

Alchemy

DISCOVERY SESSION

MAY 7, 2015



AGENDA

Project Scope + Timeline

Competitor Audit

Alchemy Brand Audit

SWOT Analysis

What is Unique about Alchemy?

Logo Session

User Personas

Visual Vocabulary

Next steps

PROJECT SCOPE

Discovery Session

Logo Creation

Future Considerations

Website

COMPETITIVE ANALYSIS

COMPETITIVE ANALYSIS

COLLEGEOLOGY

“The imperfect science of finding the perfect school or
alternative learning path.”

POSITIONING STATEMENT

The Collegeology Team is known for its fun, relaxed approach to college advising. It specializes in keeping students organized, empowered, and smiling, whether the goal is the elite Ivy Leagues, public state universities, private colleges, or anything in between.

COLLEGEOLOGY INFO

COMPANY SIZE 6 person staff

HISTORY Founded by Robert Dannenhold

LOCATION One office in Seattle

AWARDS Seattle magazine's 2010 choice for college advising



COMPANY DESCRIPTORS

- ESTABLISHED ("HAS HELPED OVER 1,000 STUDENTS")
- LOCALLY RECOGNIZED (SELECTED AS SEATTLE MAGAZINE'S 2010 CHOICE FOR COLLEGE ADVISING)
- RELAXED AND APPROACHABLE
- OPEN TO ALTERNATIVE PATHS
- SOURCE FOR INFORMATION
- PERSONALIZED
- SMALL (1 OFFICE, SMALL STAFF)

SERVICES



- COLLEGE ADMISSIONS ADVISING
- COLLEGE TRANSFERS ADVISING
- HIGH SCHOOL PLACEMENT
- GRADUATE SCHOOL APPLICATIONS
- CAREER COUNSELING
- COGNITIVE ASSESSMENT REVIEW & REPORTING
- INDIVIDUALIZED SERVICES
- DO WHAT YOU ARE (FOR STUDENTS NOT SIGNED UP FOR THE COLLEGEOLOGY ADVISING PACKAGE)
- GAP YEAR OPPORTUNITIES ADVISING

*The imperfect science of finding
the perfect school or alternative learning path.*

Welcome to Collegeology's Website!

College? Travel? Work? There are many paths open to students after high school. The Collegeology Team explores these options with students and helps guide them through the path of their dreams. Which path will you choose?



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Selected as *Seattle magazine's 2010 choice for college advising*, Collegeology has helped over 1,000 students and families from the Pacific Northwest and beyond navigate the sometimes straight and sometimes winding path from high school to higher education.

Explore our website to learn more about what we do and the services we offer. For additional information, please [contact us](#).

April Newsletter Now Available!

Visit the [Newsletters Page](#) to download this month's newsletter

RESOURCES

- [Academic Scholarship Search](#)
- [ACT](#)
- [Association of Independent Colleges of Art and Design](#)
- [AustraLearn](#)
- [Be Recruited](#)
- [British Council](#)
- [Campus Tours](#)
- [Catholic Colleges](#)
- [College.gov](#)
- [Colleges of Distinction](#)
- [Colleges the Change Lives](#)
- [Common Application](#)
- [CSS Profile](#)
- [Edge Foundation](#)
- [FAFSA Online](#)
- [FAFSA4Caster](#)
- [Fair Test](#)
- [FastWeb](#)
- [FinAid!](#)
- [Hillel](#)
- [KAARME Scholarship Search](#)
- [Khan Academy](#)
- [Learning Disabilities Association of America](#)
- [MALDEF](#)
- [Merit Aid](#)

[ALTERNATIVE PATHS](#) [COLLEGE FAIR DATES](#) [CONTACT](#) [NEWSLETTERS](#) [SERVICES](#) [THE TEAM](#) [WHAT THEY SAY](#)

COLLEGEOLGY
*The imperfect science of finding
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Search for:

RESOURCES

- [Academic Scholarship Search](#)
- [ACT](#)
- [Association of Independent Colleges of Art and Design](#)
- [AustraLearn](#)
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The Team



Robert (Bob) Dernherold - Northern California resident since 1985, shaped an aptitude to college counseling by 20 years experience creating and directing a non-profit learning center in Southern California. The center was commended by the American Academy of Pediatrics for its high standards of achievement and its positive impact on the community. Robert has been a college counselor, teachers and other professionals in the process of defining each student's abilities, learning style and goals.

