



EdAcumen

BRIEF DOCUMENT
**COLLEGE
ADVISING**

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College Advising refers to professional advice given to students and their parents about specific educational options and opportunities available to them around the world and how to successfully secure these.



The COLLEGE PATHWAY

“ THE CHALLENGE

- Globalization, technology and increased standards of living have increased access of learners to all levels of education; more people are getting educated in the 21st century than ever before.
- Conventional centers of education (USA, UK, Canada, Australia), while still leaders, are no longer the only options available to international students. Europe, Asia and others are also excellent options.

- The education landscape has become complex and competitive and new changes constantly occur, especially ones affecting international students, none of which are easy to track and understand.
- The typical ‘straightforward’ college decisions of the earlier years are no longer simple, but indeed quite complex. If not managed with informed confidence, these critical decisions can be costly.

“ **THE SOLUTIONS**
We backstop, scaffold, motivate and inspire you and your family to timely, comprehensively and calmly understand, engage in, own and complete the sensitive processes of making successful applications.

COLLEGE PLANNING AND APPLICATIONS PROGRAMS

SENIOR'S & RISING JUNIOR'S (17-19 year olds)

Students are enabled to first ‘discover themselves’ and then navigated to create winning applications

(i) Your applications to all main geographies (USA, UK, Canada, Australia, +) are covered by us

(ii) You have flexibility to work with us online and or in person

(iii) You work 1-1 with highly qualified and experienced members of IECA/HECA+

CPAP will not only result in successful and stellar applications, it will also have you undergo a memorable journey where you learn and use 21st century skills and literacies needed at college.

ESSAY WRITING SUPPORT SERVICES

SENIOR'S & RISING JUNIOR'S (17-19 year olds)

Students are shown to recognize their unique attributes and to write with authenticity and conviction

(i) All types of essays (admissions, supplements, scholarship) for all main geographies

(ii) Use a time-tested and eclectic combination of the renowned WoW Method, the McGinty Method and our own

(iii) Work 1-1 with highly qualified and experienced members of IECA/HECA+

EWSS will help you understand the prompts clearly, recognize your voice, and use it to convey your unique self in compelling and novel ways for all types of college essays for all your chosen geographies.

Helping you navigate the complex international admissions processes with ease and success.

College Planning and Applications Programs (CPAP)

SENIOR'S & RISING JUNIOR'S (17-19 YEAR OLDS)

1

1. Know-Yourself-Module (KYM) and assessments of personality, values, career, and skills. *Take a reflective stock of yourself. College application is a process. It is a key rite of passage.*

2

2. Overall applications strategy and a specific one for senior year at high school *Learn how to make the big decisions that require critical and creative thinking, re-searching, and a clear strategy.*

3

3. College list and profiles creation –matching fit with your goals, aspirations and abilities. *Minimize angst, cost and time, and apply with confidence to well-selected colleges and options.*

4

4. Full application timeline creation; its monitoring and adjustments. *Dynamically get prompted by our counseling platform to calmly manage yourself and your time.*

5

5. Essay writing support services (EWSS). *Work with experienced English teachers who use the renowned WoW Method the McGinty Method and our own.*

6

6. Curating your digital media presence and identity. *Minimize your vulnerability to negative surveillance from colleges.*

7

7. Navigating and managing presentation of information on application forms: (The Common Application/CAAS/Other USA, UCAS UK, OUAC, Other Canada, etc. *Select, organize and present only relevant and needed information that enhances your admissions chances.*

8

8. Locating, structuring and applying for financial aid and scholarships. *Understand and effectively utilize financing and paying options without compromising admissions chances.*

9

9. Advice on managing and securing teacher, counselor and other recommendations + *Learn to manage and communicate with teachers, counselors and others for best recommendations.*

10

10. Advice on standardized and specialized tests –which/where/when/how to prepare. *Use our partnership with Applerouth (and others) to get free diagnostic testing, and best-in-class tutoring.*

