



Why Expanding College Opportunity?

preface

The Expanding College Opportunity book and student workbook are educational tools designed to help students pursue higher education.

Students need Expanding College Opportunity to better understand their educational options and to know the route to a post-secondary school education

Parents need Expanding College Opportunity to know specifically how to help their middle school and high school children prepare for college

Community and Business Leaders need Expanding College Opportunity to help families plan for higher education

Counselors and Teachers need Expanding College Opportunity to create and fuel a college-going culture

Principals need Expanding College Opportunity to champion measurable academic results in their schools

Superintendents need Expanding College Opportunity to improve the system-wide academic success and graduation rate of students

Government Officials need Expanding College Opportunity to enact a winning college and career readiness tool in the K-12 school system

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objectives of **Expanding College Opportunity**

To increase the high school graduation rate

To improve student college and career readiness

To empower parents and guardians

the problem we face

- Need to improve the high school graduation rate and position students to pursue some form of higher education, be-it at a 4-year college or university, community college, trade school, or technical school
- Need to create or build on a college-going culture, starting from middle school through high school
- Limited student counseling resources, particularly college counseling resources
- Parents, especially parents who did not go to college, are often less informed about the college admissions and financial aid processes
- Lack of mentors to model the route to higher education

a simple yet effective solution

- Provide students (middle school students and high school students) with the Expanding College Opportunity book and student workbook
- Assign the Expanding College Opportunity book as required summer reading (especially for rising 9th graders) or classroom reading during the academic year
- Incorporate the Expanding College Opportunity book and student workbook into the student advising system or classroom curriculum

what are the benefits?

- Standardized resource for parents and students
- Enhanced communication and time-efficiency between counselors and students
- Improved student academic performance and engagement
- Increased graduation and college entrance rate

what makes Expanding College Opportunity different?

- Comprehensive, easy to read, personal, inspirational
- National praise from k-12 educators, administrators, and college admissions officers at institutions of higher learning
- Available in English and Spanish

testimonials

“A great resource for students and their parents as they consider how to navigate the complex world of college-going decisions.”

Matthew Handelman, Superintendent
Coeur d’Alene Public Schools, Coeur d’Alene, Idaho

“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 and thoughtfulness of the book. 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, North Carolina

“Expanding College Opportunity is a wonderful resource for high school students just beginning to think about going to college. The steps between researching schools and settling on where to attend college can be confusing and overwhelming; Mr. Lemons clarifies these processes. This book helps students know the right questions they should be asking to colleges, and to themselves. Simply put: if you are thinking about college but have no idea where to start, start here.”

Mandy Hart, Associate Dean of Admission, Coordinator of Diversity Outreach
Amherst College, Amherst, Massachusetts

testimonials

“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, Illinois**

“Expanding College Opportunity: a roadmap to college for parents and students is a must-have resource for families that are seeking to learn more about the college application process. Stan Lemons accurately explains the process step-by-step. This quick read cuts straight to the chase and details everything from what 8th graders should focus on before matriculating into high school to what steps high school Juniors and Seniors should be taking to ensure that their college application process is successful.

As an Assistant Dean at a highly selective liberal arts college, I was impressed with the accuracy and the thought that was placed into each chapter. Mr. Lemons has clearly done his research! The “Case Studies” and “Lists of Things to Think About” within each chapter will provide the reader with practical examples that everyone can relate to.

Simply put: This book should be within every high school’s College Counseling office.”

**Darren Morgan, Assistant Dean of Admission and Financial Aid
Davidson College, Davidson, North Carolina**

testimonials

“Expanding College Opportunity is a smart approach to instructing families on where to begin the college thought process and leads into a direct path of showing students how to use their personal interests and skills to be viable candidates for admission into the college or university of their choice. Stan’s personal vignettes are applicable for anyone to use as a guide to be personally and professionally successful in any college or university environment.”

**Dr. Anna L. Green, Project GRAD Atlanta
Atlanta, Georgia**

“I like the way you encourage students and families to start thinking early, in middle school, and to work hard in their academic classes, starting in 8th grade, especially those key core classes that involve reading, writing, analysis and math. That is great advice.

