

OAK & IVY
COLLEGE CONSULTING

INDEPENDENT EDUCATIONAL CONSULTANT & COLLEGE ADVISORY

Your Child's Path to
College Starts Here.



OAK & IVY

COLLEGE CONSULTING

College admissions has never been more complicated — or more personal. Oak & Ivy works with your family to build a roadmap around your student's goals, so every course choice, activity, and application decision moves them closer to the right fit.

— WHY FAMILIES CHOOSE US —

Why Work With a College Consultant?

We look to complement school counselors by providing personalized guidance and support for your child. Here's what a partnership with our team looks like:

*All relationships begin with a **free conversation about your families goals, needs, and concerns**. If we are a good fit, we will then select services, complete a simple intake process and get started quickly to support your child throughout their college process.*

01 Less Stress, More Confidence

We manage the deadlines, checklists, and details of college admissions so your student can focus on being a strong applicant and this work doesn't fall to you as the parent.

02 A College List Built on Fit

We look past rankings to match your student with colleges that fit on every level — size, location, campus culture, cost, and selectivity — not just name recognition.

03 A Clear Roadmap, Not Guesswork

From freshman course selection to the final "submit" button, your family always knows the next step, and why it matters.

04 Objective, Expert Guidance

Our only job is helping your student find and get into schools that truly fit, academically, socially, and financially.



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We are here so every family gets the support they need, making sure their student's story is told well, and their path forward is clear.

ANN KIDD, OAK & IVY COLLEGE CONSULTING



— COLLEGE CONSULTING, THE RIGHT WAY —

Our Approach

We believe good college advisory should reduce stress, not add to it. Here's how we work.

Student-Led, Family Supported

Your student does the growing. We do the guiding, keeping parents informed without the stress of managing to-do lists and deadlines with your teen.

Honest, Not Just Encouraging

As an independent consultant, we owe your family the truth about fit, odds, and effort. Taking an honest approach ensures the best match for your child.

Fit, Over Prestige

A "reach" school isn't success if it's the wrong environment. We help students weigh what actually matters, to find where they'll actually flourish.

— IS THIS YOU? —

Why Working With Us Might Be Right for You

We believe good college advisory should reduce stress, not add to it. Here's how we work.

Do you wish you had a clear plan instead of figuring it out as you go?

A college roadmap replaces guesswork with a step-by-step plan, so your family always knows the next move, and why it matters.

Are you unsure which colleges are actually the right fit for your student?

We look past rankings to help you build a list rooted in academic fit, culture, and cost that is right for each individual student.

Do the deadlines, checklists, and details feel overwhelming?

We manage the moving pieces of the process so your student can focus on being a strong applicant, and you can focus on the rest of parenthood.

Do you want honest, unbiased guidance focused only on your student?

As an independent educational consultant, we have no institutional agenda, just your family's best outcome.

Is nagging your teen about deadlines straining your relationship?

Let us be the one keeping track of next steps, so you can go back to being their parent, not their project manager.

Do you want to understand your options for paying for college?

From completing the FAFSA form, to financial aid and scholarships, we help you see the full financial picture before decisions are due.

— A ROADMAP FOR EVERY STAGE —

Your Partner from 9th Grade through Decision Day



College Roadmap

A personalized, multi-year plan covering academics, activities, and testing.



Application Support

Hands-on guidance through the Common App, deadlines, and every requirement.



List Development

A balanced, good-fit college list built around size, location, culture, cost, and selectivity.



ACT/SAT Prep

Strategic test planning and prep that fits your student's schedule and goals.



Essay Review

Editorial guidance that sharpens your student's authentic voice and story.



Paying for College

Understanding real costs, financial aid offers, and scholarship opportunities.

