On Nov. 9, #NACACreads participants discussed "Where You Go Is Not Who You'll Be: An Antidote to the College Admissions Mania" with author Frank Bruni.

From 9-10 p.m. will be answering questions/joining discussion on college admissions on #NACACreads thread. Please join us.

We’ll be discussing “Where You Go Is Not Who You’ll Be: An Antidote to the College Admissions Mania.” #NACACreads pic.twitter.com/Vl8K9g2qCk

We're lucky to have author @FrankBruni with us tonight! Welcome, Frank! #NACACreads
We’ll get rolling soon, but first: #NACACreads participants, please take some time to say howdy!

For the record, I’m moderator Mary Stegmeir, a member of NACAC’s comm team.
#NACACreads

Even if you’re just lurking — tell us your name and the institution/org where you work.
#NACACreads pic.twitter.com/dP1ANKYscJ

Hi #NACACreads this is Kate from #nacac‘s communication team! Excited for tonight’s chat!
Bill Pepin, Director of Guidance, NSHS, RI. #nacacreads

Eric Wolarsky @EricAfterSchool

Eric from PA joining #NACACreads tonight. Not a college admisss. counselor; just an interested admin from a indep. school.

Anne Shandley @ashandley54

@NACAC hello from Anne in NC HS counselor #NACACreads

NACAC @NACAC

New to Twitter chats? So are we. Check out this handy guide — ow.ly/R0rlq — and remember to tag your tweets with #NACACreads.

Frank Bruni @FrankBruni

@NACAC Thank you for having me #NACACreads

Frank Bruni @FrankBruni

@NACAC And please indulge me: Twitter is not my forte! But I will do my very best. #NACACreads
While we’re all getting acquainted, I’m going to kick things off with a question for our #NACACreads guest.

@FrankBruni: What made you want to tackle the topic of college admission? #NACACreads

@NACAC (1/4) I noticed a disconnect. Parents and kids felt elite-school admission was some necessity for big success . . . #NACACreads

@NACAC (2/4) . . . but among adults I admired, I didn’t notice any common thread of fancy diplomas . . . #NACACreads

@NACAC (3/4) . . . I noticed energy, discipline, charisma: qualities that no one kind of school monopolizes . . . #NACACreads

@NACAC (4/4) . . . I wanted to shout that out as a corrective to undue anxiety among this generation #NACACreads
@FrankBruni I feel like it'll be a long road back to college admissions sanity from here. Done it twice so far, 1 more to go. #NACACreads

I think the holistic observations (i.e. energy, engagement) you brought to what leads to college success was spot on...#NACACreads

@NACAC Howdy from Texas! #NACACreads

@EricAfterSchool Welcome Eric! #nacacreads

HS Counselor @EmersonPrep in DC! #NACACreads twitter.com/nacac/status/6...

@aliciakoglesby @EmersonPrep Welcome Alicia! #nacacreads

OK, time for Q1 #NACACreads participants.
Q1: Rankings, a fixation on status, growing competition. Bruni's list goes on & on. What factor is most tied to admission mania? #NACACreads

Erinn, hs counselor, southern Illinois #NACACreads

Kaitlyn Flannery, Assistant Director of Undergraduate Admissions at UC Berkeley. #NACACreads

Ali from Sonoran Science Academy High School in Tucson Arizona. #NACACreads

Hi! This is Tania from @NACACedu education and training dept. #NACACreads

Not a college admissions counselor but interested in the conversation #NACACreads

@FrankBruni on the qualities that build success --- no matter where you go to school. #NACACreads
@KarenAFull Welcome Karen! #nacacreads
2 YEARS AGO

@NACAC Missed further instructions - I'm Valerie Blair of Blair College Planning in Houston. #NACACreads
2 YEARS AGO

Kate Sigety
A1: Unfocused ambitions & concerns about college costs play a role, according to this #NACAC study: ow.ly/Uq9hl. #NACACreads
2 YEARS AGO

@NACAC Welcome Erinn! #nacacreads
2 YEARS AGO

@NACAC Hello from Allison Matlack @MatlackEdCon - I enjoyed hearing @FrankBruni speak at #IECA15 last week #NACACreads
2 YEARS AGO

Sue Rexford, Dir. College Guidance, CESJDS, MD. How do we end or diminish ratings frenzy? #NACACreads
2 YEARS AGO
Alicia Oglesby
@aliciakoglesby
2 YEARS AGO

A1: The media using outliers as examples "Homeless teen gets into Harvard!!" yes, that's awesome but... #NACACreads twitter.com/nacac/status/6...

Eric Wolarsky
@EricAfterSchool
2 YEARS AGO

A1: Unfortunately, admissions frenzy creates perceived "winners" and "losers" in an area in which all boats should be lifted. #NACACreads

NACAC
@NACAC
2 YEARS AGO

Wisdom from @EricAfterSchool --- access for all should be goal, less emphasis on winners and losers. #NACACreads twitter.com/EricAfterSchool...

ALI YAYLALI
@AliYaylaliEd
2 YEARS AGO

Presuppositions and assumptions about selective schools are fueled by the leaders in their speeches as well. What do you think?

