

Best College Fit™

An Innovative Complement to College Counseling for Schools and Social Service Organizations

What is the Best College Fit™ (BCF)?

Best College Fit is an interactive, online, student-centered, college planning resource that gives students, parents and educators information they need when they want it as they navigate the college-going process. It teaches families how to engage an ever-changing college-going environment productively and empowers students in the selection of colleges that represent the best fit for them.

Underlying Philosophy

Every student who wants to go to college should be supported in pursuing that opportunity. Success, in terms of both access and completion, is greatly enhanced when young people:

- ▲ *Affirm the value of the opportunity that lies before them and take ownership in achieving it.*
- ▲ *Make decisions on a daily basis that reflect—and respect—their core values and ambitions.*
- ▲ *Are prepared to compete for admission on academic “playing fields” that are most appropriate given their talents and objectives.*

An Innovative College Planning Solution!

Peter Van Buskirk’s dynamic, live, on-site college orientation programming educates, inspires and motivates audiences to find the “best college fit.” He created the online features of the **Best College Fit™** (BCF) to give students, parents and educators timely access to insider perspectives, both his and those of other content experts, on **college admission, financial aid, testing/test prep, athletic recruitment and special needs**. Student-centered Best College Fit resources facilitate college planning and improve education outcomes by promoting:

- ▲ Self-awareness
- ▲ Sound decision-making
- ▲ Priority-driven student ownership of the process

Key features of Best College Fit

- ▲ **College Talk**—a moderated, subscriber-only email listserve fosters an honest/open exchange while eliminating commercial/self-promotion
- ▲ **Web-Side Chats**—two webcasts per month feature discussions (with Q&A) of timely issues in college planning
- ▲ **Web-Side Chats Archives**—24 recordings of live webcasts
- ▲ **College Planning Library**—more than 100 vetted articles and weblinks provide insight into educational access
- ▲ **Action Plan for College**—tips/insights support college planning through each year of high school with embedded hyperlinks to related resources
- ▲ **College Planning Blog**—weekly articles that provide college planning advice

How is BCF different from other college planning websites?

BCF provides an innovative mix of college planning resources that is:

- ▲ ***Dynamic***—conversational access with content experts and other BCF families worldwide
- ▲ ***Accessible***—advice from a team of college planning experts is available to every student and parent in your high school community
- ▲ ***Personal***—addresses individual questions and concerns
- ▲ ***Empowering***—teaches families how to anticipate and interpret the competitive process enabling them to make the best decisions with and for their students
- ▲ ***Unbiased***—steadfastly committed to a student-centered approach to college planning

How does BCF benefit learning communities?

The college-going climate has changed dramatically over the last generation making it unrecognizable to most parents. Moreover, school-based college counselors are hard-pressed to meet the various needs of college-bound youth on a personal level. As a result, angst and uncertainty with regard to college planning weigh heavily on students and parents.

Best College Fit programming relieves the stress of college planning for families and educators as it enriches your school's college-going culture. Through BCF licensing, *your entire school population can benefit* from year-round conversational access to timely and relevant coaching from experts in college admission, financial aid, financial planning, testing/test prep, athletic recruitment and special needs for literally a *few dollars per student*. A powerful, qualitative complement to school-based counseling, BCF:

- ▲ Defines the competitive playing field
- ▲ Introduces a common language and logic for planning
- ▲ Provides tools for leveraging positive outcomes
- ▲ Eases the stress associated with college planning

BCF is Flexible and Easy to Administer

BCF is a low-overhead, “plug and play” resource. Every family with children enrolled in grades 9-12 is eligible for password-protected access. Participants may, at their convenience, take advantage of live webcast programming, archived webcasts, listserv discussions, and blogs as well as other web-based resources available only to BCF subscribers. All you need to do is introduce us to your families and assist in the registration process. We provide orientation materials that include set-up instructions, access information and program content.

No ongoing local administration is required. Your school or organization can begin involvement with BCF at any time during the year.

Terms and Conditions

BCF licensing provides benefits for 365 days from the agreed upon start date and can be purchased in multi-year increments at a discount. The license includes an administrative fee and a per capita fee determined by the size of your overall high school enrollment (not to exceed \$1.25 per student). The larger your student body, the lower the per capita.

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Testimonials

“I read Peter’s book, attended his workshop, and still learn a lot during each webcast. They give me a chance to get my specific questions answered, which I love.

Parent, Camp Hill, PA

“The first webcast was so amazing, filled with so much information I didn’t know, that right then I decided to switch to an annual subscription. I haven’t been disappointed!”

Parent, Cyber School

“My husband and I were impressed by Peter’s professional approach when he presented at our school. He immediately helped us to "relax" a little more as we began to realize that there is a college out there for every child. Having four children who will be in college at the same time, I look forward to learning more. That’s why I subscribed to BCF.”

Parent, Philadelphia, PA

When I joined my first webcast, I felt like I was right in the same room with Peter! Now, I am going to back and see the archived presentations when I get a chance!”

Parent, Ardmore, PA

“Our BCF subscription gives us access to information we can’t get elsewhere, and the fact that Peter was a Dean of Admission really gives him an unique perspective that we’re happy to take advantage of.”

Parent, Harrisburg, PA

“I really like the decision-making tools you give people in your webcasts. Even though we received lots of great advice and guidance from my son’s advisor, we never heard about a tool for helping to evaluate financial aid awards like you described. It will be useful as my son makes his final college choice.”

