#NACACreads with Tressie McMillan Cottom

#NACACreads participants discussed 'Lower Ed' on June 12

It’s 2 p.m. ET, and time to kick off today’s #NACACreads book chat. Thanks for joining us! pic.twitter.com/WJxroFDMFj

We’ll be discussing “Lower Ed” by Tressie McMillan Cottom, a book about the appeal, pitfalls & costs of for-profit colleges. #NACACreads
We’re lucky to have the author, @tressiemcphd, with us this afternoon. Welcome, Prof. Cottom! #NACACreads pic.twitter.com/eTniFnrTAE

We’ll get rolling soon. But first, #NACACreads participants: Take some time to introduce yourselves.
Even if you're just lurking, say howdy! Tell us your name and the institution/org where you work.
#NACACreads pic.twitter.com/GO7cX4F7bb

@NACAC 11 MONTHS AGO

And for the record, I'm moderator Mary Stegmeir, a member of NACAC's comm team.
#NACACreads

@NACAC 11 MONTHS AGO
New to Twitter chats? Check out this handy guide — ow.ly/XevhT — and remember to tag ALL your tweets w/ #NACACreads. pic.twitter.com/YzhU029zfw

@NACAC Gil Rogers. #highered geek with little to no filter. Excited to be here. #popcornisready #nacacreads pic.twitter.com/h5TlsZBYr7

@GILROGERS · 11 months ago
It was perfect timing to read #LowerEd before the for-profit leadership panel at #evsummit17 last week. Provided great context #NACACreads

@gilrogers Welcome @gilrogers – always good to have you with us! #nacacreads

@NACAC I'm Dayna in the Simmons admission office! Especially excited for this once since I work w/ adult undergrads. #NACACreads

@NACAC Great to see you again! Thanks for joining us! #nacacreads

#nacacreads Anyone here from NACAC's Communications Committee? No lurking, people! #nacacJCA

While we’re getting acquainted, let’s kick things off with a question for our #NACACreads guest.
Ready and reporting for duty, #NACACreads! #LowerEd pic.twitter.com/aQW4x4Z9vs

@TRESSIEMCPHD · 11 MONTHS AGO

@tressiemcphd: What made you want to tackle the topic of #forprofit colleges? And what surprised you most in your research? #NACACreads

@NACAC · 11 MONTHS AGO

A1: I clearly had a personal interest, I had worked in #forprofits. 1/n #NACACreads

@TRESSIEMCPHD · 11 MONTHS AGO
@NACAC A1: But also as a critical sociologist I was stunned that we had paid so little attention to the lower tier of credentialing #NACACreads 2/n

11 MONTHS AGO

@NACAC A1: As someone who cares deeply about redressing inequality, that gap in the literature had real world consequences #NACACreads 3/3

11 MONTHS AGO

@tressiemcphd @NACAC How do more people get involved to help close the gap? #NACACreads

11 MONTHS AGO

@A_A_Amador311 @NACAC Great question. One of the best things we can all do is reveal the "hidden curriculum" prestige in highered #NACACreads

11 MONTHS AGO

Great point! We started including "admissions vocab" as part of our Preview Days. Illuminating other terms too can be added! #NACACreads twitter.com/tressiemcphd/s...

11 MONTHS AGO

@A_A_Amador311 @NACAC Also more researchers should, well, research in this area with attention to inequality. There's little of that in the literature #NACACreads

11 MONTHS AGO
And more concretely, we can all "reach one, teach one" in our local communities and at the ballot box #NACACreads

Very excited about @tressiemcphd conversation as a former for profit admissions counselor and now moving to the high school side #nacacreads

Welcome! Thanks for joining us today. #nacacreads

Schedule changed. Excited to be able to be part of this chat Learned so much about for profit colleges Bring it on Tressie #nacacreads

Welcome, @bardwellr! So happy you could join us! #NACACreads

#nacacreads Sarah Cox, NACAC com team!

Good to see you! Welcome! #nacacreads
Charlie Hungerford
@charliehunger4d
Glad to be here. #NACACreads
11 MONTHS AGO

Henry Oddi
@henryoddi
Henry Oddi, Berry College in Rome, Georgia @BerryAdmissions - are you there, @A_A_Amador311 @marykboyd?#NACACreads #lowered 📚
11 MONTHS AGO

NACAC
@NACAC
@henryoddi @BerryAdmissions @A_A_Amador311 @marykboyd Welcome! Thanks for taking the time to join us today! #nacacreads
11 MONTHS AGO

SChenHayes
@SChenHayes
@NACAC #NACACReads Stuart Chen-Hayes @LehmanCollege I am a #CounselorEducator focused on #schoolcounseling #collegeaccess #collegeaffordability
11 MONTHS AGO

NACAC
@NACAC
@SChenHayes @LehmanCollege Welcome! Thanks for joining us! #nacacreads
11 MONTHS AGO
I'm Ashley, a member of the NACAC comms team! Pumped for this #NACACreads chat today! pic.twitter.com/0Tdjsy1N59

@ASHLEYDDOBSON · 11 MONTHS AGO

@SChenHayes So here's my question for #NACACReads and @tressiemcphd: SPGP says counselors should not be biased W/ schools but #LowerEd often harms Ss?!!

@SChenHayes · 11 MONTHS AGO

@NACAC @tressiemcphd Great question from @SChenHayes! #NACACreads @gilrogers twitter.com/SChenHayes/sta...

