

TogetherToward College Consulting

Personal Statement

As a dedicated mother and mentor, I discovered my passion for guiding students through the college application process while helping my own son pursue some of the most competitive pathways in the country. Together, we navigated the rigorous admissions requirements for the U.S. Service Academies, earning him an appointment to the United States Military Academy at West Point. Along the way, he also applied to Ivy League institutions receiving multiple interviews and was accepted into Purdue University's College of Engineering and Penn State's College of Engineering at the University Park campus.

These experiences gave me a firsthand understanding of how overwhelming, complex, and high-stakes the college admissions journey can feel for families. They also showed me how powerful the right support, structure, and strategy can be in helping students present their strongest, most authentic selves.

I hold a Bachelor of Science in Business Psychology from Penn State University, a degree that blends human behavior, communication, and strategic decision-making. This background allows me to connect with students on a personal level while helping them build compelling narratives, strong applications, and confident mindsets.

Today, I use my experience and training to mentor high school students as they pursue their own goals whether that's an Ivy League education, a service academy appointment, an honors college, or a best-fit college where they can thrive. My approach is supportive, organized, and deeply personalized, ensuring every student feels guided, empowered, and prepared for the next step in their journey.

Mission and Value Proposition

My program helps high school students earn admission to selective colleges by combining personalized mentorship, structured application strategy, and character-driven development.

Core value: Students don't just get applications polished; they grow into stronger leaders, athletes, and applicants.

❖ **Target Market**

- ❖ High-achieving students seeking competitive admissions
- ❖ Students pursuing military service academies or ROTC scholarships
- ❖ Honors-track students applying to elite honors colleges
- ❖ Families seeking structured guidance and accountability for all college admissions
- ❖ Light guidance with college athletics

❖ **Services Overview (business offers)**

- ❖ One-on-one mentorship
- ❖ Application strategy and planning
- ❖ Essay coaching and editing
- ❖ Leadership development and project planning
- ❖ Service academy fitness prep + nomination strategy
- ❖ Interview prep (college, ROTC, congressional nominations)
- ❖ Portfolio building (résumé, activities list, recommendation strategy)
- ❖ DoDMERB Navigation

❖ **Ivy Package \$500 (add on additional Ivy \$100 or Non-Ivy \$50)**

Ideal for: Students aiming for Ivy League, Stanford, MIT, Duke, UChicago, Harvard etc.

Focus: Academic excellence, narrative development, standout essays, leadership projects, interview skills

Includes:

- ❖ Full application strategy (school list, deadlines, major selection)
 - Checklist with deadlines in Trello
 - Reminders sent to parents and student
- ❖ Deep-dive personal narrative development
- ❖ Unlimited essay coaching + editing for all schools
 - Base price for one application includes all essays for that school and add on \$100 for additional schools
- ❖ Activities list and resume optimization
- ❖ Recommendation letter strategy
- ❖ Interview prep (alumni interviews)

- ❖ Mentorship meetings
- ❖ Parent check-ins (optional)

Outcome: A polished, cohesive application that highlights intellectual curiosity, leadership, and impact.

❖ **Service Academy Package (USMA, USNA, USAFA, USCGA, USMMA) \$1000 and \$300 to add on additional Academies**

Ideal for: Students pursuing military service academies or ROTC scholarships.

Focus: Leadership, fitness, nominations, character, medical and service.

Includes:

- ❖ Full academy admissions strategy
- ❖ CFA (Candidate Fitness Assessment) training plan
- ❖ Essay + personal statement development
- ❖ Nomination strategy (congressional, senatorial, VP)
- ❖ Mock nomination interviews
- ❖ Leadership résumé + activities optimization
- ❖ Guidance on DoDMERB medical process
- ❖ ROTC scholarship application support (optional add-on)
- ❖ Monthly mentorship meetings (year-round)
- ❖ Help with admission interviews
- ❖ Help plan visits and summer sessions
- ❖ Checklist created with deadlines

Outcome: A competitive, well-rounded candidate with strong leadership, fitness, and narrative alignment.

❖ **Honors College Package (Schreyer, Barrett, Echols, etc.) Must purchase Public Package \$200 and add on Honors for \$250**

Ideal for: Students applying to honors programs at major universities.

Focus: Intellectual depth, academic fit, and strong supplemental essays.

Includes:

- ❖ Honors-specific application strategy
- ❖ Essay coaching for honors prompts (often the hardest part)
- ❖ Activities list + resume refinement
- ❖ Interview prep (if required)
- ❖ Academic portfolio development (research, service, leadership)
- ❖ Mentorship Meetings
- ❖ Checklist created with deadlines

Outcome: A compelling academic profile that demonstrates curiosity, initiative, and readiness for advanced study.

❖ **Public/ Non-Ivy Private University Application** **Package \$200 and \$50 to add on additional schools**

Ideal for: Students applying to public state universities, including competitive majors such as engineering, business, nursing, and education.

Focus: Strong academic presentation, organized application planning, and clear, compelling written materials.

Includes:

- ❖ Application strategy for public universities — Guidance on priority deadlines, major-specific requirements, and competitive program expectations.
- ❖ Essay coaching for required prompts — Support for personal statements
- ❖ Activities list and résumé refinement
- ❖ Interview preparation (if required)
- ❖ Academic portfolio support
- ❖ Mentorship meetings
- ❖ Customized application checklist

Outcome

A polished, organized application that demonstrates academic readiness, personal responsibility, and strong fit for public university programs.

❖ Tools

- ❖ Google Drive for shared documents
- ❖ Zoom for meetings

- ❖ Trello for project tracking
- ❖ In person for local students
- ❖ Common App
- ❖ Sending standardized test scores

❖ **Notes for Families**

- ❖ All packages include unlimited messaging support for quick questions.
- ❖ Meetings are held via Zoom unless otherwise arranged.
- ❖ Students receive a personalized application roadmap within 72 hours of onboarding with \$25 payment. Fees paid in full before consulting.