



VISION RECRUITING

As the fall approaches each year, several million high school students ponder their college future. For these students, the college search process begins; the earlier the better, as they say. The earlier you begin the process of planning for college visits, the more time you have to identify the right college fit. It also serves the purpose of extending the time in which you have to show interest in the colleges and for them to track your interest in them. Additionally, it gives them more opportunity to gain interest from you. Showing them your interest requires a lot more thought, preparation, and execution than to merely arrive on campus to say hello. Although that is a good start.

Every time you enter a college-related environment, be it on a campus, at a college fair, or in an interview with an area-rep, you will get asked the question- **“What do you plan to study?”** The standard responses range from “I don’t know”; “I think...business, maybe science or engineering”; or something specific like “Economics (psychology, math, science, medicine, engineering, etc).” From the college perspective, that of the Admissions Office and their staff, these responses add no value to the prospective applicant and often times serve to reflect negatively. In order to create value in you to the college and separate yourself from the masses of applicants otherwise, it’s necessary to be able to express yourself when asked to do so. This means that you are able to express your vision for what you want out of college and how it will prepare you for your young adult life thereafter. Colleges and their admissions staff value this greatly. We call it **Vision Recruiting**.

Vision recruiting is defined as the preferential treatment applicants get for admissions acceptance and scholarship awards based on their ability to express a vision for their future, a vision for the future of this country, and what their role might be in shaping it.

To be well versed, a few things are noteworthy. For one, it is necessary to be aware and informed of the world around you, extending well beyond your local township. Knowledge is needed in U.S. government and politics, world affairs and foreign cultures, local and national economics, along with national matters of healthcare, education, environment, business, law, and more. Consider your concerns and challenges for the future and the corresponding opportunities you see that lie ahead. Factor in your interests, passions, and desires for college and a possible career. And get ready to express yourself. This will be called your **personal vision/mission statement**.

For college, your personal vision/ mission statement comprises of three or four brief comments. The first one describing your concern or foreseen challenge in life matters or a world situation. For instance, “I’m

concerned about the sustainability of natural resources as our country's population continues to grow." The second comment refers to your belief system about the matter, such as "I believe our country needs to be self-sustaining in the delivery of needed utilities, fuel, water, and food for our own people." Next, add a comment regarding your interests, such as "Therefore, I would like to study Environmental Science, combining the science of natural resources with the engineering of developing our own resources." Then finish with how you see yourself contributing.

So, when asked, "What would you like to study?", answer them in this way.

"I'm concerned about the sustainability of natural resources as our country's population continues to grow. I'm worried about our dependence on outside countries, such as for oil. I believe, as a country, we need to be self-sustaining in the delivery of needed utilities, fuel, water, and food for our own people. Therefore, I would like to study Environmental Science, combining the science of natural resources with the engineering for developing our own resources. With this, I will be able to serve in a capacity to improve our country's sustainability of natural resources." That would be your vision/ mission statement. Colleges value this approach and reward the applicants accordingly.

VISION RECRUITING- colleges recruiting students with preferential acceptances and scholarships to those who can express their vision for the future and what their role might be in shaping it.

For questions or comments on the college search, recruiting, admissions, or scholarship process, call 203.470.3704; or send an email to hans@totalcollegeadvisory.com, or visit our website at www.totalcollegeadvisory.com