@NACAC · 11 MONTHS AGO

@SChenHayes: (1/2) Counselors should avoid bias, but the latest SPGP draft also emphasizes the role of professional judgment. #NACACreads

@SChenHayes · 11 MONTHS AGO
@SChenHayes: (2/2) The goal should be to guide students toward the best academic, personal, & financial college match for them. #NACACreads

NACAC reads

See the current SPGP draft here: nacacnet.org/advocacy-ethi.... #NACACreads

Jillian Hiscock

@NACAC Greetings, #NACACreads friends! I'm going to be in and out (meetings!), but I'm Jillian from @CollPossible and #EMchat!

NACAC reads

@jhiscock @CollPossible Hey, @jhiscock --- Thanks for joining us! #nacacreads

NACAC reads

Thanks again for joining today's chat — let's jump into Q1. #NACACreads

Game on! #NACACreads

Adrienne Amador

@A_A_Amador311 Game on! #NACACreads

NACAC reads

@A_A_Amador311 Game on! Thanks for checking in! #nacacreads
Q1: (1/2) Among current for-profit students, 65 percent do not know that they attend a for-profit college. #NACACreads

Q1: (2/2) How can we educate students about the differences between forprofits and other schools? What should they know before they enroll? #NACACreads

Bob Bardwell
@bardwellr

Students should know the difference between the two. Yes we can teach them but like everything else, there is so little time #NACACreads

SChenHayes
@SChenHayes

@NACAC @gilrogers It fits well with Q! #NACACreads @NACAC @tressiemcphd @bardwellr

SChenHayes
@SChenHayes

@NACAC A1. Love SPGP draft. Professional judgment key 4 CollegeAffordability. Nonprofits often best choice. #NACACreads @NACAC @tressiemcphd

Tressie Mc
@tressiemcphd

@NACAC @SChenHayes @gilrogers Well, yes. The best way to think of it is that counseling isn’t compatible with marketing. Same tasks but very different ends #NACACreads
A1: One great resource to share w/ students is NACAC’s "Know Before You Enroll" brochure. Find it here: ow.ly/ict030cvjpy! #NACACreads

@tressiemcphd @NACAC @SChenHayes @gilrogers It’s harder and harder for students to tell the difference, though, when colleges are acting like businesses more and more. #NACACreads

@tressiemcphd @NACAC @SChenHayes @gilrogers (Non-profits acting like businesses, I mean.) #NACACreads

@tressiemcphd @NACAC @SChenHayes @gilrogers Why I adore work of @tressiemcphd b/c entire book shows how marketing is at the heart of #LowerEd NOT instruction. @NACAC #NACACReads

@NACAC @SChenHayes @gilrogers One thing I tell students: would or could your "counselor" recommend a school that isn’t theirs? That’s counseling #NACACreads

Wisdom from @tressiemcphd! #NACACreads twitter.com/tressiemcphd/s...
Gil Rogers  
@gilrogers  
11 MONTHS AGO

🔥 🔥 🔥 🔥 🔥  #nacacreads twitter.com/tressiemcphd/s...

Adrienne Amador  
@A_A_Amador311  
11 MONTHS AGO

Same seems true of schools outside of "name brands." Press is infatuated with extremes. What about the middle? #NACACreads twitter.com/tressiemcphd/s...

Gil Rogers  
@gilrogers  
11 MONTHS AGO

@A_A_Amador311 It's more than just the "middle". It's the middle 85% #nacacreads

Adrienne Amador  
@A_A_Amador311  
11 MONTHS AGO

@gilrogers Yes! It’s MOST. If we represent most of America with lean, mighty staffs, how do we establish a voice? #BeTheChange #NACACreads @NACAC

Jillian Hiscock  
@jhiscock  
11 MONTHS AGO

😳 😳 😳  #EMchat #NACACreads twitter.com/nacac/status/8...

Henry Oddi  
@henryoddi  
11 MONTHS AGO

Agree! Where do we set our boundaries for marketing #highered? How do we help decode the made up lingo? #nacacreads #lowered twitter.com/dananabanana09...
Any ideas, #NACACreads? How can we set boundaries when it comes to marketing credentials? twitter.com/henryoddi/stat...

@gilrogers
@dananabanana09 @tressiemcphd @NACAC @SChenHayes Not to get off topic too much but operating "like a business" isn't all bad. should mean accountability, cost control, quality. #nacacreads

@4degreeZNoTemp
in forprofit we are trained daily on what to say how to say it students didn't stand a chance against the strategies we used #nacacreads twitter.com/NACAC/status/8...

@tressiemcphd @NACAC @gilrogers Yes, @ASCAtweets & @NACAC better off w/ evidence-based & data-informed #college #counseling not just #MyAlmaMaterRocks! #NACACReads

Q2: (2/2) What can high schools & traditional colleges do to help more students access the benefits of #highered? #NACACreads

@gilrogers
@jhiscock To be fair I’d say 95% don't know what "doscount rate" is #emchat #nacacreads
@gilrogers Knowing what discount rate is and knowing the difference between for-profit and non-profit seem very different to me. #EMchat #NACACreads

@gilrogers @dananabanana09 @tressiemcphd @NACAC @SChenHayes True. What metrics do we use? How do they reflect ACCESS? Grad rate of 75% seems a base line, but what if majority low SES? #NACACreads

A1: I was surprised to learn that so many students enrolled at for-profits did not realize it a for profit. #nacacreads

Also, I found it interesting that none of their literature mentions this fact! #NACACreads
twitter.com/TaniaMJR/statu...

