



Transforming

POST-SECONDARY COUNSELING

**The
Princeton
Review**

A New Model for Post-secondary Counseling



The ratio of students to post-secondary counselors in most districts is too high to provide a meaningful service to students, especially those with the greatest needs. In many high schools, even the best counselors don't have the time to provide students with aspirations, information, and guidance that are timely, relevant, and individualized.

To dramatically improve the post-secondary counseling you deliver, you need a systems approach. We have created that approach.

Using our outcomes-based counseling system, you define and set the milestones that are important to your district, and track your districts progress against those milestones.

Your staff, coupled with our implementation managers, set students on their individualized post-secondary track, indicating clear milestones with which to hit to accomplish their goals. When a student falls off track, a red flag is raised, giving counselors prioritized views of where they should be focusing their time. Given today's limited budgets, this approach enables you to give all of your students the information they need to make the right decisions, while flagging the students who need more attention.

Outcomes-based counseling gives your district, your schools, your counselors, and your students clear metrics to hit and a plan to hit those metrics.



NEW MODEL

Tier I:

Guidance Center with Implementation

The Princeton Review

Home > Guidance > Reports

STUDENTS

YOUR SCHOOLS

COLLEGES & CAREERS

SCHOLARSHIPS & AID

CALENDAR

REPORTS

DISCUSSION

ADMIN

SEARCH

GO

Reports: Milestones

School Organization Group: [Select School]

SEE PAST MILESTONES | SEE UPCOMING MILESTONES

MILESTONES	Take the SAI by 10/10	Select Career of Interest by 10/1/11	Take PSAT by 10/2/11	Submit at least 1 College App. by 11/11
GROUP	Class of 2011	Class of 2011	Class of 2011	Class of 2011
GOAL	85%	80%	70%	60%
BOYS UNTIL DEADLINE	5 days	11 days	21 days	66 days
All Schools	75%	75%	75%	75%
Boys	75%	75%	75%	75%
Girls	75%	75%	75%	75%
Computer Science	75%	75%	75%	75%
Computer Math	75%	75%	75%	75%
Computer Math 2	75%	75%	75%	75%
South County High School	75%	75%	75%	75%
Boys	75%	75%	75%	75%
Girls	75%	75%	75%	75%

Printer Friendly Version | Customize Report | Export to Excel

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You need a system that students will want to use.

More than 1.2 million people rely on PrincetonReview.com each month to find the information they need to make the right post-secondary decisions. Our approach integrates this dynamic tool that many of your students are already using, and implements it into your District's Counseling plan.

You need to ensure your students, parents and counselors are using the system.

We couple our student counseling tool with implementation managers who ensure your students understand why post secondary planning is important and understand why it's important to use the system. And, they ensure your students, are in fact, using the system.

You need information beyond graduation.

Tracking your students through graduation only gives you partial information. You need to know if your students actually attended college in the fall, stayed in the military for a year, or started their career. We track students one year after they graduate in order to give you the information you need to assess the effectiveness of your post-secondary counseling program.

You need actionable data.

Without useful data and true accountability, reform is difficult. Our system gives the Superintendent, Head of Counseling, and individual Counselors the information they need to better support their students, and their schools.

GRADUATION



The Guidance Center

San Francisco Unified School District
Transcript

SCHOOL INFORMATION: San Francisco Unified School District
 GRADE INFORMATION: 12
 DATE OF BIRTH: 11/15/93

TEACHER	SECTION	CLASS	GRADE	STATUS
...

EVERY student, teacher, counselor, and administrator has access to the **Guidance Center**, which includes a web-based electronic portfolio. We integrate this portfolio with your District's student information system (SIS), and make sure that every student updates it at least twice a year.

Guidance Center

Calendar

Upcoming Events	Date	Time	Schools	College/University
...

Recommendations and Transcript Reports

Recommendation Report: **Number**

- High School: 10
- College: 5
- Other: 2

Progress Against Current Milestones

Planning to apply Early Decision: **100%**

Taken College Preparatory Exams: **100%**

We track students for the year after they graduate and give you accurate data about the overall success of their post-secondary placements.

Your online Guidance Center is a web-based research and counseling management tool that serves as the backbone of our counseling program.

Using this tool, students are given a strong head start on their career and college planning process. Middle and high school students use the Guidance Center to research careers and college majors, to search for and apply to college, to request transcripts, and to determine the best way to finance their higher education.

Counselors, administrators, and other education professionals use the Guidance Center to gather the data they need to provide advice to students and their parents. Administrators and counselors can generate various reports, including aspirations, career preparation, college preparation, and state standards and college entrance exam results.

The Guidance Center also provides a robust electronic transcript component. Students can request and track transcript requests, while counselors and registrars can approve, track, and report on those transcript requests.

Communication is the core of the Guidance Center. Counselors can post messages to a bulletin board and send targeted emails to students. This communication tool is also a great way for Parent Coordinators to send timely information to parents and keep them actively involved in helping their children through the post-secondary planning process.



