



winter | 2011  
www.THESHORTLIST.org

Meet  
Some  
of Our  
Clients

THE SHORT LIST'S  
success stories:  
Wellesley/MIT  
Hong Kong



Client Ownership: *Lynnette*

**The Architect**

Although her family lives in Hong Kong, Lynnette attends an all-girls boarding school in Connecticut, which has given her a strong sense of empowerment. She is a hard-working student involved in several activities, and she had some clear ideas on the right colleges and universities for her—all 43 of them! To help narrow her list, we worked on tapping into Lynnette's passions.



Lynnette is an excellent science and math student, exceptionally talented writer, and winner of several art awards. Her many passions and talents made narrowing her choices challenging. Her initial list included some of the highest-ranked schools in the country. We suspected that once Lynnette saw some of the schools on her list, she would be better able to focus on those that could truly satisfy her interests.

The Short List met with Lynnette and her family when we were in Hong Kong in March 2010 giving a community college admissions presentation. We discussed schools the family had visited during a college tour The Short List helped coordinate, and we brainstormed summer activities. Lynnette was interested in an "art" summer and applied to Rhode Island School of

CONTINUED ON PAGE 4 »



# Greetings from THE SHORT LIST

## Letter from Our Founder

Most of our high school and college clients are anxiously awaiting news from colleges and graduate schools. For a lucky few who applied and were accepted early, **the wait is over**. See our **Guiding Principles** in action as you read some of their **wonderful stories** in this edition of our newsletter.

College admissions continue to grow more selective, with **more students competing for admission each year**. On March 7, 2011, **Newsweek** ran a "Back Story" on this competitive trend; their projections are illustrated in the graphic to the right. Both **Harvard and Princeton** have reinstated a **Restricted Early Action** program for students applying next fall. These two universities had disbanded this practice five years ago, hoping other schools would follow. None did.

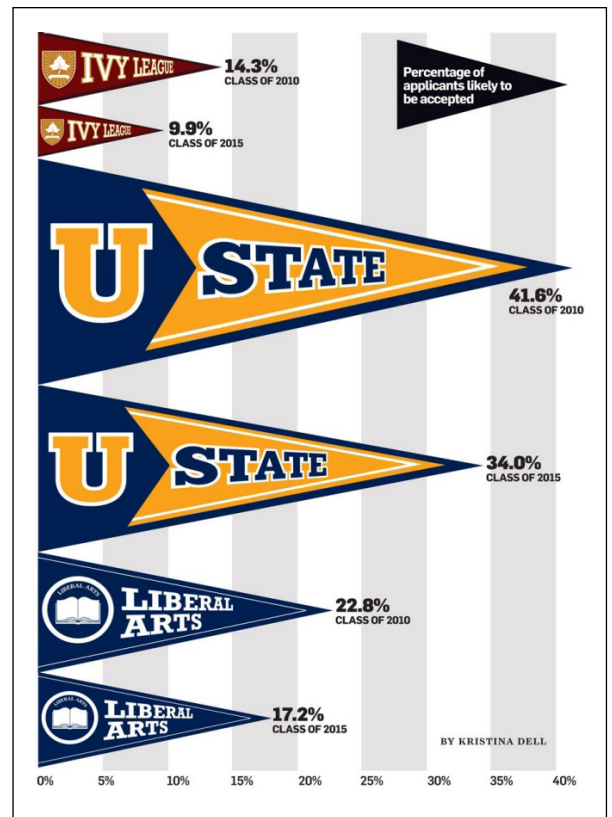
With competition growing, The Short List constantly looks for new ways to help our clients get noticed, whether through Skype interviewing, YouTube uploads, or other **innovative ways to demonstrate interest**.

The Short List will be **on the road this spring** with College Admissions presentations in several international markets. We are looking forward to **Hong Kong on March 23; Shanghai on April 4; Amman, Jordan, on April 27; and Istanbul on May 2**. We will also announce some **U.S. dates** shortly.

Be sure to read more about our **New York City public school students** and how your contributions to **The Short List College Fund** are making a difference.

We wish our college-bound students much luck as they wait to hear later this spring where they will be attending school in the fall. We are confident 2011 holds great things for all of our clients, and we appreciate your continued support!

— **Bill Short, Founder and President**



Source: Newsweek

THE SHORT LIST'S

success stories: **Pitzer**

Shanghai

**Reduced Stress:** *Anthony***The Environmentalist**

Anthony attends an international school in Shanghai, China. Although he is Chinese-American, he has spent his entire life in Asia. He was determined to follow his older sister and study in the United States. She attends school outside Philadelphia, so at first Anthony considered East Coast schools, but he also wanted to visit schools in California.



