Did you know?

On average, each admissions officer reviews 425 applications. For schools over 10,000, they read 962!

Over 80% of colleges report more students applying early action, while 50% have more students applying for early decision.

Source: National Association for College Admission Counseling

Contact Amy Schafrann for a complimentary consultation to learn how we work with your student to create a strategic plan designed to find the best colleges for your student and provide a competitive edge in the admissions process.

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College Strategy Horizons provides customized college consulting to maximize success and reduce stress.

College Strategy Horizons combines detailed knowledge of colleges and databases with professional research and marketing skills to develop a strategic college plan for your student to maximize success and reduce stress for your family. You can count on confidential one-on-one counseling for college preparation including:

- Understanding and identifying your student’s meaningful strengths and interests—creating an edge for your student versus others with similar grades and test scores
- Customized help only in the areas you need it or the more traditional complete program
- Proprietary Notebook College Planner with templates for each step of the college application process
- Weekly action plans and e-mail updates for parents after every meeting
- Flexible evening and weekend hours to allow for activities

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Best College For Me
Amy Schafrann, founder and president of College Strategy Horizons, applies her 20 years of business, marketing and database skills to help students maximize their success making certain that their individual strengths shine through every part of the college application process. Each student is coached with an individualized, step by step strategic plan, designed to achieve results and provide a competitive edge in all areas of the admissions process.

Prior to College Strategy Horizons, Amy was Managing Partner at Yankelovich for 18 years. Amy also managed the Yankelovich Youth Monitor, a study of the attitudes, interests and behaviors of teens. Prior to Yankelovich, Amy was Senior Vice President at Bozell Advertising in New York for eight years.

Amy attended the Independent Educational Consultants Association (IECA) Training Institute. She has been an alumni interviewer for the University of Pennsylvania for over ten years and is also a member of the Leadership Committee for the Organizational Studies program at the University of Michigan.

She is currently a member of the Board of Directors of the Norwalk Hospital Foundation, where she founded the Circle of Caring program. Amy graduated from the University of Pennsylvania with a dual degree in Sociology and Marketing Research with Phi Beta Kappa honors.