

# The Good College

## BY STUART NACHBAR



A Certified Educational Planner and independent college and graduate/professional school admissions advisor based in Central New Jersey, Stuart Nachbar is the founder and publisher of EducatedQuest.com, a blog that provides college reviews and discusses college admissions issues. He was formerly senior vice president of College Central Network, a New York-based firm that provides web-based applications to more than 650 college career centers. A graduate of Rutgers University-New Brunswick and the University of Illinois Urbana-Champaign, Stuart has also worked around higher education as a writer and urban economic development professional. He and his wife, Carol, live in Central New Jersey.

*"Most families begin their college search knowing almost nothing about particular colleges. Worse yet, most do not know what questions to ask or how to assess the answers they receive if they do ask. What I admire most about Stuart Nachbar's work is that he is a gifted "explainer." His essays and interviews do an exceptional job of showing families not only what to look for when they research colleges, but also when to be skeptical about what they read or hear. Whether the subject is financial aid, admissions, academics, campus life, outcomes after graduation, or reputation, Stuart always has something thoughtful to say, and it is generally something that you won't learn from other sources."*

~ **Lou Hirsh**, retired Director of Admissions, University of Delaware, and former Admissions Practices Committee Chair, the National Association for College Admission Counseling

## The Good College | MARKETING SUMMARY

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## UNIQUE INSIGHTS INTO ADMISSIONS, COSTS, ACADEMICS, REPUTATIONS AND RANKINGS



*The Good College* is a collection of updated essays from my website, Educated Quest, about College Admissions, College Costs, College Academics and College Reputations and Rankings that refutes misleading information found too often in the media and on online chat boards. More important, it helps college-bound students and their parents gather the right information to find their Good College, the school that is the best academic, financial and social fit, to become educated, and feel safe in the campus community. A “good college” does well by the students it attracts, successfully guiding them to a degree and career direction and providing a network for life.

*The Good College* not only provides tips to help students and families gather information. It also explains why colleges “do what they do” and how they could use a college’s resources to best prepare for career success or further education.

Colleges make admissions decisions and impose degree requirements and assess costs for different reasons. Parents and students deserve to know why colleges do what they do to help them to compare schools and the services they provide. The best practices in higher education do not always come from the most selective colleges. They come from schools where the faculty and administrators understand the students they attract and try to improve upon the ways that they help them to succeed.

College costs have risen to the point where they are now the largest expense that most families will make, even if their children attend public universities. Changing colleges after a year or two has also become more costly in money and time. Parents have becoming increasingly sensitive to costs as well as a college’s ability to deliver on the promises in their marketing. *The Good College* helps them to make the best-informed decisions on their college choices.



*“The Good College provides an indispensable look into what smart college consumers need to know when creating a college list and evaluating their choices. The high-stakes college admission process is pockmarked with land mines, but The Good College will get you safely to the finish line.”*

~ **Lynn O’Shaughnessy**, Founder of *The College Solution*,  
Higher-ed Author, Journalist, Speaker