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ADMISSIONS REVOLUTION PUTS COLLEGE BOUND STUDENTS IN THE DRIVER'S SEAT
Founder Sara Harberson Removes Mystery, Confusion, Secrets from College Admissions Process

April 21, 2015 | Lancaster, PA – Get informed. Get empowered. Get in. To college, that is. Starting now, Admissions Revolution and founder Sara Harberson are removing the mystery, confusion, and secrets from the college admissions process, putting college bound students right where they need to be – in the driver's seat.

"I have devoted my career to making college accessible to students from all over the world," says Harberson. "I've founded Admissions Revolution to change the landscape of the college admissions process, something that's been cloaked in mystery for decades."

As a former dean of admissions and a current high school director of college counseling, Harberson understands how critical it is for college bound students to not only have the right set of keys in their hands, but to also have access to the best and most up-to-date set of maps for their GPS. She has transformed her car into a studio from which she produces videos that unmask the secrets of the college admissions process.

Using a series of candid videos and insightful written guides, all available on the [Admissions Revolution website](http://AdmissionsRevolution.com), Harberson shares real advice and step-by-step guidance to cut through the confusion and help students navigate the journey to their dream colleges. She intimately explores every facet of the college admissions process – from standardized testing and college visits to Early Decision and why colleges use waitlists, from understanding selectivity and the committee process to financial aid and gapping – dispelling myths and exposing truths along the way. Admissions Revolution also shares checklists, timelines, webinars, digital chats, and more.

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“Getting into the right college can be life changing – it was for me,” says Harberson. “I am pulling back the curtain on a process that **should** be transparent, and placing vital information where it belongs, in the hands of students and their families.”

The average cost of an independent college counseling package is \$4,000. The hourly rate of an independent college counselor is \$150 to \$500. That's why Admissions Revolution does not offer one-on-one college counseling. Its videos and guides are designed to make college accessible to students everywhere and are available through different monthly and annual subscription plans. Prices range from \$59.99 per month to \$999 per year. All plans include a free two-week trial.

Admissions Revolution is open any time day or night, in any time zone. It is accessible on any computer or mobile device. And, it offers social communities where students and parents can connect with one another.

About Admissions Revolution

Founded in 2015 by former dean of admissions and current director of college counseling Sara Harberson, Admissions Revolution is a college admissions global positioning system (GPS). Developed to change the landscape of the college admission process, it removes the mystery, secrets, and confusion and places students and families in the driver's seat. From which high school classes to take to perfecting the college application to choosing which college to attend, Admissions Revolution arms students and families with the information necessary to make informed choices throughout every phase of the college admissions process. For more information, visit Admissions Revolution online at www.admissionsrevolution.com and join Admissions Revolution on [Facebook](#), [Twitter](#), and [YouTube](#).

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Sara Harberson, Founder

Sara Harberson has devoted her career to making college accessible to students from all over the world. Today, Sara’s mission is to transform how students get into college – her “Admissions Revolution” puts students in the driver’s seat, armed with the knowledge they need to gain acceptance to their dream colleges.



Sara founded Admissions Revolution to provide students and their families with the information they need to get into college. Instead of cramming all her knowledge into a book, Sara has embraced the era of technology and multi-tasking, creating a digital library of videos covering every imaginable college admissions topic.

Once a regular speaker to crowds of thousands, Sara now reaches the masses through a single camera lens. Her message is universal. It’s the truth about a process that has been cloaked in mystery for decades. With Admissions Revolution, Sara is changing the landscape of the college admissions process. No more mystery. No more confusion. No more secrets.

Sara’s Journey

As a student at Vineland High School in New Jersey, Sara was just one in a graduating class of several hundred. She set her sights on small, liberal arts colleges and, in true Jersey fashion, Sara immersed herself in the process. As she navigated the complexities of the college application process, Sara realized that college provided an opportunity to not only become better educated, but also to develop into a better version of herself.

Sara arrived at Hamilton College in Clinton, New York, ready to stretch herself. She excelled as a student and a leader. The Hamilton College Admissions Office quickly became Sara’s second home. She guided tours for prospective students and their families, even in below zero temperatures and snow up to her hips. By her senior year, Sara was interviewing prospective applicants for admission to Hamilton. Sara graduated *summa cum laude* and Phi Beta Kappa.

Chosen by the faculty as the student “who embodied the highest ideals of the college,” Sara had the distinct honor of being the graduation speaker. She spoke of the “Pursuit of Excellence,” her father’s sage advice over the years. To this day, it is that pursuit of excellence that drives Sara and has instilled in her the belief that with grit, determination, and the courage to challenge the status quo, anything is possible.

