



fall | 2008

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Greetings from THE SHORT LIST!

Meet
Some
of Our
Clients

THE SHORT LIST'S
success stories:
Leanne (Ohio)

Client Ownership

The Tenacious Dancer

UCLA

Leanne was in 10th grade when she started working with

The Short List. She was already a prolific dancer who competed nationally and dreamed of becoming a professional. She hoped to enter UCLA's prestigious dance program.

Leanne was a 4.0 student, captain of the cheerleading squad, and involved in student government. Nonetheless, UCLA is one of the most competitive public universities in the country and only accepts 6% of applicants from out of state. We shared those numbers with Leanne, but she insisted that she wanted to pursue her dream.

Leanne believed there was more she could do to make a difference in her community. She often talked about the peer pressure at her school to drink and try drugs. Ultimately, she and a small group of friends decided they would organize a dance asking students to pledge not to drink or use drugs. Leanne admitted being nervous, but she felt strongly that many students wanted an alternative.

When the community caught wind of the event, a caterer donated the refreshments, a local DJ provided the music, and the space was offered for free. To Leanne's delight, more than 100 students showed up at that first dance.

CONTINUED ON PAGE 2 »

Letter from our Founder

As the class of 2008 prepares to head off to college, enter graduate school, or start that new job, we at The Short List are reminded why we're in this business. The past year taught us many lessons, particularly that the personal commitment of our clients is what really makes the difference. They all have unique stories, and they showed us how the impossible can be achieved. We will always be grateful we were able to share in their dreams.

The headlines attest that competition in college admissions and the job market continues to increase. Our founder, Bill Short, was quoted in a *Washington Post* [article](#) regarding the hurdles young people face. Still, our clients generally experienced something different. As their acceptance letters and job offers poured in, we were reminded why we must stay true to our founding principles and not be influenced by the headlines. We would like to share with you the principles that help our clients attain their dreams:

Front-page
The Washington Post
article quoting
Bill Short!
[click here](#) ▶

▶ Client Ownership

We are here to guide our clients, not do their work or make their decisions. We let their passions and goals steer the process. Once they share these with us, it becomes much easier to point them toward success.

▶ Reduced Stress

We know how much stress the process can place on an individual or family. We always look for ways to reduce that stress and turn the process into one of discovery.

▶ Unique Approach

No two clients are the same. Although we follow our core principles with every client and some elements of the process may remain constant, we tailor our approach to each client's individual needs.

▶ Ultimate Happiness

We strive to guide our clients to schools, jobs, internships, and programs where they will be happy. What makes each client happy depends on the client, so we listen closely to hear their passions.

▶ Future Success

The admissions process, college experience, and job search should ultimately lead to long-term personal and professional success. We work to help our clients make decisions about college, graduate school, and their careers that will create that long-term success.

It's hard to believe another year has gone by. It's been another great adventure for The Short List. As the Class of 2008 heads out on their own adventures, we would like to take a moment to highlight some of their stories while wishing them all a happy and prosperous future.

— Bill Short, Founder and President

The Short List Expands

Welcome Neil



Neil Rhodes is The Short List's newest counselor. Neil earned his BS degree from Northwestern University, where he worked in

the Undergraduate Admissions Office. He also served on the executive committee of the Freshman Urban Program, an undergraduate leadership training organization that develops young leaders in Chicago's urban neighborhoods. He earned his certificate in College Counseling from UCLA and is an active member of the Northwestern Alumni Admissions Council. Neil began his career at UCLA, working as a development officer for the Parents' Fund and the Chancellor's Associates. Since moving to New York City, Neil has worked at Columbia University in development and financial aid.

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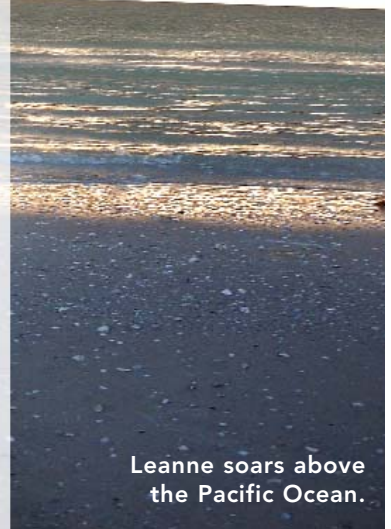
THE SHORT LIST'S success stories: Leanne

Continued from page 1

But that was only the beginning. Leanne's team worked with faculty, parents, the police department, and community leaders to help educate young people about drug and alcohol abuse. The city newspaper ran an article that caught the eye of the Governor, who sent the state's Attorney General and the former Governor's wife to meet with the students. News of their efforts ultimately reached the White House, and a representative came out to discuss how the students' efforts could be duplicated in other communities.

