



Quarterly Updates
for Guidance Counselors
Fall 2009

Counselor News

Preparing for greatness: USC focuses on training leaders for a new age.

“Leadership is an issue that every generation grapples with; it never disappears,” observes Professor Warren Bennis, one of the world’s leading authorities on the subject. Yet in five decades of studying why leaders succeed or fail, he has never witnessed such a convergence of economic, social and environmental forces. The stakes are high, and our future will depend in large part on the lessons learned by the young people now in our colleges and universities.

As Abigail Adams once declared, however, “Hard times are the crucible in which character and leadership are forged.” We see this as such a moment of opportunity. Millennials have a heightened awareness of the real-life problems surrounding them, and see the world as a fully interconnected, mutually dependent place. What they need now to is develop the vision, values and skills necessary to effect positive change. This can’t be limited to a chosen few – everyone must learn to think and act like a leader.

Long an innovator in the field of leadership, USC recognizes that new challenges call for new approaches. A prime example is the flagship course, “The Art and Adventure of Leadership,” co-taught by Dr. Bennis and USC’s visionary president, Stephen Sample. Often described as life-changing, it serves as an incubator and proving ground for new leadership strategies. Student leaders from diverse backgrounds and academic fields study and interact with eminent guest lecturers – from heads-of-state to founders of companies. They tackle community problems and in the process, identify and develop techniques to hone the traits contemporary leaders need. Most critically, they learn to seek out and collaborate with diverse points of view, operate with transparency and candor, and above all, nurture a sense of optimism that will allow them to persevere and see opportunities others cannot.

Training in essential leadership skills will soon be offered university-wide. Plans are now in motion for a first ever Leadership Initiative to bring together the lessons from leadership programs all across campus, and weave critical skills into courses in all disciplines, at all levels – from undergraduates to doctoral students. Add that to the talent and energy our students already possess, and they can enter the world equipped to accomplish not just good, but great things.



The new Ronald Tutor Campus Center will open in 2010, bringing student services and organizations under one roof.

USC is tops in dollars

USC administers one of the largest financial aid budgets of any private university in the country.

You’re invited!

Come to our annual Counselor Day event on October 2, or meet your USC representative at a reception in a city near you. See details on back.

Honors from overseas

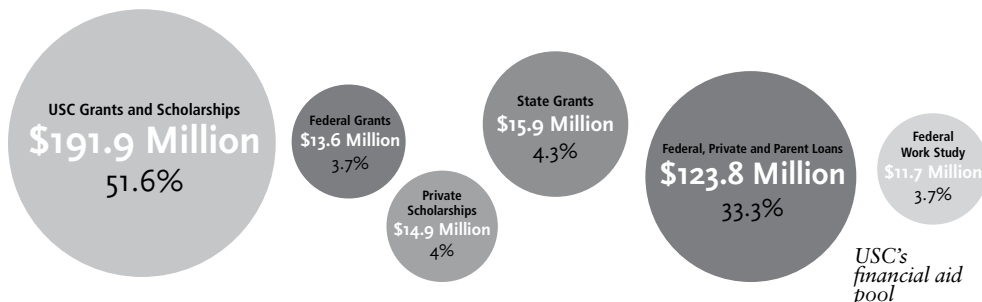
USC was just named by England’s venerable *Financial Times* as one of the top 10 universities in the world for an international business education.

Introducing our new staff: You now have 12 more friends at USC!

Our guiding philosophy is that finding a college is not a contest, but a search for the best fit between an educational institution and an individual student. We recognize that many students across the country aren't able to come visit us, and may not be aware of the programs we offer, but would be a perfect match for us if given the opportunity. Our task is to discover those students and help them discover us.

So it was an exceptionally busy summer at USC Admission, as we added a dozen energetic, enthusiastic admission counselors to our staff, significantly expanding the personal support and outreach we can provide to high school counselors and students. We think you will like them. They come from all around the US, with diverse educational experiences and rich backgrounds that span photography, journalism, international relations and yes, even a former high school guidance counselor who is moving to this side of the desk! They join one of the most dedicated groups of professionals around, all of whom are passionate about helping students. They will enable us to nearly double the amount of high school visits we will make this year. So call us if you would like to get acquainted. We have the highest respect for the work you do, and it's an honor to partner with you.

■ You can learn more fascinating facts about all our staff at http://www.usc.edu/admission/undergraduate/prepare/counselor_profiles.html.



USC responds to the economic crisis:

Student financial aid is our top priority

USC has a long tradition of meeting 100 percent of student financial need, as determined by the University, and continues that tradition even through tough economic times.

While universities throughout the U.S. and California face steep budget cuts and increased student fees, USC finds itself in a uniquely strong position to help students and families pay for a college education. As a private institution with resources independent of state budgets, the University has made no cuts to student education or services, has kept tuition increases to their lowest level in 40 years, and has increased its financial aid budget by 8 percent.