Bill Pepin
@wpepin1970
@FrankBruni @NACAC 2 YEARS AGO

A1. Not sure any one issue results in admissions mania, but the sum of many issues creates panic and anxiety #nacacreads

NACAC
@NACAC
2 YEARS AGO

@KaitlynFlannery Thanks for joining us Kaitlyn. #nacacreads
Thanks. Success isn't where you got in. It's what you do with it. The blessing is wasted if you just coast . . . #NACACreads

@NACAC (2/2) But the edge of brand-name colleges is exaggerated. This must be explained and emphasized #NACACreads

Counselors can help spread the word #NACACreads

How do we get parents focused on the success of their child rather than rankings or name of institution? #NACACreads @FrankBruni

@GreerKelley By showing them, over and over, that ranking/name WON'T guarantee success and, if obsessed over, can do DAMAGE #NACACreads
ALI YAYLALI
@AliYaylaliEd

#NACACreads Ali from Sonoran Science Academy High School in Tucson Arizona.

Tania Rachkoskie
@TaniaRachkoskie

Friend speaks my mind (nod to my @CTCLColleges @GuilfordCollege days). #NACACreads
twitter.com/TheCareerKey/s...

BlairCollegePlanning
@vbcollegeplan

A1: Fixation on status, combined with panic about employment after graduating, and the mistaken belief that elite school = job #NACACreads

Alicia Oglesby
@aliciakoglesby

A1:... name recognition is a huge force! everyone really just wants success but most teens don't know how to define it #NACACreads

Kristina Dooley
@KristinaDooley

Looking forward to this #NACACreads chat! I'm Kristina Dooley, an IEC from @EstrelaConsult in Ohio.

Tania Rachkoskie
@TaniaRachkoskie

A1: All of those factors are tied together. Fixing or changing one factor won't make things better for students. #NACACreads
We’re off to a good start! Rolling into Q2. #NACACreads

Q2: Bruni highlights kids who succeeded despite a college rejection, but says the process can still be damaging. Agree/disagree? #NACACreads

People love rankings of anything. Get them to better understand fit, ROI, and debt burdens. #NACACreads

A2: Process is very damaging as laid out by Deresiewicz in "Excellent Sheep." Resume padding isn’t an education. #NACACreads

 Completely agree that rejection can be devastating for many students. Focus on the positive with students. #NACACreads

@NACAC A2: Agree. Rejection is not something they can control. After all achievements in four years, their biggest attempt can be shocking.
@wpepin1970: How best do you get that message to students and families? #NACACreads

twitter.com/wpepin1970/status/...

Erinn Murphy
@_ErinnMurphy

A2. Agree but the damage is offset or forgotten down the road. Takes a minute (or more) to see the positive of other options. #NACACreads

@FrankBruni: You dedicated your book to young people. IYO, what are the negative effects of college admission mania? #NACACreads

Frank Bruni
@FrankBruni

@NACAC (1/6) Some negative effects are obvious: anxiety, depression, sleeplessness, a corrosive perfectionism . . . #NACACreads

@NACAC (2/6) But we need to realize how many OTHER effects of the frenzy there are . . . #NACACreads

@NACAC (3/6) Such as kids thinking that “getting in” to an exclusive realm is the whole endeavor . . . #NACACreads
@NACAC (4/6) Kids thinking life yields to precise, cynical, pragmatic scripts of the kind they followed to get in . . . #NACACreads

@NACAC (5/6) Kids thinking all effort is about the dividend, not the passion . . . #NACACreads

@NACAC (6/6) Those are just SOME of the mania’s/frenzy’s troubling effects. #NACACreads

A2: kids can get 8 no’s and 1 yes. self esteem is already shaky. that app list needs variety/range #NACACreads twitter.com/nacac/status/6...

A2: Still damaging...even the strongest kids on the outside lose a bit of self-confidence with rejection. #NACACreads

Resiliency can be it’s own reward! But stress is still a burden, #NACAC members report #NACACreads twitter.com/_ErinnMurphy/s...
@NACAC Give them information, spend time with them, and remind them that great schools are everywhere. #nacacreads

Kate Sigety
KateSigety

A2: Students who focus on crafting the resume they think colleges want run the risk of missing out on the full HS experience. #NACACreads

@KateSigety Agreed. I keep trying to emphasize that high school is part of life too, not just preparation for college apps! #NACACreads

BlairCollegePlanning
@vbcollegeplan

@KateSigety Agreed. I keep trying to emphasize that high school is part of life too, not just preparation for college apps! #NACACreads

Sandy Aprahamian
@EdNavigators

#NACACreads hi from Pennsylvania - Sandy Aprahamian - independent educational consultant

NACAC
@NACAC

Great #NACACreads chat so far. Just joining in? Say hi — we're talking abt “Where You Go Is Not Who You’ll Be.”

NACAC
@NACAC

Life has no script, says @FrankBruni. Neither does success. #NACACreads twitter.com/FrankBruni/sta...
Alicia Oglesby
@aliciakoglesby
2 YEARS AGO

it's an uphill battle! mrs. oglesby versus @USNewsEducation so what do i know!? 😊 a lot. i know a lot #NACACreads twitter.com/marystegmeir/s...

Tania Rachkoskie
@TaniaRachkoskie
A2: Do they feel damaged b/c we see the rejection as a failure on their part rather than a natural part of a competitive market? #NACACreads

Frank Bruni
@FrankBruni
.I@TaniaRachkoskie I think greater damage is the values they pick up along the way to college, due to cynical frenzy to get in #NACACreads

Marie Bigham
@marie_bigham
@FrankBruni @TaniaRachkoskie EXACTLY! The process is kind of soul-crushing as it stands. #NACACreads

NACAC
@NACAC
2 YEARS AGO

Welcome #NACAC board member Marie Bigham, @marie_bigham, to #NACACreads

Phillip Ruland
@Rulo123
2 YEARS AGO

@FrankBruni @GreerKelley wasn't it your pal Obama who wanted to rank the colleges?
Since when is Obama "my pal"? I must have missed the last pot-luck dinner invite. #NACACreads

This is why role of counselors is so important, to inform @ holistic factors and Gallup Purdue research #NACACreads

Thanks to everyone for joining us tonight! We're excited you are here. #nacacreads

#hscchat and #NACACreads happening simultaneously! Love it!

