



The
Princeton
Review®

The Admissions Journey: Guiding the Way

Test Prep
Online and Private Tutoring
College Admissions Counseling

WELCOME TO THE PRINCETON REVIEW

You guide your students through their journey to college, and we’re with you every step of the way.



We started outsmarting standardized tests more than 35 years ago, but a lot has changed since then. Between 2016 and 2017, the number of college applications increased 4% for first-year students, and 80% of those students applied to at least 3 schools.*

Schools are getting more selective, looking for higher grades and higher test scores, and students are applying to more top colleges than ever before. Earning higher grades and higher test scores still dramatically boosts students’ chances for admission, but more and more colleges are looking beyond the numbers. It’s essential for students to distinguish themselves within this highly competitive applicant pool.

Here at The Princeton Review, we’ve developed dedicated strategies to improve the key elements of the admissions process, and we give students the edge they need to get accepted. Whether through targeted insights, improved grades, high test scores, or compelling applications, **The Princeton Review is #1 at getting students into top colleges.****

We believe in setting bold, audacious goals, and enjoying the path to achieve them. We’re happy that you’ve chosen to become part of The Princeton Review family, so let’s head out on this journey together.

The Princeton Review Staff

*Source: NACAC 2018: State of College Admission **Based on a 2015 Princeton Review survey of over 1,000 students enrolled in 4-year colleges and U.S. News & World Report national ranking for Universities and Liberal Arts College

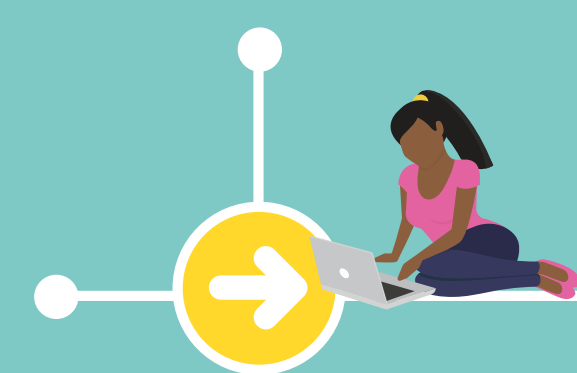
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Supporting Students Along Their Journey to College

9TH GRADE

- Create a personalized high school curriculum plan with parental input.
- Encourage student involvement in a variety of activities both on and off campus that demonstrate depth over breadth.
- Promote self-advocacy and positive working relationships between students and teachers.
- Invite students to try a free session with our on-demand tutors. Visit PrincetonReview.com/HomeworkHelp.
- Encourage students to take any appropriate SAT Subject Tests™.

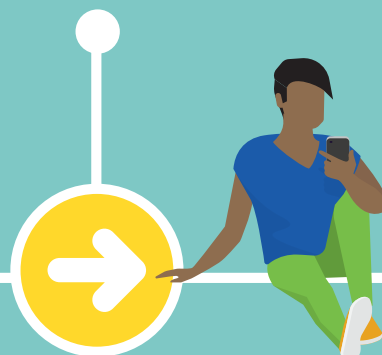


11TH GRADE

- Host a college-bound family night early in the year. The Princeton Review will partner with you to secure speakers and college admissions experts.
- Promote a school-wide PSAT that encourages a college-going culture and gives 11th graders the opportunity to practice for the test. We can help you host a "Scores Back Night" and help students design a personalized preparation plan.
- Provide students with open access to college admissions resources both on campus and online. Let us help you stock your shelves with our newest admissions titles.
- Host a series of college admissions events to guide your families and open the doors to positive communication about the entire college admissions process.
- Promote college visits so students are able to create a picture of what they're seeking from their college experience.
- Encourage students to start thinking about letters of recommendation.



The Princeton Review can provide discounts and scholarships for our programs.



10TH GRADE

- Course rigor matters to colleges. Encourage students to level up without going overboard.
- Promote college knowledge by hosting workshops and college-planning events. We're here to support your school's college-bound culture.
- Encourage activities that show commitment and initiative. Don't just join a club—start one.
- Create a personalized testing and preparation plan that includes when students should be taking the PSAT®, ACT®, SAT®, and/or subject examinations for college entrance.