This same strategy has been applied to college counseling with tremendous success, making Bob a much sought-after speaker and mentor in the field. He is a member of National Association of College Admission Counseling (NACAC), Pacific Northwest Association of College Admission Counseling (PNACAC) and Higher Education Consultants Association (HECA), serving as HECA president from 2005-2007, and a recipient of the 2005 NACAC Distinguished Service to Youth Award.

[ALTERNATIVE PATHS](#) [COLLEGE FAIR DATES](#) [CONTACT](#) [NEWSLETTERS](#) [SERVICES](#) [THE TEAM](#) [WHAT THEY SAY](#)

COLLEGEOLGY
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Search for:

RESOURCES

Due to the nature of working with students and families, no college search process is identical. The following is a general idea of what our process entails. Each meeting has a primary goal, but it is often necessary to have multiple meetings. For example, if a family is applying to college, the Collegeology team will meet with the student and parents to discuss the process and determine what goals the family has. The team will then help the student and parents research colleges, make college visits, prepare for interviews, attend college fairs, take college entrance exams, and other helpful materials. Please note the timeline for meetings are only suggestions.

The Collegeology Advising Package **\$4,500***

(Students can start with Collegeology as early as spring of sophomore year, but we typically start meeting some time during junior year.)

Initial Meeting
The Collegeology team member will conduct an initial meeting to give an overview of the college application process. A Collegeology team member will interview the student and parent, which will include a review of the submitted college search form and parent form as well as an interview with the student and parent to determine goals and needs.

Follow-up Meeting
Primary goal: discuss the student's initial research on the list of schools we provided and review student resume

WEBSITE

ATTRIBUTES

- Dated looking website.
- Lots of links to outside resources
- One stock photo
- One photo of the team
- Team comes off as welcoming, genuine, and approachable
- Underdeveloped brand
- Text-heavy pages
- Newsletter low production value
- Dated, not up to date, a bit dry, dated feel makes me wonder if the company's practices are state-of-the-art
- Gets the point across, but not gracefully

WEBSITE

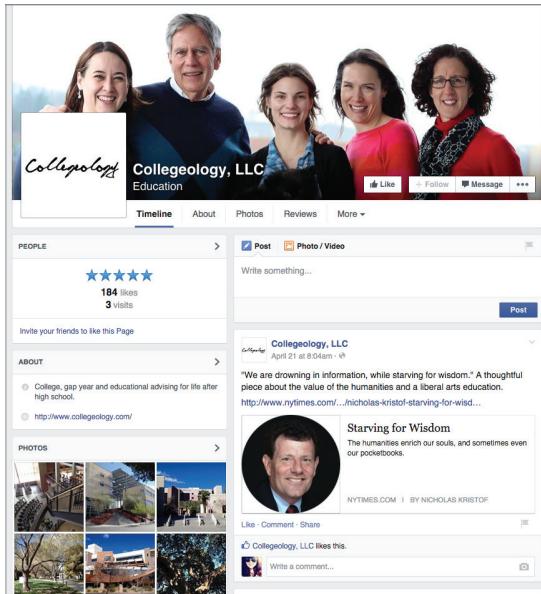
DESIGN & FUNCTIONALITY

- Dated design (looks like a late '90s website)
- Not responsive
- Text-heavy pages
- Sometimes hard to navigate (no way to get back to home page after leaving it)
- Site looks like a blog
- Only 2 Photos (one stock and one of the team)
- College fair dates not updated from 2013/2014 school year
- Gets the point across, but not gracefully—design wise
- Lots of links to outside resources taking you off site—links stay on all pages
- Links emphasize site as a source of info
- Handwritten tagline is hard to read

add comma
after “updated”

