

'Higher Education Today' Interview Focuses on College Rankings

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November 21, 2012



A new interview sheds light on how parents and students can best use the college rankings.

I recently appeared on *Higher Education Today*, a production of the [University of the District of Columbia](#), in a show entitled "[U.S. News College Rankings](#)."

The TV program was hosted by Steven Roy Goodman, a Washington, D.C.-based educational consultant, author, and admissions strategist. Also appearing on the show with me was Anne Weeks, upper school head of The Salisbury School, a private independent school located in Salisbury, Md.

The show focused on how parents and prospective college students should use the [Best Colleges rankings](#) when [applying to college](#)—and the importance of understanding that the rankings should only be used as one tool in the college search process to [find the right school](#).

Here are some of the key questions that were discussed during the interview:

- Are the rankings primarily for students or families?
- How are the rankings compiled?
- How do colleges use the rankings?
- What is the best way to use the college rankings?
- Do schools report their data accurately to *U.S. News*?
- What are some of the differences between the education at a private independent high school and a [public high school](#)?

- Where are the *U.S. News Best Colleges* rankings headed in the future?

The show will be broadcast in early December on [UDC TV](#), Channel 19, of the University of the District of Columbia, and is also scheduled to run on [Voice of America](#) in February 2013. The audio portion will be available via Apple's [iTunes](#) store in early December.

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