Parent, Westbrook, CT

About Peter Van Buskirk

Peter Van Buskirk is the creator/owner of The Admission Game®. He is the former Dean of Admission (twelve years) at Franklin & Marshall College where he also had responsibility for financial aid and intercollegiate athletics. He later became Vice President for College Planning Solutions at Peterson’s before starting **The Admission Game®**, a sole proprietorship of which **Best College Fit™** is a property. An acclaimed international speaker and thought leader with extensive experience in the Pacific Rim, the Asian Subcontinent, the Middle East and South America, Van Buskirk is also an author and creator of a web-based resource, www.TheAdmissionGame.com. His book, *Winning the College Admission Game: Strategies for Students and Parents*, is a best seller in its genre. A graduate of Bucknell University and an alumnus of Harvard’s Management Development Program, he is in the process of reorganizing as Van Buskirk College Planning Solutions, LLC.

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2010 Webside Chat Topics (24)

January	Strategies for Managing the Application Process Course Selections: A Window Into Your Passion for Learning
February	Financial Aid: Who Gets How Much and Why? How to Find the Best College “Fit”
March	Establishing Ownership—Whose Job Is It to Manage the College Process? Strategies for Evaluating Enrollment Options
April	Evaluating Financial Aid Options What Colleges Want—Inside the Hidden Agenda
May	Create a Productive Summer Agenda Inside the Athletic Recruitment Process
June	Window Shopping—Get the Most Out of Campus Visits Tips for Successful Interviews
July	Essay Prep—Keys to Developing a Winning Essay Early Estimates of Expected Family Contributions (EFC)
August	The Importance of Demonstrating Interest Making Sense of College Rankings
September	The Role of Testing/ The Value of Test Prep When Do Early Decision/Early Action Make Sense?
October	Time to Apply: Hotspots on the Application The Biggest Mistakes Made in Applying to College
November	Use the Application to Tell Your Story Addressing Learning Differences in Your Application
December	Reveal Your Gifts Inside the Financial Aid Application Process

All webcasts are archived for user access.

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Frequently Asked Questions

Q. Who are eligible users at BCF Schools?

*A. Any student currently enrolled in grades 9-12 is eligible along with his/her parents. In addition, faculty and staff at BCF Schools may also participate in **BCF** programming.*

Q. How can users gain access to information?

*A. Each person who registers will have password-protected access to **BCF** content online at www.TheAdmissionGame.com.*

Q. How do you deliver information to members of our school community?

*A. **BCF** produces 24 live, interactive webcasts (**Web-Side Chats**) each year. Users may participate whenever they want. They may also view recordings of the webcasts in the **BCF Webcast Archives**. In addition, they can participate in 24/7 email discussions on **BCF's** private listserve, **College Talk**. Each user also has access to the web-based **College Planning Library** and **Action Plan for College** as well as the (weekly) **College Planning Blog**.*

Q. Is BCF a “stand alone” program or can it be incorporated as instructional media in the classroom?

*A. The beauty of BCF is that it can be what you need it to be. While many families access the content on their own, schools are finding the **Web-Side Chats** to be a valuable resource when assigned as homework in conjunction with classroom discussion.*

Q. How much direct contact will families have with BCF experts?

A. As much or as little as the families want. It is not our intent to replace the college counselor. Rather, we want to help families acquire information and insight that will enable them to make good decisions in the college-going process.

Q. Won't adding the BCF program just complicate the workload of someone on my staff?

*A. No. Although you may want to help coordinate registration efforts within your school, we'll provide promotional collateral. Once **BCF** “goes live” with your community, the program will run itself. BCF Customer Service representatives will be on call to respond to any questions/concerns that might arise.*

Q. Doesn't the use of BCF programming set up the possibility that students and/or their parents will circumvent the school-based process or take advice from BCF experts that is counter to that which we offer?

*A. Just as kids often play their parents against each other to get what they want, families may be prone to do the same with **BCF** or any other college planning resource. Our experts are committed to supporting you, however, and will remain vigilant to make sure they do not compromise the advice you offer your students.*

Q. How will BCF help me as a college access professional provide better service to my students and their families?

A. **BCF** will fill in a lot of the informational gaps that you might not be able to address on a regular basis. And it will enable you to reach a larger number of students—and parents—with critical college planning information. In particular, the **College Talk** feature gives you and your families 24/7 access to experts on just about any topic.

Q. Are there any other benefits that accrue to Best College Fit Schools?

A. **BCF Schools** are eligible for a 20% discount on a live, on-site program presented by Peter Van Buskirk to your students/parents during each year of your **BCF** license. In addition, **BCF Schools** are eligible for 50% discounts on the bulk orders (100+) of **The College Planning Workbook**.

Q. What are the terms and fees associated with becoming a Best College Fit School?

A. **BCF** licensing is available in one-year increments. Schools can lock into the first year rate when committing to multiple years. The license involves an annual administrative fee of \$995 and a per capita fee based on the total enrollment of the high school.

Q. How is BCF different from other online resources?

A. **BCF** is steadfastly student-centered. It is our mission to teach families how to think about the college going process so they can independently make good decisions in achieving a good college fit for the student. You will find that:

- ▲ We don't believe in rankings and will only consider a discussion of the "best" college within the context of what is best for the student given his/her priorities.
- ▲ We don't prescribe solutions. Rather, we help students make healthy, productive choices about their educational futures.
- ▲ We don't manage the college-going process for families.
- ▲ We don't collect and sell names.
- ▲ There is no advertising on the **BCF** site.

For More Information

To learn more about how to make yours a BCF School or Learning Environment, arrange for a free 10-day trial, or receive a licensing quote contact Peter Van Buskirk at 717.808.5462 or Peter@TheAdmissionGame.com.