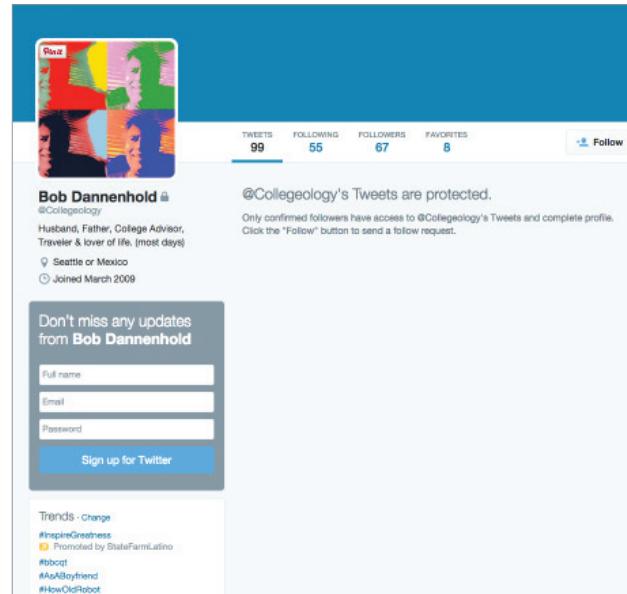
SOCIAL MEDIA

FACEBOOK



184 LIKES
2-3 POSTS A MONTH

TWITTER



67 FOLLOWERS
PRIVATE PROFILE

CLIENT FEEDBACK

"Bob Dannenhold, director of Collegeology, brings a stunning depth and breadth of knowledge to the college counseling process. Hannah [our daughter] was very pleased because first Bob connected with her. He provided steering for a process that seemed overwhelming..."

- MF, Parent, Portland, OR

"Working with Bob Dannenhold was a pleasure. His checklists, clear timelines, and ready availability allowed Elena and I both to relax throughout the application process. As a parent I appreciated my role. Rather than a task master, I was free to enjoy and listen to my daughter as she decided which college would suit her."

- ML, Parent, Seattle, WA

COMPETITIVE ANALYSIS

COLLEGE MATCH

"Colleges don't admit you, they admit your application."

POSITIONING STATEMENT

Our Educational Consultants specialize in strategic positioning, the process of matching a student's profile to the needs of colleges. By showing admissions officers how applicants can both benefit from and contribute to their schools, College Match Consulting Services dramatically increases acceptance rates for its clients.

COLLEGE MATCH INFO

COMPANY SIZE Large, 14 locations

HISTORY Established 10 years ago

LOCATION Includes Bellevue, Seattle, London, NYC, and LA

AWARDS Nationally recognized in many media outlets



COMPANY DESCRIPTORS

- EXPERIENCED
- AUTHORITATIVE (FOUNDER HAS PUBLISHED BOOK)
- EFFECTIVE
- RESULTS-DRIVEN
- PROFESSIONAL
- NETWORK OF ADVISORS
- IMPERSONAL

SERVICES



- FULL SERVICE COLLEGE ADMISSIONS ADVISING
- SPECIFIC IVY LEAGUE, MIT, CALTECH, STANFORD PROGRAMS
- PERFORMING ARTS ADMISSIONS ADVISING
- COLLEGE APPLICATION ACADEMY (INTENSIVE THREE-DAY SESSION)
- COLLEGE ADMISSION ESSAY COACHING
- GRADUATE SCHOOL ADMISSIONS ADVISING
- FINANCIAL AID ADVISING
- WAITLIST / DEFERRAL ADVISING

WEBSITE ATTRIBUTES

- Responsive Design
- Dated Design
(feels about 10 years old)
- Easy to Navigate
- Blog Updated Often
- Effective Use of Success Stats
- Video Intro Featuring Company Founder

College Match
Achieve your dreams

What's Your Application Strategy?

