



## “While College Admissions Become More Competitive, The KEY Helps Students Stand Out Amongst Their Peers”

### **Rigor and Relevance are the new criteria for top tier college admissions –**

**Sacramento, California April 5, 2011** –The KEY Worldwide, the nation’s largest private life coaching and college counseling company, is offering five rigorous summer programs for high school students to earn college level mastery of their personal career passions: LA Film Academy –focuses on the Movie Industry, Automotive Engineering –focuses on Alternative Fuel Vehicles, NXT Think Tank – focuses on Youth Collaborating to solve the world’s problems, Ivy League Entrepreneurship -- focuses on start up businesses and The Real Mac Genius – focuses on Apple’s four major products. All programs will be presented by the leaders in each respective field, the three-day total immersion programs will offer students access to relevant real-world expertise and hands on practical application unavailable elsewhere.

The growing interest in THE KEY’s summer programs reflects the attention paid to gaining personal mastery achieved through a rigorous and thorough curriculum. The fall semester of 2011 will be remembered as the most difficult for even the most superior applicants to gain entrance into the top tier colleges and universities. Applications to the eight Ivy League schools plus MIT and Stanford skyrocketed from just over 200,000 applications to almost 300,000 early and regular applications, for a total increase of more than 40 percent, according to Michele Hernandez, President of Hernandez College Consulting.

To further filter candidates, a relatively new standard of excellence has been added to the admissions criteria: rigor and relevance. It is expected that students will not only effort to study more challenging subjects which reflect their personal passion, but acquire a college level of mastery within that specialty.

Rigor requires students to use a higher order of thinking skills to demonstrate their mastery from simple knowledge responses to complex evaluation and judgments employing a combination of analysis, synthesis and evaluation processes.

The KEY Worldwide Summer Programs challenge each student’s rigor with unique performance-based real-world projects like building an electric and hydrogen car in 36 hours, that are specifically designed to demonstrate mastery levels of cognitive thinking that will be required to participate in the global marketplace.

**About The Key:** Rick Singer is CEO and Master Coach of THE KEY – the world’s largest private Life Coaching and College Counseling Company. It is located in eighty-one cities throughout the US and five foreign countries. For twenty years its coaches have successfully counseled and mentored over 90,000 adults, high school and college students through the [college admissions](#) process. Working one on one with clients, the coaches of THE KEY use the applicant’s passions to achieve higher levels of personal mastery and excel beyond all those competing for admissions to their college of choice.

Contact Jackie Strong at The Key Worldwide to Send A Mind To Camp This Summer, 3415 American River Drive, Suite D, Sacramento, California 95864 (800) 620-8085 [www.thekeyworldwide.com](http://www.thekeyworldwide.com) to learn more about THE KEY Coaching and its Summer Programs.

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