

# USC

UNIVERSITY  
OF SOUTHERN  
CALIFORNIA

## Important Deadline!

### January 10

is the final deadline for  
undergraduate admission  
applications.

## It's Great to be Global USC Again #1 in International Students

For the 7th year in a row,  
USC has enrolled more  
students from outside the  
US than any other American  
college or university.

## Get Your Free Copy of "Guide to Paying for College"

It's simple, informative and  
flying off our shelves as one  
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and how to navigate it  
successfully at any college.  
Contact us at  
scounsel@usc.edu  
for your copy of the Guide.

# Counselor News

Quarterly Updates for Guidance Counselors Winter 2008



USC architecture sophomore Enoch Chow with his scale model for the BREAKBrick System, at the 2008 USC Student Innovator Showcase.

## What the World Needs Now...

USC Focuses on Training  
21st Century Innovators

"Wealth, in the broadest sense, is created by innovation," states Gerry Tellis, professor in the USC Marshall School of Business and director of the USC Center for Global Innovation. "We've seen manufacturing go to China, services be outsourced to India, and agriculture relocate to Latin America – so the only chance the US has to compete in the global economy is to become the designers to the world, serving as a source of inspiration and leadership in developing innovative products and services that better people's

lives."

Seen from this perspective, the mandate of higher education is clear: to train the next generation of creative, innovative thinkers capable of leading the world. It's a vision that is perfectly in sync with USC's highly entrepreneurial culture, further enriched by the presence of the most international student body of any American university. So it's not surprising that the USC has actively embraced the challenge of researching, teaching and empowering innovation by faculty and students, in ways that put them on the leading edges of their fields. The Center for Global Innovation is a prime example. Housed in the Marshall School of Business, it was founded to do what no other college has yet done: devote significant resources to uncovering the principles and conditions that lead to successful innovation, and impart that knowledge to students.

And while most top research universities have licensing offices that help faculty find the best paths to marketing their discoveries, USC has taken the unprecedented step of actively cultivating the imaginations and innovation skills of its undergraduate population.

The USC Stevens Institute for Innovation is the heart of the action for these students. Under Executive Director and Vice Provost for Innovation Krisztina "Z" Holly, the institute has opened its doors to undergrads, encouraging students from all USC's creative, scientific and academic disciplines to collaborate in coming up with new ideas and inventions that have a positive impact on society.

The USC Stevens Institute holds office hours for students seeking business, legal and marketing advice, and provides seed grants for faculty to incorporate innovation into their coursework. But the signature event is the USC Student Innovator Showcase, which takes place annually during Trojan Parents Weekend. This October marked its second year, and the showcase was a resounding success with 41 exhibits, 100 student participants, and over 1,500 parents in attendance. True to its values, the institute continues to pilot and develop new programs and services: MatchYard, a new Facebook application that links innovators from different parts of campus, debuted last month, and an Innovation Fund is being planned to make grants that could range from \$1,000 to \$250,000 to bankroll promising new ventures. Vice Provost Holly sums up the institute, and the University's philosophy: "By setting our students up for a lifetime of innovation, we are setting them up for a lifetime of success."

### From the minds of Trojans

Bringing you frisbees,  
laptops and so much more.  
The list of companies  
founded (or co-founded)  
by USC alumni includes:

Apple Computers  
California Pizza Kitchen  
Dollar-Rent-a-Car  
Kinko's  
Lucasfilm  
MySpace  
Pinkberry  
Public Storage  
Qualcomm  
Quiksilver  
thatgamecompany  
Trader Joe's  
Wetzel's Pretzels  
Wham-O

## A Word With Our Students – *Embarking on a Lifetime of Innovation*

**USC is widely known for fostering a spirit of innovation and entrepreneurship among its students, which not only shapes their academic careers, but their lives after college as well. We talked with a few students whose imaginations are actively at work...**

### **Stanley Lam**

*Junior from Cupertino, California  
Majoring in Business Administration, double concentration in Corporate Finance and Strategic Management.*

**I was never interested in following the cookie-cutter path to a comfortable life of “success.”** Even if it meant traveling a bit off the beaten path, I wanted a career where I could make a tangible impact on the world. I found that path at USC. My freshman year, the Marshall School of Business invited me and other students on a trip to Shanghai to learn about the culture and business environment of China. The trip opened my eyes to how business was rapidly expanding there and all over the world. Back home I sought out programs that emphasized global innovation and entrepreneurship, and I discovered the USC Stevens Institute, which launches a variety of initiatives that foster innovation and a cross-disciplinary exchange of ideas around campus.

