



Carleton

**Carleton College Admissions
Communications Redesign**

CASE CIRCLE OF EXCELLENCE 2019 ENTRY

**13b Strategic Communications:
Communications Program Improvement**

Summary of overall improvements to print and web branding

- » Reduced page count significantly
- » Increased photography and illustration use
- » Commissioned new photography to be more documentary and action-based
- » Removed formal/institutional tone and utilized conversational/plain-speak tone
- » Broke text down into more bite-size chunks and snippets instead of blocks of paragraphs
- » Brought more storytelling to the pieces in visual directions as well as sidebars
- » Projected a more friendly, quirky, and inquisitive vibe that strongly reflects the Carleton community
- » Strictly adhered to the branding styles to unify the pieces visually and tonally
- » Brought stronger storytelling to the pieces with narrative visual elements and sidebars

**Admissions
Website
Redesign**

Before Admissions Website

Homepage


ADMISSIONS

[Explore](#) [Ask](#) [Visit](#) [Interview](#) [Apply](#) [Afford](#)

ACADEMICS:
Extraordinary Students
Exceptional Teachers

CAMPUS LIFE:
Welcoming, Creative, and Collaborative

BEYOND CARLETON:
Strong Community, Global Opportunities



NUMBER ONE IN TEACHING among Liberal Arts Colleges

Academic Subjects & Majors

“Academic life at Carleton is intense, but everyone is focused on the same goal.”

Sam Patterson • Teaches Mathematics • Academic Life

A Liberal Arts College Like No Other

Where: Northfield, MN [\(Visit\)](#)
Who: Nearly 2000 students from 50 states and 42 countries [\(Video\)](#)

[About Carleton](#)

Happy to Talk

507-222-4190
admissions@carleton.edu
[Request Materials](#)
[Facebook](#)
[Twitter](#)
[YouTube](#)

Students from Around the World

International students make up a vibrant and growing part of the Carleton community.

[International Student Info](#)

Not a Prospective Student?

[For Parents](#)
[For Counselors](#)

Surprisingly Affordable

Carleton offers some of the best financial aid in the U.S. In fact, we meet 100% of demonstrated financial need for every Carleton student.

[Financial Aid Estimators](#)

Real People

Todd Campbell Jr. '16
Chicago, IL • Religion Major
“There are so many options and such a closeness that you can develop with people here.”

Mariele Foster '16
Minneapolis, MN • Computer Science Major • Mathematics Major
“Carleton hits the beautiful balance between intense learning and spontaneous, eclectic fun.”

Owen Solis '17
Los Angeles, CA
“Maybe it was the first time in a rural setting for me, but it just felt like a great place to think.”

Kifaya Taha '17
St. Paul, MN
“You don’t have to fit a mold here. Being an individual and being strong-minded is embraced.”

Acer Pahukoa '17
Wailuku, HI
“I really wanted to play football in college, but I wanted an education first. The priority here is education.”

[More people](#)

Falling for Carleton is our **One** Fall open house. Come one, come all. My institution to get a quick estimate of our cost.

In Our Own Words

Student & Admissions Blogs

[Admissions Office Blog](#)
[Staying Healthy](#)

[Admissions Office Blog](#)
[Week 6 of Winter](#)

[Admissions Office Blog](#)
[24/7 Cookies @ Dacie Moses House](#)

[Admissions Office Blog](#)
[Floor Tiles, Carpets, and Roads](#)

[Admissions Office Blog](#)
[Spring Break](#)

[Previous posts](#)

CARLETON COLLEGE ADMISSIONS Northfield, MN USA 507-222-4190 admissions@carleton.edu [Facebook](#) [Twitter](#) [YouTube](#)

Explore

[Academics](#)
[Campus Life](#)
[Beyond Carleton](#)

Ask

[Ask a Question](#)
[Request Materials](#)
[Admissions Staff](#)

Visit

[Schedule a Visit](#)
[What to Expect](#)
[Campus Visit](#)
[Alternatives](#)

Interview

[On-Campus Interviews](#)
[Interviews in Your Area](#)

Apply

[Start Your Application](#)
[Admissions Criteria](#)
[Application Deadlines](#)

Afford

[Aid Estimator](#)
[Carleton's Costs](#)
[Applying for Aid](#)

Visit Page

ADMISSIONS

[Explore](#) [Ask](#) [Visit](#) [Interview](#) [Apply](#) [Afford](#)

Planning Your Visit
Getting Here
Explore Northfield
Explore the Twin Cities
Check the Weather

Plan and Schedule A Visit

We'll walk you through [signing up to visit campus](#).

How to get here by...

[Car](#) • [Air](#) • [Train](#) • [Bus](#)

Be Prepared

There's often road construction, especially in the summer. Be sure to [check out MN-DOT](#) for accurate travel information in and out of Northfield.

Can't Visit?

Talk directly with Carleton admissions representatives near your home. Check our calendar for upcoming activities [in your area](#).

Group visits

We welcome [groups of students](#) from schools and community-based organizations.

Summer Programs

Looking for something fun to do in the summer? Consider one of Carleton's [summer academic programs!](#)

Visiting Campus This Winter



Want to visit this winter?

We believe that visiting campus is the best way to discover whether Carleton is the right fit for you. Although you can get a feel for Carleton's personality in our [Explore](#) section, there's no substitute for walking around campus, talking to students, and sitting in on real classes. Feel free to [arrange a visit on your own schedule](#).

Things to do during a campus visit

[Take a campus tour](#)

[Go to an information session](#)

[Do an admissions interview](#)

[Attend classes](#)

[Stay overnight with Carleton students](#)

Eat in the [dining halls](#)

Visit an [academic department](#)

Talk with a professor

Get your [financial aid](#) questions answered

Check out downtown [Northfield](#)

Watch a varsity [sports](#) practice and talk to the team & coach

Check out the exhibits at the Art Gallery

Go to campus events

Bake cookies at [Dacie Moses House](#)

Stop by [Gould Library](#) to peruse its one million items (or meet Oscar the penguin)

Play "Name That Tune" when the [chapel bells](#) chime

Take a walk in [the Arb](#)

Join a game of [broomball](#) or [Frisbee](#), depending on the season

Visiting Stories & Advice

 **Sam Chao '16** says:
I came to Accepted Student Days, and I remember being stunned by how excited everyone was to see prospects. All of the Carls were really welcoming and eager to convince us why Carleton was the best school.

 **Did you visit Carleton before applying?**
Kifaya Taha '17 says:
I had a great prospect experience. I stayed for two days and my host was so nice. It's just a feeling you get. You feel like you belong. I definitely felt warmth from sitting in a class. Plus, it was a small class, and I like that about a liberal arts college. We're a community here. It's very warm, homey and comfortable. I remember that I got lost once while trying to find a building. I must have looked confused, and somebody came up to me and asked, "Do you need help?" Little things like that. People here are very open, very nice.

[Choosing A College](#)

 **Sam Chao '16** says:
I was looking for a small school where I would feel challenged but not pressured academically. I was also looking for a school that would let me pursue all of my interests - a double major, varsity sports, and theater - to the fullest. I visited Carleton, and after getting a taste of Minnesota nice and the scent of Malt-o-Meal in the air, I knew Carleton would be a good fit for me.

[Why Carleton?](#), [Choosing A College](#)

 **Emily Balczewski '16** says:
When I visited during Admitted Students Weekend, I audited a 300-level Computer Science Course, with zero previous Computer Science experience. By the end of the lecture, I felt like I had a deep understanding of the material...and had a blast while learning it. That's what Carleton is about: awesome profs.

Financial Aid Estimators

Falling for Carleton is our **One** Fall open house. Come one, come all. My institution to get a quick estimate of our cost.

In Our Own Words

Student & Admissions Blogs

[Admissions Office Blog](#)
[Staying Healthy](#)

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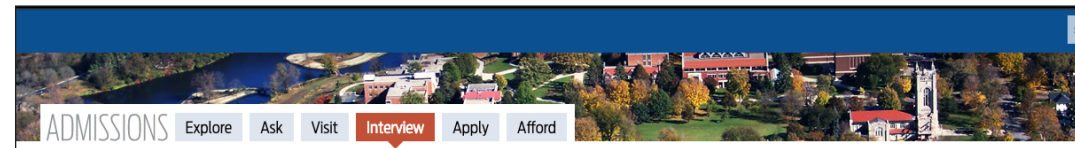
[Admissions Office Blog](#)
[Floor Tiles, Carpets, and Roads](#)

[Admissions Office Blog](#)
[Spring Break](#)

[Previous posts](#)

Before Admissions Website

Interview Page



Arrange an Interview

Interviews give us an opportunity to chat with you more about your interest in Carleton. We **do not** require our applicants to have an interview. We interview **high school students** from spring of junior year through mid-January of their senior year. Please contact our office by mid-December of your senior year to arrange your interview. Given their extended application deadline, **transfer students** can generally interview in our office through mid-February, though these interviews should be arranged by February 1. Don't panic if you miss the deadline - there are plenty of students who come to Carleton without having an admissions interview.

Generally speaking, there are 3 ways to interview:

- 1. On campus, during your campus visit.**
You can [request an interview](#) when you schedule your visit with the Admissions Office. High school juniors can start interviewing during our spring academic term. Although we can arrange interviews to occur through mid-January of your senior year, high school students need to contact our office by mid-December to help us better ensure we can accommodate your request for a wintertime interview.
- 2. In your area, with a Carleton alum.**
Our Alumni Admissions Reps are eager to interview prospective students. You can [request an interview in your area](#) and our Admissions Office will contact you with further information to arrange your interview at a time mutually convenient to you and an AAR. High school students can interview with an AAR from springtime of your junior year through January 15 of your senior year. Transfer students can interview through mid-February.
- 3. In your area, during an interview day.**
Sometimes our AARs and Admissions Office staff host a day of interviews, with date, time, and location already set. Check out [Interview Days](#) to see if there is one being held in your area. These interview days are a good chance to meet with AARs as well as other prospective students from your area.

Note:

An interview is **not required** as part of your application to Carleton, but it is recommended. It's a chance for us to get to know you as a person, not just a transcript and some test scores, and a chance for you to get to know the college.

Because on-campus interview slots are limited, during busy times we give priority to senior applicants. You are welcome to contact our office about scheduling and availability.

Tips for Interviewing

- **Relax.** Interviews are informational, not evaluative. We're not making black marks against you on a checklist. The goal is just to get better acquainted.
- **Dress casually.** Your interviewer may wear a suit, but you don't have to.
- **Plan ahead.** The interview is as much for your benefit as ours. Think about the questions you want answered about Carleton College.

Interview Stories & Advice

Your web site says interviews are recommended. Am I less likely to be admitted if I don't do an interview?

The Admissions Office says: Although we recommend interviews as a way to get better acquainted (us with you, you with the college), the absence of interview won't be a strike against you. If you're unable to interview, we suggest you make the most of your essay and other application materials to help us get to know you as a person.

Do many people interview with Carleton? Is an interview required?

The Admissions Office says: An interview is not a required part of the application, but it is recommended. The Carleton interview is informational rather than evaluative. It's a chance for us to get to know you more personally aside from grades and test scores, and it's a chance for you to get to know the college.

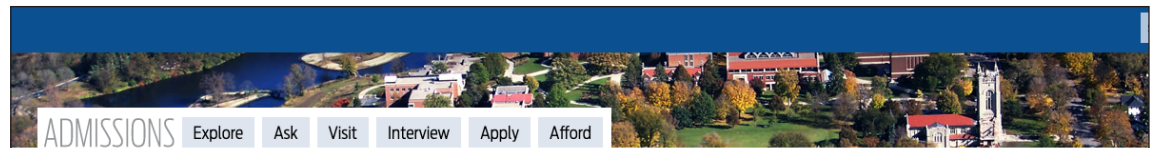
If it is not possible for you to come to campus, you can interview with one of our alumni who lives in your area. You can schedule an interview (either with an alum or an admissions counselor) by calling the admissions office at 1-800-995-2275.

