GUIDELINES FOR PERSONAL STATEMENTS AND STATEMENTS OF PURPOSE

Overall goal:

Express and/or reinforce your interest and unique insights, strengths, and qualities to the school’s admission team that might not be apparent in the rest of your application materials.

What are schools looking for?:

- Well-developed responses to their prompt. Every school has a slightly different request- know exactly what each school is looking for and make sure to address everything requested.
- Strong sense of your authentic self and how your values match the school's values.
- Focus on personal strengths.
- Passion.
- Clear vision on potential post-graduation goals.
- Confidence, growth mindset, and solutions-based orientation.
- Resilience and maturity.
- Indications of ability to make valuable contributions in and out of your future classrooms, graduating class, and future career field.
- Formatting as per each school’s specifications, generally two-pages double-spaced.

What to avoid!:

- Not addressing the school’s prompt directly or following their directions.
- Writing your entire life story instead of focusing on what’s most important for the admissions team to know about you.
- Sharing weaknesses that haven’t been actively addressed.
- Omitting insights regarding the relevant life lessons you have experienced that are motivating you to further your education.
- Writing passively and ornately in a way that is inauthentic.
- Using cliché, over-used quotes (instead of sharing your own perspectives).
- Insincerity.
- Typos!