



applywise

Increase college acceptance rates. Help *all* students prepare a standout application.



Build guidance counselor capacity and increase family involvement



applywise



The Kaplan Difference

While your students' PSAT, SAT, and ACT scores are top factors in college admission, they're not enough to gain acceptance. Students also need to know how to apply and design a standout application. With more than 70 years of experience helping millions of students prepare for entrance exams, Kaplan also has tools to support students with their college applications and increase guidance counselor capacity. Through a robust suite of test prep *and* college admissions offerings, high schoolers—even first-generation applicants—can achieve their college dreams.

ApplyWise is an admissions counseling curriculum that provides step-by-step guidance through multimedia lessons; interactive games; and tools for students, parents or guardians, and guidance counselors.

The online program includes:

- 24/7 access to self-paced lessons and resources
- 12 interactive, on-demand counseling sessions that take students through each step of the application process
- Expert video advice, a college search survey, games, planning calendars, and email alerts
- Up-to-date statistics allow students to research schools and build a list of Reach, Target, and Safety schools
- Current resources including timely news, podcasts, and sample documents
- Web-based dashboards for guidance counselors, parents or guardians, and students that track progress, test schedules, college lists, essays, tasks, and calendars



Counseling Sessions

Students learn about the college admissions process and create critical parts of the application by progressing through 12 interactive, on-demand sessions that save guidance counselors essential time in explaining the process.

Table of Contents	
Initial Plan: Planning Courses & Testing Schedule	Deciding When to Apply to Which Schools
Activity Resume	Letters of Recommendation
College List: Reach, Target & Safety	Writing the Personal Statement
Narrowing Down the Final List	The Application
The College Visit	Interview Prep
Activity Essay	Final Decisions

The sessions provide direct instruction on each college admissions topic and give students guided practice through interactive games and activities. Students apply what they learn by working on their own college application.



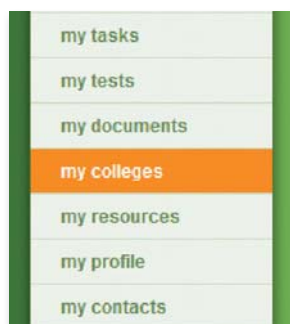
Direct instruction taught by experienced college counselors and admissions experts



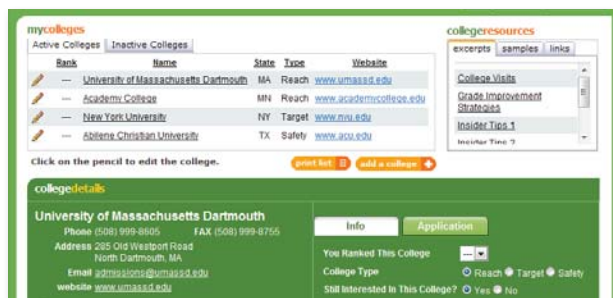
Interactive activities that help students apply what they learn

Interactive Resources and Planning Tools

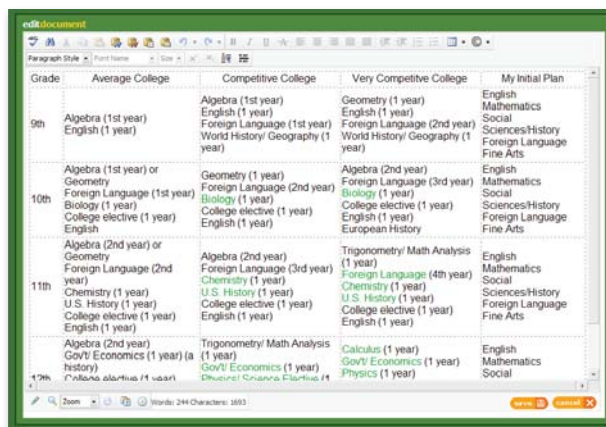
Using a wealth of *ApplyWise* resources, students complete their college applications. All resources are shared with guidance counselors and parents or guardians so they can support students along the way.



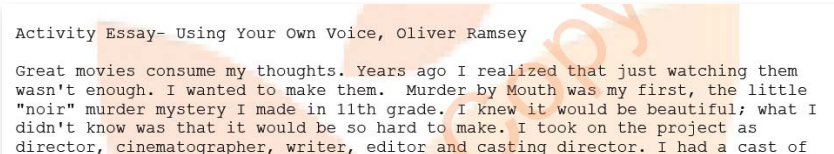
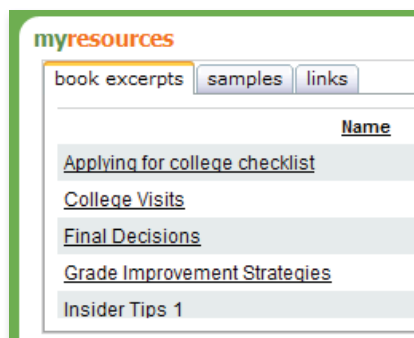
- **My tasks** keeps track of key assignments and due dates
- **My tests** tracks test dates and records goals and scores on college entrance exams
- **My documents** stores files such as personal essays, resumes, and course schedules for students to share and edit
- **My colleges** tracks Reach, Target, and Safety college lists, application deadlines, and the latest statistics
- **My resources** links to a range of tips (including podcasts, monthly news, vocabulary words, and sample documents) to build admissions expertise



Reach, Target, and Safety lists that use the latest data on colleges and universities



Planning tools that help students map out high school class schedules



Resources with book excerpts, samples, and links that provide valuable information on the admissions process

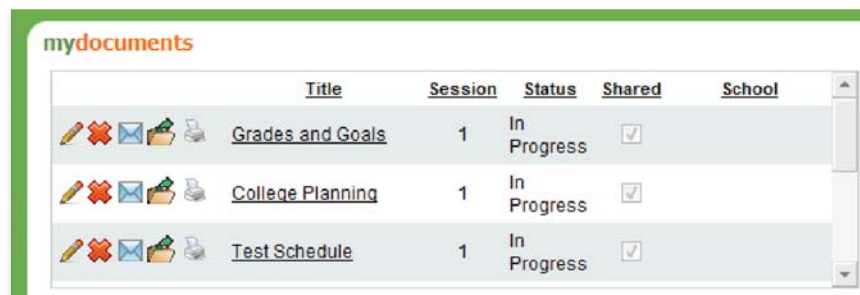
Web-Based Dashboards & Resources

The *ApplyWise* dashboards keep students, family members, and guidance counselors informed of the college application progress. The dashboards allow users to:

- View course progress
- Check calendar appointments and assignment due dates
- Review documents, check status, and share feedback
- Monitor and research college lists with Reach, Target, and Safety designations



Online dashboards that track progress, assignments, college lists, and more



Tools that monitor completion of key assignments



Resources that build guidance counselor, parent or guardian, and student awareness of the admissions process

Increase college acceptance rates.

Help *all* students prepare a standout application.

While your students' PSAT, SAT, and ACT scores are top factors in college admission, they're not enough to gain acceptance. Students also need to know how to apply and design a standout application. Now, you can build guidance counselor capacity to help students with their applications through:

- 12 interactive, on-demand counseling sessions
- Expert video advice, a college search survey, games, planning calendars, and email alerts
- Up-to-date statistics on colleges and universities
- Current resources including timely news, podcasts, and sample documents
- Web-based dashboards that track progress and promote collaboration



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