Is an interview required for international applicants?

The Admissions Office says: No, interviews are not required in any way for admission.

◀ [International Students](#)

Admissions Blog



2017-18 bloggers

- [Alvin Bierley '21](#)
- [An Kitamura '21](#)
- [Chase Garcia '19](#)
- [Eve Liu '20](#)
- [Jacob Cohen '19](#)
- [Jelliat Odubayo '21](#)
- [Lynn Barbera '19](#)

[View all blogs](#)

Admissions Office Blog

1 2 Older >>

Posts tagged with "Alvin" (All posts)

Search:

- Alvin
[Remove](#)

Add focus...
[Log In](#)

Staying Healthy

February 13, 2018 at 9:30 am

Carleton can be cold in the winters, but Alvin emphasizes the importance of staying active and healthy during the chilly season.

[Read more of "Staying Healthy"](#)
[Permalink](#)



Distance

February 6, 2018 at 10:00 am

After 15 weeks at Carleton, Alvin shares some great ways for Carls to stay connected with friends and family back home.

[Read more of "Distance"](#)
[Permalink](#)



Halfway Through

January 30, 2018 at 10:00 am

For Alvin, the people, classes, weather, and Carleton as an institution have made his term all the more bearable.

[Read more of "Halfway Through"](#)
[Permalink](#)



Food for Thought

January 23, 2018 at 10:00 am

Alvin describes how he stepped out of his California comfort zone and ultimately chose Carleton.

[Read more of "Food for Thought"](#)
[Permalink](#)



Alvin's Second Winter Week

January 16, 2018 at 1:00 pm

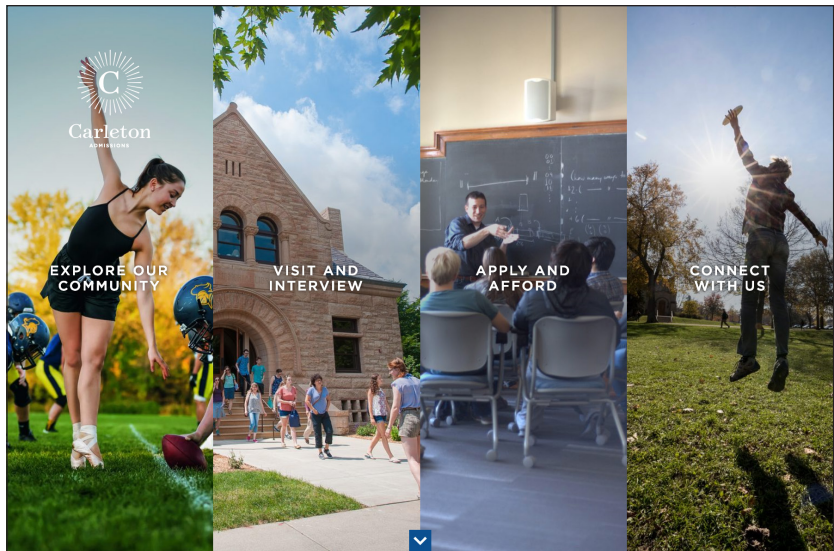
Alvin breaks down how his second winter week went by at Carleton.

[Read more of "Alvin's Second Winter Week"](#)
[Permalink](#)



After Admissions Website

Cascading Homepage



Carleton
Admissions

EXPLORE OUR
COMMUNITY

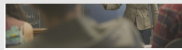
VISIT AND
INTERVIEW

APPLY AND
AFFORD

CONNECT
WITH US

Ambitious Together

We are an intellectually insatiable group of people. We approach learning with enthusiasm, energy, and a distinctly Carleton brand of playfulness. Carleton is a collaborative place where students and professors work together to make sense of the messiness of life.



As respected scholars, scientists, artists, and researchers, Carleton professors are at the forefront of their fields, but it is in the classroom where they truly shine.

[Meet Your Mentors](#)



Our curriculum teaches skills that last a lifetime: critical thinking, problem solving, creativity, effective communication, and the flexibility to adapt to dynamic situations.

[Gain Skills that Last a Lifetime](#)



With more than 30 majors to choose from, you can explore your interests — and develop new ones. Take a look at what you can learn while you're here.

[Fan the Flame of Curiosity](#)

Cascading Homepage



STANDOUT FACULTY

As respected scholars, scientists, artists, and researchers, Carleton professors are at the forefront of their fields, but it is in the classroom where they truly shine.

[Meet Your Mentors](#)



EXCEPTIONAL LIBERAL ARTS

Our curriculum teaches skills that last a lifetime: critical thinking, problem solving, creativity, effective communication, and the flexibility to adapt to dynamic situations.

[Gain Skills that Last a Lifetime](#)



MAJORS AND MINORS

With more than 30 majors to choose from, you can explore your interests — and develop new ones. Take a look at what you can learn while you're here.

[Fan the Flame of Curiosity](#)

Carleton is surprisingly affordable.

We offer some of the best financial aid in the United States

100%

4/5

We are committed to putting a Carleton education within your reach — we meet 100% of demonstrated need for every student.

Nearly 4 out of 5 campus jobs, of that will serve them they graduate.

[Financial Aid Estimators](#)



REAL COLLABORATION



NONTRADITIONAL TRADITIONS



MAKING CONNECTIONS



CHART YOUR OWN PATH

Excellence in Education



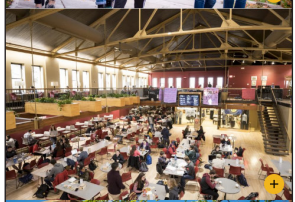
We're #1 in undergraduate teaching among US liberal arts colleges

Our

[Learn More](#)



TRUE BRIT



READY TO PLAY



VISIT THE UNIVERSE
SCIENCE MEETS FICTION

Experience the campus in real time.

Be a Carl for a Day

Visiting campus is the best way to discover if Carleton is the right fit for you. Wander around campus, talk to students and professors, sit in on classes, and attend an arts or sports event.

[Visit Carleton](#)

Can't make it to campus? [Explore the next best thing.](#)



Carleton

Northfield, MN USA
507-222-4190
admissions@carleton.edu



[Admissions Home](#)

© 2019 Carleton College | [Log in](#)

Admissions pages maintained by [Connor Jackson](#)

After Admissions Website

Visit and Interview page

Visit & Interview

There's only so much you can learn from browsing a website. Take the next step and spend some time with us on campus or with an admissions representative in your area. We can't wait to meet you.

SCHEDULE YOUR VISIT

Use our online scheduler to arrange a tour, meet with admissions staff, and explore campus. It's time to see if this is the place for you.

[Sign Up Online](#)

ARRANGE AN INTERVIEW

Our interviews are casual conversations. You'll talk about your interests and learn more about Carleton programs. You can interview on campus or in your area with an admissions rep.

[Request An Interview](#)

MEET US ON THE ROAD

Can't make it to campus? Talk directly with Carleton admissions representatives near your home. Check our calendar for upcoming activities in your area.

[Check the Schedule](#)

Making the Most of Your Time

In addition to scheduling your visit to campus, you might want to consider these other aspects of visiting Carleton.

Getting to Campus

Northfield and the Twin Cities

Group Visits

Summer Academic Programs

Interview Tips

Taste of Carleton Fly-In Program

“ I crossed three streets to get to the Carleton admissions office. My first observation was that every car stopped for me; one driver even waved. In this community, I noticed, people look out for each other — even in the smallest ways. ”

CHARLOTTE ZINDA
SEATTLE

Explore page

Explore Carleton

The character of Carleton is the blend of rigor and good humor that permeates everything we do. It fosters depth, creativity, and compassion, both inside the classroom and out. We are joyfully competitive — more likely to inspire one another than jockey for favor. It is what we're all about: passionate pursuits among friends.

Majors and Minors | Standout Faculty | Campus Life

An Exceptional Education | Support for Student Success | After Graduation

A KIND WORD

At a time when much of the conversation about Syrian refugees is focused on closing borders and keeping them out, Bailey Ubricht '15 has found a way to bring people together through simple conversation.

[Read More](#)

SENIOR REFLECTS

Spending four years at Carleton, he inevitably shaped senior religion presence on campus helped shape

[Read More](#)

CHECK YOUR NARRATIVE

Thabit Willis, associate professor of history, explains how historical narratives can lead to a distorted understanding of the present.

[Read More](#)

A Liberal Arts College Like No Other

You're not a cookie-cutter student and you don't want a cookie-cutter school. Carleton takes the best things the other top schools have to offer — and does them better. Let us show you how.

EXCEPTIONAL LIBERAL ARTS

We've Got Your Back

No one at Carleton goes it alone. From your faculty advisor to your RA to your classmates and friends, you'll find a supportive community of people who want you to succeed.

Outside of the Classroom

Carleton students work hard, but they like to have fun, too. We have hundreds of student clubs and organizations, so you can keep doing the things you love — or, better yet, try something new.

Connect page

Connect With Us

You have a lot to learn about Carleton — and we have a lot to learn about you. Whether you're just starting your college search or have already submitted your application, we're here to answer your questions.

INTRODUCE YOURSELF

Take the first step and say hello! We'd love to know more about your interests and how they match with our programs at Carleton.

[Join Our Mailing List](#)

MEET OUR STAFF

These are the folks who'll help you and your family navigate the college application process. We arrange your visit, read your application, and celebrate when you choose Carleton.

[Admissions Staff](#)

STAY IN TOUCH

Phone: 507-222-4190
Fax: 507-222-4526
Email: admissions@carleton.edu
Location: Scoville Hall
100 South College Street
Northfield, MN 55057

In Our Own Words

Whatever your passions and talents, you can express them here. We want to get to know you. And we want you to get to know us.

MORE ON PHYSICS
By Jacob Cohen '19

Jacob adds his own perspective to Lucas's thoughts on physics.

WEEK 7!
By Eve Liu '20

Eve describes her busy seventh week.

ACA NIGHT
By Jevon Robinson '22

Jevon talks about ACA (African-Caribbean Association) Night.

LESSONS FROM PHYSICS
By Lucas Demetriades '22

Lucas recounts some learning and life lessons this term's physics class has taught him.

[Read More Student Stories](#)

What Others Are Saying

We get it: after perusing a dozen colleges' websites, everything starts to sound the same. Well, we think that Carleton's great, but it's time to seek out a second (or third, or fourth, or nineteenth) opinion.

OUR REPUTATION

Photo by Christopher | Anna Gusco '16 has been | Find us on Instagram

After Admissions Website

Diversity page

Diversity at Carleton

We care about your unique perspective, and we want you to go to a place where everyone feels welcome—especially people who come from backgrounds that are underrepresented in higher education.

HOME > EXPLORE CARLETON > OUTSIDE THE CLASSROOM > DIVERSITY AT CARLETON

Cultural Organizations	Campus Resources	The Admissions Process
Affording Carleton	Fly-In Program	Contact Us

We believe in the power of diversity to enhance our academic and residential life and to enrich our understanding of the world. We engage our most rigorous thinking when we interact with people whose perspectives differ from our own.

We honor all differences among our students: ethnicity and race, religion, sexuality, socio-economic background, life experiences, academic passions, and more. Our community is stronger because of the rich experiences our students and faculty and staff members bring to campus.

We also recognize the diversity within each person: for example, the linguistics major who runs the Black Student Alliance, studies abroad in Guatemala, and makes amazing homemade bread. The first-year student who falls in love with economics, then German, then geology – all while playing on the tennis team and hosting a radio show on Cuban hip hop. The math major who attends Shabbat service every Friday, works on the campus farm, and plays softball on an intramural team.

What binds our students together is an exuberant attitude toward learning, a desire to have fun, and a genuine interest in the passions, hopes, and ideas of their peers.

Diversity & Cultural Student Organizations

Among Carleton's 200 active student groups are dozens of diverse cultural organizations. Students in these groups celebrate the richness of their cultures and share them with the campus through a wide array of activities.