Email PartnerWithUs@Review.com to schedule a free full-length diagnostic test for the PSAT, SAT or ACT on your campus.



12TH GRADE

- Encourage students to apply early if they're strong candidates.
- Time to write college recommendations! Remind students to submit their requests early to help you with your workload.
- Remind students to complete their last SAT/ACT by December at the latest.
- Spring is all about acceptance letters rolling in. Celebrate your students' successes—and yours!

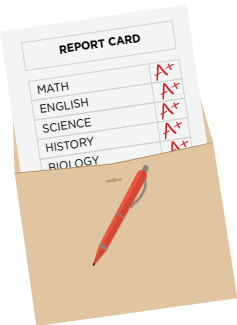


Identifying Your Contribution

It's never too early for students to start thinking about where they want to go to college. Maybe they already have a dream school in mind; maybe they're excited to start researching schools.

No matter where they want to go, one thing is certain: high school grades matter.

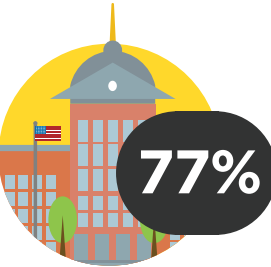
Admissions officers believe the strongest indicator of a student's success in college classrooms is grades. They want to see that students have done well in class and challenged themselves along the way. In fact, when considering a potential student, most colleges weigh about 40% of their decision on just two things:



- 1. ACADEMIC RIGOR** is one of the most important parts of the college application. Selective colleges seek students who challenge themselves and “level up” their coursework. That means students should pursue honors, AP®, and IB courses whenever they are available and are a reasonable fit with a student’s skills and strengths.
- 2. GPA** will carry similar weight with the admissions committee, so once students have selected courses that impress colleges, they have to earn the grades that show they can handle the challenge. It is easier to maintain a great GPA than it is to raise a poor one, so it is key to start early with good study habits, time management, and opportunities to get extra help!

Performances in 10th and 11th grades receive the most attention, so 9th grade is critical for building a solid foundation. First-year grades will help determine whether students will have opportunities to enroll in more advanced courses later in high school.

Cultivating positive relationships with teachers is crucial to building a student’s self-advocacy skills, and the students who create strong relationships with teachers are also those who secure the most compelling teacher recommendations. Students should do their best to demonstrate intellectual interest in curriculum, ask thoughtful questions, and request help when necessary.



77% of colleges consider grades in college prep courses (i.e., AP, IB) a very important factor in admissions.¹

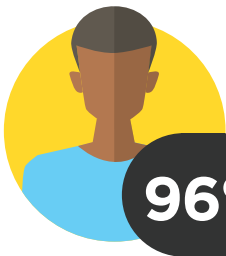
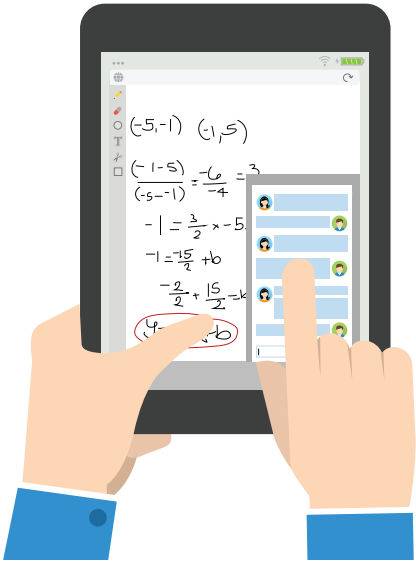
The Princeton Review Edge: On-Demand Tutoring

Our on-demand subject tutoring service is designed for today’s high school students.