The Financial Aid Office is also working to improve its customer service and document handling procedures to ensure communication with students and families remains clear, consistent and timely. A recent shift in financial aid policy means students will be expected to contribute more via summer employment. Not only does this provide some relief to parents, but it also reflects our values and our confidence that USC students appreciate the value of their education and are willing to take some measure of personal responsibility for it.

The bottom line? USC admission decisions are need-blind and all students who want to apply, should. If offered admission to the University, students can be assured we will work in close partnership with their families to ensure a world-class – affordable – education is within their reach.

■ Learn more at www.usc.edu/uga.

Find your counselor

To find your admission counselor, visit the Undergraduate Admission home page at usc.edu/uga and click on “Contact Us.” In the “Find your Admission Counselor” box, enter your high school’s name to retrieve the name and contact information for your USC counselor – who would love to hear from you! You can also call us at (213) 740-1111 or e-mail us at scounsel@usc.edu.

Freshman profile

USC Class of 2013

Total Applicants: 35,750 Admit Rate: 24%

Total Matriculants: 2,868

Mean GPA: (*unweighted*) 3.7

Middle 50% SAT Composite: 1930-2150

Middle 50% ACT Composite: 29-33

National Merit Scholars: 232

Gender: Male 47% Female 53%

First Generation College Goers: 12%

Ethnic Background: African American 7%,

Latino/Hispanic 13%,

Native American/Pacific Islander 2%,

Asian/Asian American 24%,

Caucasian 43%, International 11%

Financial Aid: nearly 70% of entering students

receive financial aid or merit awards, including:

132 USC Trustee Scholars (*full tuition*);

288 USC Presidential Scholars (*half tuition*);

137 Dean’s Scholars (*quarter tuition*).

Geographic areas represented:

Over 200 students
California

50-199
Hawaii
Illinois
Massachusetts
New York
Texas
Washington

20-49
Arizona
Colorado
Connecticut
Florida
Georgia
Maryland
Minnesota
Missouri
New Jersey
Nevada
Ohio
Oregon
Pennsylvania

5-19
Indiana
Kansas
Kentucky
Louisiana
Michigan
Montana
New Hampshire
North Carolina

Oklahoma
Tennessee
Utah
Virginia
Wisconsin

Also represented
Alabama
Arkansas
Delaware
Idaho
Iowa
Maine
Mississippi
Nebraska
New Mexico
North Dakota
Rhode Island
South Carolina
Vermont
West Virginia
Washington, DC

International
Australia
Bahrain
Belgium
Brazil
Canada
China
Colombia
Costa Rica
El Salvador
France
Germany

Greece
Hong Kong
India
Indonesia
Israel
Italy
Japan
Kuwait
Malaysia
Mexico
Netherlands Antilles
New Zealand
Pakistan
Philippines
Portugal
Russia
Saudi Arabia
Singapore
South Africa
South Korea
Sri Lanka
Sweden
Switzerland
Syria
Taiwan
Tanzania
Thailand
Turkey
United Kingdom
Uruguay

Trojan Voices

A current student, alumna and professor share their perspectives

“What we have before us are breathtaking opportunities disguised as insoluble problems.” John Gardener



How will the next generation of leaders be different?

Holden Slusher

Current President, Undergraduate Student Government

More than in the past, we see how interconnected the whole planet is. The world is at a breaking point, and there are long term consequences for the decisions we make today. I believe successful leadership depends on an ability to innovate, cooperate and use the power of diversity. That's why our advisors and professors constantly encourage [students] to develop completely different skill sets and pursue dual majors. From that comes an ability to use both sides of our brains, and draw conclusions from different points of view – that's how ideas are formed that can revolutionize an industry or crack an unsolvable problem. Being able to work with others who have different opinions and being comfortable with diversity is absolutely essential. There are no more homogenous groups in the world, and effective leaders have to think outside the boundaries of their own backgrounds.

Jessica Lall

*Past President 2006, Undergraduate Student Government
Currently Chief Advancement Officer,
Coro Foundation Southern California*

Past generations started in a career trajectory and stayed there. This generation values a breadth of experience in different sectors, crossing boundaries to explore different interests. It's the norm for us to think this way – our experiences make us more open-minded and willing to bring a diversity of opinions to the table. I believe leaders today need not just a vision, but a bold vision, they can clearly articulate to mobilize people. While consensus is important, it's just as important to know when to move on, avoid getting stuck, and make a decision when needed. Leaders need optimism tempered with realism. It's impossible to do anything significant if you don't hope and believe it can be done. A fundamental trait my professors instilled in me was intellectual curiosity, to recognize that you can learn something from everyone.

