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# Creating College Lists: Your Guide To Using College Websites To Pay Less For A Better Education

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## CREATING COLLEGE LISTS



YOUR GUIDE TO USING COLLEGE WEBSITES TO PAY LESS FOR A BETTER EDUCATION

MICHELLE KRETZSCHMAR



## Synopsis

Don't have any idea of where to go to college? Here's how to start making your list of colleges. If you're willing to step away from the rankings spotlight, you can find some impressive programs at great values. All it takes is a little time and a visit to one of the most ignored resources in creating a college list: the college website. This book will show you:

- How to generate a list to start your search
- What preferences NOT to include on your list when you first start
- Critical terms you need to understand
- Why you need to look at course schedules instead of course catalogues
- Shortcuts to finding what you need on college websites
- Why the campus newspaper is a must visit website
- The best tools for tracking colleges

By learning to use college websites, you'll create a better college list that will contain schools you'll be excited to apply to and actually able to afford to attend.

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## Customer Reviews

Michelle has an excellent blog for finding colleges that are great for "regular" kids -- She calls them 50-50 colleges: at least 50% of the kids who apply get in, and at least 50% of the kids who get in wind up graduating. (While 50% graduation rate sounds like a low bar, it is actually higher than the statistical average.) From there, she helps you understand how to estimate your chances for

need-based and merit financial aid. This book is a crash course in all of these, but finding a college is about more than just "running the numbers". She adds good information on how to explore a college website and pick up on unique programs or special opportunities available. Like a lot of kindle books by bloggers, you could find most of this on her website. But, it's well worth the price to have it handy and all in one place, especially if you are open to considering schools that provide a good education but aren't household names.

Kretzschmar takes an interesting approach to figuring out which colleges high schoolers should apply to. She narrows her focus to 50-50 schools -- those that graduate 50% of their students on time and those that offer 50% of students financial aid. Then she shows what parents and students can learn by navigating college websites. While some of the information seems obvious, seen through the lens of college applications caused me to rethink. College admission offices would be wise to read this book as well. Maybe there are better ways to present some pertinent info because, as Kretzschmar realizes, a lot is buried in fine details, often because administrators don't even comprehend that it's useful.

This small book has a multitude of practical how-tos for families tied together with a lot of wisdom. Michelle K does not give you the answers (those vary for each family and each kid) but gives you the tools and guidance so that you can customize your search.

Michelle does a great job guiding you step by step through using the web, and more specifically college websites, as your primary tool in the college search process. She not only provides clear step by step direction on finding what you need to know on the colleges' own websites, she also provides helpful links throughout the book. It's a quick read with extremely practical advice you can start using immediately to build a list of potential colleges. If you are a high school student, or the parent of a high school student, who has not yet built a list of potential colleges, I highly recommend this book to kick off your college search.

I recommend this book for parents and students who want to find answers to college questions they hadn't even thought to ask. When making a life-changing decision about where you will spend the next four years of your life, it really helps to have someone point the way, not just hold your hand. Michelle Kretzschmar shows readers how to dive knowingly into college websites and come up with shiny bits of information that can only make the process of finding the right college feel more rock

solid certain.

Through successful college searches for our two children, our family has relied greatly on Michelle Kretzschmar's no-nonsense data-driven DIY College Rankings, her 50/50 College Lists, and her online courses. So I eagerly read her latest e-book, *Creating College Lists*, on smart ways to explore college websites, and I found it packed on every page (or screen:) with invaluable information and insights. This e-book and its links are indispensable addition to the college search tool kit.

This was a very useful book, and I liked the way she broke down how to search for information on colleges. The college process can be overwhelming, and this book should help me be more organized.

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