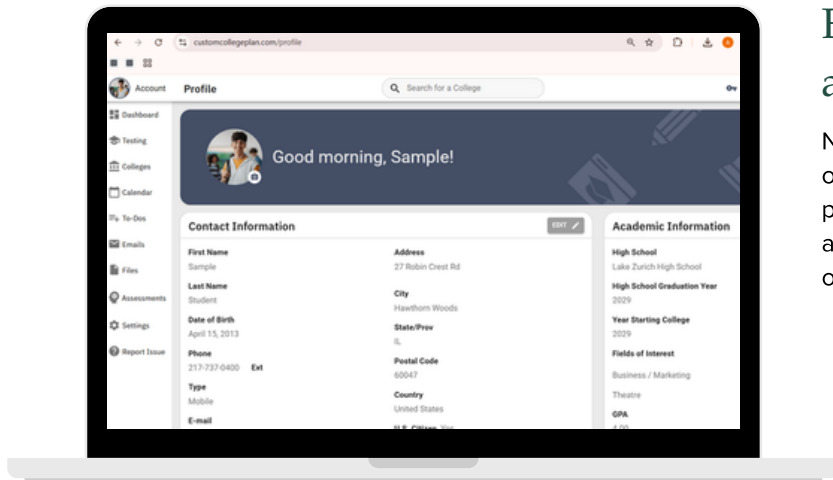
Reach out today for a free consultation | oakandivyeducation.com



— ALL IN ONE PLACE —

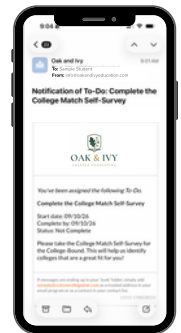
One Dashboard for the Entire Journey

Every Oak & Ivy family gets access to CustomCollegePlan, a personalized online dashboard built just for your student. Both parents and students get their own login, so everyone stays on the same page throughout the entire process.



Everything important,
all in one place

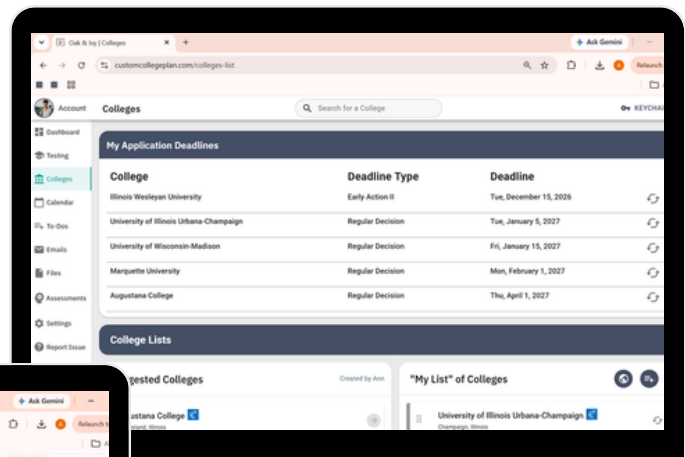
No more digging through emails
or checking multiple sites, your
personalized dashboard manages
all of your students information in
one place.



With personal reminders and
notifications for every step

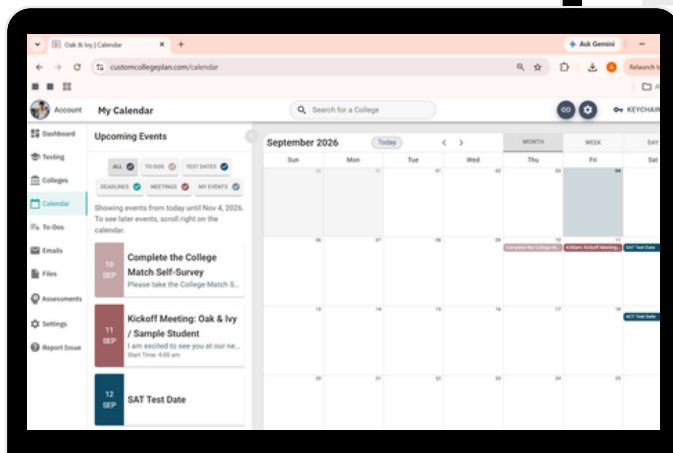
Your personalized college list

Not only will you be able to view
your college list, but you will have
immediate access to detailed school
profiles, application requirements,
due dates, and so much more.



One shared, master college calendar

To-dos, meetings, application
deadlines, test dates, and more all
live on one calendar — so parents
and students are always looking at
the same up-to-date picture.



— A ROADMAP FOR EVERY STAGE —

Your Child's Journey, Grade by Grade



9th Grade

Building a Strong Foundation

Freshman year is not about pressure pressure. We help your student explore genuine academic and extracurricular interests, choose a course load that stretches them without burning them out, and start good organizational habits early.