Geoffrey Cowan

Director of the Center on Communication Leadership, USC Annenberg School

This is the first generation of digital thinkers, more comfortable multitasking—switching effortlessly among media to gather information—than reading an article start to finish. As leaders, they will take the “breadth with depth” concept to a new level, making connections between disparate fields. To lead in any age requires mastering the basic tools of communicating. In the multimedia era, it also requires an understanding of the evolving nature of technology: an iPhone or Twitter is transitory, not an end form. They need to understand the changing nature of audiences and cultures – locally, nationally and internationally – and the importance of laws and regulations. We try to train all our students to constantly improve and reinvent their lives, and challenge themselves to grow in new directions. In many ways, USC's culture reflects the sensibility of our city: Los Angeles is the locus of innovation, reinvention, diversity and dreams, where the leaders of the future are being shaped.

Coming in 2010!

When students arrive on campus in fall 2010, they will find an array of new facilities and amenities, including:

Ronald Tutor Campus Center & International Plaza:

Designed to be the new center of student life, it will encompass nearly 200,000 square feet of environmentally friendly space for collaborative project and group study, events, gatherings and student organization meetings, plus several cafés, a full-service restaurant, convenience store, technology resources, game and entertainment areas. An expansive Mediterranean-style outdoor plaza will create a congenial gathering place at the heart of campus.

■ Learn more at www.usc.edu/student-affairs/construction.



Campus Center Trojan Family Room

University Gateway Housing: Built with student input in a joint agreement with the university, this privately owned, mixed-use complex will bring urban apartment living to over 1,600 USC undergraduate students. Situated directly across the street from campus, amenities include a fully equipped fitness center, group study areas, street-level retail shops and restaurants, and a rooftop garden with spectacular city views.

■ Learn more at housing.usc.edu.

Linked at last! LA's new Expo line will open three light rail stations next summer on the perimeter of the USC campus, connecting it directly to LA Live, Downtown LA's exciting new cultural, recreation and entertainment complex, as well as heading to newly thriving Culver City and points west. ■ Learn more at www.buildexpo.org.

Counselor News

Quarterly News for Guidance Counselors

Fall 2009

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.

Fall dates & deadlines

October 15

Part 1 application deadline
(optional).

December 1

Freshman application deadline for merit scholarship consideration; supplemental application deadline for Schools of Cinematic Arts, Fine Arts, Theatre, and the Thornton School of Music.

January 11

Freshman application deadline.

USC's Codes

ACT Code: 0470

Used for sending ACT scores

CEEB Code: 4852

Used for PROFILE® Application and SAT scores

Federal School Code: 001328

Used for FAFSA application

Get to know us!

On Campus

October 2

High School Counselor Conference

Join us for this popular insider's look at USC. Find out what's new this year, explore our different colleges and departments, meet your admission counselor, mingle with faculty and watch campus life in action. Spots fill up fast. Reserve yours at www.usc.edu/counselorevents.

Off Campus

October/November 2009

USC World Tour

Bring your students and parents along to learn about what's happening at USC, meet our admission staff, get answers to your questions and enjoy Trojan hospitality at an informative reception. For details and to RSVP, e-mail us at scounsel@usc.edu.

Students should RSVP through <http://usc.edu/admevents>.

Atlanta	Saturday, Oct. 31	2 - 4 p.m.
Boston	Sunday, Oct. 11	2 - 4 p.m.
Burlingame	Saturday, Oct. 17	2 - 4 p.m.
Chicago	Sunday, Oct. 25	2 - 4 p.m.
Dallas	Saturday, Oct. 24	2 - 4 p.m.
Denver	Saturday, Oct. 10	3 - 5 p.m.
Honolulu	Sunday, Oct. 18	2 - 4 p.m.
Houston	Saturday, Oct. 25	2 - 4 p.m.
Las Vegas	Tuesday, Nov. 5	7 - 9 p.m.
Miami	Sunday, Nov. 1	2 - 4 p.m.
Minneapolis	Monday, Oct. 26	7 - 9 p.m.
New York	Saturday, Oct. 10	2 - 4 p.m.
Philadelphia	Tuesday, Oct. 13	7 - 9 p.m.
Phoenix	Sunday, Oct. 11	1 - 3 p.m.
Portland	Saturday, Oct. 31	2 - 4 p.m.
Sacramento	Monday, Oct. 19	7 - 9 p.m.
San Diego	Tuesday, Oct. 20	7 - 9 p.m.
Santa Clara	Sunday, Oct. 18	3 - 5 p.m.
Seattle	Sunday, Nov. 1	2 - 4 p.m.
Wash, D.C.	Monday, Oct. 12	7 - 9 p.m.
International Events		
Beijing	Tuesday, Nov. 10	7 - 9 p.m.
Hong Kong	Friday, Nov. 4	7 - 9 p.m.
Seoul	Monday, Nov. 9	7 - 9 p.m.
Shanghai	Friday, Nov. 6	7 - 9 p.m.
Taipei	Friday, Oct. 30	7 - 9 p.m.
Vancouver	Monday, Nov. 2	7 - 9 p.m.