Taking it from the Top

Q&A with New Vice Provost Jerry Lucido

This year, USC welcomed Jerry Lucido as the new Vice Provost for Enrollment Policy and Management. Dr. Lucido is a national leader and innovator in the field of college admissions, with prior posts at the University of North Carolina, Chapel Hill and University of Arizona. In a recent conversation, Dr. Lucido shared his thoughts on some of the pressing issues in college admissions, and his vision for USC.

What attracted you to USC?

USC is an extraordinarily exciting place, and in my view it’s the right place to be at this point in history. It’s a place that is about the highest quality and at the same time is about truly understanding how diverse cultures, ways of thinking and interactions between people come together. USC doesn’t have to extend itself to find diversity – that diversity is here, which can’t be said about many universities today. And all these forms of diversity make up integral parts of a student’s education, in an environment that is at once safe and creative, with high expectations for all.

You’ve just arrived, but have you had a chance to define some of the goals you have for USC Admission?

We’ve got a lot of really good things in place. I’m very fortunate to be here with such a terrific dean and staff. So my goal for the admission process is to communicate the advantages I just mentioned to every student who would be excited about hearing them, who is best suited to take full advantage of them. Also, we want to tell students and counselors that we guarantee everyone who applies a complete, fair and comprehensive reading of their application – our process won’t play games with them. It’s not just a selection process, it’s a teaching process – saying, ‘here are some things we value; show us how you value them – and that will help you understand if this is the best place for you.’ All the ways we communicate need to reflect that, including the questions we ask on the application. Beyond that, we want to make sure we serve a broad spectrum of students. We are very proud that currently 20% of our students come from low income families, and 10% are first generation college goers, yet we have reached the highest echelon of selectivity.

In your opinion, what kind of student thrives at USC?

We want students to feel comfortable, but also be willing to be a little bit uncomfortable – not everything about education is comfortable. If you’re a little adventurous, willing to take a little bit of a risk living in an environment that has such diversity, this is the place for you. USC is an amazing educational laboratory that is in a vibrant, diverse city – immersed in a culture that celebrates the arts in so many forms, embraces the culture of commerce, is a place of serious intellectual engagement and commitment to social issues, mixed with the ocean and the climate. What is here that stops you? Not the weather, not the social opportunities, the opportunities for learning, diverse lifestyles, recreation or research – there are no barriers here. Students can experience going to concerts at Disney Hall, living close to the ocean, and at the same time be near a neighborhood with a very disadvantaged public high school system where they are going to be able to make a difference. It’s diversity in every sense of the word.

What do you see as the most pressing issues in college admissions these days?

Let’s start with the concern among so many students and parents, that the admission process is just so stressful that it overshadows the learning experience in high school. Since universities like USC have become so selective, there is added stress because spaces really have become harder to get. Not only that, but as we become more selective and seek to make the best match using a variety of factors, it has become less predictable for parents and counselors to understand who will be accepted. It’s just harder work for everyone – students, parents, counselors and for us.
High School Counselors converge on campus and discover a few new things about USC

On September 26, nearly 250 counselors sampled college life at USC’s annual High School Counselor Day. Highlights included meeting their area recruiters, visiting different departments for presentations on new programs by students and admissions officers, and of course, fine dining at Town & Gown. On behalf of those who couldn’t be there, we asked counselors to share what new things they had learned about USC.

Here are a few things that were news to some of them, that might be of interest to you:

- “I didn’t realize that the people who work in financial aid are all counselors with BA’s and Masters degrees – you’re not talking to students, only professionals.”
- “Students can transfer to USC for their Sophomore year – don’t have to wait until Junior year.”
- “Students who want to go into engineering – at any school – should definitely take accelerated math in high school.”
- “Freshman business students have study abroad opportunities their first year”
- “If high school athletes are interested in playing college sports, they can arrange to come watch a practice at USC.”
- “The school of cinematic arts has 6 distinct departments, and many joint programs with other departments, such as business and journalism.”

And we have to agree with the counselor who said: “The USC Trojan school spirit is contagious in an almost magical way.”

Hope to see you all next year!

