



2025 WHITE PAPER

CREATIVITY IN STEM: A KEY TO EDUCATION AND COLLEGE ADMISSIONS

INSIGHTS FOR STUDENTS AND
FAMILIES ON COLLEGE PREPARATION

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Who We Are

With more than 25 years of college counseling & tutoring experience, Collegewise has been at the forefront of providing families, schools, and non-profits with up-to-date, honest admissions advice. We believe that applying to university should be an exciting time, not a stressful, anxiety-ridden rite of passage. We know that providing expert-written, researched information is one way to do so! Since we opened our doors in 1999, our expert advisors and tutors have guided more than 30,000 students to successful admissions and testing outcomes. We take great care in our work, from our paid counseling programs to our complimentary resources. Our team of 70+ experts pool their 500+ years of admissions expertise to drive student success. Our resources have been downloaded by over 100,000 readers, and we thank you for downloading this one. Happy Reading!

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Christopher Logan

Author & Collegewise Counselor

Christopher authored another [White Paper](#) in June of 2023 that discussed the history behind and practical implications of the US Supreme Court decision regarding race in college admissions. That paper has been featured in graduate-level counselor training courses at universities like UCLA. Christopher works directly with students as a counselor at Collegewise, and they are also one of the co-directors of Collegewise's Inclusion, Equity, and Access Committee, a role they have used to arrange partnerships between Collegewise and non-profit organizations that serve low-income students.

Introduction

STEM fields—Science, Technology, Engineering, and Mathematics—have long held a reputation as bastions of logic and technical precision, where success was a matter of formulas, facts, and fearless calculations. But as Caltech Professor (and former Vice-Provost) Melany Hunt shared in our recent conversation on the topic, a purely "by-the-numbers" approach to science is like baking a cake without a recipe— "you're going to get something, but whether it's edible or not is another story"¹. Increasingly, industries recognize that technical skills alone don't cut it; the real magic happens when analytical skills and creativity are brought together, adding the "A" [Arts] in STEAM to the mix. This blend allows leaders in STEM to innovate and develop solutions that stand out in function, form, and flair.

As Professor Hunt recalls, even ten years ago at a national STEAM conference, the conversation was just beginning to shift from traditional STEM to STEAM. This transition is more than a buzzword—it reflects the real demands of today's industries, where creativity isn't just nice to have; it's essential.

This emphasis on creativity is acknowledged not only by industry and academia but also by college admissions committees. Many top universities now seek students who demonstrate a balance of STEM competencies and creative potential. For prospective students aiming for competitive STEM programs, developing this creative component has become a vital part of college preparation.

Navigating the college admissions process has become more complex, with students and families needing to strategically cultivate both technical and creative skills. This paper explores the expanding role of creativity in STEM, drawing insights from industry experts, academics, and college admissions teams. Our goal here at Collegewise is to equip students and families with the knowledge to emphasize creativity in college applications and prepare for success. Through discussions on course selection, extracurriculars, and university-specific programs, this paper provides a guide to building a well-rounded, creativity-driven STEM profile that aligns with current college admissions expectations.

¹ (M. Hunt, PhD., interview with the author, May 30, 2024)

Background: The Shift from STEM to STEAM

Originally, STEM education emphasized technical skills and memorization, but today's demands in fields like biotechnology, environmental science, and AI require a combination of creativity, empathy, and design. The most interesting opportunities and challenges of tomorrow will call on curious, creative thinkers to meet them—individuals comfortable wrestling with questions that don't lend themselves to a single correct answer. Integrating the arts fosters these qualities, encouraging students to tackle problems with fresh perspectives and adaptability. The transition from STEM to STEAM reflects a shift toward a more holistic educational approach that better prepares students for complex, real-world challenges.

Dr. Hunt of Caltech emphasizes that blending artistic insight with scientific rigor leads to more human-centered, user-friendly solutions. Gone are the days when engineering students were all assigned to make identical ashtrays (yes, that was a thing). Professor Hunt humorously pointed out that back in her day, students in engineering courses would all make the same thing—ashtrays—as a means to practice technical skills. But today, educational institutions recognize that such prescriptive approaches stifle innovation. Now, students are encouraged to explore, ideate, and tinker with tools like 3D printers, mills, and, occasionally, even sewing machines. Professor Hunt recalls visiting Berkeley, where maker spaces are brimming with the latest equipment, from lathes to sewing tools. This wasn't always the case, but there's now an "obvious increase" in how schools are fostering creative engineering environments.