@kelkirst I'll mention this again. I agree that it should be more clearly disclosed. But so should the discount rate of non profits #nacacreads

We're off to a great start w/ @tressiemcphd — author of “Lower Ed”: thenewpress.com/books/lower-ed. #NACACreads
Rolling into Q2 soon...#NACACreads

Q2: (1/2) In “Lower Ed,” @tressiemcphd writes that for-profit colleges “capture, commodify, and entrench social inequalities.” #NACACreads

Great #NACACreads discussion so far. Just joining in? Say hello — we’re talking about “Lower Ed” w/@tressiemcphd. pic.twitter.com/Vv40X5Wvyl

Hi! This is Tania from @NACACedu Ed & Training Dept. #NACACreads Really enjoyed this selection.
Tania Rachkoskie
@TaniaMJR

11 MONTHS AGO

So excited to participate in #NACACreads @NACACedu @tressiemcphd
twitter.com/NACAC/status/8...

NACAC
@NACAC

11 MONTHS AGO

@TaniaMJR -- Thanks for joining the conversation! #NACACreads

Mindy Popp
@MindyPopp

11 MONTHS AGO

#NACACreads Happy to be here! Thanks for the invite.

POE Rida
@akilbello

11 MONTHS AGO

@gilrogers Hey @NACAC and #NACACreads Akil Bello, admissions testing and test prep
"expert" joining the chat and giving Gil a stern look (i need a job)
@akilbello @NACAC #NACACreads pic.twitter.com/0WyD02yPFy

Gil Rogers @gilrogers

@NACAC A2 first shift focus away from test scores and rankings. Focus on fit and skills #nacacreads

@A_A_Amador311 @NACAC It starts with not stocking rankings magazines in the guidance office. #NACACReads

Dr. RooZevelt @4degreeZNoTemp

#NACACreads every call and visit had a manager reviewing it so we could know how to overcome an issue for the next time

11 MONTHS AGO
Interesting insight from @4degreeZNoTemp. #NACACreads participants, have you worked with students who attended #forprofit schools? twitter.com/4degreeZNoTemp...

@A_A_Amador311 @dananabanana09 @tressiemcphd @NACAC @SChenHayes What we need is a ranking of all of the rankings :) #NACACreads

@NACAC @tressiemcphd Why everyone needs to read #LowerEd as @tressiemcphd shows how to challenge #Marketing & #Privatization in #ForProfits #NACACReads @NACAC

I couldn’t help but literally laugh out loud. :) What is good any way? Let’s "achieve" When are we reading Excellent Sheep? #NACACreads twitter.com/gilrogers/stat...

SING IT! #NACACreads twitter.com/gilrogers/stat...
@A_A_Amador311 Those are the kinds of tweets that get me in trouble. #nacacreads
pic.twitter.com/ndmQVfPP6z

Adrienne Amador
A_A_Amador311
@gilrogers Not with me! We can replace the rankings magazines with "Where You'll Go Is Not Who You'll Be" and "Excellent Sheep" #NACACReads

POE Rida
@akilbello
@gilrogers @NACAC completely dropping isn't necessarily a problem. i dont know that it solves one either though #nacacreads

Gil Rogers
@gilrogers
@akilbello @NACAC In all seriousness I'm NOT advocating for complete dropping of anything. I'm advocating for shifts in priorities. #nacacreads
Gil Rogers
@gilrogers

@akilbello @NACAC Agree with you. How’s about we revisit the PURPOSE of ALL of these things first. #nacacreads

Matt Henderson
@MattHenderson44

While cost-effectiveness is important, HS and colleges have to communicate the actual ROI of the student attending there #NACACreads

NACAC
@NACAC

@tressiemcphd (1/2): You say the new economy combined w/ entrenched social inequalities influenced the rise of #forprofits. #NACACreads

NACAC
@NACAC

@tressiemcphd (2/2): Are all for-profits bad? Do some institutions behave responsibly & offer a valuable service to students? #NACACreads

Tressie Mc
@tressiemcphd

@NACAC A2: "Good" and "bad" are relative! Hard truth: even "good" 4profits profit from massive social inequalities #NACACreads

Tressie Mc
@tressiemcphd

@NACAC A2: What I think ppl often mean is, can an individual student get a good deal at a 4profit. Absolutely #NACACreads
@NACAC A2: But as a sociologist, I’d be remiss if I didn’t problematize that. :) Just because some students win doesn’t mean it’s good #NACACreads

@NACAC A2: But absolutely, narrow career training 4profit programs w/strong local labor markets can often be "good" for some students #NACACreads

@NACAC A2: Incidentally those tend to be the #4profits that use far less aggressive marketing strategies as "counseling" #NACACreads

@tressiemcphd Winning in a broken system... #NACACreads

Exactly, Ashley. #NACACreads twitter.com/ashleyddobson/...

@ashleyddobson One of the reasons we need to advocate for #UpwardBound and similar programs as budget priorities. #NACACreads
@NACAC @tressiemcphd A2. A favorite part of #LowerEd: @tressiemcphd shows most students in #ForProfit don't see it; they see #Online instead. @NACAC #NACACReads

@tressiemcphd

I had a handful of things that stunned me doing this research. This was one of them. #NACACreads #LowerEd twitter.com/SChenHayes/sta...

@akilbello

@tressiemcphd @SChenHayes I'm not surprised online and forprofit are conflated. Initially they were fairly synonymous no? #nacacreads

@gilrogers

This is very true. #nacacreads twitter.com/akilbello/stat...