Q&A with Dr. Jerry Lucido, continued from front page

We may take the fifth-ranked over the second-ranked student in a school’s senior class – it may not always appear to be strictly logical.

What can be done to alleviate student and parental stress?
We are looking for ways to reduce the stress and take some of the heat out of the process. One thing we are continually striving for is to become more transparent in the minds of families so they don’t think we’re doing something sneaky behind closed doors. Also, the challenge for us – and high school counselors – is to let parents and students know that there is more than a small group of choices. The truth is, the quality of the American undergraduate experience has improved tremendously, and the diversity in America’s higher education system is astounding.

You led the first effort to abolish Early Decision at a highly selective school – the University of North Carolina. What was behind that decision?
One big reason was that to take advantage of an Early Decision option requires an extraordinary amount of counseling and preparation that isn’t typically available to low income students. We were also contributing to the frenzy by rushing the application process. We did our research, it was very evident that the population who applied for Early Decision had far more resources, and we were unintentionally giving an extra advantage to the already advantaged.

To USC’s credit, they never started an Early Decision process – it was their strong position ten years ago that these programs were not equitable. And USC has succeeded in becoming a highly selective university without that practice.

What about the issue of retaining students once they get into the University?
The application is just the beginning. Our job is not just recruitment, it’s about the whole undergraduate experience, making sure students stay here, and graduate with the skills they need to live in this diverse world. USC has very good retention rates, but we want to set our sights even higher. What’s exciting is that I go to meetings with the deans and it’s one of the issues on the top of their minds – how to deliver on the promises we make to students.

We understand you have a chance to get the real inside story – your daughter is a freshman here. So, as both a parent and an administrator, what are your impressions of USC so far?
I love the students here – they are so well prepared, so optimistic, so committed to service, to bettering their families and communities. I’m lucky that I get to watch it all – and because of my daughter, I get to learn about the student experience through the eyes of someone close to me.

Here’s a quick snapshot: shortly after she received admission she got a packet from the College of Letters Arts and Sciences that basically said, “you got admitted, now get connected” and gave her the opportunity to join one of many, many thematic areas. She chose Race and Conflict, and is now in a writing class and a sociology class that are thematically linked to that area, with 20 other students who have become a built-in community. One of our most beloved English pros actually lives in her residence hall. She can go free to any of our new Arts & Humanities Initiative’s ‘Visions and Voices’ events, which is a series we think is unparalleled in higher education. The inaugural event was a performance and discussion of the music of Dizzy Gillespie and Quincy Jones, and it goes on from there. So my impression is that this is a place that is doing very substantial things, and is putting real substance behind the movements in undergraduate education.

What do you like best about USC so far?
I like the spirit of the place – ‘Get it done, get it done well, make a difference, don’t be patient, go for it.’
A Word from Our Students: Student Internships at USC – Where education meets opportunity

As both a liberal arts and pre-professional university, USC students can get the best of both worlds: an intellectually challenging education, combined with strong career preparation. The USC Career Planning & Placement Center provides myriad opportunities for internships and other work experiences, orienting students to the value of having an internship, giving them resume writing instruction, introducing them to a Trojan Network of graduates who share advice, and providing online search capability with its internship database. Students take it from there, and the results can be very exciting. Counselor News talked with four enthusiastic students about their internship and work experiences at USC.

Adam Aronson, Sophomore, from Los Angeles, CA, Major: Biology
I work in the lab run by Drs. Antonio Damasio and Hanna Damasio, which is part of the Brain and Creativity Institute at USC. We do cutting edge research in the field of brain research. To find my job, I started to look for a position before I even got to campus because I knew the kind of work that would interest me. While I wouldn’t say that the science labs regularly take freshmen, my situation was made possible because the lab had just moved to USC and the Damasios were open to my helping the move in and set up. The fact that I already had some knowledge of neuroscience let me pick up things quickly and I soon started to help with some of the experiments. Originally, I began as a work-study student paid by the hour. Now, however, I’m a regular student doing research in the lab while taking a class called Neuroscience 490, which allows me to do independent study. As part of my training, I am able to attend weekly lab meetings at which upcoming experiments are presented and analyzed. This has really helped me to learn about designing my own research project. I work between 12 to 16 hours per week and I will have the opportunity to use the MRI machines for the research I’m planning, something known as temporal discounting. Certainly, I now know a lot more about neuroscience than when I started and the entire experience has confirmed my desire to pursue biological research.

