

Start here and go anywhere!



fall | 2007

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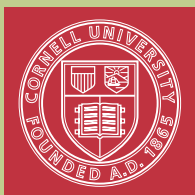


Greetings from THE SHORT LIST!

Meet
Some
of Our
Clients

THE SHORT LIST'S
success stories:
Larry (Los Angeles)

Turning Interest into Ambition and Direction



Larry is from Los Angeles, and is the kind of student you like immediately when you meet him. He exemplified what it means to be a scholar-athlete by

balancing his love for golf with an academic curiosity; however, when The Short List started working with him during his sophomore year, he didn't yet have a clear vision for what he wanted to do beyond high school.

Larry was a star on his high school golf team, played in countless tournaments, won several, and placed near top in several others. We decided to use his golfing abilities and interest as a jumping-off point for focusing his search and refining his goals. At the same time, The Short List needed to help him develop a larger vision that would encompass more than golf alone and open up other avenues for growth.

Larry started visiting schools during his sophomore year and quickly learned what was required to get accepted. Although his grades were good, they weren't at a level for the type of college he hoped to attend. Fortunately, he still had time to make some changes. He also spent a memorable summer following his sophomore year in an immersion program in Spain and returned to school in the fall determined

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As we begin another academic year,

The Short List has a great deal to be excited about. It's a real pleasure for me to share with you how our company is growing.

Started in 2001, The Short List is dedicated to inspiring passion in young adults and helping them achieve their college and professional dreams. We provide students and young professionals with personal guidance and direction that make a true difference in their ability to make "the short list" of their chosen college or career. We offer a variety of services, from one-on-one coaching to community and corporate workshops and neighborhood presentations to help clients define their dreams, believe in themselves, and achieve their goals.

As we have grown, The Short List has developed a larger focus and expanded services to meet the needs not only of pre-college and college students, but also graduate school candidates and young professionals. We offer clients assistance in the following four areas:

- ▶ **Pre-College**—The Short List helps high school students discover what they really want to achieve in college, identify the right colleges for them, and develop a game plan for achieving their goals.
- ▶ **College**—The Short List helps college students challenge themselves, get involved in meaningful ways, and make tangible progress toward graduate school or a rewarding career.
- ▶ **Graduate School**—The Short List helps college students and young professionals clarify their vision for the future and select a graduate program that will enable them to achieve their professional goals.
- ▶ **Career**—The Short List helps young professionals uncover their strengths, refine their objectives, identify the right opportunities, and build the skills and confidence they need for long-term success.

Here are just a few examples of how The Short List is continuing to grow:

- ▶ **International students** make up 30% of The Short List's pre-college clients.
- ▶ **College students seeking to transfer** to better schools represent approximately 10% of our clientele.
- ▶ **Graduate school and post-college career clients** now represent 25% of The Short List's clientele.
- ▶ **Family Events** have become The Short List's #1 outreach vehicle. Attendees gain practical insights into how college admissions has changed and how they can improve their chances of getting accepted to the schools of their choice. These "turnkey" events require minimal time, but they can make a huge difference for those who attend.

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Find out
how you can
become part of the
excitement »
www.
THEshortLIST
.org

Greetings from The Short List

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- ▶ Through our **Corporate Services**, companies are now offering The Short List's services as a cost-effective, true family benefit for their employees with college- or career-bound children.
- ▶ Almost 15% of The Short List's clientele participate in our **Sponsorship Program**, in which individuals or organizations sponsor students in need, enabling them to work with The Short List to achieve their college and career goals.
- ▶ The Short List dedicates 20% of its time each year among Pre-College clients to working with inner-city public high school students on a **pro bono basis**.

Of course, the most exciting news is what's happening in the lives of The Short List's clients. Here are some of the highlights from 2006 – 2007:

- ▶ **90% of students** applying through an Early Decision Program were accepted to their first-choice college.
- ▶ **100% of clients** who were wait-listed for their first-choice college and chose to remain on the wait list were admitted, compared to a national average of less than 20%.
- ▶ **Multiple clients** of The Short List were accepted to and will be attending the same premier universities, including Brown, Cornell, Colgate, and Mount Holyoke.

To learn more about any of our services and programs, visit our website at www.theshortlist.org. As we look forward to the opportunities that lie ahead in 2007 – 2008, I wish you and your loved ones great success!

Bill Short
Founder and President

Students Earn Scholarships

As you may know, for the past five years, The Short List has been working with Humanities Preparatory public high school students in New York City on a pro bono basis. For the first time in five years, every one of our pro bono clients was awarded a scholarship by the college of his or her choice.