Dr. Melany L. Hunt
Dotty and Dick Hayman
Professor of Mechanical
Engineering | Caltech

STEAM education often employs Project-Based Learning (PBL), where students tackle real-world problems over extended periods, developing solutions that blend technical expertise with broader social considerations. Purdue University's EPICS program exemplifies this, enabling students to design community-centered engineering projects that balance technical precision with social impact. Similarly, the design-thinking process, popularized by Stanford's d.school, teaches students to empathize, ideate, and iterate based on user needs, fostering a holistic approach to problem-solving.

College admissions officers are increasingly seeking students who embody this interdisciplinary mindset, recognizing that the most successful students—including, and especially, those studying science, technology, engineering, and math—are adaptable, curious, and innovative, traits once thought to belong primarily to the arts.

Incorporating the arts in STEM not only broadens perspectives but also prepares students for industries seeking employees with creative problem-solving and critical thinking abilities. Rather than reducing STEM's rigor, STEAM equips students with the versatility needed to thrive in a rapidly changing world, bridging technical expertise with creativity to address today's challenges.

Why Is Creativity Essential in STEM?

Creativity in STEM drives innovative, out-of-the-box thinking, crucial for addressing complex, real-world problems. Dr. Ainissa Ramirez, a former Yale professor, [calls creativity](#) “the secret sauce” in STEM, emphasizing its role in transforming technical challenges into opportunities for invention. Professor Melany Hunt adds that integrating artistic elements into engineering projects encourages students to approach issues creatively, leading to breakthroughs.

Creativity in STEM education fosters adaptability and resilience. It moves beyond rote learning, preparing students to handle unpredictability by exploring alternative methods—essential for fields like environmental science, where researchers continually adapt to new conditions. At Caltech, students undertake open-ended projects that mimic real-world challenges, where creativity enables experimentation and redefines failure as a step toward discovery.

Creativity enhances collaboration in STEM by enabling team members to approach challenges with flexibility and openness to diverse perspectives. In multidisciplinary teams tackling complex projects, such as developing autonomous vehicles, creativity fosters innovative problem-solving and effective communication across specialties. Industries increasingly seek “T-shaped” employees—individuals with deep expertise in a specific area and the versatility to collaborate effectively across disciplines. When teams are composed of multiple T-shaped employees, their diverse areas of expertise, combined with strong creative and interpersonal skills, create a dynamic environment for innovation. These teams address complex challenges more holistically, integrating specialized knowledge while adapting to new ideas and methods. The synergy of such teams not only improves problem-solving efficiency but also drives productivity, ensuring every member contributes meaningfully to their area of depth and the broader project goals.

Recognizing this trend, college admissions officers at top universities prioritize applicants who exhibit creative problem-solving skills and interdisciplinary interests. They understand that students who can combine analytical and creative abilities are best equipped to succeed in collaborative, innovation-driven environments after graduation. These institutions also value the impact such students bring to on-campus efforts, where teamwork and adaptability are key to advancing research, design projects, and entrepreneurial initiatives. By admitting students who embody these qualities, universities align their missions with the needs of industries and position their graduates to drive meaningful change in the real world.

Examples from Top Universities: How Leading Institutions Encourage Creativity in STEM

Top universities are not only pushing the boundaries of STEM education but are also setting a high standard for creativity and problem-solving in technical fields. Institutions like MIT, Caltech, and UC Berkeley have crafted educational environments where students regularly face real-world challenges requiring innovative, interdisciplinary solutions. Through programs that foster a blend of technical rigor and creative inquiry, these schools illustrate what it takes to thrive in STEM today: a mindset that embraces experimentation, human-centered design, and cross-disciplinary collaboration. This expectation that STEM students continuously engage in creative thinking underscores the importance for prospective students to showcase their own inventive abilities in college applications.



Broadening the Scope: Creativity in STEM Beyond the Top-Tier Schools

While top universities lead the way, creativity in STEM is being embraced by institutions of all types. A former Associate Director of Undergraduate Admissions at Santa Clara University highlighted how this shift extends across the spectrum of higher education.

At **SCU**, creativity is actively encouraged alongside technical excellence. For instance, the **Sobrato Campus for Discovery and Innovation** provides students access to cutting-edge tools like 3D printers and fabrication labs, fostering the integration of technical skills with imaginative problem-solving.

