

# INTO THE UNKNOWN

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Using tools to go beyond rankings in the university search process



# The presenters.

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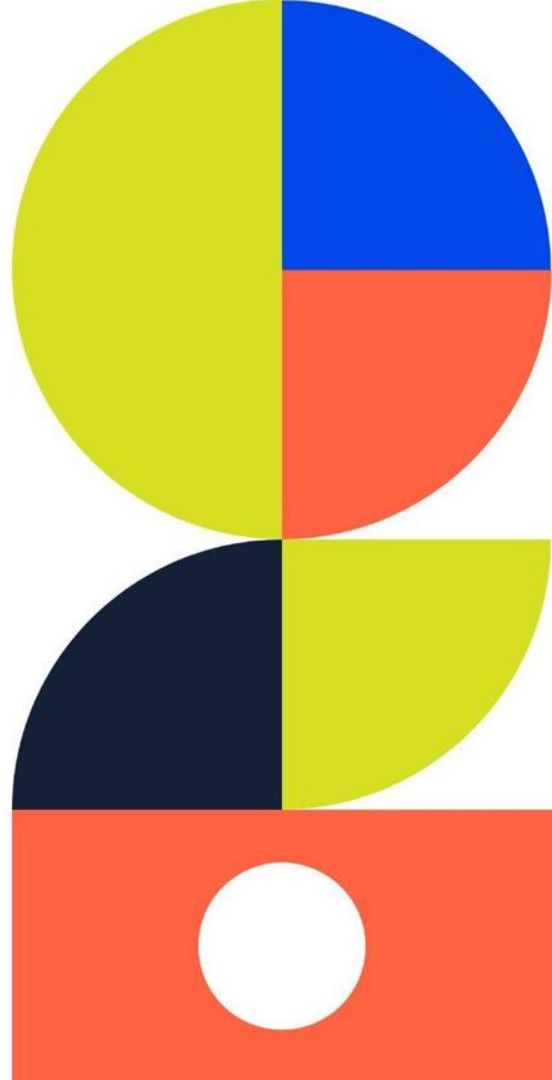
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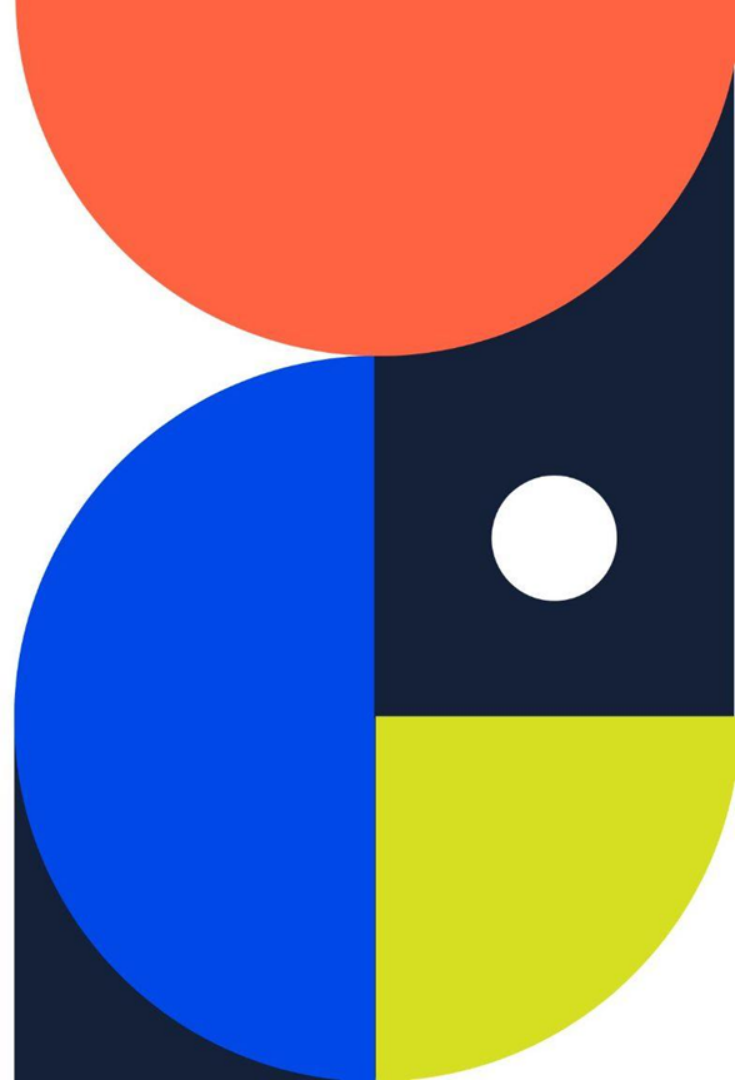
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# WHAT DO WE MEAN BY "BEST FIT"?



