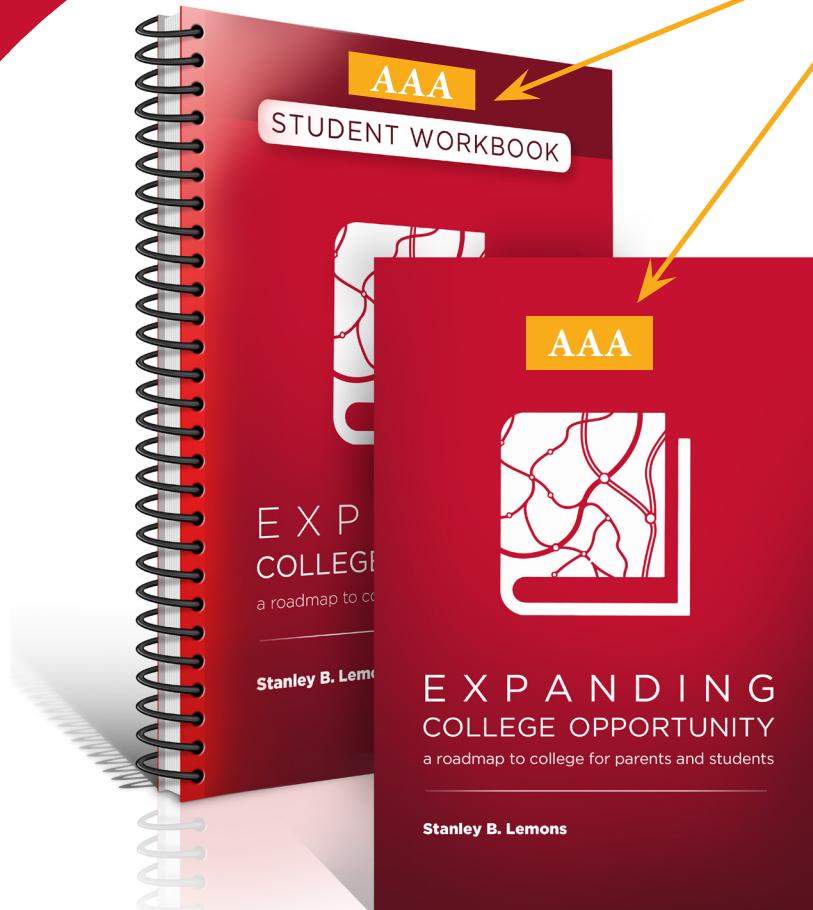


**Your Logo  
Here**

OR your message on  
the inside front cover



**SPONSORSHIP OPPORTUNITY:**  
Expanding College  
Opportunity  
Book & Student  
Workbook



Opportunity

Book & Student Workbook

Sample pages from the book

Biography

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Speaking

Merchandise

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# Opportunity

## **What is it?**

- Your organization's brand name or logo on the cover of the Expanding College Opportunity books. And/or, you have the option to: a) add a brief custom message on the inside front cover of the books that encourages students to pursue higher education; or b) have author, Stanley B. Lemons, craft a short message on the inside front cover of the books that highlights your support of college access and higher education
- The Expanding College Opportunity book and student workbook are educational resources written to help families plan and prepare for college
- The Expanding College Opportunity books have gained national praise from college admissions officers, administrators, parents, and students

## How might the sponsorship resources be used?

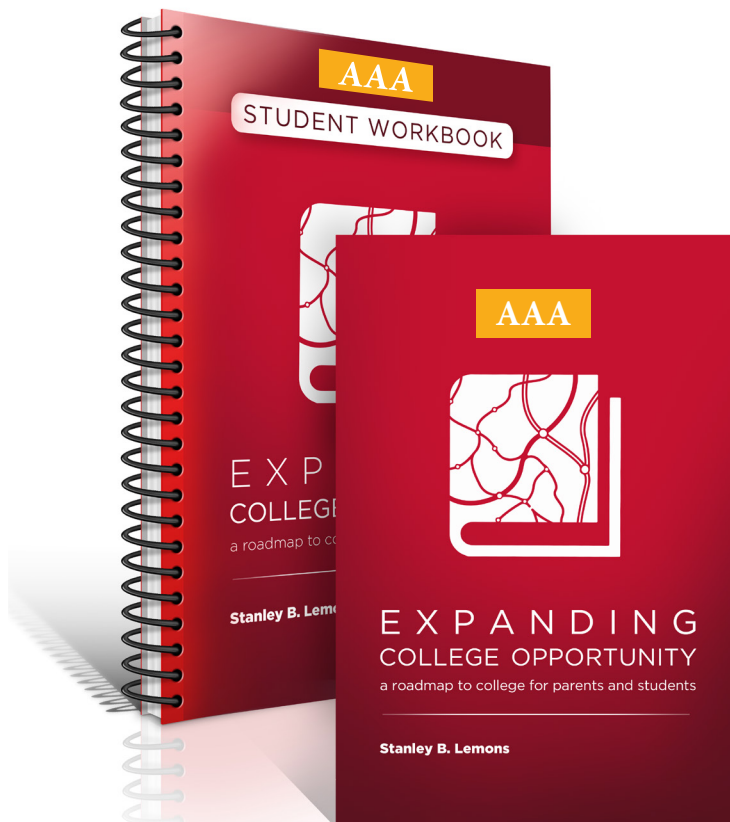
- Distributed to prospective students as an admissions recruitment tool and as a way to demonstrate a commitment to college access and diversity
- Used for or in connection with private events, meetings, conferences, employee benefits programs, diversity and inclusion outreach, and corporate affinity groups in order to build relationships with highly targeted audiences
- Offered as part of community relations and community reinvestment outreach, such as adopt-a-school programs, nonprofit partnerships, back-to-school initiatives, neighborhood fairs, and event sponsorships