@henryoddi

Students can't tell the dif. b/t #Online and #ForProfit college programs, often because #LowerEd doesn't care for you to know. #nacacreads twitter.com/tressiemcphd/s...

@A_A_Amador311

@gilrogers @NACAC Or find ways to get on student level. Assume nothing. Access to internet, regular advising/mentor, etc are not available to all. #NACACreads
Great advice from @A_A_Amador311 to help all students access #highed! #NACACreads twitter.com/A_A_Amador311/...

Day. Made. #NACACReads twitter.com/NACAC/status/8...

A2: Helping #firstgen students develop the cultural capital needed to successfully navigate the admission process is key. #NACACreads

@gilrogers @dananabanana09 @tressiemcphd @NACAC @SChenHayes +1 #nacacreads Let's emulate unwavering discipline of business w/clear FOCUS, not on profits, but on "what's best for student & community"

@tressiemcphd @NACAC Uh oh... what about the "elite" where ONLY a few win? It's how they're set up. #BeTheChange #NACACreads

Q3 is coming shortly, and it's another two-parter! #NACACreads
And as always — feel free to toss out your own questions. #NACACreads

Q3: (1/2) Many students profiled in Lower Ed find themselves in a “time trap,” making #forprofit colleges especially attractive. #NACACreads

Q3: (2/2) What can traditional colleges do to better meet the needs of students juggling work & family? #NACACreads

More affordable online and part-time options. Don't use traditional undergrad tuition as your baseline #nacacreads twitter.com/nacac/status/8...

Insight from @gilrogers on restructuring #highered to better serve all students. #NACACreads twitter.com/gilrogers/stat...

@NACAC A2. Reword ? to: How can federal/state governments support higher ed rather than crush it? @NACAC #NACACreads @tressiemcphd #Affordability
Sarah Cox
@SarahSCoxatHome

#nacacreads Can we talk about how fear of standardized tests and the application process itself pushes students toward for-profits?

11 MONTHS AGO

Tressie Mc
@tressiemcphd

Holy Moly, yes we can. I couldn’t disentangle test-driven NCLB k-12 shift from the new economy changes but I think it matters #NACACreads twitter.com/SarahSCoxatHom...

11 MONTHS AGO

Adrienne Amador
@A_A_Amador311

You mean systems established by rich, white folks don’t work for everyone? Weird. #NACACReads #letstalk twitter.com/tressiemcphd/s...

11 MONTHS AGO

Dayna
@danana09

@NACAC A3 on-campus daycare! And family housing too. #NACACreads

11 MONTHS AGO

Mindy Popp
@MindyPopp

A3 Colleges should offer classes online and at night to help students who are juggling job and family responsibilities. #nacacreads

11 MONTHS AGO

Tania Rachkoskie
@TaniaMJR

Q3: I think that traditional colleges need to first recognize that there are students who need more flexibility #nacacreads

11 MONTHS AGO
Great point @TaniaMJR! Colleges need to be aware of changing student needs. #NACACreads twitter.com/TaniaMJR/status... 

@NACAC @TaniaMJR Yes! Yes. #NACACreads

Traditional colleges must be more flexible and provide more options for students just like K-12 schools are doing #NACACreads

.@bardwell: What are some K-12 inspired changes that you think could help students in higher ed? #NACACreads twitter.com/bardwellr/status...

A3: So many resources go toward targeting 18yo entering college for the first time. Nontraditional students must be a focus #NACACreads

A3: Assistance with transportation is another biggie #NACACreads
Kellie Kirstein
@kelkirst
A3: More flexibility around course offerings #nacreads
11 MONTHS AGO

Gil Rogers
@gilrogers
Q3 analyze actual costs of program design and make it affordable. Don't just charge a lot because federal dollars cover #NACACreads
11 MONTHS AGO

Gil Rogers
@gilrogers
Shoot. That should have been A3. #rookiemistake #NACACreads
11 MONTHS AGO

SChenHayes
@sChenHayes
@NACAC A3. #FoodPantries #EmergencyFunds #OnCampusDayCare with no wait lists. @saragoldrickrab @tressiemcphd #LowerEd @NACAC #NACACreads
11 MONTHS AGO

NACAC
@NACAC
Yes! Yes! And Yes! #NACACreads twitter.com/SChenHayes/sta...
11 MONTHS AGO

Tressie Mc
@tressiemcphd
Broadly, students who had ambivalent or negative k-12 experiences are susceptible to quick matriculation at 4profits, risk mgmnt #NACACreads
11 MONTHS AGO
Sarah Cox
@SarahSCoxatHome

Even just surveying my friends and family, this is so true! #nacacreads
twitter.com/tressiemcphd/s...

11 MONTHS AGO

SChenHayes
@SChenHayes

@tressiemcphd Share your other "stunning" moments from #LowerEd! @NACAC
#NACACReads

11 MONTHS AGO

Tressie Mc
@tressiemcphd

Okie dokie! Students were quite emotional about their school choices. That surprised me. Realized how complex it is. #NACACreads 1/n
twitter.com/SChenHayes/sta...

11 MONTHS AGO

Tressie Mc
@tressiemcphd

I was stunned to learn Ss used high price to indicate institutional quality. That alone subverts almost everything we know! #NACACreads 2/n

11 MONTHS AGO

NACAC
@NACAC

Agreed, @tressiemcphd. And important info for counselors to understand as they advise students on their educational options. #NACACreads twitter.com/tressiemcphd/s...