[See all our Diversity & Cultural Student Organizations](#)

Campus Resources

Carleton students are ambitious, and they aren't afraid to ask for help. Across our campus, you'll find people and programs in place to support your success as a scholar, and as a whole person. Some of these efforts include one-on-one mentoring, while others focus on bringing groups of people together. Here's a sampling of the various resources we hope you'll explore.

Student Blogger page

Admissions Blog

Whatever your passions and talents, you can express them at Carleton. We want to get to know you. And we want you to get to know us. [Meet the 2018-2019 Bloggers!](#)

All Categories

 Jacob adds his own perspective to Lucas's thoughts on physics.	 Eve describes her busy seventh week.	 Jevon talks about ACA (African-Caribbean Association) Night.	 Lucas recounts some learning and life lessons this term's physics class has taught him.
 Northfield's got a lot of eats for such a small town, and Lynn knows which ones are worth it!	 Alvin talks about off campus studies.	 Kamala talks about her long weekend and short week.	 Chi talks about a website that helps Carleton students find love.
 Jacob writes about teaching his hydrology class for a day.	 Eve went to Midwinter Ball and had another beauty editorial published in a magazine.	 Jevon shares some tips on Traying down Evans Hill.	 Lynn gives her take on Carleton's annual Midwinter Ball.

[← Older Posts](#)

Northfield, MN USA
507-222-4190
admissions@carleton.edu

Admissions Home

Admissions
Print Materials
Redesign

Before

Frisbee Mailer

Sent to high school sophomores who respond to our search emails (from information purchased from the College Board)



After

Frisbee Mailer

Sent to high school sophomores who respond to our search emails (from information purchased from the College Board)



**LEARN
MORE.**

**LIVE
MORE.**



We're one of the top liberal arts colleges in the country, but we're more collaborative than competitive.

If you want to study with the best teachers and students, but still feel like part of a team, Carleton may be for you.

It's the ultimate place to learn more and live more.

"WE'RE TALKERS.
We have constant, chattering conversations about all kinds of things, from philosophy to art to psychology. We shoot the breeze about ideas. It's like our sport."

— Carol Donelan,
professor of cinema
and media studies



hi! Take us for a spin @carletoncollege    

Before

Bingo Card

6 panel search mailer sent to high school juniors to introduce them to Carleton

CARLETON COLLEGE PRESENTS

COLLEGE BROCHURE BINGO

Students volunteering	Students traveling abroad	Festive dorm room	Professor pointing at a book or laptop	Cheerful sustainability effort
Science student with a test tube	Campus clock tower	Library study session	Fun on the quad	Charming college town
Team mascot	Art student in a studio	Delicious food	Wacky college tradition	
Scenic campus	Snowball fight	Students performing	Student reading under a tree	Class outside on the lawn
Famous guest speaker	Aerial photo of campus	Successful alumni	Ivy-covered building	Smiling graduate

Make sorting through your pile of college brochures more fun by looking for these common images. (Why stop at five in a row? Go for a cover-all!)

HAVE FUN!

You're about to embark on an exciting and important journey—the search for the perfect college. Over the next few months, you're going to receive a lot of mail from colleges and, after awhile, the photos might all look the same. Happy students? Check. Supportive professors? Check. Campus beauty shots? Check. Use our College Brochure Bingo card to make looking through all those brochures more fun.

But don't take the process too lightly. Somewhere in that sea of mail might be the perfect fit for you—and we think it might be Carleton College. Carleton is a top 10, private, coeducational, residential liberal arts college located in Minnesota, just 40 miles south of Minneapolis and St. Paul. But more than that, Carleton is a place where rigorous academics combine with an interdisciplinary approach to teaching to create a fun, collaborative, successful learning environment.

Want to learn more about Carleton? Return the attached card or visit go.carleton.edu/bingo. For now, here are some quick facts to get you started on your search. Bingo!

You may have received this brochure as a result of Carleton's use of the College Board's Student Search Service.



The National Science Foundation ranks Carleton third for the number of its graduates who go on to earn PhDs in science.



95% of students live in campus housing.



Our beautiful campus includes an 850-acre arboretum where you can go for a run or study native prairie plants and rare birds.



Carleton was the first college to own a utility-grade wind turbine (we added a second turbine in 2011).



Distinguished campus visitors have included President Bill Clinton, poet Maya Angelou, and award-winning author Salman Rushdie.



Twenty varsity teams compete in the NCAA Division III Minnesota Intercollegiate Athletic Conference (MIAC), and more than 600 student-athletes participate in our club sports program.



Northfield, Carleton's hometown, was rated the second-best small town in America by livability.com.



Minnesota offers four distinct seasons—enjoy colorful leaves in fall, crisp snow in winter, prairie flowers in spring, and sunny skies in summer.



Our student traditions include baking cookies at the always-open Dacie Moses House.



U.S. News & World Report ranks Carleton's faculty first in the nation for commitment to undergraduate teaching.



More than 70% of our students study off-campus in places from New Zealand to Ghana to China.



Carleton's four-year graduation rate is 91% (and we have a freshman retention rate of 98%).



College Confidential ranks Carleton #1 in Frisbees per capita, and we're not gonna argue with that!

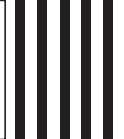


About 50% of our students are involved with community engagement through a volunteer program or course.



Our average class size is 18 and our student/faculty ratio is 9:1.

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 147 NORTHFIELD, MN

POSTAGE WILL BE PAID BY THE ADDRESSEE

Carleton College
Admissions Office
100 South College Street
Northfield, Minnesota 55057-9903



After

Bingo Card

6 panel search mailer sent to high school juniors to introduce them to Carleton

CARLETON COLLEGE PRESENTS
College Brochure
BINGO

AERIAL PHOTO of campus 	LOTS OF FUN on the quad 	IVY-COVERED building 	TICK-TOCK clock tower 	PRETTY fall leaves
LIBRARY study session 	READING under a tree 	HARD AT WORK on laptops 	ZOOM! bikes + boards 	PERFORMING students
WACKY college tradition 	YUMMY delicious food 	Carleton 	INSTAGRAMMABLE dorm room 	ATHLETES high-fiving
PROFESSOR at chalkboard 	EUREKA! student in lab 	FUTURE KAHLO sunlit art studio 	LOL HAHAHA! laughing students 	GO TEAM! furry mascot
OUTDOOR class on the green 	GOING GLOBAL off-campus studies 	SUCCESSFUL alumni 	FINANCIAL AID calculator 	HAP-HAP-HAPPY graduates

Are college brochures piling up in your mailbox?
Make sorting through them more fun by looking for these
common images. Why stop at five in a row? Go for a cover-all!

BINGO!

Finding the perfect college is exciting, but it can feel overwhelming when dozens of brochures land in your mailbox.

Pretty soon, all those smiling faces and perfectly landscaped campuses start to look the same. But don't give up. Somewhere in that pile of brochures is a college that's just right for you. And we think it might be Carleton!

At face value, we're a top 10, private, residential liberal arts college in Minnesota.

But dig a little deeper and you'll discover faculty members who are dedicated to teaching, a world-class educational environment, peers who want you to succeed, and the flexibility to chart your own path through academics, research, and career exploration.

Ready to learn more?

Return the attached card or visit:
go.carleton.edu/bingo



DISCOVER OUR BEAUTIFUL CAMPUS
We have an 800-acre arboretum right on campus.



LOVE WHERE YOU LIVE
Northfield, Minnesota, was named the second-best small town in America.



STUDY ABROAD
More than 70% of our students go off campus at least once.

#1

Learn from the best
U.S. News & World Report ranks our professors first in the nation for their commitment to teaching.



Do groundbreaking research

Collaborative partnerships between faculty members and students happen across disciplines at Carleton.



Make a real difference

Carleton students are active in the Northfield community. Our Center for Community and Civic Engagement will help you find the perfect opportunity to get involved.

\$40+ MILLION

Don't stress about cost
Carleton awards more than \$40 million in scholarships each year. If you're admitted, we guarantee we'll meet your need.



TOSS A DISC OR PLAY BROOMBALL

Known affectionately as "the Bald Spot," the Carleton quad is the perfect place to hang out in any kind of weather.



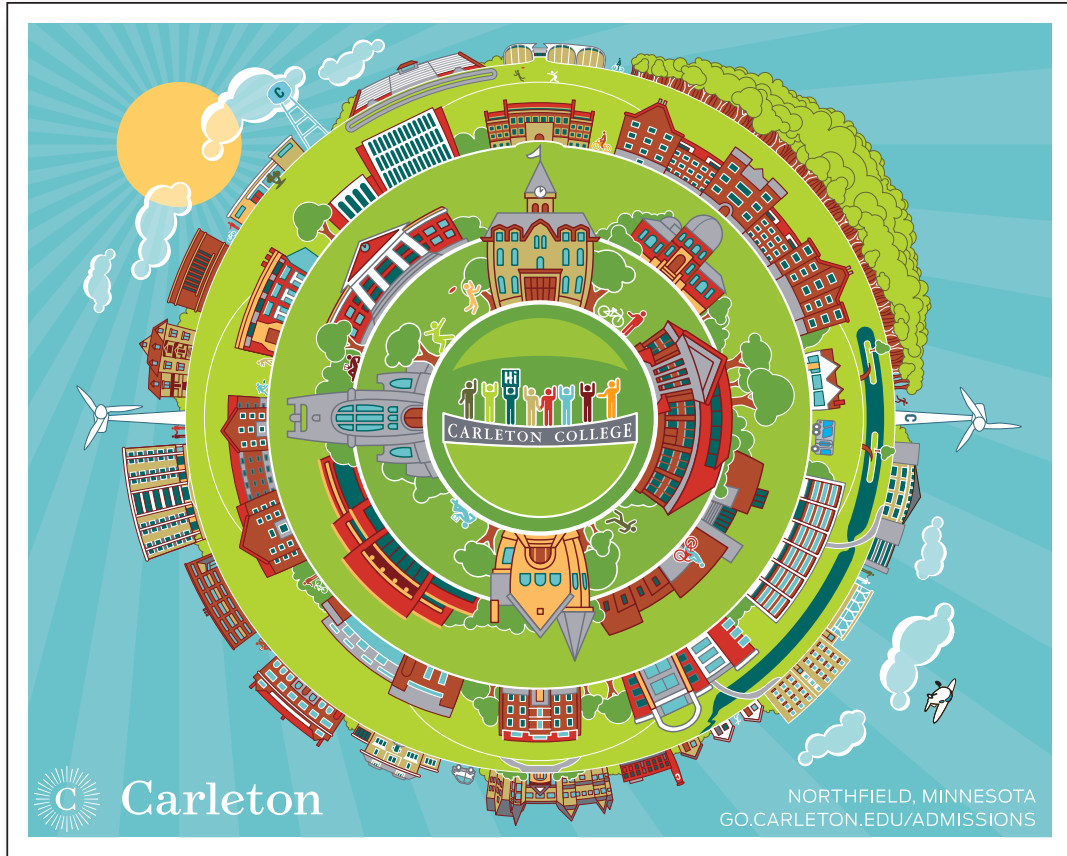
DO WHAT YOU LOVE!

We have more than 300 student clubs. You will find people at Carleton who share your favorite hobbies—and you'll be inspired to try something entirely new.

