



**For Immediate Release**

**NEW ‘GATE COLLEGE SYSTEM’ OFFERS FIRST-EVER, COMPREHENSIVE ONLINE COLLEGE ADMISSIONS & TEST PREP SOLUTION THAT EQUALIZES ACCESS FOR STUDENTS OF ALL SOCIOECONOMIC LEVELS**

***GATE Simplifies the Process of Gaining Admission to Right Fit Colleges and Improves Grades, Applications, Test Scores, Essays and Merit Aid***

***National Launch Comes As Trump Administration & U.S. Dept. of Education Call for Innovation and Results-Driven, Equal Access Educational Programming***

**August 2, 2017** - - Los Angeles, Calif. -- GATE College System ([www.GateCollegeSystem.com](http://www.GateCollegeSystem.com)) announced today the national launch of its pilot program benefitting first generation and socioeconomically disadvantaged students. Over 100 schools and organizations coast to coast have already been approved, but some space remains for interested districts, schools and teen organizations. Participants gain access, at no cost, to the first-ever one-stop online college admissions, test prep and virtual counseling solution to equalize access and help high school students gain admission to their right fit colleges, and maximize merit aid to offset rising tuition costs.

“It’s just not fair for families that can afford expensive private tutors and test prep courses to enjoy such a decided advantage over those that cannot,” said **Pamela Donnelly, founder and CEO of GATE College System**. “The education system wasn’t designed to support such inequities, but that’s how it has evolved. My investors, co-educators and I felt a revolutionary, affordable ed tech solution was required to level the playing field for *all* families, by being made available right on site within any school or organization. The American Dream should not be for sale.”

In addition to founding GATE College System Inc., Donnelly is a former high school English teacher certified in three states (CA, NY, VA), college admissions counselor, private SAT® and ACT® tutor and founder of Burbank, Calif.-based Valley Prep Tutoring Services – in essence the laboratory in which GATE was formed and incubated. She’s also a motivational speaker, mother of three, and best-selling author of ***4 Keys to College Admissions Success: Unlocking the Gate to the Right College for Your Teen***.

GATE’s acronym stands for Grades, Applications, Testing and Essays. Its patent pending college prep methodology and online curriculum have been developed by Donnelly and a “dream team” of 26 highly qualified educators, high school curriculum developers and digital training experts. GATE focuses on helping students to improve study skills and increase Grade Point Averages (GPAs); create competitive college Applications; maximize ACT and SAT Test scores, and optimize student Essays, an often overlooked but critical aspect of the admissions process.

Until now, solutions have only been available through a combination of voluminous books, pricey tutors and test prep programs sometimes costing thousands of dollars. GATE provides the first fully digital college admissions solution that simplifies, personalizes and customizes approaches for each student that are just as effective, at a fraction of the cost. This makes personalized college application services available to millions of families for the first time, while offering a better, more effective solution to higher income families as well.

“It broke my heart to see so many students struggling without access to information, strategies and resources that I knew could make all the difference for them in gaining admission to colleges that were right for them,” said Donnelly.

### **Pilot Program for 2017-2018 School Year**

Students enrolled in GATE College System’s pilot programming over the past two years report results that include, on average: 1) 170- point increases on SAT test scores; 2) 5-6 point increase on ACT scores; and 3) Acceptance to nine out of eleven colleges to which they apply. In addition, families have reported receiving an average of \$35-40,000 in cumulative merit-based financial aid, the equivalent of one or two years tuition to many colleges.

“I probably wouldn’t be where I am now without GATE’s help,” beamed **Mia Pollini, a 12th grade student from Los Angeles County High School for the Arts accepted to a list of competitive colleges with significant merit aid for Fall of 2017.** “Having so many schools not only accept me but also offer over a hundred thousand dollars in financial aid is such a relief to my mom and me. She’s always worked so hard to support us, and now I can go and make her proud.” Pollini will attend UC Santa Barbara this fall.

### **High Stakes For 15 Million High School Students**

Over the next several months, more than 15 million high school students and parents across America – and millions more internationally – will be stressing-out about more than homework: they’ll be worrying about gaining admission to the right U.S. college, and paying for it.

The college admissions process is more confusing, competitive and costly than ever. U.S. colleges have seen a 108% increase in applicants over the past 15 years, while acceptance to top colleges has dropped 15% over that time, according to the National Center for Education Statistics. Therefore, the pressure on students to achieve higher GPAs, ACT and SAT test scores and compete for spots at their targeted schools is more overwhelming than ever.

“A little bit of anxiety is useful and helps students stay motivated and alert, but too much anxiety can be debilitating. About twenty percent (20%) of the students I see struggle with test anxiety,” explained **Dr. Kathleen Mojas, a nationally-renowned licensed clinical psychologist, test anxiety expert** and proprietor of a successful Los Angeles-based private practice over the past twenty years. “The confusion, pressure and anxiety among college-bound teens is based on negative past experience or failure. This can originate from an extreme sense of high expectations, pressure from parents or perfectionism, particularly among high achievers.”

“GATE gives students a customized map, the steps they need to take, the different areas they need to improve and the training and tools to overcome their weaknesses. I like that they are taught where to focus so they don’t get caught up in just the grades or testing,” said Dr. Mojas.

Expert tutors support students throughout the entire step-by-step online process in video instruction, interactive lessons, games and practice tests. Students can access GATE across all devices, which allows for on-the-go learning. Its multiplatform access allows students much-needed scheduling flexibility, so they can easily fit GATE learning and practice testing into their busy homework schedules and extracurricular activities such as sports, cheerleading and theater arts.

### **GATE Licensing for High Schools and Teen Organizations Planned for Fall 2018**

Beyond its newly-launched business-to-consumer (B2C) platform directly benefitting high school students and families, GATE College System will roll out this fall a new, cost-effective, business-to-

business (B2B) licensing program whereby teachers can work directly with their students on the GATE digital platform.

“GATE College System champions the grassroots empowerment of teachers, who already know the strengths, weaknesses and learning styles of their students,” said **Bruce Lai, former head of technology innovation for NYC Public Schools**. “The guiding principle is that the needs of the students and facilitators dictate the content of the platform, so GATE is actively welcoming and working with forward-thinking education administrators and school districts,” Lai explained. forging a pilot program wherein student outcomes can be shared with high level influencers.

Chief Academic Officers, District Supervisors, Educators, Administrators, and non-profit organizations dedicated to supporting teens in academic outcomes who are interested in learning more or applying for the pro bono pilot program are invited to visit [www.GateCollegeSystem.com](http://www.GateCollegeSystem.com).

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Media Note:       Video B-Roll, high-res. Images and contact information for Dr. Mojas, GATE students, parents, and other sources quoted herein are available upon request.

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