College and Career Readiness

Unit 5: Application Procedures

Lesson 1: The Common Application

Workshop 1: Technology and Personal Branding

**Lesson 1: The Common Application and EA/ED**

In this weeks lecture we focused on the basics of the [Common App](https://www.commonapp.org/) and asked you to create a [professional email](http://www.collegeboundeprofiles.com/Home/StudentHome/Articles/tabid/342/articleType/ArticleView/articleId/17/Using-an-Appropriate-E-mail-Address.aspx) and to fill in your basic profile information. If you missed the presentation, you can find it [here](http://freecollegeadvice.weebly.com/l1-common-app-registration.html). If you are interested in applying EA/ED, please send a message to your head teacher via [Engrade](http://engrade.com). For more information regarding EA/ED, click [here](http://professionals.collegeboard.com/guidance/applications/early).

**Workshop 1: Technology and Personal Branding**

During our workshop I introduced the concept of [personal branding](http://en.wikipedia.org/wiki/Personal_branding). I encourage each of you to create your own webpage/profile on [About.Me](https://about.me) and to begin compiling your resume on [LinkedIn](https://www.linkedin.com). I also talked about [social media in the college admissions process](http://www.nytimes.com/2013/11/10/business/they-loved-your-gpa-then-they-saw-your-tweets.html?pagewanted=all&_r=0) and the importance of [managing your online identity](http://bits.blogs.nytimes.com/2013/11/11/in-college-admissions-social-media-can-be-a-double-edged-sword/). Finally, I asked you to [register for a VPN](astrill.org) so that you have [access to my website](http://www.freecollegeadvice.weebly.com).

**Extra Lecture: What is “Fit”?**

I introduced the concept of fit and its role in college admissions. If you missed the lecture or are curious about learning more, [see what else I have to say about “Fit”](http://freecollegeadvice.weebly.com/student-fit.html).

**Extra Workshop: The Supplemental Essay**

Peter gave a guest lecture about the supplemental essay. If you are looking for more tips on how to write these essays, be sure to [check out this link](http://collegeapps.about.com/od/essays/tp/supplemental-essay-mistakes.htm). Additional tips for answering any of the [5 Common App essay prompts](https://appsupport.commonapp.org/link/portal/33011/33013/Article/1694/2014-15-Common-Application-Essay-Prompts) can be found [here](http://collegeapps.about.com/od/essays/a/common-application-essay-prompts.htm?p=1).

**Tasks**

1. Register for a professional email; use it to register for the [Common App](commonapp.org)
2. Message your head teacher on [Engrade](engrade.com) about EA/ED
3. Create an [About.Me](about.me/matthewababte) profile and insert the link in your [email signature](http://htmlsig.com)
4. Register for [LinkedIn](linkedin.com) and start building your profile. [Add me](cn.linkedin.com/in/matthewabbate).
5. Register for a [VPN](astrill.org). Logon to [my website](freecollegeadvice.weebly.com) and start exploring.