Additionally, the **Summer Engineering Seminar** at **SCU** offers high school students a unique opportunity to explore engineering disciplines in a hands-on, creativity-driven environment. This program helps participants discover their interests and build confidence in their ability to innovate—skills that are vital in any STEM career.

Massachusetts Institute of Technology (MIT): Innovation Through Creative Experimentation

While MIT is renowned for its rigorous technical programs, the institution also champions creativity as a core component of STEM success. A prime example is the MIT Media Lab, where students work on projects that merge art, technology, and social impact, such as wearable tech and interactive art installations. The Media Lab embodies the belief that breakthroughs often occur at the intersection of creativity and technical skill. This commitment to fostering creativity extends across the institution, as MIT offers undergraduate majors not only in traditional STEM fields but also in music, history, linguistics, English language and literature, creative writing, philosophy, and drama. By providing students with access to such diverse disciplines, MIT underscores its understanding that the top engineers in the world often draw inspiration and innovation from creative outlets. Additionally, the Course 2-A (Mechanical Engineering) curriculum includes design-centered courses that challenge students to invent new products that are both functional and aesthetically pleasing, demanding that they step outside traditional engineering constraints and prioritize user experience.

MIT's approach demonstrates that creativity in STEM is not just encouraged but essential. Freshman applicants who use their application to showcase hands-on experiments or interdisciplinary projects are aligning themselves with MIT's values and demonstrating their potential to contribute to a culture of innovation.

Such initiatives underscore that the focus on creativity in STEM is not limited to Ivy League schools or top-ranked universities. **Santa Clara's** approach exemplifies how smaller, less high-profile institutions are cultivating environments where students can merge technical knowledge with creative thinking. This democratization of STEM creativity ensures that students from diverse backgrounds have opportunities to develop skills that are increasingly valued across industries.

As the former admissions director noted, *"Students with 4.0 GPAs and AP Computer Science courses were expected to showcase creativity alongside technical skills"*. This perspective illustrates that institutions across the board are looking for multifaceted individuals who can innovate in meaningful ways. Programs like those at **SCU** prove that creativity in STEM is not exclusive to elite schools but is a growing priority in education at every level.

3. Ruiz, Adrian. Personal interview. 22 Jan. 2025.

California Institute of Technology (Caltech): Merging Science and Humanity through Creativity

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Caltech fosters a distinct culture where scientific rigor meets creative exploration. In the Engineering and Applied Science (EAS) division, students are encouraged to blend technical research with societal considerations. One notable project involves designing zero-net-energy houses, where engineering students collaborate with environmental scientists and architects to create energy-efficient homes that are also visually engaging. This work requires students to balance technical precision with creative vision, as they address real-world needs for sustainability while considering aesthetic appeal and functionality.

As one student involved in the project [noted](#):



"There was definitely some ... collaboration... that needed to be done with the architects (who cared how the house looked) and the engineers (who didn't really care about how nice the lamps were, but about how much energy they used 😊). The architects decided to put the insulation on the outside of the house – that's the skin you can see in the pictures. That posed some challenges with mounting the solar panels on the roof."



These architects and engineers, each group committed to their respective discipline, worked together to innovate in a way that blends form and function. That's STEAM in action.

Caltech's approach exemplifies how creativity is essential to impactful scientific work. Prospective students who demonstrate a passion for combining technical skills with broader societal goals resonate with Caltech's mission. By highlighting creative, socially minded projects, applicants can show how they align with Caltech's commitment to serving humanity through science.



University of California, Berkeley: Interdisciplinary Design at the Jacobs Institute

UC Berkeley's Jacobs Institute for Design Innovation is a beacon for creativity in STEM, encouraging students to integrate user-centered design with engineering and social sciences. Courses here push students to think beyond technical solutions, asking them to address user experience, cultural context, and ethical implications.

Berkeley's dedication to a holistic approach in STEM education emphasizes that effective problem-solving requires both technical and creative skills. Students who can demonstrate experience with interdisciplinary projects, such as user-focused design or community-oriented innovation, will stand out to Berkeley's admissions team as future leaders in STEM.