Tier II:

Full-time Guidance Specialists

We will provide group sessions and one-on-one counseling to students at your middle and high schools, as well as professional development seminars for your teachers. Your staff will be taught how to communicate the message that every student has a great future after high school and that each student should be given a post-secondary aspiration.

"We are very satisfied with the quality of the college advisors that The Princeton Review has provided for our High Horizons program. Although just getting underway, the program has students, parents, and school staff already excited about the program—parents are especially excited about the growing possibilities for their children's futures."

Terri Rayburn Davis
Vice President
The Fund for Colorado's Future

IN the schools where we have implemented our guidance and test preparation services, we have seen dramatic results:

- A 53% increase in the number of students taking college admissions tests.
- A 250% increase in the number of students applying to 4-year colleges; 44% increase applying to 2-year colleges, 400% increase applying to trade schools, and a 200% increase in students entering the military.
- A large District that implemented our classroom-based test preparation courses saw a 13% SAT score improvement.

Your District could see the same results; without the hassle of hiring, training, and supervising new staff.

While Tier I, is a great program, some schools need more support for their counseling departments. We have designed a system that supplements your existing counseling staff with college specialists.

The Princeton Review can organize and operate a central guidance office that services your middle and high schools. On a weekly basis, our team of Specialist, will rotate through your schools and advise your students in innovative, effective, and efficient ways.

Our Specialists conduct one-on-one and group sessions with students, informational meetings with parents, and professional development for school staff. Our Specialists conduct in-school seminars, and are available to meet with parents and guardians in the evening and on the weekends.

Each Specialist has his/her own niche. For example, some Specialists might focus on students interested in 4-year colleges, while others help students interested in 2-year colleges, Historically Black Colleges and Universities, financial aid, career placement, college programs for students with learning disabilities, or NCAA clearinghouse procedures.

Specialists use the Guidance Center to set students on their post-secondary track and monitor their progress against their milestones.

Finally, we stock your library and guidance office with appropriate college and career guides and test prep books, and ensure that all students have constant exposure to posters and pamphlets that motivate them to excel.

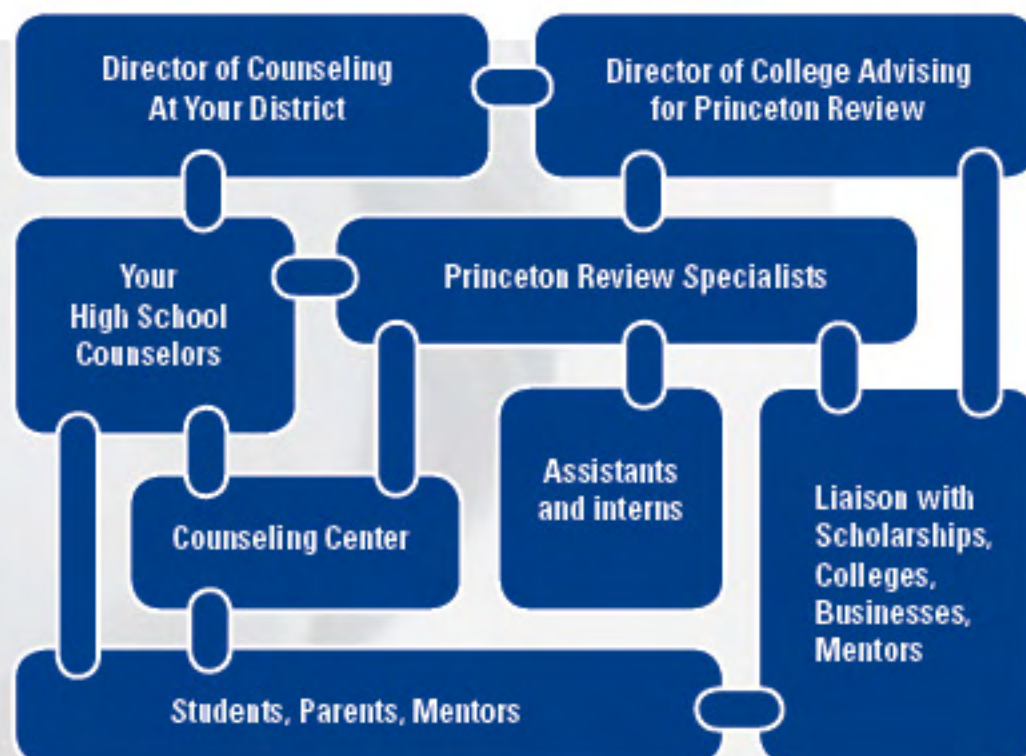


SPECIALISTS

Specialists Level

the Playing Field

Proposed Organizational Structure for Counseling Support in Your District



WE process all college transcripts, and gather data from scholarship, internship, and job providers in your area to supplement our national database with your unique local offerings.

