



College Admissions and Funding

Expert Services Available



Michael C. Motto, Educational Consultant and College Admissions Advisor

Michael Motto is a New York-based educational consultant and former Assistant Director of Undergraduate Admissions at Yale University. Through public speaking engagements and individual counseling, he offers students and parents candid advice and concrete strategies for success in the college admissions and financial aid planning processes.

Whether working with private clients, training high school teachers and counselors, or speaking to students and parents, Mr. Motto draws on diverse professional experiences. As an Admissions Officer, Mr. Motto reviewed nearly 2,500 undergraduate applications to Yale. He has evaluated more than 5,500 student essays, over 6,000 letters of recommendation, and nearly 3,000 secondary school reports. A former researcher in the area of corporate leadership development, he has designed and developed coaching and educational materials used in leadership development programs nationwide. He draws on a background in corporate and academic research and training when conducting workshops, seminars, and interactive case studies on the admissions process with high school teachers and counselors. Mr. Motto supports students, parents, and educators by providing his clients with the structure, information, and confidence necessary for navigating the college admissions process successfully. He has lectured nationally on undergraduate admissions, detailed minority and athletic recruitment processes, and demystified university financial aid programs. He has also authored admissions-related articles and brochures.

Michael Motto is currently a Ph.D. candidate and Gates Scholar at the University of Cambridge Institute of Criminology (UK). A member of Phi Beta Kappa, he earned his B.A. *magna cum laude* from Yale University in intensive-track programs in both Sociology and American Studies. As a Visiting Lecturer in Yale College, Mr. Motto is instructing an advanced undergraduate seminar of his own design. He holds Visiting Scholar status in the Center for Urban Research and Policy at Columbia University, is a Fellow of Silliman College and a Guest Fellow of Morse College at Yale University, and was appointed Visiting Scholar in the Law and Society Program at New York University from 2007-08. Mr. Motto also serves annually as a volunteer judge on the social sciences panel of the New York City Science and Engineering Fair.

Expert College Advising

For Students and Parents

Getting into a good college does not have to produce anxiety. Michael Motto provides the insight and confidence that give students an edge in the competitive college admissions process. He offers private advising services for students in all years of high school. With freshmen, Mr. Motto focuses on critical pre-college planning activities. These activities include course selection, extracurricular involvement, leadership development, strategic summer planning and standardized test preparation. With sophomores and juniors, Mr. Motto begins a more intensive stage of college planning. Work in this stage is needed to prepare a strong foundation for the rigorous process of developing and submitting compelling college application materials in the fall of the senior year. Mr. Motto provides all his clients with the structure and knowledge needed to navigate the college application process. This includes:

- Devising a comprehensive strategy and action plan for the college admissions process tailored to the individual student;
- Identifying appropriate schools and programs;
- Setting an application timetable and student work calendar;
- Guiding the development of strong, compelling application materials;
- Providing appropriate feedback and review of application components;
- Conducting mock alumni and on-campus interviews;
- Advising on early, regular, and rolling admissions cycles and providing necessary follow-up.

For Schools and Institutions

Mr. Motto is a regular speaker on undergraduate admissions and financial aid processes at selective universities. He works closely with schools and institutions to prepare a program of seminars, workshops, and interactive case studies tailored to meet the specific needs of his clients. Especially popular seminars have included lectures and workshops on the following topics:

- Behind the Ivy Wall: The Admissions Process at Elite Universities;
- College Counseling and Senior Year School Support;
- Looking Ahead: College Counseling Strategies for Freshmen, Sophomores and Juniors;
- Neither Art, Nor Science: Writing Outstanding Letters of Recommendation;
- Dilemmas and Conundrums: Supporting “Problem Students” in the Competitive College Admissions Process;
- On-Campus and Alumni Interviewing: “Do”s and “Don’t”s;
- Averting the Crisis: Helping Students (and Parents!) Manage Stress and Anxiety When Applying to College;
- “Scoring” Letters of Recommendation and Secondary School Reports;
- Mock Admissions Committee. Participants evaluate a small number of faux student applications and render admissions decisions;
- Rating College Interviews. Participants take part in simulated on-campus interviews. Exchanges are critiqued and accompanied by a discussion on how to evaluate student interview performance and guide effective preparation.

For more information on services and rates, please contact directly. **Bespoke clients receive a discount.**

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