MISSION BRIEF

WEEKLY TOPIC SHEET

SUMMARY

Matt Douglas, author of Unlocking College Admissions: Your Step-By-Step Workbook For Finding The Right College And Getting In, joins Tommy to unpack the college admissions process and help students and families approach it with less stress and more intentionality. He shares practical advice on extracurriculars, recommendation letters, college essays, standardized testing, AI, financial aid, and campus visits, while explaining how to identify the best-fit college by considering academics, location, campus life, cost, and personal goals. Throughout the conversation, Matt reminds students that college applications are about more than grades and test scores—they're an opportunity to show admissions teams who they are, what matters to them, and where they hope to go. Rather than searching for one perfect college or choosing a school based on its name alone, students can focus on finding an experience that fits their needs, values, interests, and future goals.

KEY WORDS

- College admissions
- Best-fit college
- Application essays
- Extracurricular activities
- Recommendation letters
- Standardized testing
- Campus visits

THINK ABOUT IT!

Are you choosing a college because it looks impressive to other people, or because it fits who you are and where you want to go? What factors matter most to you when deciding where to apply?

ANNOUNCEMENTS

Podcast Episode 156:
The College Admissions Game Plan: Interview with Author Matt Douglas

Blog Posts:

- Welcome to The Launch Mission: Your Senior Year Starts Here
- What Do You Want Your Senior Year to Be About?

@TheLaunchMission

ACTIVITY SHEET

MONDAY	Listen to Podcast Episode 156 with Matt Douglas. Write down three things you learned about the college admissions process. What is one part of applying to college that you understand better now?
TUESDAY	Make a list of your top five priorities in a college. Consider academic programs, location, cost, campus community, size, extracurriculars, and support services. Rank your priorities from most to least important.
WEDNESDAY	Think about an experience that has shaped who you are. Write a short paragraph about what happened, what you learned, and how it reflects your values or character. How could that experience help someone understand you beyond your grades?
THURSDAY	Choose one college you're interested in and research its academic programs, campus environment, estimated costs, and available financial aid. Write down two things that make it a potential fit and one question you still need answered.
FRIDAY	Review your current college application checklist. Identify one task you can complete this week, such as researching a deadline, asking about a campus visit, requesting a recommendation, or drafting an essay. If you're unsure where to start, ask a counselor or trusted adult for help.