

## **New York Times Bestseller Jeff Selingo to Speak at HHS**

Getting your student into a top-ranked college has never seemed more impossible, with acceptance rates at some elite universities dipping into the single digits. Ever wonder what the secret is and how to compete – and win – at the admissions game? Well, here's your chance.

Highland High School, in partnership with The Highland Foundation for Educational Excellence, is pleased to welcome New York Times bestselling author **Jeff Selingo, at 7 p.m. on Tuesday, February 8 in the HHS Auditorium** for a Parent Session offering insights from his latest book, *Who Gets In & Why: A Year Inside College Admissions*.



This event is free and open to **ALL** Highland parents interested in learning more about the college admissions process. *It is not restricted only to parents of high school students.* **Registration is required and space is limited. Please visit the Highland website to register. Deadline is February 3.**

### **About the Book**

For his 2020 book, Selingo was embedded in three different admissions offices (a selective private university, a leading liberal arts college, and a flagship public campus) and closely observed gatekeepers as they made often agonizing and sometimes life-changing decisions. He also followed select students and their parents and traveled around the country meeting with high school counselors, marketers, behind-the-scenes consultants, and college rankers.

While many have long believed that admissions are merit-based, rewarding the best students, *Who Gets In and Why* presents a more complicated truth, showing that “who gets in” is frequently more about the college’s agenda than the applicant. In a world where thousands of equally qualified students vie for a fixed number of spots at institutions, admissions officers often make split-second decisions based on a variety of factors—like diversity, money, and, ultimately, whether a student will enroll if accepted. His book also guides prospective students on how to honestly assess their strengths and match with the schools that will best serve their interests.

### **About Selingo**

As both an observer of higher education and an insider with an academic appointment at one of the largest universities in the country, Selingo occupies a unique position to explain the intersection between work, life, and learning. He writes regularly for *The Atlantic*, the *Washington Post*, the *New York Times*, and the *Wall Street Journal*. He also is co-host of the podcast, *Future U.*, and writes a biweekly newsletter, *Next*.

His research focuses on the changing nature of work and its impact on education, paying for college, the student experience, and shifting expectations for what the public and employers want from colleges. Selingo is a special advisor for innovation and professor of practice at Arizona State University, where he is the founding director of the Academy for Innovative Higher Education Leadership. In addition, he regularly advises universities and organizations on their innovation strategy. He lives in Washington, D.C., with his family.

*A special thank you is extended to The Highland Foundation for their generous support in making this event possible.*