Stanford University: Pioneering Human-Centered Design at the d.school

Stanford's Hasso Plattner Institute of Design, or the d.school, is dedicated to embedding creativity into the DNA of STEM education. Through courses like "Design for Extreme Affordability," students work on projects that address pressing global needs, such as designing a low-cost infant warmer for resource-limited communities. These challenges push students to apply empathy, creativity, and technical expertise to solve complex problems that require understanding the nuances of human experience. Course professor Jim Patell [said](#) the program teaches flexible thinking, deep empathy for the consumer, and a "laser-sharp focus on the essential needs of the user."²

The d.school's emphasis on creative confidence—the belief in one's ability to generate unique ideas—underscores Stanford's approach to STEM as a field rooted in innovation. Students interested in Stanford can strengthen their applications by sharing experiences that demonstrate empathy-driven problem-solving, showcasing how they align with Stanford's vision of STEM as a means to improve lives.

² (Patell, as cited in Johnston, 2009)

The Practical Impact on Students and Families: Preparing for College with Creativity in Mind

Understanding the value of creativity in STEM is one thing; knowing how to effectively showcase it in a college application is another. As colleges increasingly seek students who demonstrate both technical aptitude and creative thinking, families can play a key role in helping students craft an academic and extracurricular profile that reflects these qualities. Preparing for college with creativity in mind means going beyond traditional approaches, exploring interdisciplinary activities, and strategically choosing experiences that will help a student stand out to admissions committees.

Student S



The Murder-Mystery Bioengineer

Student S was an aspiring doctor with an interest in Biomedical Engineering, but she was also fascinated by the psychology of serial killers. She turned that curiosity into a bit of a personal project and started a podcast where she discussed cold cases and serial killers, and even took some sound design and broadcast communication courses in her summers to get better at her craft. She ultimately earned spots in UCLA's, Berkeley's, and Stanford's engineering departments (she chose Berkeley).

University of Maryland

Selected Major: Engineering



Gabriela 'Gabby' F.

Gabby had a knack for building things and used her creativity in high school to invent and tackle hands-on projects. By exploring new sides of STEM through her school's resources, she developed a unique passion project that added depth to her extracurriculars—showcasing both technical skills and creative thinking. She also took engineering, product design, and architecture classes, refining her interests and shaping her college application.

Understanding the importance of presenting her creativity effectively, Gabby worked with Collegewise counselor Nikayla Loy, a former Drexel University admissions officer, to strategically highlight her interdisciplinary experiences. Her thoughtful preparation ultimately earned her acceptance into the University of Maryland's engineering program, proving that creativity in STEM can be a powerful asset in college admissions.

Interpreting Creativity's Role in College Admissions

Historically, students applying to STEM programs often felt pressured to build resumes solely around technical achievements, such as advanced math courses, science fairs, or coding competitions. Today, college admissions officers seek students who excel not only in technical areas but also bring a creative, holistic approach to their work. Creativity in STEM is no longer just a “bonus” skill—it’s a quality that can set applicants apart, as it enables them to approach problems with fresh, innovative ideas.



Student M

The Step-Dancer Environmentalist



Student M had a clear passion for Irish step dancing, which took up much of his time outside school. It became a central part of his application, showing off his creativity and dedication to something unique. That personal touch, combined with his interest in environmental engineering, helped him get into UCLA for engineering.

University of Pennsylvania, Wharton

Primary Major of Interest: Business
Economics and Public Policy



Cindy C.

Cindy's high school STEM environment fostered her critical and creative thinking, leading her to explore diverse interests. In AP Psychology, she conducted a seven-month independent research project on own-race bias, presenting her findings at a regional science fair. This experience deepened her curiosity about human behavior and research.

Drawn to the business world, Cindy took high school courses in Business & Marketing, Digital Marketing, and STEM Startups while self-studying micro- and macroeconomics, ultimately passing both AP exams. With guidance from her Collegewise counselor, Cindy decided to attend a summer program at the Wharton School to gain firsthand experience with its campus, faculty, and curriculum. The experience solidified her decision to apply Early Decision—ultimately earning her acceptance into the University of Pennsylvania's Wharton School to study Business Economics and Public Policy.

Admissions officers from leading universities, including MIT, Stanford, and Caltech, emphasize the value of interdisciplinary thinkers. They look for applicants who demonstrate curiosity, adaptability, and the ability to connect seemingly unrelated fields. For example, a student skilled in both programming and music might bring unique insights into a computational project involving sound engineering or AI, showing colleges their potential to contribute to a vibrant academic community with perspectives beyond the textbook.