Finally, I like that you include your own story, including your college essay — it’s so compelling and, I imagine, inspiring for many students. You give great advice, also, based on your Amherst experience, on how to seek out help from others and to build relationships with professors and advisors.”

**Jessica Lerner, Attorney and Yale Law School Graduate
Washington, D.C.**

“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, 11th Grade Boarding School Student
Middletown, Rhode Island**

Sample pages from the book

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introduction

PART 1 | The Big Picture

Chapter 1: Overview of the college admissions process

Chapter 2: Understanding your college options

PART 2 | Making the College Choice

Chapter 3: How to choose a college

Chapter 4: Researching colleges

PART 3 | Getting into College

Chapter 5: Grades, standardized tests, extracurricular activities

Chapter 6: Recommendations, interviews, essays, discipline report

PART 4 | Completing the Application Process

Chapter 7: When, where, and how to submit your application

Chapter 8: Deciding on which college to enroll

PART 5 | Paying for College

Chapter 9: The financial aid process: making it work for you

PART 6 | A Roadmap for Success

Chapter 10: Five principles to ensure your academic success in high school and college

Sample pages from the book

Preface

I graduated from Amherst College, a small liberal arts school in Amherst, Massachusetts. Statistically, less than 15% of students who apply to Amherst are admitted (2011-2014 admissions rate data on the Amherst College website).

When I applied to colleges as a high school senior, my goal was simply to go to college. I knew little about Amherst; and, as a first-generation prospective college student, I knew virtually nothing about attending college. I come from a family of modest financial means, and neither one of my parents attended college. However, like many parents, my mom and dad wanted me to have a good education; in this regard, my story is not uncommon. Students from diverse backgrounds, often in the face of difficult life circumstances, attend and graduate from college.

Yet a problem that many students and parents face is that they are unfamiliar with the college admissions and financial aid processes. This is especially true when the student is the first in his or her family to attend college. (That was certainly the case with mine.) As a result, many students and parents do not know how to take full advantage of the enrollment opportunities available at many colleges or the financial resources that are available to help students attend college.

I wrote *Expanding College Opportunity* to fill that information gap. In my experience leading college seminars for high school students and their families, I've been fortunate to facilitate countless "I get it" moments, when students and families understand the process to college admission and financial aid, and realize that they can do this, regardless of their financial or educational background.

With *Expanding College Opportunity*, my goal is to help students realize their dream of going to college. I want you—parents and students—to read *Expanding College Opportunity* and get the information you need—quickly and easily. More than anything else, I want students to embrace the belief: If you want to go to college, you can go. *Expanding College Opportunity* is your roadmap.

cost

Book \$14.95*

Library of Congress Control Number: 2014917550
ISBN: 978-0-9909278-0-8

Student Workbook \$12.95*

Library of Congress Control Number: 2015915963
ISBN: 978-0-9909278-2-2

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The
Secret to Writing.com
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additional resources

Stanley B. Lemons as your next keynote speaker, panelist, or workshop leader

- Topics:
- Expanding College Opportunity – Stan’s Signature Presentation
 - How to be Successful in Middle School, High School, and College

The Expanding College Opportunity Video Series: provides 24-hour access to Stan’s college admissions and financial aid expertise anytime and anywhere

Stan’s How to Study Class: designed to help students be more effective inside and outside the classroom

Writing 101 Class: aimed at developing foundational writing skills of students

College Admissions and Scholarship Essay Boot Camp: targeted for high school juniors and seniors, as well as community college students transferring to 4-year colleges

bio



Stanley B. Lemons

author, speaker, trainer

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 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, trainer, speaker, private college counselor, global marketing strategist, entrepreneur, and—as Stan likes to proudly say—a husband and a parent.

“The opportunity to go to college is one of our greatest treasures. The college experience opens your eyes and mind to new ideas and self-discovery.”

Stanley B. Lemons

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purchase

Buy the Expanding College Opportunity book
and student workbook today!

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