Before

Campus Poster

Sent to high schools guidance counselors across the country



After

Campus Posters



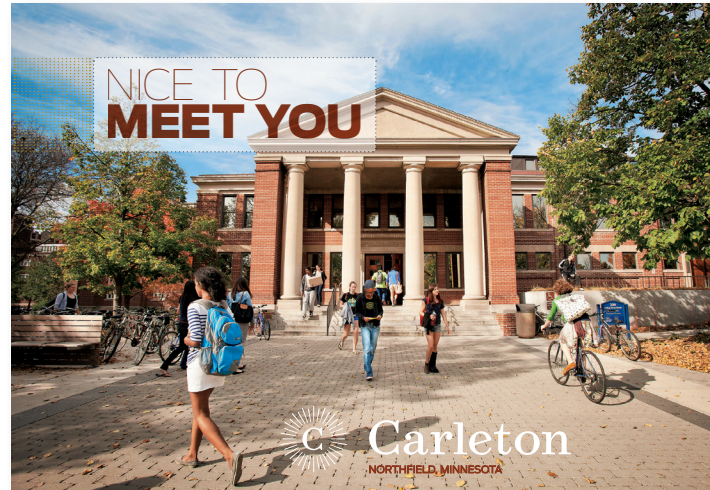
General poster



Poster promoting specific time/date that Carleton will be on campus

Before

Nice to Meet You General recruitment brochure



THE CARL FACTOR

A private, residential liberal arts college

Bachelor of arts degree in 33 majors in the humanities, social sciences, arts, and natural sciences and mathematics (or design your own)

1,995 students from 50 states and 38 countries (10% international)

53% female, 47% male

24% of students identify themselves as people of color

245 faculty members; 93% hold the highest degree in their field

Average class size: 16

9:1 student/faculty ratio

Academic calendar: three 10-week terms

70% of students study off campus in places from Chicago to New Zealand to China

96% of students live in campus housing

89% of students graduate within four years (95% graduate within six years)

65% to 75% of students attend graduate or professional school within five years of graduation

100% of demonstrated financial need is met for all admitted students

CLASS OF 2020 PROFILE

6,485 applicants

21% of applicants admitted

573 enrolled

51% male

49% female

30% identify as students of color

13% are among the first generation of their families to attend college

TEST SCORES

SAT* middle 50% range: **1990–2250**

ACT Composite middle 50% range: **30–33**

CLASS RANK

First decile: **75.4%**

First quintile: **96.9%**

*pre-March 2016

GEOGRAPHIC DISTRIBUTION

Midwest: **39%**

East Coast: **21%**

West Coast: **18%**

South: **13%**

International: **9%**

96% of first-year students who entered Carleton in fall 2014 returned for their sophomore year in fall 2015

97% of seniors in the Class of 2016 said they were happy with the quality of instruction at Carleton

50% of alumni donate to Carleton each year—a percentage in the top ten nationwide, according to *U.S. News & World Report*

AREAS OF ACADEMIC INTEREST

African/African American studies M C

American music C

American studies C

Anthropology

Arabic

Archaeology C

Art M

Art history M

Asian languages and literatures

Asian studies M

Astronomy

Biochemistry C

Biology M

Chemistry M

Chinese

Cinema and media studies M

Classics M

Cognitive science C

Computer science M

Cross-cultural studies C

Dance

East Asian studies C

Economics M

Educational studies C

Engineering SP

English M

Environmental studies M

European studies C

French and Francophone studies M C

Geology M

German M

Greek

Hebrew

History M

International relations M

Japanese

Judicial studies

Latin

Latin American studies M C

Law SP

Linguistics M

Mathematics M

Medieval and Renaissance studies C

Middle East studies C

Music M

Neuroscience C

Philosophy M

Physical education, athletics, and recreation

Physics M

Political economy C

Political science M

Pre-law

Pre-med

Psychology M

Religion M

Russian M

Sociology and anthropology M

South Asian studies C

Spanish M

Statistics M

Theater arts M

Women's and gender studies M C

FOR THE LOVE OF LEARNING

Carleton's rigorous and highly supportive environment prepares students for a constantly changing world. Our liberal arts curriculum—taught by an exceptional faculty dedicated to teaching undergraduates—combines broad learning in the humanities, arts, mathematics, and natural and social sciences with in-depth study in a particular field. We encourage students to make connections between disciplines and to go beyond the obvious to approach problems creatively. Students learn skills that will last a lifetime: critical thinking, effective self-expression, and flexibility in adapting to dynamic situations.

Students in geology professor Cam Davidson's petrology course use M&M's to model fractional crystallization in a magma chamber.

After

Ambitious Together (replaces Nice to Meet You) General recruitment brochure



You've got some major choices

CARLS LOVE TO LEARN → in classrooms, labs, even in our dorm lounges during late-night chats with friends. Your faculty advisor will help you choose courses that challenge and intrigue you. Best of all, you'll have plenty of time to sample Carleton's curriculum before you declare your major at the end of sophomore year, so go ahead and try something new!

AREAS OF ACADEMIC INTEREST

African studies ●	Cross-cultural studies ●	Interdisciplinary studies ●	Neuroscience ●
American music ●	Dance ●	International relations ●	Philosophy ●
American studies ●	East Asian studies ●	Japanese ●	Physical education, athletics, and recreation ●
Arabic ●	Economics ●	Judaic studies ●	Physics ●
Archaeology ●	Educational studies ●	Latin ●	Political economy ●
Art ●	Engineering ●	Latin American studies ●	Political science ●
Art history ●	English ●	Law ●	Pre-law ●
Asian languages and literatures ●	Environmental studies ●	Law ▲	Pre-med ●
Asian studies ●	European studies ●	Linguistics ●	Psychology ●
Astronomy ●	French ●	Literary and cultural studies ●	Religions ●
Biochemistry ●	French and Francophone studies ●	Mathematics ●	Russian ●
Biology ●	Geology ●	Medieval and Renaissance studies ●	Sociology and anthropology ●
Chemistry ●	German ●	Middle East studies ●	South Asian studies ●
Cinema and media studies ●	Creek ●	Hispanic Eastern languages ●	Spanish ●
Classics ●	History ●	Music ●	Statistics ●
Cognitive science ●	Computer science ●	Music performance ●	Theater arts ●
			Women's and gender studies ●

● Major offered
● Minor offered
▲ Special program in cooperation with another institution



Learning IN ACTION

With our small classes and exceptional professors, Carleton offers a rigorous, yet highly supportive academic environment. Our curriculum goes way beyond lectures and exams. We encourage students to make connections between disciplines and approach problems creatively.

GET INTO THE LAB
Do graduate-level work, and publish in peer-reviewed journals, alongside faculty researchers in a variety of fields.

MAKE A DIFFERENCE
Partner with a local business or nonprofit on a course assignment or research project.

Not all learning takes place in the classroom

College isn't just about playing to your strengths—it's about discovering new ones! Carleton students learn skills that prepare them for a constantly changing world.

PHYSICS IN THE FIELD
Students in physics professor Arjendu Pattanyaki's two-course sequence on sustainable energy traveled to India to meet industry experts and ministry officials in Delhi and to install solar panels in the town of Aurville. After the trip, they designed their own sustainable energy projects to deploy on campus.

VIRTUAL HISTORY
History professors Austin Mason and Susannah Ottaway teamed up to teach a course that explores poverty and social welfare from the Tudors to the Industrial Revolution. Students and their professors used online resources like digital archives and 3D modeling of historical spaces to create a video game about life in an 18th-century workshop.

EXPRESS YOURSELF
Find the technology, tools, and space you need to fuel your creative fire at the Weltz Center for Creativity.

Find your niche

There's no end to the exciting academic opportunities you'll find at Carleton, but we know there's more to college than studying. Our students also love to have fun. Whether you're an athlete, an artist, an activist—or a little of all three—you'll meet Carleton students who share your passion.

We have more than 200 student clubs and dozens of intramural and club sports to choose from—or we'll help you start your own club. Here are just a few ways to relax and have fun on campus.

SCALE NEW HEIGHTS ON THE 20-FEET ROCK WALL AT CARLETON'S REC CENTER

ENJOYER
Learn from your peers at student-led workshops on sexuality or gender identity and expression.

ENLIGHTEN
Discuss global and cultural issues at dinners hosted by the Office of Intercultural and International Life.

EXPLORE
Jog, hike, or ski in the Arb—800 acres of prairie and forest right on campus.

BAKE
Whip up cookies at Dacie Meiss House, a campus house that exists solely as a place to relax and hang out with friends.

IMPACT
Join the Interfaith Social Action Group where students from all faiths work together to solve the world's problems.

CREATE
Express yourself in one of our many art studios or practice and performance spaces.

GAME ON
Join a team: 20 Division III varsity sports, 25 club sports, and dozens of intramural sports.

See more @carletoncollege

NEW

Questbridge Brochure

Promotes Carleton's participation in the Questbridge program for low-income students




IN A SNAPSHOT

33 majors to challenge and intrigue you

#1 in undergraduate teaching

40 MILES south of Minneapolis and St. Paul, Minnesota

50 states + 42 countries represented in the student body

27% students of color
11% international
11% first generation

133 QuestBridge Scholars

Begin your quest

Carleton is a top 10, residential, liberal arts college with a robust QuestBridge Scholars Network.

We are located just 40 miles south of Minneapolis and St. Paul, Minnesota, with a vibrant community of people who love to learn. Like all Carleton students, our QuestBridge Scholars are united by a shared joy of learning. This spirit permeates our classrooms, sports fields, theater stages, and dorm lounges.

A Carleton education is rigorous, but you'll receive plenty of support from our outstanding faculty and collaborative peers. This is a place where everyone cheers one another on to success.

"I've always felt out of place because of my financial background. After applying for the QuestBridge National Scholars Match and then attending Carleton and remaining active in our chapter, I finally feel that I fit in with a group of people who have faced some of the same challenges that I have. It's a truly wonderful feeling."
— SHELBY J. (LA VERGNE, TN)

Don't stress about cost

We are committed to meeting 100 percent of your family's demonstrated need for all four years. For most QuestBridge Scholars, the bulk of the aid award comes from a Carleton grant, which is our need-based scholarship. You'll also find that most Carleton students work on campus. More than half of Carleton's students are on need-based financial aid, and almost all of our activities and events are free to attend.

100%
We meet the full demonstrated need of every student.

Typical Costs for Weekend Fun:

- » \$0 movie at the on-campus cinema
- » \$0 ice skating on the college rinks
- » \$0 concert in the Cave
- » \$0 seats at a basketball game (or any sports event!)
- » \$0 bonfire and s'mores with QuestBridge Scholars

Carleton's QuestBridge Scholars Network organizes many activities throughout the year. Some favorites include the annual QuestGiving potluck dinner, a broomball match against Admissions staff, study groups, mixers with faculty, and service projects in Northfield schools.

"By having one of the greatest financial aid programs, as well as a very diverse community, Carleton assures me that the integrity of my hopes and dreams of going to a college without financial worries will be held, and that I will be accepted by the intellectuals around me."
— WALTER P. (OMAHA, NE)

Support for your success

- Academic Support Center
- Career Center
- Chaplain's Office
- FOCUS science support
- Gender and Sexuality Center
- Off-Campus Studies
- QuestBridge Scholars Network
- Student Financial Services
- TRIO




Come see for yourself

If you're interested in receiving financial support to visit Carleton, please complete a quick online request for a travel subsidy: [go.carleton.edu/travel subsidy](https://go.carleton.edu/travel%20subsidy)

We have a fly-in program for high school seniors from underrepresented backgrounds. Check out Taste of Carleton to learn more: go.carleton.edu/toc

QUESTIONS?

We're happy to help. Give us a call or send an email and let us know what's on your mind:

- » questbridge@carleton.edu
- » 800-995-2275

go.carleton.edu/questbridge

NEW

Teachers Packet

Collectible cards in a self-mailer fold-out packet that introduce prospective students to Carleton's top-ranked teaching faculty

CARLETON COLLEGE
100 South College Street
Northfield, MN 55057

f t i o i
@carletoncollege



#1

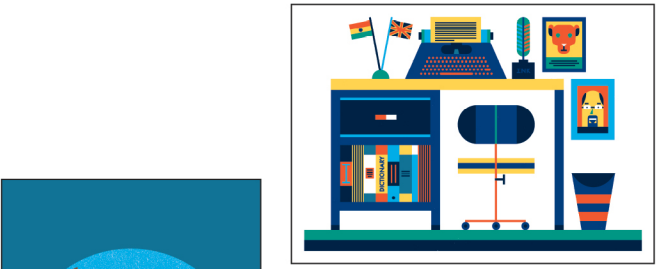
Carleton professors are the best in the country!