Kamara Colson, Senior, from Cupertino, CA, Double-Major: Psychology and Public Relations
I have an internship as a coordinator for Peace Games, a national program begun at Harvard, that teaches non-violent conflict resolution to elementary school students. I found this position through the Joint Educational Project (JEP), a service-learning program that offers USC students a way to combine academic coursework with professional experiences in the community surrounding the campus. After 3 projects during my freshman year, my JEP Program Assistant encouraged me to become involved with this great organization. My main duties at Peace Games are to provide guidance to the USC students participating in the program as well as to coordinate between their professors and the elementary schools. I make sure students receive support in their assignment teaching and that they write weekly summaries reflecting on their work experiences. These reports are mini-analyses with observations beyond their work about behavior, race and the culture of the students and connecting it to what they are learning in class. My internship has really helped me develop as a leader on campus. I’ve become much more aware of the inner-city community and the initiatives that have been launched to improve educational failings in schools. And on a practical level, I’ve gained organizational skills that I know will be helpful to me in the future. All around, it’s been a tremendous experience – in fact, it has affected me to the degree that, after graduation, I plan to join the Peace Corps and work in Africa.

Dan Lange, Senior, from Maplewood, New Jersey, Major: Cinema-Television Critical Studies
I’m currently on my fourth internship in the entertainment business, at Focus Features, the specialty arm of Universal Pictures. I got my first internship at the beginning of my sophomore year through mass-emailing my resume to a job list published by one of the major talent agencies. Once I had my first position, I was ’in the industry,’ so to speak, and it became much easier to get each successive position. Being in either Los Angeles or New York is key to getting a great internship in this industry, especially during the school year. My internships have given me exposure to several different kinds of companies, each with different business models. My duties have varied greatly, including everything from general office work to running around Los Angeles in search of various items. Unfortunately, none of the jobs have paid, but meeting people and networking is the key to getting through the door and getting that first "real" entertainment job. Success in this industry depends on relationships, and I’ve been lucky enough to make a number of friends through my internships with whom I am sure to stay in touch with. It is through these contacts that I hope to find a paid position in May. Through interning, I have realized that I’m not so positive how I want to reach my goals, as I originally thought, though I know that I will still work towards the same ultimate goal: to produce films.

Ashlee Scott, Senior, from Woodland Hills, CA, Double-Major: Psychology and Political Science
The great thing about my part-time position at a trial consulting firm is that the position utilizes my training in psychology. We conduct research for law firms and their clients, and the nature of the work changes with each case. For example, we might describe a profile of an ideal juror. But this isn’t my first internship, because I really like to work as well as study. During my last year of high school, I worked at a finance and mortgage company, in a paid internship program that I was able to continue throughout college during summer and winter breaks. If you start getting internships during freshman year, it helps prepare you for better opportunities as an upper classman. For example, during my Freshman year, I was an unpaid intern for the television show “Good Morning America.” I found my current job through the CPC. I kept checking the listings during the early summer, interviewed in August, and began working during the first week of school. There are ten people at the firm and three part-time interns. All the regulars have graduate degrees so they talk with me about my career plans, which I find helpful. These co-workers could be beneficial to me in the future, too, because they can provide recommendations for full-time employment or even for graduate school. At USC, I find internships to be plentiful, which makes it easy to find something to do with your interests.

Our Academic Departments welcome your calls
Applicants with questions about a specific area of study can call or e-mail that department directly. Phone numbers are listed below – e-mail addresses can be found on the www.usc.edu website.

Architecture (800) 281-8616
Business (213) 740-8885
Cinematic Arts (213) 740-2911
Communications/Journalism (213) 821-0770
Engineering (800) 526-3347
Fine Arts (213) 740-2787
Gerontology (213) 740-5156
Health Promotion & Disease Prevention (213) 740-1060
Letters, Arts & Sciences (213) 740-5930
Music (800) 872-2213
Policy, Planning & Development (213) 740-6842
Theatre (213) 821-2744
Getting to know you –
Why USC Doesn’t Use the Common Application

We are often asked, “Why doesn’t USC accept the Common Application? Wouldn’t that make it easier for lots more students to apply?” The answer is simple – we just want to know much more about a student than the “Common App” provides at this point.