11 MONTHS AGO

SChenHayes
@SChenHayes

@tressiemcphd Yes, women of color PhDs were powerful--they bonded over we will get through b/c it's EDUCATION! #LowerEd #NACACReads @NACAC #Affordability

11 MONTHS AGO
And the first stunning thing motivated the project: the obvious race and gender component in profit. #NACACreads 3/3

@A_A_Amador311 daaaaammnnmn ! #nacacreads pic.twitter.com/2hfRWIGWJU

@SChenHayes This is one of the most frightening lessons of #LowerEd with big implications based on #geography and #economicmobility @NACAC #NACACReads

@A_A_Amador311 Frightening indeed, but I haven’t met any @NACAC folks afraid of a challenge. #LetsGo #BeTheChange #NACACReads
@tressiemcpdh @ASCAtweets & @NACAC members have more work to do in educating Ss & Families price does not equal quality #LowerEd #NACACReads

Dr. RooZevelt @4degreeZNoTemp

Most traditional colleges have flexibility & resources but you see it on graduate materials not so much undergrad #NACACreads twitter.com/NACAC/status/8...

Bob Bardwell @bardwellr

Colleges must provide more flexibility than a 3 cr course online life credit independent study, day care veterans adult learners #NACACReads

NACAC @NACAC

Love this! Great ideas from @bardwellr. #NACACreads twitter.com/bardwellr/stat...

POE Rida @akilbello

@NACAC k12 shld acknowledge that life in and after college isn't entirely academic. financial literacy, career exploration #nacareads

NACAC @NACAC

Great point from @akilbello. College prep requires more than a rigorous course load! #NACACreads twitter.com/akilbello/stat...
Gil Rogers
@gilrogers

Hate to be the wet blanket but where does all of the money come from for all of these extra services and support? #NACACreads cc: @usedgov

NACAC
@NACAC

Hey #NACACreads: Are there any colleges you know of who have found a way to "do it all"? Tweet out examples. twitter.com/gilrogers/stat...

Kristina Dooley
@KristinaDooley

@NACAC Or even some examples of those doing one of these REALLY well? (I.e. Family housing, childcare, etc) Would be a great resource! #nacacreads

SChenHayes @SChenHayes

@NACAC @wihopelab & @saragoldrickrab show some schools focus on #housinginsecurity #Foodinsecurity #freecollege #emergencyloans #NACACreads @NACAC

POE Rida
@akilbello

@gilrogers reduce funding for: toupees, golf outings, and viagra #nacacreads
@akilbello I almost tweeted directly to @BetsyDeVos and decided against it. #nacacreads #whoops pic.twitter.com/28i40uYKkq

@NACAC (1/2): Is there anything positive that non-profit colleges can take from for-profit model? #NACACreads

@NACAC (2/2): i.e. flexible scheduling, career-oriented programs, offering classes where students live/work, etc.? #NACACreads

@TressieMcphd A3: There is tons that trad NFP highered should do, not all of it is something 4profits excel at, btw. Despite their claims #NACACreads
@tressiemcphd And non profits understood this as well. Which is one of the reasons why
discount rate continues to climb #nacacreads

@A_A_Amador311 You are my #emchat soulmate. #nacacreads

@gilrogers It's the first time I've been able to find the time! Already can't wait for the next one.
#NACACReads

@NACAC A3: For ex. 4profits often claim to have innovated intense counseling but MSIs have
been doing that for ages. #NACACreads

#TRUTH! #NACACreads twitter.com/tressiemcphd/s...

@NACAC A3: But more direct answer is that 4profits excel at articulating clear connections from
degree to labor market. #NACACreads
@NACAC A3: They aren’t always accurate or ethical what they tell students but students crave clear occupational information #NACACreads

Dr. RooZevelt
@4degreeZNoTemp

For profit admissions no focus on grades training was all about asking about their lives keep them talking about themselves #NACACreads twitter.com/tressiemcphd/s...

Tressie Mc
@tressiemcphd

Correct. #NACACreads twitter.com/4degreeZNoTemp...

Dr. RooZevelt
@4degreeZNoTemp

My campus students were to enroll and leave with fin aid/payment plan completed we walked through each step #NACACreads twitter.com/NACAC/status/8...

Dr. RooZevelt
@4degreeZNoTemp

#NACACreads the more we knew we could then use their words against them when they didn’t want to enroll.. but you told me you needed this

Tressie Mc
@tressiemcphd

@NACAC A3: This is especially true and critical for poorer students, low income and nontrad students. We can be too dismissive of this #NACACreads
@NACAC A3: And a small practical change? A HUMAN BEING SHOULD ANSWER THE PHONE AT EVERY COLLEGE! Period. End phone trees. #NACACreads

@A_A_Amador311
Adrienne Amador
We got you! #NACACreads #BerryInspired #BeBerry twitter.com/tressiemcphd/s...

@tressiemcphd
Tressie Mc
@NACAC A3: we tragically underestimate how much cultural capital it takes to decipher automated IVR phone menus. #NACACreads

@A_A_Amador311
Adrienne Amador
Seriously! If I’m having a hard time, I can only imagine what students must think! #NACACreads twitter.com/tressiemcphd/s...

@henryoddi
Henry Oddi
@tressiemcphd @NACAC Yes. Tough when schools like @UGAadmissions get 100s-1000s of calls a day. 📞 📞 liberalarts colleges show strength here. #nacacreads

@NACAC
NACAC
Great conversation so far! #NACACreads.
@tressiemcphd how did this jibe with the fact that forprofits are similar in price (aren't they) #nacacreads

Just remember, tag all your tweets with #NACACreads! Rolling into Q4.

