



For Immediate Release
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COLLEGE KICKSTART TEAMS UP WITH ALLIANCE COLLEGE-READY SCHOOLS TO IMPROVE COLLEGE PLANNING FOR INNER CITY TEENS

Organizations embark on initiative to enhance college planning for rising high school seniors

Los Angeles, Calif., May 27, 2015 – College Kickstart LLC and Alliance College-Ready Public Schools announced today a joint initiative to enhance college planning for rising seniors across 15 Alliance inner city high schools throughout Los Angeles County.

This initiative melds College Kickstart’s innovative planning application with the expertise of Alliance’s dedicated counseling team. Using College Kickstart, counselors across 15 Alliance high schools will work alongside 1,900 rising seniors to create personalized college plans that are realistic, maximize odds and minimize work and cost.

Multiple benefits are anticipated from this effort:

- More effective college planning
- Improved college acceptance rates through better college matching
- Greater student engagement and empowerment
- Enhanced counselor productivity

“College readiness is a central tenet here at Alliance. We are excited to integrate new technology that will extend students’ college readiness beyond the classroom directly to the admissions process itself,” said Dan Katzir, CEO of Alliance College-Ready Public Schools. “Thanks to College Kickstart’s generous contribution, we will better assist our students in navigating the process with greater clarity and confidence.”

“We’re on a mission to make college planning easier for students, regardless of means,” said George Fan, CEO of College Kickstart. “We’re delighted to be working with the team at Alliance College-Ready Schools to help their students see the possibilities and create the plans to make them happen.”

About College Kickstart LLC

We’re on a mission to help families fend off the madness of college admissions. If you’re tired of building custom spreadsheets and daunted by the cost of private consultants, it’s time to give College Kickstart a try. Give us a list of schools you have in mind and your academic profile, and we’ll help you build a plan around it—one that’s realistic, maximizes odds and minimizes wasted motion. It’s simple, effective and available for less than the cost of an application. For more information, please visit us at www.college-kickstart.com

About Alliance College-Ready Public Schools

Alliance College-Ready Public Schools is one of the largest and most successful charter school organizations in California, operating 26 free, public charter schools that educate 11,000 low-income students. Alliance schools significantly outperform both Los Angeles Unified School District and the State of California on almost every measure. Of incoming 9th graders, 90% graduate in four years (vs. 68% for LAUSD and 80% for the state) and 95% of Alliance graduates have gone on to college. Last year, four schools were named in the Top 25 Most Transformative Schools in the nation by *Newsweek*, and this year eleven were named in the top 10% of all high schools nationwide by *U.S. News & World Report*. Six Alliance schools rank among the top 15 high schools in Los Angeles. Alliance’s goal is to move beyond educational “islands of excellence” and prove that a high quality public education for all students can be the rule, and not the exception. For more information, please visit us www.laalliance.org

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