In college applications, students can showcase their creativity in multiple ways. Personal statements offer an opportunity to tell stories of creative problem-solving, while unique interdisciplinary projects, like a robot that paints or a mobile app to teach music theory, can highlight a student's inventive side. Admissions officers value applicants who demonstrate independent thinking, a willingness to try new approaches, and strong collaboration skills—qualities that often emerge through creative pursuits.

Building a Creative Profile: Practical Tips for Students and Families

For families helping students prepare for college, encouraging creative exploration in STEM can markedly improve a student's chances of admission. Here are some strategies to highlight creativity in applications:

- 1 Encourage interdisciplinary extracurriculars:** Students should consider joining clubs that blend technical and artistic elements, such as a robotics club paired with a theater group focused on set design. Many schools offer makerspaces where students can experiment with 3D printers and circuitry, providing platforms for hands-on, creative learning.
- 2 Engage in real-world projects:** STEAM disciplines are ultimately about driving change and solving challenging problems in the real world. When students engage in real-world projects, like developing a sustainable garden or creating a website for a charity, they demonstrate initiative, problem-solving, and community engagement. Colleges appreciate students who proactively blend their creativity and technical knowledge in a way that positively impacts others. Colleges recognize it's these students—who care about more than just getting a good grade or even getting accepted to competitive college—who ultimately make the most impactful contributions during and after college.
- 3 Explore creative STEM competitions:** Besides traditional science fairs, students should consider competitions valuing creativity, like hackathons or science-based art contests. Events like the BioArt competition allow students to create art using scientific processes, showcasing their interdisciplinary talents.

- 4 Attend summer programs and workshops:** Programs like MIT’s Minority Introduction to Engineering and Science (MITES) and Stanford’s Pre-Collegiate Summer Institutes offer project-based courses that foster creative problem-solving. These experiences deepen technical skills and provide material for students’ college essays. *In fact, many of these summer programs are free to admitted students, some offer scholarships, and there are yet others that even pay students for their summer contributions.*

MITES (MIT Introduction to Technology, Engineering, and Science):

A free six-week academic enrichment program at MIT focusing on STEM disciplines.

Research Science Institute (RSI):

A free six-week program at MIT combining coursework in scientific theory with research.

Girls Who Code Summer Immersion Program:

A free, virtual program for high school students to gain computer science skills.

National Youth Science Camp (NYSCamp):

A free residential science education program for graduating high school seniors.

TASP (Telluride Association Summer Program):

Humanities-focused seminars for highly motivated students, entirely free of cost.

Bank of America Student Leaders Program:

Includes a paid summer internship at a local nonprofit and a leadership summit in Washington, D.C.

- 5 Choose courses that foster creativity:** Selecting courses that blend STEM and creativity, such as digital media, architecture, or music technology, can help students develop diverse perspectives and skills. Advanced Placement courses, like AP Computer Science Principles, often include projects that encourage creative thinking, strengthening college applications.

- 6 Pursue passions unrelated to STEM:** Engaging in non-STEM activities such as poetry, music, painting, or creative writing is more than simply a “nice break.” These pursuits broaden a student’s viewpoint, reduce burnout, and help them stand out in a competitive admissions landscape, especially when they are clear demonstrations of the creative thinking, problem-solving, and collaboration necessary for successful careers in fields like engineering and computer science.

- 7 Highlight leadership through varied interests:** Whether it’s serving as the editor of the school literary magazine or the captain of a debate team, leadership opportunities in non-STEM arenas are invaluable, even for aspiring engineers or computer scientists. These opportunities reveal students’ willingness to step outside their comfort zones, hone communication skills, and collaborate with other students - qualities that colleges are actively seeking out in future innovators.

Preparing a Portfolio to Highlight Creativity

Colleges with competitive engineering or design programs sometimes allow students to submit portfolios showcasing creative work. These portfolios might include examples of drawings, programming projects, engineering prototypes, or digital media productions. Even if portfolios aren't required, students can reference these projects in personal essays or interviews as evidence of creative ability within STEM contexts.

A portfolio or unique project examples can distinguish a student among candidates with similar academic achievements. For instance, a student who created a mobile game to teach math concepts shows not only technical skill but also creativity, conveying a multidimensional personality that admissions officers are likely to remember.



