theCLIC

Fact Sheet

WHAT The CLIC lets students and institutions manage the entire college-connected experience from a single home page in our FREE shared network. Site offerings include:

Centralized Home Pages - Students and their families can access and manage all of their colleges, financial aid, community programs, college-bound calendar and more from **a single, personal home page**, with constantly updated information. Colleges, high schools and community and scholarship programs also have interactive home pages with fun, **uniform, Web 2.0-based interfaces**. Home pages feature interactive elements such as streaming video, blogs, instant messaging and more.

CLIC Calendar – All home pages feature the **first and only national calendar**, customizable by each student, school, college and community and scholarship group that dynamically tracks key application and scholarship deadlines, test dates, college fairs and all other dates associated with the college experience.

CLIC Match – Students complete a profile and are **dynamically matched** to their best-fit colleges, scholarships *and* community programs through a patent-pending system powered by over 300 relational database tables that are constantly updated by The CLIC and the institutions themselves. Students also can **actively subscribe** to institutions they seek out on the site.

CLIC Splats - Students can "splat" (send) site resources instantly with their buddies, and institutions can splat outreach messages directly to targeted students. On The CLIC, **it's scholarships that go viral**!

WHY **The current college preparation, application and matriculation process isn't just broken; it's completely outdated.** Students and institutions still rely mainly on snail mail, local fairs, and hours lost on the Web scouring hundreds of text-driven Web sites, while institutions wait for students to find them. By uniting everyone in one interactive "goal network" with centralized, dynamically updated resources, The CLIC reforms, repairs and revolutionizes the fractured college-bound process.   The CLIC Network's mission is to dramatically increase the number of students who apply to, attend and graduate from their best-fit four-year colleges and universities.

> For every 100 high school freshmen in the state of California, only 19 will graduate from college. In the city of Chicago, that college graduate ratio plummets to *eight* out of 100.[2]

WHO The CLIC (beta) **streamlines and simplifies** the college-bound process for students and their families and **reinvents the communications, targeting and outreach** process for secondary schools, colleges and universities and community and scholarship organizations.

STATS

- Most four-year colleges accept more than 75 percent of their applicants.
- 15 percent of U.S. four-year colleges do not fill their freshman class by May 1 (the national student acceptance deadline).
- 1.5 million high school students do not apply for aid although they are eligible.

www.theclic.net/press