Q4: (1/2) A fast & easy enrollment process is part of the appeal of #forprofit colleges. #NACACreads

Q4: (2/2) Could a streamlined admission process in traditional #highered encourage more students to apply? #NACACreads

A4: @SarahCoxathome touched on this a little bit #NACACreads

A4: In "Hold Fast to Dreams" @JoshuaSteckel1 (another #NACACreads author) examines the barriers #firstgen students face applying to college.
Tressie Mc
@tressiemcphd

Yes, @JoshuaSteckel1 is my @thenewpress publisher mate. :) Not to brag. #NACACreads twitter.com/ashleyddobson/...

11 MONTHS AGO

Gil Rogers
@gilrogers

@NACAC A4 it might. Not sure that’s the silver bullet IMHO. It’s a broader societal issue than just the application paperwork. #nacreads

11 MONTHS AGO

Dayna
@danabanana09

Recently met a rep from a 4profit who mentioned they pay transcript fees for transfer applicants so it’s not a barrier to apply #nacreads

11 MONTHS AGO

Tressie Mc
@tressiemcphd

Correct. I discuss this in #LowerEd. Makes a frictionless exp. for bureaucracy adverse students #NACACreads twitter.com/dananabanana09...

11 MONTHS AGO

Dayna
@danabanana09

(Forgot to add the A4). #twitterchatfail #nacreads twitter.com/dananabanana09...

11 MONTHS AGO

NACAC
@NACAC

Spread the Word: NACAC's transfer fee waiver is another attempt to break down barriers: nacacfairs.org/learn/apply/tr.... #NACACreads twitter.com/dananabanana09...

11 MONTHS AGO
### Score sends

<table>
<thead>
<tr>
<th></th>
<th>ACT</th>
<th>SAT</th>
</tr>
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<tbody>
<tr>
<td>Included with price</td>
<td>4 (expire in 5 days)</td>
<td>4 (expire in 9 days)</td>
</tr>
<tr>
<td>Cost</td>
<td>$12 (per test per report)</td>
<td>$12 (per report)</td>
</tr>
<tr>
<td>Included with waiver</td>
<td>-</td>
<td>+4 (never expire)</td>
</tr>
<tr>
<td>Sending 2 test dates to 5 schools in Dec</td>
<td>$120</td>
<td>$12</td>
</tr>
</tbody>
</table>

so many hidden $ in this process..even if you get a fee waiver for tests, sending scores adds up. 4profits not req tests = win #nacacreads pic.twitter.com/jpIdyEA6Ir

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**Tania Rachkoskie**  
@TaniaMJR

#nacacreads Some non-profits who work to help adult learners have done that as well @GuilfordCollege twitter.com/dananabanana09...

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**Adrienne Amador**  
@gilrogers @tressiemcphd

Exactly! Price is an interesting beast. Asking EM Leaders about their DR is a strangely intimate exchange. #search4truth #NACACReads

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**Kristina Dooley**  
@KristinaDooley

A4:not just a streamlined process but streamlined expectations for all. No "if this then that" requirements. You do or you don’t #nacacreads
Tania Rachkoskie
@TaniaMJR

Q4: streamlined in trad higher ed does not always translate to positive yield. Who remembers yield dropping with Fast Apps? #nacacreads

Gil Rogers
@gilrogers

@TaniaMJR don't think filling an app for student or counting click on a button in an email and counting as an app is truly "streamlining" #nacacreads

Gil Rogers
@gilrogers

@TaniaMJR Bigger issue with fastapps is they are often paired with mixed messaging. Boosts selectivity metrics. That's the goal #nacacreads

Gil Rogers
@gilrogers

@TaniaMJR The day @ipeds_nces stops asking "# of apps received" and starts asking "# of apps completed" fastapps die #nacacreads

Sarah Cox
@SarahSCoxatHome

#nacacreads At least more non-profits are getting into the online game... That offers students a lot of flexibility.

Gil Rogers
@gilrogers

@A_A_Amador311 @tressiemcphd Start by asking how much they spend on search. #search4truth #punintended #NACACreads
@gilrogers @tressiemcphd This hits close to home... Gulp. #NACACReads pic.twitter.com/iblUyOdnos

@A_A_Amador311 @tressiemcphd My gut says there is a direct correlation between how many names a school buys and their discount rate #NACACReads #ThereISaidIt

@tressiemcphd So this is the ethical dilemma for @NACAC members and @ASCAtweets members. Is it ok to focus on #marketing but not #counseling? #NACACReads

Tressie Mc
@tressiemcphd

Tough one! #NACACreads twitter.com/SChenHayes/sta...
Keep those comments coming! Q5 is up next. #NACACreads

Q5: (1/2) As discussed, some students profiled in “Lower Ed” view the high cost of #forprofit schools as proof of their value. #NACACreads

Q5: (2/2) What are some ways counselors, colleges, and others can better help students understand ROI and #highered? #NACACreads

@tressiemcphd @NACAC So @NACAC and @ASCAtweets members can focus more on the #CAREER components of #CollegeAdmission #Access #Affordability #LowerEd #NACACReads

@tressiemcphd There are lots of people focused on marketing. We need more counselors. #nacacreads #emchat

@tressiemcphd Can’t we have both functions in #HigherEd? What about ethical marketing? #NACACreads twitter.com/gilrogers/stat...
Gil Rogers @gilrogers
11 MONTHS AGO
@TaniaMJR We absolutely can. I'm just saying that for a secondary school prof, focus on counseling. #nacacreads

Adrienne Amador A_A_Amador311
11 MONTHS AGO
@NACAC Yes! No easy answer. Sometimes, the heart wins & we counsel. Other times the $$ wins, & we market. #NACACReads #balancingact #findthegood

Gil Rogers @gilrogers
11 MONTHS AGO
@TaniaMJR The colleges (non and for profit) are going to market. Students need people to help decode #nacacreads

Henry Oddi @henryoddi
11 MONTHS AGO
@gilrogers @tressiempd #nacacreads need marketers that get counseling. need to connect the students with the needed info/ppl at right time & place. not mtkg bling.