Marks for hard work and excellent grades will ensure a spot in a good college.

Realizing Colleges do not admit students. They admit applications. They are looking for something special in your application. Skill may find it!

Our admissions team has college and school visitors, and more of those admissions relationships are going off the map.

How do our ICY Take a look at our services

We have just hundreds of students who gain acceptance, both in their education and their careers. Read our Testimonials or our industry blog entry.

Call our 1-877-447-4444 or schedule an introductory call.

[Watch Our FAQ Videos](#)

[Facebook](#) [Twitter](#) [LinkedIn](#)

Newsletter Sign-Up

Email Address: [Subscribe](#)

Services

What We Do

We look beyond grades and test scores at College Match Consulting Services to uniquely identify each student's experiences and abilities and communicate these strengths to admissions officers. Our Educational Consultants specialize in strategic positioning, the process of matching a student's profile to the needs of colleges. By showing admissions officers how applicants can both benefit from and contribute to their schools, College Match Consulting Services dramatically increases acceptance rates for its clients.

[Read our Blog](#)
College Match Consulting Services in the News

CBS Newsweek
Slate for Adweek

Our Consulting Packages

College Match Consulting Services helps students gain admission to kindergarten through 12th grade.

About College Match Educational Consultants

College Match is an educational consulting firm that provides strategic advising for students, college planning, college admissions, and graduate programs that results in high percentages of successful admissions, scholarships, and near 100% student placement.

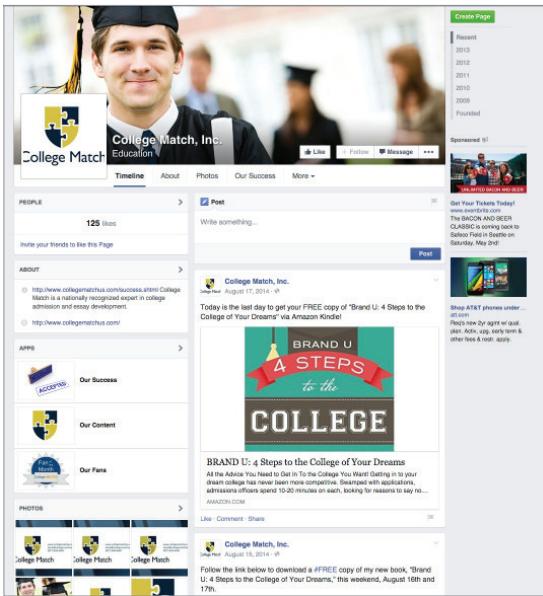
Over the past 12 years our college consultants have helped hundreds of thousands of students and parents achieve their college dreams. Our clients come from all over the world, from countries such as Australia, Canada, France, Germany, India, Italy, Japan, Mexico, New Zealand, Norway, South Africa, Sweden, Switzerland, United Kingdom, and the United States.

Our Experts

David Mornstein, College Admissions Strategist
Jeff Penderman, Educational Consultant
Ingrid Balik, Career Consultant
Betsy Ulmer and Paulette Molligan, Preschool-12 Placement Experts
Diana Pinto, Educational Consultant
Giovanni Saccoccia, Educational Consultant
Jordan Mihalek, Lower School Business Teacher
Kerriene Davis, K-12 Educational Consultant
Honor Martin, Writing Strategist
Dover Collier, Writing, Dance and Performing Arts Specialist
Margot Davies-Rosenau, Performing Arts Specialist
Sarah Lohr, My Ivy League

SOCIAL MEDIA

FACEBOOK



125 LIKES

1 - 3 POSTS A MONTH

TWITTER



3,052 FOLLOWERS

20 + TWEETS A DAY

CLIENT FEEDBACK

"We wanted guidance for our daughter in the summer before her senior year in order to enable her to get into her dream school!... David provided the much needed assistance to mold her into the perfect candidate for an Ivy League school...Brown University early admittance, class of 2014, her first choice! "

- Wendy Martel

"We definitely would not have had such choices without College Match Educational Consultants' help!"

