



DAVIS EDUCATION & CAREER CONSULTANTS LLC NEWSLETTER

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November 2015

7th—SAT Reasoning and Subject Exams

Seniors – File Early Decision/
Early Action applications

Work on remaining college
applications

Submit “rolling” admissions
applications ASAP

December 2015

5th—SAT Reasoning and Subject Exams

(register by 11/5 - late
registration 11/23)

12th— ACT and ACT With Writing (register by 11/6 - late registration 11/20)

Underclassmen — Review
PSAT report with advisor and
map out a plan for test
preparation

Schedule spring SAT/ACT
testing dates

Seniors — File any additional
college applications before
deadline dates

Senior families — begin to
assemble financial information
in preparation for filing the
FAFSA

Dealing with Application Stress

We all know that students are stressed by the college search and application process, but here's an article just for their equally strained parents. Are you feeling anxious? Stressed? Maybe a little teary-eyed? Welcome to the roller coaster ride of watching your child apply to college. Even the calmest, most well-informed parent can sometimes feel a little *on edge* during their child's college admissions journey.

Here are some of the most common worries parents may have, along with some advice on how to make the journey a bit less harrowing.

"We'll never be able to afford college!"

The question of how to pay for college is a common and understandable concern for many families. The time to address this worry, however, is **not** at the *end* of your child's college search, but rather at the *beginning*.

By Federal law, every college must provide an online Net Price Calculator on its website. Families should use the Calculator to get an estimate of what their family is likely to be asked to pay at that college. Make sure that your child's list includes several financial “safe bets” – colleges where your child is likely to receive enough in grants and scholarships to make the school a realistic option for your family. Once the financial safe bets are on the list, it's OK to add colleges that may end up being fiscal stretches, but be honest with your child if the final decision is going to come down to money.

"My child doesn't seem interested in looking at colleges!"

Let's face it, for most high school students, college is a fuzzy concept. Sure, they know that eventually high school will end, but *right now* hanging out with friends and studying for next week's math test are much more pressing concerns in their minds.

If your child isn't chomping at the bit to hop in the car and take a nationwide tour of college campuses, don't despair. Start slowly. Buy a few college guidebooks and leave them lying around the house in conspicuous places. Find out when local college fairs are scheduled in your area, and offer to drive your child and a few of his or her friends to the next fair. Add a few quick drive-by visits of colleges located along your vacation route. In short, keep the college search pressure low key and eventually *most* kids will start getting interested.

"My child's college application essay is horrible!"

Many parents get worried when they read their child's application essays for the first time. After all, they sound so much like a 17-year or 18-year-old wrote them! And, that's just the point: colleges want and expect to read essays that sound like your child, not like an adult. So, although it may be hard not to get out your red pen and totally rewrite your child's essay, do your best to resist. Don't worry too much about whether the topic they've chosen is “best.” As long as the essay is not obscene, easily misinterpreted, or likely to upset a reader, most essay topics work just fine as long as they are written from the student's heart.

(continued p. 3)

Career Paths for Sports Management Majors

Athlete Representative/Agent
 Club House Manager
 Fund-Raiser—University Athletics
 Director of Ticket Operations
 Sports Information Director
 Director of Stadium Operations
 Scoreboard Operator
 Fitness Center Manager
 Sports Journalist
 Athletic Director
 Sports Broadcaster
 Sports Marketer
 Health Club Owner/Operator
 Corporate Fitness Director
 Park/Swimming Pool Manager
 Professional Sports Scout
 Cruise Recreation Director
 Youth Club Director
 Public Relations Director
 Sport Camp Manager
 Athletic Trainer
 Professional Sports Manager
 Event Coordinator
 Camp Director
 Coach

Want to know more about sports management majors and careers? Here are some helpful resources:

North American Society for Sports Management (NASSM) list of colleges offering sports management degrees, minors and certificates, <http://www.nassm.com/Programs/AcademicPrograms>

Sports Business Journal, <http://www.sportsbusinessjournal.com>



Majoring in Sports Management

For sports-obsessed students, there are more career options than just becoming a professional athlete. With revenues of over \$230 billion a year, the U.S. sports industry needs managers, marketers, operations managers and a host of other professionals to keep running. A Bachelor's degree in sports management can be the ticket to a great career in this exciting industry.