There I was able to meet and network with students who represented all different disciplines, who were all engaged in bringing a culture of innovation to USC. At the same time, I became involved with a start-up nonprofit called Project Possibility, whose mission is to develop software that improves the lives of persons with disabilities. We entered our project in the Student Innovation Showcase sponsored by USC Stevens, and demonstrated it to a panel of judges during Parents Weekend. To our delight, Project Possibility won first place! What sets USC apart are the emphasis on innovative thinking and the wealth of opportunities available to develop it. The ability to think independently and learn continually will prove to be essential upon graduation. Many traditional careers have been outsourced overseas and new careers in new industries that didn't exist a decade ago have sprung up in their place. For our country to retain its competitive edge, we must adopt a mindset of innovation – USC is just the place to do this.

### **Jennifer Wohlner**

*Junior from Buffalo Grove, Illinois  
Majoring in Fine Arts, with a concentration in sculpture and video.*

**Invention comes naturally to art, which is why I've always thought of myself as an innovator, willing to try fresh things and be open to new ideas and technologies.** I've been interested in art since I was a little kid. I learned how to cast bronze sculptures in high school and decided then that I wanted to apply to a college program that would let me focus on art. When I visited USC, I was struck by the extraordinary facilities at the

Roski School. There are plenty of video cameras for student use and I can edit what I shoot on USC equipment. Also, the welding facilities are excellent so I've become an even better welder.

I first heard about the Stevens Institute for Innovation when I saw a notice that it was looking for an art student to be on their Advisory Board. I went for an interview, and it seemed great that here was a place that would encourage collaboration around campus and foster interdisciplinary activities. I see it working; in fact, two of my friends in art school are taking minors in entrepreneurship.

Right now, I'm taking a class in the Roski School of Fine Arts called “Art and Technology” which is the epitome of interdisciplinary innovation. We work with software available through the Viterbi School of Engineering and use techniques taught through the interactive media program at the School of Cinematic Arts. You can see how different fields can come together. The course is open to kids from any USC school – the arts or the sciences – and every student is doing a very different piece of work.

The thing I think I like best about art is that you can learn about everything while doing it. While others might express their creativity through engineering or architecture, I express mine through art.

### **Sean Rad**

*Senior from Los Angeles, California  
Majoring in Business*

**I come from a family of entrepreneurs, and literally grew up sitting through business meetings, talking about strategy.** A big reason I decided to apply to USC was the entrepreneur program. Once I got here, I saw my friends having problems managing all their communication accounts (e-mail, IM, video chatting, SMS, etc), so I decided to work on a technology solution to enable people to manage and access all their communication accounts from one place online. To find a technical partner who can build the service, I e-mailed the entire computer science school and received 300 replies of interest. The partner I found was a great guy from Pakistan who working on his Ph.D. With him on board, we refined the concept and developed our prototype, eventually raised the money to start software development with teams around the world – from Los Angeles to Pakistan, India to Ecuador – and now our product is up and running at a level that supports several thousand users. USC brings three very important things to the table for people like me: First, there's the ecosystem of information that moves from the Stevens Institute to the business school and out to other schools. Second, they understand that there are many non-traditional career paths. Third, the alumni network is a powerful force. I was able to reach out and pretty much meet anyone with whom I wanted to speak; when I said I was a USC student the doors just opened up. Being entrepreneurial is very challenging, and one has to have a high tolerance for ambiguity. Since USC has this entrepreneurial culture, I felt greatly supported. There is a tremendous sharing of ideas among the professional schools—law, engineering, business, computer science, and so on. My USC education has been both inside the classroom and outside in the real world, and I couldn't ask for more.

