

# COMPREHENSIVE SUPPORT FOR STUDENTS AND PARENTS



## **COLLEGE PLANNING IS MULTI-FACETED**

It's not only about finding the right school.  
It's not only about test scores and grades.  
It's not only about getting into a college.  
It's not only about funding strategies.  
It's about ALL of these things.

### **At the same time.**

That's why your college planning team—your financial specialist and the College Planning Network (CPN)—work together to provide a holistic approach to college planning, providing support for students and parents simultaneously.

Students want to go to the school of their dreams. Parents want to help fund the dream, without turning their finances into a nightmare.

### **We can help.**

As one of the only college planning companies that serves both the needs of students and parents, we believe that planning in advance and being well-informed are critical.

Our comprehensive program will guide students through the college search and admissions process. Simultaneously, we will provide you with advice for funding decisions and guide you through the financial aid process.

## **WE'VE STREAMLINED IT**

College planning is complex. As your child navigates the gauntlet of tests, tours, essays, applications, and admissions, you will wade through the financial aid, forms, and financing decisions. For both of these challenges, there is a massive amount of planning and information to decipher.

College Planning Network provides a clear pathway. As your central resource for college financial planning, and admissions information and assistance, the CPN portal supports parents and students throughout the entire process.

With expert guidance, clear timelines, and curated resources, College Planning Network turns an overwhelming trek into a step-by-step process.

Customizable programs allow you to choose the level of support your family needs and provide access to financial planning advice, personalized application and admissions counseling from industry experts, and an essential guide through the financial aid process.

With our comprehensive approach we can not only help your child find that perfect college fit, but also help you reduce out of pocket costs . . . securing a bright future for your child and you.



## Your College Planning Team Provides

- Financial planning advice for affording college without jeopardizing retirement
- Guidance from college financial aid and admissions experts
- Interactive portals for college search and career assessment
- Counseling and advice for a strong admissions application
- Tools for writing college essays that stand out in the crowd
- Consistent notifications, timelines, and to-do lists to ensure you and your student stay on track and meet deadlines
- Access to monthly master classes, insider tips, webinars, podcasts, and college and financial coaching
- Step-by-step guide to financial aid, as well as FAFSA and CSS Profile assistance and submission
- Secure upload of required personal and financial documents

### FINANCIAL SERVICES

You want your child to attend college. But how are you going to pay for it? What is the CSS Profile? Where do you find the FAFSA form? How do you fill it out?

**When it comes to college financing . . . you have questions.**

**We have the answers.**

Advanced planning can make college more affordable. Starting as early as middle school and lasting through graduation, the decisions you make can impact your ability to pay for college and your opportunities for receiving financial aid.

Your college financial specialist is well-versed in the world of college financial strategy. Using expertise in higher education, personal finance, and risk analysis, your financial specialist creates customized plans to meet your family's goals for affordability and funding.

Supplementing the expert guidance from your college financial specialist, College Planning Network's proprietary portal will lead you

through the financial aid process to gather pertinent data, securely upload critical financial documents, monitor progress, and keep you on track to meet important deadlines.

Properly submitting all of the necessary forms and documentation is a critical step in securing financial aid. College Planning Network will lead the way from the first form to the final award letter.



# STREAMLINED STUDENT SERVICE PROGRAMS

## STUDENT SERVICES

The college search and admissions process is stressful. For even the steadiest student, the barrage of decisions and information is dizzying.

### CPN can help.

With advice throughout high school to maximize academics and extracurricular activities, CPN helps students start preparing for college long before the admissions process begins.

When the college search begins, CPN makes researching schools easy. Customizable searches and personalized reports are at your fingertips. We simplify the application process with checklists, reminders, test prep and timelines. You'll submit excellent applications on time, with minimal stress.

Throughout the whole process, CPN provides access to webinars, podcasts, and master classes with expert content and up-to-the-minute advice.

Additionally, CPN provides access to personalized one-on-one counseling sessions with a certified college counselor. This admissions expert will help you narrow down your college list, craft essays, and submit applications that will highlight strengths, achievements, and potential to the admissions board.

CPN student services is your one-stop resource to reduce stress and maximize opportunities in the college planning process.

## PERSONALIZED COLLEGE COACHING

In addition to the power of the CPN portal and expert advice from your financial specialist, every CPN program provides a level of personalized college counseling. Here is an overview of each program.

### Premier Program

The Premier Program provides the highest level of support and customization. First, you unlock the power of the Strong Interest Inventory®, a globally-recognized assessment that reveals a student's natural strengths, enables better decision-making, and allows us to match your student with one of our National Association for College Admissions Counseling (NACAC) certified college counselors. Then your student will have 5 individualized one-on-one meetings with their personal counselor. In these Admissions Impact Mentoring (AIM) sessions, the counselor will provide thoughtful guidance and expert advice. The Premier Program optimizes CPN's support and minimizes your stress.