According to the North American Society for Sports Management (NASSM), over 100 colleges and universities currently offer sports management programs. These include schools that offer majors in sports management, as well as programs that allow students to minor or earn a certificate in sports management or related fields such as sports marketing.

Students working towards a B.A. or B.S. in Sports Management will take classes in accounting, marketing, and business management, as well as specific career-related courses such as sports management, sports event marketing and facility management. Internships with athletic teams and other athletic industry organizations are an important component of most sports management degree programs. Some programs allow students to specialize in a specific aspect of sports management, such as sports marketing or team administration. The most successful sports management students should have a strong knowledge of sports, as well as good interpersonal, communication, problem-solving, and math skills.

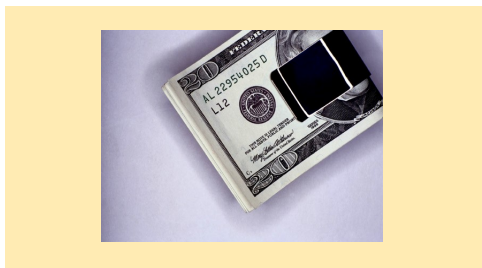
What should students and parents look for when comparing sports management programs? First, consider the department that offers the degree. At some colleges and universities, the sports management program is located in the business department, while at others the program falls under the kinesiology/athletic training department. While individual program re-

quirements vary, typically sports management programs within business schools will require more business-related courses in order to prepare students for managerial and administrative careers in the athletics industry. Those offered through kinesiology/athletic training programs often include additional classes relevant to students who are interested in coaching and working directly with athletes.

Since relevant hands-on experience is important to landing that first job in this industry, the availability of internships and other opportunities to gain experience is a factor to consider when comparing sports management program options. A university with Division I sports teams may offer more opportunities and learning experiences. Certain regions of the country have more professional athletic organizations and related companies than others. That can be a plus when it comes to completing internships before graduation. Regardless of where the school is located, it's also a good idea to ask about where students have interned and where recent graduates have found jobs after graduation. A strong alumni network in sports management can also be a plus.

Sports management majors have a variety of career options. The various employers seeking candidates with sports management degrees include professional teams and athletes, university and college athletic programs, professional sports associations (such as the NFL, PGA, NCAA), local sports and tourism organizations, sports equipment manufacturers, and stadiums and other sports facilities. Within the industry, employees are needed in team administration, marketing and sales, communications, event coordination, facilities management, and a host of other jobs. Pay will vary depending on individual career path and experience levels.

Financial Matters: Money for College



Money should **never** stop anyone from attending college! Yes, college can be expensive, but there is aid available to help you and your family pay for college. Major sources of financial aid for college include:

Grants – Grants are “gifts” from the government and from individual colleges that reduce the cost of that college. Grants are awarded based on your family’s financial situation. Colleges themselves are the largest source of grants. The Federal Government and some state governments also offer grants to help students from lower income families pay for college costs. Grants do not have to be paid back or earned. Grants may be renewed every year you attend college, although if your family’s financial situation changes, the amount you receive may also

change.

Merit scholarships – Merit scholarships are offered by many colleges and private organizations. Scholarships are similar to grants in that they are a gift; you don’t have to repay them. Merit scholarships can be awarded for many reasons, including your grades, test scores, extracurricular activities, intended career or college major, and in some cases, your family’s financial situation. Some merit scholarships are only good for your first year of college; others may be renewed every year you attend college.