→ Open the box to find out why.

Who will change your life?



Carleton



Go Global

Picture a park or an open field near your home. What do you actually know about that place?

→ This probably has a strong connection to places around your home, but you might not have associated what's happening going with global events," says environmental studies and political science professor Kim Smith. "That's what we do in environmental studies. We take a global approach—both global and local."

Smith teaches students how to find broader stories in headlines by using it as a case study one of Carleton's most cherished places: the 800-acre Cowling Arboretum.

SMITH IS AN ASSISTANT PROFESSOR OF ENVIRONMENTAL STUDIES AND POLITICAL SCIENCE.

HISTORY What happened here in the past?
ECOLOGY How do people interact with the land?
BIOLOGY Where do different plants and animals live?
CLIMATE SCIENCE How might climate shifts affect this place?
ETHICS Are there fair and wrong ways to manage the land? What is its value?

ANTHROPOLOGY What human migration patterns affect this spot?
LAND MANAGEMENT What ethics would be involved in managing this place?
ETHICS Are there fair and wrong ways to manage the land? What is its value?

→ RAISE YOUR HAND. ASK US A QUESTION: admissions@carleton.edu carleton.edu/explore



Molecule Mash-Up

How can we make carbon dioxide more useful? Turn it into carbon monoxide and oxygen.

Waste: CO₂ → CO + O₂
Lumber: C₆H₁₀O₅ → C₆H₁₂O₆ + H₂O
Sunlight: Energy
Catalyst: Platinum
Change: Temperature
Can be converted: Methane
Useful in: →
We breathe: O₂

→ Like a mash-up, right? But carbon dioxide (CO₂) and recently, along with chemistry professor Matt Whittier and his students, invented a chemical reaction that would allow these carbon dioxide atoms to lose as a chemical reaction.

"We searched out the raw material we wanted to make and then asked ourselves, how can we disconnect the two molecules that we already have available or could easily make?" says Whittier.

How Whittier and his students are considering how to convert the carbon monoxide they've created into methanol, meaning that one day our carbon dioxide emissions could become useful fuel.

MATT WHITTIER IS AN ASSISTANT PROFESSOR OF CHEMISTRY.

→ RAISE YOUR HAND. ASK US A QUESTION: admissions@carleton.edu carleton.edu/explore



Your Mind at Work

There's more than one way to study a brain.

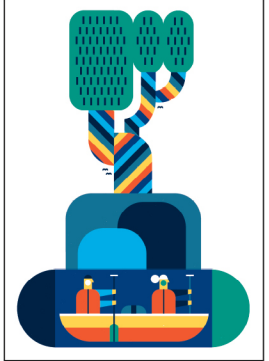
→ A psychologist, a neurobiologist, and a computer scientist each take their own approach to studying the brain. It is a university dining hall. But together they advance a new discipline—cognitive science—into American academia.

As a graduate student at the University of Pennsylvania, Arthur Caspi was among the first people to study the intersection of psychology and computer science. Now, Caspi's researches how people make decisions in real life scenarios—rather than relying on the theoretical and abstract thought exercises psychologists traditionally favor. She's even collected and analyzed data on the process: students use to select a college, and how they go on to choose a major.

ARTHUR CASPI IS A NEUROBIOLOGIST AND COGNITIVE SCIENCE.

COGNITIVE SCIENCE How do we learn and process language?
NEUROSCIENCE How do our brains and our nervous systems work?
PSYCHOLOGY What is the mind? How do we think?
PHILOSOPHY What is the nature of reality?
COMPUTER SCIENCE How does a computer work? How do we use it?

→ RAISE YOUR HAND. ASK US A QUESTION: admissions@carleton.edu carleton.edu/explore



National Treasures

Expand your worldview by studying other cultures.

→ Religion professor Michael McHale teaches his students about Native American religious traditions, and more directly from the people who practice those traditions. Students have visited the American Indian Center in Minneapolis and the White Earth Reservation in northwestern Minnesota to work on projects alongside members of indigenous communities.

McHale's students helped the White Earth Nation of Ojibwe compile a report on the importance of wild rice to their community, which was submitted to the United Nations as part of its formal review process to track instances of what's usually considered the world's most endangered food crop: Native American sacred sites in their home state, including Minnesota's own Lake Superior.

In order to use original sources for a dissertation on American Christian missions, McHale set out to learn the Ojibwe language. He found Ojibwe traditions so compelling that he abandoned his original project and became a scholar of Native American religious tradition. "I hope that my students are transformed in some way as I have been," he says. "We have tried to be able to relate about the world differently."

MICHAEL MCHALE IS A PROFESSOR OF RELIGION AND HISTORY. HE HAS BEEN A CARLETON PROFESSOR SINCE 2008.

→ RAISE YOUR HAND. ASK US A QUESTION: admissions@carleton.edu carleton.edu/explore



BEFORE Thematic Postcards (photo driven)

Mailed throughout the year on topical subjects



CHECK IT OUT:

Carleton is consistently recognized for our leadership in sustainability initiatives. Here are a few reasons why: Carleton was the first U.S. college to own an industrial-grade wind turbine, and we installed a second one in 2011.

Pictured on front: Our 800-acre arboretum is the perfect place to connect with nature, take a science or art class, work as a student naturalist, and hike or run 15 miles of trails. It's also a great place to relax with friends.

Carleton has a Climate Action Plan in place that will help us eliminate our carbon footprint by 2050.

The student-run garden has more than 50 varieties of flowers, herbs, fruits, and veggies. Students sell produce from the garden to Carleton's dining services to use in their recipes.

Our newest buildings—two residence halls and the Weitz Center for Creativity—meet the U.S. Green Building Council's LEED certification standards.

Don't forget! Application deadline is January 15.
Apply online at go.carleton.edu/apply.

Carleton
NORTHFIELD, MINNESOTA

Carleton College Admissions Office | 100 South College Street | Northfield, MN 55057

Non-profit org.
U.S. Postage
PAID
Carleton College



CHECK IT OUT:

As a student at Carleton, you'll embrace many of our traditions: blowing bubbles from the chapel balcony as the faculty process into Honors Convocation; playing Rottblatt, or just majaje, if you're lucky, becoming a guardian of Schiller—one of the most exalted positions on campus.

Since they first stole it from the Carleton library in 1957, students have coveted the bust of German poet and philosopher Johann Christoph Friedrich von Schiller. Held high by students wearing disguises, Schiller often appears at campus events. But he's no homebody—Schiller has ridden in Air Force One with President Bill Clinton, participated in a cross-country ski race in Norway, and appeared on the Colbert Report and other shows.

On the front: Schiller recently had dinner with Carleton president Steve Poskanyar, who reports that his guest was well-mannered, but not much of a conversationalist. Learn more about Carleton traditions at go.carleton.edu/traditions.

Remember! Application deadline is January 15.
Apply online at go.carleton.edu/apply.

Carleton
NORTHFIELD, MINNESOTA

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Carleton College

BEFORE Thematic Postcards (illustration driven)

Mailed throughout the year on topical subjects

turn college brochures into ORIGAMI FROGS

1. Take a lightweight brochure to 8 1/2" square. Fold your paper in half diagonally to make a triangle. Fold the corners in half and then the rest one in half. Open up your paper. It should be creased as pictured.
2. Turn your paper over so that it looks like this diagram.
3. Start to push on points C and D, at the same time folding the top edge of the paper down until it covers the bottom edge of the paper. You completed that should look like this image.
4. Fold sides inward to meet creases along the dotted line.
5. Fold point A up along dotted line to meet point B leaving the top layer of paper only. Repeat on the other side (again, top layer only). It should look like this.
6. Fold sides outward along the dotted line.
7. Fold both sides along the dotted line. Your frog should look like this.
8. Flip your frog over and hold in half, so it ends up like this.
9. Fold the top corners, point E, outward.
10. Fold the legs down toward you.

Congratulations! You now have an official college brochure frog.

Hopefully yours leaps. Ours just flipped over flat on its back.

Carleton
NORTHFIELD, MINNESOTA

\$100 TRAVEL COUPON

The best way to learn about us is to visit campus.

Carleton
NORTHFIELD, MINNESOTA

COME FOR A VISIT!

(HERE ARE A FEW THINGS YOU WILL NEED)

COME BY PLANE, CAR, OR BUS

TOSSE A "BEE" ON THE BALL SPOT

THE WEATHER CAN BE A LITTLE UNPREDICTABLE IN APRIL!

ATTEND SOME CLASSES AND BRING YOUR CURIOSITY!

EXPLORE CAMPUS AND THE ARBORETUM

DIG IN!

We know you've got a lot of college mail to sort through, but we're here to help! After you read some brochures (and make a few frogs) check out our helpful guide to the application process at go.carleton.edu/apply. You'll find tips on writing a strong college essay, choosing between early and regular decision, and applying for financial aid.

If you're interested in applying to Carleton, let us know by submitting Part I, an optional prelude to the more formal application. Then we can help guide you through the process of submitting and tracking the documents we require for application. Complete Part I online at go.carleton.edu/apply.

We're happy to answer any questions you have about the college application process.

800-995-2275
admissions@carleton.edu

Carleton

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Carleton College

USE THIS TRAVEL COUPON TO VISIT CAMPUS!

Carleton will reimburse you up to \$100 of travel expenses, including airfare or gas mileage.

It's easy!

1. Register at least two weeks in advance of your visit at go.carleton.edu/visit
2. Submit your airfare receipt or a map showing your driving mileage at go.carleton.edu/travelsubsidy, or turn in this coupon with a copy of your airline receipt or mileage map at the admissions office when you arrive on campus.
3. We will mail you a check to cover your expenses (up to \$100).

To learn more about this travel coupon or to ask questions, please visit go.carleton.edu/travelsubsidy.

This coupon is nontransferable. Please complete your travel and submit your receipt or map by January 15 of your senior year.

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WORTH A VISIT!

Congratulations on being accepted to Carleton College!

We'd be thrilled to have you join us on campus for a visit—and we'd be happy to help cover some of the cost, too. You've been selected to receive a \$250 stipend towards the cost of your travel to campus this spring. We hope you'll consider attending Accepted Student Days, or else arrange a visit for a time that works well for you. To get reimbursed, simply visit campus—and submit your receipts for gas or airfare to the admissions office—by May 1.

