

WHAT'S *inside*

What is STEM & Why You Should Care?
 Why Study Science?
 Why Study Technology?
 Why Study Engineering?
 Why Study Math?
 What About STEM?

EXPLORING STEM CAREERS

▶ **NEW** Profiles & Role Models
 ▶ **NEW** STEM Academies
 Health & Life Sciences
 Aerospace
 Manufacturing
 Engineering
 IT – Information Technology
 Robotics
 Renewable Energy & Environment
 Video Game Design
 Specialized Training

INFORMAL STEM LEARNING SETTINGS

STEM Outside the Classroom
 ▶ **NEW** STEM Competitions – Show What You Know

PARENTS & ADULT MENTORS

Light the Spark
 What's the 4Cs?
 Middle & Junior High Timeline
 ▶ **NEW** Hands-On Activities for Fun & Learning

Showcase your STEM program: • Internships
 • STEM conference • STEM competition/camp;
 • STEP program • Special Science, Technology,
 Engineering, Math college courses • Summer
 enrichment programs • STEM websites

WHAT'S *inside*

College PrepTalk Cover Gatefold

▶ **NEW** Junior/Senior Timeline
 ▶ **NEW** Top 10 College Admissions Websites

GETTING STARTED

Explore STEM Careers
 You and Your Counselor – A Team Approach
 Early College Programs
 ▶ **NEW** Choosing a College

▶ **NEW** Social Media Savvy
 Make the Most of a College Fair
 ▶ **NEW** Successful College Visits

▶ **NEW** The New SAT

FINANCIAL AID

▶ **NEW** Loan Logic
 Crack the Code
 Financial Aid Questions
 Financial Aid Worksheet

APPLICATION PROCESS

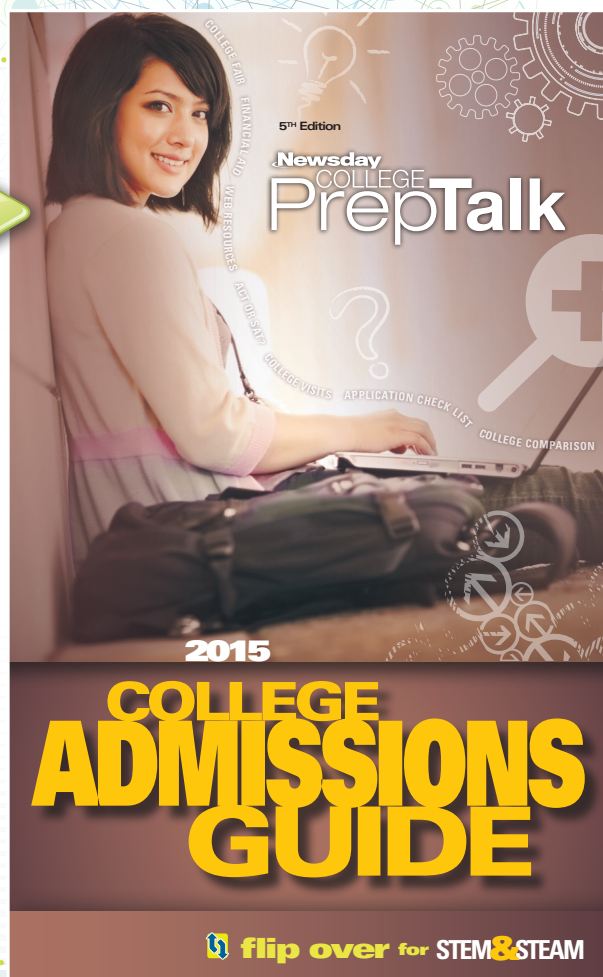
College Visit Checklist
 College Comparison Checklist
 Application Checklist
 Scholarship Search
 How to Write a Killer Essay
 Letters of Recommendation
 Special Needs – Your LD Goes to College

YOU'RE ACCEPTED!

