

An Advertising Supplement of

**BUFFALO
BUSINESS FIRST**

2018 NATIONAL COLLEGE FAIR GUIDE

BUFFALO NATIONAL COLLEGE FAIR | BUFFALO NIAGARA CONVENTION CENTER

Wednesday, March 21 • 9 am - 12 pm • 6 pm - 8:30 pm / Thursday, March 22 • 9 am - 12 pm

NACAC

**National
College Fairs**

**FREE
ADMISSION**

**Register Now at
www.gotomyncf.com**

STUDENT REGISTRATION!

Students can register for NACAC National College Fairs by going to www.gotomyncf.com

Some benefits of online student registration

- Students register for the fair one time.
- Entering the information one time allows the student to elaborate on special interests, extracurricular activities, and accomplishments.
- It also eliminates the need for college contact cards.





The **POWER** *of* **NIAGARA**

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Beyond the Ridge • World Ready • Purple Pride

A Niagara University education delivers a **coveted 21st-century degree**. Taught by faculty who are **mentors for the mind and heart**, students realize their fullest potential. Our students go **beyond the ridge**, igniting positive change in the lives of others in our community and around the world. And Niagara graduates are **world-ready global citizens** who do well for themselves and others.

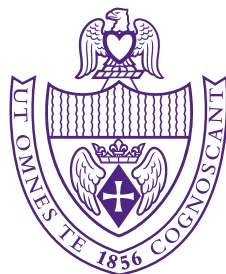
Purple Pride is a state of mind. Our Vincentian heritage calls us to strive for excellence and humility — and it's evident in the way we celebrate and take pride in everything and everyone at Niagara University.

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THE POWER OF NIAGARA.

Schedule a personal visit by calling **1.800.462.2111** or visit us online at **www.niagara.edu**.



**NIAGARA
UNIVERSITY**

800.462.2111 • www.niagara.edu

Make the most of your visit to the National College Fair

Ready to take the next step in your education? There's no better place to explore your options than at a NACAC National College Fair. Admission representatives from schools across the country are all gathered in one place. Their goal: To encourage you to learn more about their institutions, and help you sort through the qualities you're looking for in a college. Take advantage of their expertise, and make the most of your time by following these simple steps.

Be prepared

Before the big day, visit nationalcollegefairs.org and scan through the list of colleges and universities that will be represented. Make a note of the schools that interest you the most, and plan to visit their booths at the fair.

Are you looking for colleges that are close to home, or those that are far away? Are you interested in small, private schools, or large, public universities? Which of the institutions in attendance offer your projected major?

"Planning ahead can help you stay focused," said Cynthia Kaan, a Ferris State University (MI) admission officer. "If you have certain schools you know you are interested in, don't limit yourself, but make learning about those schools your priority."

Make your questions count

Like so many other things in life, a successful visit to a National College Fair is marked by quality, not quantity.

In other words: Rather than focusing on collecting a brochure from every college booth, make it your goal to have in-depth conversations with a few of the college reps on hand.

"I encourage students to not just stop by the table and pick up a brochure, but rather engage the representative with a few questions," said Valencia Hamman, co-director of college counseling at La Jolla Country Day School (CA). "That means you want to come into the fair with a list of questions so you're ready for that opportunity."

Don't waste time on softball queries, such as "Is your nursing program good?"

"That's not a good question because it gets you nowhere ... no one is going to tell you that their program is terrible, or that it is struggling," Kaan said. "If you're interested in a specific program, like nursing, ask college reps what sets their program apart from other colleges, or ask them to compare their nursing program with one at another college that you're considering."

Keep an open mind

Take time to do a little exploring.

Yes, it's important to plan ahead and select a few colleges you know you want to visit.

But each fair draws representatives from 175 to 400 campuses. The schools are located throughout the US, and from around the globe.

You owe it to yourself to follow-up with colleges that catch your eye.

"Do your research, but also have an open mind," Hamman said. "Sometimes students take time to talk with a representative from a school that they really hadn't considered before and it becomes a part of their list."

Chatting with representatives from a variety of colleges can also help you cement your own preferences, Kaan noted.

"It's just as important to figure out what you don't want as it is to figure out what is really attractive to you," she said.

Learn about the process

What's the deal with college entrance tests? What do admission officers look for in a college essay? How can I find out if I'm eligible for financial aid?

No matter where you end up enrolling, you'll likely encounter at least one of these questions during the college application process.

Use your visit to a National College Fair to get a head start. Check out the fair's education sessions, covering topics ranging from college costs, to student athlete eligibility and college selectivity.

Each fair also includes a counseling center, oftentimes an invaluable resource for students with specialized interests.

Do you love hands-on learning? Counselors can help you pinpoint colleges that provide research opportunities for undergraduates.

"There are resources available and there are people avail-



able who can help answer very individualized questions about the college search process," said Dana Lambert, a counselor at West Milford Township High School (NJ). "Take advantage of their expertise."

Follow up

Ask college reps for their contact information and be sure to follow up.

"Not always, but often, the representative that is attending the college fair is the representative that will end up reading your application," Hamman said. "Keep in touch with them; reach out with thoughtful, intelligent questions. That demon-

strates interest."

For the colleges you want to know more about, schedule campus visits.

Remember: Your trip to a college fair is the beginning – not the end – of your college search.

"Visiting a campus is by far the most important aspect of looking for a college," Kaan said. "There's no other experience like it. It's the best way to find your perfect fit."

– National Association for College Admission Counseling, nacacnet.org

About NACAC

The National Association for College Admission Counseling (NACAC), founded in 1937, is an organization of more than 15,000 professionals from around the world dedicated to serving students as they make choices about pursuing postsecondary education.

NACAC is committed to maintaining high standards that foster ethical and social responsibility among those involved in the transition process, as outlined in the NACAC Statement of Principles of Good Practice (SPGP).

A member-directed organization, NACAC is governed by its voting members; an Assembly of delegates elected by voting members in NACAC's state and regional affiliates and by an elected Board of Directors.

The Board of Directors sets the strategic direction for NACAC. Additionally, 10 standing committees, ad hoc committees, and an Affiliate Presidents Council lend their expertise and experience to the issues, programs and governance that keep the association vibrant in its service to members, the profession, and students.

NACAC's award-winning publications and other media resources, professional development programs and practical research efforts have all been designed to give counseling and admission professionals the tools they need to improve the counseling services they provide to students.

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Spring Open House

COME FOR A VISIT
Saturday, April 28, 2018

Get a jump-start on your college search at Hilbert College's Spring Open House. This is a great way to see what Hilbert College has to offer you!

Register Today!
hilbert.edu/SpringOpenHouse
(716) 926-8780

Hilbert College
5200 South Park Ave.
Hamburg, NY 14075

HILBERT COLLEGE | SEE DIFFERENT...



Buffalo National College Fair Information Sessions

Wednesday, March 21, 2018

Parking for these sessions is available at a reduced rate (\$2) at both the Augsburger and Fernbach Ramps.

Discover Gap Years

Session 1 • 7:00-7:30 PM
Room 104

Presenter: **Katherine Stievater**, Gap Year Advisor, Gap Year Solutions

Ever wondered if taking a Gap Year is right for you? Katherine Stievater, a Gap Year Advisor, and founder of Gap Year Solutions (gapyearsolutions.com) will explain why Gap Years for recent high school grads are growing in popularity and how any student can benefit from a Gap Year. She will explain different Gap Year options and the Gap Year planning process, including how it relates to college planning.

SAT/ACT

Session 1 • 7:00-7:30 PM
Room 106A

Presenter: **Sharon Bertucci**
School Counselor, City Honors

An overview of both tests will be presented. Tips and advice on how to best prepare for the tests will be provided as well as how results are used for college admission decisions.

Financial Aid 101

Session 1 • 7:00-7:30 PM
Room 106B

Presenter: **Katie Kocsis**, Director of Financial Aid, Niagara University

You can never have enough information on financial aid. This workshop is designed to help answer questions that students and parents may have about the process of determining financial need and awarding aid.

College Athletics

Session 1 • 7:00-7:30 PM
Room 103

Presenter: **Kelly Cruttenden**
Associate Athletic Director, University at Buffalo

Important information for prospective student athletes will be explored. Topics include recruitment rules, academic eligibility, letters of intent, and registration with the NCAA Eligibility Center.

The Right College

Session 2 • 7:40-8:10 PM
Room 103

Presenter: **Dean Reinhart**, Ph.D.
Associate Director of Admissions, Buffalo State College

How do you find the college that is right for you? This workshop will help students and parents examine the important factors to consider when making a decision on where to go to college.

The College Essay

Session 2 • 7:40-8:10 PM
Room 106A

Presenter: **Frank Williams**
Associate VP for Enrollment Management, Daemen College

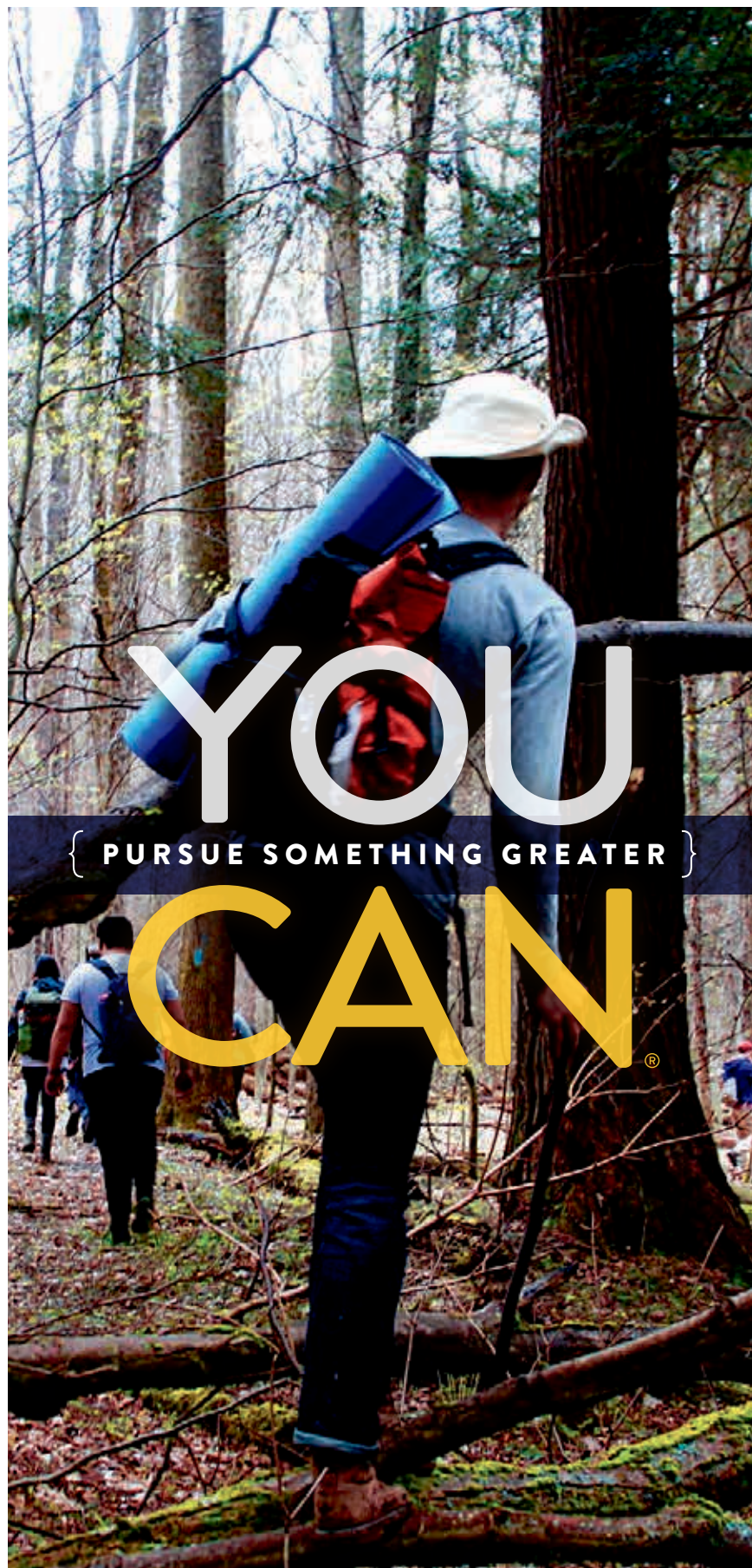
This session gives you the opportunity to learn about what colleges are looking for when reading college essays. You will leave this session with confidence in writing your college essay. Some of the questions that will be addressed are: How do I decide on a topic? What are the skills needed to start writing your college essay? How do I know if this is the right essay to submit?