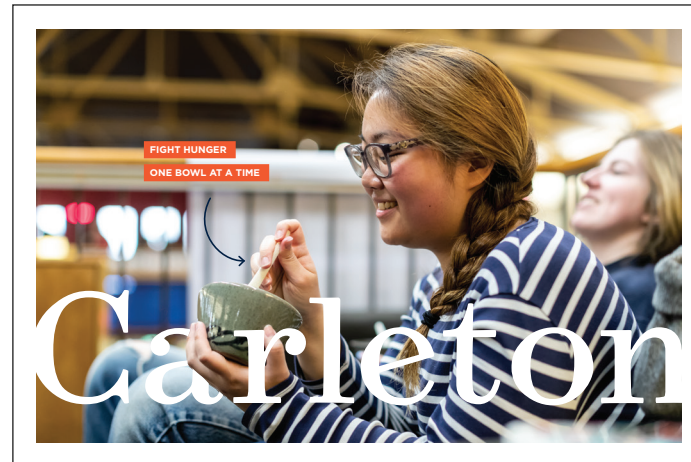
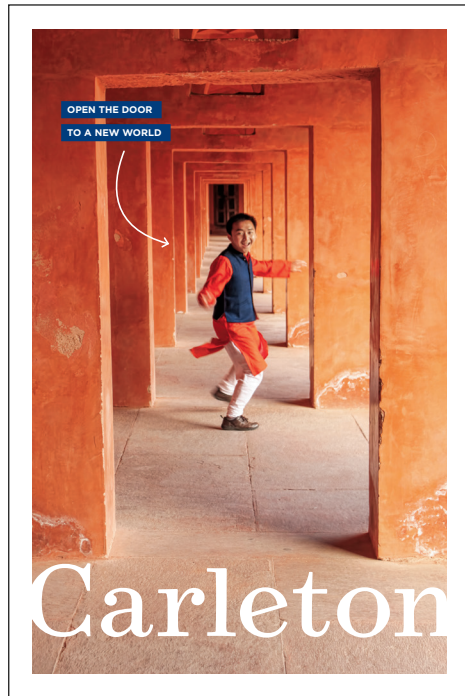
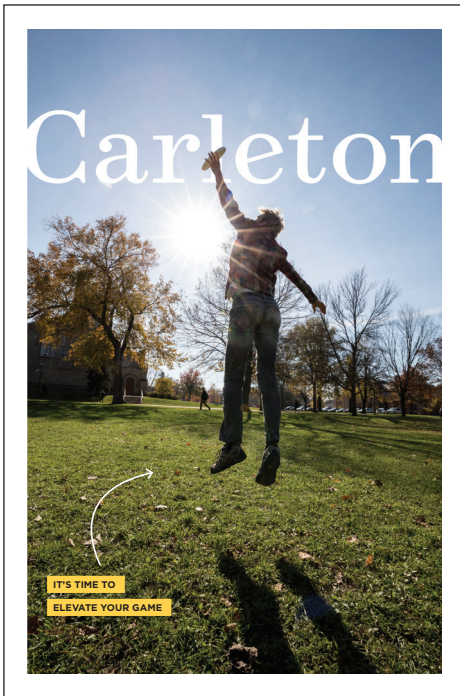
This is your chance to confirm that Carleton's the right place for you. You can attend classes, stay overnight in the dorms, and start to imagine what the next four years will be like. Learn more about Accepted Student Days and register in advance for your visit at go.carleton.edu/asd.

Carleton

Carleton College - Admissions Office | 1100 South College Street | Northfield, MN 55057

AFTER Thematic Postcards (photo driven)

Mailed throughout the year on topical subjects



Bundle Up, Buttercup
Minnesota does winter.

It's true. Minnesota winters can be long and cold. But winter is also a lot of fun. With a good attitude and the right outerwear, you can scoff at the cold and head outside. There will be days when the wind's howling and you just want to stay inside. We understand. Check out a few of the fun winter activities our students enjoy:

- » Go sledding on Bell Field.
- » Play broomball or skate on the Bald Spot (our campus quad).
- » Borrow skis from the Rec Center and hit the trails in Carleton's 800-acre arboretum.
- » Have a snowball fight with your floormates.
- » Head over to Dacie Moses House, a campus hangout where we stock everything you need to whip up a batch of chocolate chip cookies.
- » Cheer on the Knights at a basketball game in West Gym.
- » Check out the talent at the Cave, the country's oldest campus pub.

Trust us. Winter is fun—and spring will be here before you know it.

START YOUR APPLICATION:
go.carleton.edu/apply

OFFICE OF ADMISSIONS • 100 SOUTH COLLEGE STREET • NORTHFIELD, MN 55057

Non-profit Org.
U.S. Postage
PAID
Carleton College

Empty Bowls
You know what's good? Soup. You know what's even better? Soup for a good cause.

Carleton's studio art department partners every year with our Center for Community and Civic Engagement for the Empty Bowls project, a national fundraising event to raise awareness about hunger issues. It's a group undertaking. Art students and professors make hundreds of ceramic bowls. Students and staff members cook a variety of homemade soups.

On the day of the event, Carls turn out in droves to select a bowl, fill it with soup, and make a donation. (Bonus: you get to keep the bowl!) Over the years, we've raised thousands of dollars for the Northfield Food Shelf.

We want you to join Carleton's strong culture of service. It's even part of our curriculum. Consider registering for a course through our Academic and Civic Engagement program, where you'll use skills learned in the classroom to benefit members of the Northfield community.

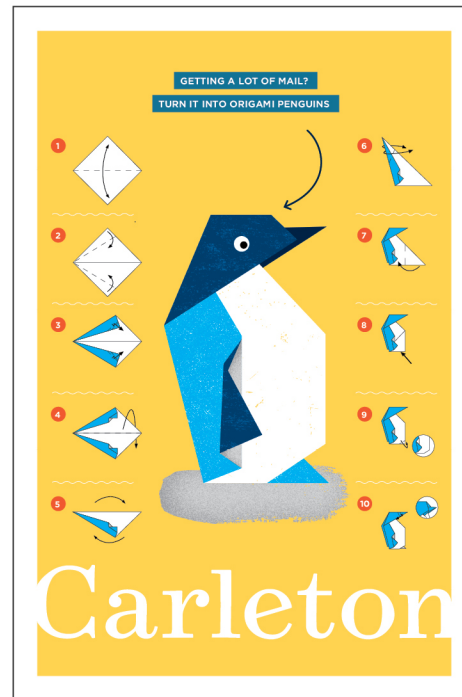
START YOUR APPLICATION:
go.carleton.edu/apply

OFFICE OF ADMISSIONS • 100 SOUTH COLLEGE STREET • NORTHFIELD, MN 55057

Non-profit Org.
U.S. Postage
PAID
Carleton College

AFTER Thematic Postcards (illustration driven)

Mailed throughout the year on topical subjects



BEFORE

Campus Visit self-mailer

Invitation to come for a campus visit



Which college will be the best fit for you? A campus visit is a good way to find out, so we invite you to visit Carleton to take a look around. Come for a tour and an info session, but also to chat with students about what they like and don't like about Carleton. Catch a Frisbee on the Bald Spot. Look for our albino squirrel. Visit Oscar the penguin in the library. Grab coffee and popcorn at the Cave, our campus pub.

You're welcome at Carleton any time of year. It's easy to get here (we're not as far from civilization as you might think). See you soon!

WHILE YOU'RE HERE

- Tour campus**
- Visit classes**
- Get answers to your questions about Carleton, including the admissions process and financial aid
- Interview with an admissions staff member
- Stay overnight with Carleton students
- Eat in the dining halls
- Meet with professors and coaches
- Attend sporting and arts events

CAMPUS ATTRACTIONS

- Office of Admissions**
Your first stop when visiting campus. Open Monday-Friday year round, and Saturday morning during the school year. We'll be located in Johnson House until we move to our new home in Historic Scoville Hall, across the street, in Spring 2017.
- Skinner Memorial Chapel**
Nondenominational site of numerous and varied religious ceremonies and the location for Carleton's weekly free convocation series, which features renowned speakers and performers.
- Wertz Center for Creativity**
Visit the teaching museum, check out our modern facilities for theater, dance, music, and cinema and media studies, and explore the numerous building features designed to encourage interdisciplinary collaboration and creativity among students and faculty members.
- Laurence McKinley Gould Library**
One of the most popular spots on campus for studying and socializing (really!)
- Sports facilities**
Go Knights!
- Recreation Center**
Everything you need to get and stay fit.
- Japanese Garden**
World-renowned for its grace, scale, and contemplative atmosphere.
- Arboretum**
An 800-acre wilderness area with 15 miles of trails for walking, running, skiing, and exploring nature. Download a map at www.carleton.edu/campus/arb/location
- Dining Halls**
Both Burton Hall and the Language and Dining Center offer cafeteria-style dining. Featuring a variety of tasty locally grown food, including vegetarian and vegan options. If you're a high school student, your meal is on us!

MAKE YOUR PLANS

The time you spend on campus depends on the activities you choose and when you come. A half-day visit during most of the year could include a tour, info session, and interview. During the academic year, you may visit a class (allow one to two hours) and stay overnight with a student. Classes are not in session from mid November to New Year's Day or in the summer.

Go to our Web site to register your visit (at least two weeks in advance). Also, learn more about travel options, including train and bus schedules, the airport shuttle service, and where to stay.

go.carleton.edu/visit 800-995-2975

IN THE MIDDLE OF EVERYWHERE

The Minneapolis/St. Paul International Airport, a Delta Airlines hub, offers daily service from most North American cities. Carleton is located in Northfield, Minnesota, which is just 40 miles (about an hour's drive) from The Twin Cities.

Northfield represents the very best of small Midwestern towns. Its quiet tree-lined streets are pedestrian and bike friendly, and its historic downtown district has unique shops, restaurants, galleries, and museums. With both Carleton and St. Olaf College located here, Northfield blends educational excellence with its rich mill town history to create a culture of progress and preservation.

The metropolitan area of Minneapolis and St. Paul is a vibrant entertainment and cultural center of 3.2 million people. It features professional sports teams, art museums, theaters, numerous parks and lakes, bike paths, and the Mississippi River. Be sure to allow time before or after your visit to campus to explore these beautiful and interesting twin cities.

MAKE YOUR PLANS

The time you spend on campus depends on the activities you choose and when you come. A half-day visit during most of the year could include a tour, info session, and interview. During the academic year, you may visit a class (allow one to two hours) and stay overnight with a student. Classes are not in session from mid November to New Year's Day or in the summer.

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go.carleton.edu/visit 800-995-2975

AFTER Campus Visit self-mailer

Invitation to come for a campus visit



Is Carleton right for you?

Come for a visit and experience it yourself

There's lots to do—whether you have a few hours or a few days.

- TOUR CAMPUS** with a student guide
- ATTEND** an admissions info session
- INTERVIEW** with an admissions staff member
- BE INSPIRED** at a concert, lecture, or play
- CHEER ON** the Knights at a game and meet the coaches
- CHAT WITH** faculty members and current students
- SIT IN** on a class or two
- BAKE COOKIES** at Dacie Moses house
- CONTEMPLATE LIFE** at the Japanese Garden
- PLAY POOL** at the Sayles Hill Campus Center
- EXPLORE** our 800-acre arboretum
- SAMPLE** locally sourced food at our dining halls
- STAY OVERNIGHT** in a residence hall with a student host

Step into the middle of everywhere.

Northfield is easy to find. We're 40 miles south of the Minneapolis/St. Paul International Airport, which offers daily service from most North American cities. If you're driving, we're just seven miles east of Interstate 35.

Small-Town Charm
Be sure to allow some time to explore Northfield, a historic river town offering pedestrian- and bike-friendly streets and unique restaurants and shops.

Big-City Verve
Just 45 miles from Northfield, the Twin Cities of Minneapolis and St. Paul are vibrant entertainment and cultural centers. Enjoy art museums and theaters, a world-famous music scene, professional sports, and more parks and lakes than you can count.

Plan your trip now: go.carleton.edu/visit • 800-995-2275

Opportunities vary depending on when you come, so please schedule your visit at least two weeks in advance. Questions? Please contact our Admissions Office. We're happy to help.

AFTER Financial Aid Brochure

Explains Carleton's financial aid to parents and students

Education Within Reach

A GUIDE TO FINANCIAL AID

Carleton

YES! You can afford Carleton.

→ The college search can feel like one big financial aid guessing game. Will you qualify for scholarships? How much debt is too much debt? Why do some schools cost more than others?

Chances are, you're trying to sort through all the noise and figure out the answer to this one question: Can you afford to go to college? The answer is **yes!**

100% We meet 100 percent of the financial aid of 100 percent of our students

Generous and straightforward
At Carleton, we make it simple by meeting, for all four years, the full financial need of every student who is admitted.

Thanks to our generous financial aid budget, the majority of our students' financial aid awards are in the form of grants (which don't have to be repaid).

We limit the amount of loans and student employment, so you have time to focus on getting a world-class education and enjoying college.

What will you pay?
Not as much as you might think. Carleton's comprehensive fee is \$68,844—but financial aid awards bring that number down to a much more affordable amount.

When you apply for financial aid, we begin by determining what your family can reasonably pay. We subtract that number from the cost of attendance and make up the difference by offering you a financial aid package consisting of grants, loans, and student employment.