@NACAC following along! Great read! #NACACreads @FrankBruni

@AlexMWilliams_ @FrankBruni Thanks for following along Alex! #nacacreads #emchat

Q3 is coming shortly, but feel free to toss out your own questions! Send ‘em to @NACAC. #NACACreads
Q3: Bruni urges students & parents to look beyond “brand name” colleges. What can be done to encourage "bold" college choices? #NACACreads

Alicia Oglesby
@aliciakoglesby

and that they may not have ever heard of them before! it’s ok! #NACACreads
twitter.com/wpepin1970/sta...

Frank Bruni
@FrankBruni

A3: Compile and invoke distinguished people who benefited from bolder college choices; there are many #NACACreads

NACAC
@NACAC

Any success stories out there to share from your caseloads #NACACreads members? twitter.com/FrankBruni/sta...

Alicia Oglesby
@aliciakoglesby

senior double majoring in physics/philosophy at new college of florida. loooooves his college choice! #NACACreads twitter.com/nacac/status/6...

Marie Bigham
@marie_bigham

@FrankBruni @NACAC I gather this info abt my HS's alumni, current parents, beloved faculty. Makes the examples tangible. #NACACreads
@NACAC A3. Look at Honor Colleges, Look at geographic diversity. Use rankings as a conversation point, not as a barometer. #NACACreads

Solid advice from @wpepin1970. Prestigious publics are the new norm. #NACACreads twitter.com/wpepin1970/sta...

A3: Highlighting alumni outcomes (like @FrankBruni does in his book)! Give the kids tangible evidence that it's a great place. #NACACreads

The media tells selective truth: Harvard, Yale, etc. We must trumpet all the OTHER paths to happiness. #NACACreads twitter.com/KristinaDooley...

#Mizzou and #Yale are in the media for different reasons. I look at Twitter as Harvard. So much for 2016 #NACACreads twitter.com/FrankBruni/sta...

A3+: This list of where #Harvard Law grads studied in UG is a staple in my discussions w/families: law.harvard.edu/prospective/jd... #NACACreads
Here's a resource for counselors who are addressing these issues with families. Thanks @KristinaDooley! #NACACreads twitter.com/KristinaDooley...

Any #NACACreads participants have experience addressing the "brand name" issue with international students/families? #IntEd

@NACAC | #NACACreads. Hi. I'm Tara Nelan, college counseling, at @TampaPrep.

@FrankBruni Our school is considering a book discussion; what are potential challenges we might face discussing with parents? #NACACreads

@LovettCollegeCo When you say to parents, "focus less on prestige," it sounds defeatist to them, so it's vital (1/2) ... #NACACreads

@LovettCollegeCo ... (2/2) that they understand this is about REAL happiness/health/success. This is RESPONSIBLE. #NACACreads
A great way to add sanity into the process. #NACACreads twitter.com/FrankBruni/stat...

Sandy Aprahamian @EdNavigators
A3: help students define what success means to them then point out people with success who did not attend an elite school #NACACreads

schoenig
Following along as parent of a HS senior... #NACACreads

Alicia Oglesby @aliciakoglesby
spread the word, educate fellow parents #NACACreads twitter.com/schoenig/status...

_Erinn Murphy
A3 BOLD may = good fit that doesn't match parent, school, peer expectations. Students journey should be respected. Complicated! #NACACreads

Alex Chediak @chediak
The @NACAC folks are discussing @FrankBruni’s great book ow.ly/UrVYo #NACACreads.

Mindy Popp @MindyPopp
A3: School and independent college counselors should offer students college lists that encourage finding the best fit. #NACACreads
NACAC
@NACAC

Agree! #NACACreads twitter.com/MindyPopp/stat...

2 YEARS AGO

Kristina Dooley
@KristinaDooley

@NACAC My fav responses: "St. Olaf? And Transylvania?! Are these real colleges?" Yes, young padawans, they are :) #NACACreads

2 YEARS AGO

Rick Gonsiorek
@HolyCrossRick

@NACAC A3: the tools are out there to find BOLD schools, but do we give secondary schools resources to help students find them? #NACACreads

2 YEARS AGO

Alex Williams
@AlexMWilliams_

A3: big proponent of explaining that the college exp is more than just the classroom. Create transferable skills #nacacreads

2 YEARS AGO

Kate Sigety
@KateSigety

A3: Encourage students to look at less-known colleges. I went to a college I’d never heard of--had an AMAZING experience! #nacacreads

2 YEARS AGO

ALI YAYLALI
@AliYaylaliEd

@NACAC If your school has a bit of history, you can also introduce the successful figures from your alumni.

2 YEARS AGO
@KateSigety @NACAC Or, invite colleges that students know nothing about to the school community!!

@NACAC Despite being in a small school, I invite a bunch of colleges from different states so students can consider the options.