- Microsoft Employee

COMPETITIVE ANALYSIS

NWAIS

Northwest Association of Independent Schools

POSITIONING STATEMENT

To assist schools in fulfilling their mission to provide high quality education for children by promoting and protecting the independence of our schools, by representing the interest of our schools, and by fostering collegial relationships and ethical leadership within our schools.

NWAIS INFO

COMPANY SIZE 6+ employees, 54 member schools

HISTORY Formally known as PNAIS

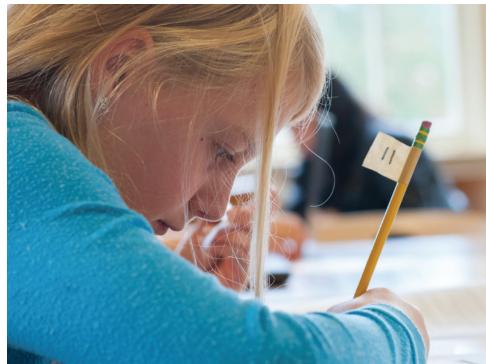
LOCATION 1 office in Seattle



COMPANY DESCRIPTORS

- WHOLESOME
- COMPASSIONATE
- APPROACHABLE
- INFORMATIVE
- PROFESSIONAL
- INVOLVED

SERVICES



- REPRESENTS AND PROMOTES NORTHWEST INDEPENDENT SCHOOLS
- INDEPENDENT SCHOOL ACCREDITATION
- PROVIDES PARENTS WITH SCHOOL SEARCH RESOURCES
- PROFESSIONAL DEVELOPMENT FOR TEACHERS AND SCHOOLS
- PROVIDES INFORMATION FOR EDUCATIONAL JOB SEEKERS
- CORPORATE SPONSORSHIP COORDINATION

WEBSITE ATTRIBUTES

- Responsive Design
- Easy to Navigate
- Modern Look and Feel
- Strong Photography Enhances User Experience
- Great, wide-screen photography makes the site's mission come alive
- Informative but not text heavy
- Well-considered information architecture



We are committed to... continuous reflection and on-going improvement.

ABOUT NWAIS

- Core Values
- Executive Committee of Directors
- MBIS Board of Governors
- Staff - who's whom
- Directions to NWAIS Office

Our Expectations of Member Schools

- Commitment to Public Goods
- Effective Governance and Operations
- Programmatic Excellence
- Primary Focus of Academic Education
- Commitment to Social Justice
- [Learn more...](#)

Recent News

Epiphany Catholic Announces Hiring of School President
The Valley School's Building Campaign is...
Our Commitment to Encourage and Support

We are committed to... encouraging diverse points of view.

FOR FAMILIES

- NWAIS Schools
- Learn About NWAIS
- MBIS School Tours and Open Houses
- Admissions and Enrollment Information
- Financial Aid Information
- Our Districts, Our Schools, Our Future Blog

FOR SCHOOLS

- Explore NWAIS Schools
- NWAIS Accreditation
- Find a NWAIS School

FOR SPONSORS

- NWAIS School Tours and Open Houses
- Admissions Information
- Financial Aid Information

BRAND AUDIT

BRAND AUDIT

ALCHEMY

MISSION STATEMENT

To provide the highest quality independent educational counsel to students and their families who seek an experienced guide to help develop and refine their college search, and to help select a college or university that is the best fit for each student.