Applying for Scholarships

Session 2 • 7:40-8:10 PM
Room 106B

Presenter: **Cheryl Goldstone**
School Counselor, Williamsville South HS

This presentation offers a brief overview on private scholarships and tips for completing scholarship applications. Learn how to conduct scholarship searches using the internet and receive advice on searching for scholarships, letters of recommendation, and writing essays for the scholarship application. The Excelsior Scholarship will also be discussed.



At Canisius College, you'll embark on a meaningful journey that will challenge and inspire you on every level. Here, you'll gain a greater understanding of your field of study, of course – but also of yourself, the world, and your purpose in it. It's this deeper learning that will prove invaluable no matter where life leads.

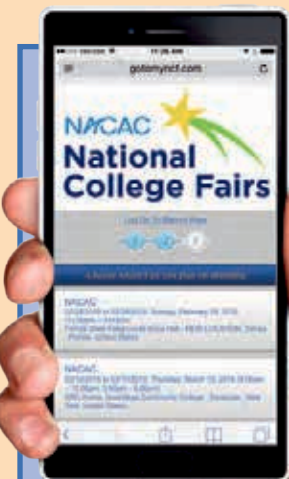
#9 BEST VALUE - REGIONAL
UNIVERSITIES NORTH
U.S. News & World Report

Visit us at the Buffalo National
College Fair - Booths #812 & #814

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A CATHOLIC, JESUIT COLLEGE

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APRIL 21

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canisius.edu/OH.



Mobile Registration

Register today at
www.gotomyncf.com

The benefits of online student registration

- Students register for the fair one time.
- It eliminates the need for college contact cards.
- Students are easily able to elaborate on special interests, extracurricular activities, and accomplishments.

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Table of Contents: College Profiles

Alfred State College SUNY College of TechnologyPage 5	Edinboro UniversityPage 12	Niagara County Community CollegePage 18
Buffalo State College.....Page 6	Erie Community College ...Page 6	Niagara UniversityPage 15
Canisius CollegePage 5	Finger Lakes Community CollegePage 13	St. John Fisher CollegePage 19
Daemen CollegePage 7	Hilbert College.....Page 13	Trocaire CollegePage 19
D'Youville CollegePage 6	Lawrence Technological UniversityPage 13	Villa Maria College.....Page 19

Table of Contents: Articles

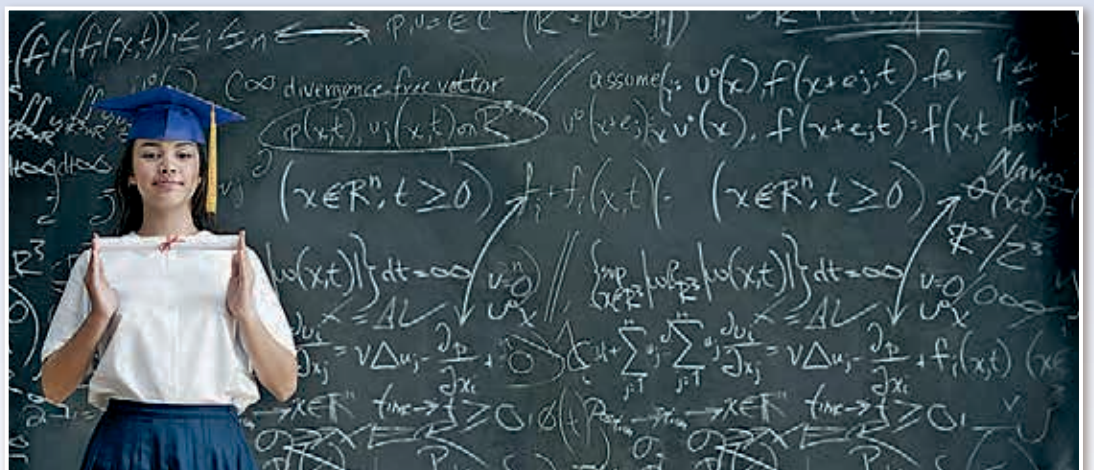
Floor Map of Colleges and Universities at the Fair..... 10-11	
Make the most of your visit to National College Fair 1	Early decision, early action, rolling admission, regular decision 16
High school classes required for college 4	Earning college credit in high school 17
How to cope with anxiety during the admission process 8	Top 10 tips for writing that college essay 17
Ask these questions to a college representative.. 9	Selecting a college 18
Bring this Checklist When Making a College Visit 9	Tips for attending College Fair..... 19
Put to the test: Preparing for the SAT/ACT 12	Make the most of your time with your high school counselor 20
Using high school courses and activities to prepare for college..... 16	Attention counselors! 5 for 50 Challenge..... 20

High School Classes Required for College

Planning to go to college? It's important you take the right classes in high school. Beginning in ninth grade, the majority of your classes should be ones that will prepare you for college. When it comes time to apply, you want to make sure you meet the admission criteria for ALL colleges in which you are interested. It's always better to be over-prepared than under-prepared.

Here's what you need by the end of your senior year in order to meet the admission criteria at a majority of colleges:

- | | | | | | |
|--|---|---|---|--|--|
| <p>Math
Sign up for four full years of math classes. Students who take math in each year of high school are far more successful in college than students taking only three years. Never skip a year of math in high school because you will lose your momentum. Your math classes should include at least four of the following six classes, taken in this order:</p> <ul style="list-style-type: none"> ■ pre-algebra ■ algebra ■ geometry ■ algebra II and/or trigonometry ■ precalculus ■ calculus | <p>English
Make sure you take four full years of English classes. This includes courses in which you study writing and courses in which you read literature. You need to be able to write well in nearly every career. Use your English classes to read, analyze, and develop strong communication skills.</p> | <p>Science
Take three to four years of laboratory science classes. You will have the strongest background if you have taken at least one year each of:</p> <ul style="list-style-type: none"> ■ biology ■ chemistry ■ physics | <p>Arts
A small number of colleges require one year of visual or performing arts prior to admission.</p> | <p>Foreign Language
Take two to four years of a foreign language. More and more colleges are requiring a minimum of two years of language study while in high school.</p> | <p>Social Studies
Two years, at a minimum, of social sciences are required by most colleges. The majority of college freshmen studied world history and US history in high school. Other social science options include:</p> <ul style="list-style-type: none"> ■ government ■ sociology ■ geography ■ psychology |
|--|---|---|---|--|--|



Picture yourself at Alfred State

10 Upper College Drive
Alfred, NY 14802
607-587-4215 or 1-800-4ALFRED
Web: alfredstate.edu

At Alfred State, your career is our most important mission. With our emphasis on hands-on, project-based learning, you'll truly know how to solve problems you'll face on the job, and acquire the skills and knowledge employers look for.

You may choose from more than 70 majors in such fields as agriculture, business, health, applied and engineering technologies, or the arts and sciences. Our small class size helps you foster personal connections with your peers, and our faculty will get to know you by name.

Our faculty love what they do. And because they have real-world experience, they are experts in their field and will guide you on real-world projects every day.

A lot of your education also happens outside the classroom. That's why Alfred State has more than 100 clubs and organizations to choose from. From drama to intramural sports to dancing, your interests can take you places with employers, as well. They look for well-rounded students who jump in and get involved. Alfred State offers 19 intercollegiate sports, as well as plenty of intramurals, plus great facilities for exercise or a quick game of pick-up.

Through our civic engagement programs, you can channel your passions by getting involved in community service, cultural immersion experiences, political involvement, and much more. Alfred State students are born leaders, so civic engagement with a global focus is big on campus, whether it's building a solar home in China or California, or leading disaster relief efforts in neighboring communities.

Where you live on campus is also important. Alfred State's 13 residence halls offer a comfortable setting where you can focus on your studies and just relax after class. Our residence halls are designed to fit the needs of our diverse student body, including different types of rooms and halls for students with specific lifestyles.

Alfred State is located in the rural village of Alfred, which lies in the foothills of the Allegheny Mountains. The village is a center of education and culture, and mixes a college-town environment with quaintness, scenic beauty, safety, and small-town friendliness. And Buffalo is less than 100 miles away.

Come check us out for yourself and find out how Alfred State can help get you on the right path to a rewarding career!

Founded: 1908

Degrees and majors offered: BBA: Business Administration; Financial Planning; Sport Management;

Alfred State
SUNY College of Technology

Technology Management BS: Architectural Technology; Computer Engineering Technology; Construction Management; Criminal Justice; Digital Media and Animation; Electrical Engineering Technology; Forensic Science Technology; Graphic and Media Design; Health Sciences; Human Services Management; Mechanical Engineering Technology; Nursing; Surveying and Geomatics Engineering Technology BArch: Architecture BTech: Construction Supervision; Cyber Security; Healthcare Management; Information Technology: Applications Software Development; Information Technology: Network Administration; Information Technology: Web Development; Interdisciplinary Studies AA: Liberal Arts and Sciences: Adolescent Education (Teacher Education Transfer); Liberal Arts and Sciences: Humanities; Liberal Arts and Sciences: Math & Science; Liberal Arts and Sciences: Social Science; Pre-Environmental Science and Forestry (option within Liberal Arts & Sciences: Math & Science program) AAS: Accounting; Agricultural Business; Agricultural Technology; Architectural Technology; Biological Science; Computer Engineering Technology; Computer Information Systems; Construction Engineering Technology; Court and Realtime Reporting; Diagnostic Medical Sonography; Digital Media and Animation; Electrical Engineering Technology; Environmental Technology; Health Information Technology; Interior Design; Marketing; Mechanical Engineering Technology; Nursing; Radiologic Technology; Surveying Engineering Technology; Veterinary Technology AOS: Air Conditioning and Heating Technology; Autobody Repair; Automotive Service Technician; Building Trades: Building Construction; Culinary Arts; Culinary Arts: Baking, Production and Management; Electrical Construction and Maintenance Electrician; Heavy Equipment Operations; Heavy Equipment: Truck and Diesel Technician; Machine Tool Technology; Masonry; Motorcycle and Power Sports Technology; Motorsports Technology; Welding Technology AS: Business Administration; Computer Science; Criminal Justice; Engineering Science; Graphic and Media Design; Human Services; Individual Studies; Sport Management Certificate: Coding & Reimbursement Specialist; Court Reporting and Captioning. An Undeclared Major is also available.

Current Enrollment: 3,700

Faculty: 231 full- and part-time faculty; 18:1 Student to faculty ratio

Tuition/costs: In-State Tuition: \$6,670; Room and board: \$12,250; Student fees: \$1,657

Financial aid: See website: www.alfredstate.edu, or call 607-587-4253 or 1-800-4ALFRED

Admissions: \$50 application fee; rolling admissions; see website for required documents

Open House date: Sunday, April 29



Canisius College

2001 Main St.
Buffalo, NY 14208
Phone: 716-888-2200
Web: canisius.edu

Description: Founded in 1870, Canisius is one of 28 Jesuit, Catholic colleges in the nation.