11

11. Academic enhancement and remedial courses advice and management. *Enhance admissibility and take our Capstone College Readiness Program or get navigated to other options.*

12

12. Interviewing skills (web-conf/face to face) and college visits (virtual/face to face) preparations. *Learn interviewing skills that you will need when you meet relevant admissions and other stakeholders.*

13

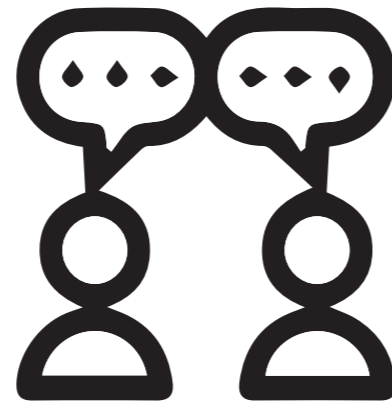
13. Managing communications with colleges and other stakeholders. *Learn, practice and use the etiquette of formal communications that can help make or break applications.*

14

14. Managing pressure and time – balancing admissions frenzy with daily demands at school. *Our 1-1 work tailored work will help you mitigate the certain pressures that go with the application process.*

15

15. Post application support (accept/wait-list/deferral, UK clearing).



We will see you the whole way through; it's not over till it's over.

“International Student Acceptance Rate is Low; Yield Slightly Higher than First-Time Freshmen:

At institutions that enroll first time international students, the Fall 2017 admit rate for this population (52 percent) was lower than both transfer and first-time freshmen students. The average yield rate for international students was 30 percent.”

Source: 2018 State of College Admissions Report: National Association of College Admissions Counseling (NACAC)

Source: The Journal of College Admissions Winter 2018, National Association for College Admissions Counseling

“Like so much else in our jarringly fast-shifting society, the future of higher education over the next decade can perhaps be summed up in a familiar two-part refrain: big changes are coming, but no one seems to know exactly where they will lead.”

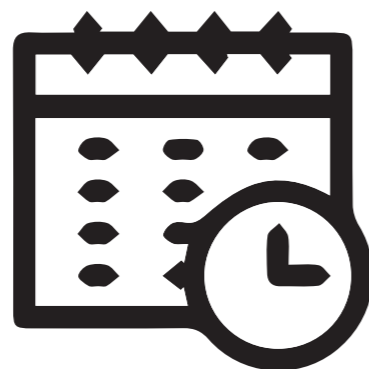


College Essay Writing and Support Services (EWSS)