Anthony is a bright student who is very involved in service and environmental activities. He was an officer in his school's Roots and Shoots Club, participated on Habitat for Humanity trips to Mongolia and Malaysia, assisted the Jacaranda Foundation by teaching AIDS orphans, and returned to Mongolia to plant trees. At school, he worked with club members, students, and faculty to draft the

school's new eco policy and helped write a proposal for energy-efficient lighting, water-saving faucets, proper compost disposal, better use of natural lighting, and improved insulation.

The Short List recommended several California schools that have some of the United States' strongest environmental science programs. Anthony's parents could not be absent from work long enough to travel with him. However, two of Anthony's closest friends were living in Hong Kong and also working with The Short List. To the great relief of Anthony's parents, their families agreed to take Anthony with them on a West Coast college tour we helped organize.

For Anthony, Pitzer College really stood out. Pitzer is part of the Claremont Colleges that

also includes Pomona, Claremont McKenna, Harvey Mudd, and Scripps. Students can take classes at all five colleges, giving students a university feel. Pitzer emphasizes activism, building community service and advocacy into every program.

Before visiting Pitzer, Anthony signed up for an interview. During his visit, he saw that he would both learn in the classroom and be able to continue his work in the community. Anthony communicated with the school throughout the fall, and his Early Decision application outlined why the school's environmental science program was right for him and how his interest and desires would be right for Pitzer.

There was no doubt Pitzer knew of Anthony even before he applied and clearly understood his reasons for applying. Anthony received his acceptance eight weeks later. Fittingly, Anthony's mother had to convey the good news to him because Anthony was out of town helping others.

THE SHORT LIST'S

success stories: **University of Pennsylvania**

Spain

**Unique Approach:** *Paula***The Wall Streeter**

When The Short List met Paula, she was at the top of her game academically. She had consistently earned high marks in every high school subject and on all of her standardized tests. Having lived in New York, New Mexico, Germany, and Spain, Paula has a world-wise perspective and speaks four languages fluently.



We had already worked with Paula's older sister, but we quickly figured out there was

nothing "cookie cutter" about Paula. She was on her own path, and her dream was clear and specific: She wanted to turn her love of math into a career on Wall Street.

Paula came to The Short List having identified 25 potential colleges but no top choice. The Short List worked with Paula to narrow down her list through research, college tours, and information sessions. She discovered the Huntsman Program in International Studies and Business at the University of Pennsylvania, an interdisciplinary course of study in business education, language training, and liberal arts. Paula's enthusiasm for the program made it clear she had discovered both the perfect program for her and a clearer sense of direction.

For her Personal Statement, Paula wanted to write about her love for the board game Monopoly. The first draft explained how Paula's various strategies for playing the game had allowed her to remain the undefeated champion for years in her family, but the essay lacked a real sense of what Paula could offer to the Huntsman Program.

The Short List worked with Paula to use Monopoly as an extended metaphor for her life, comprising the many places she had lived, her fluency with languages, and her dreams of turning calculated risks into big Wall Street profits. Paula's risky choice of an essay topic paid off. She will join the class of 2015 in the Huntsman Program.

THE SHORT LIST'S

success stories: **Northwestern/Graduate Business School**

California

**Total Happiness:** *Ned***The MBA**

Ned began applying to MBA programs in the fall of 2009. He spent much of that fall working on his applications, visiting schools, interviewing, and, sadly, receiving denials or wait list notifications.

Ned contacted The Short List in summer 2010 when he felt that the acceptances he had received were not the right fit for him. After reading Ned's applications and hearing about his admissions interviews, we realized he had missed opportunities to communicate his entire story and many of his strengths.

The Short List emphasized to Ned the risks of turning down the schools that had accepted him. But, in every exercise

where we had Ned prioritize his options, "applying again" came out on top. Ned decided the only choice that would make him truly happy was to "go for it," whatever the outcome, so we advised him on how he could best improve his chances.

We asked Ned to contact his schools to see what would have made him a stronger candidate. We also encouraged Ned to focus on fewer schools so he could put together quality applications and build up demonstrated interest. He decided there were just four schools that had programs strong enough to merit interrupting his career.

Although the young entrepreneurial company Ned worked for was receiving great press, they were also going through repeated layoffs. Ned was constantly adjusting to different management styles. We urged him to take on more responsibility at work in areas that would make him a stronger participant in the MBA classroom. We also helped him explore opportunities outside of work where he could leverage his experience to help others. Finally, we worked with Ned on how to better share his story in his applications.

Ned returned to each campus to learn more about their programs and cultivate

relationships. When invited to interview, Ned used our advice and walked into each interview with greater confidence. He even completed one interview through Skype due to conflicts with his work schedule that prevented his traveling back to the school. In the end, Ned's renewed effort made the difference when he was accepted to Northwestern University's Kellogg School of Management.



