



Former Bush campaign press secretary Margita Thompson (l) and USC student Lena Koncha (r) share a panel in the Road to the White House series.

Counselor News

Millennial Power: USC Students Redefine Political and Civic Engagement

The millennial era has arrived. The vanguard of the most populous generation in American history reached college age a dozen years ago, and they are now enrolled in force, comprising virtually all the nation's undergraduates. They are uniquely confident, high-achieving, team-oriented, globally connected, and optimistic. While passionate about changing the world, they see their own neighborhoods as the places to start. These defining characteristics are altering the educational landscape. It has become the norm for our students to pursue studies across disciplines, and form lifelong friendships with students from other cultures and countries. Increasingly, they take advantage of multiple opportunities to study abroad, while an unprecedented number also regularly volunteer in our local schools, nonprofits and community organizations.

As election season infuses the campus with even more energy, other unique dimensions of this generation are coming into focus. For the first time, they represent a potentially significant voting bloc, making up nearly a quarter of eligible voters. Their politics are not those of their parents' generations. Morley Winograd, senior fellow at USC's Annenberg School for Journalism and Communication and a national expert on generational differences, calls them a rare "civic" generation, whose priority is consensus, not conflict. As such, they are changing both the tone and substance of political discourse. Political activity on campus is marked by a lack of hostility or extreme political positions.

Hundreds of USC students also participate in a nonpartisan, university-wide initiative to promote informed political and civic engagement. Its centerpiece is a collaborative effort by three of our colleges: the Annenberg School for Communication and Journalism; the USC Dornsife College of Letters, Arts and Sciences; and the USC Price School of Public Policy. Entitled Road to the White House 2012, the popular weekly lunch series brings national political figures, campaign strategists, and economics and communications experts from across the political spectrum to campus. These panels engage students in spirited dialog and delve into the complex problems that shape government policies and affect students' lives.

As Raphael Bostic, director of the USC Bedrosian Center on Governance and the Public Enterprise reminds his students: "All the easy problems have been solved." The economic, social and environmental issues facing the next generations are monumental, and finding innovative solutions will require the best thinking from of all points of view. Our future as a society depends on the involvement of committed, enlightened world citizens. Millennials may just be the generation to show us the way.

Quarterly Updates for College Counselors *Fall 2012*

Two Important Dates to Remember!

December 1: First-year application deadline for merit scholarship consideration. December 1 is also the final deadline for some programs in Cinematic Arts, Music, and Dramatic Arts.

January 10: Final first-year application deadline.

Announcing a New Merit Scholarship for Freshmen!

Stamps Leadership Scholars receive full tuition plus access to a stipend for travel or research. (See inside for details.)

Financial Aid News

The university maintains its strong commitment to providing financial aid for all undergraduates, with more than \$235 million of university funding awarded in 2011-12.

Summer Was Golden for USC Olympians

Congratulations to the 41 Trojan athletes who participated in the London Games, where we took our 100-year tradition of winning to new heights, bringing home a record 12 gold medals, three of which were accompanied by new world records!

REMINDER: USC Uses the Common Application Exclusively

Last year's transition to the Common App was more successful than we anticipated: We received a record 46,104 applications, making us the most applied-to private university in the U.S.

2016 Freshman Class Profile

Welcome to the class of 2016!

(as of August 2012)

*Thank you for sending us a truly impressive cohort of students.
We can't wait to see how high they can soar!*

Total Applicants: 46,104

Admit Rate: 20%

Total Matriculants: 3,021

Mean GPA: (unweighted)
3.8

Middle 50% SAT Composite:
2030-2250

Middle 50% ACT Composite:
30-33

National Merit Scholars:
251

Ethnic Background:

African American 6%

Asian 23%

Caucasian 45%

Latino/Hispanic 13%

**Native American/Pacific
Islander**
2%

International students:
10%

Gender:

Male 48% **Female** 52%

Financial Aid:

*More than two-thirds
of freshmen received some
type of financial aid*

30% received merit awards

It's the season for spirit, so bring on the band

Though the USC football team maintains a long tradition of recruiting talented players, some of our most valuable players are up in the stands. Our famed "Spirit of Troy" Marching Band has not missed a game – at home or on the road – since 1987. With over 300 diverse, passionate students, the band entertains hundreds of thousands of fans in stadiums across the country, and millions more on national television. As a preeminent university ambassador, it performs on TV shows, in movies and parades, and makes a regular, rousing appearance at the Hollywood Bowl. Members receive two tickets to every home game, and road trips are a major perk: Each class attends at least one away game, and by tradition, the entire band travels to support the Trojans when they play at Notre Dame. What does it take to wear those gleaming helmets? While some band members are accomplished musicians, and a few are music majors, it's a true spirit group that embraces any student, with or without music or marching experience. Prospective members are not required to audition, sign up for the band class (which is optional) or pay fees. The cost of instruments, uniforms, travel and even most meals are covered. Band members describe it as an experience like no other. From the moment they arrive as freshmen, they gain more than 300 friends and mentors. The non-stop camaraderie and celebration creates lifelong memories, friendships, and sometimes even marriages!