# latin american context

- lack of information/misinformation
- increase of bilingual schools
- grad admissions v. undergrad
- socioeconomic inequality/exchange rates
- taking cultural context for granted



# there is no “on-size-fits-all”

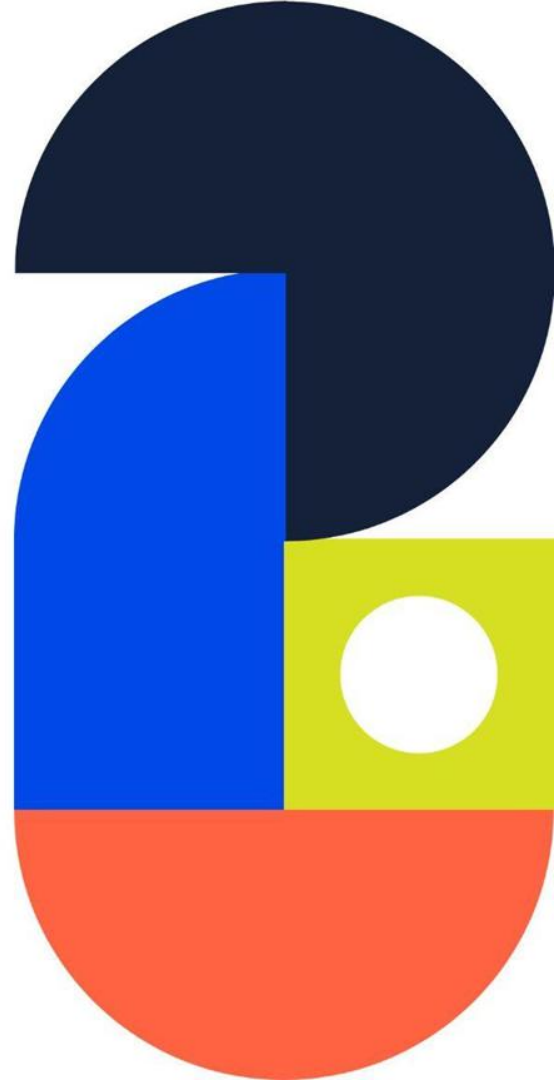
- finances
- location
- career paths
- internships
- class size
- personality
- culture
- friends/family



# different perspectives

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- The Brazilian School/AP Curriculum
- The Bilingual School/IB Curriculum
- The International School/IB Curriculum
- The University



# THE BRAZILIAN SCHOOL

- 3 years of High School (10th, 11th and 12th grade)
- International track
- Starting in the 10th grade
- Brazilian curriculum in the morning
- Advanced Placement (AP) in the afternoon
- Counseling class through the three years of High School

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# THE BRAZILIAN SCHOOL

- Counseling classes include:
  - Individual meetings
  - Research tools
  - Student run fair/projects
- Counseling Team's input

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# EFFECTIVE APPROACHES



## See Your Options

What do you want to do after high school? Answer questions to help you make a plan.



### Career Quiz

Use your passions and interests to get matched with possible career paths.

[Take the Career Quiz](#)



### College Quiz

Are you looking for a big school? Something close to home? Find what schools are right for you.