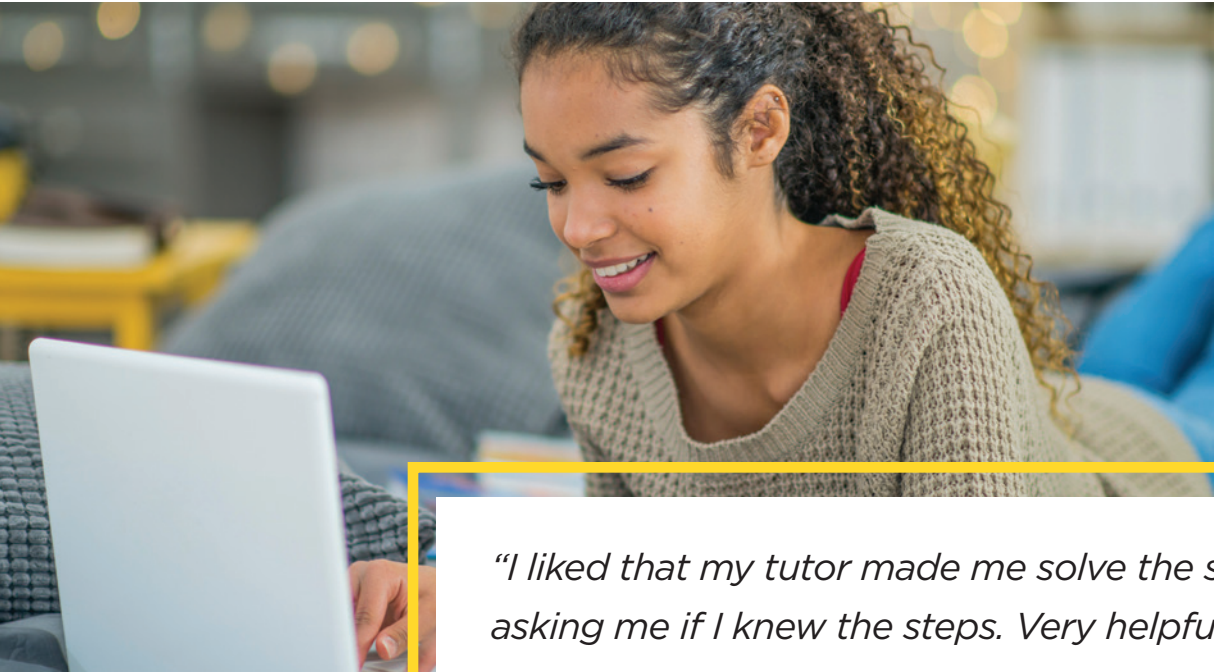
We know they’re overwhelmed, overscheduled, and overworked, but that shouldn’t mean they can’t overachieve. Our platform provides expert tutors whenever students need them, a user experience that ensures learning is impactful, and tutoring approaches and personalities that keep them coming back.

Get 24/7 access to subject matter experts from around the country, in more than 80 subjects, for less than what the neighbor’s kid down the street charges.

Learn more about our On-Demand Tutoring at PrincetonReview.com/Tutoring.



96% of our students say on-demand tutoring has helped them earn better grades.²



“I liked that my tutor made me solve the steps by asking me if I knew the steps. Very helpful!”
—Andy, grade 11 math, calculus session at 11:29 pm

¹Source: 2017 NACAC Admissions Trends Survey.
²Based on 2016 survey of students of Princeton Review/Tutor.com.

Go Beyond Grades

When evaluating applications, admissions officers are going to try to determine two things about a student—“Can he or she keep up once they get here?” and “How will he or she contribute to the college community?” Admissions teams will answer the first question by looking at a student’s course selection, grades, and test scores. The answer to the second question will come from a thoughtful review of the more subjective parts of the student’s application, including extracurricular activities.

What students do with their time outside of the classroom says a lot about who they are—and who they want to become. It’s important they demonstrate to colleges that they will be engaged in their communities and actively contribute to a diverse and thriving on-campus culture. How much they do isn’t as important as being committed to what they’re doing.

Get some great tips on how extracurricular activities impact a student’s application on our site at PrincetonReview.com/Extracurriculars.



“The Princeton Review was a lifesaver during this process for me because my coach and counselor walked me through everything step by step and really made the process a lot simpler and less stressful.”

—Stanford University Student, Class of 2021



ADMISSIONS TIP:

How *much* students do isn’t as important as *being committed* to what they do.

The Princeton Review Edge: College Admissions Counseling

Students’ extracurricular activities will likely appear on their application in two ways—they will list them chronologically and they may choose to weave those experiences into their essay or other portions of the application.