■ Your students are welcome to contact TMBrecruit@gmail.com, and can follow the band on Facebook, Twitter and Pinterest at [Usctmb](#).

The "Heritage Initiative" and new athletics facilities

This year marks the launch of USC's "Heritage Initiative," a \$300 million fundraising drive that will ensure the university's student-athletes have access to state-of-the-art facilities, academic resources, and scholarships unrivaled anywhere else. The announcement of the initiative coincided with the dedication of the new John McKay Center, which now houses the USC football program, academic services for our student-athletes, and expanded training facilities. And thanks to the largest gift ever received from a former student-athlete, ground has been broken on the Uytengsu Aquatics Center for the men's and women's swimming, diving and water polo teams. Our most magnificent venue, however, can be found just across the street from the University Park campus: the storied Los Angeles Memorial Coliseum. Site of two Olympic Games, it's also been the home field for the USC football team since the 1923 inaugural game. In May of this year, USC was awarded the master lease for the stadium, and the university plans renovations to restore it to its former glory.

Come explore L.A. – and leave your car at home!

L.A. is a vast tapestry of theatres, clubs, museums, galleries, restaurants, iconic landmarks, hidden gems and venues to play every sport on earth – and you can use our wheels instead of yours to get there.

Expo Line: For clean, sustainable transportation, hop on the L.A. Metro's new Expo Line. Three new stations around the USC campus mean that L.A.'s vibrant Downtown scene, including L.A. Live and Staples Center, is just 10 minutes away. More information: metro.net/riding/collegesusc

Zipcars: Students can take advantage of USC's partnership with Zipcar, an innovative car-sharing program that allows USC students and staff to rent cars for a few hours or a few days. Rentals include gas, insurance and 180 free miles per day. More information: zipcar.com

Gourmet Food Trucks: L.A.'s latest cultural phenomenon brings original and diverse cuisine curbside – and some of the best make regular stops at USC. More information: findlafoodtrucks.com

New Stamps Scholarship offered to undergraduates

Great news! Thanks to a generous gift from the Stamps Family Charitable Foundation, which will be matched by the university, 40 full-tuition scholarships will be added over the next four years. Up to 10 entering freshmen will be awarded the scholarship each year. Designated as Stamps Leadership Scholars, they will join the ranks of the university's most prestigious merit scholars, receiving full tuition plus access to a \$5,000 stipend to support endeavors such as studying abroad or participating in internships or summer research programs. All prospective first-year students who submit their application by the December 1 deadline will be automatically considered for the award. A university-wide panel of USC faculty and administrators will select recipients based on leadership, perseverance, scholarship, service and innovation.

*A different world cannot be built by
indifferent people. — HORACE MANN*

THE "CIVIC GENERATION" GETS ENGAGED



TROJAN VOICES

WE ASKED USC STUDENTS WHAT THEIR INVOLVEMENT IN CIVIC AND POLITICAL ACTIVITIES HAS ADDED TO THEIR COLLEGE LIFE.

Daniel Rothberg

Sophomore majoring in political science

Since I can remember, I've been a news junkie interested in politics and government. So during Freshman Orientation, I applied to work on the *Daily Trojan*, where I covered student government and campus events, including several Road to the White House lunches, where seasoned politicians, experts and most importantly, students form a panel to examine and analyze different political issues. I've been amazed by the breadth of opportunities for civic engagement at USC, both inside and outside the classroom. There are few other places where you can attend a lecture from a visiting Supreme Court justice, ask the mayor of Los Angeles questions at a panel, volunteer for a grassroots movement or work on a national campaign just by walking out of your dorm. A class on campaign communication sharpened my understanding of why politicians choose certain messages and modes for disseminating them. And through USC's Unruh Institute of Politics, I interned this summer on a local and national public radio program where my responsibilities included helping produce segments and updating social media accounts. Students are aware that decisions today will have a lasting impact on what our generation will have to face 20 years down the line. So it's up to students to get involved and have a say.