I attended my fourth Humanities Prep high school graduation in June. A representative from the New York Board of Education and the Manhattan Borough President were also in attendance. Much to my surprise, Humanities Prep presented me with an *Outstanding Service Award* during the graduation ceremony. More powerful to me than the award itself was seeing "my students" past and present in the audience as their names, colleges, and scholarship amounts were read. Scholarship awards to these students totaled more than half a million dollars. It was one of the most profound moments of my life.

THE SHORT LIST'S

success stories: Tracy (New York)

Moving from Inner-City School to Top-Tier University

The 2006 – 2007 school year was my fifth year working with the New York City public school system. This year I was asked to work with six students who attended Humanities Preparatory Academy, a public school that is part of the New Visions for Public Schools curriculum in New York. All six students have wonderful stories, but Tracy in particular illustrates what can happen when you combine personal commitment and hard work with a proven strategy for uncovering opportunities.

Tracy was at the top of her class, and she worked hard for every grade that she received. She put that same level of effort into her college search and was determined to attend a prestigious school outside the City. She was willing to do everything I suggested as part of her admissions strategy. Her dedication led to acceptance at several top schools, including her first choice, Mount Holyoke College.

Unfortunately, Mount Holyoke offered her very little financial assistance, and Tracy realized that her dream of attending her first-choice school was quickly slipping

away. You see, Tracy, like most of the students at Humanities Prep, comes from a lower-income family and needed financial assistance. The fact that her parents are married was working against her.



A couple of weeks after Tracy received her acceptance, I attended a breakfast meeting where Mount Holyoke's Director of Admissions was also in attendance. I was

able to bring Tracy's situation specifically to her attention and help her understand the struggles Tracy's family had been through to make it possible for Tracy to attend college outside of New York City. The Director invited Tracy up to the school so that she could meet with other accepted students. She also had Tracy meet with the Director of Financial Aid. The following week, Tracy informed me that she had just been awarded a scholarship that made it possible for her to attend Mount Holyoke in the fall.

Tracy joined The Short List's other five Humanities Prep students—Alacia, Patrick, Shante, and twins Andrew and Andy—as recipients of college scholarships to their top-choice schools. I congratulate them on their hard work and success!



(left to right)
Andrew (Temple University), Shante (Syracuse University), Bill Short (Founder, The Short List), Tracy (Mount Holyoke College), Andy (Dickinson College), Alacia (Smith College), and Patrick (DePauw University)

THE SHORT LIST'S

success stories: Larry, the Scholar-Athlete*Continued from page 1*

to do everything it would take during his junior year to raise his GPA. Larry enrolled in some of his high school's toughest classes, including working on an Independent Study project on the Middle East and the Iraq War. It was during the course of his junior year that Larry developed a real passion for history.

During the summer following his junior year, Larry attended a golf camp at Cornell University and befriended the golf coach and members of Cornell's History Department. He also established a strong connection with one of the Admissions counselors. Larry decided that Cornell offered the combination of academics and athletics he had been looking for, and he let the school know of his interest. He applied through the school's Early Decision program and, thanks to the hard work he had done during his junior year, he was accepted. Starting this fall, Larry will play for Cornell's golf team. In addition, the Admissions contact who helped Larry during the admissions process has requested that he be Larry's freshman advisor.

THE SHORT LIST'S

success stories: Jim (New York)**Finding More than Just a Job**

The Short List had the opportunity to work with Jim not just once, but twice. He was in a dead-end job when he contacted The Short List the *first* time for career guidance. He was two years out of the University of Michigan, having graduated from their high-ranking undergraduate business program.

While in school, Jim had been one of the editors for *The Daily*, the school's newspaper. At first, he seemed desperate to accept any job that would get him out of his current situation. The Short List encouraged Jim to step back and think more carefully about what he ultimately wanted to do with his career. We outlined several different career directions that all seemed appealing. The Short List then had him put together a list of people whose careers inspired him.

Over the next few months, The Short List leveraged contacts available through our network, as well as showing Jim how to better utilize his own network. Jim was able to meet all of the people on his list. Each of them gave him career advice, referrals, and encouragement to keep pursuing his dream. Eventually, Jim accepted an offer to become a writer for NBC.com. He covered the college football and NFL 2006/2007 seasons. In addition to working for NBC, Jim received an offer from one of his inspirational contacts, Armen Keteyian—an eight-time Emmy Award-winning journalist for HBO *Real Sports* and CBS—to write for the *Hall of Fame Magazine* website.

Jim was on his way, or so it seemed. Then, in March of this year, NBC laid off more than 30 of its online personnel, including Jim. He contacted The Short List a second time. In the year since he first began working with The Short List, it had become clear that Jim loved being a writer. The Short List encouraged him not to jump at the first opportunity but to trust that the right job would come along. Through the many contacts he developed over the year, he was suddenly given a unique opportunity to write a promotional book for the Kentucky Derby. *The Greatest Day in Sports* was published with a forward by Cooper Manning, elder brother of NFL quarterbacks Peyton and Eli, and Jim later learned that his book was given to the Queen when she attended this year's Derby.

