

**MAKE A DIFFERENCE IN ISRAEL
GET INVOLVED WITH JNF TODAY**



ALTERNATIVE BREAK

JNF's Alternative Break to Israel is a FREE seven-day community service trip for Jewish young adults (ages 18-30). Students travel to Israel during spring or winter break to connect to the land and people of Israel in a meaningful way.

TAGLIT - BIRTHRIGHT ISRAEL

Explore Israel on a JNF Israel Adventure. Jewish students age 18-26, who have never been on an organized peer program to Israel, can begin the journey of a lifetime.

PLANT YOUR WAY TO ISRAEL

JNF's Plant Your Way to Israel program allows students up to the age of 25 to raise money toward a trip to Israel. Half of the donation goes to JNF forestry projects in Israel, and the other half is placed in a special account on the student's behalf to be redeemed for any travel to Israel.

POSITIVELY ISRAEL

Take action to show the world how Israel makes the world a better place. Help get the word out, get your communities involved, and get our message heard across the country and around the world.

CARAVAN FOR DEMOCRACY

JNF Caravan for Democracy drives constructive dialogue on college campuses by bringing different speakers from Israel and the U.S.

To learn more, go to jnf.org/iae or contact the JNF Education and Advocacy Department at education@jnf.org or 212.879.9305 x245.

EDUCATION & ADVOCACY

- *Eliminate questionable photos, including pictures in which you're holding a cup.* Why leave its contents to others' imaginations? When friends post questionable photos of you, asking to be untagged isn't enough. Ask to be cropped out of the photo or have the picture taken down.

- *Remove contact information.* Deleting phone numbers and addresses is a general safety precaution which also reduces an outsider's ability to do an information search about you.

- *Use a friend filter.* Only accept Facebook friend requests from people you know. Otherwise you give a stranger access to all your online information.

2 Don't communicate informally with college officials. All written messages—electronic or otherwise—should be written in formal language, be grammatically correct, and be representative of you as a student. No LOLs—ever.

3 Don't breach the personal space of school officials. Asking to "friend" a dean of admissions at his/her personal account is likely to do you more harm than good.

Social media can also work to your advantage in college admissions. After all, social media is about expressing yourself as an individual—exactly what many admissions committees seek in a student's college application. To make the best use of social media:

1 Express interest in the colleges to which you're applying. Demonstrate your interest by liking the school, becoming a follower, posting a photo of the school's mascot on Pinterest, and/or commenting on a blog post.

2 Show off a little. Social media is a great platform to share interests, talents, and accomplishments, so demonstrate your passion for and pride in your work. If you're a photographer or an artist, showcase your pictures on Tumblr. If you play music, create a MySpace page devoted to your work. If you like to write, start a WordPress blog. If you're a star soccer player, post a video on YouTube showing you scoring the winning goal.

3 Be true to yourself. Don't create a fake persona or misrepresent yourself to impress an admissions officer who might look at your site. Don't say you're a fan of Voltaire if you prefer Stan Lee. It's hard to lie about your love of philosophy when everyone on your friend list knows you'd rather read Marvel comics.

So, when it comes to social media, be authentic, careful, and enthusiastic (ACE)—and you may find yourself acing the admissions process.

—Dr. Katherine Cohen, CEO and founder of IvyWise (IvyWise.com), a college admissions counseling company; and ApplyWise (ApplyWise.com), an interactive college admissions counseling program

The Right School Pays Off
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the deadlines for private scholarships in the high school student's junior year. Also, most families learn belatedly about the COA-EFC=NEED formula (Cost of Attendance - Expected Family Contribution or a family's "deductible" before financial aid kicks in = Need) the federal government and institutions use to determine how much a family will have to pay out of pocket *before* financial aid can be determined (search Expected Family Contribution—EFC for more information). Being unaware of the financial aid

formula can lead to a rude awakening about out-of-pocket costs when it's too late in the admissions process. In addition, many parents and students need to understand that if they do not qualify for federal assistance, they can, if time permits, revisit their school selections, concentrating on colleges and universities that are good matches and could provide *merit-based* scholarships and grants.

You always have to have a plan B.

—Dennis Hughner, partner, Complete College Funding Solutions, Torrance, California, planningforcollegecosts.net