A private, masters-level comprehensive university, Canisius is consistently ranked among the top regional institutions in the Northeast. The values of excellence, leadership and service are central to the college's mission. Students benefit from a highly personalized education distinguished by close student-faculty collaboration and unique experiential learning opportunities.

Majors or Degrees Offered:

- More than 100 undergraduate majors, minors and special programs in schools of Business, Education and Arts & Sciences
- 35 master's and certificate programs
- Pre-Professional programs in health, law and engineering
- Combined degree programs include BA/MBA; Pharmacy joint degree program and early assurance programs in health professions offered in conjunction



with University at Buffalo and Lake Erie College of Medicine.

Academic Calendar: Fall and spring semesters plus two summer sessions

Current Enrollment: Undergraduate: 2,398 Graduate: 1,066

Faculty: Full-time:

182; Part-time: 223

- Faculty are research-active and widely published.
- 98% hold PhD's or terminal degrees. (full-time faculty)
- Canisius student-to-faculty ratio is 11:1.

Tuition/costs: 2018-19 Undergraduate Tuition & Fees: \$28,488 (annual)

Room/board: \$13,300

Financial Aid: 94% of students receive institutional aid and scholarships

Admissions:

Nov 1: Early Action deadline

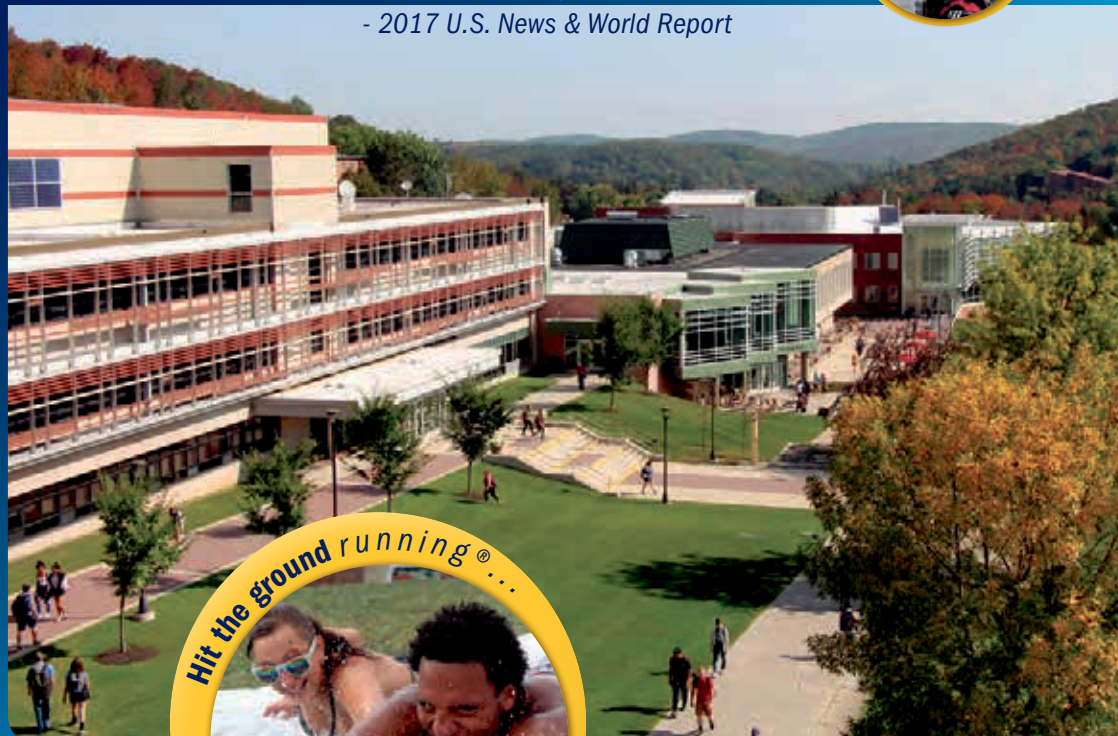
After Nov 1: Rolling admissions

Alfred State

State University of New York College of Technology

RIGHT SIZED - #1 RANKED Northern Regional College with 3,000+ students, 70+ majors, & 18:1 student to faculty ratio.

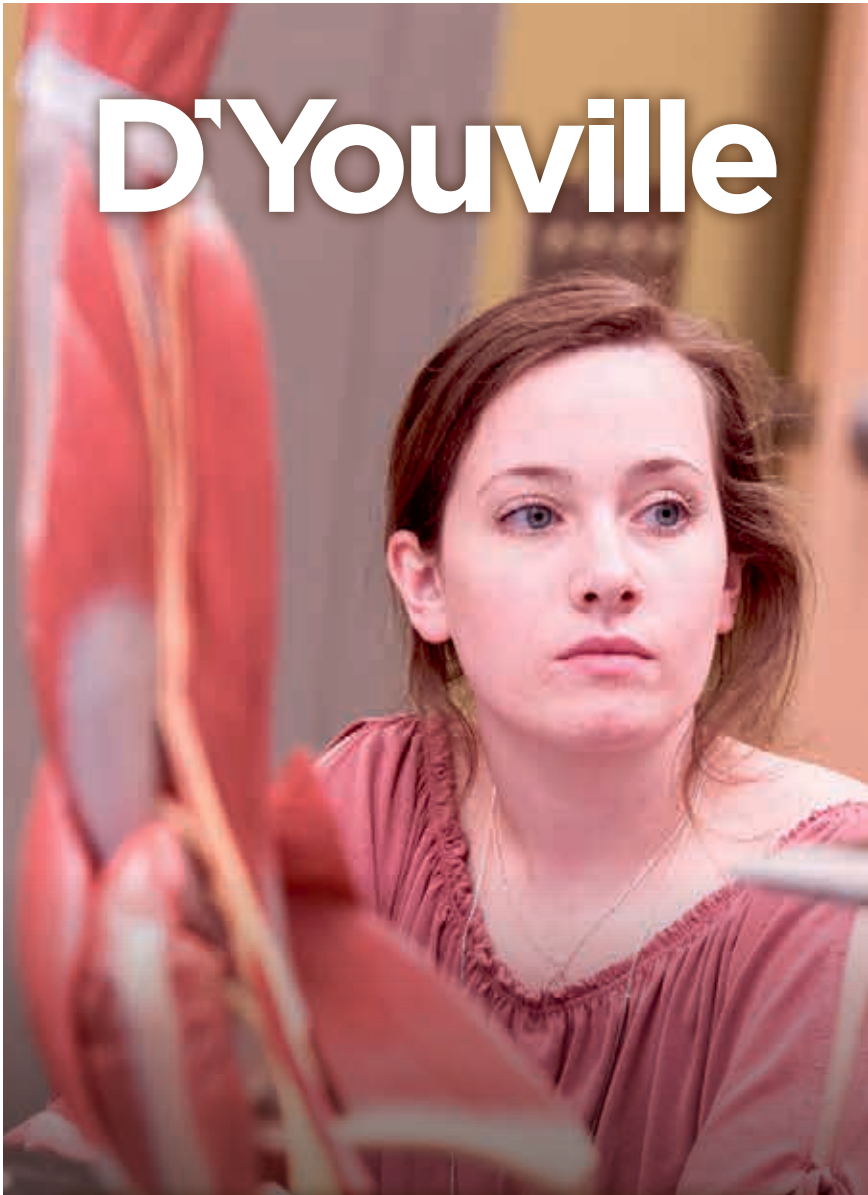
- 2017 U.S. News & World Report



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PER THE ECONOMIST**

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Buffalo State College

Established ~ 1871

Engagement. Excellence. Social Responsibility.

Buffalo State College offers degrees in the arts, education, the sciences, and professional studies. Each year, nearly 10,000 students pursue engagement, excellence, and social responsibility on our urban-engaged campus in Buffalo's historic Elmwood Village.

Here are just a few of the amazing attributes you'll find as a student at Buffalo State:

Broad Array of High-Quality Academic Programs: As the largest comprehensive college in the State University of New York (SUNY) 64-campus system, Buffalo State offers 79 undergraduate majors, 64 graduate programs, and numerous minors and certificates. The college is recognized for its faculty excellence in classroom teaching and scholarship and is known for its small class sizes. Buffalo State offers the perfect academic blend: small college learning environments coupled with large university opportunities.

Diverse and Creative Environment: Buffalo State is among the most diverse colleges in the SUNY system, a characteristic that's reflected in the myriad of people, ideas, experiences, and program offerings found here. This diverse and creative environment fosters student



BUFFALO STATE
The State University of New York

growth and success.

Hands-on Learning Opportunities: Buffalo State takes advantage of its location in the second-largest city in New York State by offering extensive undergraduate research opportunities, internships, service-learning programs, and career development services that benefit students and the community. As a result, job possibilities for graduates are strong and varied.

Smart Educational Investment: Buffalo State is one of the most affordable universities—public or private—in New York and beyond and we offer financial aid to approximately 85 percent of our undergraduates, with an average award package of more than \$10,000. Our graduates join a career network of more than 100,000 Buffalo State alumni (and more than 2.4 million SUNY alumni) living around the globe.

Location In the Heart of Buffalo's Cultural Corridor: The campus is located on a 125-acre parcel in Buffalo's museum district, adjacent to the Albright-Knox Art Gallery and Delaware Park. The Elmwood Village neighborhood is lined with a vibrant mix of trendy cafés, restaurants, shops, and Victorian-style housing. On campus, the Performing Arts Center at Rockwell Hall, Burchfield Penney Art Center, Warren Enters Theatre, Czurlies-Nelson Gallery, and Bacon Student Art Gallery place the arts and creativity right at students' fingertips.



D'Youville College

**320 Porter Ave.
Buffalo, NY 14201
Phone: 716-829-7600
Fax: 716-829-7900
Website: dyc.edu**

Description: D'Youville is a vibrant, growing campus community with over 3,000 students offering over 50 undergraduate, graduate, and doctoral degree programs along with advanced certificates and accelerated learning programs. Degrees at D'Youville include nursing, medicine, pharmacy, and various health professions, as well as business and the liberal arts, producing graduates that enjoy employment rates over 90% in most programs they complete.

D'Youville is the number one private school in Western New York for highest post-graduation salaries ten years after admission, rated a top 20% economic value by The Economist Magazine, and has been consistently named as a top-college for veterans in the nation.

Offering fourteen NCAA Division III intercollegiate programs, D'Youville encourages students to balance inter-and-extracurricular activities integrating community service activities with coursework, ensuring graduates not only have the academic rigor necessary for their careers, but the skills to be leaders for the world of tomorrow.

Majors or Degrees Offered: Accounting BS, ADVANCE Business Management BS, Biology BA & BS, Business Management BS, Chemistry BS, English BA, Exercise and Sports Studies BS, Global Studies BA, Health Analytics BS, Health Services Management BS, History BA, Liberal Studies for Education BA, Mathematics BA

D'Youville

& BS, Nursing BSN, Online Nursing BSN Completion for Registered Nurses RN-to-BSN, Philosophy BA, Pre-Pharmacy, Pre-Professional Science Pre-Medical, Pre-Dental, Pre-Veterinary BS, Psychology BA, Public Health BS, Religious Studies BA, Spanish BA, Sociology BA, Accounting BS + International Business MS, Biology BA or BS + Anatomy MS, Dietetics BS + MS, International Business BS + MS, Occupational Therapy BS + MS, Physician Assistant BS + MS, Public Health BS + MS, Biology BS + Chiropractic DC, Physical Therapy DPT BS, Anatomy MS, Education MS — International Students, Family Nurse Practitioner MS, Health Services Administration MS, International Business MS, MBA Master's in Business Administration, Occupational Therapy MS, Psychiatric Mental Health Nurse Practitioner MS, Chiropractic DC, Educational Leadership EdD, Health Administration EdD, Family Nurse Practitioner DNP, Psychiatric Mental Health Nurse Practitioner DNP, Pharmacy PharmD, Physical Therapy DPT

Academic Calendar: Semesters

Current Enrollment: 3,000

Faculty: 260

Tuition/costs: Approximately \$25,000 per year

Financial Aid: FAFSA – Over \$16 million awarded in scholarships annually

Admissions: Rolling admissions. D'Youville or Common Application required; SAT or ACT for freshman; pre-testing requirements, see programs for details

SUNY Erie Community College

**121 Ellicott Street
Buffalo, NY 14203
Phone:
716-851-1322
Fax: 716-851-1129
Email: info@ecc.edu
Web: ecc.edu**



Description: SUNY Erie Community College is committed to meeting the needs of a diverse, entrepreneurial student body, while contributing to the economic vitality of Western New York. Our three-campus college provides an innovative academic environment, ranks as one of the nation's top associate degree producers, and continues to be a top choice for recent high school grads, veterans, and nontraditional students throughout the region.