Use great resources like this: highereddatastories.blogspot.com/2014/02/where-... #nacacreads

Check out this data visualization showing where doctoral recipients went to college. #NACACreads twitter.com/wpepin1970/sta...

@NACAC Thanks to @JonBoeckenstedt for the great work on higher ed data stories. #nacacreads

Look at the @CTCLColleges and schools like them for great options. #nacacreads
Kate Sigety
@KateSigety

@wpepin1970 @CTCLColleges Yes! Amazing book and resource. I went to @emoryandhenry, a #CTCL school! #NACACreads

2 YEARS AGO

Ms. AZemek
@MsZemek

A3. Focus on school location, majors, cost, etc. #NACACreads

2 YEARS AGO

NACAC
@NACAC

Cost is becoming a bigger issue each year. Important for counselors to offer straight talk abt cost. #NACACreads twitter.com/MsZemek/status... 

2 YEARS AGO

Alicia Oglesby
@aliciakoglesby

A3: knowledgeable college/HS counselors who can teach all students HOW to find fit #NACACreads twitter.com/nacac/status/6...

2 YEARS AGO

NACAC
@NACAC

This is why student-to-counselor ratios are such an important part of the equation. #NACACreads twitter.com/aliciakoglesby...

2 YEARS AGO

Jim Sargent
@JimSargent

@NACAC Hi, #NACACreads! Enjoying the conversation with @FrankBruni! The book is such an important message that we all need to help amplify.

2 YEARS AGO
You guys are great. Thanks for sharing. Keep your responses coming. #nacacreads

Here comes Q4, and it plays off Q3. #NACACreads

Don't forget to tag your tweets with #nacacreads ---otherwise folks will miss them :) 

If interested in the college admissions process - please participate in these chats; #collegechat #collegecash & #campuschat #NACACreads

@FrankBruni As a P'ton grad, I agree with many characterizations @ IvyLeagues; I was an admit from NC public school so not elite #NACACreads

Q4: Bruni says the college admission race begins in pre-K in some places. What can counselors/colleges do to alleviate pressure? #NACACreads
Arlene Cash
@arlene_cash

#NACACreads the elite are worried about college admission at preK. Same mentality that drives them to brand names vs best fits.

2 YEARS AGO

Alex Williams
@AlexMWilliams_

A4: @NACAC important to have this convo so young for financial literacy and planning, but only for that focus, IMO #NACACreads

2 YEARS AGO

Bill Pepin
@wpepin1970

A4. We can’t always take pressure away, but we can choose not to add to it when possible. #nacacreads

2 YEARS AGO

Africa&Asia Venture
@AVentureUK

A gap year could give students a chance to step off the roller coaster and focus on what they want not the brand. #NACACreads

2 YEARS AGO

NACAC
@NACAC

@FrankBruni talks about the benefits of #gapyear in his book. Great opps for personal growth. #NACACreads twitter.com/AVentureUK/sta...

2 YEARS AGO

Mindy Popp
@MindyPopp

A4: Encourage #students to focus on building their lives not resumes. #poppandassociates #NACACreads

2 YEARS AGO
@FrankBruni: What reforms/changes would you like to see made? #NACACreads

@NACAC (1/3) I’d like to see more colleges challenge/opt out of US News rankings, which aggravate the problem . . . #NACACreads

@NACAC (2/3) . . . but the college CONSUMERS (parents/kids) need not to be impressed by lower acceptance rates . . . #NACACreads

@NACAC (3/3) and we need a new language ("dream school," "reach school," "safety school") #NACACreads

We agree, @FrankBruni. College rankings are often misleading for students and families. #NACACreads twitter.com/FrankBruni/sta...

@NACAC yes! can i heart that comment a thousand times? #NACACreads
@FrankBruni YES! I'm sick of the "undermatching" conversation. It assumes that only HYPS provide worthwhile education. NO! #NACACreads

@FrankBruni @NACAC Hampshire is a great example of the success of that tactic. #NACACreads

@NACAC @FrankBruni can pressure be placed on US News to reform how they rank? #NACACreads

A4: By sharing success stories of students who attended a wide range of schools will take emphasis away from brand name. #NACACreads

A4. Talk options & an open mind! Students are in the driver's seat of setting themselves up to choose the best fit by 5/1. #NACACreads

A4: Would help if they stopped trying to lock up recruits for their hoops team at age 13. #NACACreads
Alicia Oglesby
@aliciakoglesby

A4: cultivate the love of learning- college is an extension of that love so it’s a given. #NACACreads twitter.com/nacac/status/6...

Fuji Fulgueras
@fujifulgueras

There were great ideas shared from school counselors on tonight’s #hscchat - check them out! #nacacreads twitter.com/NACAC/status/6...

Arlene Cash
@arlene_cash

@fujifulgueras. So good to "hear" your voice. #NACACreads bringing out thought leaders on this subject. Bravo!

Kate Sigety
KateSig@KateSigety

A4: Encourage kids to keep an open mind. Help them ID places they can grow “as scholars & individuals;” ow.ly/R5WiH. #NACACreads

NACAC
@NACAC

Questions for your colleagues or @FrankBruni? Send ‘em to @NACAC. #NACACreads

Brendan Mernin
brendanmernin

A4 @NACAC @FrankBruni Colleges can end early admission. Families can compare costs, programs after admission, not before app #nacacreads
What do you think of this proposal #NACACreads? twitter.com/brendanmernin/…

Counselors: What terms do you use to describe college choices? #NACACreads twitter.com/FrankBruni/sta...