Our guidance program levels the playing field so that your students can reap the same benefits private schools have seen for years. Our Specialists have the time to focus on your students:

- They can adapt their schedules to fit your students' and their parents' availability.
- They are focused solely on post-secondary planning.
- Princeton Review Specialists have established relationships with admissions officers across the country.
- Our Specialists have clout— we are aggregating prospective applicants across several high schools. A traditional counselor serving a single school may only assist a handful of student athletes each year. Our Specialists, working with several high schools, wield more influence with, and are courted by, more coaches because the Specialist is the access point for a much larger pool of desirable applicants.
- Our Specialists have the time to read and comment on every college application and financial aid form submitted by your students. During peak admissions times (November, January, February), The Princeton Review will supplement our Specialists with trained Assistants drawn from our network of teachers and advisors.
- Our Specialists work with all of the students in your District. Our program is designed to help not only those students who are showing initiative, but also those who must be proactively tracked down because they are not participating. We will create group sessions with those students, ideally based on similar circumstances (GPA, LD, first-generation, etc) and similar goals (e.g. career goals or their lack of goals).



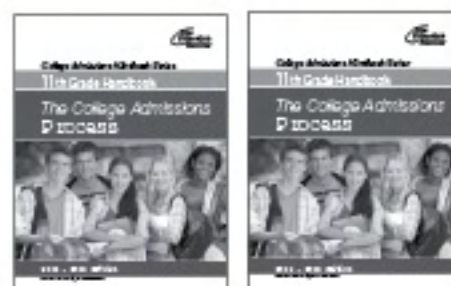
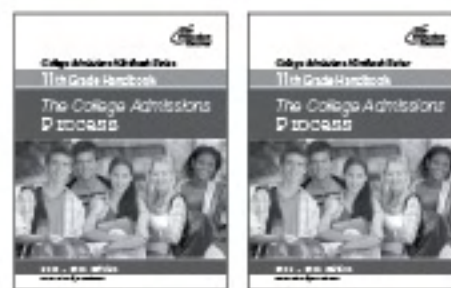
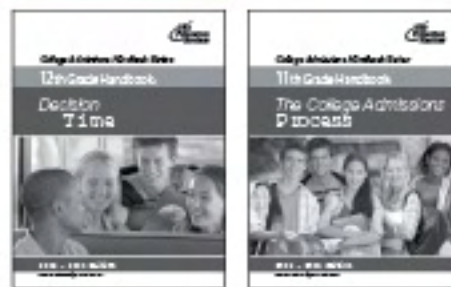
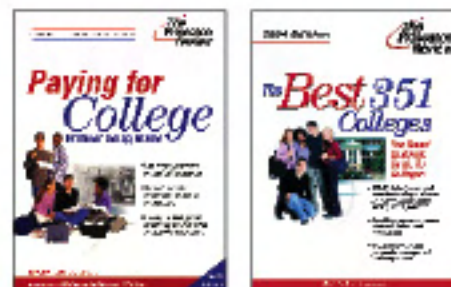
Our College and Career

Advising Curriculum



CURRICULUM

EACH student, in grades 7-12, will receive our College and Career Smart handbooks which walks them through the entire college admissions process and gives them the tools and information they need to make the right decisions.



In addition to hands-on seminars and the many after-school and in-school events that are delivered, students will also receive College&CareerSmart, a flexible in class curriculum for students containing lessons/exercises that create the aspiration to go to college and/or get a job after graduation. This dynamic program is taught by your existing staff and integrated into your math, English, or life skills classes.

Studies show that when students believe they can go to college, enter the military, or get a job, and that these are attainable goals, both academically and financially, students take their school work more seriously, and therefore drop out rates decline.

Some examples of College&CareerSmart lessons include:

- Introduction to careers
- How careers relate to college and HS
- Finding role models
- Course selection and how it impacts options
- Exploring post-secondary options: College, Military, Careers
- Creating a resume
- Applying to college
- Paying for college
- Writing college application essays

Why

The Princeton Review?

As we discuss our Counseling Support structure with other states and major school Districts around the country, it has been asked, "Why The Princeton Review? Why can't Districts implement this program themselves?" The simplest answer is that using the same counselors, with the same bureaucracy will most likely yield the same results.

In addition to the inherent advantages private companies foster; nimbleness, responsiveness, and accountability, The Princeton Review offers a unique set of capabilities:

- *Expertise.*

We literally wrote the book on financial aid, opportunities for college-bound students with learning disabilities, college admissions, HBCUs, Performing Arts programs, etc.

- *Nationwide connections.*

We have relationships with hundreds of colleges and universities across the country and abroad.

- *Depth of knowledge.*

We spend millions on research and development each year, on college admissions, test preparation, and related issues, ensuring students are up-to-date on the latest developments.

- *Smart tools.*

Any program where college advisors are rotating through schools must have an underpinning of robust technology that allows all stakeholders to communicate and access the same student data. The Princeton Review has these tools, which can be implemented immediately.

- *Test Prep expertise.*

We are the test prep experts. Our technology, content and results are proven.

WHY US?