## **What are the benefits?**

- Helps families understand the college admissions and financial aid processes
- Increases college access
- Creates a long-term, value-add branding and promotional tool with an unlimited shelf-life
- Provides an avenue for an institution to live-out its commitment to educational access and the community

## What is the investment?

- Participating organizations or individuals purchase a minimum of 1,000 sets of the Expanding College Opportunity book and student workbook at \$49.95 per set
- The Return on Investment (ROI) for college and universities can be calculated based on a financial return of up to \$200,000 to \$250,000 per student who chooses to matriculate to your school. Moreover, the public relations ROI is both ongoing and long-term
- The Return on Investment (ROI) for corporations and individuals can be evaluated by considering the brand equity that comes with providing communities with a value-added resource that has a lifetime benefit for the recipient and his or her family



## Book

Paperback

ISBN-13: 978-0-9909278-0-8

ISBN-10: 0990927806

Publisher: The Secret to Writing, LLC

Publication Date: 10/21/2014

Pages: 168

Binding: Paperback

Product Dimensions: 5 (w) x 8 (h)

Weight: 7.6 ounces

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## Student Workbook

Paperback

ISBN-13: 978-0-9909278-2-2

ISBN-10: 0990927822

Publisher: The Secret to Writing, LLC

Publication Date: 11/24/2014

Pages: 252

Binding: Paperback

Product Dimensions: 6 (w) x 9 (h)

Weight: 15 ounces

## **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



## **Who is Expanding College Opportunity for?**

- High School Students
- Middle School Students
- Parents

## **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 and student workbook aim to fill the information gap.

# Sample pages from the book

## **table of contents**

### **preface**

### **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.

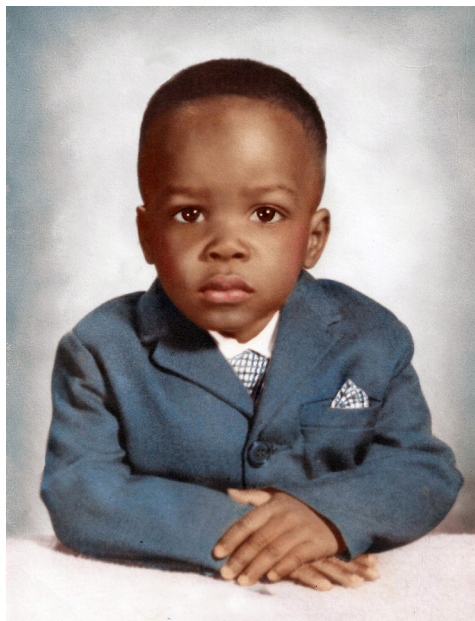
With *Expanding College Opportunity*, my goal is to help students realize their dream of going to college. I want you—parents and students—to read *Expanding College Opportunity* and get the information you need—quickly and easily. More than anything else, I want students to embrace the belief: If you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

# Biography



“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



Stanley B. Lemons grew up in an African American, working-class neighborhood in Dallas, Texas. Stan attended the local public elementary school in his neighborhood and was a member of the Oak Cliff Boys & Girls Club, where he routinely spent time after school and on the weekends.



Martha Easley, the librarian at the Boys & Girls Club, identified Stan as a candidate to enroll into the Greenhill School, a private preK-12 independent school in Dallas. With a scholarship through the Boys & Girls Club, Stan ultimately matriculated in the sixth grade to Greenhill. His transition to Greenhill was not easy. Stan traveled for over one hour each way to get to and from school. There was also the social and cultural adjustment that came with going to a school in a predominately white, upper-income community, so different from the neighborhood where Stan grew up. That said, Stan succeeded and graduated from Greenhill.





Stan then moved across the country to attend Amherst College, a small, highly selective private liberal arts college in Amherst, Massachusetts. Attending Amherst was, yet again, a big step for Stan. As neither of his parents attended college, Stan had to navigate a path through an elite New England college environment. By all accounts, Stan was successful at Amherst, both inside and outside the classroom. He co-founded the Black Business Association of Amherst College and was elected Treasurer of Amherst's Student Government. One of Stan's proudest and happiest moments came with graduating from Amherst, as he was the first in his family to earn a college degree.

After Amherst, Stan served as a Coro Foundation Public Affairs Fellow in St. Louis, Missouri. As a Coro Fellow,

Stan worked in the nonprofit, government, and business sectors. Stan later made, as he, in hindsight, describes as a life-defining decision—to join the Peace Corps.