Founded: 1946

Degree programs: More than 90 degree and certificate programs. Associate degree programs: Business and Public Service; Engineering and Technologies; Health Sciences; and Liberal Arts. 29 one-year certifi-

cate programs; class/core concentration programs; and 7 completely online programs and more than 250 classes offered online. Visit www.ecc.edu for a complete list.

Academic calendar: Spring 2018 semester: Jan. 16 to May 15. Summer session I: May 21 to June 28. Summer session II: July 2 to Aug. 9.

Undergrad enrollment: 10,293 students (6,128 full-time and 4,165 part-time)

Faculty: More than 800 full- and part-time instructors.

Tuition/fees: \$5,575 (\$205 per credit).

Financial aid: SUNY Erie has a comprehensive program of student aid. All necessary financial aid forms can be found by visiting the College's Financial Aid information page at: www.ecc.edu/financialaid/aid-forms. SUNY Erie scholarship information can be found by visiting the Foundation site at <http://www.ecc-foundation.com/scholarships-fund>, or by calling their office at 716-851-1990.

Admissions: For complete information about SUNY Erie admissions and registration policies, please visit our website at www.ecc.edu/admissions.

Daemen College

4380 Main Street
Amherst, NY 14226-3592
Phone: 716-839-8225 or
800-462-7652
Fax: 716-839-8229
Web: daemen.edu

DAEMEN



Description: Daemen takes a personalized approach to learning, providing students with a comfortable classroom setting which allows for personal interaction. Our small class sizes give students confidence to participate. Students work closely with faculty on original work, whether it is a research study or an art project. They learn to approach a problem from multiple perspectives and how to learn to succeed. The college seeks to integrate the intellectual qualities acquired through study of the liberal arts with the education necessary for professional accomplishment.

Internships, field placements, clinical assignments, and student teaching assignments give students experiential learning in a professional setting. The office of Career Services assists students, across all academic disciplines, with local and global community engagement opportunities that provide practical experience for student success. (Watch our video @ Daemen.edu/WhyDaemen)

Daemen athletics is an NCAA Division II member of the East Coast Conference. Students have the opportunity to participate in recreation and intramural programs, competitive club sports, and 17 NCAA D-II athletic programs. Daemen athletics sponsors men's and women's basketball, cross country, soccer, tennis, track and field, volleyball, men's golf, women's bowling and triathlon.

Daemen has been designated a Military Friendly School.

Daemen's suburban campus is located on Main Street in Amherst, New York. Explore the campus online: Daemen.edu/VirtualTour.

Majors or Degrees Offered: Accounting, Animation, Art (Applied Theater, Drawing, Graphic Design, Illustration, Painting, Sculpture, Visual Arts Education K-12), Arts Administration (Comprehensive Arts, Fine Arts, Theater), Athletic Training, Biochemistry, Biology (Adolescence Education 7-12, Environmental Studies), Biology/Cytotechnology, Business Administration

(Human Resource Management, International Business, Marketing, Sport Management), Business Administration/International Business, Education (Adolescence Special Education 7-12, Childhood Education 1-6, Childhood Ed/Special Ed 1-6, Early Childhood Ed/Special Ed B-2), English (Adolescence Education 7-12, Professional Writing and Rhetoric), French (Adolescence Education 7-12), Health Promotion (Community Health, Complementary and Alternative Health Care Practices, Health



and Fitness), Health Promotion/Public Health, History, History & Political Science (Adolescence Education 7-12, Environmental Studies), Mathematics (Adolescence Education 7-12), Natural Sciences (Environmental Studies, Forensic Science, Health Science), Nursing (1+2+1 Partner Curriculum Program and RN-BS), Paralegal, Physical Therapy, Physician Assistant, Political Science, Psychology, Religious Studies, Social Work/MSW, Spanish (Adolescence Education 7-12), Sustainability - Global and Local

Pre-professional studies: Daemen College offers Pre-Dentistry, Pre-Medicine, Pre-Pharmacy and Pre-Veterinary programs with an option for placement opportunities for several of these tracks with partner institutions, providing that all requisites, criteria, and standards of the program are met.

Linked and 4+1 degree programs: Accounting BS/MS, Arts Administration BS/MS, Athletic Training BS/MS, Biology/Cytotechnology BS/MS, Business Administration/International Business BS/MS, Health Promotion/Public Health BS/MPH, Physical Therapy BS,NS/DPT, Physician Assistant BS/MS, Social Work/MSW. Education majors have the opportunity to get a Master's in Special Education or Applied Behavior Analysis, which also offers an advanced certificate program.

Academic calendar 2018/2019: September 4, 2018 - May 3, 2019

Current Enrollment: Approximately 1,700 Undergraduate and 800 Graduate Students

Student/faculty ratio: 12:1. Small classes allow students to get the individual attention they deserve.

Tuition/costs: 2017-18 Tuition: \$27,450, Room and Board: \$12,346

Financial Aid: Daemen offers Generous Merit Scholarships: Over 96% of undergraduate students receive some type of financial aid. Students who apply to Daemen will be considered for an array of scholarship awards. Grants are available for students with high-need eligibility.

Admissions: Our Admissions staff will help guide you through the process from start to finish. We offer a rolling admissions policy. Apply online for free at daemen.edu/apply or commonapp.org. Visit Daemen! That's the best way to really get a feel for what Daemen has to offer. Schedule your visit @ Daemen.edu/visit. If you have any questions, contact us at 716-839-8225 or admissions@daemen.edu.



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EU





How To Cope With **ANXIETY** In The Admission Process

BY SEAN NYHAN

When we asked Brennan Barnard, director of college counseling at the Derryfield School (NH), what students are most worried about, his response was: “What aren’t students worried about?”

It’s true the college admission process warrants a certain amount of anxiety. As they continue with their regular coursework, students schedule visits to colleges, take standardized tests, monitor application deadlines, write essays, etc. But college counselors also worry about other factors outside of the traditional steps to college admission – some they have no control over – that adversely affect the student psyche.

One of the most common pitfalls, counselors say, is the search for the “best” college instead of the best-fit. College rankings, media coverage, and social media all play roles in shaping student perception, but students can easily drown in college admission anxiety once they let others identify their choices.

“I have some students who won’t even look at smaller, regional colleges near us

because those schools don’t have a reputation that the student, or parent, is aware of,” says Michael Dunn, director of college counseling at the Aim Academy (PA).

Of course, these influencers have always existed, but there are other societal trends that make today’s current climate unique. Students, counselors say, are far more focused on results. In other words, they want to know that the college they attend will guarantee them a job after they graduate.

Perhaps this is due in part to the financial crisis of the last decade, or maybe the rising cost of tuition has students worried about future debt. Either way, the traditional view of higher education is changing.

“We try to emphasize the liberal arts, as we see them providing the most solid foundation for the ambiguous future job market, but our students are more interested in pre-professional programs,” Dunn says. “These feel more tangible and directly leading to specific jobs.”

While it is important to consider financial obligations and future job prospects into the college search, it can lead students to erroneously believe only a select few schools will provide those opportunities.

Dunn says his students often think only “good” colleges result in “good” jobs. But

they fail to realize that their definition of good may be flawed. To correct their misconceptions, it’s helpful to flip that model.

Instead of starting with the perceived results, counselors recommend walking back the process to the beginning. In other words, figure out how you got to your list of colleges in the first place.

Taking a break in the middle of a busy admission season is easier said than done, but according to counselors like Dunn, it is crucial. He recommends several strategies for reducing anxiety and approaching the process with a clear mind:

1. Previewing

Because it becomes more difficult to address stress when we’re in full-blown panic mode, college counselors recommend using a tool called “previewing.” This just means setting up a stress-relief plan ahead of time, so that it becomes easier to implement during a crisis.

2. Get outside

Successful stress relief methods vary from person to person, but there are some common methods that typically work for anyone.

Going outside, whether to exercise or just sit and enjoy a local park, is one healthy remedy. “Our students, like many, are inside cats,” Dunn says. “They are connected to devices all day long, and don’t tend to venture outside for much unless forced to do so.”

3. Get Your Work Done Early

Finishing essays and applications well before the deadline is critical, especially before senior year kicks off in earnest. Some high schools offer summer programs to help students get started early.

4. Talking to Your Counselor

Counselors are often an under-utilized resource, and students should seek them out whenever necessary. However, it’s especially important to check in at the various application process benchmarks (test results, application deadlines, decisions). “I’ve found that students can feel like they’re going through the college process alone, so having their counselor there to talk to them is critical,” Dunn says

—National Association for College Admission Counseling, nacacnet.org.



Bring this checklist when making a college visit

Every college visit should have at least two dimensions, formal and informal. To cover both dimensions, begin your planning with the following checklist. To make sure you're able to see everything you'd like to, don't forget to call the college ahead of time and schedule your visit.

Formal

- Take a campus tour
- Have an interview with admission officer
- Participate in group information session at the admission office
- Sit in on a class (or two!)
- Talk to a professor (or two) in your chosen major(s)
- Talk to a coach in your chosen sport
- Talk to a student or counselor in the career center
- Spend the night in the dorm with a current student

Informal

- Read the student newspaper, even the ads
- Try to find other student publications – department newsletters, alternative newspapers, literary reviews
- Eat in the cafeteria
- Ask a student why he/she chose this college, and what's their favorite part about it
- Wander around the campus by yourself
- Search for your favorite book in the library
- Read the bulletin boards in the student union and in the academic department you're interested in.
- Ask a student what he/she dislikes about the college
- Browse in the college bookstore
- Eavesdrop on students to hear what they're talking, or complaining about
- Surf the Net in the student computer center
- Walk or drive around the community surrounding the campus to explore the surrounding area
- Find out if there is public transportation or if you can have your vehicle on campus
- Ask a student what he/she does on weekends
- Ask career services about upcoming job opportunities
- Look into clubs and organizations on campus that interest you
- Listen to the college's radio station
- Try to see a dorm that you didn't see on the tour
- See if you can imagine yourself at this college

—National Association for College Admission Counseling, nacacnet.org



Ask these questions of a college representative

1. What are the admission requirements (GPA, SAT/ACT scores, class rank, etc.)?
2. What is the admission policy of your school (application deadline and fee, rolling admissions, early admissions, etc.)?
3. What do I need to do to complete your college admissions process? Is an essay required? If yes, what should I write about?
4. Is an admissions interview required, or just strongly suggested? What type of questions will be discussed?
5. What is the cost for one year? What types of financial aid are available?
6. Are academic or athletic scholarships available, if so what are the criteria?
7. When should I begin the financial aid process? What is the average freshman award?
8. Is the location of the school rural, urban, or suburban?
9. Is housing available on campus for students? Do freshman have to live on campus, and are they allowed to have a car on campus?
10. How many students live on campus in residence halls? How many students typically live together in a room? Is housing assured to everyone?
11. Do the residence halls provide Internet access?
12. Are there places or programs to receive tutoring assistance in areas such as reading, writing, study skills, word processing instruction if I should need it?
13. Can freshman declare majors? Can I choose "Undeclared" if I don't know yet what I want to do?
14. Do veteran faculty members teach freshman courses or do graduate assistants teach them?
15. What is the ratio of students-to-faculty in freshmen courses?
16. What student organizations, clubs, and activities are available?
17. What intercollegiate sports do you offer? What division is your school? Do you offer intramural sports activities?
18. Does your school give college credit for Advanced Placement (AP) examinations? What AP score is needed in order to receive college credit?
19. Does the school have a Placement Office?
20. What is the placement rate for my major?
21. How do I schedule a campus visit?
22. Do you offer a study abroad program?
23. May I observe a class? May I come for an overnight visit, or shadow a current student in the same major of my interest? When may I come?
24. When is your school's open house?
25. Do any of the outside activities that I participated in count in the admissions decision?