- Four-year academic roadmap and course selection guidance
- Extracurricular exploration beyond "resume padding"
- Early introduction to standardized testing timelines
- Summer planning: camps, volunteering, and enrichment



10th Grade

Turning Exploration Into Momentum

Sophomore year is where academic rigor increases and leadership starts to matter. We help students step into greater responsibility in the activities they love, refine their course plan, and take their first diagnostic look at testing.

- Honors/AP/dual-credit course planning aligned to college goals
- Leadership development within existing activities
- PSAT/PreACT review and early test-prep strategy
- Introductory college exploration and campus visit planning

All relationships begin with a **free conversation about your families goals, needs, and concerns.** If we are a good fit, we will then select services, complete a simple intake process and get started quickly to support your child throughout their college process.

11th Grade

Exploration Becomes Direction

Junior year carries the most weight academically, and it's when a real college list starts to take shape. We guide test strategy, help build a balanced and honest list of schools, and begin laying the groundwork for strong applications.

- SAT/ACT test planning, prep, and score strategy
- Development of a balanced reach/target/likely college list
- Campus visit guidance and college research strategy
- Reviewing early application deadlines (Early Decision/Early Action)
- Early brainstorming for the personal statement



12th Grade

From Application to Acceptance

Senior year is a sprint of deadlines, portals, and decisions. We meet with students and communicate regularly to manage the Common App and supplements, guide essay drafts, coordinate recommendations, help your family weigh ED/EA/RD strategy, and make sense of acceptance letters and financial aid offers as they arrive.

- Common Application and school-specific supplement strategy
- Personal statement and supplemental essay review
- Deadline and document tracking across every application
- Interview preparation and final decision guidance
- Commit to your school by decision day
- FAFSA completion and financial aid offer review





Creating a solid plan

College Roadmap

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What is it?

A personalized, multi-year plan is the foundation of everything we do. We map out academics, activities, testing, and milestones so your family always knows what's coming next, and why it matters.

Who is it right for?

Right for families early in the process (typically 9th or 10th grade) who want a clear, multi-year plan instead of figuring things out one deadline at a time.

What's included?

- A customized academic roadmap based on interests, college goals/plans, strengths, and placement
- Course selection guidance, including review of AP and dual-credit courses, as well as any specialized offerings at your high school
- An extracurricular plan including potential sports, clubs, and volunteering
- Summer planning suggestions including internships, special projects, or part-time work
- High-level, year-by-year overview with key national dates

How often do we meet?

- Kickoff session with family (60–90 min)
- Follow-up to finalize the plan (60 min)
- One additional check-in mid-year to make any changes before course selection (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 chose to pay for this package in full or divide it into two monthly payments. All 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 ease early decisions around course selection, activities, and knowing what's on the horizon. The execution of this plan is managed by the student and family. 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.



Targeting the right schools based on fit

College List Development

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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.



Your Teen's Project Management Partner

Application Support

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What is it?

The Common Application has a lot of moving parts. We act as your student's project manager, keeping every deadline, document, and detail on track so nothing falls through the cracks in senior year.

Who is it right for?

Right for families deep in junior year or at the start of senior year who need a steady hand managing deadlines, forms, and details across every application.

What's included?

- In-depth family intake to understand goals and priorities
- Personalized dashboard to help students manage and parents stay informed
- Review of your college list to make sure you have the appropriate balance of reach, target, and likely schools
- Project management of the entire process including a personalized dashboard, calendar, to-do lists, email/text notifications, and lots of face time and support
- Step-by-step guidance through the Common App and school portals
- Brainstorming plus two review sessions each for the personal statement, "Why This College" essay, and two supplemental essays. *(add. time can be purchased)*
- Coordination of recommendation letters, transcripts, and required forms
- Deadline tracking across every application on your list

How often do we meet?

- Kickoff session with family (90 min)
- Follow-up to solidify the plan and calendar (60 min)
- Optional monthly summer check-in for rising seniors (30 min, up to 3)
- Bi-monthly check-in meetings/calls with student (30 min, up to 8)
- One full-family check in meeting in November or December, prior to major deadlines (60 min)
- One "emergency" meeting/call with student to be used as needed (30 min)
- One full-family "intervention" meeting, if needed (30 min)

...in addition to the administrative, review, and support time happening behind the scenes

When should we get started?