[Take the College Quiz](#)



### Scholarship Quiz



6,000 scholarship programs are giving away \$1.5 billion a year. Let's get you some!

[Take the Scholarship Quiz](#)

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# EFFECTIVE APPROACHES



Hi, Murilo 

[Explore Careers](#) [Plan for College](#) [Pay for College](#) [Communities & Events](#) [My BigFuture](#)

### College Search

 [Saved Colleges \(0\)](#)

[Majors](#) [Location](#) [Type](#) [Affordability](#) [Campus Life](#) [Credit](#) [Admissions](#)

[Reach, Match, Safety](#) [Degrees](#)

### Find the right colleges for you

Use the filters above to narrow your search to schools that are a good fit for you.

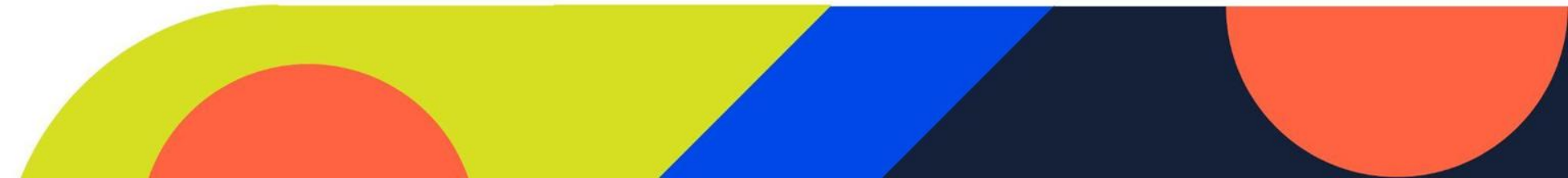
4322 Colleges Found Sort by

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# THE BILINGUAL SCHOOL

## Beacon School Overview

- Both IB and Brazilian Curriculum
- 60% apply to study abroad
- Mostly Brazilian population
- Focus on: academic excellence, diversity, & welcoming



# THE BILINGUAL SCHOOL

## Beacon School Counseling

- Begins year 9
- Individual & group support
- Events for parents & students
- Job shadowing/pre-college summers



# THE BILINGUAL SCHOOL

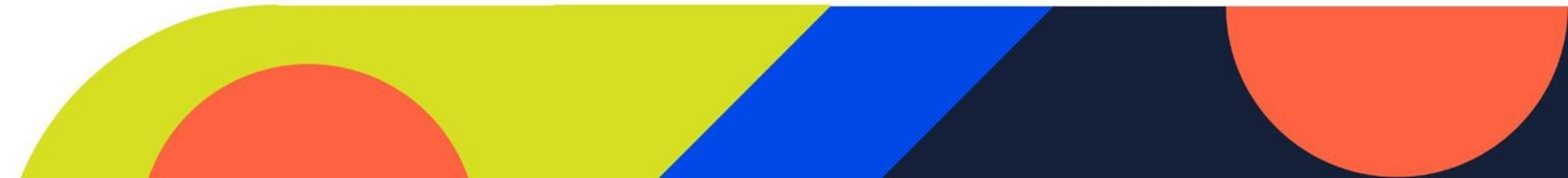
## Beacon School Counseling

### *Workshops*

- case study overview
- interactive
- family/parent focused

### *Platforms*

- Unifrog, Maia Learning, Cialfo
- student-driven
- student perspective focused



# THE BILINGUAL SCHOOL



## Case Study

**Strong Academics:** IB 38-45; Grades 9.0-10.0

**Co-Curriculars:** Honorable Mention at Math Olympiad (Canguru); 380+ letters written at service activity; leadership with Business Club & Academic Support Group; MUN; PYPx mentor; *Nordeste*; Handball captain; guitar

**U.S. passport holder**

**Acceptances:** Received offers from 7 universities, including USC (10% AR), Northeastern (7% AR), and UC San Diego (25% AR)



