



# Union Plus® College Test Preparation

## *Program Summary*

August 2010

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### **Program Goals**

- Save union members and their families on the cost of:
  - college preparatory courses for the SAT and ACT college entrance exams, and preparatory courses for graduate school exams.
  - financial aid courses designed to take the fear and uncertainty out of the financial aid process
  - admissions courses designed to help students and families navigate the college admissions process.
- Help improve college entrance test scores.
- Provide a breadth of courses and learning environments.

### **Overview**

Research showed that union members are concerned about college affordability, and have a strong interest in getting assistance preparing and applying for college. Discounts on courses that prepare students to take college entrance exams, provide information on the college financial aid and admissions process will fill a need not currently provided by Union Plus programs.

### **Program Provider**

The Princeton Review was founded in 1981 and today is a leading provider of test preparation services, helping students achieve the highest possible score on admissions testing for both college and graduate school. The Princeton Review also offers courses to help students and their families navigate the college selection process, admissions process, and financial aid process. The Princeton Review's breadth of offerings include all major test types, learning environments (one-on-one, small group, classroom) and multiple modalities (in-person, live online, online). These courses and private tutoring are now offered at a substantial discount to union members and their families.

The Princeton Review also owns and operates the Penn Foster Education Group, a global leader in online Education. Penn Foster is now working in partnership with the National Labor College to provide online college courses to union members.

## Program Features

### Program Discounts:

Savings on classroom courses, online courses, and tutoring:

- **30% - 60% discount on SAT/ACT Classroom and Online courses**, designed to maximize the SAT or ACT score. For example:

	<b>Retail*</b>	<b>Union Plus*</b>	<b>Savings</b>
<b>SAT/ACT Classroom Course</b>	\$599	\$347	42%
<b>SAT/ACT Online Course</b>	\$399	\$149	62%

*\*All pricing as of 8/5/10*

- **50% discount on classes related to the admissions and financial aid**, to help families understand the admissions process in full and take the fear and uncertainty out of the financial aid process. For example:

	<b>Retail*</b>	<b>Union Plus*</b>	<b>Savings</b>
<b>College Admissions 101</b>	\$129	\$64.99	50%
<b>Financial Aid 101</b>	\$129	\$64.99	50%

*\*All pricing as of 8/5/10*

- **20% - 50% discount on graduate exam preparation courses** (GMAT, GRE, LSAT, MCAT). For example:

	<b>Retail*</b>	<b>Union Plus*</b>	<b>Savings</b>
<b>GRE Classroom</b>	\$1049 - \$1149	\$744 - \$815	29%
<b>GMAT Online</b>	\$599	\$299	50%

*\*All pricing as of 8/5/10*

- **15% discount on private tutoring for test preparation.**

### **Notes about discounts:**

- Retail pricing adjustments are made seasonally. However, the discount percentages quoted here and on the Program website do not change.

- If a seasonal promotion by The Princeton Review is better than the Program price, The Princeton Review will honor the lower price.

- These discounts may not be combined with any other offer, and cannot be used by previously enrolled students.

### **Other Features:**

#### **The Princeton Review:**

- **Employs the highest quality instructors** with 50 hours of required training.
- **Offers programs that improve entrance exam test scores.**
- **Provides a wide breadth of course offerings**, including all major test types, learning environments (one-on-one, small group, extensive classroom, essential classroom) and multiple modalities (print, live, online).

#### **Four types of learning environments:**

- **Classroom Courses** – at over 500 locations, with in-person instructor.
- **Live Online Course** – with live online instructor.
- **Online Course** - self-paced on your own time, no instructor.
- **One-on-One Private Tutoring**

### **Local Offices:**

- **Local office staff are available for presentations** to large local union meetings. There are currently 55 cities in the U.S. and Canada with local office locations and staff available for local presentations.
- **Live classes are offered near most major metro areas.** Live classes are given at over 500 locations. Where no live classes are offered, students may enroll in live online classes.

### **How the Program Works**

#### **Eligibility:**

Retired members, all members in good standing, member's spouses and dependent children (as defined by IRS regulations).

## **Enrollment:**

Members find an online or in-person course in their area and enroll online, by phone or through a local Princeton Review office. To get the discount members must use the special promo codes found at [UnionPlus.org/CollegePrep](http://UnionPlus.org/CollegePrep).

- **Internet:** [UnionPlus.org/CollegePrep](http://UnionPlus.org/CollegePrep)
- **Phone:** Toll-free phone **1-888-243-7737**. Hours of operation are Eastern Time as follows:
  - Enrollment, and Student Services – 8 AM to 10 PM EST, Monday - Friday and 8 AM to 4 PM EST on Saturday & Sunday.
- **Local office:** See separate list of 55 cities with local offices, or call the Program's toll free number to get in touch with a local office.

## **Guarantees:**

- **Students may select one of the three guarantees listed below**, subject to restrictions as described on the program provider website:
  - **Readiness Guarantee:** If at the end of our course, you do not feel ready to take the test for which you are preparing, you may repeat the course you have just completed or take a refresher course if available.
  - **Satisfaction Guarantee:** If at the end of our program, you are not satisfied, regardless of how much your score improves, you may continue to work with us for up to a year.
  - **Money Back Guarantee:** If, after taking our program, your score doesn't improve, you may receive a tuition refund.

## **Program Promotion**

The program is promoted primarily through:

- Email to members, leaders, education directors & United Association of Labor Educators.
- Internet to other union sites, AFL-CIO blogs, video on Union Plus site, information on co-branded The Princeton Review/Union Plus education site, social media (Facebook, Twitter), monthly spotlight, web banners and ads, downloadable flyers for leaders.

- Leader mailings – special mailings, display mailings, and editor’s mailings.
- Integrate into scholarship promotion and press releases.
- Press releases, UP newsletters, all program brochures, flyers/posters.
- Participation at conventions, liaison meetings and events.

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