

Quarterly Updates for College Counselors *Spring/Summer 2014*

Good financial news: USC attracts record contributions

We're honored that USC is ranked #3 by the Council for Aid to Education in total donations made to universities in 2013. Our students are already reaping the rewards through several new on-campus facilities and scholarships.

Diversity = Success at USC!

■ A study by the Education Trust and funded by the Gates Foundation has recognized USC as one of the eight most successful universities in the country for graduating Latino students. USC was the only private university mentioned in the Education Trust analysis.

■ Our nationally acclaimed Neighborhood Academic Initiative helps prepare low-income students in grades 6 through 12 for college. Of those students participating in the NAI, 99 percent graduate from the program and those who choose to attend USC receive full-tuition scholarships.

communities.usc.edu/collegeaccess/nai

■ In the latest Campus Pride Index of almost 400 major colleges, USC was voted one of the nation's top 25 universities for LGBT students.

www.buzzfeed.com/clairepires/the-25-best-colleges-and-universities-for-lgbt-students

USC'S OFFICE FOR PARENT PROGRAMS helps all parents get involved, no matter where they live. A dedicated staff is available 24/7 and offers everything from regular e-mail updates to campus programs, events and volunteer opportunities. More information:

www.usc.edu/student-affairs/parents



Trojan Family Weekend brings thousands of parents to campus.

Parents' Perspective on the College Experience

ONE PHRASE WE NEVER HEAR AS EDUCATORS IS, "BEING A PARENT IS EASIER THAN EVER." While a college degree is still the most reliable passport to well-paying and satisfying jobs, many colleges and universities have become more selective in the admissions process. More students are competing for fewer slots. And very often, parents judge themselves by their children's acceptance into prestigious colleges. Pressures are further compounded by intensifying financial concerns. By the end of the college search process, parents must then deal with a timeless issue: how to cope when their child leaves home.

BUT THERE IS POSITIVE NEWS: For young people entering the workforce, frequent job and career changes have become the norm. Although earning a college degree is essential, it's equally important for students to acquire the problem-solving, creative-thinking and relationship-building skills that equip them for a lifetime of continuous learning and change. Therefore, it's the college fit, not necessarily the prestige, that counts.

COLLEGES ARE WORKING TO ADDRESS PARENTS' FINANCIAL CONCERNS: Though most colleges and universities, including USC, expect parents to play a leading role in financing a college education, USC works with families to meet 100 percent of the student's USC-determined financial need.

We administer one of the largest financial aid programs in the country and have increased funding over the last few years to help meet demand. More than two-thirds of USC undergraduates receive some form of financial aid.

SURVIVING THE EMPTY NEST: Technology now provides multiple ways for families to keep in touch with their college-bound children. Unlike earlier generations, Millennials expect their parents to stay involved in their lives. And we consider parents an integral part of our Trojan Family.

TOOLS FOR COUNSELORS

Understanding the generations

As you probably know, your current high school students are part of the millennial generation. Born between 1981 – 2000, it’s a cohort generally characterized as confident, optimistic, social, and having a strong sense of fairness and of being “special.” What’s also important to recognize is that your students are being raised by two very different generations of parents, who have distinct values and communication styles.

Morley Winograd, a senior fellow at the USC Annenberg School for Communication and Journalism and a leading national expert on generational differences, gave us the following, slightly tongue-in-cheek, snapshots of who these parents are. Though every person is a unique blend of personality traits, and generational traits are group behaviors, research has shown that our generational attributes influence us throughout our lives.

In the meantime, Millennials are now becoming parents themselves, and their focus seems to be on raising resilient children.

PARENT GENERATION	PARENTING STYLE	WHAT WORKS
<p>BOOMERS Born 1946-1964. Optimistic, idealistic, “joiners” who appreciate institutions and organizations; workaholics.</p>	<p>HELICOPTER PARENTS More involved in their children’s life than any previous generation. <i>“I want the best for my children and will swoop in to save them at the first sign of discomfort or challenge.”</i></p> 	<p>Face-to-face meetings, phone calls. Take time to discuss the process and how things work. Use examples and anecdotes to illustrate your points.</p>
<p>GENERATION X Born 1965 – 1980. Self-reliant, entrepreneurial, skeptical of institutions; seek work-life balance.</p> 	<p>STEALTH FIGHTER PARENTS Take Boomer-style involvement to the next level, with laser-like focus on their child. <i>“Anyone or anything that stands in the way of my child’s success will be strafed!”</i></p>	<p>Make communication fast, brief and efficient. Focus on action steps, not process. Illustrate your points with data and bottom-line results.</p>

INSIDE TIPS FOR COLLEGE TOURS

Seeing is Believing

USC Admission Center Director Joy Oaks has hosted thousands of parents and students on campus tours. Below is some of the wisdom she’s gleaned from the front lines and would like to share with parents:

- **LET YOUR STUDENT TAKE THE LEAD.** Letting your student make the reservation, research the campus, and interact with tour guides and campus staff builds confidence and engagement.
- **LET GO OF STEREOTYPES.** Keep an open mind and observe the current reality of the campus.
- **OBSERVE HOW STUDENTS ON CAMPUS BEHAVE.** Do they look happy? Stressed out? Those are clues to the culture and atmosphere your child will be living in.
- **TALK TO STUDENTS YOU ENCOUNTER.** Be candid in asking what you really want to know, including what they like least. You may be surprised at how honest and helpful they will be.
- **MOST IMPORTANTLY, OBSERVE YOUR CHILD.** Note how he or she interacts with the tour guide and other students, the questions they ask, how at ease they feel. Remember that “fit” trumps prestige in determining where your child will thrive.
- **RELAX.** You don’t actually have to learn everything about the campus during the initial visit. Just try to get an overall feel. College campuses are often beautiful places, so enjoy them!

To register for a campus tour at USC: www.usc.edu/visitusc

USC'S MARCHING BAND

The Spirit of Troy Makes L.A. History in 2014



JANUARY: The band made a cool appearance at the city's first-ever outdoor National Hockey League game. Dodger Stadium was converted to a giant ice rink for the Stadium Series between the Ducks and former Stanley Cup champions, the Los Angeles Kings.



The Trojan Marching Band is open to all USC students, regardless of prior experience.

FEBRUARY: Trojans cemented a place in history, if not the record books, leading a parade of 250 trucks that poured the foundation for the new 73-story Wilshire Grand Hotel in Downtown L.A., soon to be the tallest building west of the Mississippi.

Innovating to change the world— and the solar system!

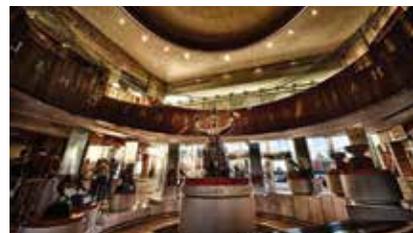
Professor Behrokh Khoshnevis, assisted by undergrad researchers, made national news when he unveiled a revolutionary new 3-D printer capable of “printing” cement buildings – for use in everything from emergency shelters to airports on the moon and Mars!



NEW ON CAMPUS



Our campus is even more finely tuned with the addition of renowned violinists Glenn Dicterow and wife Karen Dreyfus to the faculty of the Thornton School of Music. Dicterow was concertmaster of the New York Philharmonic for 32 years and is an L.A. native who made his debut with the Los Angeles Philharmonic at the age of 11. He studied under USC faculty legend, Jascha Heifetz, considered one of the greatest violinists of all time. He joins the faculty as the first holder of the Robert Mann Chair in Strings and Chamber Music. Dreyfus has earned distinction as a violinist, performing in concerts with the Theater Chamber Players of the Kennedy Center, the Orpheus Chamber Orchestra and the New York Philharmonic, as well as individuals such as Rudolf Serkin and Chick Corea. Her recordings, including her premiere recital entitled *Romanze*, have earned her critical acclaim. She has also taught at the Julliard School and the Manhattan School of Music. She joins the Thornton faculty as director of chamber music.



Heritage Hall showcases the stories, trophies and memorabilia from some of the most legendary moments in college athletic history — and is now beautifully refurbished and open to provide education and inspiration. Definitely a stop to add to your campus tour!

MAKING THE COLLEGE CHOICE: Three students and their parents told us how their family successfully negotiated the ups and downs of the college selection process.



Lizette Jimenez

Junior

Major: Business

Minor: Enterprise Information Systems

I'M THE OLDEST OF FOUR SISTERS AND THE FIRST IN MY FAMILY TO ATTEND COLLEGE.

Our parents always talked about *when* you go to college, not *if*. They didn't know much about the American school system, yet they cared and paid attention to our grades – the time I got a C was the worst feeling ever!

Continuing my education through high school I came across great counselors through the UpwardBound program, but there were a few gaps. Our school didn't offer many AP classes and I had not realized how important they were. When applying to college, I sent my college applications in on time but didn't know about the follow-up steps like submitting final grades. As a result, I didn't get in to any of my top choices. My mom and dad made it clear that quitting school was not a choice, so I went on to community college, then applied to nine universities and got into them all! The first few weeks at USC seemed surreal, and when midterms came, I realized I was in a totally different environment. But I've learned my way around, got involved in clubs and now am the treasurer of the Latino Business Students Association. I tell my sisters and parents all about what's happening at school, and I know it makes them really proud.