# THE BILINGUAL SCHOOL



Case Study

## QS Global Rankings for ECONOMICS

Cornell	No. 25
UC San Diego	No. 26
U of Southern California	No. 90
U de São Paulo (USP)	No. 137
Northeastern	No. 251-300

# THE BILINGUAL SCHOOL



## Case Study

### UC San Diego



- Highly respected public university in California
- Top 15 research university, globally
- Strong culture of collaboration
- Location: beach; cheaper for residents

### Northeastern



- Very respected private university in Boston
- Well-known for its co-ops
- High employability
- Big city environment



# THE BILINGUAL SCHOOL



Case Study

UC San Diego



Northeastern



# THE BILINGUAL SCHOOL



## Case Study

### The student chose Northeastern!

- Boston, Mass.
- Co-op programs - full-time & paid
- 95.6% employability
- Freshman year in London
- Financial Aid
- Friends!



# EFFECTIVE APPROACHES



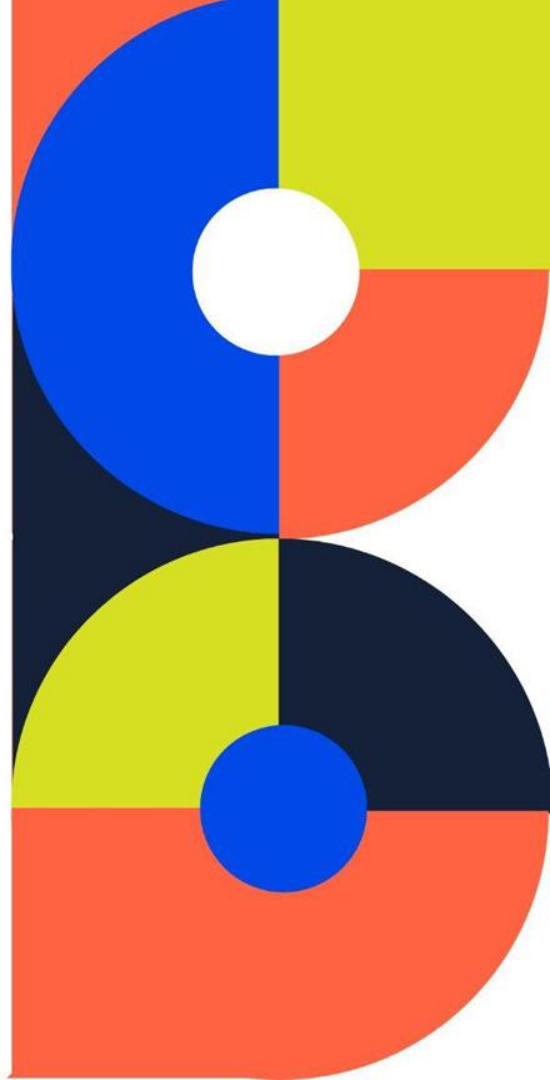
**CIALFO**

unifrog

maialearning

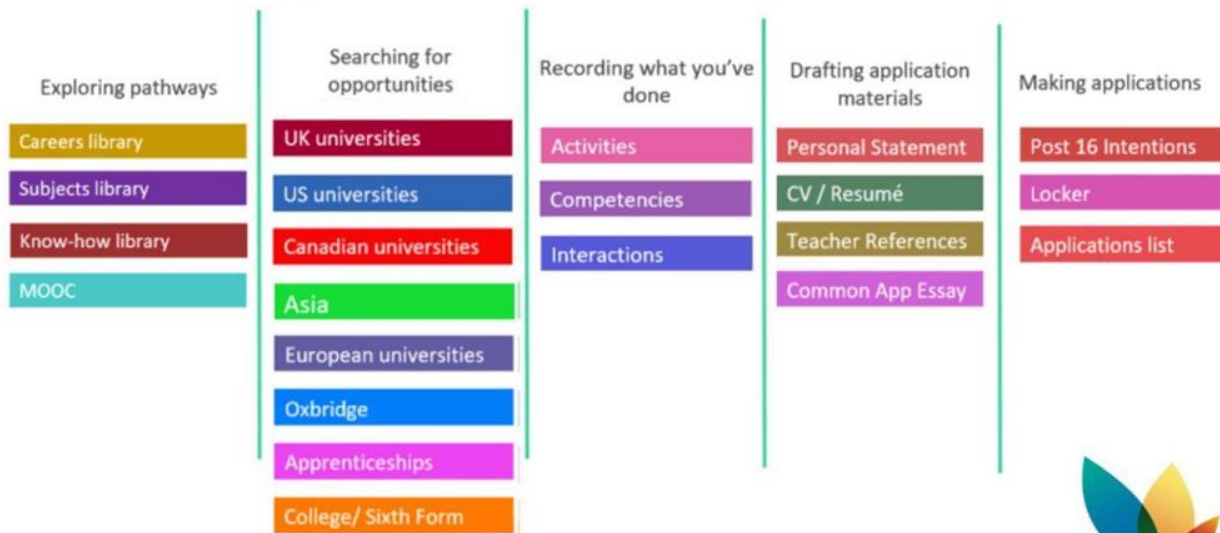


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# EFFECTIVE APPROACHES

unifrog