The Short List also encouraged Jim to pitch magazines for additional writing opportunities. This past month, *Playboy Magazine* contracted with Jim to write a feature investigative piece for a fall issue. Jim has also been hired to write a second promotional book, which will be published in the fall.



THE SHORT LIST'S

**success stories:
Madi (Chicago)****Coming off the
College Wait List**

As college admissions grows more competitive, more students find themselves on the wait lists for their first-choice schools. They also find that it is harder to move from the wait list to admission. For students who choose to remain on the wait list, a critical element is letting that college know that they are still interested. Madi understood how competitive the process could be and committed herself to getting accepted to her school of choice.

The Short List became acquainted with Madi during her sophomore year at a Chicago Family Event. She and her family had moved to Chicago the previous year after living in California for most of Madi's life. While her family's move to the cold, windy city was not easy, she chose to become involved in her new community rather than holding back. She started with one community service activity and learned how much she enjoyed helping others. Over the next few years, The Short List encouraged Madi to join other community service activities, including several that involved mentoring and teaching younger students. These efforts led her to begin exploring colleges in California with strong teaching programs. When she found Santa Clara University after visiting numerous schools, meeting with professors and students, and attending several college fairs, she knew it was the school for her.

Madi became well acquainted with her Santa Clara Admissions representative, and, when she was placed on the wait list, The Short List encouraged her not to give up. Madi was willing to consider everything The Short List encouraged her to do, including writing a detailed letter updating the school on her activities and achievements. She made certain the Admissions Department knew why she believed so strongly that she was the right student for Santa Clara and it was the right school for her. Madi's passion for the school and her commitment to the process paid off. In early May, she received a call from her Admissions representative letting her know she had been accepted.

THE SHORT LIST'S

success stories: Soukaina (Morocco)

Succeeding as an International Student

The Short List works with international students from all over the world who desire to attend college in the United States, and the admissions process can be particularly daunting for these students. Soukaina is Moroccan and graduated this past June from the French Lycée in New York. The Short List began working with her during her junior year. Her family was new to the United States and to the admissions process and had no idea how to go about researching American schools and determining what would be the best fit for Soukaina. Midway through the process, the family also learned that they would be moving to London following Soukaina's high school graduation, leaving Soukaina alone in the United States. In light of this news, The Short List worked to help Soukaina and her parents develop confidence that Soukaina would find a school where she would feel at home while pursuing her college goals.

Soukaina is a gifted academic student who speaks four languages fluently, and she knew that she wanted to do something in the international arena. She is also a talented violinist, has a curiosity about things around her, and was eager to find a school that would allow her to pursue her many interests. The major hurdle she had to overcome was her SAT scores. Although they were good, they were not at the level they would need to be for the schools in which she was most interested. Soukaina committed to bringing her scores up to

where they needed to be. When Soukaina returned to Morocco for the summer, The Short List stayed in contact with her and helped her remain focused. In particular, The Short List helped her concentrate not only on improving her test skills but on other parts of the process as well so that, whatever her final SAT scores, she would end up at a school where she would be happy.

The Short List organized several college visits, lined up interviews, and worked with Soukaina to weigh the pros and cons of each school. Soukaina was determined. She narrowed her schools down to just a few and felt that Tufts University was the place for her.

She attended the French Lycée's college fair and befriended the Dean of Admissions from Tufts, communicated her interest in Tufts to the Admissions Committee, and revisited the school in the fall. The Short List helped her highlight for the school what made her unique and what she would bring to the school as part of the student body. Soukaina also retook the SATs after much effort to improve her vocabulary, math, and writing abilities. Just before Tufts' Early Decision application was due, Soukaina received her new SAT scores. Incredibly, all of her next scores were in the high 600s or 700s. She even received one perfect 800 on one of her subject tests. And she achieved this with English as her third language! Tufts accepted Soukaina in its Early Decision group.



Learn more about what The Short List has to offer.

In light of The Short List's evolution, it was time to reposition the company to better communicate our emphasis on the entire journey from high school to college to career. If you haven't seen our new website, please take a few minutes to visit www.theshortlist.org.

I would also be happy to discuss with you personally any of the services or resources The Short List offers, particularly if they might benefit you or someone you know.

Contact Us

E-mail: info@theshortlist.org

Phone: (917) 691-5977

Mail: The Short List
Ansonia Station #543
New York, NY 10023

Web: www.theshortlist.org



Thank you!

Above all, I want to personally thank you for your support. Your help makes it possible for The Short List to achieve *its* goal of helping more young people fulfill their dreams and reach their true potential.