That means you're paying the net cost, not the comprehensive fee.

*** Here's the important part**
Because we meet your full financial need, you may end up paying less at Carleton than you would pay to attend a school with a lower comprehensive fee but less-generous financial aid.

Average need-based financial aid award, including grants, scholarships, student employment, and loans
\$48,677

Family Income	Average Financial Aid Award	Average Net Cost
Less than \$40,000	\$45,784	\$5,972
\$40,000-\$60,000	\$22,350	\$18,854
\$60,000-\$120,000	\$5,271	\$39,064
\$120,000-\$160,000	\$44,839	\$26,405

QUICK NUMBER CRUNCHING:

Estimate your net cost
go.carleton.edu/estimator

Invest in your future

→ A college education increases in value over the course of your lifetime. Carleton's collaborative atmosphere prepares you for a workforce that's increasingly team-based.

Our exceptional liberal arts curriculum will encourage you to think creatively and synthesize information from multiple disciplines to solve complex problems.

Free and helpful resources while you're at Carleton and in your future
Your academic adviser and our Career Center staff members are ready to help you apply the knowledge you gain at Carleton to a rewarding career. The Career Center offers robust exploration and planning services and a vast network of Carleton alumni who are eager to help you succeed. Together, we prepare you for jobs that may not even exist yet—and set you on the path to a successful, meaningful life.

TOP FIVE ALUMNI CAREER FIELDS

- 22% Business - Sales
- 20% Education (K-12 and College)
- 12% Health Care
- 9% Science - Lab Research
- 8% Law

Our reputation speaks for itself

#1 COMMITMENT TO TEACHING
U.S. NEWS & WORLD REPORT

#2 Contribution to the public good, Washington Monthly

#3 College of origin of conferred Ph.D., National Science Foundation

#5 Liberal arts colleges, U.S. News & World Report

#22 Best financial aid, Princeton Review

TOP 5% overall best colleges, College Factual

A+ Forbes financial grade

CARLETON SUCCESS BY THE NUMBERS

- 96% first-year students returning for sophomore year
- 88% satisfied with their education at graduation
- 71% employed full time a year after graduation
- 26% attended graduate or professional school 5 year after graduation
- 89% law school acceptance rate
- 81% medical school acceptance rate

\$113,800 median midcareer salary (payscale.com)

Support for whatever interests you

Free for all!
You don't just want to get to college—you want to enjoy everything it has to offer once you're there.

At Carleton, you can participate in a variety of activities that require no additional fees.

CAMPUS LIFE
Attendance at all campus events, including athletics, plays, concerts, movies, exhibitions, and more

HURRY UP!
Use of the Rec Center and other campus facilities that offer weight machines, a rock wall, an indoor field house, fitness classes, dance studios, and a swimming pool

BIG-CITY ADVENTURE
Transportation to Minneapolis and St. Paul for classes, college-organized outings, and impromptu adventures

WE'VE GOT YOU COVERED
Access to specialized equipment—musical instruments, video cameras, science and art supplies—for both academic and personal projects

IT'S YOUR JOURNEY
Off-campus programs that carry no extra fees beyond transportation expenses and the cost of your passport and your financial aid travels with you

A campus job that's more than just a paycheck
Nearly 80 percent of Carleton students choose to work at a campus job, including students who aren't on financial aid. You'll learn new skills, connect with students and staff members beyond your usual mix of classes and activities, and gain hands-on experience.

Most students work 10 hours per week or less (8 hours a week for first-year students), so you won't have to choose among working and studying and enjoying the rest of your college experience.

Cost shouldn't be a barrier to your success
We offer a variety of funds to support your academic interests at Carleton:

- independent study
- off-campus study
- internships and externships
- summer research opportunities
- private music lessons

My favorite part of my campus job as a security monitor in the art department is the environment. I love the studio and being around the passionate artists there.
—LYN DANIEL, DANVER, COLO.

My position as an assistant in the Rec Center will open up doors for me in the future and has helped me build a strong network with alumni.
—SHON OROVSKY (SAN JOSE, CALIF.)

Support for whatever interests you
Janie Lee '14 did a research internship in cancer biology at the University of Pittsburgh School of Medicine—Children's Hospital.

You've got questions. We've got answers.

Will I get enough aid?
MEET TAYLOR.

Why does college cost so much?
We do the best teachers and offer a 9 to 1 student to faculty ratio. Compared to the average private college, we spend 14 percent more of our budget on teaching because that's our top priority. (U.S. News & World Report ranks Carleton number one in undergraduate teaching.) The rest of our budget goes to things like research, career and counseling services, and keeping our campus clean and safe. And we dedicate a sizable portion of our budget to providing financial aid to eligible Carleton students.

Will I get enough aid to make Carleton affordable for my family?
Yes. We use sophisticated tools to calculate how much your family can reasonably be expected to pay toward your education. Some families' net cost is very small (or even zero). It's our goal to keep aid awards as stable as possible during your four years at Carleton.

Do you offer merit scholarships?
Carleton sponsors \$2,000 annual scholarships for National Merit and National Hispanic Recognition finalists in each entering class, but most of our aid is through need-based scholarships. Just like merit aid, these scholarships—or grants—do not have to be paid back. We are committed to supporting students whose families can't afford to pay the full comprehensive fee.

How many Carleton students receive financial aid?
More than half of Carleton students receive need-based financial aid.

Will an outside scholarship affect my financial aid package?
Many Carleton students receive scholarships from businesses, national competitions, and other sources, which first reduce the loan portion of your aid package, then the student employment amount. In other words, your financial aid award will be the same, but your loan debt will be lower.

How much debt will I have when I graduate?
Our students graduate with an average loan debt of \$21,000, which is 44 percent less than the national average of \$37,000.

Will Carleton help me find a job on campus?
Seventy-nine percent of Carleton students have a part-time campus job. Students can work up to 10 hours per week (8 hours for first-year students). Examples of student jobs are student naturalist, campus photographer, dining services staff, sports medicine assistant, and library staffer.

Will I get enough aid?
MEET TAYLOR.

Taylor is coming to Carleton from Texas and has an older brother already in college. After evaluating Taylor's college savings, parental income, and family circumstances, the student financial services staff has calculated that Taylor's family can pay \$24,150 this year.

Taylor's Financial Need	
Tuition	\$54,438
Room	+ \$7,398
Board	+ \$6,687
Activity fee	+ \$321
Comprehensive fee	\$68,844
Estimated books and personal costs	+ \$1,706
Taylor's estimated travel costs	+ \$850
Cost of attendance	\$71,400
Taylor's expected family contribution	- \$24,150
Financial Need	= \$47,250

Taylor's Financial Aid	
Carleton grant	\$40,350
Outside scholarship	+ \$15,000
Low-interest loan received from \$4,000 due to outside scholarship	+ \$3,000
Student employment	+ \$2,400
Financial Aid	= \$47,250
→ Taylor's NET COST	= \$24,150

GET MORE QUESTIONS?
No problem. Call or email us. We're happy to help!
507-222-4138 • financialaid@carleton.edu
go.carleton.edu/afford

Before

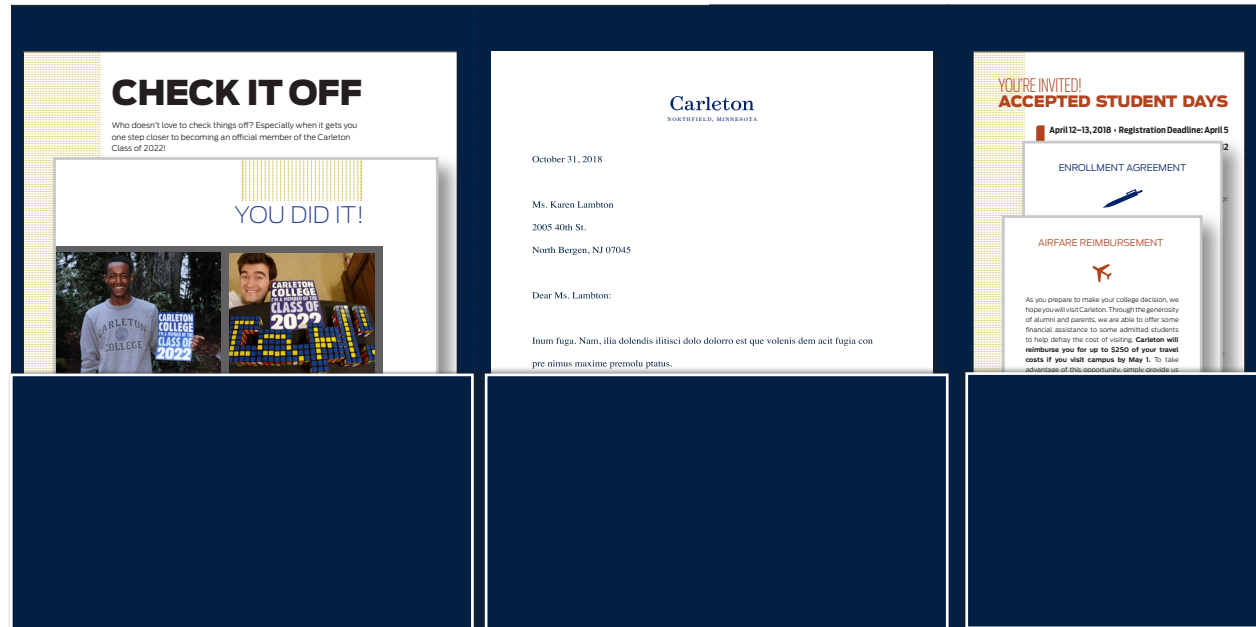
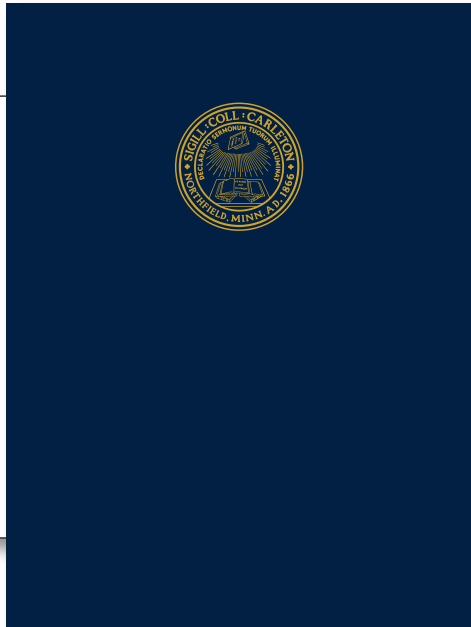
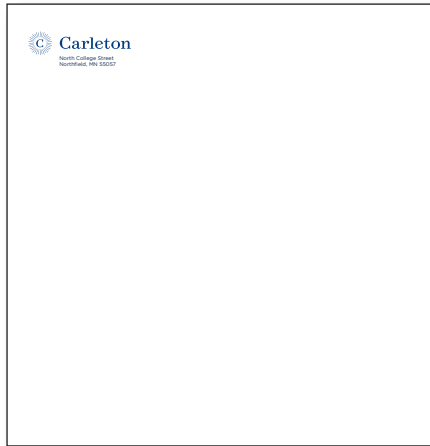
Admit Pack

Official offer of admission to Carleton

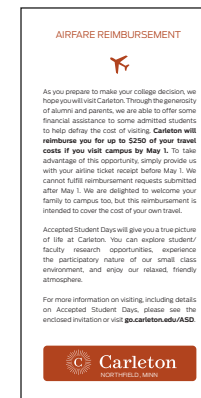
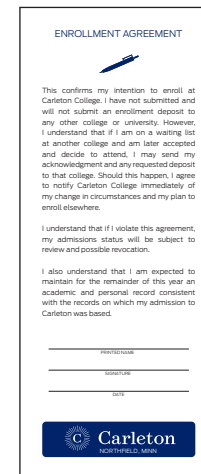
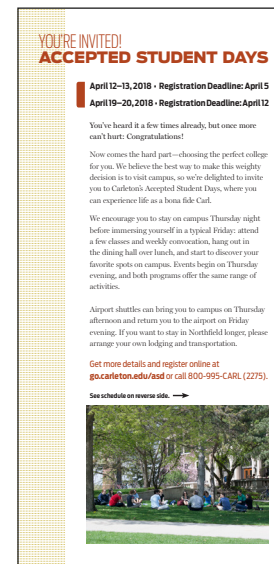
Folder with foil-stamped college seal

Folder fully opened

Mailing envelope



Stacked inserts



Before Admit Pack

Official offer of admission to Carleton

↑ Brochure and sample spreads →

Checklist →

CHECK IT OFF

Who doesn't love to check things off? Especially when it gets you one step closer to becoming an official member of the Carleton Class of 2022!