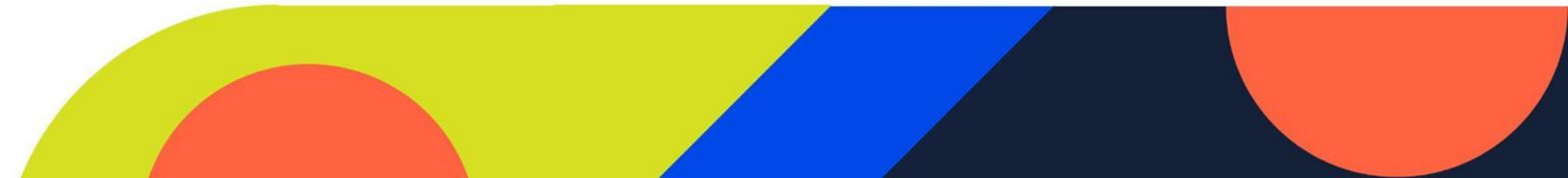
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school

# THE INTERNATIONAL SCHOOL

- 4 years of High School; students earn BR, US, & IB Diploma
- English is primary language of instruction
- Mostly BR students, but 60-80% study outside of BR
- CC Begins in grade 10 (grade 9 soon!)



INTERNATIONAL  
SCHOOL OF CURITIBA





INTERNATIONAL  
SCHOOL OF CURITIBA

# THE INTERNATIONAL SCHOOL

## Counseling Focus

- Future Planning
- Work, Internships, OPT/CPT, Visas



College & Career Folder Structure (Make sure you to make [@mark.mangual@iscbrazil.com](mailto:mark.mangual@iscbrazil.com) an editor as well)

Title: [Your Name] - CC Folder

Folder 1: Course and Career Choices

Folder 2: Choosing a College (Resources, College List, Activities)

Folder 3: G11 Project

Folder 4: Letters of Recommendation

Folder 5: Personal Statements and Other Essays

Name	↑	Owner
1	Choosing a College (Resources & List)	me
2	Course and Career Choices	me
3	G11 Project	me
4	Letters of Recommendation	me
5	Personal Statement and Other Essays	me