We’ve worked with many students who brought their extracurricular activities to life through storytelling. Twenty hours of video games each week might signal screen-time overload, or it might demonstrate a fascination with interactive narratives and problem solving.

Our admissions experts have worked at top colleges around the country. They will listen to your students’ interests and goals and guide them toward opportunities and activities curated specifically for them—and that are sure to make an impression in the admissions office.

In addition to the support you already provide, students will get an entire team dedicated to their success—an expert admission counselor, plus a dedicated college coach. Our college coaches make sure students remain motivated and on track and feel supported throughout the process. That means less stress for you.

To learn more about how The Princeton Review can support you and your students, visit PrincetonReview.com/Admissions.

Finding Dream Colleges

The first question hopeful applicants and their parents often ask is, “Which college is the best?” We’ve been surveying college students and administrators for more than 25 years, and our answer has not changed: **There is no “best” college, only the college that is best for YOU.**

The most common mistake students make in the entire college-going process is not doing enough research, and limiting themselves to a group of schools based on narrow criteria: national rankings based solely on admissions selectivity, the sticker price, familiarity with alumni, or their last March Madness® bracket. Choosing a dream school that way is like deciding the best meal in the world is either their mom’s meatloaf or the pasta dish at the place on the corner. If they start with a longer list of options, they’ll end with a different, and less predictable, outcome.

Did you know there are more than 4,000 colleges in the United States alone? Chances are students can’t name more than 50, so that means they are making one of the most important decisions in their life based on 1.25% of available data. Ever hear anyone confidently back up an important decision by saying she was 1.25% sure about it?

The Princeton Review Edge: College Advisor App

We recommend students apply to 8-10 schools that are well-matched to their academics, outside-the-classroom pursuits, and goals. Here is how to seize control and start making a smart list: Download our “College Advisor” app, available in the Apple App Store and Google Play Store. Seriously, right now! It’s free. We’ll wait.

Once registered, students will be able to answer some questions that allow us to collate a list of schools that may be a good match for them, ranked by “Dream,” “Match,” and “Safety.” Some of the names will be familiar, but we suspect lots of them will be new, and they’ll end up with a list of schools far more likely to offer an amazing college experience than they’d ever create on their own.

For a more robust college search, students can visit PrincetonReview.com/College-Search and dive in. We have tons of useful information about thousands of colleges across the country—including feedback from real students.

“You helped me focus my college list and reassured me that I was being realistic. Most importantly, you encouraged my confidence.”

—Brown University, Class of 2021

Cracking Standardized Tests




Hard to believe that a company founded on the core principle that standardized tests can be easily “cracked” could be skeptical about their value. Don’t get us wrong, we absolutely *love* being able to knock out super-high SAT and ACT scores without breaking a sweat, but we still think they are a pretty poor way of trying to capture a student’s academic prowess.

Regardless, for as long as there are companies creating barriers like the SAT and ACT, The Princeton Review will be lifting students over them.

The students’ first step is to identify the tests they’ll need to crack in order to gain admission to their dream school.

The Princeton Review Edge: Which Test(s) to Take

Very few students get equivalent scores when they take the SAT and ACT. We recommend that students take a practice SAT and practice ACT to find the best test for them. Many students benefit from taking both exams. If you want to figure out which one is better for you, review the chart below or visit [PrincetonReview.com/Journey](#) to take a short personality quiz.

	SAT	ACT
<div>TIMING</div> <div></div>	<ul style="list-style-type: none">• More time per question than the ACT	<ul style="list-style-type: none">• Reading and science sections are difficult to complete for many students
<div>MATH</div> <div></div>	<ul style="list-style-type: none">• Fewer topics• Heavy focus on algebra/algebra 2• Great attention to data analysis• One of the two sections does not allow students to use calculators	<ul style="list-style-type: none">• Many more topics across geometry/algebra/algebra 2• Most exams feature a few very obscure topics (e.g., matrices, vectors, asymptotes)
<div>SCIENCE</div> <div></div>	<ul style="list-style-type: none">• Not tested, although the topics of some reading and writing and language passages are scientific	<ul style="list-style-type: none">• The last section of the exam tests scientific thinking, rather than science content. Many students find this the most challenging section of the exam.



