



**The Heartland Institute of Financial Education (HIFE)** is a national 501(c)(3) non-profit organization in the United States. Our mission is to promote financial literacy on a global scale, beginning with our commitment to providing a plan, created by experts, to help each individual who dreams of higher education.

It is the goal of the Heartland Institute of Financial Education to help everyone who wants an education to obtain one.

Working with **The Heartland Institute** helps the student get the education he or she deserves in the most cost effective way possible..

This is not an empty promise! Our proven strategies provide solutions that help turn these dreams into reality. The key is knowing what to do, how to do it, and when to do it.

We assist the student with the entire college process, from preparation to admissions to selection to financial-aid guidance...a process we call.....

**“DO COLLEGE RIGHT”**

**One day your child will be ready for college. Will you?**



### **Your Partner In Education Achievement And Success**

*If a college education is in yours or your student's future, let our Coaches create a plan and guide you through the complete process to reach your educational goals.*

*To learn more about the HIFE College Coaching Program, call your local College Consultant today!*

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**“Every Student Deserves a Coach!”**



**“Providing students with college planning solutions”**





Parents want the best for their children, and this often includes a college education. College students often need guidance transitioning from college to a job. Many did not have a chance to go to college or need a college education to advance in their career. Our Coaches have a plan for students in each of these cases.

There are many considerations and decisions to be made surrounding the college experience. Some of these include, determining the best career based on interests, salary and job outlook, what type of education is needed, and the college application process. In addition, we must look at the cost of the education and ways to pay for it. For high school students, it also includes making the best choices in high school for the most options with college.

The Coaches have the experience and knowledge to help each student, personally, to work through the process to reach their educational goals. It's part of what we call...

## ***"DO COLLEGE RIGHT"***



\* Source: The College Board, "Trends in College Pricing 2015".

**Public Four-Year  
In-State University  
Cost Today  
\$78,192.00\***

**Without proper  
planning an  
additional year of  
college can cost  
\$19,548.00**

**HIFE College Coaching** supports the efforts of all students wanting a college education. The Heartland Institute's College Planning Coaches work directly with students using assessments, based on skills and interests, to help students explore and decide on their career goals and the best major for that career. With that information, the Coach and student can decide the best colleges for them to apply. Without doing these steps, a 4-year degree program often takes 5 years, or even longer, for the student to complete!

### **HIFE College Coaching Provides**

- ◆ **Career Assessments, Studying the Results, Exploring Possible Careers and Setting Career Goals**
- ◆ **Help Selecting the Best Major and Colleges For the Student**
- ◆ **Guidance Preparing for College. This May Include ACT/SAT Preparation Guidance, Class Selection and Activities to Build a Student Resume**
- ◆ **Help with the College Application Process and College Comparisons**
- ◆ **Financial Aid Guidance Involving FAFSA, Scholarships, Appeals, Strategies**
- ◆ **Individualized Coaching**



### **The Heartland Institute Difference**

The HIFE College Planning Coaches are what truly sets our program apart from others. On average, our Coaches have over 20 years of experience in higher education teaching, as admissions counselors, and career / academic advising. The Coach will take the time to get to know the student and create a plan just for them so they are fully prepared for college. This personal approach is the reason why 97% of high school graduates enrolled into college after going through our College Coaching program! The HIFE Coaches will work with all students wanting a college education in an effort to successfully decide on careers and majors, prepare for attending college, applications, selecting the best college, and the financial-aid process.

#### ***The Heartland Institute focus:***



***"Working together, we make college dreams come true."***