INTERNATIONAL  
SCHOOL OF CURITIBA

# THE INTERNATIONAL SCHOOL

## Counseling Challenges

- Success = Name Recognition
- Culture / home country

### Coffee, College & Careers

#### Parent Sessions 2024/2025

**Nov 13** - Get to know the counselor / Current Applications Status

**Dec 11** - What is 'best fit' and why should you care ?

**Feb 12** - Summer programs, Internships, classes/research

**March 12** - Career Trends & IB

**April 9** - GPA / Standardized Test / IB scores, etc

**May 14** - Importance of Autonomy / Independence

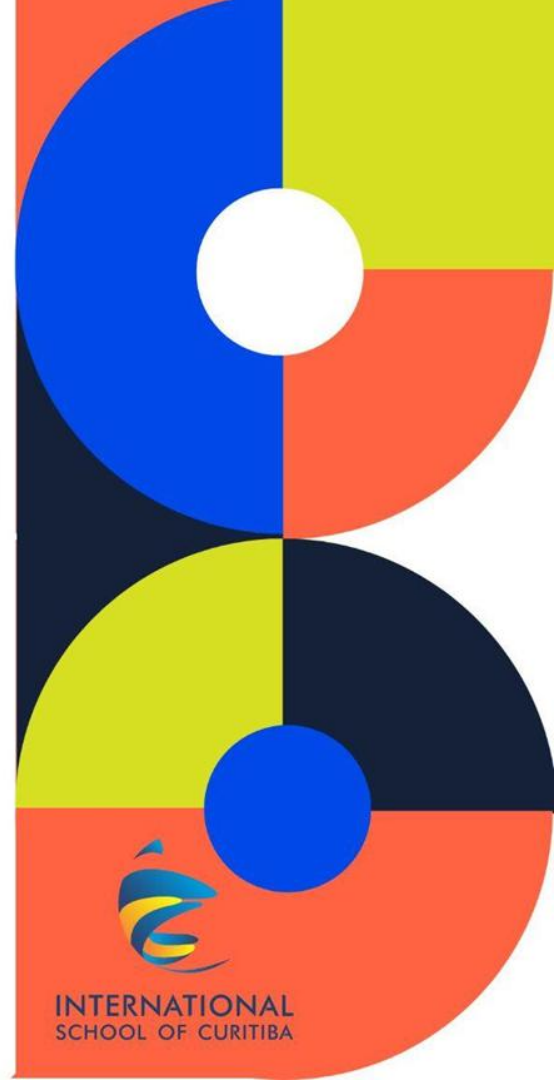
**June 11** - What to do over the break / Application basics



# EFFECTIVE APPROACHES

## Addressing Other Challenges

- Window Shopping
- The Rankings Conundrum
- Ego & Panic Applications
- Promoting openness





# the university perspective

- broad strokes
- personal experience
- recruiter relationships
- counselor relationships



# THE UNIVERSITY

## The College of Wooster - Positives

- History of global focus (**admin support!**)
- Great reputation with those who know us
- Some U.S. ranking visibility
- Strong outcomes
- Amazing alums



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# THE UNIVERSITY

## The College of Wooster - Challenges

- Visibility
- Liberal Arts & Sciences...?
- Small town Ohio
- Sticker shock & scholarship limitations



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WOOSTER**

# THE UNIVERSITY

## Broader Perspective - The "Noise"

- So. Many. Schools.
- Wait, what country now? Another one?
- Playing the game
- So. Many. Platforms.
- Elevator pitch... but keep it fresh!



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# THE UNIVERSITY

## Broader Perspective - Why Fit Matters

- We can't be everything to everyone
- Maintaining (or improving) campus culture
- Stats matter (retention & graduation rates)
- Institutional goals / leadership mandates
- At the end of the day, we want you to succeed!



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# THE UNIVERSITY

## What Students Can Look For

- Individual rankings - great segue
- Opportunities to hear different perspectives
- International (& other) student Services
- Dedicated International AO (*that's me!*)

### International Student Experience Series

#### International Open House

Current students, a Wooster professor, and staff members from International Student Services and APEX join our Director for International Admissions to discuss resources, opportunities and student life. Come ready with questions!