Through all of this, Leanne maintained her GPA, visited college and university dance programs, and stayed involved in her other activities. Her college applications highlighted her dance aspirations, impressive academic record, and desire to make a difference. And when it came time to discuss her proudest moment, she talked about what she felt when she opened the doors for the fall dance and looked out at 700 students eager to enter the venue.

Loyola Marymount University in Los Angeles offered Leanne a full scholarship. She didn't believe anything could top this acceptance, until a few weeks later UCLA accepted her into their dance program. By allowing Leanne to stay true to her dream, The Short List was able to witness her overcome impossible odds. For her senior thesis, Leanne choreographed a dance set to India Aria's "Beautiful Flower" to raise money for Kids N' Kamp, a non-profit organization that assists families with children who have cancer. You can see Leanne's beautiful tribute [here](#).



Leanne soars above the Pacific Ocean.

Click here to see Leanne's beautiful tribute ▶

Leanne is the first dancer, and the photos at the end are of children from the camp.

THE SHORT LIST'S success stories: Lou (Pennsylvania)



Reduced Stress

The Early Decision

From the start, it was clear Lou was not looking forward to the college admissions process. Lou was a rower who, when not on the river or studying, was more interested in spending time with his friends than considering his future. His parents contacted The Short List hoping we could minimize the stress getting into college was placing on the entire family.

We carefully outlined what Lou would need to do to achieve his goal of getting into a good engineering program. We also listened as he described how applying to college both scared and overwhelmed him. We promised we would help make the process less stressful if he would commit to it.

Together we researched schools and helped Lou prepare for and follow up on

CONTINUED ON **PAGE 3** »

THE SHORT LIST'S

success stories: Agathe (France)

Unique Approach

The International Student

Agathe moved from France to the United States at the beginning of her sophomore year. She attended a French school in New York City, made many French friends, and worked hard in her French Baccalaureate program. When she started working with The Short List, however, she had one goal in mind—acceptance to an elite American university.

We quickly saw that Agathe's process would differ from that of our American students. The French school system places all emphasis on academics, so Agathe had given little thought to extracurricular activities, community service, or work. We discussed how American schools would look for involvement outside of the classroom. We also communicated the need to research schools before applying so she could communicate why they were the right fit for her when she did apply.

Agathe continued to work hard in school, but also got involved in activities that excited her, helping organize the school's first charity fashion show. She also began researching and visiting colleges. We



BROWN

recommended that she should take the TOEFL exam to highlight her English proficiency, but that she should stay true to her international roots. She shared her experiences being part of a family that moved to different countries, her return to Paris during her sophomore year for an exchange program at one of France's most competitive high schools, and her desire to continue studying in the United States.

Agathe was accepted to several schools, but felt that she wanted to take a year off before starting university. A gap year is not common for American students, but felt like the right decision

for Agathe. She wanted to travel, become stronger in English, and spend time with her family before heading off to university. She communicated this to Brown University, and they accepted her on a one-year deferral. During her gap year, Agathe visited many exciting places, took a non-credit course at NYU, and spent one last year with her family in a city she has grown to love. She entered college feeling much better prepared for life at an American university.

THE SHORT LIST'S

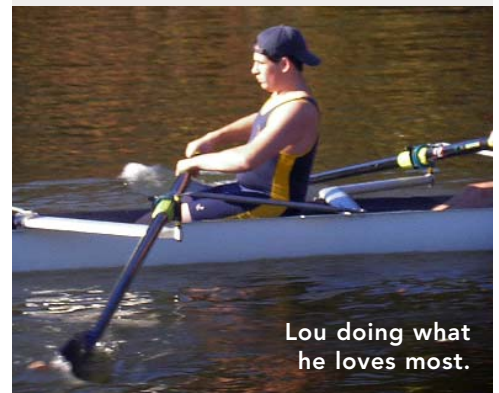
success stories: Lou

Continued from page 2

his college visits. Lou stayed focused on his studies and committed to his rowing, but he felt he had little time for community service. Moreover, he wasn't interested in working at a "Soup Kitchen" or "Homeless Shelter." Knowing this would be a weakness in his application, we encouraged Lou to find a summer outreach program where he could volunteer his time helping kids from underserved communities learn to row.

Boston's Northeastern University, a school with a strong engineering program and crew programs that row on the famous Charles River, was at the top of Lou's college list. As he put it, "I know this is my school!" So he decided to apply Early Decision.

Lou was comfortable with much of the application but struggled with his essays. He tried to write what he thought admissions committees wanted to hear rather than what mattered to him. We asked Lou to put all his writing aside and just tell us what he enjoyed most in life. He talked about growing up playing with LEGO® blocks, designing and building projects that went well beyond the average imagination. Lou was finally talking about his passion, so we encouraged him to write an essay about those experiences. What an essay it was! He talked about designing a car himself when his LEGO set didn't have the piece he needed: "I guess that was the first day I knew I wanted to be a mechanical engineer." Lou was accepted Early Decision and suddenly had lots of time to spend with his friends.



