



WELCOME TO THE CLIC

The CLIC Network evolves social networking into “goal networking” by letting students and institutions manage the entire college-connected experience from a single home page in our FREE shared network. The site finally centralizes, simplifies and *democratizes* the traditionally fragmented college preparation, admissions and attendance experience.

On The CLIC, students are instantly matched and can further subscribe to colleges, scholarships and community programs that are a great fit, and those institutions can target and directly reach students who otherwise might never have heard of them. With advanced Web 2.0 and 3.0 functionality, The CLIC: 1) creates “one-stop shopping” home pages for students to manage all of their college-related resources; 2) lets students and institutions seek and message each other right on the site and, soon, on student cell phones; and 3) creates a single, constantly updated pool of resources for all of our users to access – including the first and only master calendar of college-related deadlines and events in the U.S.!

In beta, The CLIC is focused on modernizing the broken U.S. college preparation and application process. We welcome students (middle and senior high), their families, secondary school counselors/teachers/staff, college admissions officers, community program directors, financial aid representatives.

The CLIC “beta” unites six college-related communities into one interactive network:

1. **CLIC STUDENTS.** Our student users have personalized CLIC Student Pages with widgets that constantly feed them information from across the site. Those widgets include: the *first* central, nationwide college calendar; colleges, community groups and financial aid orgs that are seeking them (and that they are seeking); videos; buddies and more. Student users can travel through all of the worlds on the site.
2. **CLIC COLLEGES.** Our admissions officers have CLIC College Pages to attract and assist ideal candidates via Student Voice blogs, notable alum profiles, calendar and announcements and more. They also can do instant, targeted free outreach to any range of students online or, soon, on cell.



3. **CLIC SECONDARY SCHOOLS.** Our college and career counselors have CLIC School Pages to access and share dates and data, chat with students and create a college-bound online home for their school. They now can easily serve students after hours – and provide information 24/7.
4. **CLIC COMMUNITY GROUPS.** Our scholarship and community group directors have CLIC Community Pages to target a broader swath of students and pinpoint their ideal recipients and participants, to improve college attendance in their areas and meet their organizational goals.

5. **CLIC FAMILIES.** Our students’ families have The CLIC Family page to share research with their kids and learn about their own responsibilities, like completing the FAFSA, managing college savings accounts, scheduling campus visits and more.
6. **CLIC LIFE.** In addition, The CLIC is creating a lifestyle universe for both college-bound kids (CLIC College-Bound) and matriculating students (CLIC Campus). Those portals feature themed lifestyle and life-enhancing “microsites” to help improve our users’ lives and further enhance and advance the college experience.



The CLIC Network. Because getting into college should be as much fun as going!