
COST

In considering cost, look beyond the price tag. Because of financial aid, most students pay less than the "sticker price," so don't rule out a college that would be a good fit for your child before you find out how much financial

aid it will offer. Most colleges work to ensure that academically qualified students from every economic circumstance can find financial aid that allows them to attend.

DIVERSITY

Your child should explore what the advantages of a diverse student body would be. The geographic, ethnic, racial, and religious diversity of the student body can help

students learn more about the world. Investigate which student organizations or other groups with ethnic or religious foundations are active and visible on campus.

RETENTION AND GRADUATION RATES

One of the best ways to measure a school's quality and the satisfaction of its students is to learn the percentage of students who return after the first year and the percentage of entering students who

go on to graduate. Comparatively good retention and graduation rates indicate that responsible academic, social, and financial support systems exist for most students.