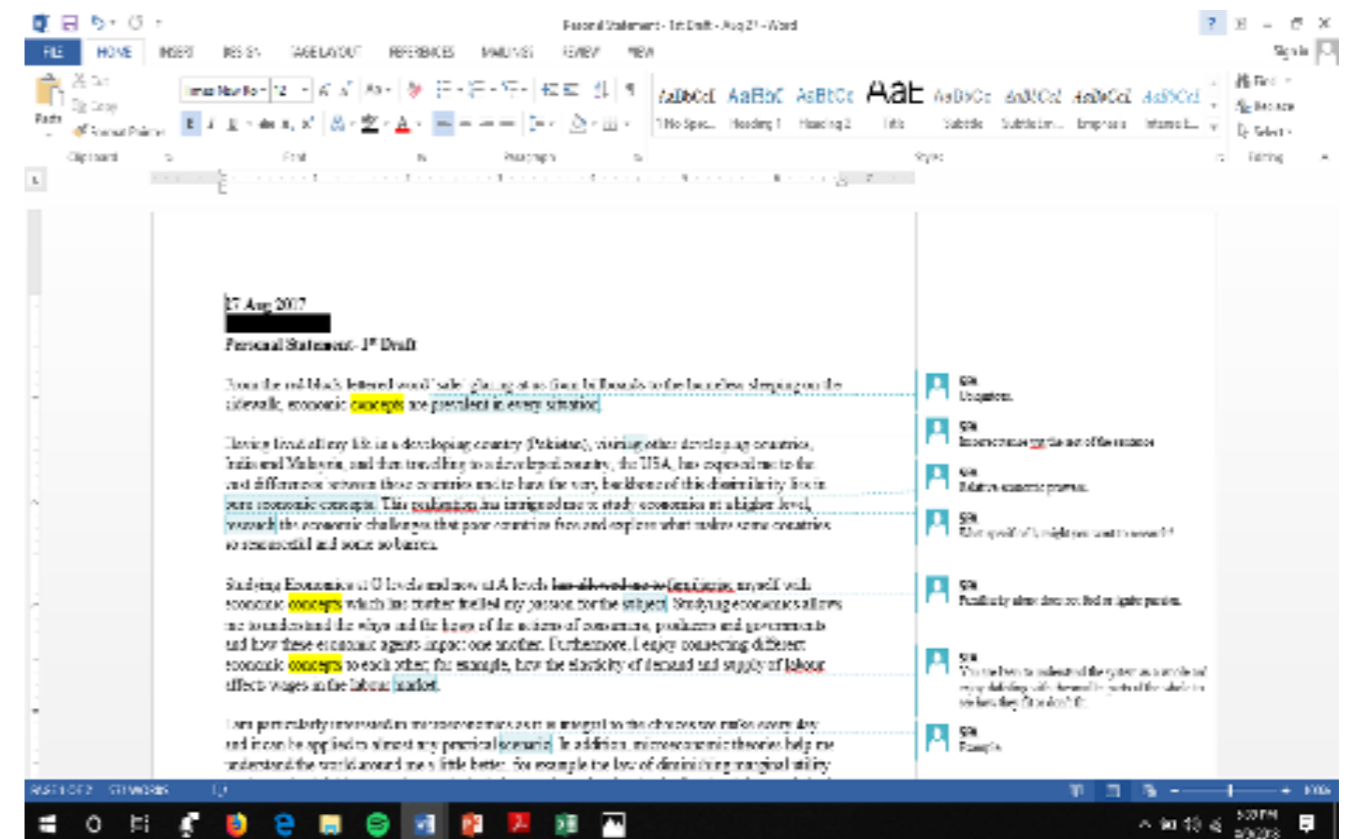
SENIOR'S & PRO-ACTIVE JUNIOR'S (17-19 YEAR OLDS)

1. Starts with EdAcumen's Know-Yourself-Module (KYM). *Take a reflective stock of yourself first. If you don't know what to present, then colleges won't know what to buy.*
2. We prepare you to timely write essays for all colleges and all geographies to where you apply. *There is no such thing as a master essay from where you quickly copy and paste. Each essay is unique.*
3. Conducted by qualified and experienced counselors who are also experienced English teachers. *Not everyone can think & write well. And not everyone can advise and facilitate with authority.*
4. Use an eclectic combination of the renowned WoW Method, the McGinty Method & our own. *College essays are not equal to ordinary essays you write in school. It's a different ball game altogether.*
5. Support is made available one to one and in small group settings. *Both one to one and group based writing help bring out the best work.*
6. Patient steering from the beginning to the end of the writing process with final winning essays.

We will see you the whole way through; it's not over till it's over.



A sample essay edit in progress:



“Top Factor for International Students is English Proficiency Exam Scores: *After English proficiency, the factors for admission decisions with international applicants are remarkably similar to those for domestic students, with one notable exception. A greater proportion of colleges rated the essay/writing sample as considerably important for international applicants, likely because of the additional confirmation of English skills that the essay provides.”*

Source: 2018 State of College Admissions Report: National Association of College Admissions Counseling (NACAC)



“The essay...is an opportunity for students to deliver a bit more about who they are...it’s a moment to be creative...the essay is, beyond a transcript, the most important part of an application....we’re trying to understand and see how you think...are you creative?”

Source: Shawn Felton, Director of Undergraduate Admissions, Cornell University





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