

Write To Excite: Advice for Application Essays



Presented by: Ryan Standil

This program offers a step-by-step guide for drafting application essays.

Overview:

Many university applications require students to answer an essay question. To draft a compelling application essay, students must know *what to say* and *how to say it*.

Part 1 – What To Say:

In terms of *what to say*, students should concentrate on two items: their “fit” and their “transferable skills”. Fit implies that a student has researched the university, and based on the outcomes of this research, the student is eager to study at that particular institution. Transferable skills are qualities that the student has developed which are associated with success in the student’s faculty of choice. During this program, students learn how to find the right fit and discover which transferable skills are coveted by different faculties.

Part 2 – How To Say It:

In the second part of the program, students analyze *how to say it*. Namely, students are taught how to articulate their fit and transferable skills, mentioned above.

Led by Ryan, students examine the writing strategies that produce an effective application essay. For example, students assess the optimum number of skills to highlight when describing an extracurricular activity. Students also learn about the evidence they must provide in order to substantiate that they have honed the skills being mentioned.

A critical segment of this program is a discussion about “buzzwords”. These are terms such as “communication skills”, “teamwork skills”, and “leadership ability”. There is a debate over whether students should use these terms in their application essays, and Ryan will explain both sides of the argument.