*“Never before in history has innovation offered the promise of so much to so many in so short a time.”*

– Bill Gates

### **Just Launched!**

#### **Student Innovators Meet via Online Matchmaker**

*In October, USC launched **MatchYard**, an innovative tool that connects creative thinkers from the around the campus community. MatchYard is a first-of-its-kind Facebook application designed by the Stevens Institute for Innovation, to work seamlessly with the most popular way students and faculty already connect online – Facebook.*

*Using the application, students can create a profile of their own project, including videos and documents if they wish, and invite those with compatible skill sets to join their team. Users are free to express interest in, make recommendations for and rate other students' projects. Contests award the highest rated projects \$1,000 and meetings with top venture capitalists.*

*MatchYard appears to be catching on fast. In its first month it registered 700 users and 73 projects. Its creators at the Stevens Institute are hoping it will spread to other campuses, uniting entrepreneurial imaginations across the country.*

*For more information, visit <http://apps.facebook.com/matchyard>*

## Thanks for asking!

### *Your Questions – Our Answers*

At this point in the process, many students are fine-tuning their applications, and wondering how colleges weigh all the statistics, scores and essays from their applicants. To shed some light on this, here are our thoughts regarding frequent questions.

**Q: What's the best strategy for picking a major or school when filling out an application?**

**A:** With so much at stake, we can understand how students may feel they need to look for any possible edge to improve their odds of being accepted. Yet, here's our advice when it comes to USC: Students don't need to "game the system," i.e. pick the school or major most likely to accept them, then switch to their intended major once they are admitted. We want to know the major

they feel most drawn to, but if they honestly can't decide, it's equally fine to tell us that, too. Applying to their major of choice helps us better evaluate how well they are prepared for that particular subject. And if we think they're not quite ready for it, but would be successful at USC, they won't be penalized; we will just admit them as an undecided student.

**Q: What are you really looking for?**

**A:** Part of the USC mission as a private institution is to provide leadership in the public arena, in such diverse fields as health care, economic development, social welfare, scientific research, public policy, and the arts. To that end, the Office of Admission works diligently through its outreach and recruitment programs to attract applicants who represent a broad range of local, national, international, socioeconomic, ethnic and

religious backgrounds. All applicants, however, are considered individually on the basis of their own merits, and on the likelihood that their strengths and skills will fit in with USC's core academic mission.

**Q: What should students focus on?**

**A:** Our advice to your students is, above all, to spend their time studying and doing well in their classes, which will be reflected in their GPA and transcripts. Second, they need to demonstrate character by earning the respect of teachers and fellow students, and contributing to their school and community, which will be revealed in recommendations, activities and leadership positions. And lastly, they should prepare sensibly for, but do not stress over, tests. Colleges are all eagerly looking for the same thing – that is, a good match between who a student is and what that university has to offer.

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### New on Campus and Around Town

#### School of Cinematic Arts Unveils New High Tech Complex

USC's School of Cinematic Arts is widely considered to be the leading film, television and interactive media school in the United States, and this year will be making another epic move. Having outgrown its current collection of buildings, the School is moving into its new Cinematic Arts Complex, which offers the very latest in technology, production, post-production, and instruction space. It's an unparalleled facility comprising a 137,000 square-foot main facility and four adjacent structures – a 36,000 sq. foot instructional building, and three full-sized sound stages. The large main facility holds five levels that will house classrooms, screening rooms, post-production suites, and administrative offices. There's also a 200-seat theatre, an exhibition area, and a café in the main facility. The buildings will open in sequence, starting in December of this year. So let the cinematic, television, and interactive shows begin!

#### Watch the Campus Live via TommyCam!

You can check in on USC anytime from the vantage point of Tommy Trojan, the life-sized bronze statue that is the university's collegiate symbol and a favorite campus meeting spot since 1930.

Go to [http://www.usc.edu/about/visit/upc/tommy\\_cam/](http://www.usc.edu/about/visit/upc/tommy_cam/) to see the weather and the action.