DID YOU KNOW?

Schools that partner with The Princeton Review receive our SAT and ACT Self-Paced programs for free. Contact us at PartnerWithUs@Review.com to learn more.

PSAT/NMSQT

The PSAT/NMSQT is the preliminary SAT/National Merit Scholarship Qualifying Test. The PSAT is a great primer for the SAT, and even the ACT, but it’s more than just a trial run. In junior year, PSAT scores are used to identify National Merit Scholars and award merit scholarships. It won’t count toward college admission applications.

Pre-ACT®

The Pre-ACT is a test that debuted in 2016. It’s a practice test for the ACT. It won’t count toward college admission applications.

Superscoring

Many schools “superscore” the SAT and ACT, which means they take the highest section scores from multiple sittings to create the best overall score. Schools with this approach are giving students a great opportunity to focus in on a section that needs improvement without putting their previous accomplishments in other sections at risk.

NOTE: It’s important to research the schools on your list because your approach to retesting will depend on whether they superscore!

Historically, schools would almost exclusively superscore the SAT, but the list of schools that superscore the ACT is growing at a rapid pace. For a complete list of schools that superscore the ACT, visit [PrincetonReview.com/ACTSuperscore](#).

“The Princeton Review is an amazing program. ...My scores went up by 260 points and it was 100% because of all the effort and education that I put into The Princeton Review. ...Thank you for everything you have done and for all the people that you have helped.”

—Austin, SAT student

Maximize Your Students' Score Potential

Rigor of high school courses, GPA, and standardized test scores are the triumvirate of college admissions. Whether these are the strongest indicators of college success is a topic of frequent debate, but for now, every hour spent on test preparation will likely offer the greatest return on a student's investment. It isn't uncommon for students with smart prep plans and support to improve their scores to the point that they leapfrog 25-30% of the nation's test takers.

The key is to identify the gap between students' current scores and those expected by their dream school. Our programs build the bridge to get there. **Great test scores come from personalized preparation that focuses study time on the greatest score-increase opportunities available.** Our programs and expert instructors analyze our students' practice test scores and drill results in order to provide them with targeted strategies and content review to ensure they reach their testing potential.

If students have scores but don't know what their dream schools are looking for, then take a look at some popular examples below, or visit the PrincetonReview.com/Journey to find their school.



School Name ³	SAT Score ⁴	ACT Score ⁵	Admit Rate
Arizona State University	1240	26	84%
Clemson University	1310	29	47%
Cornell University	1470	33	22%
DePaul University	1200	25	69%
Harvard College	1530	34	5%
The College of New Jersey	1250	28	48%
Spelman College	1140	24	40%
Stanford University	1470	34	5%
Syracuse University	1260	28	47%
University of Colorado—Boulder	1250	28	80%

For more schools, visit PrincetonReview.com/Journey.

³SAT and ACT scores are provided by the schools featured. These scores are representative of the 50th percentile who enrolled in the college. Students within a wide range of scores have received admissions to these schools based on their entire application package. Contact the school for more specific information. ⁴SAT scores are self-reported Fall 2016 score data from schools featured. ⁵ACT scores are self-reported Fall 2016 score data from schools featured.



"Our students have raised their scores and their confidence. Yes, Princeton Review helped us achieve this goal, and they also decreased our admin work around this curriculum." —Princeton Review Partner

The Princeton Review Edge: Test Prep Built for Dismantling Tests

Our company has a history of innovation that consistently provides our students an edge over those who don't use our services. We wrote the only test prep ebook to ever land on The New York Times Best Sellers list, launched one of the first 100 websites in history, and were the first test prep company to include digital assets with our books.