#4A: Change the story line -- an individual creates his or her own story, not a school. @FrankBruni #NACACreads

Sound advice from @KarenMGraziano. #NACACreads twitter.com/KarenMGraziano...

@NACAC Students start to apply and indeed realize they have a variety of nice colleges around the country.

I like talking about an individual student's rankings vs THE rankings. @FrankBruni #NACACreads
Karen Graziano  
@KarenMGraziano  
2 YEARS AGO  
There's so much to get excited about at every school out there! #NACACreads  
#BeyondTheRankings @FrankBruni

Karen Graziano  
@KarenMGraziano  
2 YEARS AGO  
Have taught community college to highly selective colleges -- same material, all valuable!  
#NACACreads @FrankBruni twitter.com/nacac/status/6...

Tania Rachkoskie  
@TaniaRachkoskie  
2 YEARS AGO  
How can we create a new language for college lists while still helping students to understand the current app rigor and stats? #NACACreads

Alex Williams  
@AlexMWilliams_  
2 YEARS AGO  
A4: have teachers and SCs share THEIR experiences. They're the role models students look up to in school #NACACreads

BlairCollegePlanning  
@vbcollegeplan  
2 YEARS AGO  
@FrankBruni @NACAC I've been hearing "foundation school" lately. #NACACreads

Kristen Capezza  
@KCapezza  
2 YEARS AGO  
A4: Create reasonable timelines & goals; 9-12th grade is sufficient time to achieve college prep in well-planned, small stages! #NACACreads
Ms. AZemek
@MsZemek

Many great colleges out there, just need to find the one that is the match for them. Start the search early! #NACACreads

NACAC
@NACAC

Starting the search early can reduce stress, increase chances of finding a good match. #NACACreads twitter.com/MsZemek/status...

Kent Rinehart
@KentAtMarist

@NACAC HS should be a time of self discovery. Not a 4 year tactical resume building experience. #NACACreads

Frank Bruni
@FrankBruni

So much gets lost in this mania: the blessing of almost ANY college education; the thrill/opportunity of this chapter (1/4) #NACACreads

Frank Bruni
@FrankBruni

(2/4) I remember when "going to college" was a phrase packed with exhilaration, not the dread of WHERE that would be . . . #NACACreads

Frank Bruni
@FrankBruni

. . . (3/4) and whether the name of the school would impress people sufficiently. In trying to buoy/advance their kids . . . #NACACreads
... (4/4) parents have inadvertently stolen something from them: a sense of wonder, an attention to EDUCATION. #NACACreads

Great look at the big picture re: college admission from @FrankBruni. #NACACreads

twitter.com/FrankBruni/sta...

@EgoandEd @FrankBruni And the students at Yale might disagree about that benefit right now... #NACACreads

@FrankBruni @NACAC in higher ed 30 yrs I heard presidents of 2 very selectives say "we won’t chase rankings." But they caved. #NACACreads

... @TheBevLowDown @NACAC Yes, I hear that too, and then, yes, they cave. Almost no one will disarm unilaterally, re rankings #NACACreads

I share with many families this video of Malcolm Gladwell's take on the #rankings and then...crickets: youtube.com/watch?v=3UEwbR... #NACACreads
I built a google map to show our students where people from the school apply. #NACACreads
nshs.northsmithfieldschools.com/content/nshs-c...

Q5: When college admission is the be-all and end-all, what are the implications for students? For universities? #NACACreads

Bruni uses the term “fragile thoroughbreds” — kids who excel on tests, but aren’t equipped for life. #NACACreads pic.twitter.com/0Th8JLlXc4

@NACAC #NACACreads with such diversity among institutions of higher Ed, it is hard to see past the college admission process.

Q5: For some students, college is the expected next step that is taken for granted and not appreciated or valued. #NACACreads
Kate Sigety
KateSigety

A5: Bruni says we’re teaching kids how to promote themselves, but not how to reap the benefits of #highered. #NACACreads

2 YEARS AGO

Eric Wolarsky
@EricAfterSchool

A5: Fosters misunderstanding of very nature of college. Goal is to prepare for life of the mind. Age 22 is not the end point. #NACACreads

2 YEARS AGO

Marie Bigham
@marie_bigham

@NACAC A5 College is then inevitably disappointing in all ways. Nothing can live up to this kind of hype. #NACACreads

2 YEARS AGO

NACAC
@NACAC

#TRUTH from @marie_bigham. #NACACreads twitter.com/marie_bigham/s...

2 YEARS AGO

Bill Pepin
wpepin1970

A5. A healthy HS experience is important for students in HS and in their college search. #nacacreads

2 YEARS AGO

Mindy Popp
@MindyPopp

A5: If #students are too focused on the end result, they will miss the journey getting there & its opportunities for growth. #NACACreads

2 YEARS AGO
File under "dangers of college admission mania." #NACACreads twitter.com/MindyPopp/stat...

@NACAC #NACACreads q5: students are Burnt out by the time college starts- anxiety depression and lack of direction and purpose results

@NACAC increasingly students haven’t had any opportunities to be independent pre college. This is where a #gapyear can help #NACACreads

Agreed. Thank you for bringing this up. Give students time/space/ways to connect with genuine passions #NACACreads twitter.com/AVentureUK/sta...

Benefits of a gap year? .@FrankBruni says they give students time/space/ways to connect w/ passion. #NACACreads twitter.com/FrankBruni/sta...