#### Los Angeles Nightlife Takes a Big Step Toward USC

While the USC campus provides plenty of cultural and athletic events, a large part of college life in L.A. also includes going off campus, where students discover a city overflowing with arts, recreation and entertainment possibilities.

**And now, L.A. LIVE, an exciting new center of L.A. nightlife, has sprung up at the edge of Downtown, literally right up the street from the USC campus.** It's less than two miles away, next to the Staples Center – L.A.'s spectacular sports and concert arena, home to five pro teams including basketball's Lakers, Clippers and Sparks and hockey's Kings.

Opened this fall and described as a "one-of-a-kind entertainment campus" the L.A. LIVE complex is spread over 27 acres, with restaurants, cafes, cinemas, bowling lanes, music clubs and the Grammy Awards music museum, plus a huge outdoor entertainment plaza that is the place to be on weekend nights in Los Angeles. And it is at the doorstep of the new district of high-rise residential lofts, where many USC students are choosing to live.

USC students can get to L.A. LIVE for 25 cents on the DASH public transport. And starting in 2010, USC will be directly linked to the complex via the new light-rail "Expo line" now under construction. With three stations on the USC campus, the line will take students into the city and west toward the ocean. We are delighted that the best of our city is becoming even more accessible to our students.

L.A. is getting hard to beat, and we're not just talking about the Lakers – or the Trojan football team! To find out more about L.A. LIVE, go to [www.lalive.com/](http://www.lalive.com/)

## Honors Programs for Undergraduates

In addition to the over 150 majors and minors offered at USC, there is also a wealth of opportunity for students who want to take their education to the highest possible level, earning recognition and even award money that can be applied to their graduate studies.

Here's a sampling of the types of honors programs available to our students. For more information, visit <http://www.usc.edu/academics/undergraduate/special/>.

**Thematic Option:** All freshman applicants are considered for admission into this interdisciplinary honors program, which features small classes with some of the university's best undergraduate teachers.

**Honors in Multimedia Scholarship:** Undergraduates in all majors may apply for this honors program, which encourages exploration into the creative, expressive potential of multimedia in scholarly contexts.

**Undergraduate Symposium for Scholarly and Creative Work:** Students can apply to participate in USC's annual symposium for undergraduates. Each year hundreds of students exhibit the results of their research and creative work at this university-wide event.

*The university also offers three honors programs that earn special designations on a student's diploma, and culminate in prize competitions:*

**Renaissance Scholars:** Like Leonardo da Vinci, who was equally adept in the arts and the sciences, Renaissance Scholars are students whose majors and minors are from widely separated fields of study. Open to all undergraduates, this program confers a prestigious Renaissance Scholar designation on all students who meet its requirements, along with the opportunity to compete for 10 prizes of \$10,000, to help pay for graduate studies.

**Discovery Scholars:** This distinction is earned by undergraduates who excel in the classroom while demonstrating the ability to create exceptional new scholarship or artistic works. Last year a dozen graduating seniors were awarded the \$10,000 Discovery Scholar Prize.

**Global Scholars:** Undergraduates who have excelled in their studies both at home and abroad, and spent at least 10 weeks outside the United States as part of their undergraduate experience, receive this academic honor. Awards of \$10,000 are given to up to 10 graduating Global Scholars.

## Hot new major – Video Game Design

Video games in the 21st century are way more than kid stuff – they're the ultimate interdisciplinary art. With applications that span fields from healthcare to national security, graduates have entrées into careers that go far beyond entertainment. Video game majors are now offered at over 200 colleges, and USC is at the forefront with top-rated programs in the School of Cinematic Arts and the GamePipe Laboratory in the Viterbi School of Engineering. And opportunity does come knocking. USC students annually demonstrate their game projects to standing-room-only crowds of industry recruiters.

