

LAURA MCCALL MPA, MS
College Guide
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The college search creates possibilities, and it deserves clarity and diligence when navigating the selection and application process. Each student is unique. Each family's goals are unique. Together we build a thoughtful plan, create work that reflects individualism, and meet deadlines with confidence.



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Personalized Communications

Unlimited access. Family zoom meetings, parent/student communications – text, phone calls, FaceTime, and email



Flat Fee, Quarterly Payments

\$3,000: junior year – spring senior year
\$3,400: sophomore year – senior year
seniors: negotiable based on needs

Shaping the Individual Student Package

- Advise in a broad range of degrees– from the Sciences to the Humanities
- Conceptualize, review, and edit the personal and supplemental essays
- Provide national test taking sequence and score submission advice
- Build extracurricular activities
- Build intern and job histories
- Develop a professional resume
- Research colleges and list of options based on student's preferences
- Guide college major selection
- Provide student interview preparation
- Lead conversations with the Offices of Financial Aid and Admissions (if needed)
- Guide Parent-School negotiation to increase financial aid packages

Deliverables

- High School Class of 2023 – 7 students, 83% acceptance rate (54 school applications, 45 acceptances) \$1,279,900 aggregate scholarship offers
- High School Class of 2024 – 6 students, 85% acceptance rate (62 school applications, 53 acceptances) \$1,257,000 aggregate scholarship offers
- High School Class of 2025 – 8 students, 81% acceptance rate (77 school applications, 62 acceptances) \$2,093,736 aggregate scholarship offers

Pathways to acceptance, belonging, and scholarships



Successful College Admissions

Rice, Psychology

Wake Forest, Communications/Sociology

Georgetown, Nursing

Texas A&M, Pre-Veterinary Sciences

Penn State, Computer Science

University of Texas – Austin, Chemical Engineering

Baylor, Biology Pre-Med, Communications 5-Year Undergrad & Masters, Business

NYU, Tisch School of the Arts, Acting

University of Kentucky, Independent Curriculum Agricultural Sciences

University of California – San Diego, Linguistics

Virginia Tech, Political Science, Pre-Law

Mercer, Biomedical Engineering

University of Miami–Florida, Ph. D. Education

Columbia, Master of Social Work

“Laura’s knowledge and experience not only helped my daughter secure acceptance from several top universities that we thought to be far reaching, but also her positive and encouraging attitude gave us the comfort and confidence we desperately needed during this gut-wrenching process. I cannot imagine having gone through it without the advice of Laura, and cannot thank her enough.” – Frank C., California

“As a parent, watching your child tackle the college application process can be daunting. We sought assistance from Laura and she did not disappoint. She was careful to listen, offered encouragement, and helped bring our daughters’ voices to each application. We are grateful for her guidance.” – Debbie, M. Texas

“We feel very fortunate to have found Laura. She is a good listener, and her services were invaluable! Our daughter was accepted into all three of her top choices for college, including her “reach” school. She was a much needed voice of calm throughout the process. I highly recommend her.” – Kathy M., Texas

“Laura was incredible to work with! She made a huge difference in our daughters’ college and scholarship essays – she was supportive, encouraging, and knew exactly how to help them shine! Working with her took so much stress off of our family during an extremely busy time.” – Jeff and Jami C., West Virginia

“In what can be a stressful time applying for college, Laura helped it pass like a breeze. Her timeliness kept me on track in submitting before deadlines, providing encouragement along the way!” – Jillian M., Student, Texas

“Laura provided exceptional guidance to both our son and daughter throughout the college application process. Her expertise, personalized support, and skillful editing made the experience smooth, organized, and ultimately successful for both of our seniors (Class of 2023 and 2026).” – Stacy L., Texas

“Laura’s project management skills are invaluable! She and my daughter charted a path towards college admissions and together they walked down it – with no need for nagging from me!” – Mary Z., Virginia

“Laura has been instrumental and essential in helping my daughter, my wife, and I navigate the college application process. She is always readily available and frequently checks in with our daughter to make sure everyone is staying on top of what needs to be completed and by when. Laura has also been extremely helpful and encouraging with the essay writing process. We are insanely happy we found Laura and would definitely recommend her services to any parent or child looking for help traversing the many nuances of getting your child into college in this day and age.” – Kevin H., Texas

“Laura is more than an advisor; she is a mentor who sparks ideas, refines essays, and kept my daughter confidently on track. Her step-by-step guidance through timelines turns a stressful process into a structured, empowering journey.” – Feng L., Texas

Families find calm. Students find voice.