



**AmeriCU Credit Union**  
*presents*  
**Bill Daley**

## FACT

- ✓ Top academic private colleges exceed \$50,000 a year in total costs
- ✓ Average private college costs are approximately \$35,000 a year
- ✓ NY State college costs are in the \$16,000-\$17,000 range
- ✓ Many out of state public college costs are in the upper twenty to the lower thirty range

## THE GOOD NEWS

Don't be dismayed by the sticker price!

Some 50% of Mr. Daley's parents pay about the same or less for the private colleges compared to state schools

### NY state has:

- ✓ 113 four year colleges of which there are 23 SUNY's, as well as a good number of two year schools
- ✓ Parents and students have a number of options in New York State alone



**College Financial Planning  
“Compass Service”**

## Students and Parent(s) of the Class of '10

### Service to be provided:

- Determine student's financial aid eligibility for '10-'11 now vs. spring '10
- Recommend action steps to reduce member's contribution to college costs
- Receive advice on how to proceed in different circumstances
  - Parents separated/divorced
  - Parents experiencing or facing sharp reductions in income, savings and/or assets
  - Higher than usual income in '09
  - Increasing medical/dental expenses

## Implementation of Service:

- **One on one member parent(s) and student conferences in AmeriCU offices**
  - Approximately one hour in duration
  - No charge to members
  - \$75 fee to non-members



**College Selection  
Marketing the Student  
Validation of College Selection**

- **Decision factors that result in best college matches include:**
  - Academics
  - Course curriculum (majors-academic concentrations)
  - Co-curricular activities (athletics, music, theatre)
  - Personal preferences (location, size, rural, urban, suburban)
  - Financials (bottom line cost at colleges of interest incl. financial aid)

- **SUPPORT PROVIDED (at time of individual conference)**
- Develop a “short list” of colleges that are best matches for student (5-8 schools)
- Most of Mr. Daley’s students apply to 3 – 6 schools, not 7 – 10+

## Reality:

- Many private and a number of state colleges are very selective: acceptance is not a sure thing
- Few colleges require evaluative interviews
- Admissions decisions are being made by a faculty committee reviewing applications
- Admits become more of a numbers/geography game ~ somewhat impersonal

## Challenge:

- Which colleges from a refined 'small' list are going to be the best application choices
- How to help colleges go beyond the numbers enabling your student to gain an edge/advantage

## Mr. Daley's program has helped:

### Athletes:

- Position athletes with coaches to:
  - Determine athlete's contribution to team(s)
  - Affirm admission status
  - Evaluate financial aid realities

### Music; Dramatic/Theatre Arts; Dance

- Identify appropriate faculty contacts
- Scope out program's fit for student
- Enable student to ascertain college's interest
  - Prepare for audition(s) as applicable
- Evaluate financial aid possibilities

## Marketing the Student and Validation of College Selection

### Meeting the Challenge:

Bill Daley has developed a tailored individual process that will enable the student to not only get a better handle on the college(s) from a personal and comparative standpoint but gives the student an “edge or advantage” over other candidates.

Mr. Daley will spend considerable time after the Conference helping the student/parent(s) in preparation for campus visits and following up on progress. Parents and students are encouraged to keep in contact via email or telephone.

# Implementation and Cost of Optional Services

## Implementation and Cost of Optional Services

- Provision of College Selection, Marketing of the Student and Validation of College Selections adds about one hour to the College Financial Planning “Compass Service” (total time to be allowed about 2 hrs. max.)
- Cost for Optional Services
  - \$200 for members
  - \$235 for non-members



## College Consulting Service

The background of the slide is a photograph of a grand library. It features high ceilings, wooden bookshelves filled with books, and a large classical bust on a pedestal. The lighting is warm, and the overall atmosphere is one of academic excellence.

# PARENT / STUDENT APPOINTMENT SIGN-UP



# College Consulting Service Appointment Sign-up

## Appointment contact

AmeriCU Credit Union encourages members as well as non-members to contact Mr. Daley to arrange for a personal appointment to be held at an AmeriCU Branch.

Mr. Daley can best be reached on email.  
Email is: [collegeconsulting@hotmail.com](mailto:collegeconsulting@hotmail.com)  
Please add "AmeriCU app't." to subject line.

Cell phone: 315.525.7114 Please use the phone contact as a secondary approach.

Thank you.