—National Association for College Admission Counseling, nacacnet.org

INTERNATIONAL

- The University of Sydney – Sydney, Australia419
- Brock University - St Catharines, ON, Canada414
- George Brown College - Toronto, ON, Canada809
- Ryerson University - Toronto, ON, Canada312
- University of Guelph - Guelph, ON Canada711
- Duke Kunshan University - Kunshan, China516
- International College of Liberal Arts (iCLA), Yamanashi Gakuin University - Kofu City, Japan514
- University of Kent - United Kingdom510
- University of Stirling - Stirling, Scotland519

ARMED FORCES

- U.S. Army214
- U.S. Army Recruiting218

GAP YEAR PROGRAMS

- EF Gap Year921

ALABAMA

- The University of Alabama303

ARIZONA

- Embry-Riddle Aeronautical University ...116
- University of Advancing Technology404
- The University of Arizona901

CALIFORNIA

- Sonoma State University 1020
- University of California-Irvine307

CONNECTICUT

- Quinnipiac University 1000
- University of Connecticut409
- University of New Haven301
- Western Connecticut State University816

DISTRICT OF COLUMBIA

- The Catholic University of America416

FLORIDA

- Embry-Riddle Aeronautical University ...116
- Florida Institute of Technology813
- Florida State University 1004
- Full Sail University108
- The University of Tampa601

GEORGIA

- Savannah College of Art and Design210

ILLINOIS

- DePaul University308

INDIANA

- Butler University211
- Purdue University403

MAINE

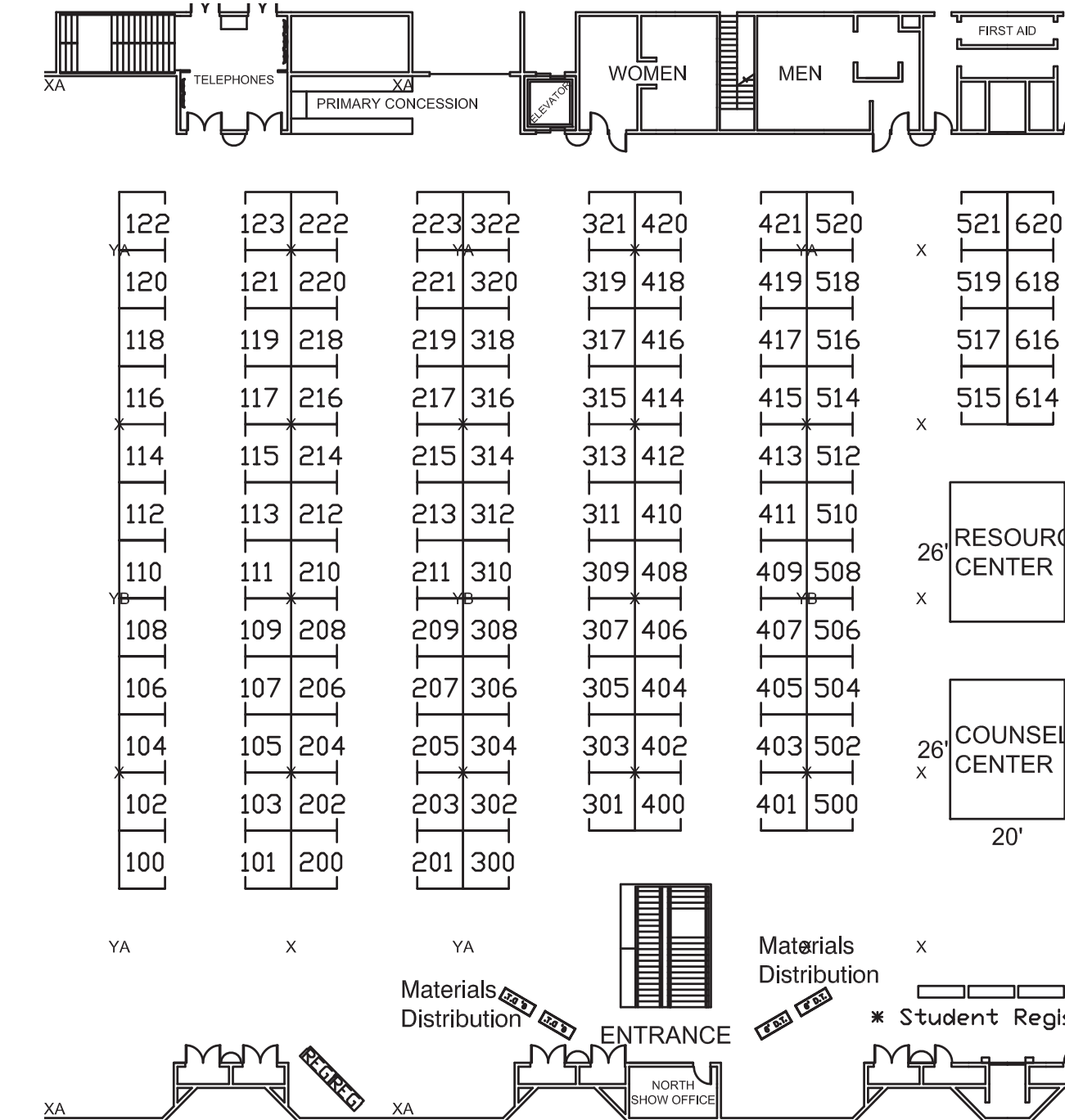
- Husson University712
- Saint Joseph's College of Maine919
- Unity College400
- University of Maine313
- University of New England819

MASSACHUSETTS

- American International College103
- Emmanuel College106
- Lasell College 1011
- Merrimack College504

MICHIGAN

- Concordia University310
- Kettering University708
- Lawrence Technological University800
- Michigan State University 1008
- Western Michigan University912



NEW HAMPSHIRE

- University of New Hampshire707

NEW JERSEY

- Rutgers University-New Brunswick603
- Seton Hall University 1001

NEW YORK

- Adelphi University314
- Albany College of Pharmacy and Health Sciences405
- Alfred State College-SUNY406
- Alfred University115

- Bryant & Stratton College906
- Buffalo State College - SUNY 410, 412
- Canisius College 812,814
- Cazenovia College 1013
- Clarkson University117
- Concordia College101
- The Culinary Institute of America810
- Daemen College 109,111
- D'Youville College 213,215
- Elmira College104
- Fashion Institute of Technology706
- Finger Lakes Community College710
- Genesee Community College112

- Hartwick College811
- Hilbert College714
- Hobart and William Smith Colleges415
- Hofstra University512
- Houghton College 1018
- Ithaca College316
- Jamestown Community College709
- John Jay College of Criminal Justice914
- Keuka College700
- Le Moyne College 1009
- Long Island University-LIU Post Campus616
- Manhattan College216
- Manhattanville College ...318

This list was last updated



and UNIVERSITIES **NACAC**



dated March 1, 2018



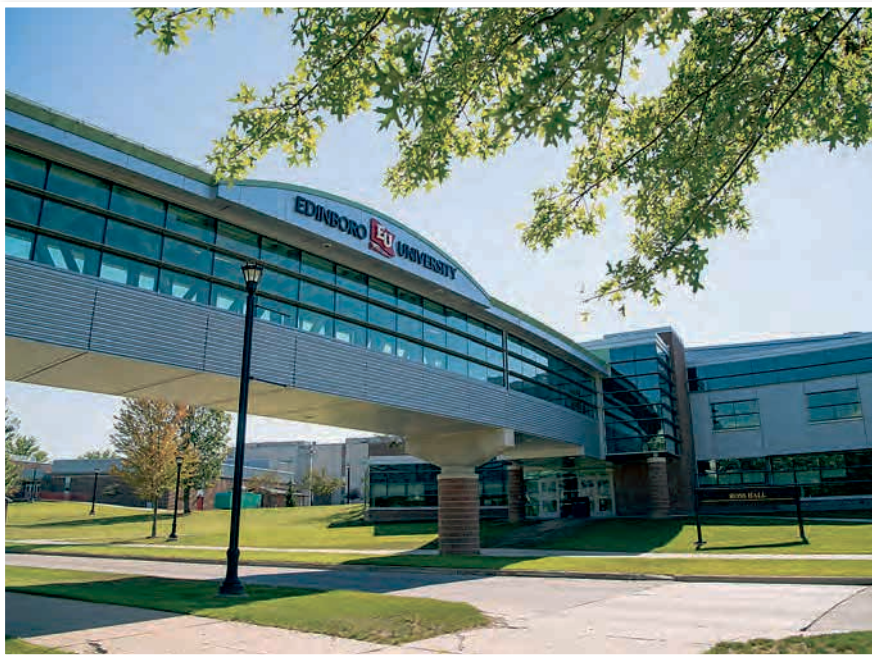
Marymount Manhattan College 1014	Rochester Institute of Technology807	SUNY College at Fredonia402
Medaille College 918,920	Saint Bonaventure University713	SUNY College at Geneseo 1021
Monroe Community College413	St. John Fisher College206	SUNY Maritime College ...613
Morrisville State College ..219	St. John's University705	SUNY Mohawk Valley Community College203
Nazareth College909	St. Joseph's College of Nursing at SJHHC905	SUNY College at Oneonta118
Niagara County Community College619	St. Lawrence University815	SUNY College at Oswego 306
Niagara University 309,311	SUNY Brockport917	SUNY at Plattsburgh821
Onondaga Community College804	SUNY College of Technology at Canton618	SUNY College at Potsdam 614
Pace University 1017	SUNY College at Cortland 902	SUNY Polytechnic Institute302
Paul Smith's College719	SUNY College of Technology at Delhi315	Syracuse University910
Purchase College, SUNY ..913	SUNY College of Environmental Science & Forestry417	Trocaire College 1002
Rensselaer Polytechnic Institute609	SUNY Erie 716,718	University at Albany (SUNY) 1006
Roberts Wesleyan College114		

Messiah College615	Neumann University 1016	Penn State University702	Pittsburgh Institute of Aeronautics911	Pittsburgh Institute of Mortuary Science900	Point Park University411	Robert Morris University ..105	Saint Francis University . 1012	Saint Vincent College903	Seton Hill University110	Slippery Rock University ..201	Thiel College202	University of Pittsburgh 506,508	University of Pittsburgh at Bradford304	University of Scranton408	Villanova University305	Washington & Jefferson College.....518	Waynesburg University401	Westminster College605
--------------------------	------------------------------	--------------------------------	--	---	--------------------------------	--------------------------------	---------------------------------	--------------------------------	--------------------------------	--------------------------------	------------------------	--	---	--------------------------------	-------------------------------	--	-------------------------------	------------------------------

University at Buffalo (SUNY) 515,517	University of Rochester . 1010	Utica College808	Villa Maria College 1019	Wagner College317	Wegmans School of Pharmacy208	Wells College200
--	--------------------------------	------------------------	--------------------------------	-------------------------	-------------------------------------	------------------------

NORTH CAROLINA	
Campbell University500	High Point University703
OHIO	
Baldwin Wallace University801	Bowling Green State University217
Cleveland Institute of Art 1005	Cleveland State University717
John Carrol University 1007	Kent State University904
Lake Erie College916	Marietta College119
Miami University607	Ohio Northern University209
Ohio University704	The University of Akron 1003
University of Dayton611	University of Toledo100
PENNSYLVANIA	
Allegheny College907	Chatham University113
Clarion University of Pennsylvania908	Drexel University212
Duquesne University207	Edinboro University of Pennsylvania803
Gannon University205	King's College701
La Roche College617	Lake Erie College of Osteopathic Medicine (LECOM)300
Mercyhurst University805	

RHODE ISLAND	
Salve Regina University806	University of Rhode Island204
SOUTH CAROLINA	
Clemson University407	
TEXAS	
Texas Christian University 502	
VERMONT	
Northern Vermont University715	Norwich University802
Saint Michael's College107	Southern Vermont College 1015
VIRGINIA	
Sweet Briar College817	
WEST VIRGINIA	
Bethany College915	West Virginia University102



Edinboro University

219 Meadville St.
Edinboro, PA 16444
Phone: 888-8GO-BORO
814-732-2000
Web: edinboro.edu



Visit www.edinboro.edu for a complete list.

