



**Heartland Institute**

**COLLEGE COACHING PROGRAM**

*“Every student deserves a coach”*

# THE COLLEGE DILEMMA

## Why College Planning is more important than ever:

- ▶ College tuition has increased by more than 66% over the last 10 years.
- ▶ Student loans now surpass credit cards and auto loans combined.
- ▶ 80% of students apply to colleges with an “Undecided” major and therefore take too long to graduate.
- ▶ Imagine being in school for 16 (or more) years and graduating with high debt and poor chances for a long-term career.

1. Source: *US News and World Report* (2015)

2. Source: *The Center for Investigative Reporting* (2016)

3. *National Center for Education Statistics*

*College Planning is more than just getting good grades*

# COLLEGE COACHING PROGRAM

## RIGHT PREPARATION

- ▶ Assessment
- ▶ Essay Review/Resume
- ▶ Financial Funding Options
- ▶ Monthly Recommendations

## RIGHT COLLEGE

- ▶ College Selection
- ▶ Cost Comparison
- ▶ College Qualification
- ▶ Admission

## RIGHT CAREER

- ▶ Graduation
- ▶ Job Preparation
- ▶ Internship Guidance
- ▶ Post-Grad Preparation

*Right Results!*

# WHAT WE PROVIDE

## Right Preparation

- ▶ Student Career Assessment
- ▶ College Planning Checklist
- ▶ Expected Family Contribution (EFC)
- ▶ Free Application for Federal Student Aid (FAFSA) Preparation
- ▶ Verification Of Student Aid Report(SAR)
- ▶ Monthly Student Recommendation

## Right College

- ▶ College Application and Admission
- ▶ Essay Review
- ▶ Student Loans, Grants & Scholarship Guidance
- ▶ Scholarship Coaching
- ▶ Appeals Process Guidance
- ▶ College Selection
- ▶ Financial Aid Comparisons

## Right Career

- ▶ Resume Guidance
- ▶ Internship Guidance
- ▶ Student e-Portfolio

*Save time, Save money, Save effort*

# PLANNING FOR SUCCESS

- ▶ In this highly competitive world, our kids need the right preparation!
- ▶ Choose the right career (65% of current jobs will be eliminated due to technology advances).<sup>1</sup>
- ▶ The coach is the link between the student, the parent, and college
- ▶ The average student takes 6.5 years to graduate.  
In our program, the average is 4.5 years.
- ▶ Education is still the best investment for your child's future!

*1. Source: CNN Money (2016)*

*Your child's future is not a dream, it is a decision*

# HEARTLAND INSTITUTE

## WHO WE ARE...

*The Heartland Institute of Financial Education* is a national 501(c)(3) non-profit organization whose mission is to promote financial literacy across North America. Our mission begins with our *HIFE College Coaching Program*.

*It is our goal to help students obtain a college education.*

## WHAT WE PROVIDE...

*The Heartland Institute of Financial Education* will assign each student a “College Planning Coach” who works directly with the student and parents, assisting them with the college planning, admissions and financial aid process.