### Advanced Program

Families enrolled in the Advanced Program have access to both the Strong Interest Inventory® and AIM mentoring sessions. We will administer and analyze the Strong assessment to guide decisions and counselor placement. Then your student will have 2 personalized one-on-one AIM sessions with their certified counselor for expert guidance on the applications and admissions topics of their choice.

### Basic Program

Families enrolled in the Basic Program will benefit from one personalized coaching session with a certified college counselor. This singular session can be used to receive guidance on developing your college list or any pertinent college planning topics.



### **THE POWER OF THE STRONG INTEREST INVENTORY®**

**Advanced & Premier Programs Only**

Choosing a college and a major is one of life's biggest decisions. That's why we don't leave it up to guesswork. Using the Strong Interest Inventory® assessment, backed by 80 years of research, we administer and analyze a comprehensive assessment for each student to help address important college decisions such as:

- “What kind of school is a good fit for me?”
- “What should I major in?”
- “What is a good career path for me?”

Working with one of our Strong-certified experts, your student will receive unique results and analysis that reveal inherent strengths, natural interests, and potential career paths. Armed with this in-depth insight, we can match your student with their ideal certified college counselor and your student can make decisions about their future with conviction and confidence.

**With the Strong Interest Inventory® we will help your student identify:**

- Potential majors
- Right-fit colleges
- Natural strengths
- Optimal courses of study
- Successful career paths



### **THE SUPPORT OF OUR AIM PROGRAM SESSIONS**

**Advanced & Premier Programs Only**

The college search, admissions, and application process has only grown more complex. So, we developed our Admissions Impact Mentoring (AIM) program. AIM sessions are one-on-one college counseling sessions, with a certified college counselor, who is specifically matched with your family. With decades of experience and insider-knowledge of the admissions process, our college counselors are ready to share their wisdom with you.

Each AIM session is unique—customized to meet your student wherever they are in the process—and designed to lead them through with reduced stress and maximum guidance.

**Guidance provided in our AIM sessions can include:**

- Goal setting
- High school course planning
- College list development
- College visit strategies
- Activities and extracurriculars
- Essay development
- Resume building
- Application to-do lists and timelines
- Application advising
- Summer jobs and internships
- Interview preparation, mock interviews, and more . . .



# PROGRAMS

## QUICK REFERENCE GUIDE

SERVICE	PREMIER	ADVANCED	BASIC
<b>College Funding Services</b>			
Personalized EFC calculation, reduction analysis and financial aid award maximizer	✓	✓	✓
Preliminary financial aid award estimates for an unlimited number of schools	✓	✓	✓
Personalized college money maximization report	✓	✓	✓
Personalized college funding solution for the best way to pay your college costs	✓	✓	✓
Cost-efficient borrowing and cash flow strategies for college years and beyond	✓	✓	✓
<b>Financial Aid Services</b>			
Professional preparation & submission of the Free Application for Federal Student Aid (FAFSA)	✓	✓	✓
Professional preparation and submission of the CSS Profile (if applicable)	✓	✓	✓
Verification and IDOC support	✓	✓	✓
Comparative analysis of financial aid awards	✓	✓	✓
Customized and personalized appeal letters (if warranted)	✓	✓	✓
Full access to VIP financial aid help desk	✓	✓	✓
<b>Educational Services</b>			
Welcome, onboarding, and orientation	✓	✓	✓
Private student and parent portals with access to Career Cruising and assessments	✓	✓	✓
CPNSimplified—monthly, live master classes to assist at each stage of the admissions process	✓	✓	✓
Resource library access including college admissions road map, and expert sessions videos	✓	✓	✓
College admissions video library and College Knowledge podcast access	✓	✓	✓
One-on-one meeting with academic advisor, including college list development	✓	✓	✓
Chance of enrollment analysis to identify or confirm safety, target, and reach schools	✓	✓	✓
Strong Interest Inventory <sup>®</sup> with College Profile assessment	✓	✓	
Strong Start <sup>®</sup> one-on-one meeting with Strong-certified academic advisor	✓	✓	
Pairing with a National Association for College Admission Counseling (NACAC) counselor	✓	✓	
Essay and application review	✓	✓	
SAT/ACT preparation with Method Test Prep	✓	✓	
Personalized college scholarship eligibility report	✓	✓	
One-on-one Admissions Impact Mentoring (AIM) Session I	✓	✓	
One-on-one Admissions Impact Mentoring (AIM) Session II	✓	✓	
One-on-one Admissions Impact Mentoring (AIM) Session III	✓		
One-on-one Admissions Impact Mentoring (AIM) Session IV	✓		
One-on-one Admissions Impact Mentoring (AIM) Session V	✓		
Full access to VIP student service help desk	✓		
Professional essay brainstorming, development, critique, edit, and review	✓		
Professional application review and optimization	✓		