Over the years, we have carefully evolved a set of questions aimed at providing a well-rounded view of each applicant. For example, the questions for our long essay are aimed at encouraging personal engagement with a topic, which gives us insight into the unique nature of each applicant. These essays are not just enlightening to read, but we really do think of them as a form of personal communication. Similarly, in the short answer section of our application, when we ask, "Describe your academic interests and how you plan to pursue them at USC," we are trying to discern how well the student knows our university – through visiting, communicating with departments of interest and so on – and really understands what we have to offer and why we would be a good fit for him or her. Also, if admitted to USC, what will he or she bring to the campus community? And on the lighter side is our application’s "Quick Takes" section that asks students to answer a series of queries in one sentence-giving them a chance to show wit as well as brevity. These are clearly questions with no "right answers," that provide a glimpse of their tastes, role models, and "take on life" in just a few words.

Since we are committed to building a diverse community of exceptional individuals, we like to think of the USC application as a great way to meet the students that we want to introduce to our faculty and to one another. So, while the Common Application might increase the number of applications we receive and thus, make USC seem more highly selective, we believe it would also sacrifice a chance to discover what is uncommonly good about the students who are looking to be part of our community.

SAT Writing Component – What impact has it made?

When the College Board introduced its new Writing Section two years ago, along with a new scoring ceiling of 2400 points, the whole SAT equation changed. Both colleges and students were unsure how the new section might impact the application process. What’s the verdict?

According to Lisa Rhone, Senior Associate Director of Admission, USC is finding that so far, the SAT Writing scores are tracking extremely closely with the Verbal section, making it more a confirmation than a source of new data regarding a student’s abilities. Rhone explained, "At this point, we are finding that the essay questions on our application, which encourage seniors to think and write about the students who are looking to be part of our community.

SAT vs. ACT

It’s your choice!

The SAT and the ACT are equally acceptable to us. We recognize that different exam formats play to different test-taking strengths, so we encourage students to try both, and send us the scores from the test that best showcases their talents. Also, although SAT II Subject Test scores are not required, about half of our applicants have taken them and submit the scores as extra evidence of their academic achievement.

School of Cinematic Arts Breaks New Ground

Thanks to a gift of galactic proportions from acclaimed filmmaker and USC alumnus George Lucas, our recently renamed School of Cinematic Arts (formerly School of Cinema-TV) will soon begin construction of a new educational complex, and add a generous endowment to support faculty and student programs. According to Lucas, the new name and facilities "embody the movement of the industry and the art form, and position all who learn here as leaders not just for the moment, but for generations to come." Lucasfilm Foundation's donation of $175 million was a record gift to USC. As president Stephen Sample noted: 

“Through this gift George Lucas manifests the distinctive traits that make him an extraordinary exemplar of the Trojan Family: a prolifically fertile imagination, courage to take creative risks, and a heartfelt desire to educate the next generation of young people.”

Another note: since 1973, not a year has passed without one of our graduates being nominated for an Academy Award.
How to Contact Us

You can find the USC admission officer responsible for working with your students by referencing the list below. **These individuals will serve as your primary point of contact with our Office of Admission.** Please note that many new staff members joined our office this year. At the time of printing, we did not yet have their direct phone numbers or e-mail addresses. Once these have been established, this information will be updated on our website.