### Financial Literacy for Students

## What Every Student Needs to Learn – Financial Facts of Life

This fall, USC students have begun participating in workshops designed to boost their financial literacy and give them a working knowledge of the fundamentals of their economic life – from budgeting, credit cards, and credit scores, to identity theft and debt management. These topics are being covered in a series of free, one-hour lunch seminars sponsored by the university and open to any student. According to Steve Bryant, Director of Financial Aid Outreach, the series has been “hugely successful” with every seminar booked to capacity. Expansion plans are in the works: a more advanced course is planned, and Financial Fundamentals seminars will be included in all incoming freshman orientation programs. All of which should make students more fiscally savvy – and hopefully provide their parents a little financial relief as well.

### Where do USC students find their academic home?

*Here are the percentages of last year's entering class enrolled in the different schools and colleges across campus:*

**College of Letters Arts & Sciences:** 25%  
**Marshall School of Business:** 19%  
**Viterbi School of Engineering:** 15%  
**Arts Schools (Architecture, Fine Arts, Music and Theatre):** 13%  
**Annenberg School of Communication:** 6%  
**School of Cinematic Arts:** 5%  
**Keck School of Medicine:** 1%  
**“Undecided”** 16%

## Academic Departments

Applicants with questions about a specific area of study are welcome to call or e-mail that department directly. Phone numbers are listed below. E-mail addresses can be found at [www.usc.edu](http://www.usc.edu) by clicking on "Directories" at the top of the page. *(All numbers are 213 area code unless indicated.)*

**Architecture** (800) 281-8616  
**Business** 740-8885  
**School of Cinematic Arts** 740-6358  
**Communications/Journalism** 740-0900  
**Dentistry/Dental Hygiene** 740-2841  
**Engineering** (800) 526-3347  
**Fine Arts** 740-9153  
**Gerontology** 740-6060  
**Health Promotion & Disease Prevention** (800) 872-2213  
**Letters, Art & Sciences** 740-5930  
**Music** (800) 872-2213  
**Policy, Planning & Development** 740-0527  
**Theatre** 740-1286

### Financial Aid Reminder!

## Make Sure Your Students Don't Stop Short

Your students may have completed their applications for undergraduate admission, but with only rare exceptions, they should also be sure to apply for financial aid, since USC pledges to meet 100% of demonstrated financial need for undergraduates who satisfy eligibility requirements and meet all deadlines.

To make the process as painless as possible, we've set up a Web page that walks students and their parents through the many steps and dates by which relevant financial information must be submitted. The good news is, these steps are pertinent to financial aid applications for most schools, as well as USC.

For more information, visit [www.usc.edu/admission/fa/applying\\_receiving/undergraduates/newstudents.html](http://www.usc.edu/admission/fa/applying_receiving/undergraduates/newstudents.html).

# USC Admission Directory

**How to Contact Us** You can find the USC admission officer responsible for working with your students by referencing the list below. **These individuals will serve as your primary point of contact with our Office of Admission.**

**Special Note from Territory Managers to Students: "Don't be shy!"**

*Our territory managers don't believe in playing hard to get – and welcome students to call and e-mail us directly! It's a very busy time for everyone, but we promise to respond.*

