

# 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!