**U.S.**

**California**

**Far Northern California, Valley of the Moon,**

- **Marin County, San Francisco County, Contra Costa County, City of Oakland,**
  - Tara Povah, Assistant Director (213) 821-2165 povah@usc.edu

**Sacramento County,**

- **Alameda County, City of San Jose,**
  - September Trevino, Assistant Director (213) 740-4752 strevino@usc.edu

**San Mateo County, City of Redwood City,**

- **Santa Clara County, Central Coast,**
  - Ross Aikins, Assistant Director (213) 821-6611 raikins@usc.edu

- **Santa Barbara & West Ventura Co,**
  - Becky Chassin, Associate Director (213) 821-1128 chassin@usc.edu

**San Fernando Valley (West),**

- **Hollywood & Wilshire, South Bay,**
  - Toni Anderson, Assistant Director (213) 740-0865 antoniaa@usc.edu

- **San Fernando Valley (East),**
  - Cathy Chen, Associate Director (213) 740-3040 cheny@usc.edu

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- **West Los Angeles & West Beach,**
  - Maureen Gelberg, Senior Assistant Director (213) 740-8925 gelberg@usc.edu

- **East Los Angeles,**
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  - Mel Preimesberger, Associate Director (213) 740-1779 preimesb@usc.edu

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- **Whittier, Orange County,**
  - Chris Tokuhama, Assistant Director (213) 821-1127 tokuhama@usc.edu

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  - Therese Sandoval, Assistant Director (213) 740-4042 tsandova@usc.edu

- **San Diego County,**
  - Bruce Grier, Associate Director (213) 740-6630 bgrier@usc.edu

- **Central Valley,**
  - Beza Merid, Assistant Director (213) 821-1882 merid@usc.edu

- **Greater Imperial Valley,**
  - Shannon McHugh, Assistant Director (213) 740-1704 slmchugh@usc.edu

**Tennessee, Oklahoma, Texas, New Jersey, Pennsylvania, Rhode Island, Vermont, Maine, Massachusetts, New Hampshire, North & South Dakota, Ohio, Wisconsin, Michigan, Minnesota, Missouri, Nebraska,**

**West Virginia,**

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- **Gary Clark, Associate Director** (213) 740-4926 gary.clark@usc.edu

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**Risa Tewksbury, Midwest Regional Director** (217) 356-1854 tewksbur@usc.edu

**Counselor News Quarterly Updates for Guidance Counselors**

**USC Admission Directory**

**International**

Judith Jurek, Senior Associate Director (213) 740-5684 jurke@usc.edu
Counselor News
Quarterly News for Guidance Counselors
Winter 2006

USC's Codes

ACT Code: 0470
Used for sending ACT scores

CSS/College Board Code: 4852
Used for PROFILE Application and SAT scores

Federal School Code: 001328
Used for FAFSA application

Visions and Voices –
USC’s new Arts & Humanities Initiative
Launched this fall, Visions and Voices is an extensive series of free events for undergraduates to personally engage in the abundant resources of the LA community. Upcoming events include: Mark Taper forum performance of Doubt, the Tony Award winning play exploring moral dilemmas in the Catholic church; an evening with TC Boyle; a curator tour of the newly re-opened Getty Villa, and USC’s first Indian Film Festival. For information, visit www.usc.edu/visionsandvoices.

Don’t miss out on all-important financial aid!
We are committed to ensure that no accepted student will be denied a USC education based on inability to pay, and encourage all students to apply for financial aid. Almost $350 million in financial aid is awarded to our new and continuing students each year, and over 60% of our students receive need-based financial grants assistance. For full information, visit http://www.usc.edu/admission/financialaid.

Take advantage of USC’s many Merits
There are 17 different merit scholarships available to students applying to USC, with awards ranging from $700, all the way up to full tuition. For complete information, check the website at http://www.usc.edu/admission/fa/sg/entering_undergrad_meritbased/

Key Admission Dates & Deadlines

Dec 1  Applications due for Thornton School of Music
Dec 11  Part II Applications due for merit scholarship applicants, including applicants for USC Alumni Club scholarships
Supplemental Applications due for Schools of Cinematic Arts, Theatre, Fine Arts, Architecture.
Jan  Auditions for Thornton School of Music applicants
Jan 10  Part II Applications due for freshman admission
Jan 19  FAFSA & PROFILE filing deadline to receive priority aid consideration
        Admission notification for merit scholarship recipients
Feb  Auditions for BFA applicants to School of Theatre
Mar 1   Student and family tax returns submitted for financial aid
Apr 1   Admission notification
May 1   National candidate’s reply date

Please note: USC does not offer early action or early decision admission programs.