Community Colleges & More – Beyond the Traditional
 Which College to Choose
 College Success – Finish Your Dream

College Admissions, Special Programs:

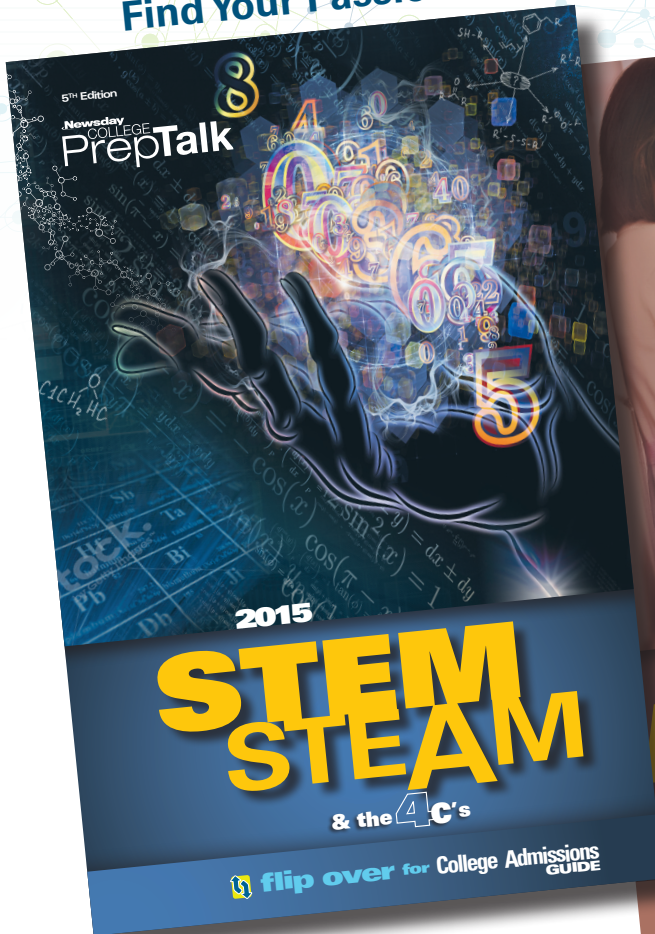
Tell students and parents what's great about your college and why it should be on their "must-see" list for virtual and on-site tours! Use QR codes for videos and special messages!



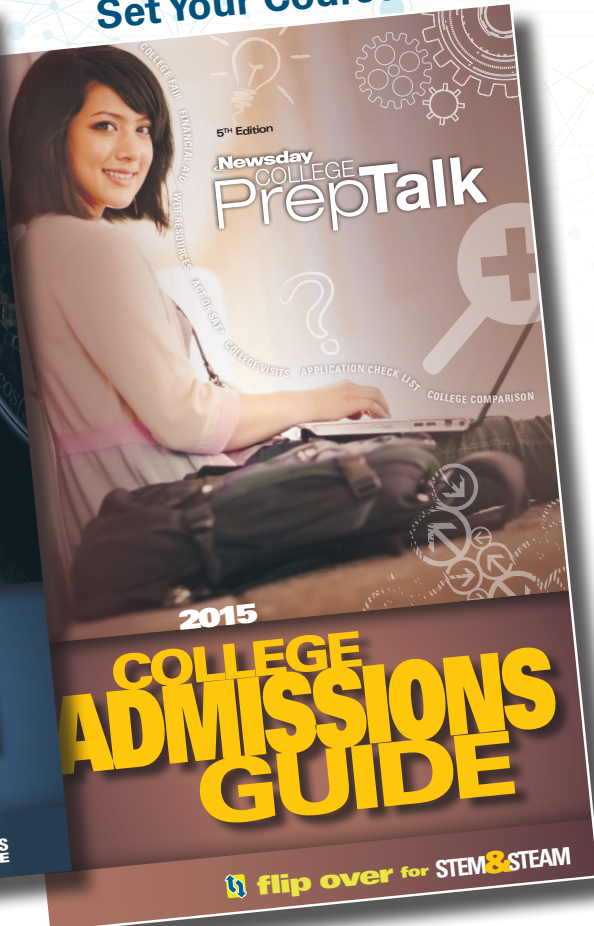


Newsday
COLLEGE
PrepTalk

Find Your Passion



Set Your Course



It's the **ONE RESOURCE** for **students** (elementary, middle school, and high school), **parents**, youth **mentoring** groups, **admissions** counselors, STEM **businesses** and **incubators**.

The 2015 Resource Guide is a double "flipbook" – stimulating young minds in STEM and STEAM, while also preparing middle and high school students for college entry.

One ad, gives you visibility **all year long** to these key audiences:

- College Fairs given to parents & students
- High School counselors and Middle School counselors
- PTA organizations and teachers
- New York STEP (Science Technology Entry Program)
- New York City school counselors, public schools, STEM academies, charter schools
- Boys & Girls clubs, Girl Scouts, Boy Scouts, sororities, fraternities, and more.

Flip it! to the other side to see the reach and depth of the Guide, along with NEW topics coming in the 2015 publication.

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