## **International**

Stan moved to West Africa with the Peace Corps. He served as a small business volunteer. Additionally, Stan led a renovation project at a local elementary school.

Stan's experience at the elementary school, in particular, left a lasting impression on him: he witnessed the desire and eagerness on the part of so many children — facing limited opportunity — to get an education. Undoubtedly, Stan gained a greater sense of appreciation for his educational opportunities. He concluded the elementary school experience with a feeling of wanting to do more.

Due to unstable diplomatic conditions, Stan, along with the other Peace Corps volunteers, was evacuated from the country. He returned to the United States and moved to Los Angeles, California







in order to attend graduate school at the University of California in Los Angeles (UCLA).

Upon graduating from UCLA, Stan landed a job with Citigroup in Chicago, Illinois and subsequently moved there. He continued to build on both his college education and Peace Corps experience by traveling and working on projects with Citigroup in countries around the world: Argentina, Austria, Ecuador, France, Germany, Hong Kong,

Indonesia, Poland, Singapore, and many more.

Reflecting on his global experiences, Stan writes in the Expanding College Opportunity book: “As a kid growing up in Dallas, Texas, I never imagined that I would have the opportunity to travel to all these countries.” With a sense of both pride and humility, Stan acknowledges that his spiritual foundation and his educational opportunities opened the world to him.

## **Today**

Today, Stan advises families on the process of applying to college. He speaks to groups (large and small) about college admissions and financial aid. Stan also provides college admissions process training for teachers, counselors, and administrators.

## **Beyond**

Stan Lemons' story is an American story. Through hard work, perseverance, and grit, Stan capitalized on his educational opportunities. Furthermore, through his teaching and writing about education, Stan continues to help students realize their dreams.

Stan's Expanding College Opportunity book, at its core, is a how-to guide on the college admissions and financial aid processes. Yet the Expanding College Opportunity book can also be described as a personal and motivational narrative on the power of education. College admissions officers, educators, parents, and students continue to praise and give testimony to the value of Stan's Expanding College Opportunity book and

student workbook, as well as the engaging and authentic way Stan connects with his audience when speaking.

Stan Lemons believes in education. Stan's educational opportunities have significantly shaped his life. It's no wonder why Stan seeks to make a difference in the life of others. It's also no wonder why Stan is so passionate about Expanding College Opportunity.



# 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 and thoughtfulness of the book. I remember reading Stan’s application to Amherst and am proud of what he has written here.”

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

“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, MA**

“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**

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

“I have been a high school counselor for the past 27 years, and I had the chance to read a remarkable book by Stanley Lemons. The focus of *Expanding College Opportunity* is to help students prepare for college. It is written in a way that parents and students can understand. The book pushes students to create short-term and long-term plans to ultimately get them to college.”

**Dan Higbie**

**Guidance Counselor  
Coeur d’Alene High School, Coeur d’Alene, ID**

“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 are looking for a step-by-step guide for the college admissions process, this book is it! Expanding College Opportunity by Stanley Lemons provides an extraordinary explanation of the procedures students need to cover when applying to college. I love that the book is such an easy read and straight to the point. Mr. Lemons creates a personal touch with each case study in the book. After reading this book, I think each college counselor should have a copy in their school. This book is a small investment towards students who are applying to college. The information is rich in detail and covers the process completely from beginning to end.”

**Joia Patterson**  
**Assistant Director of Admissions for Recruitment**  
**University of Kentucky, Lexington, KY**

# Speaking

## **Book Stan Lemons as your next speaker**

Expanding College Opportunity — Stan's Signature Presentation

Stan talks with middle school and high school families about the ins and outs of the college admissions and financial aid processes. Topics include:

- Why higher education is important
- How to be successful in school
- What colleges look for in applicants
- How to write winning college admissions and scholarship essays
- How to pay for college
- How to get scholarship money for college
- 10 key “do’s” and “don’ts” for the applicant
- How to ensure that you not only get into college but also graduate from college

Stan engages and connects with his audience. He is personable, down-to-earth, and not afraid to share his inspiring life story as a first-generation college graduate. Want to create educational opportunities for students in your community? Book Stan Lemons today!



“Stan Lemons came to our district and engaged students, staff and parents alike in presentations both during the school day and in the evening. Stan engages his audience with personal stories and practical need-to-know information about demystifying and navigating the sometimes overwhelming journey into researching colleges. Students

were sincere in approaching and thanking Stan after presentations; parents were appreciative of his clear and practical advice; and staff members asked me after his visit if he could come back so that all of our students could hear his message. In this age of encouraging the “go on” rate to degrees and certificates after high school, Stan’s message is timely, relevant and on-point to a wide array of audiences.”

**Matthew Handelman**  
**Superintendent, Coeur d’Alene Public Schools**  
**Coeur d’Alene, ID**



# Merchandise

Celebrate higher education by providing students with our College On My Mind™ t-shirt and hat.



\$20



\$20

# Contact

Stanley B. Lemons

[stanlemons@expandingcollegeopportunity.com](mailto:stanlemons@expandingcollegeopportunity.com)

404.869.1290