



WHAT ARE "THEY" LOOKING FOR IN A COLLEGE ESSAY?

Uniquely U. divulges admissions' biggest secret

As rising seniors in the high school class of 2009 prepare to face the annual college application free-for-all, clutching the latest list of "College Essay Do's and Don'ts," one terrifying question overshadows all: What are 'THEY' looking for?

"As head of Uniquely U. College Essay Consultants, I can confidently state that I've actually figured out the answer," states Maxene Fabe Mulford, owner of the college essay and application service that has been helping Greater New York high school seniors for the past ten years.

"Simply stated, college admissions officers are looking for applicants who don't care what they are looking for. That is why that list of college essay 'Do's and Don'ts' all the experts are so fond of touting is essentially worthless.

"That said," says Mulford, "there *are* some distinctly Uniquely U. college application/essay-writing guidelines."

- DO view your entire application as a narrative in which the personal statement is merely one component. In this way, you can strategize what your recommendations are apt to say, know how to maximize your supplementary essays, and craft an activity sheet that does you justice.
- DON'T pay over-much attention to the wording of the essay question itself, especially when you are first getting started. Instead, concentrate on how best to communicate a turning point in your understanding of yourself and an insight that elicited.
- By the same token, DON'T count words too early in the process; you will only shut down your creative flow just as you are getting into gear.
- DO consider incorporating line drawings and photographs into your essay if doing so will add a deeper dimension to your self-portrait. The new Common Application now makes it possible to upload all sorts of creative touches, including video and soundbytes.
- DO leave yourself enough time to enjoy the writing process. Your college essay represents an unparalleled way to get to know yourself: where you've come from; where you now stand poised; and, above all, what YOU'RE looking for as you head off to college. For information on Uniquely U. contact Maxene Fabe Mulford at 1.866.UUESSAY or www.uuessay.com

OSBORN'S Sterling Park Residents Association presents Academic Achievement Awards

Twenty students, ranging from Class of 2008 high school graduates to those pursuing graduate degrees after receiving their Bachelors degrees, were the recipients of Academic Achievement Awards from the Sterling Park Residents Association at The Osborn. The student recipients are children of employees of The Osborn from a wide variety of departments from dining, Osborn Home Care, facilities, finance, environmental services, and nursing. One of the criteria for consideration for the award is that the student will continue in an educational program after high school. This may be a college or university program or a trade school.

The annual meeting at which the Sterling Park Residents Association Academic Achievement Awards are presented unites residents, staff, and staff children in their shared commitment to the power of education to help people achieve their goals. The awards are from a fund to which Residents contribute voluntarily which is then divided among the students.

Residents of Sterling Park care deeply about education. This marks the fifth year that Residents of Sterling Park, the independent living section of The Osborn Retirement Community, have organized and made personal contributions to fund the awards. Like other men and women of



Sterling Park Residents Association Academic Achievement Awards Committee members Mrs. Sylvia Greenberg, Mrs. Betty Menke, Mrs. Lily Lisman, and Dr. Edward Pasciuti with the staff and staff children who received the awards.

their generation, many of whom came from humble circumstances, education provided the route to their careers and enabled them to settle in this area and raise families. Based on this, Association members developed the idea for the awards and manage the program each year.

Academic Achievement Award recipients this year included: Samuel Kemp (Columbia University), Lindsay Portillo (National Youth Leadership Forum), Stephanie Baxter (Western Connecticut State or Stony Brook

University), Eva Vives (Dominican College), Jevon Griffiths (Five Towns College), Tafari Smith (Rider University), Kuang-Ying Chen (Ithaca College), Ingrid Swanson (Boston University), Joseph Gorman (Boston University), Jason Cusumano (Bentley College), Marsha White (Northeastern University), Monali Patel (St. John's University), Alyssa Levy (SUNY Old Westbury), Keiji Ishiguri (Yale University), Diane Del Rosario (George Washington University), Benjamin Rajan (Stony Brook University) Nicholas Costa (Rensselaer Polytechnic

Institute), Aisha Beckett (Penn State University), Jibi Alexander (Binghamton University), and Andrew Buchanan (Lincoln Tech). They are the sons and daughters, respectively, of Osborn employees Gregory Kemp, Sandra Sacaza, Sharon Graham, Jackie Perry, Michelle Young, Sandra Fuller, Shene-Fen Sharon, Linda Swanson, Mary Gorman, Geraldine Cusumano, Agatha Jules, Gopal Patel, Michelle Levy, Priscilla Ishiguri, Dominador Del Rosario, Annamma Rajan, Donna Costa, Shirley Beckett, Beena Alexander, and Joyce Buchanan.