Adrienne Amador A_A_Amador311
11 MONTHS AGO
@NACAC Ideally, we get to do both and can help students find the perfect place to grow and to flourish. That's a luxury. #dreams #NACACreads

Henry Oddi @henryoddi
11 MONTHS AGO
@gilrogers @A_A_Amador311 @tressiempd traditional old-school student search costs #2much2bworthit #nacacreads -- could spend the $$$ more effectively
@NACAC Yes! #NACACReads @NACAC

@NACAC A5: Colleges are guilty of this too. I worked for a school that wouldn't set price until competitor to always be slightly (1/2) #NACACreads

Exactly! ROI must be demonstrated. How do we explain to non-trad students that jobs come along w/ a new way to view the world? #NACACreads twitter.com/tressiemcphd/s...

@A_A_Amador311 Sorry soulmate but this is where we have friendly debate. For the cost there needs to be a measurable outcome. #nacacreads

@NACAC A5: lower, but not too much. Perpetuates idea that higher cost = better value. #nacacreads

A5: Talk about graduation rates & job placement post-graduation #nacacreads
Dayna @dananabanana09

@kelkirst Agreed- and also student loan default rate, and average starting /mid career salary #NACACreads

11 MONTHS AGO

Mindy Popp @MindyPopp

A5 The cost of college attendance is skyrocketing and has led to unmanageable student debt. ROI talks are harder as a result. #nacacreads

11 MONTHS AGO

Higher Calling @HCplanning41

@NACAC What steps would make it easier for 2yr/4yr non-profits when it comes to college & financial aid enrollment? Is it possible? #NACACreads

11 MONTHS AGO

GIL ROGERS @GILROGERS · 11 MONTHS AGO

@henryoddi @A_A_Amador311 @tressiemicphd You are preaching to the choir #NACACreads
pic.twitter.com/PvYPfTccac
Adding this book to the list of #summerreads #NACACReads #selfcare twitter.com/tressiemcphd/s...

@SChenHayes

@NACAC In #research & #college counseling classes @LehmanCollege are nonstop on #LowerEd @tressiemcphd #PayingthePrice @sragoldrickrab #NACACReads

@NACAC

Hey #NACACreads participants – have you had conversations in your offices about this topic? #NACACreads twitter.com/SChenHayes/sta...

@NACAC

@tressiemcphd: More than 2 million people are enrolled in for-profit colleges. What lies ahead for this sector & its students? #NACACreads

@Tressie Mc

@NACAC A4: The big challenge is growth w/out being a shareholder firm. That's what these new models are about: edsurge.com/news/2017-06-0... #NACACreads

@Tressie Mc

@NACAC A4: This is a very favorable political climate for the sector but they have market pressures: NFPs are competing, esp. in online #NACACreads
@NACAC A4: And any employment growth undermines its target demographic. But underemployment still means many people will be willing+ #NACACreads

@NACAC A4: to pay, in tuition and opportunity costs, for a degree that might lead to a better job. So look for more BA/grad degrees #NACACreads

@NACAC A4: NFPs will continue to adopt as much of the 4profit model as they can without jeopardizing their legitimacy #NACACreads

@NACAC A4: and without a massive political solution like subsidized child care, 4profits will remain a female gendered credential #NACACreads

@tressiemcphd 1. perception of high price is quality 2. perception was/is 4profit inexpensive (mine?). then how do Ss view 4prof as quality #nacacreads

@tressiemcphd Ahh, okay students tended to judge quality by their individual hard work and promised labor mkt returns #NACACreads
Yes, in #LowerEd I discuss how real ROI for likely 4profit student is OUT OF POCKET costs, not tuition costs #NACACreads twitter.com/akilbello/stat...

Can we go back to conversations that discussed college as more than career prep? This could help with ROI. #NACACReads twitter.com/NACAC/status/8...

Agreed. Not all benefits of #highered can (or should) be quantified! #NACACreads twitter.com/A_A_Amador311/...

I am an easy sell for this - I agree. But we can go too far in opp. direction when we don't recognize some students need money #NACACreads twitter.com/NACAC/status/8...

@tressiemcphd: Yes! Esp when you consider people are going into debt based on the promise they will receive economic benefits. #NACACreads twitter.com/tressiemcphd/s...

interesting hadn't considered that its a high cc problem vs low cc. makes sense. (also confirms why/that i am not a sociologist) #nacacreads
@SChenHayes
@SChenHayes

@NACAC Is #ROI accurate? College value can be: job, credential, becoming better citizen, intellectual growth. ROI limits convo. @NACAC #NACACreads

11 MONTHS AGO

@NACAC
@NACAC

So true, @SChenHayes! The value of college goes far beyond job placement rates, earnings, etc. #NACACreads twitter.com/SChenHayes/sta...