ALCHEMY INFO

COMPANY SIZE Small

HISTORY Founded by Katharine Asgari in 2015

LOCATION Sammamish, WA

BACKGROUND Staff possesses over 15 years of experience advising a diverse array of young people, and another 10 years in highly selective university admissions

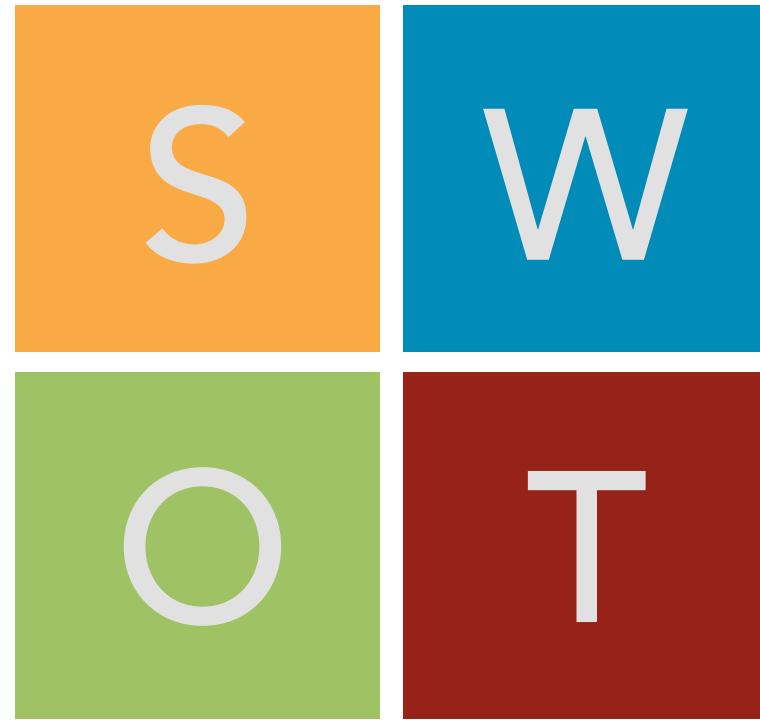
COMPANY DESCRIPTORS

- INCLUSIVE
- PERSONALIZED
- DEDICATED
- ETHICAL
- COMMUNITY MINDED
- STRESS-REDUCING
- EXPERT GUIDE
- "A WALKING PRINCETON REVIEW"