After graduation, Sara joined the University of Pennsylvania as an admissions officer, starting on the trajectory to her current mission. In her nine years at Penn, Sara climbed the ranks to become second-in-command as the associate dean of admissions. She traveled the country visiting hundreds of high schools and meeting tens of thousands of students, and easily reviewed over 100,000 applications, including hundreds of thousands of essays and letters of recommendation. She chaired the Admissions Committee, hired and trained admissions officers, served as the liaison to the athletic department, and oversaw countless admissions initiatives. While working full-time in the Admissions Office, Sara received her master’s degree in higher education from Penn’s Graduate School of Education.

At 32, Sara became the youngest dean of admissions in the country at Franklin & Marshall College in Lancaster, Pennsylvania. While there, she transformed the financial aid process to make F&M more affordable and accessible to all students. But, her own family was growing. After three years, Sara stepped out of the limelight to be a full-time mom.

Still, she couldn’t keep her mind off the high school students who needed access to all the college admissions secrets she knew. It was those students who inspired Sara to return to work. As the director of college counseling at the Baldwin School in Bryn Mawr, Pennsylvania, Sara has worked with students who remind her of herself at that age.

During her 150-mile round trip commute each day, Sara’s mind doesn’t stop. Her head catalogs all the information colleges have, but do not share with prospective students and families. So, right before she gets on the road each morning, or sometimes just after she pulls into her driveway at the end of a long day, Sara takes five minutes to share her insights, and the secrets and stories no one has ever publicly revealed. It’s this work that has become Admissions Revolution.



Admissions Revolution At-A-Glance

WHO: **Sara Harberson** is the former dean of admissions at Franklin and Marshall College and the former associate dean of admissions at the University of Pennsylvania. She is the current director of college counseling at the Baldwin School in Bryn Mawr, Pennsylvania. She has reviewed more than 100,000 college applications, including hundreds of thousands of essays and letters of recommendation.

WHAT: **Admissions Revolution** is *the* source for insider advice, candid truths, and inspiring information to help college bound students find, apply for, and afford the college experience that will drive their success. It is designed to remove the mystery, secrets, and confusion, placing students and families in the driver's seat armed with the knowledge they need to make informed choices throughout every phase of the college admissions process.

The average cost of an independent college counseling package is \$4,000. The hourly rate of an independent college counselor is \$150 to \$500. That's why Admissions Revolution does not offer one-on-one college counseling. Its videos and guides are designed to make college accessible to students everywhere and are available through different monthly and annual subscription plans. Prices range from \$59.99 per month to \$999 per year. All plans include a free two-week trial.

WHEN: **Any time, day or night.** Beginning in April 2015, students and families can tap into Admissions Revolution. For high school juniors beginning the college search process, spring is the ideal time to begin compiling a list of target colleges, take standardized tests, and schedule campus visits and interviews.

WHERE: College students and families can subscribe to and access Admissions Revolution's videos and guides from any computer, tablet, or smart phone at www.admissionsrevolution.com. Admissions Revolution is also on [Facebook](#), [Twitter](#), and [YouTube](#).

WHY: Cloaked in mystery for decades, the college admissions process should be transparent. Sara Harberson is **pulling back the curtain** and **revealing what's behind it**.

HOW: Using a series of candid **videos** and insightful written **guides**, all available on the [Admissions Revolution website](#), Sara Harberson personally shares real advice and step-by-step guidance to cut through the confusion and help students navigate the journey to their dream colleges. She intimately explores every facet of the college admissions process – from standardized testing and college visits to Early Decision and why colleges use waitlists, from understanding selectivity and the committee process to financial aid and gapping – dispelling myths and exposing truths along the way.



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Below is a list of Admissions Revolution's current library of videos and companion guides.

Advice for Middle School Parents	Standardized Tests
Applying as a Pre-Med Student	Summer Vacation
Applying to Ivy League Schools – Part 1	Teacher Recommendation Letters
Applying to Ivy League Schools – Part 2	Test Optional Colleges
Brand Name Schools	The College Interview
Building a List of Colleges – Part 1	The College Visit
Building a List of Colleges – Part 2	The Game Changer – Athletics
Can Admissions Decisions Be Reversed?	The High School Transcript
Dirty Little Secret: Colleges are Big Businesses	The May 1 st Deadline
Dirty Little Secret: Demonstrated Interest	The Role of Your Guidance Counselor
Dirty Little Secret: Gapping	Those Mysterious Admissions Officers
Extracurricular Activities	Three Types of Applications
Four Ways to Apply to College	What to Do if You Get a Bad Grade
Deferred: Optimizing Your Chance for Admission	Why Colleges Use Waitlists
Getting Started with Financial Aid	Why Geography Matters
How Decisions are Made	Your Application – Perfected for Months, Read in Minutes
How to Get Off the Waitlist	Your College Essay
Independent College Counselors	
International Students	In Mandarin
Negotiating Your Financial Aid Package	Brand Name Universities
Senior Year Matters	Admissions and Financial Aid
Spring Admissions	Strategies for Standardized Tests