

PRESS KIT



EXPANDING COLLEGE OPPORTUNITY

a roadmap to college for parents and students

Stanley B. Lemons

Author



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As an adolescent, Stan received a scholarship through the Boys & Girls Clubs of America to attend The Greenhill School, a private college preparatory school in Dallas, Texas. After graduating from Greenhill, Stan moved across the country to attend Amherst College, a highly selective liberal arts school in Amherst, Massachusetts. Stan later served as a Coro Foundation Public Affairs Fellow in St. Louis, Missouri, and as a Peace Corps volunteer in West Africa. He earned an M.B.A. from the UCLA Anderson School of Management in Los Angeles, California. Additionally, Stan completed executive education programs at Northwestern University and Harvard University. He has held a number of leadership roles in both public and private sector organizations, including senior marketing strategy positions at Citigroup, The Coca-Cola Company, and S.B. Lemons & Company—the global marketing strategy consulting firm he founded.



Stan is passionate about education. For over 10 years, Stan has served as a volunteer college counselor and academic advisor. Today, he works as a writer, marketing strategist, and counselor for TheSecretToWriting.com, an organization that assists students with writing skills and both admissions and scholarship essays.

Who is Stanley B. Lemons? Stanley B. Lemons is an author, speaker, trainer, private college counselor, global marketing strategist, entrepreneur, and—as Stan likes to proudly say—a husband and a parent.

The Book



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What is Expanding College Opportunity about?

Expanding College Opportunity is a concise guide for parents and students highlighting the essential steps involved in the college admissions and financial aid processes. Author Stanley B. Lemons includes the best tips, strategies, and information from his highly regarded college admissions seminars and workshops. Stan also includes inspirational, real-life stories about the many challenges he faced on his journey from humble beginnings to graduating from some of the nation's leading institutions of higher learning.

What makes Expanding College Opportunity different?

- The book is comprehensive. Stan shares insights on getting into college, paying for college, and graduating from college.
- The book is understandable. Its language is simple and direct.
- The book is personal. Stan intertwines his personal story and advice throughout the book, providing readers with a unique and intimate look into Stan's journey as a first-generation college graduate.

What topics are covered in Expanding College Opportunity?

- Key considerations to help you choose the best college for you
- An insider's look at what college admissions officers look for in an applicant
- Winning elements of a college admissions essay
- How to apply for financial aid and scholarships
- 5 principles to ensure success in high school and college
- A year-by-year admissions and financial aid preparation plan
- College applicant case studies

Why is Expanding College Opportunity important?

Education is the key to opportunity. For many families, the opportunity to go to college is a gateway to increased job opportunities and a higher standard of living. Yet a number of students lack the information and mentorship they need to pursue higher education. *The Expanding College Opportunity* book, as well as Stan's college admissions and financial aid workshops, aim to fill the information gap. *Expanding College Opportunity* is not only a roadmap to college, but also a valuable resource to help students realize their dreams.

Testimonials



"This book is a unique and personal explanation of the admissions process that will be helpful to students and parents in today's charged environment. It is written in a style that is easy to understand. I like the honesty, thoughtfulness here. I remember reading Stan's application to Amherst and am proud of what he has written here."

Leonard Satterwhite, Associate Dean of Undergraduate Admissions Duke University, Durham, NC

"In *Expanding College Opportunity*, Stan Lemons draws on his own personal experiences as he guides high school students through the college search, application, scholarship and financial aid process. Through Lemons' clarity and practicality, students will learn how to expand their college opportunities and overcome possible obstacles."

Shenita Piper, Director of Admissions Earlham College, Richmond, IN

Stanley Lemons has assembled a useful and comprehensive guide to college that is reader friendly, and appropriate for the student and parent audience. His thoughtful insights paint a more nuanced understanding of college readiness, which can potentially improve high school and college success, particularly for first generation students. This important book

will enable its readers to know that a college education is truly attainable."

Michael Ford, Vice Provost for Academic Support and Retention Roosevelt University, Chicago, IL

"If you want to be miles ahead in the college application process, read Stan Lemons' great new book *Expanding College Opportunity*. He writes from deep personal experience as well as years of professional expertise. This book has the critical techniques and tools you need!!"

Bruce Tulgan, best-selling author of many books including *The 27 Challenges Managers Face*, *It's Okay to Be the Boss*, and *Not Everyone Gets A Trophy: How To Manage Generation Y*

"The author of *Expanding College Opportunity* comes from a wide background of experience with public and private schools. As a former teacher and advisor to Stan and hundreds of college applicants, I can vouch for the accuracy of the help the book provides. The arrangement of information includes not only sections of overviews but also of topics directed specifically to parents and others to students. Lemons shows how to bring the applicant to life, one who stands out from the crowd as the living person behind the well-balanced

information—one an admissions officer will remember."

Barbara F. Graves, Ph.D., Retired Teacher Greenhill School, Addison, TX

"*Expanding College Opportunity* is a trustworthy GPS to position students in the right direction by preparing them for every bump in the road or possible pothole to the college admissions process. Stan paves the way and creates a layout for a smooth cruise into higher education."

Tosha L. Bussey, Director of Library Services Atlanta Technical College, Atlanta, GA

"I think your book is truly phenomenal! I wish I had had this information when I was in junior high. Anyone who follows the advice you have laid out will surely achieve success."

Judith Coleman, Alumna, Mount Holyoke College and parent of a former student at the John Burroughs School, St. Louis, MO

"A great eye opener into the college admissions process. A must read for students and parents alike...before and during the college process."

Joy Mitchell, 10th Grade Boarding School Student Middletown, RI

Sample Interview Questions



Why is attending college important?

What types of colleges are available to students?

What should students consider when thinking about where to apply to college?

What are ways students can learn about a college?

What do college admissions officers look for when evaluating students for admission?

How can parents help their child prepare for college?

How important are college admissions essays in the application process?

What are tips that students can follow in order to write an effective college admissions essay or scholarship essay?

How important are standardized tests, such as the SAT and ACT, in the college admissions process?

How can students best prepare for standardized tests?

How will the scheduled changes to the SAT in the spring of 2006 impact the format of the SAT and how students prepare for the SAT?

How can families prepare to pay for college?

How can students win a scholarship to college?

What are key strategies to help ensure that students not only attend college but also graduate from college?

What resources are available to help families better understand the college admissions and financial aid processes?

Contact



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