A5: That mentality can jade the student from the natural quality we all possess to just want to learn. #NACACreads
@NACAC A5: Students stop focusing on learning who they are & instead focus on who they think colleges want them to be. #NACACreads

Tania Rachkoskie @TaniaRachkoskie
Students and parents need to balance starting the process early but not too early. @NACAC #NACACreads

Karen Graziano @KarenMGraziano
Every school has invested professors and great clubs...the difference: that "spark" from the student! #NACACreads @FrankBruni @NACAC

Ms. AZemek @MsZemek
Post-secondary education is another chapter in the book of life #NACACreads

Alicia Oglesby @aliciakoglesby
A5: the focus of loving learning is lost! we must help teens reclaim that! HS is also not the pit stop before college #NACACreads

Eric Hoover erichoov
Seriously, how many students are really afflicted with this Ivy mania? Is it a distraction from true access challenges? #NACACreads
Great point @erichoov. Although admission mania = growing issue, many more students struggle w/ access. #NACACreads twitter.com/erichoov/status...

Alicia Oglesby
@aliciakoglesby

my students argue about Ivy League versus "non-Ivy"... it gets heated. could be about both #NACACreads twitter.com/erichoov/status...

Jim Sargent
@JimSargent

@erichoov It seems contagious in some places. If you aren’t stressing out as much as the next student, you’re doing it wrong. #NACACreads

And parents aren’t immune, either! #NACACreads twitter.com/JimSargent/status...

Kelley Greer
@GreerKelley

@NACAC parents can often feed the problem!#NACACreads

Marie Bigham
@erichoov It’s a class-based disease. #NACACreads
@FrankBruni What do you think of the new Gov't Scorecard website, basically another form of ranking...well-intentioned but...#NACACreads

@TheCareerKey "Well-intentioned BUT" says it all. I’d capitalize the "but." Read this by my colleague: tinyurl.com/o476rv6 #NACACreads

@FrankBruni Totally agreed w that article. Important to shine light on poor completion numbers, but $made less helpful/accurate #NACACreads

 Rankings can be helpful for students. Change the conversation to rankings as one tool in a balanced search for happiness. #nacacreads

OK, here come Q6...#NACACreads

Q6 (1 of 2): Bruni says that what you do on campus matters much more than the name on your college sweatshirt. #NACACreads
Q6 (2 of 2): IYO, what facts or anecdotes from the book best illustrate that point? #NACACreads

Tania Rachkoskie
@TaniaRachkoskie

A6: Every example of successful and well known people who got involved and found their passion. #NACACreads

My A6: :) I thought this 2014 @Gallup poll (discussed in chapter 7) was intriguing: ow.ly/UbRk8. #NACACreads

Karen Graziano
@KarenMGraziano

Great @Gallup info! Communication skills = top success metric...not school attended #NACACreads @FrankBruni #CommProf twitter.com/nacac/status/6...

BlairCollegePlanning
@vbcollegeplan

A6: Results of Gallup-Purdue say it all. #NACACreads

Kate Sigety
@KateSigety

A6: Yes! A small, liberal arts college gave me the opportunity to get involved w/ campus activities/leadership my first year! #NACACreads
Tania Rachkoskie
@TaniaRachkoskie

@KateSigety I agree. @Muhlenberg gave me the chance to do research with a professor & serve on an working group w/faculty. #NACACreads

Kate Sigety
KateSigety

@TaniaRachkoskie @Muhlenberg How wonderful! The opportunity to build lasting relationships w/ professors is life-changing. #NACACreads

Karen Graziano
@KarenMGraziano

Loved my @FairfieldU @FairfieldComm experience #ProfsWhoCare @jesuitcolleges #NACACreads @FrankBruni twitter.com/nacac/status/6...

NACAC
@NACAC

In the words of marie_bigham: There's a perfect college out there for everyone. #NACACreads twitter.com/KateSigety/sta...

Frank Bruni
FrankBruni

Another thing to emphasize to kids: Ten years out of college, NO ONE is judging you by your alma mater (1/3) . . . #NACACreads

Frank Bruni
FrankBruni

. . . (2/3) they're judging you by your PERFORMANCE. Your ENTHUSIASM. Your SKILLS. Your CHARACTER . . . (2/3) #NACACreads
Frank Bruni

@FrankBruni

2 YEARS AGO

So divert energy spent on gaming admissions to cultivating those qualities. Can do that at HUNDREDS of schools. #NACACreads

Chris Reeves

@askmrreeves

2 YEARS AGO

#NACACreads A6. The list of cool programs at schools. I wish I could visit more colleges to get to know them better. I'm a fan of CTCL.

NACAC

@NACAC

2 YEARS AGO

Agreed! A great way for students to get a feel for the opportunities available to them. #NACACreads twitter.com/askmrreeves/st...

Frank Bruni

@FrankBruni

2 YEARS AGO

@NACAC Number One: Think as much about smart ways to USE college (hint: maximum engagement) as about getting in (1/4) . . . #NACACreads

Frank Bruni

@FrankBruni

2 YEARS AGO

@NACAC (2/4) I hope they realize that life is longer and bigger than a few months of senior year of HS; it's a marathon . . . #NACACreads

Frank Bruni

@FrankBruni

2 YEARS AGO

@NACAC . . . (3/4) I hope they realize that labels fall off & fade, while learning/intellectual curiosity/engagement endure ... #NACACreads
@NACAC (4/4) and that prestigious schools CHASE prestige. Selectiveness doesn't always equal quality. Not at all. #NACACreads

Yes yes a million times yes!!!!! #NACACreads @NACAC @FrankBruni

twitter.com/FrankBruni/sta...