11 MONTHS AGO

@A_A_Amador311
Adrienne Amador

@NACAC Exactly! And I have a B.A in Math and an M.A emphasizing measurement and statistics! I’m on board with non-quant too! #NACACReads

11 MONTHS AGO

@gilrogers
Gil Rogers
@gilrogers

@A_A_Amador311 Agree that education is more about "the job" but then we need to talk about what should be paid for vs self-directed education #nacacreads

11 MONTHS AGO

@gilrogers
Gil Rogers
@gilrogers

@A_A_Amador311 "More than" about the job #NACACreads

11 MONTHS AGO

@gilrogers
Adrienne Amador
@gilrogers

Yes, jobs are important. Being a good human, also important. Being adaptable, important. A good communicator, important. #NACACReads

11 MONTHS AGO
@gilrogers @A_A_Amador311 no, sorry, if u try to squeeze numbers out of everything in #highered pretty soon you'll have a lovely #excellentsheep factory. #nacacreads

@A_A_Amador311 I learned how to be a good human from watching Full House. #nacacreads #iKid pic.twitter.com/5aqXfKFMMb

@henryoddi @A_A_Amador311 I agree with that. But if you spend $30k a year for 4 years you better have some type of prep for something, no? #nacacreads
Y'all got me playing devil’s advocate like no one’s business. #nacacreads
pic.twitter.com/i4XrGIRAZR

@gilrogers @henryoddi Oh for sure! I think at that price, you better have some tangible skills AND the intangible stuff. #NACACReads

@A_A_Amador311 @henryoddi And a toaster. #nacacreads

Great conversation so far! Q6 is coming shortly. It’ll be our last question of the afternoon. #NACACreads
But first — thanks to everyone for taking part in #NACACreads! And a special thank you to @tressiemcphd!

If you haven’t already, check out her book “Lower Ed”— thenewpress.com/books/lower-ed. #NACACreads

NOW, our final #NACACreads question for today….

Q6: What’s 1 lesson you hope educators, colleges, and/or policymakers take away from “Lower Ed”? #NACACreads

A6: (1/3) Via @tressiemcphd: “When you are born into an upper social class, you have to work hard NOT to go to college.” #NACACreads

A6: (2/3) “…When you are poor, you have to work quite hard for college to be a real option.” #NACACreads
A6: (3/3) This really stuck out to me. It’s a level of privilege that so many of us take for granted #NACACreads

11 MONTHS AGO

YES! So many barriers, seen and unseen. So many instances reminding you that you that you’re new in town. #luxurygood #access? #NACACReads twitter.com/ashleyddobson/...

11 MONTHS AGO

#NACACreads ...and if your parents have gone to college, it's hard for you NOT to go. I don't know any non-first-gens who've gone to a FP! twitter.com/ashleyddobson/...

11 MONTHS AGO

I have talked to literally hundreds of students and so far have only met ONE! Just recently & she knows she is a unicorn #NACACreads twitter.com/SarahSCoxatHom...

11 MONTHS AGO
Provide feedback about #NACACreads and suggest books for future chats using this short survey: ow.ly/pQgw30cvVHv. pic.twitter.com/w1M5a3FCyk

Thanks again! And make sure to join us for our next #NACACreads chat.

All right! That’s it for today’s chat! Thanks for a great discussion. A transcript will be posted soon. #NACACreads

#NACACreads, watch for more Q&A with @tressiemcphd in the upcoming summer #nacacJCA! nacacnet.org/journal
@NACAC Great chat! Thanks @tressiemcphd! #nacacreads

11 MONTHS AGO

@tressiemcphd

Thanks again, #NACACreads. I value our nation's college counselors as an important bridge for students. #LowerEd twitter.com/NACAC/status/8...

11 MONTHS AGO

@tressiemcphd

Briefly, what made you enter/leave #forprofit education? #NACACreads

@NACAC

11 MONTHS AGO

Bye #NACACreads! Great chat! Thanks @tressiemcphd ! pic.twitter.com/6hlGKiRln

ASHLEY DOBSON @ASHLEYDDOBSON - 11 MONTHS AGO
@tressiemcphd thanks for great research & fun tweets. Your #LowerEd work inspires us all! @NACAC @Ascatwets #NACACreads

Henry Oddi @henryoddi
@tressiemcphd #nacacreads thank you!! I can see in my mind's eye that spot in the Lenox Mall food court where students walk into the #forprofit entryway

Adrienne Amador A_A_Amador311
Yup yup yup! Thanks, @NACAC for the great convo and the reminder that we’re all in this together. #notalone #NACACReads #mondaymotivation twitter.com/NACAC/status/8...

Adrienne Amador A_A_Amador311
@henryoddi @tressiemcphd and we will find a way to make sure they know more options so they can choose what works. #wheretheresawilltheresaway #nacacreads

Dr. RooZevelt @4degreeZNoTemp
I spent 2yrs at a FP most of my students were poor first generation who knew nothing about college #NACACreads twitter.com/SarahSCoxatHom...

Adrienne Amador A_A_Amador311
Thanks, @tressiemcphd for joining us! I will work to be better at helping students navigate these rough waters! #NACACreads
Thanks again for a great #NACACreads discussion! Offer feedback & suggest titles for future chats: ow.ly/qo3J30cwaqG. #EMchat #scchat pic.twitter.com/jMrUgRhj28

@NACAC · 11 MONTHS AGO