Lou doing what he loves most.

THE SHORT LIST'S

success stories: Leah (Connecticut)

Ultimate Happiness

The Transfer

BARNARD

Leah was a standout student in high school. She maintained a high grade point average, was involved in school, and held impressive jobs. She wanted to attend a small liberal arts college for the class size and student-teacher relationships, but had trouble choosing a school. At the time, she believed that "most" students were applying Early Decision and felt pressure to do the same. The few schools she visited left her uninspired, and she finally applied Early to Connecticut College, her mother's prestigious alma mater.

Leah was accepted and, if nothing else, felt relieved that the process was over. During her first semester, however, she took an art appreciation class that changed her perspective. She was mesmerized by the paintings in the books and longed to see them in museums, but she felt trapped in New London, Connecticut, where neither the school nor town had a museum. The closest cities with any significant artwork were New York or Boston, both more than two hours away.

CONTINUED ON PAGE 4 »

THE SHORT LIST'S

success stories: Leah*Continued from page 3*

When Leah started working with The Short List, we discussed her desire to transfer to a school that would foster her love of art, maintain the small class size she valued, and encourage her to explore her passions. She quickly narrowed her search down to Barnard College, part of Columbia University in New York City.

We explained that colleges are typically wary of freshmen applying for transfer because they are often simply experiencing "freshman anxiety" and will have equal difficulty adjusting at the transfer school. Leah wanted to assure Barnard that freshman anxiety was not her reason for transferring, so she decided to apply only to Barnard. This decision allowed her to focus her efforts. She visited the school three times, sat in on a class, spoke to students and professors, and studied Barnard's "*Nine Ways of Knowing*" curriculum. When it came time to fill out her application, she was able to articulate clearly why she believed Barnard was the right choice for her. Just a month after sending in her application, Leah was accepted to Barnard College for the fall semester.

THE SHORT LIST'S

success stories: Alex (Massachusetts)**Future Success****The Harvard MBA**

After graduating from the University of Virginia, Alex accepted a job with a real estate private equity firm in Boston. When he started working with The Short List, he was considering several options. He decided that going for his MBA sooner rather than later would serve him best.

Alex's biggest obstacle was his age. Most MBA programs look for applicants with at least three years of work experience. The Short List helped Alex put together a game plan that would make him more competitive. At work, Alex offered to help wherever possible. His firm recognized his eagerness and gave him more responsibility. Alex also began looking for opportunities outside the firm.

Alex possessed a strong desire both to help those less fortunate and to run his own real estate company. He decided to throw caution to the wind and start a non-profit organization to help inner-city youth understand the world of real estate.

Along with a colleague, Alex created "Toying with Towns," a real estate adventure in which young people design a model city.

During the months that followed, Alex learned to be an entrepreneur. He and his colleague tapped into the Boston community for free workshop space, materials, and volunteers, and even convinced their firm to donate money to offset the day-to-day operational costs. They also worked closely with a professor to create a curriculum. In less than a year, Toying with Towns held its first workshop at a local community center. Today, Toying with Towns holds regular workshops for kids of all ages.

At the end of the year, Alex's hard work within his firm also paid off, and he was promoted. Alex was busy applying to five of the nation's top MBA programs. He visited the schools, sat in on classes, met professors, and attended several interviews. In March, Alex was thrilled to be accepted to Harvard Business School.

A Reminder of Why We Do What We Do**The Public School Commitment**

This past year, The Short List Founder and President Bill Short completed his fifth year of volunteer service at Humanities Preparatory Academy in the New York City public school system. Following are updates on some students with whom he continues to work.

The Doctor

Whitney dreamed of becoming a doctor. During high school, she worked to secure paid research internships at hospitals and medical centers. She was accepted to Bryn Mawr College, and the Bill Gates Foundation selected her as a Gates Fellow and offered her a full scholarship. Whitney will attend Stanford University Medical School this fall.

The Social Worker

Angela spent years in New York City's foster care system. At Humanities Prep, she graduated top in her class. She then attended Knox College in Illinois—a big

move for a girl who had never lived outside the City. Angela was awarded a McNair Scholarship to research life in South Central Los Angeles, and published her results. This past year, she received a scholarship to the University of Chicago's PhD program in sociology.

The Explorer

Angelika knew that she liked Japanese animation, but had little idea how to build a career around that passion. She landed a summer internship at the Asia Society between her junior and senior years of high school. The Society encouraged her to take Japanese, but Humanities Prep only offers two years of Spanish.



Angelika with Founder Bill Short.

Fortunately, Angelika was accepted into Lehman College's high school Japanese program during her senior year. She now attends Middlebury College, an elite liberal arts school with strong foreign language programs, and she spent her junior year in Kyoto, Japan. Angelika will be a senior at Middlebury this fall.