It's the old "Show, don't Tell" appearing here. Show what you can do, not where you went. #NACACreads @FrankBruni twitter.com/frankbruni/sta...

Worth reading the #NACACreads chat with @FrankBruni. Important ideas about when, why, and how we go to college. #isedchat

#NACACreads @ron_fournier on how long after college people stop judging you by your alma mater twitter.com/ron_fournier/s...

#collegebound students and #classof2016 --- great advice from @FrankBruni. #NACACreads twitter.com/FrankBruni/sta...
Karen Graziano @KarenMGraziano

Why did this "only if attend" develop? Replace with "I Will Wherever I Attend..." @FrankBruni #NACACreads twitter.com/frankbruni/sta...

2 YEARS AGO

Alicia Oglesby @aliciakoglesby

people associate knowledge to prestige which is so problematic. #NACACreads twitter.com/nacac/status/6...

2 YEARS AGO

Karen Graziano @KarenMGraziano

And, it's international! Not just an American cultural issue. #NACACreads @FrankBruni twitter.com/nacac/status/6...

2 YEARS AGO

NACAC @NACAC

Anyone else run into this problem counseling families and students. Name brands still do mean a lot. #NACACreads twitter.com/aliciakoglesby...

2 YEARS AGO

NACAC @NACAC

Q7 is coming. #NACACreads

2 YEARS AGO

NACAC @NACAC

Q7: Bruni says changes are needed in the admission process. Are there recent trends you like? What should we move away from? #NACACreads

2 YEARS AGO
@NACAC Going test optional!

@fujifulgueras Is it appropriate/encouraged for independent counselors to participate in these chats?

@KristinaDooley depends on the subject but - we all need to be supportive of each other! #NACACreads twitter.com/KristinaDooley...

@NACAC We should aim to have a world where kids don’t select college based on USNWR or how good the school’s football team is. #nacacreads

Retweet if you agree! #nacacreads twitter.com/KentAtMarist/s...

@NACAC A good start might be eliminating test score consideration that is correlated with income. #NACACreads
Everyone seems to agree they don’t like rankings, yet they are used in most college publications. Who will buck the trend?

Trend will only get bucked when consumers wise up/wake up to rankings’ flaws. So let’s be loud about those.

Who agrees?

@FrankBruni @ron_fournier most of our management doesn’t have college degrees. Fosters awesome work environment. Hard work is the ticket.

@TerryNagle7 @ron_fournier That’s fascinating, Terry. Please tell me and more before this ends at 10! Use hashtag!

@FrankBruni sorry I was late to this but I tell you that the willingness to learn and the comoraderie is unmatched bc of hiring non college.
@JHiker711 It's all about the network and brand. Period. The elite colleges don't necessarily give a "better" education. It's what's next 😟

@FrankBruni I'll take character/drive/enthusiasm over "brand" any day. And college isn't the only generator of networks #NACACreads

A7. A short answer of 'why I'm applying here' on every application. Should be easy & informative if student has true interest! #NACACreads

A7: Some #NACAC colleges have used video essays as a way to allow students to show creativity: ow.ly/R5YTr. #NACACreads

@KateSigety I worry that this just adds one more task for HS students to obsess over. #NACACreads

A7. Transparency helps make the process more fair and accessible to many students. #nacacreads
Arlene Cash
@arlene_cash
2 YEARS AGO
#NACACreads Most students aren't "gaming" they just want good advice and some support. Let's affirm their options & ices

Karen Graziano
@KarenMGraziano
2 YEARS AGO
I agree -- should matter where the student fits best, not where it best fits others! #NACACreads twitter.com/ednavigators/s...

Sandy Aprahamian
@EdNavigators
2 YEARS AGO
Life is a journey not a race - college admission has become a race, taking from the joy of the journey #NACACreads

Karen Graziano
@KarenMGraziano
2 YEARS AGO
The next "race" is to know exactly what he/she will do for the rest of his/her life. #NACACreads #ITeachTheJourney #BusComm @FrankBruni

Beverly Low
@TheBevLowDown
2 YEARS AGO
@FrankBruni @NACAC I like the @KIPP model of "to and THROUGH college." Would like a capstone for college bound seniors. #NACACreads

Bill Pepin
@TheBevLowDown @FrankBruni @NACAC @KIPP
2 YEARS AGO
Why does a capstone have to be for college bound seniors? We have one for all. #nacacreads
Sandy Aprahamian
@EdNavigators
#NACACreads q7 - move away from early decision -
2 YEARS AGO

Kristina Dooley
@KristinaDooley
A7: Is there a better way to get schools w/out name recognition in front of kids aside from HS visits? #NACACreads
2 YEARS AGO

Tania Rachkoskie
@TaniaRachkoskie
@KristinaDooley when I was a college counselor, I would wear a different college t-shirt (not brand name) each week. #NACACreads
2 YEARS AGO

Kristina Dooley
@KristinaDooley
@TaniaRachkoskie Love that! #NACACreads
2 YEARS AGO

Alicia Oglesby
@aliciakoglesby
A7: test opt. why not have diverse brains on campus? not just 4,000 kids who all test well on the SAT #NACACreads twitter.com/nacac/status/6...
2 YEARS AGO

Mindy Popp
@MindyPopp
A7: The #testoptional trend is beneficial for many students & sends a message that testing does not define students' potential #NACACreads
2 YEARS AGO
@NACAC A7 Something like med school match system w/ national repository for transcripts&other docs. No testing. No recruiting. #NACACreads

2 YEARS AGO

A7: Testing. I'm not sure it has gotten us far as a people or a country. #NACACreads

2 YEARS AGO

A7 Simplify! Why do we make students jump through hoops? 4 yrs of hard work proves ability not 10 essays #NACACreads twitter.com/nacac/status/6...