Academic calendar: Summer sessions begin May 21, June 11 and July 16, 2018; Fall: Aug. 27-Dec. 14, 2018; Spring: Jan. 14-May 3, 2018.

Undergraduate enrollment: 5,575

Faculty: Class sizes are small and are taught by 327 internationally recognized faculty, 82 percent of whom hold terminal degrees in their field, offering students the personalized and high quality education they need to succeed.

Tuition/costs: \$10,281 per year undergraduate tuition and mandatory fees (in-state)

Financial aid: 90 percent of undergraduate students receive some form of financial aid; \$4.7 million in institutional scholarships and awards in 2015-16.

Admissions: Apply today at www.edinboro.edu/admissions.

Description: Edinboro University, northwestern Pennsylvania's largest and most comprehensive institution of higher education, is distinguished by its focus on individual attention to student success, commitment to diversity and responsiveness to the evolving needs of the broader world. EU offers over 100 areas of academic study in a challenging yet supportive environment. With its vibrant campus community, an internationally recognized faculty, numerous clubs and organizations, nationally renowned services for students with physical disabilities, NCAA athletics, performing arts and 65,000-person alumni network, Edinboro is committed to providing the highest quality undergraduate, graduate and co-curricular education.

Founded: 1857

Degree programs: More than 100 undergraduate, master's, doctoral and certificate programs in arts, science and health professions, business and education.

Put to the test: Preparing for SAT/ACT

Stressed about standardized tests?

Here's some good news: There's no need to cram. Taking rigorous classes in high school is by far the best preparation strategy. That said, there are a few additional things you can do to make sure you do you perform well on test day.

Pick up a book: No, you don't have to plow through Moby Dick (though that wouldn't hurt)! But you should spend at least 15 minutes reading for fun each day. Choose books, magazines, and newspapers that you enjoy—everything from Harry Potter to The New York Times can strengthen your reading comprehension and vocabulary.

Hone your writing skills: Both the ACT and SAT include an optional essay section. Whether you're writing a research paper for school or working on your own short stories, your writing skills will improve with practice.



Strategize: Test-taking skills can be learned through practice. Both the ACT and SAT provide sample questions, and practice tests are available online. Try them out and look carefully at the questions you get wrong. If you find that certain types of questions or certain topics stump you, get some help from a teacher in those areas. For example, a math teacher can recommend a good book to review the basics of geometry or algebra.

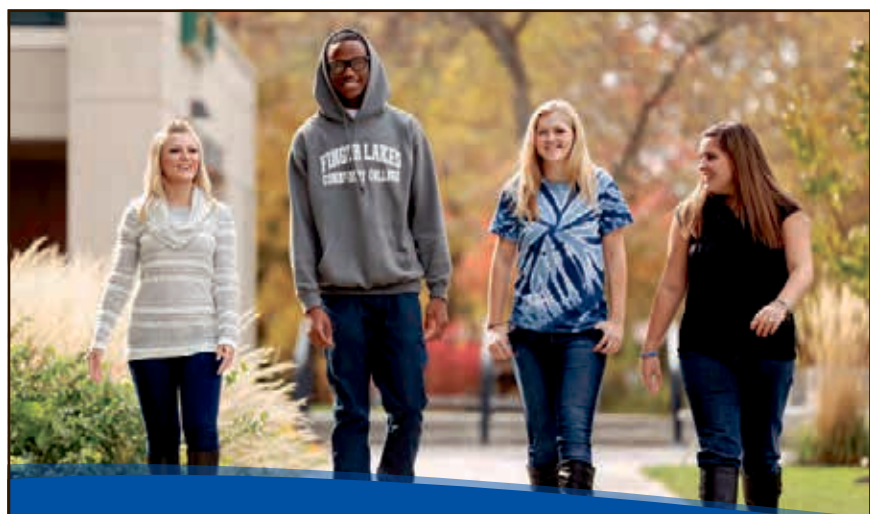
Come prepared: Set out everything you'll need (including your No. 2 pencils) the night before the test and get plenty of rest. Arrive at the testing center early and don't skip breakfast. It's harder to concentrate when you are hungry.

Relax: Scores are important, but they're not nearly as important as many students think. Although each college uses test scores differently, admission decisions are rarely based solely on test scores. In fact, your academic record—the courses you've taken and the grades you've received—is looked at much more closely than your test scores.

Factors in the admission decision:

A student's high school record continues to be the most important factor in college admission decisions for prospective first-time freshmen.

—National Association for College Admission Counseling, nacacnet.org



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Majors/ degrees offered: FLCC offers more than 50 areas of study. In addition, the College offers honors studies, a winter session and summer sessions, online, travel and expedition courses, internships, high school dual-credit programs, non-credit and workforce training offerings, and Adult Basic Education/GED and ESL programs. FLCC also holds joint admissions agreements and transfer agreements with public and private four-year colleges and universities that allow graduates to transfer their credits in pursuit of bachelor's degrees.

Academic Calendar: 2018-19 Academic Year is September 4, 2018-May 18, 2018

Founded: 1967

Current Enrollment: 6,356 full and part-time students enrolled in Fall 2017

Faculty: 117 full-time, 196 part-time
20:1 student to faculty ratio

Tuition/costs: New York State residents with Certificate of Residence (affidavit required)** \$2261 per semester. (2017-18)

Financial Aid: Approximately 80 percent of the student population at FLCC receives some form of financial aid, representing more than \$34 million annually.

Admissions: Open admissions; rolling admissions.



Hilbert College
5200 South Park Ave.
Hamburg, NY 14075
Phone: (716) 926-8780
Fax: (716) 649-1152
Web: hilbert.edu
Email: admissions@hilbert.edu

HILBERT COLLEGE

Description: Hilbert College is an independent four-year, Catholic Franciscan institution. Located in suburban Hamburg, New York only 10 miles south of Buffalo. Students from diverse backgrounds are educated in liberal arts and professional programs to become informed citizens committed to serving and strengthening their communities.

Founded: 1957

Degree programs: The liberal arts curriculum allows students to choose from 19 bachelor's degree programs, four 4+1 master's degree programs, two master's degree programs, and six associate's degree programs. Go to www.hilbert.edu for a complete listing.

Academic calendar: Semester

Current undergrad enrollment: 800

Faculty: 49 full-time and 76 part-time

Tuition: \$10,875 per semester for full-time undergraduate students. \$560 per credit hour for part-time undergraduate students.

Financial aid: When students apply for undergraduate admissions and financial aid at Hilbert, they are automatically considered for scholarships. Several are based strictly on cumulative grade point average. Others consider special qualities or areas of interest. During the financial aid award process, you will be considered for applicable scholarships and grants on a time sensitive basis.

Freshmen scholarships awarded by admissions: wide range of scholarships are available. For a complete list of Hilbert scholarships available to incoming freshmen, contact the Office of Admissions or stop by to see an Admissions Counselor.

Admissions: Students may apply online at hilbert.edu, apply, via the CommonApp, or call our Admissions Office at (716) 926-8780 to request a paper application.

**Lawrence
Technological
University**

21000 West Ten Mile Road
Southfield, Mich. 48075
Phone: 800-225-5588
Web: ltu.edu/applyfree

Description: Lawrence Technological University is a private, non-profit university providing individualized attention, small classes in a high-tech learning environment, and hands-on experience opportunities in projects, competitions, internships, co-ops, and applied research. Lawrence Tech students enjoy a dynamic athletic program – from NAIA varsity sports for men and women and men's ACHA ice hockey to club sports and intramural.

Over 60 student organizations, including fraternities, sororities, honor societies, and student chapters of professional groups sponsor a variety of activities throughout the year on LTU's modern, 107-acre campus.

Founded: 1932

Degrees offered: Over 100 undergraduate, master's, and doctoral programs in Colleges of Architecture and



Design, Arts and Sciences, Engineering, and Management. Many degrees and "fast-track" certificates are in emerging fields involving robotics, alternative energy, the life sciences, and more.

Academic Calendar: Fall, Spring, and Summer semesters

Current enrollment: 4,500

Tuition/costs: \$32,000 full-time; \$840-\$1,075 per credit hour

Required fees: \$720 plus lab fees

Financial aid: Over 85 percent of students receive some form of financial aid

Admissions: Learn more at www.ltu.edu/futurestudents

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Email: admissions@niagara.edu
Web: niagara.edu**



Sport Management, Master of Information Security & Digital Forensics and Master of Interdisciplinary Studies. Niagara also offers a Ph.D. in Leadership and Policy. For more details, visit www.niagara.edu/graduate.

Dual/combined degree programs: BBA/MBA in Accounting, BA/MS in Psychology and Clinical Mental

Description: Niagara University, founded in 1856 by the Vincentian community, is an independent, comprehensive, Catholic university. NU is annually praised by U.S. News & World Report, Colleges of Distinction and Money magazine for its ability to offer students a high return on their educational investment.

Founded: 1856

Majors or Degrees Offered: Over 80 majors and 56 minors: Bachelor of Arts, Bachelor of Science, Bachelor of Business Administration, Bachelor of Fine Arts, Associate in Arts, Associate in Science and an Associate in Applied Science degree are awarded by the Colleges of Arts and Sciences, Business Administration, Education, Hospitality and Tourism Management.

Pre-professional options: Pre-Dental, Pre-Law, Pre-Medical, Pre-Pharmacy, Pre-Veterinary and ROTC-Army.

Master's degree programs: Master of Education and Counseling, Master of Business Administration, Master of Criminal Justice, Master of Finance, Master of



Health Counseling, and BS/MS in Criminal Justice. For details, go to www.niagara.edu/admissions.

Academic Calendar: Fall semester: Aug. 27 to Dec. 13.

Spring semester: Jan. 22 to May 14. Dates of summer semester varies.

Current Enrollment: 3,200 undergraduates
825 graduate students.

Faculty: 150 faculty members. Average class size is 20 students. With a student to faculty ratio of 12:1.

Undergraduate tuition/costs: 2017-18 academic year: \$30,500 tuition; \$1,450 fees.

Housing options: 1,500 students are housed in five residence halls, six student apartments and six varsity village houses. Housing options include singles, doubles and triples. Housing is generally coed with the exception of Varsity Village, which offers single-gender housing.

Housing costs: For 2017-2018, annual room and board fee for freshmen is \$12,950.



Financial Aid: Ninety-nine percent of entering freshmen and transfers receive financial aid. This aid may come in the form of merit scholarships, loans, grants, or campus employment. For additional information, contact the Admissions Office or Financial Aid Office at 1.800.462.2111 or go to www.niagara.edu/scholarships-financial-aid.