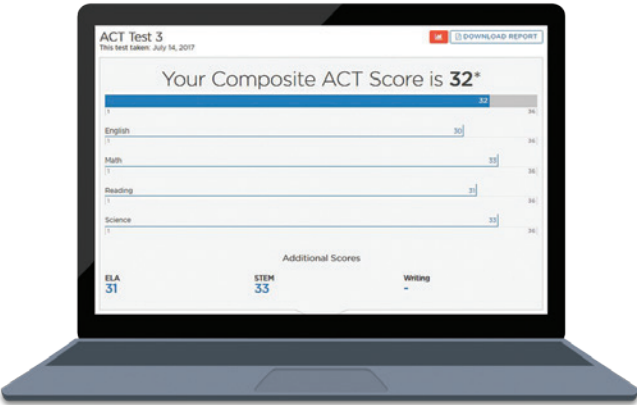
Now we have the most sophisticated online SAT and ACT learning portals found anywhere. Our new Student Portal and Parent Portal apps are the next step in our innovation to improve scores, provide better communication, and increase visibility to student progress.

Our instructional videos are designed to maximize engagement and ensure retention of material, while our software targets individual student needs and recommends appropriate lesson plans.

TEST PREP TIP:

Students can find out where they stand on the SAT and ACT for free. Free practice tests are available online and in person at many locations, but you can also schedule one on your campus. Contact us at PartnerWithUs@Review.com to schedule a free event today.

Being first and best is core to our brand, and we amplify our tools with teachers and training that still haven't been matched, even after more than 35 years.



Testing Timeline

Extracurricular activities, school commitments, and other factors play into when and how students can prepare for the SAT and ACT. If they're taking both tests, they need to leave enough time to take each test twice. It's ideal for students to prep for the SAT over the summer and take the PSAT in October. They'll be ready for the PSAT because they will have already prepared for the SAT.

While there's no perfect plan, here's what we recommend for students going into their junior year.

Prep for the SAT and ACT, AP exams, and SAT Subject Tests

- ✓ **Summer before junior year:** Prep for the SAT and take it in August or October for the first time.
- ✓ **October:** Take the PSAT. They're ready, plus The Princeton Review provides PSAT prep with all our SAT comprehensive programs.
- ✓ **November/December:** Take the SAT one more time.
- ✓ **February:** Start prepping for the ACT and take it for the first time.
- ✓ **April:** Take the ACT one more time.
- ✓ **May:** Study, and take your AP tests.
- ✓ **June:** Sign up for one to three SAT Subject Tests.

You're done! Students can take the SAT or ACT one more time if necessary over the summer. If they take a summer test, they'll receive scores in time for Early Action or Early Decision deadlines.

To create a testing timeline for your students, call us at 800-2REVIEW or visit PrincetonReview.com/College/Journey.



The Princeton Review Edge: Partner with Us

COLLEGE PREP PARTNERSHIP PROGRAM

Thousands of schools and organizations trust and partner with The Princeton Review. For more than 35 years, we've been helping students prep for the SAT and ACT and get into their dream schools.

We boost confidence. The college application process creates anxiety for everyone involved: students, parents, and school counselors. Our expertise and actionable guidance will help reduce stress levels for everyone.

We meet students where they are. We offer prep courses on your campus, in your neighborhood, and in our LiveOnline classroom.

We make it easy. We schedule the classes and events, get the word out to students, and handle all the registrations.

OUR SERVICES



Free on-campus practice tests and admissions presentations for the entire community



Free or discounted SAT and ACT Self-Paced courses that combine engaging content with ultimate flexibility.



Affordable on-campus courses to help students raise their SAT and ACT scores



Copies of our admission guides and test preparation books, as well as informative brochures, handouts, and posters



Fundraising opportunities for your school or organization



Discounts for students on test prep courses and tutoring, both in person and online, and extended free trial offers on our on-demand tutoring

"They are a great team to work with. Very responsive to emails and student concerns. Quick to flag problems and happy to provide solutions. They save us time and worry—we know that the test prep instruction is in good hands with their staff, and they get us terrific instructors."

—Collette Plum, UC Berkeley Extension

TEST PREP

We have the most sophisticated online SAT and ACT learning portals around. Our instructional videos are designed to maximize engagement and retention of material, while our software targets individual student needs.

From private tutoring to in-person classes to self-paced courses, our test prep programs have been designed to ensure that we can match any learning style.