Kaya Masler

Junior double-majoring in political science and English

My first experience in civic engagement was an internship during high school in Seattle, getting young people to register to vote, and I realized that politics is all about building community. At USC, exciting possibilities started appearing almost immediately. At a freshman dinner I found out students could work at the Dornsife LA Times Poll, so I did an internship there. Then I landed an amazing job, working at USC's Unruh Institute, as administrative assistant to Dan Schnur. He's one of the best-known political strategists in the country, and has become a mentor. For example, knowing I was concerned about gender imbalance in politics, he introduced me to a leading candidate in the L.A. mayoral race, and I am now volunteering on her campaign. This year I'm serving as director of the USC Women's Assembly, the umbrella organization for campus women's groups. It funds everything from screening films about women's issues to sending speakers to local middle schools to raise student awareness of how politics affects their lives. Through it all I've made great friends and found that differing opinions actually create more intelligent dialog. That mutual respect will make all the difference when we get out in the world and make policy together.

Juan Espinosa

Fifth-year senior double-majoring in international relations and communication

Growing up in a working class, Latino community—that was undervalued in many respects—inspired me to get politically active in high school, including spearheading our participation in the national student walkout for immigration reform. At USC I first lived on the Latino floor and immediately felt part of a community. I also found an unbelievable number of ways to take my passion for civic engagement to the next level, from volunteering in citizenship workshops to heading up political affairs for the USC Latino Student Assembly, where we co-hosted a conference that brought 300 students and elected officials from around the country to campus. I even discovered political opportunities abroad. During my junior year in Madrid, I got connected with the local chapter of Democrats Abroad, which does important work reaching out to absentee voters who live in Spain. There are lots of issues in this year's campaign that students care deeply about—not just tuition and student loans, but our job prospects, immigration and more. So we are running a wide array of programs for students to get educated and involved in the election. And we're framing the issues in bi-partisan, creative ways that make it not just important, but fun, to be politically engaged!

Civic Engagement at USC: There's something for everyone!

Getting involved in our surrounding neighborhoods is a cornerstone of campus culture. In fact, the average USC student contributes two and a half hours every week to local schools, nonprofits, or small businesses. Events and activities are organized by the university, individual schools, or inspired by the passions of student groups and individuals. Here's a sampling of programs that can become the high point of a Trojan's college career:

- **Mission Science:** Students and faculty from the Viterbi School of Engineering engage local elementary students in science, math and technology, through "tinkering" and hands-on workshops.
- **USC Troy Camp:** USC Student Affairs staff and student volunteers help neighborhood children succeed through daily after-school programs, weekend field trips and a week-long summer camp.
- **Society and Business Lab:** Students and faculty of the Marshall School of Business present educational programs, events and career development opportunities to hone the skills of local businesspeople and entrepreneurs.
- **Music Outreach:** Thornton School of Music students and teachers offer lessons and music training to underserved students.
- **USC Community Health Screenings and Neighborhood Mobile Dental Clinics:** Share the resources of our medical and dental schools, delivering education and health care to families in need.
- **Athletics Summer Camp:** Brings over 200 children to campus for recreational sports and athletic skill-building with USC athletes and trainers.

No matter how they choose to get involved, students find that the end result is the same: a richer, more satisfying college career.

■ Visit communities.usc.edu for more information.

New Majors Announced

Two new undergraduate majors have been added in the USC Dornsife College of Letters, Arts and Sciences this year:

- **B.S. Human Biology:** A rigorous course of study in human anatomy, physiology, metabolism and human evolution.
- **B.A. Political Economy:** Explores the intersection of economics and politics, domestically and internationally.



USC University of
Southern California

Office of Admission
Los Angeles, California 90089-0911
www.usc.edu/admission

Counselor News

Quarterly News for College Counselors
Fall 2012

A college isn't a trophy. It's a match.

The University of Southern California admits students of any race, color, national origin, ancestry, religion, gender, sexual orientation, age, physical disability or mental disability.



USC ON TWITTER: www.twitter.com/USCAdmission ■ **FACEBOOK:** www.facebook.com/AdmitUSC ■ **YOUTUBE:** www.youtube.com/usc

Important Dates & Deadlines

Dec 1, 2012:

First-year application deadline for merit scholarship consideration. Application deadline for some Cinema, Dramatic Arts, and Music programs.

Jan 10, 2013: Final first-year application deadline.

Feb 1: Deadline to submit the CSS/PROFILE Application and FAFSA to determine financial aid eligibility.

Apr 1: All admission decisions sent.

May 1: National Candidates Reply Date.

Aug 21: Move-In Day.

Aug 26: First day of fall classes.

How to find your admission counselor

Visit usc.edu/uga, click on Contact Us, and enter your high school's name in the Find your Admission Counselor box.

E-mail for counselors:

scounsel@usc.edu

Phone: (213) 740-1111



Campus Visits!

As educators, we share the same goal: to help students take their education to the next level by finding the college that's right for them. We invite your students and their parents to attend one of our campus visit programs for prospective freshmen. Held at the USC main campus throughout the school year, programs such as Meet USC provide opportunities to learn more about USC admission, financial aid and campus life.

Your students can RSVP [here](#).