THE SHORT LIST'S

success stories: **Georgetown/Law School**

Tennessee

**Future Success:** *Lindsey***The Lawyer**

We first met Lindsey five years ago when she was a junior in high school aspiring to become a doctor. Her

family included four generations of doctors, leaving her with no doubt that she, too, would be a doctor one day. She entered Vanderbilt University in fall 2007 as a pre-medical student.

The direction of her life changed, however, when Lindsey entered a public policy course during her freshman year. She found herself in the center of lively debates over stem cell research and mandated health care. She

became fascinated by the interplay of economics, politics, and science, and she decided to switch to a double major in medical health and political science.

The Short List worked with Lindsey to help broaden her knowledge through study abroad and internships. During the summer of 2009, she spent two months in Europe with the prestigious London School of Economics. Later that same summer, she completed a congressional internship in Washington, D.C., where she saw how lawmakers and, more specifically, lawyers helped shape the health care debate. Lindsey became increasingly confident that the right path for her was, in fact, law school. She felt as a lawyer she could help

create health care policies with far-reaching impact.

Lindsey contacted The Short List a third time to help her explore law schools. She was focused on schools in Washington, D.C., Maryland, and North Carolina to give herself proximity to the federal policymaking process.

The Short List visited Lindsey at Vanderbilt. She was mature, focused, and eager to move forward with her plans. She had already taken the LSAT once and was preparing to take it a second time. She applied to several schools, but was increasingly drawn to Georgetown University Law School.

In late fall 2010, Lindsey began to receive acceptances,

but Georgetown remained silent, so she traveled to Washington, D.C., to attend a Georgetown Open House. She connected with students, faculty, and administrators and left convinced Georgetown was the right school for her even though it was a long shot.

Shortly after her visit, Lindsey received a call inviting her to interview with Georgetown. The Short List was convinced the interview would demonstrate what made Lindsey exceptional. We helped her prep for the interview and watched her confidence soar.

Only a week after her interview, Lindsey received the thrilling news that Georgetown University Law School would be welcoming her to the Nation's capital in the fall of 2011.



THE SHORT LIST'S

# success stories: *Lynnette*

Continued from page 1

Hong Kong



Design's prestigious architectural program. The experience brought together her interests in art, math, and science; Lynnette declared her desire to pursue architecture in college and was able to narrow her college list to 12 schools.



Self-Portrait by Lynnette

Two in particular stood out: Wellesley, the top all-women's college just outside Boston, attracted Lynnette because

they provide a liberal arts education in an environment familiar to her. On the other hand, MIT, located in Cambridge, Massachusetts, has an amazing architecture program and sits just across the river from Boston.

Wellesley has a binding Early Decision program, while MIT allows students to apply through their non-binding Early Action program. The Short List knew Lynnette faced a tough decision, so we had her direct her energy toward crafting strong applications for both schools. We believed her distinctive writing

style—introspective, humorous, and revealing—would allow her to stand out.

The opportunity to apply early to both schools worked in Lynnette's favor. To her delight, she now has the choice of spending her four years at Wellesley, or entering the five-year joint degree in architecture program with MIT to receive an undergraduate degree from both schools! Lynnette's ambitious approach reminded The Short List of the importance of our clients' taking ownership of their process and having the courage to go for everything.

## Prep Update

Over the past few years, **The Short List College Fund** has raised money to help public school students and their families in New York City offset some of the costs of researching, applying to, and paying for college. Because your contributions make our College Fund possible, we thought you would like to hear what they have to say.

*"This support is a continued sigh of relief."*

**-Tyrell, Colby College**

Many of our prep students are the first in their families to attend college, and their families sacrifice substantially to help them achieve this goal.

*"Last year the reimbursement money I received came at the perfect time with so many college expenses mounting."*

**-Tracy, Mount Holyoke College**

Over the years we have watched our prep students go on to attend medical school, become educators, participate in international programs, and much more.

*"Thank you for the financial assistance you have provided for my book expenses."*

**-Andrew, Temple University**

These dreams would be out of reach for many of them

without your continued support of The Short List and our College Fund.

*"I want to thank you for always keeping us in mind. I greatly appreciate it."*

**-Luigy, New York City College of Technology**

Many of these students write to Bill Short, our Founder and President, expressing their deep gratitude. We at The Short List also express our thanks for how your generosity helps our students realize their dreams.

*"I am so grateful to receive this money to help me with my college expenses."*

**-Alacia, Smith College**

## Prep Commitment



These students participated in one of three college trips The Short List College Fund helped make possible last fall, and they are all awaiting word from their colleges this spring.

## contact us



▶ **E-mail:** info@theshortlist.org  
 ▶ **Main:** The Short List  
 Ansonia Station #543  
 New York, NY 10023

▶ **Main:** (917) 691-5977  
 ▶ **NYC:** (212) 956-0181  
 ▶ **MA:** (413) 528-5478  
 ▶ **Web:** www.theshortlist.org