ON-DEMAND TUTORING

Our on-demand subject tutoring service is designed to deliver the academic support students need when they need it. Our online platform provides:

- Live access to expert tutors on a student's schedule, 24/7
- A virtual classroom experience that ensures impactful learning
- Hundreds of tutors with pedagogies and personalities that keep students coming back
- Support in over 80 subjects, including AP courses, algebra, biology, and essay review

To set up a free trial account for you or a student, visit PrincetonReview.com/BetterGrades.

COLLEGE ADMISSIONS SUPPORT SERVICES

You are your students' primary guide for the college admissions process, but we know that some students need or want extra support. The Princeton Review's College Admissions Counseling team offers resources for students seeking additional guidance and stress management throughout the application process. We put our students in the driver's seat and enable them to discover more about their options for college using our "Best Fit" school philosophy.



We're here to help when students are writing their college essays. Our 24-hour College Essay Review service is a quick and easy way for students to get feedback on content and grammar from our college essay experts.

Contact PartnerWithUs@Review.com to set up a meeting.

"THANK YOU for providing your services and amazing resources to our families!" —Princeton Review Partner

The Princeton Review Edge: A Year with The Princeton Review

When your school partners with The Princeton Review, you and your students get year-round support that helps students gain admission into their dream schools. We customize the programs and events based on your needs.

- SEPTEMBER: Start the year with a kickoff meeting with your local Princeton Review representatives. They'll come armed with new Princeton Review titles to stock your library and discount codes your students can use to save on our programs, hosted on your campus, in your neighborhood, or in our LiveOnline Classroom.
- OCTOBER: Need help getting your students to attend your yearly college fair? We will give you a Free Course Certificate to raffle off at the event. We will also be there to let students know about the events and courses coming up on your campus.
- NOVEMBER: Offer a Free Practice Test for the SAT and/or ACT. This is a great way to expose your sophomores to the rigors of a four-plus-hour test.
- DECEMBER: Want help talking to your juniors about their PSAT Scores? Run a "PSAT Now What" session with one of our expert instructors. We will give students an overview of what their scores mean and teach a few strategies to help them improve their scores.
- JANUARY: Your Spring SAT or ACT course starts now! Your local Princeton Review representatives will be there every step of the way.



"Our students have raised their scores and their confidence. Yes, Princeton Review helped us achieve this goal, and they also decreased our admin work around this curriculum." —Princeton Review Partner

- FEBRUARY: Offer a free trial of Princeton Review on-demand tutoring. Host the event in your office or computer lab and invite students to come with their toughest homework questions ready.
- MARCH: Start getting the word out about your summer courses. We provide you with flyers, postcards, sample emails, and more.
- APRIL: Your local Princeton Review representatives will meet with you to schedule your programs for the next school year.
- MAY: Host a sample SAT or ACT class. All your students can take advantage of the opportunity to learn some key Princeton Review strategies, free of charge.

Contact PartnerWithUs@Review.com or call 800-2Review to set up a meeting.



Your Role in the Admissions Process

School counselors are often a family's most trusted resource when it comes to all things college (and let's face it—life) related. Your expertise, shared with confidence, is what every student deserves, so nerves are calmed and students are emboldened to be in the driver's seat throughout their college journey.

We're here to give you actionable, expert advice every step of the way. Partner with us so your students gain the competitive edge they deserve in the selective world of college admissions.

The Princeton Review is #1 at getting students into top colleges.*

For more than 35 years, students and their families have trusted The Princeton Review to help them get into their dream schools. **We help students succeed in high school and beyond by giving them resources for better grades, better test scores, and stronger college applications.** Our students' success is our #1 goal, and we look forward to helping them excel on their journey to college.

800-2Review | PrincetonReview.com

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*Based on a 2015 Princeton Review survey of over 1,000 students enrolled in 4-year colleges and U.S. News & World Report national ranking for Universities and Liberal Arts Colleges. SAT, SAT Subject Tests, and AP are trademarks registered and owned by the College Board, which is not affiliated with and does not endorse this product. PSAT/NMSQT is a registered trademark of the College Board and the National Merit Scholarship Corporation, which were not involved in the production of, and do not endorse, this product. ACT and Pre-ACT are registered trademarks of ACT, Inc. The Princeton Review is not affiliated with Princeton University. PRHSOTH1807_14