**Rebecca McIntosh**

Director of International  
Admissions

[rmcintosh@wooster.edu](mailto:rmcintosh@wooster.edu)



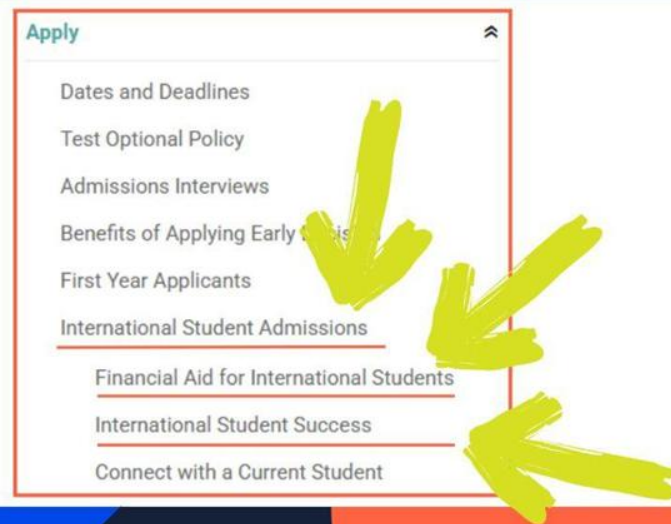
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# THE UNIVERSITY

## The AO Wishlist

- Looking at the website first
- Preparing students for university fairs
- Effective email communication
- Do you think we've missed the mark?

Let us know



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# EFFECTIVE APPROACHES

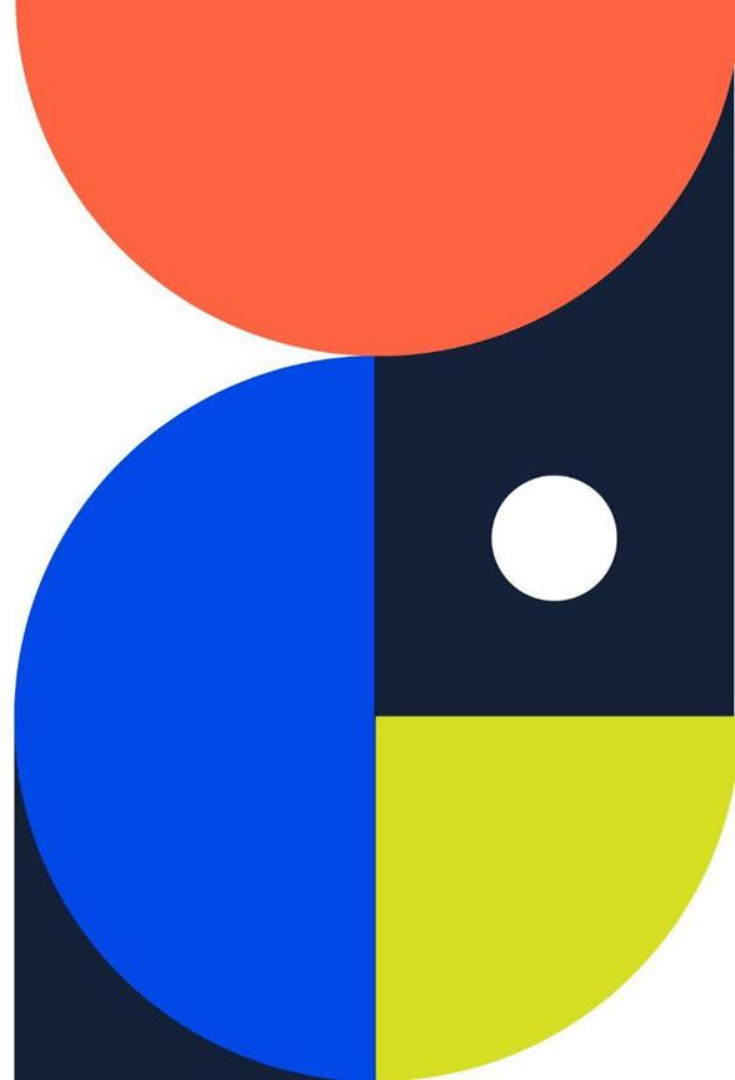
- Let's be partners!
- Supplementing counselor efforts
  - What messages to highlight?
  - Need a specific workshop?
  - What questions are you getting?
- Group recruitment efforts
- Targeted virtual programming



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# WHAT DO YOU THINK?



# Thank you.

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