## U.S.

<b>Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Tennessee</b> . . . . .	Michael Gulotta, <i>Assistant Director</i>	(213) 821-2165	gulotta@usc.edu
<b>Alaska, Colorado, Idaho, Montana, Nevada, Utah</b> . . . . .	Aaron Brown, <i>Assistant Director</i>	(213) 821-1882	aaronbro@usc.edu
<b>Arizona</b> . . . . .	Bruce Grier, <i>Associate Director</i>	(213) 740-6630	bgrier@usc.edu
<b>Connecticut, New York</b> . . . . .	Ross Mankuta, <i>Assistant Director</i>	(213) 740-5844	mankuta@usc.edu
<b>Delaware, Maryland, North &amp; South Carolina, West Virginia</b> . . . . .	Ashley Mathis, <i>Assistant Director</i>	(213) 740-6613	amathis@usc.edu
<b>Hawaii</b> . . . . .	Chris Tokuhama, <i>Senior Assistant Director</i>	(213) 821-1127	tokuhama@usc.edu
<b>Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North &amp; South Dakota, Ohio, Wisconsin</b> . . . . .	Risa Tewksbury, <i>Midwest Regional Director</i>	(217) 356-1854	tewksbur@usc.edu
<b>Maine, Massachusetts, New Hampshire, Rhode Island, Vermont</b> . . . . .	Maureen Gelberg, <i>Senior Assistant Director</i>	(213) 740-8925	gelberg@usc.edu
<b>New Jersey, Pennsylvania</b> . . . . .	Rakin Hall, <i>Associate Director</i>	(213) 740-4019	rakin.hall@usc.edu
<b>New Mexico</b> . . . . .	Therese Sandoval, <i>Assistant Director</i>	(213) 740-4042	tsandova@usc.edu
<b>Oklahoma, Texas</b> . . . . .	Lauren Hohman, <i>Assistant Director</i>	(213) 821-1704	hohman@usc.edu
<b>Oregon, Washington, Wyoming</b> . . . . .	Stefanie Potts, <i>Assistant Director</i>	(213) 740-0865	stefanie.potts@usc.edu
<b>Virginia, Washington D.C.</b> . . . . .	Gary Clark, <i>Senior Associate Director</i>	(213) 740-4926	gary.clark@usc.edu

## California

<b>Far Northern California, Valley of the Moon</b> . . . . .	Stefanie Potts, <i>Assistant Director</i>	(213) 740-0865	stefanie.potts@usc.edu
<b>Central Coast</b> . . . . .	Michael Gulotta, <i>Assistant Director</i>	(213) 821-2165	gulotta@usc.edu
<b>Sacramento County</b> . . . . .	Ashley Mathis, <i>Assistant Director</i>	(213) 740-6613	amathis@usc.edu
<b>Marin, San Francisco, Contra Costa and Alameda Counties</b> . . . . .	Alejandra Bonilla, <i>Assistant Director</i>	(213) 740-4752	ambonill@usc.edu
<b>San Mateo County, Santa Clara</b> . . . . .	Joe Beltran, <i>Assistant Director</i>	(213) 740-6611	jbeltran@usc.edu
<b>Santa Barbara &amp; West Ventura County</b> . . . . .	Becky Chassin, <i>Associate Director</i>	(213) 821-1128	chassin@usc.edu
<b>San Fernando Valley (East and West)</b> . . . . .	Candy Navarro, <i>Assistant Director</i>	(213) 740-7449	candynav@usc.edu
<b>Central Valley, North &amp; South</b> . . . . .	Aaron Brown, <i>Assistant Director</i>	(213) 821-1882	aaronbro@usc.edu
<b>Glendale &amp; Pasadena, Burbank</b> . . . . .	Mark Rasic, <i>Associate Director</i>	(213) 740-3040	rasic@usc.edu
<b>West Los Angeles &amp; West Beach</b> . . . . .	Maureen Gelberg, <i>Senior Assistant Director</i>	(213) 740-8925	gelberg@usc.edu
<b>Hollywood &amp; Wilshire</b> . . . . .	Mel Preimesberger, <i>Associate Director</i>	(213) 740-1779	preimesb@usc.edu
<b>East Los Angeles</b> . . . . .	Ashley Mathis, <i>Assistant Director</i>	(213) 740-6613	amathis@usc.edu
<b>Orange County (central)</b> . . . . .	Chris Tokuhama, <i>Senior Assistant Director</i>	(213) 821-1127	tokuhama@usc.edu
<b>South Bay &amp; South Orange County</b> . . . . .	Anne Aubert-Santelli, <i>Assistant Director</i>	(213) 740-7421	auberts@usc.edu
<b>South &amp; South Central Los Angeles</b> . . . . .	Mel Preimesberger, <i>Associate Director</i>	(213) 740-1779	preimesb@usc.edu
<b>Long Beach, including Carson, San Pedro</b> . . . . .	Rakin Hall, <i>Associate Director</i>	(213) 740-4019	rakin.hall@usc.edu
<b>Covina &amp; West Covina</b> . . . . .	Therese Sandoval, <i>Assistant Director</i>	(213) 740-4042	tsandova@usc.edu
<b>Whittier &amp; North Orange County</b> . . . . .	Ross Mankuta, <i>Assistant Director</i>	(213) 740-5844	mankuta@usc.edu
<b>Riverside &amp; San Bernadino</b> . . . . .	Therese Sandoval, <i>Assistant Director</i>	(213) 740-4042	tsandova@usc.edu
<b>San Diego County</b> . . . . .	Bruce Grier, <i>Associate Director</i>	(213) 740-6630	bgrier@usc.edu
<b>Greater Imperial Valley</b> . . . . .	Stefanie Potts, <i>Assistant Director</i>	(213) 740-0865	stefanie.potts@usc.edu

