



UNIVERSITY CONSULTANTS OF AMERICA

WHAT IS AN INTERACTIVE TEAM?

Clients of UCA benefit from an Interactive Team:

- a Client Manager
- a Strategist
- a Primary Team Editor

Why?

In the early days of my business, I did everything in the admissions process for every student. I quickly realized that there are limitations to the conventional “one student-one consultant” method.

From the consultant’s side, despite what we may choose to believe, nobody is perfect. Receiving only one person’s input leads to bias. School lists start to look the same for all students; essays start to read the same; and mistakes can be made without failsafe procedures.

From the student’s side, even when we try our best, personality conflicts can arise. Moreover, realistic mock interviews are impossible when the “interviewer” is well known to the student. It just doesn’t work like the real thing.

As a result, I started hiring other professionals to help with editing and interviewing. As time progressed, I realized that brainstorming was greatly enhanced by having multiple people get to know each student. Biases were also mitigated. And essays became markedly better when fresh eyes reviewed and edited every step of the writing process.

UCA’s Interactive Teams were born a few years ago.

Teams allow us to communicate better amongst our professionals. Teams also allow our students to become accustomed to multiple adult personalities, which is especially important during the interview phase of college admissions.

The **Client Manager** keeps the team organized, keeps the student and family organized, and ensures prompt, robust communication. The **Strategist** offers additional advice – to us and to you – to ensure the best possible plans and options, personalized to each student. The **Primary Team Editor** ensures that student writing and editing are consistent throughout all of a student’s essays.





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In addition, other UCA professionals (primarily additional editors and interviewers) provide support for each student, although most will be hidden from view so that the consultant-client relationship feels organic and efficient, not overwhelming.

I personally consult on every student, but our professionals – with experience in admissions, counseling, teaching, psychology, business and life – add their experience, knowledge and skills upon our strong foundation to make your efforts and our interaction better than any one person can possibly do. UCA's Interactive Team approach really works, and I stake my reputation on the good people who work with our clients.