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**Spring Open House • April 14
9:15 a.m. • Rockwell Hall**

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HOUSE**



4:30 - 6:30 p.m.

- Learn about career opportunities, exciting programs, transfer options and financial aid.
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APR. 23 CITY

APR. 24 NORTH

APR. 25 SOUTH



Using High School Courses and Activities to Prepare for College

Early Decision, Early Action, Rolling Admission, Regular Decision

Different application plans have different requirements and obligations. Be sure you understand them.

Early Decision – If you apply Early Decision, you are committing yourself to attend that college if admitted. You file the application early in senior year and are notified of the college’s decision around the end of the fall semester. You may have only one active Early Decision application filed at a time.

Early Action – You apply to the college during fall of your senior year and the college notifies you well before their Regular Decision deadline about their decision. You are not obligated to attend the school. You may submit Early Action applications to multiple colleges.

Single Choice Early Action or Restrictive Early Action – This is the same concept as Early Action. BUT the colleges that use this form will restrict your ability to apply Early Action or Early Decision to other colleges.

Rolling Admission – A college will make its admission decision soon after an application is completed. Decisions are based on a “rolling” basis.

Regular Decision – A college has a specific deadline by which all applications must be completed. All applications are evaluated, all decisions made and notification letters are then sent to applicants.

Your post-high school years hold tremendous promise. At college you’ll have the opportunity to make new friends, follow your interests and — hopefully— find a satisfying career.

However, nearly half of all students who enter college fail to graduate with a bachelor’s degree within six years.

“There are two reasons why kids flunk out,” said Amy Thompson, a counselor at York Community High School (IL). “They are either academically unprepared or they are emotionally unprepared.”

Increase your chances for success by making the most out of your high school years.

Buckle down in classroom

Taking rigorous classes in high school doesn’t only help you get into college, the knowledge and skills you acquire work double-duty, preparing you to be successful in your pursuit of a degree.

Seek out honors, Advanced Placement (AP) or International Baccalaureate (IB) courses in subjects that interest you.

“You want to take the most demanding courses you can while maintaining your sanity and still achieving good grades,” Thompson said.

Look for courses that require lots of writing and critical thinking—two skills you’ll be asked to use in almost every college class. Don’t panic if the material seems difficult at first. Developing good study habits and time-management skills in high school can help you persevere in college, even when times get tough.

Some rigorous courses actually allow you to jumpstart your postsecondary education. Students who do well on AP tests, for example, can earn college credit. Some high schools also partner with local colleges to offer dual-credit courses for high school students.

Get involved

From athletics to theater to volunteer work—there’s a whole world of extracurricular



lar activities open to high school students.

“It can be overwhelming,” Thompson said. “But the one piece of advice I give students is don’t just join something to pad your resume. Pick something you’re genuinely interested in.”

Your goal: By senior year, “be in a position that shows not only your devotion to the group, but also some level of initiative or leadership on your part,” she said.

“Admission officers can see through the applicant who joins a million different clubs in their junior or senior year,” Thompson noted. “Use your activities to show colleges who you are.”

Universities are looking for students who will make the most of the opportunities available to them. A high school record that includes extracurricular activities helps show admission officers that you’ll be a valuable part of their campus community.

Finish strong.

Your senior year of high school will be hectic.

In addition to applying for colleges, you may find yourself leading a student organization or sports team.

It can be tempting to sluff off in the classroom, but stay focused. Senior year grades and courses still count.

“You need to maintain your academic performance, and do at least as well—if not better—because you don’t want to have your admission offer rescinded,” Thompson said.

When planning out your schedule, make sure that you’re on-track to meet college entrance requirements, including at least two years of a foreign language and four years of math, science and English courses.

“Colleges want to see that you know how to work hard, and that you have taken advantage of the courses and activities your high school has to offer,” Thompson said. “A strong finish in your senior year helps make you a more attractive candidate.”

Earning College Credit in High School Choose advanced courses in the subjects that you enjoy the most and can succeed in.



Earning college credit in high school

Colleges look for students who take the most demanding courses available. But they also expect students to do well in those courses.

If your high school offers an array of advanced classes, it may be tempting to try to take them all. But beware of overburdening yourself: Too many tough courses can lead to high stress and lower grades.

Instead, choose advanced courses in the subjects that you enjoy the most and can succeed in. If you're unsure of how much work you should take on, discuss your choices with your school counselor, a teacher, or a parent.

Options to investigate include:

Advanced Placement and International Baccalaureate

Many high schools offer Advanced Placement (AP) and International Baccalaureate (IB) courses. Students in these classes complete advanced, college-level coursework. At the end of each course, they take a standardized test to prove they have learned the material.

Students with high scores can receive college credit at many colleges around the country, and admission officers view enrollment in AP and IB courses as evidence that students sought out challenging coursework while in high school.

Dual Enrollment Courses

A growing number of high schools are partnering with local colleges to provide dual enrollment courses. In these programs, students can earn college credit by taking the same courses as students at a nearby community college.

In some cases, the dual enrollment classes take place in the high school during the school day. Others require students to attend regular classes on the college campus.

Because of the variety inherent to dual enrollment offerings, colleges may or may not accept dual credits. However, having dual enrollment courses on your application shows that you're interested in challenging yourself academically.

Top 10 Tips for Writing that College Essay

1. Start early

More time = less stress. You'll have plenty of time to give the essay your best effort.

2. Be yourself.

One of the biggest mistakes students make is writing what they think others want to hear, rather than about an issue, event, or person they care about. An essay like that is not just boring to write. It's boring to read. What interests you? What do you love to talk about? Write about that. Think of your essay as a creative way to help college officials get to know you as a person.

3. Be honest.

College admission officers have read hundreds, even thousands of essays. They are masters at discovering any form of plagiarism. Don't risk your college career by buying an essay off the internet or getting someone else to write your essay.

4. Stay focused.

Read the essay question carefully. Jot down a few ideas, then choose the one that looks like the most fun to write about. Stick to that main theme throughout the essay. Essays can help you make your case to admission officials, but don't go

overboard. There will be opportunities elsewhere in the application to list all your achievements.

5. Put your best foot forward.

Applying online may feel like you're sending email, but you're not. Incorrect capitalization or abbreviations like B4 or "thanx" are not appropriate for a formal document. Make sure your essay represents the best of you.

6. Write and rewrite.

Don't try to knock out a masterpiece on your first try. For your first draft, write anything that comes to mind about your topic. Let it "rest" for a few hours or a few days. When you come back to the draft, look for ways to make it more focused and better written. Are there details that don't really relate to the topic? Cut them. Do you need another example? Put it in.

7. Get a second opinion.

When you've rewritten the essay to your satisfaction, find someone who can give you advice on how to make it even better. Choose a person you respect and who knows something about writing. Ask them to tell you what they like best about your essay, and what you can do to improve it.

8. Keep an open mind.

Criticism can be tough to hear, but try to listen with an open mind. You don't have to make every change suggested. After all, it's your essay and no one else's. But you should seriously consider each suggestion.

9. Proofread, proofread, proofread.

Little errors creep in throughout the writing and editing process. Before you submit your essay, make sure to proofread. Try reading your essay aloud or having someone else read it to you. Another strategy is to read the essay backward, from the last sentence to the first. Errors your eye may have previously skipped over will jump out at you.

10. Don't expect too much from an essay.

The application essay is important. But admission officers look at the whole package – your academics, extracurricular activities, standardized tests, and other factors. Make your essay as well-written as you can, but don't put so much pressure on yourself that the rest of the application fades in importance.

—National Association for College Admission Counseling, nacacnet.org



Selecting a College

Before you can apply to colleges, you need to decide which of the many colleges and universities out there are right for you. There is likely to be more than one college that will meet your needs. Many factors go into that decision and only you know which ones are important. The following information will help you.

7 key factors to consider

1 Location: Which part of the U.S. do you prefer? Will you stay in your state? Do you favor urban, suburban or small town rural areas?

2 Public/private: Which seems the best choice

for you? If you like the status and prestige of a private school or selectivity at public school prices, check out Richard Moll's The Public Ivys, Rugg's Recommendations, or US News & World Report.

3 Size: Do you want to go to a big school or a small school? Where will you feel most comfortable? Do you plan to go on to law or med school? Where can you get the best preparation?

4 2 or 4 Year: What type of degree do you need, associates or bachelors? You can transfer from 2 to 4 but be careful about which course you take, so that credits transfer. If you choose this option, pick a

2 year school with joint-admissions to a 4 year.

5 Programs: Are you looking for a particular major, strong theater department, ROTC or a chance to play a sport? Does the college have good job placement in your chosen major?

6 Cost: What can you afford? What type of scholarships and aid does the college offer? Don't eliminate a school based on cost initially. Check with their financial aid office to find out if you might receive a package to make it affordable.

7 Chances: Can you get in? Do your grades and SAT/ACT scores match what the college is looking for?



Niagara County Community College

3111 Saunders Settlement Road Sanborn, NY 14132
Phone: 716-614-6222
Fax: 716-614-6224
Email: admissions@niagaracc.suny.edu
Web: niagaracc.suny.edu, nfculinary.org



Description: Niagara County Community College

(NCCC) remains one of the fastest growing institutions of higher learning in Western New York. NCCC continues to stay ahead of the curve by offering new and exciting programs in some of the most in-demand fields in the region such as surgical technology, mechanical technology, physical therapy assistant and dietetics studies.

NCCC has a full Workforce Development program which features adult learning classes, as well as over 100 online classes and full degree programs for those looking for a flexible schedule. The Niagara Falls Culinary Institute (NFCI) is home to NCCC's Hospitality, Baking and Pastry Arts programs and is equipped with seven state-of-the-art teaching kitchens featur-

ing European island cooking suites. Programs include culinary arts, baking and pastry arts, winery operations and hospitality, to name a few.

The Student Housing Village at NCCC offers residents furnished student apartments with full kitchens, living areas and private bedrooms. For more information, visit us at www.niagaracc.suny.edu/housing. With several dual-admission programs and seamless transfer options, NCCC makes it easy to continue your education at hundreds of colleges and universities.

Majors and degrees offered: More than 60 degree and certificate programs, including popular programs in Digital Media, Biotechnology, Phlebotomy, Engineering Studies, Surgical Technology, Business, Health Studies, Welding and Music.

Academic calendar: Fall, winter, spring and summer semesters

Undergrad enrollment: 5,892

Full time Faculty: 110

Full Time Tuition/costs: \$4,224 annually plus fees

Financial aid: Email finaid@niagaracc.suny.edu or call (716) 614-6266.

Admissions: Open enrollment policy. No application fee. E-mail admissions@niagaracc.suny.edu or call (716)614-NCCC (6222) for more information.



UP CLOSE & CONNECTED

Small classes. A close-knit campus. Professors you can connect with.

St. John Fisher College students benefit from a strong liberal arts foundation, and they have four world-class professional schools at their fingertips. A closer look at Fisher reveals a transformative education designed to inspire new thinking, build character, and create meaningful opportunities.



sjfc.edu



Spring OPEN HOUSE

Sunday, April 22
10 AM

Programs of Study

- | | |
|---------------------------------|---------------------------|
| Computer Network Administration | Human Resource Management |
| Diagnostic Medical Sonography | Massage Therapy |
| Echocardiography | Medical Assisting |
| General Studies | Nursing |
| Healthcare Informatics | Nutrition and Dietetics |
| Health Information Technology | Radiologic Technology |
| Hospitality Management | Surgical Technology |

Register online at trocaire.edu or call **716-827-2545**.



