with high expectations for public transportation, I can report that the Metro, buses and Zipcars make it easy to live without a car. It was the scholarship that originally convinced my parents to let me come to California. Now they have fallen in love with it and want to move here!



New majors – where it all comes together

More and more, the ability to think across traditional boundaries is essential to career success, and USC continues to foster the cross-disciplinary learning necessary to navigate a rapidly changing world. New programs are springing up at the intersections of diverse, innovative disciplines. Some of the most recent include:

■ Bachelor of Science in Geodesign

The USC School of Architecture, the Price School of Public Policy, and the Dornsife College of Letters, Arts and Sciences have teamed up to offer classes in urban design, planning, GIS mapping and spatial technologies. The program strives to equip students with the skills and knowledge necessary to address some of the most critical opportunities and challenges facing the world's cities.

spatial.usc.edu/index.php/undergraduate/b-s-in-geodesign

■ Bachelor of Science in Arts, Technology and the Business of Innovation

The innovative Jimmy Iovine & Andre Young Academy for Arts, Technology and the Business of Innovation offers a select group of students the opportunity to gain in-depth skills and the ability to think seamlessly across the disciplines of art and design, engineering and computer science, and business and venture management. iovine-young.usc.edu

■ Bachelor of Arts in Law, History and Culture

Through studies at the Dornsife College of Letters, Arts and Sciences and the Gould School of Law, students gain multifaceted knowledge of how legal institutions, and social and political developments, impact each other and shape American society. dornsife.usc.edu/hist/law-history-culture

■ Bachelor of Music in Music Production

For those who aspire to compose, arrange and produce music in a variety of styles, the Music Production program will be offered beginning in fall 2015, combining a rigorous course of study in music with computer and studio-based production skills. music.usc.edu/production

Student Etiquette:

For prospective college students, knowing how to present themselves at their best can take some of the stress out of meeting college officials or touring college campuses.

DO

- Be authentic
- Take care of logistics: know where to go, be on time.
- Dress appropriately for the event, location and university.
- Know who you will be meeting with.
- Have insightful questions ready.
- Introduce yourself. (Don't let your parents do it!)
- Make eye contact, have a firm handshake.
- Pay attention and show interest. Keep an open mind.
- Be polite and appreciative, and use correct grammar.
- Get the business card of the representative or tour guide and send a thank-you note.
- Check e-mails regularly and respond promptly.
- Proofread your communications.

DON'T

- Wear another college's sweatshirt!
- Address the representative by first name or assume they will remember you.
- Interrupt, use profanity or chew gum.
- Talk on your phone or text during meetings.
- Talk about other college visits.
- "Friend" an admission representative unless asked to do so.
- Bombard representatives with e-mails.
- Use an inappropriate e-mail address (one that includes profanity or suggestive language).
- Let your parents call, write or text on your behalf.



Welcome to the Class of 2018!

Our 3,098 entering first-year students continue to raise the bar as innovative thinkers, leaders and global citizens. They come from more than 1,617 different high schools, 48 states and 52 countries around the world. Among them are 230 National Merit Scholars and 433 first-generation college-goers. We are delighted to welcome them to the Trojan Family. The complete 2014-15 Freshman Profile is available online:

www.usc.edu/uga/firstyear/prospective/profile.html



Kaufman School of Dance now accepting applications for its first incoming class

The first new school established at USC in 40 years, the Kaufman School of Dance is preparing to welcome its first undergraduate class in fall 2015. Already, some stellar names have been added to the faculty, including celebrated international choreographer William Forsythe. Partnerships with area institutions will bring students unprecedented opportunities, such as access to dance companies in residence at the Los Angeles Music Center. True to its interdisciplinary focus, the Kaufman

School's faculty and students will collaborate closely with USC's five other creative schools, explore the connections with cognitive science through the Brain and Creativity Institute, and study movement-related injuries at the Cedars-Sinai Dance Medicine Center.

Students across campus are already benefitting from the new school, which offers non-major courses in various dance styles from hip hop to ballroom and ballet. The school will set a new standard for excellence when the Gloria Kaufman International Dance Center, a cutting-edge dance complex, opens in fall 2016. Applications for the fall 2015 class are due December 1. Select students will be asked to audition in person. kaufman.usc.edu

THE FUTURE COMES INTO FOCUS

Construction begins on USC Village



USC President C. L. Max Nikias describes the 15-acre expansion just north of campus as “by far the biggest thing USC has ever done and probably ever will do.” Designed to become the flagship residential community for USC, the USC Village will bring together “academic, student housing, recreational, and retail space to create a fully integrated living and learning community.”

Set to open in time for the fall semester of 2017, it will house 2,700 undergraduate and graduate students in five-story residence halls, including the USC Kathleen L. McCarthy Honors College, which was established with a \$30 million gift from the Thomas and Dorothy Levey Foundation. The USC Village will also feature a Trader Joe's grocery store, fitness center, restaurants and shops — all surrounding a central plaza that welcomes students and neighbors. village.usc.edu

We are proud that once again, our student body comprises the most international students of any U.S. university. The diversity of our student population enriches the entire college experience, allowing for an open exchange of ideas and perspectives, and giving students the opportunity to engage with cultures outside their own. Study abroad programs are now integrated with most undergraduate majors, and new opportunities are regularly being added.

- **World Bachelor in Business program has started its second year!** Launched as a bold new direction in undergraduate education by the USC Marshall School of Business in partnership with two top overseas universities, the World Bachelor in Business program has started its second year. Students accepted to the program attend three different universities across the world, including USC, and graduate with degrees from all three institutions. The first WBB class is now starting their sophomore year at the Hong Kong University of Science and Technology. Junior year will take them to Bocconi University, in the heart of the European Union. For the fourth year, students can choose which college to study at. Meanwhile, the next cohort of WBB first-year students is now studying in and exploring Los Angeles. If the number of applications we receive is any indication, this could become one of the university's most sought-after programs.
- **Dornsife Washington, D.C.** Beginning this spring, USC students from any major will be able to spend a semester in Washington, D.C. for an insider's look at policy-making and politics. Students will live together near Embassy Row with a USC faculty member in residence, take courses ranging from foreign policy to economics, and gain incomparable experience and connections through internships with various organizations. It will be USC's second Washington, D.C. address: Their fellow Trojans can be found participating in the Price School of Public Policy's well-established semester in D.C. program, where students are housed on the George Washington University campus, four blocks from the White House. dornsife.usc.edu/dornsife-dc



A COLLEGE ISN'T A TROPHY. IT'S A MATCH.

The University of Southern California admits students of any race, color, national origin, ancestry, religion, gender, sexual orientation, age, physical disability or mental disability.

IMPORTANT DATES AND DEADLINES

- 2014 **December 1, 2014:** Application deadline for merit scholarship consideration. Deadline for some Cinematic Arts and Dramatic Arts programs, all Music programs, Dance, the Iovine and Young Academy, and the World Bachelor in Business program.
- 2015 **January 15, 2015:** Final first-year application deadline.
- February 13:** FAFSA and CSS PROFILE application deadline for priority financial aid consideration.
- Early February:** Merit scholarship finalists notified by mail.
- April 1:** All first-year applicants notified of their admission decision by mail.
- May 1:** National Candidates Reply Date

USC'S ID CODES

CSS/College Board Code: 4852

Use for PROFILE Application and SAT scores

Federal School Code: 001328

Use for FAFSA application

ACT test ID Code: 0470

Use for sending ACT scores

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