2 YEARS AGO

#NACACreads Move away from measuring everyone with the same ruler, ignoring social inequities, policies that hurt the most vulnerable

2 YEARS AGO

A way to decrease stress and increase access? What do you think #NACACreads?

2 YEARS AGO

A7: The growing number of test-optional institutions should help relieve some of the pressure associated with the process. #NACACreads

2 YEARS AGO
This hour has just flown by. What an amazing chat! We've got 6 min to go! #NACACreads

Thanks to everyone for taking part in tonight’s chat! And a special thanks to @FrankBruni! #NACACreads

@NACAC @FrankBruni Valuable & reaffirming - thanks much! #NACACreads

A7: I like this trend of #NACACreads and #emchat beginning discussions to help change the culture

@HolyCrossRick #scchat is happy to help change the conversation to healthy admissions too. #nacacreads

Now, our final #NACACreads question for the night...
Q8: What book should #NACACreads tackle next? pic.twitter.com/8iUdOsiIL0

@NACAC 2 YEARS AGO

Suggestions already submitted include (1 of 3): The End of College by @kevincarey1, The Innovative U by @claychristensen #NACACreads

@NACAC 2 YEARS AGO

Suggestions (2 of 3): College Unbound by @jseilng, Hold Fast to Dreams by @JoshuaSteckel1, How to Raise an Adult by @DeanJulie #NACACreads

@NACAC 2 YEARS AGO

Suggestions submitted cont. (3 of 3): How to Raise an Adult by @DeanJulie #NACACreads

2 YEARS AGO

@NACAC @JoshuaSteckel1 Huge thumbs up to Hold Fast to Dreams! #NACACreads

2 YEARS AGO
Bill Pepin
@wpepin1970
2 YEARS AGO

A8. Gladwell. gladwell.com/david-and-goli... #nacacreads

Kent Rinehart
@KentAtMarist
2 YEARS AGO

Thanks to @FrankBruni for sharing his thoughts. Special thanks to the terrific @NACAC staff organizing a great #nacacreads chat.

NACAC
@NACAC
2 YEARS AGO

A big thank you to @FrankBruni for joining #nacacreads tonight. The transcript will be posted in the next day or so. Thank you to everyone!

Frank Bruni
@FrankBruni
2 YEARS AGO

.@NACAC Thank you all for caring about these issues and letting me rant/ramble/riff. And for YOUR great observations. #NACACreads

NACAC
@NACAC
2 YEARS AGO

All right! That’s all for tonight! Thanks for joining us. A transcript will be posted soon. #NACACreads twitter.com/FrankBruni/sta...

Tania Rachkoskie
@TaniaRachkoskie
2 YEARS AGO

Thanks @NACAC for a great #NACACreads
Karen Graziano
@KarenMGratiano
Thank you @FrankBruni for an important book! I reviewed it for @PACACconference #TheJoyOfEducating #TestingTheMyths #NACACreads

Marie Bigham
@marie_bigham
@NACAC @FrankBruni Many thanks to everyone at HQ who made this happen! Great fun, everyone! #NACACreads

Joshua Steckel
@JoshuaSteckel1
Thx so much for suggesting Hold Fast to Dreams for #NACACreads! So pleased to be in company of other terrific books. twitter.com/nacac/status/6...

Julie Lythcott-Haims
DeanJulie
Thanks @NACAC for supporting these great books including How to @RaiseAnAdult !! #NACACreads twitter.com/NACAC/status/6...

BlairCollegePlanning
@vbcollegeplan
Thanks to everyone; it was wonderful to read so many great ideas. #NACACreads

Kristen Capezza
@KCapezza
Our feedback helps @NACAC continue the great work and dialogue started tonight! #NACACreads twitter.com/nacac/status/6...
Kate Sigety
KateSigety

Thanks #NACACreads and @FrankBruni for a great discussion! :)

2 YEARS AGO

Marie Bigham
marie_bigham

@FrankBruni Great fun! Thanks for shining a light on the craziness & for encouraging others to think about all the paths. #NACACreads

2 YEARS AGO

Karen Graziano
@KarenMGraziano

Thank you @NACAC #NACACreads for a great chat! @PACACconference

2 YEARS AGO

Ms. AZemek
@MsZemek

So many great chats tonight! #pscchat #hscchat #NACACreads thank you everyone for sharing great insight!

2 YEARS AGO

Jim Sargent
JimSargent

Another fantastic #NACACreads from @NACAC and @FrankBruni. This is a great new tradition in the #admissions profession.

2 YEARS AGO

Alexandra Tramposch
@ALTramposch

Just getting home from @BPChorus and catching up on the #NACACreads tweets... Looks like it was a great chat, sorry to have missed out!

2 YEARS AGO
#EMchat: be sure to check the #NACACreads feed. @FrankBruni was guest...great convo. twitter.com/FrankBruni/sta...

A bunch of us concerned about the college admissions frenzy just finished a chat on #NACACreads thread. Thanks, @NACAC, for arranging it.