



STUDENT POSITIONING PLAN

The Student Positioning program is designed to teach families a method of choosing colleges based on both an academic and financial match. The philosophy of “Student Positioning” was developed in response to the rising cost of higher education and the increasing use of enrollment management principles. This one of a kind program teaches a valuable lesson on choosing appropriate colleges.

Student Positioning

The following information highlights what is offered with the Student Positioning Plan

- * **We complete an introductory phone call to establish that we are part of your firm's effort to position the college-bound student.** Additionally, we send out an introductory package to your client, outlining our services and key points of action. Included in this package is Al Hoffman's booklet "The College Navigator".
- * **Provide the client with access to an online aptitude/attitude program designed to confirm or discover a student's career goals.** We make available an aptitude test to search for possible career avenues and therefore appropriate majors to pursue. This is the first step of the Student Positioning Concept. This step can possibly reduce the overall cost of a higher education by making a bachelor's degree attainable in four years.
- * **Provide an interactive "coaching" session between the family/student and an educational counselor.** This session is designed to help a family/student pick appropriate colleges. This is the second step of the Student Positioning concept which focuses on teaching a method of finding those colleges which fit the family/student both academically and financially. This session also includes a college search based on custom search criteria.
- * **After the completion of the student positioning session the family will receive by mail, the results of their college search.** These results include data sheets outlining the general, administrative and financial data on each college included in the client's personal college search.
- * **Provide unlimited access to our interactive online program used as a follow-up resource after the formal counseling session.** This unique program offers the only college search tool designed from an academic and financial perspective. The program has interactive capabilities for the student to create a "what if" scenario should they improve their standardized test scores.
- * **Provide a complete customer service system.** Families work with friendly, professional and knowledgeable staff members. Other benefits include:
 - Access to a list of articles pertinent to the college bound family.
 - Access to content rich client web portal at www.engus.info.
 - A dedicated service center consultant available to answer service related questions toll-free.

Services that are NOT completed as part of the Student Positioning Plan

- * We do not complete college admission applications, scholarship applications or write/critique college essays.
- * We will not contact a college on the behalf of a client. We do not send transcripts or SAT/ACT scores to colleges.

Client data security is of utmost concern to the College Funding Service Center, LLC. Data is secured using hybrid information security systems, data back up, and other safe guards unparalleled in the industry. Be sure to ask about our IT safety track record.