This engagement works best when started during the spring semester of a student's junior year and lasts through application deadline day in early January.

Payment

A 25% deposit is due at signing to reserve your engagement and begin work together. The remaining balance is paid monthly. All 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.

Common App Support

Activities and Experiences: listing the 10 activities (most meaningful first, not chronologically) in 150 characters or less that creates a personalized picture of the applicant. The first section reviewed by most admission staff.

Personal Statement: selecting the right topic and writing in an authentic voice, as well as using the Additional Information box to provide genuine context or additional info about an activity/experience.

Testing section: deciding if and when to provide testing data for schools with a test-optional policy.

Supplemental essays: investing the right amount of time as families tend underestimate what's needed for the additional questions some schools ask.

New! "Responsibilities and Circumstances" question: figuring out whether/how it applies to each family and how it can be best used.



Add-on or Stand-Alone Services

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ACT/SAT Prep *Coming Soon!*

Who is it right for?

Right for students who want to walk into test day feeling prepared and confident, or those looking to boost their score, with a clear plan guiding them.

What's included?

- Pre-test for review
- Access to test prep and study materials
- Six 90-minute sessions to be completed over 8 weeks
- Test-date planning

Essay Review

Who is it right for?

Right for students anywhere in the essay process (even a blank page) who want a caring guide to help them find their story, and then sharpen it into something that sounds authentic and compelling.

What's included?

- Brainstorming subject for personal statement
- Selection of supplemental essays (up to 2)
- Best practice discussion for "Why This College" statement
- Two review sessions each

Please note, additional time may be needed for those students truly struggling to craft or write essays. Additional time can be purchased for additional essay requirements.

Paying for College

Who is it right for?

Right for families who want to understand what college will really cost and feel confident, not overwhelmed, when it's time to compare offers.

What's included?

- Group kickoff session to review process and required documents (30 min)
- FAFSA completion guidance (up to 1 hr)
- Award letter comparison (1 hr)
- Scholarship search strategy with tracking sheet (1 hr)



Support designed for your needs

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Hourly Support

Who is it right for?

Right for families who want the flexibility to start small and grow into more support over time — whether that means easing in at a lower upfront cost, carving out real one-on-one time beyond a quick consultation, or simply getting honest answers to the questions keeping you up at night.

Common Questions

There are no “right” questions to ask, but below is a list of some common concerns:

- Should my child take the SAT or ACT and when?
- How many schools should actually be on our list, and how do we know it's balanced?
- Is a full-price private school ever worth it over a public school with merit aid?
- Should we apply Early Decision, Early Action, or wait for Regular Decision?
- How do we actually compare financial aid offers once they come in?
- My child doesn't know what they want to major in. Does that hurt them?
- How involved should we be in the essay-writing process?
- Is it too late to get organized if we're starting junior year spring or even senior fall?
- How do we ask for recommendation letters without it being awkward?
- What do we do if our child gets waitlisted?
- Should we consider a gap year?
- Do AP or IB scores actually matter once my child is admitted, or just for the application?
- My child wants a specific program, such as pre-med, engineering, business, does that change how we build the list?
- Does 'demonstrated interest' really matter, and what actually counts as showing it?
- Should we visit every school before applying, or wait until acceptances come in?
- How do we explain a grade dip or a rough semester in the application?
- My child has a learning difference — how do we find schools with the right support in place?

Payment

Hourly Support is charged at the time it occurs. Blocks of time can be purchased. A credit card is requested when the appointment is made. A 50% fee will be charged if the appointment is cancelled with 24-hours, and the full amount will be charged for a no-show.

*If you are feeling overwhelmed or just want reassurance that
you're on the right path, we are here to help!*

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All relationships begin with a **free conversation about your families goals, needs, and concerns**. If we are a good fit, we will then select services, complete a simple intake process and get started quickly to support your child throughout their college process.



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Oak & Ivy College Consulting is an independent educational consulting practice based in Hawthorn Woods, Illinois, guiding families from freshman year through decision day. Founded by Ann Kidd, Oak & Ivy pairs personalized, one-on-one college advising with honest guidance, helping students build a roadmap, a balanced college list, and a standout application without losing sight of who they are along the way. Pricing is subject to change.