Before we discuss the second question that universities ask when evaluating your application, I want to talk about what it means to be the best. If I asked you to identify the best food in the world, what would you say? I'm here in Philadelphia, so obviously my choice is going to be a cheese steak; clearly the best food in the world. Right? Unless maybe you're a vegetarian. What about if I asked you to identify the best song ever written? It might be hard for you to do. You may ask questions about what mood am I in. What am I doing when I listen to the song? My point is that defining the best is very personal. It depends on your tastes, your mood, what you like, what you dislike, your background, lots of different factors. But for some reason, when it comes to identifying the best universities, students forget about the personal side of choice and they focus on rankings. Rankings like US News and World Report, The Times Higher Education, and QS use a methodology to rank schools. But you are not a part of that formula. They rank the best Universities, not the best Universities for you. The second part is much more important than the first. If you don't like big cities, how happy would you be attending a highly ranked school like Penn, NYU, or UCLA? If you love snow, would you be happier with a ranking, or living someplace snowy. There's a fantastic quote from the book, Colleges That Change Lives by Lauren Pope that reads, statisticians measure mostly input factors. Incoming students SAT scores and class rank, selectivity, professor salaries. Many of which are totally irrelevant to education. They know nothing about what happens to young minds and souls in the four years of college. Judging the quality of a college by the grades and scores of the freshman it admits, is like judging the quality of a hospital by the health of the patients it admits. What ha-, it's what happens during the stay is what counts. What happens during your stay is all about fit. The match between you and a university. And fit begins with you. You have to figure out what you want. Your dreams. This could be personally, academically, what you want in an environment, or even the goals that you have. Then you have to balance those dreams with what is realistic. What is a school's ranking? What are your chances of admission? Financially, can you afford to attend that university. Fit is the idea that's going to drive this course, because it's the most important element to your happiness and success in university. And, it's also a major element in your application for admission. To get the most out of this course, you have to embrace the importance of FIT and the fact that FIT is more important than ranking. [BLANK_AUDIO]