## International / Specialized Schools

<b>All countries and territories outside the U.S.</b> . . . . .	Judith Jurek, <i>Senior Associate Director</i>	(213) 740-5684	jurek@usc.edu
<b>Jewish Schools</b> . . . . .	Maureen Gelberg, <i>Senior Assistant Director</i>	(213) 740-8925	gelberg@usc.edu
<b>Correspondence, Home &amp; Non-Traditional Schools</b> . . . . .	Kirk Brennan, <i>Assistant Dean</i>	(213) 740-8926	kbrennan@usc.edu

# Counselor News

*Quarterly News for Guidance Counselors Winter 2008*

Do we have your correct information?  
If not, please e-mail us at [scounsel@usc.edu](mailto:scounsel@usc.edu)

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

## Counselor News *Quarterly Updates for Guidance Counselors*

**USC's Codes**

**ACT Code: 0470**  
Used for sending ACT scores

**CEEB Code: 4852**  
Used for PROFILE Application and SAT scores

**Federal School Code: 001328**  
Used for FAFSA application

### Making College Affordable

## USC Scholarships provide college funds to incoming freshmen

**Paying for college is definitely a challenge, but here are some heartening facts: USC pledges to meet 100% of university-determined financial need, and has one of the largest financial aid budgets of any university in the country.** Plus, 20% of our students receive merit scholarships from the university that cover from one-fourth to full tuition. (That's in addition to the 10% of our students this year who were National Merit, National Achievement and National Hispanic Scholars) Here's a quick overview of the 2009-10 scholarships available through USC to incoming students. Please encourage yours to apply!

And for those students weighing the financial pros and cons of a private university education, don't forget to factor in that students will probably will receive a larger financial aid award from a private university. Though room and board expenses are about the same everywhere, most students at private institutions graduate in four years. This can add up to considerable savings compared to many public universities, where staying for a fifth year is increasingly becoming the norm.

For more information on deadlines and requirements, please visit [http://www.usc.edu/admission/fa/grants\\_scholarships/undergraduates/usc.html](http://www.usc.edu/admission/fa/grants_scholarships/undergraduates/usc.html).

Scholarship Name	Number Awarded	Amount
USC Trustee Scholars . . . . .	100	full tuition
USC Presidential Scholars . . . . .	200	half tuition
National Merit Finalists . . . . .	number varies	half tuition
Internat'l Freshman Academic Scholarship. . . . .	number varies	half tuition
USC Associates . . . . .	10	\$10,000
Dean's Scholars . . . . .	250	1/4 tuition
Alumnae Scholars . . . . .	60-80	\$1000-4000
Alumni Club Scholars . . . . .	number varies	\$1000-4000
Asian Pacific Alumni Association . . . . .	15-25	\$1000-3000
Black Alumni Association . . . . .	70	\$500-4000
Half-Century Trojans Endowed Scholars . . . . .	number varies	\$10,000
Jewish Leadership Scholars . . . . .	2	\$10,000
Lambda Gay & Lesbian Alumni Association Scholars . . . . .	9	\$4,000
Mexican American Alumni Assoc. Scholars . . . . .	200	\$1000-5000
Norman Topping Student Aid Fund. . . . .	numbers and amounts vary	
Scions . . . . .	75-100	\$1000-2500
Town and Gown . . . . .	number varies	\$5000-10,000