Congratulations on your high school accomplishments and on your decision to continue your studies at Carleton. We're excited to welcome you to campus during New Student Week this September. There are just a few simple steps left to make it official. Please complete the following checklist items no later than May 1.

ADMITTED STUDENT CHECKLIST

- A campus visit will help confirm your decision to become a Carl. Register for Accepted Student Days at go.carleton.edu/ASD.
- Share your excitement! Post a photo of yourself holding the reverse side of this checklist with the hashtag #Carleton2022 on Instagram or Twitter, or upload it to Carleton's community Facebook page at facebook.com/CarletonCollege.
- Meet your classmates on your class's student-run page: facebook.com/groups/carl2022.
- Upload a photo of yourself and your blue acceptance folder at go.carleton.edu/capture. It's a Carleton tradition!
- Submit the Enrollment Agreement online. Click on "Reply Form" at go.carleton.edu/appsstatus, or mail the enclosed form.
- Submit your enrollment deposit online with your Enrollment Agreement at go.carleton.edu/appsstatus or by sending a check in the enclosed envelope.
- Fill out the Admitted Student Questionnaire (ASQ) at go.carleton.edu/appsstatus.
- If you applied for financial aid, please review the enclosed information and complete any further steps listed there.
- Celebrate!

THAT'S IT! YOU'RE A CARL.

Not coming to Carleton?

We wish you all the best!

Please take a moment to say "no, thank you" on the Enrollment Agreement and complete the Accepted Student Questionnaire. Click on "Reply Form" and "ASQ" at go.carleton.edu/appsstatus. We appreciate your feedback.

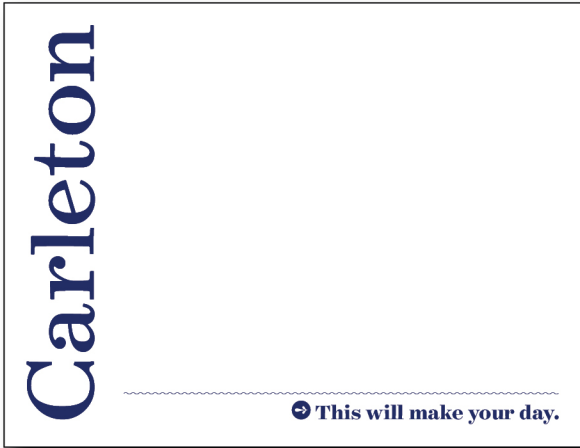
Social media "Class of 2022" sign ↓



After

Admit Pack

Official offer of admission to Carleton

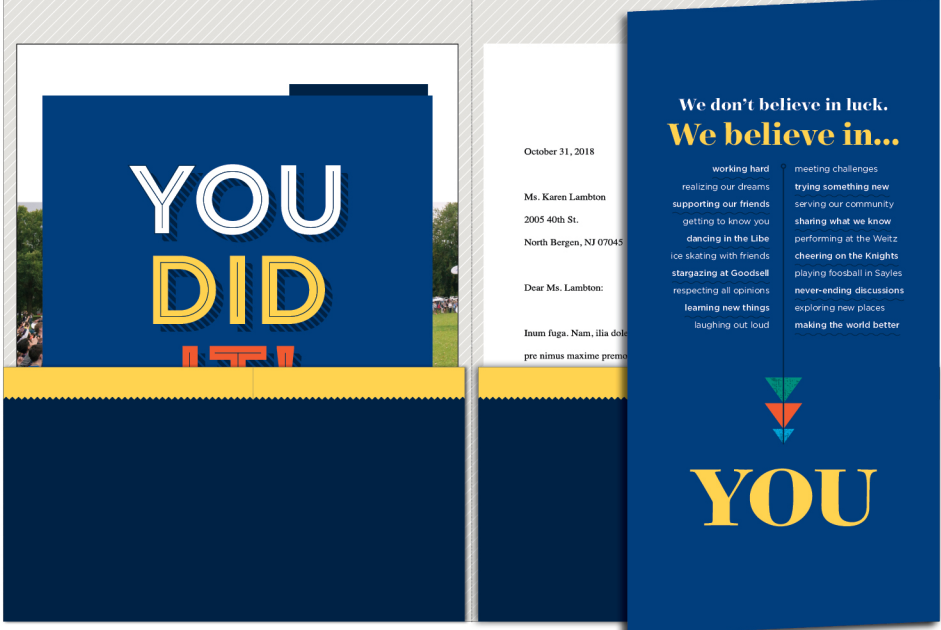


← Mailing envelope

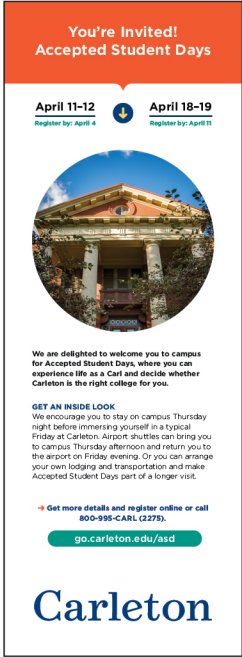
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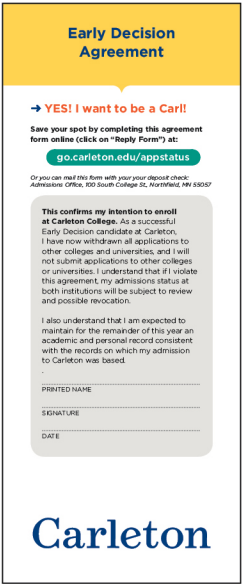
↓ Folder as it's unfolding



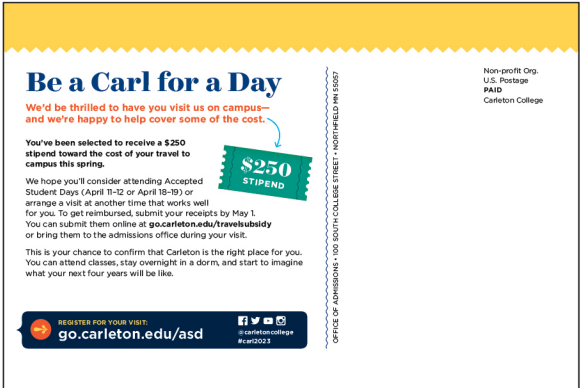
This flap unfolds to the third narrow pocket that holds the stacked inserts.



← ↓ Stacked inserts which go into the third pocket



↓ Campus visit and travel voucher postcard (mailed separately)



After Admit Pack

Official offer of admission to Carleton

YOU DID IT!

Carleton

↑ Brochure and sample spreads →

It's been an epic journey.

Months of research and college visits
Hours spent writing essays and filling out applications
Days of long talks with parents, teachers, and friends
Ages spent assessing your goals and plotting your dreams
Stretches of waiting, worrying, and anticipating

With your acceptance to Carleton, your quest is nearly complete. It's also just beginning.

YOUR ACCEPTANCE LETTER TO CARLETON is the key that will unlock your future. Before yourself on campus, walking to Carleton, autumn leaves cascading under your feet, safe nights laughing with friends in the Cave. A midnight bonfire light on the East Quad, imagine the future you will discover within yourself and the Carleton professors and mentors who will help you unleash them.

You may be an artist, a doctor, or an entrepreneur. You may make a major scientific discovery or become a social activist or inspire fourth graders to reach their potential. Whatever you do, you are set to flourish.

Get ready to shine!
For the next four weeks, your ZIP code will read 55057. Seems simple enough, but it will come to mean so much more.

You'll find that Carleton is a special place, and your experience preboard growth here.

The Best Classmates

Carleton students are curious, intelligent, engaged, funny, hardworking, and most of all—inclusive.

Forget about competing for the best grades, and your classmates and club members will be your cheerleaders. Carleton understands that we have our own definition of success, and we need to encourage each other to be bold.

Whatever your passion, know that your classmates at Carleton will recognize your talents, support your goals, and inspire you to achieve your dreams.

WELCOME TO THE FAMILY

2,078 undergraduate students

50% Women 39% Men

10% International students

67 Language courses

18% First-generation college students

77% Graduated in the top 10% of their class

151 National Merit recipients

32 National Hispanic Recognition Scholars

Come join us!

Looking for the perfect fit?

Our students share how Carleton was the right experience for them.

“I was looking for a place where I could find my community and where I could challenge myself. Carleton was the perfect fit for me.”
—JESSICA, SENIOR

“The Carleton community is a mix of people from all over the world, and it's so inclusive. I felt like I belonged from the moment I stepped onto campus.”
—MARCUS, SENIOR

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—MARCUS, SENIOR

MEET MORE CARLETON STUDENTS
go.carleton.edu/blog

Outplay the Cold

Carleton students never let a little cold and snowy weather spoil their sense of fun. From basketball games to snowball fights, it won't take you long to discover that winter is wonderful at Carleton. Winter term also brings some of our favorite classes, such as “Global Change Biology,” “The Costs of Conflict,” and “North of Jim Crow, South of Freedom.”

Survive a Minnesota Winter
Carleton students often have to live with...
go.carleton.edu/MNwinter

Have a December 31st Resolution?

Stop eating! Don't stop during school!

Study Carleton winter weather system.

Leave from Thanksgiving to get after your work.

Do it a perfect time for your community or religious observance or other responsibility.

Send your resolutions after midnight and you'll appear in fall and winter term. (Off-campus study participants will be notified.)

Between classes, Carleton students have an opportunity to get involved in our community. The possibilities are endless.

MEET MORE CARLETON STUDENTS
go.carleton.edu/blog

Checklist →

Congratulations

on your high school accomplishments and your decision to continue your studies at Carleton. There are only a few steps left to make it official.

Admitted Student Checklist

- Share your excitement! Post your photo with the sign on the back of this checklist. Tag us at #Car2023
- Meet your classmates on your class's student-run page: facebook.com/groups/car2023
- Submit your Enrollment Agreement and deposit online (click on "Reply Form" at go.carleton.edu/appstatus) or mail us the enclosed Early Decision Agreement and a check.
- Fill out the Admitted Student Questionnaire (ASQ) at go.carleton.edu/appstatus.
- If you applied for financial aid, please review the enclosed aid information and complete any further steps listed there.
- Celebrate!

THAT'S IT! YOU'RE A CARL.

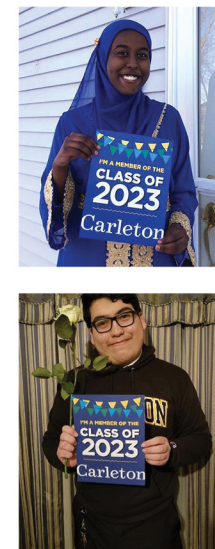
So, what's next?
Starting in May and continuing through the summer, we'll send you information about:

- your official Carleton email address
- housing placement (including a preference questionnaire)
- class registration
- New Student Week (starts September 10, 2019)
- and much more!

Questions? Stay in touch
admissions@carleton.edu • 507-222-4190

Carleton

Social media "Class of 2023" sign ↓



I'M A MEMBER OF THE

CLASS OF 2023

Carleton