



OVERVIEW OF SERVICES

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College Planning & Application Assistance

Here is a brief summary of the various college counseling services we offer at Mercer Education.

- **Help crafting application essays (“personal statements”)** – probably the biggest concern and most time-consuming element, and something with which we have lots of experience
- **Mock interview coaching** – helpful for students applying to selective, private universities
- **Help building a list of prospective colleges** – helpful for many students
- **Help with resume and cover letters**– perhaps a good idea, though not a top priority for everyone
- **Strategic planning for standardized tests** – again, not important for already well-prepared students
- **Extra-curricular planning** – helpful for younger students but less relevant for rising seniors

Here are the formats within which we can help with those tasks:

- 1) **[College Admissions Prep Camp](#)** – This class, taught by Eric Cohen, Mercer Education’s Director and a graduate of Harvard, is a good starting point for “rising seniors” looking to get a head start on the application process. You can find the course description and enrollment paperwork on the “Forms” page of ME’s website. Dollar for dollar, this is a great way to purchase a substantial amount of time to work with Eric (whose standard private class hourly rate is \$275), and the students benefit from the small group format, partly because it tends to motivate them more, and partly because they get to see a wide variety of approaches to the application essay questions. This camp has always filled up, so send in the paperwork as early as possible if you want to participate.
- 2) **[College Application Essay Writing](#)** – This group-format class begins in September and meets once a week for eight weeks. You can find the course description and enrollment paperwork on the “Forms” page of ME’s website. This is another good option for students who are unavailable to attend that camp during the summer. It is similar to the *College Admissions Prep Camp*, though it focuses exclusively on generating polished, effective application essays.
- 3) **[Private Classes](#)** – A third option would be private classes with Eric Cohen, ME’s director, or one of ME’s other experienced teachers. This is typically once or twice a week on an ongoing basis until the applications are all completed. By imposing a regular deadline in which to complete writing assignments and other tasks, weekly classes can help students to avoid procrastination and stay on top of this big project. With the exception of classes with Eric, whose hourly rate is higher, classes with ME’s other instructors are billed at our standard hourly rate, a bargain rate considering these teachers’ credentials and experience. Classes could start during the summer or the fall, and meeting on an ad-hoc basis is possible, too, though scheduling is *first come, first serve*, and priority goes to students attending on a regular weekly basis. Private classes are generally a good follow-up to Eric’s summer camp and application essay writing class, as students then typically have a solid grasp of what they need to do but still need the structure of a weekly meeting and the feedback of a seasoned instructor. The [Instructors](#) page on ME’s website profiles the various teachers on staff at Mercer Education, most of whom have extensive experience with guiding students through the college application process and are available to work with students one on one to get the job done well and on time.