Guidance for Extracurricular Activities and Course Selection

Selecting strategic extracurricular activities and courses is essential for building a well-rounded profile that emphasizes both technical and creative skills:

- **Extracurriculars Highlighting Creativity:** Robotics clubs, maker spaces, and science-art fusion activities are excellent options. Entrepreneurship clubs and arts participation also foster skills like problem-solving, teamwork, and innovation that are valuable in STEM fields.
- **Course Selection Tips:** Courses that include project-based learning or creative components, such as digital media, social sciences with STEM applications, or design thinking classes, provide a strong interdisciplinary foundation. Advanced math courses, seen as a language of creativity, and electives in emerging fields like biotechnology or AI also develop a balance of technical and creative skills.

Preparing for College with a Diverse Academic Record

Admissions officers value a balanced transcript with rigor and diversity. While advanced STEM courses are important, an openness to explore other areas—especially those fostering creativity—demonstrates intellectual curiosity and a willingness to take risks. Rather than taking every available AP class, students can create standout transcripts by choosing courses aligned with their interests that showcase both depth and diversity.

Embrace Creative Hobbies

Albert Einstein credited music (as expressed via his beloved violin) as a critical creative force behind his scientific breakthroughs, once [declaring](#), “the theory of relativity occurred to me by intuition, and music is the driving force behind this intuition.” It turns out Einstein’s artistic side wasn’t an anomaly, but rather, the norm among the most notable members of the scientific community. A 2008 study showed that Nobel Prize recipients were nearly three times more likely to engage in creative hobbies than their scientific counterparts. Broken down further, these pursuits included singing, acting, writing (fiction, plays, poetry, and short stories), crafting, woodworking, mechanics, glassblowing, painting, drawing, and sculpting.

If you have a creative interest, embrace it. Not for the potential college admissions advantages, which are significant, but for the pure joy of it. Creative pursuits done just for the fun of it not only free your mind and relax your body, they also prime you to do important work.

Author, Georgetown professor, and MIT-trained computer scientist, Cal Newport, [shares](#):

“

In order to make the most of our focus and energy, we also need to embrace downtime...Idleness is not just a vacation, an indulgence or a vice; it is as indispensable to the brain as vitamin D is to the body... [idleness] is, paradoxically, necessary to getting any work done.

”



If you need a little creative inspiration, check out [this video](#) of Richard Feynman, former Caltech professor and one of the most influential physicists to have ever lived, playing the bongos.



Conclusion: The Collegewise Advantage and The Value of Creativity in STEM Admissions

In the modern college admissions landscape, creativity in STEM fields has become a key differentiator. For students who meet academic benchmarks, showing creative thinking alongside technical ability can make a substantial impact in how they are viewed by admissions teams. Colleges increasingly look for students who blend scientific knowledge with an innovative approach—traits that suggest they can contribute meaningfully to campus intellectual life and drive change in their fields. By engaging in hands-on projects, pursuing interdisciplinary interests, and developing creative problem-solving skills, students can highlight the qualities that colleges value most.

For many families, the emphasis on creativity in STEM may be surprising, especially given the common focus on technical achievements alone. However, colleges recognize that the next generation of engineers, scientists, and technologists will need more than textbook knowledge; they'll need imagination, adaptability, and the ability to approach complex challenges with a fresh perspective. Engaging in art, music, design, or even creative STEM programs can enhance a student's application while fostering skills essential for future success in both college and career.

At Collegewise, our counselors are dedicated to staying at the forefront of these evolving admissions priorities. By interpreting complex trends—like the growing value of creativity in STEM—and applying them to each student's unique journey, we empower families to navigate admissions with confidence. Our counselors don't just keep up; they actively research and analyze insights from sources such as the Common Data Set (CDS) and industry thought leaders, ensuring that Collegewise students benefit from the latest, most nuanced information.

92%

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This commitment to deep expertise is what sets Collegewise apart. We recognize that each student's story is unique, and our counselors tailor guidance to highlight both academic and creative strengths in the admissions process. For STEM students in particular, we integrate fresh insights on the role of creativity, showing students and families how to strategically incorporate these elements into their profiles. By choosing Collegewise, families gain a trusted partner who simplifies the complexities, showcases each student's distinctive qualities, and equips them to navigate college admissions with clarity and purpose.



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Since 1999, we've guided 30,000+ students to gain admission to their best-fitting colleges. From the Ivy League to small liberal arts, here's what we're proud of!

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About Collegewise

Since 1999, Collegewise has built a proven, effective methodology for guiding students through the college application journey. We support through the many decision points that come up - selecting the right classes, deciding between the SAT/ACT, exploring summer options, curating a school list, navigating the application process, and crafting compelling essays, with time left over to simply be a kid!

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