SERVICES

- FULL SERVICE COLLEGE ADMISSIONS
CONSULTATION

SWOT ANALYSIS



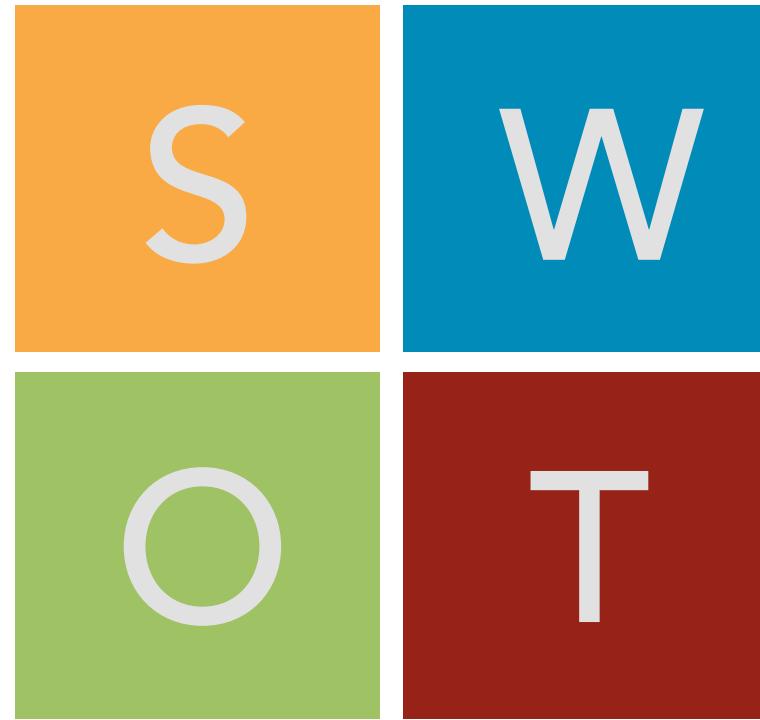
COLLEGEOLOGY

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS



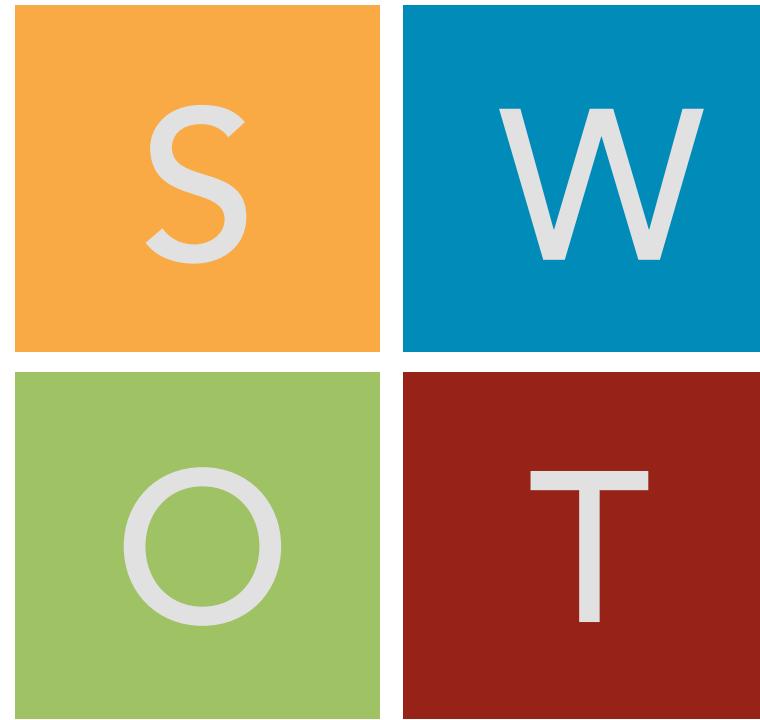
COLLEGE MATCH

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS



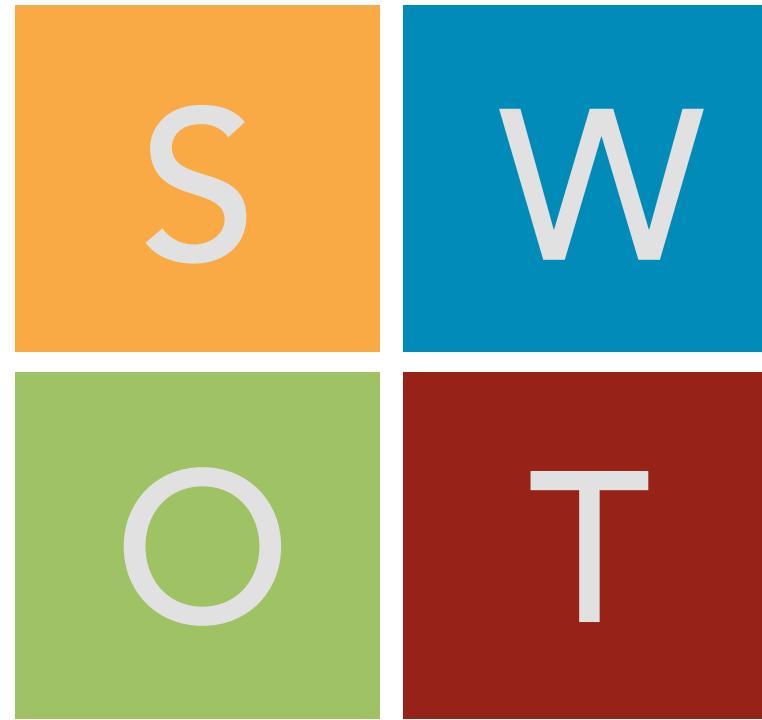
NWAIS

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS



ALCHEMY
STRENGTHS
WEAKNESSES
OPPORTUNITIES
THREATS

UNIQUE VALUE PROPOSITION

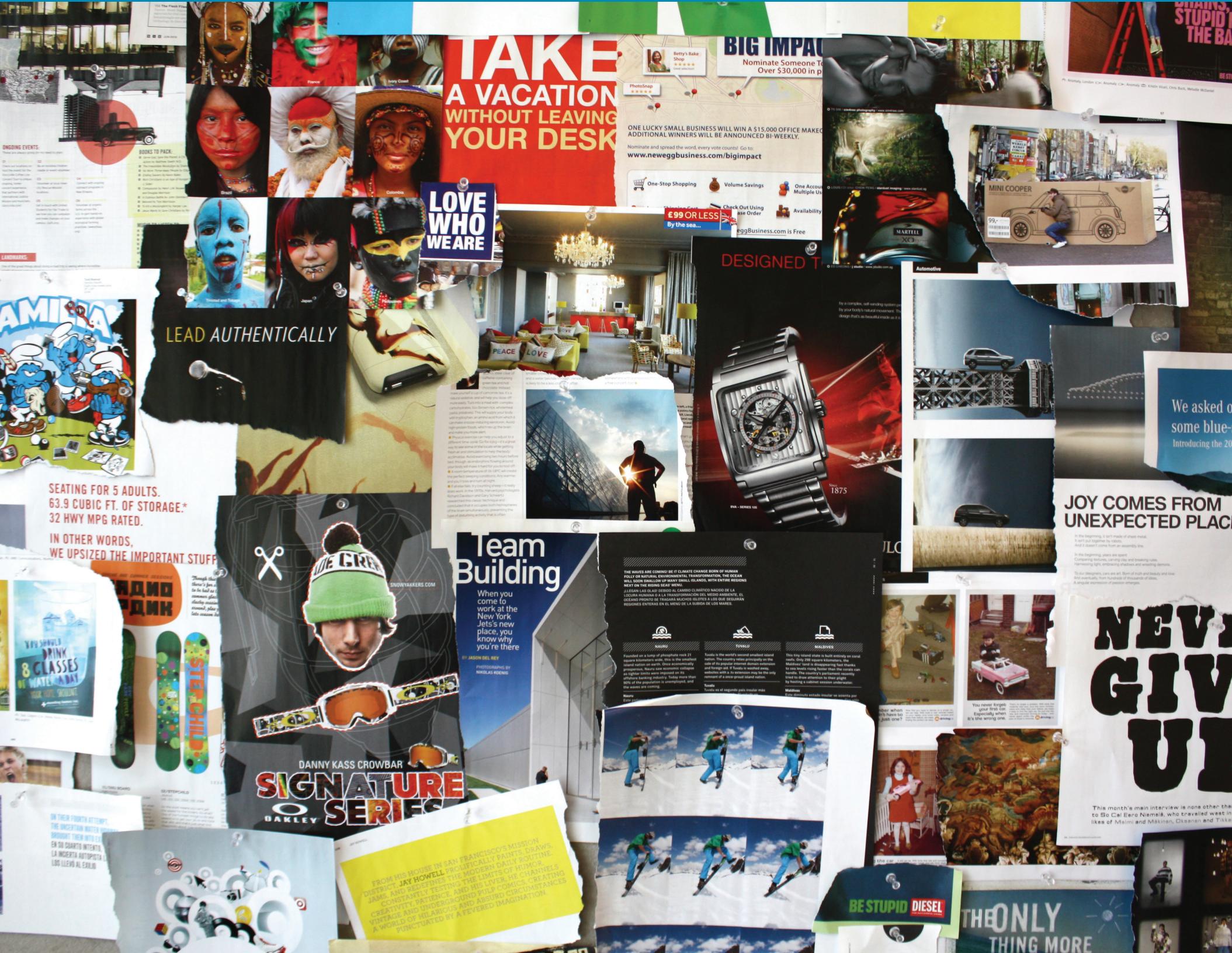
What is unique about Alchemy?

LOGO SESSION

USER PERSONAS

VISUAL VOCABULARY

This is a way for us to understand your brand and
your company through visuals.



WEBSITE GOALS

WEBSITE GOALS

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-
-
-
-
-

NEXT STEPS