17-0145

St. John Fisher College

3690 East Avenue
Rochester, NY 14618
Phone: 585-385-8064
Fax: 585-385-8386
Website: sjfc.edu/freshman

Description: St. John Fisher College is an independent, liberal arts institution in the Catholic tradition of American higher education. Guided by the educational philosophy of the Congregation of St. Basil, the College emphasizes liberal learning for students in traditional academic disciplines, as well as for those in more directly career-oriented fields. The campus is located just outside of Downtown Rochester.

The College offers 35 academic majors in the humanities, social sciences, natural sciences, business, education, and nursing; 11 pre-professional programs; and a variety of master's and doctoral programs.

Degrees offered: Bachelor of Arts; Bachelor of Science; Master of Business Administration; Master of Science in Management, Nursing, and Education; Doctor of Education, Doctor of Nursing Practice, Doctor of Pharmacy.

Founded: 1948



ST. JOHN FISHER COLLEGE

Academic calendar: Fall and spring semesters.

Current enrollment: Total enrollment is 3,822 students.

Faculty/student ratio: 12:1

Tuition/room-board/fees: \$33,500/\$12,400/\$810
Average financial aid award updated to \$22,000.

Admissions: Admissions is based primarily on grade point average and strength of curriculum, scores on standardized tests (SAT/ACT), extracurricular activities and/or work experience, a personal statement/essay, and the high school's evaluation of the candidate.

Trocaire College

360 Choate Ave.
Buffalo, NY 14220
Phone: 716-827-2545
Fax: 828-6107
Email: info@trocaire.edu
Website: trocaire.edu



Dietetics, Radiologic Technology, Surgical Technology.

Baccalaureate Degree Programs: Healthcare Informatics, Nursing.

Certificate Programs: Computer Network Administration, Diagnostic Medical Sonography, Echocardiography, Healthcare Informatics, Hospitality Management, Human Resource Management, Massage Therapy, Nursing.

Academic Calendar: Fall and spring semesters, summer sessions available.

Enrollment: 1,283 (FT and PT)

Tuition: \$8,475 per semester, \$16,950 annually

Faculty: 198 (FT and PT)

Financial Aid: 97% of Trocaire students receive some form of financial aid, such as scholarships, grants, loans and work study. More information at Trocaire.edu/admissions/financial-aid.

Admissions: No-fee application available online. Rolling admissions policy. In-person visit encouraged! Contact Admissions Office at info@trocaire.edu or 716-827-2545.



Description: Founded in Buffalo in 1958 by the Sisters of Mercy, Trocaire is a private, career-oriented college offering degrees in the growing industries of healthcare, business, hospitality and technology. We emphasize personal attention and hands-on, experiential learning and also offer workforce development opportunities, fostering lifelong learners who can continue improving their skills in their chosen field.

Degree Programs: Associate Degrees (AAS and AS), Baccalaureate Degrees (BS) and Certificates available.

Associate Degree Programs: Computer Network Administration, General Studies, Health Information Technology, Healthcare Informatics, Hospitality Management, Human Resource Management, Massage Therapy, Medical Assisting, Nursing, Nutrition and

Villa Maria College

240 Pine Ridge Road
Buffalo, NY 14225
Phone: 716-961-1805
Fax: 716-896-0705
Email: admissions@villa.edu
Web: villa.edu



where talent takes you

Description: Founded in 1961, Villa Maria College is the premier student-centered college in WNY. Offering a broad core curriculum, Villa empowers students to realize their intellectual, professional, creative and spiritual potential. Inspired by Catholic and Franciscan tradition, Villa fosters compassion, justice, peace, respect for human dignity and a commitment to service.

Students can become a Villa Viking by joining one of our athletic teams. Student-athletes have the opportunity to compete in inter-collegiate sports. We're currently recruiting for our growing basketball, soccer, cross country, golf and bowling teams.

The Villa faculty bring their real world experience into the classroom, and are dedicated to developing well-rounded, creative, critical thinkers, with the passion and practical skills needed to get a career in the job market.

With a variety of academic programs to choose from, our real strength lies in our studio-based education,

an 8:1 student to faculty ratio, and a college-wide commitment to student success.

Our curriculum meets students where they are, and provides them with the support and tools to succeed while they are enrolled, and the skills needed after graduation.

Founded: 1961

Degrees offered: Bachelors, Associates.

Enrollment (undergrad): 591 enrolled students

Tuition & Fees (school year): Approx. \$20,030

Board: \$485/month at Collegiate Village, the exclusive housing partner of Villa Maria College.

Application Deadlines (freshmen): Rolling



Tips for attending the NACAC National College Fair

Before the Fair...

- 1 Discuss your college plans** with your guidance counselor, family, teachers and friends.
- 2 Research your colleges of interest** on the Web and in your guidance office/library.
- 3 Check dates and registration deadlines** for college entrance examinations.
- 4 Register before heading to the fair.** Watch the video about student registration. Go to nacacnet.org
- 5 Download and print the checklist** to take with you to the NACAC College Fair.

Answer the following questions to help you determine what kind of school would be best for you.

- **What size school do you want?**
- **What programs of study** are you considering?
- **How far from home** do you want to go?
- **Do you want to attend a two- or four-year institution?** Co-ed or single sex?
- **Do you want to participate in any specific extra-curricular activities or athletics?**
- **Do you want to attend a college in an urban, suburban or rural environment?**
- **Do you require any special services** (i.e. tutoring, note takers, readers, TDD or interpreters)?

At the Fair...

- 1 Pick up a bag** and a fair directory.
- 2 Visit with colleges and universities** that you feel meet your criteria.
- 3 Talk with a college counselor** at the Counseling Center if you have any questions or need help with your college search.
- 4 Attend a workshop or information session.**

After the Fair...

- Be sure to learn more about preparing for college and financial aid options at www.nacacfairs.org.

SPRING OPEN HOUSE

Visit Villa at our Spring Open House on March 24 at 10 AM and learn about our 9:1 student to faculty ratio and the 99% of students who receive financial aid. Get more information about our new programs in digital filmmaking, psychology, and business, and get involved in our athletics program.

Visit us at Booth #1019 during the NACAC COLLEGE FAIR!

240 Pine Ridge Road | 240 Pine Ridge Road
Buffalo, NY 14225 | VILLA.EDU



Make the most of your time with your High School Counselor

School counselors are one of the best sources of support for students who plan to go to college. They can provide guidance and support throughout the entire process. If you are lucky enough to have access to a counselor in your school, it is in your best interest to visit that person on a regular basis.

Throughout your high school years, your counselor can help you. Here's how.

- Plan classes that will prepare you for college admission and success.
- Review your academic record and suggest areas that need improvement. If you need to do some catching up, your counselor can help.
- Begin the admission process by identifying the questions you should be asking – and finding honest answers.
- Clarify and understand terms that you will encounter during your college search and selection process.
- Identify special opportunities that may maximize your chances of being a well-prepared and appealing candidate to colleges.
- Register for college admission tests, like the SAT and ACT.
- Secure applications, identify deadlines, and prioritize the tasks you need to complete as you apply for college.
- Apply for fee waivers when signing up for tests or submitting applications.
- Polish your applications and any required college essays so that the product you send to colleges will represent the best of your thinking and writing abilities. (Make sure you take a rough draft to your counselor early on. Leave plenty of time for revision and rewriting.)
- Explore options to pay for college.
- Provide a letter of recommendation to colleges or universities.
- Compare offers of admission and financial

Attention Counselors! 5 for 50 Challenge

The Buffalo National College Fair Committee is excited to offer school counselors a chance to enhance their experience at our fair which is being held March 21 and 22, 2018. We are encouraging local counselors to reach out and meet college representatives from colleges and universities outside of our area in attendance, while at the same time be entered for a drawing to win a \$50 gift certificate to Premier or Wegmans.

College representatives have told NACAC of their desire to interact more with the counselors who accompany their students, they would love an opportunity to meet you and talk about what their college has to offer your students. They certainly enjoy talking to your students, but they would also like to talk to you. Who knows? a conversation could lead to that college visiting your high school next fall or maybe even participating in one of your evening programs or at the very least you realizing you have a potential student that would be a good fit for that college.

So, how are we going to help facilitate these conversations? Simple, while you are registering your

students for the Buffalo National College Fair, you can also register as a school counselor. All you will need to do is print out your bar code, which will be specifically created and designed for school counselors. While your students are walking around the fair, we encourage you to do the same and talk to at least 5 colleges from outside Western New York. Any counselor who has their bar code scanned by at least 5 colleges from outside the Western New York area will be entered to win a \$50 gift certificate to either Premier or Wegmans. The Local Arrangements Committee will randomly select 2 winners from the list of school counselors who have talked to at least 5 colleges to win the gift certificates.

We are excited to offer this opportunity to connect school counselors with college representatives. As an added bonus, you could be the lucky winner of \$50 gift card! You can't win unless you participate, so while your students are registering you should also register. Then while at the fair, walk around the convention center and talk to college representatives from some colleges that you are not super familiar with who are outside the 716 area code.

aid.

Most school counselors advise several students. Here are a few things you can do to make it easier for your counselor to provide you with assistance.

- Make appointments early and show up on time.
- Submit any forms that require counselor completion well in advance of due dates.
- Carefully follow any procedures that have been established by your school for securing transcripts and turning in applications and related forms.
- Whenever possible, make copies of everything you give to your counselor. Some-

times, with so much paper, things get lost.

- Make sure you keep your counselor in the loop when colleges inform you of their admission decisions. If there are any problems which arise, your counselor can advocate on your behalf.
- Whenever you have questions don't hesitate to return to your counselor for advice, especially if you feel you are being asked by a college to do something that just doesn't seem right. Your counselor will know the rules governing college admission.
- If you think it would be helpful, try to schedule a meeting with your counselor and your family. There are parts of the college

application process that will require their assistance. This is particularly true when it comes time to complete financial aid applications.

Finally, when all is said and done, and you have made it successfully through the college selection and admission process, make sure you take time to thank your counselor. Your expression of gratitude will build a reservoir of goodwill should you need to return for further assistance at any time in the future.

—National Association for
College Admission Counseling,
nacacnet.org

smart *target market*

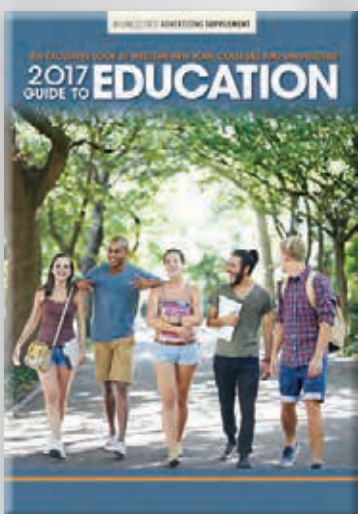
Let Business First help you reach thousands of students and families in the Western New York area who are planning for their future education.

A well-planned marketing campaign in Business First will help communicate your academic programs and opportunities to the audience you wish to reach!

Consider this Business First statistic:

- **50% of our subscribers have influence over someone in their household's education or decisions regarding future education.**

To learn more about our Education Focus Sections and Lists, contact Tammy Sullivan at: **716.541.1629** • tsullivan@bizjournals.com

A screenshot of a table titled 'THE BEST COLLEGES AND UNIVERSITIES' with columns for 'RANKING', 'COLLEGE/UNIVERSITY', 'CITY', 'STATE', 'TYPE', 'Tuition', and 'SAT'. The table lists various institutions such as State University of New York at Buffalo, SUNY Buffalo State, and others. A '60,903' ranking is highlighted in a yellow box on the right side of the table.

DAEMEN

“I gained laboratory and clinical experience that will aid me in future scientific and medical pursuits.” – Caitlin Clarkin

Major: Physician Assistant
Intern: Roswell Park Comprehensive Cancer Center

daemen.edu

716.839.8225

Visit Us:

Spring Open House | Saturday, April 21
8:30a.m.–1:00p.m.

Register today: Daemen.edu/OpenHouse