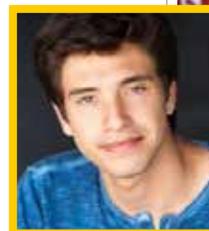
LIZETTE'S PARENTS: Carolina and Jorge Jimenez came to the US from Mexico as teenagers and share the strong belief that education is the best assurance of success. Jorge still remembers seeing a chart showing how income increases with years of education, and they both agree that when it comes to college, “no” is not an option for their girls. Not speaking English has not stopped Carolina from getting involved in her children's schools and, according to her husband, she is their best motivator. With a second daughter now in college, they are on the way to accomplishing their most important family goals.

Burton Chaikin

Sophomore

Major: Cinematic Arts, Critical Studies

FOR AS LONG AS I CAN REMEMBER I HAVE WANTED TO BE IN FILM, so my college list included only places with good cinema schools. I toured each one with my parents, saw some great universities, and confirmed that L.A. was where I wanted to be. One major drawback I had, though, was that we live in Chicago, I am the oldest child, and I knew that my mom wanted me to stay closer to home. So we went over the pros and cons again and again, and I actually did apply to a couple of schools because they were important to my parents. But they always said the choice was ultimately mine; both parents knew L.A. was my dream and ended up supporting me all the way. USC has turned out to be everything I hoped. The connections I am making are pretty incredible and invaluable for my career. My parents are still a big part of my life. I talk to them every day and they visit regularly – they are my constant support system. What's amazing is that they have even let my little brother follow in my footsteps. So our Trojan family is growing, and my parents are the best!



BURTON'S PARENTS: Maureen and Scott Chaikin never doubted that their son would go into film – and knew that people he admired thought USC had the best program. The distance factor was hard, and they initially tried to influence him to stay local. It really helped to tour the campus and see for themselves that it was a safe and vibrant community. Having both their sons at USC has also made it easier. The brothers are close, active in different fraternities and in Hillel, and are excited when their parents visit. As Maureen says, “I always thought it was a cliché when people say that all that matters is that your child is happy. But I see how well they are doing and I realize it's true.”

MAKING THE COLLEGE CHOICE *continued*



Jacqueline Molina

Junior

Major: Industrial and Systems Engineering

MY PARENTS ARE BOTH USC ALUMNI, so in some ways I've been a Trojan from day one. I'm from Pasadena, but never imagined I would be going to college in California. I wanted to get away and be independent, and most of the girls at my high school who were good at math went

to East Coast schools. My mom was raised by highly educated, traditional Hispanic parents who expected her to live at home while attending college; for me, she wanted

all options to be open. She was very hands-on about my college search – encouraging me to think about majoring in engineering and helping research the top engineering schools in the country. Most of the colleges I applied to were out of state, but when I got the acceptance letter from USC it just felt different from all the rest and my decision was made. Now we stay in touch by texting, I see my parents pretty regularly, and find I appreciate them even more. One unexpected bonus is that by living on campus and being part of a sorority, I'm having a completely different experience at the same school [my parents attended] and am able to share it with them.

JACQUELINE'S PARENTS: Gina DeRegil, born in Cuba, and Adolfo Molina, of Ecuadorian descent, met at USC during their sophomore year. Both went on to earn MBAs across town at UCLA. Aware of the restrictions placed on girls when she was growing up and recognizing her daughter's talents in math, Gina nurtured Jacqueline's interest in "boy toys" and instilled in her the belief that she could go anywhere and study anything she liked. But both parents are thrilled that the great school Jacqueline eventually chose happens to be nearby. Adolfo is active in the Latino Alumni Association, and enjoys dining with his daughter on campus. Gina is having fun and providing much, much appreciated support as a local sorority mom.

2014 IMPORTANT DATES AND DEADLINES

July 6-20: Two-week high school summer programs

July 6-Aug. 2: Four-week high school summer programs

June 19-July 30: First-year Orientation (two-day programs)

August 20: Move-In Day

August 25: Fall classes begin

CONNECT WITH US ONLINE:



Send your students to USC this summer!

It's a great way for them to expand their horizons – and earn valuable college credits. Register now at summer.usc.edu.

USC'S PROGRAM AND ID CODES

CSS/College Board Code: 4852

PROFILE Application and SAT scores

Federal School Code: 001328

Used for FAFSA application

ACT test ID Code: 0470

Used for sending ACT scores

HOW TO FIND YOUR ADMISSION COUNSELOR

Web: Visit www.usc.edu/contactadmission, and click on the Find Your Admission Counselor option.

Phone: (213) 740-1111

E-mail: scounsel@usc.edu

The University of Southern California admits students of any race, color, national origin, ancestry, religion, gender, sexual orientation, age, physical disability or mental disability.