



Targeting the right schools based on fit

College List Development

OAK & IVY
COLLEGE CONSULTING

What is it?

Rankings don't tell you where your student will thrive. We build a balanced, honest college list rooted in the criteria that actually matter — interests, size, location, majors, culture, cost, and selectivity.

Who is it right for?

Right for students ready to move from "somewhere" to a specific, well-researched list of schools that truly fit, usually sophomore or junior year.

What's included?

- In-depth family intake to understand goals and priorities
- Evaluation across interests, size, location, majors, culture, cost, and selectivity
- An initial list of 15-20 reach, target, and likely schools; narrowed down to a targeted list of 5-10
- Personalized college "booklet" including school profile, admissions data, and relevant dates for each school
- Guidance on how to research and evaluate each college
- Campus visit planning document, questionnaires, and tracking grid

How often do we meet?

- Kickoff session with family (60–90 min)
- Follow-up to finalize the plan (60 min)
- Review meeting to discuss your college list, make any edits, and plan for campus visits (60 min)
- CustomCollegePlan.com dashboard review (30 min)
- One additional check-in and list review after visits are underway (60 min)

How long does this engagement last?

- Core work happens over 2–3 weeks
- The plan itself guides the remainder of your child's high school journey
- An annual "check-in" can be added at an hourly rate

Payment

Families can either choose to pay for this package in full or divide it into three monthly payments. Clients are required to keep an active credit card on file for payment. We're always happy to talk through a different arrangement if your family's circumstances call for it.

This package is designed to help students identify their college preferences and create a balanced, personalized list. All feedback will be honest and is designed to help students find the *right fit*, where they can be successful. For those looking for ongoing support and project management around college selection, application deadlines, testing, and other related items, these are included in other packages.