



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 interior. It shows multiple levels of wooden bookshelves filled with books, with a central staircase and a classical bust on a pedestal. The lighting is warm, and the overall atmosphere is academic and scholarly.

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: bill@wdaley.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.