Federal work study – Work study is a program that allows American students to earn money for college expenses by working in an on-campus job while they attend school. Usually, a work study job will help you pay for books and other personal expenses, but not tuition or your living expenses. Work study jobs often have flexible hours that make holding a job while attending classes easy. Work study jobs can also be a great way to start building a resume. Work study does not have to be paid back, but you don’t receive it

until you begin working.

Federal student loans – The Federal government offers low cost student loans to help American students and parents pay for college expenses. When used wisely, Federal student loans can be a good way to finance some college costs. Federal student loans have low interest rates and in most cases you won’t have to start paying them back until you graduate. (If you leave college without graduating, however, you will still be required to pay the loans back.)

Important tip: Every college is required by the Federal government to give your family an estimate of the amount of financial aid you’ll be eligible to receive before you even apply. The estimate can help you compare colleges and make sure your college list will be financially feasible. To get the estimate, go to each college’s website and look for the Net Price Calculator; this is usually located in the financial aid section of college websites. If you can’t find it, just enter “Net Price Calculator” on the website’s search tool. To use the Net Price Calculator, you’ll need a

Dealing with Application Stress (continued from p.1)

"My child will never finish his applications on time!"

Parents have plenty of experience meeting deadlines and filling out applications for everything from jobs to credit cards. Why, they wonder, is it taking my kid so darned long to fill out his college applications?

The truth is, most students work at their own speed when it comes to getting a handle on college applications. They may be uncertain about how to begin, or they may be temporarily stalled by sheer panic at the monu-

mental task of typing in their social security number. Eventually, most students will get down to work and get their applications out before the deadline (granted, sometimes just moments before the deadline, but still on time).

"My child will be rejected everywhere!"

Almost every parent has this fear at some point. It’s easy to see why. The media, and often other parents, like to play up doomsday stories of how impossible college admissions has become. But, in truth, the vast majority of

students who apply to a thoughtful list of colleges and treat each application with seriousness will end up with solid college choices in the spring of senior year.

Provide your child with help in choosing a *realistic* college list for her admissions profile and then let your child know that you firmly believe that she will thrive at whichever college she ends up attending. The rest, as they say, is up to fate. Trust that things will work out for your child in the end, regardless of where she ends up attending college.

Considering a Co-Op

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Imagine graduating from college with a resume loaded with practical experience in your chosen career field. Picture yourself having several job offers even before graduation. Experiences of this type are common for graduates of co-op programs.

Co-operative education programs place students in jobs in areas of interest to the student. Marketing majors may work at an advertising agency or store; computer science majors are employed by software developers or in the IT departments of local companies; communications majors may work in movie production or for a magazine publisher. Instead of just theoretical learning, co-op students get to put theory into practice through practical work experience while still undergraduates.

Introductory courses at co-op colleges are similar to those at any university. Unlike the internship programs available at many colleges, however, co-op programs are more sequential in nature, with the work experiences fully integrated into the academic program. After the first couple of semesters at college, students begin to focus on a career area, and the university helps them to arrange a paid co-op in their chosen field. After a period of time of employment, the students return to

campus for more formal schooling, only to leave again for another period of employment. By alternating formal classes and periods of work, students get a first-hand look at the day-to-day experience of a particular career. Completion of a bachelor's program generally takes five or more years, since several semesters may be spent off-campus rather than in classes. The extra time pays off, however, in higher starting salaries (after all, you're now an experienced worker, no longer entry-level) and often multiple job offers.

Although many colleges offer some form of experiential learning, relatively few colleges devote considerable resources to these programs. Colleges that are particularly known for their co-op programs include Northeastern University, Kettering University, Drexel, Pace, University of Louisville, Georgia Tech and University of Waterloo. Google "co-op colleges" to find others.

A downside of co-op colleges, however, is the more transient nature of the student body. It's harder to sustain close friendships when students leave for a job and then return several times during their college years. Another plus, however, is the salary you'll have earned while employed.