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GATE College System's PAMELA DONNELLY



Pamela Donnelly is the Founder & CEO of GATE College System and one of the nation's leading experts on higher education accessibility. Pamela quickly rose through the ranks from summa cum laude graduate at Columbia University in New York City with her degree in secondary education to one of America's foremost strategists in college admissions. During her 22 years as an educator, she has taught in the English Departments of both public and private schools. After her classroom teaching career, she became one of the most in-demand private SAT and ACT tutors in Los Angeles and began developing the curriculum which would grow to become GATE College System. Her first book, *SWAT Team Tactics for Getting Your Teen Into College*, went to #1 on the Amazon best-seller list in Education.

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Lori Loughlin's Former Co-star Says College Admissions Scandal Not Done

[Kim Brunhuber](#)

May 04, 2019



Pamela Donnelly, who once starred alongside Lori Loughlin, is now a university admissions specialist who runs a platform called GATE College System that helps prepare students for university. (Kim Brunhuber/CBC)

Pamela Donnelly doesn't pretend to know actress Lori Loughlin anymore. But 37 years ago, when their dressing rooms on the show *The Edge of Night* were side-by-side, she says Loughlin was as friendly as she was beautiful.

"There is nothing you can say about her other than she's America's sweetheart and

has been for all these years," Donnelly says. "I think that's why this was particularly shocking to people."

That shock came March 13 when Loughlin turned herself in to the FBI, among the dozens charged in the country's largest ever university admissions cheating and bribery scandal. More than 30 parents are accused of paying an admissions consultant to cheat on admissions exams or to bribe coaches to accept their children as fake athletic recruits. In some cases, the parents had their kids' faces photoshopped onto the bodies of real athletes.

Loughlin, along with her husband, designer Mossimo Giannulli, allegedly paid to have their two daughters — Olivia Jade and Isabella — accepted as recruits for the University of Southern California's crew team, even though they'd never actually participated in the sport.

That's why Donnelly's tone changes when you ask her about Olivia Jade, a famous social media influencer, and the video she posted before the scandal became public. In it, she says: "I do want the experience of game days and partying. I don't really care about school ... as you guys all know."

With consulting comes offers of big money

Donnelly says it's no secret that for years the rich and powerful have been buying their children's way into top schools, through large donations. But increasingly, she says, parents are resorting to more nefarious means, which she has seen first-hand. In the 1990s, Donnelly gave up acting and

founded Valley Prep Tutoring Services and GATE College System, two companies that help prepare students to get into university. It didn't take long, she says, before rich parents were sidling up to her waving dollar bills.

"I have had people approach me and say 'how much to get my kid into UCLA?' I had people approach me and say 'how much for you, Pamela, to write my student's essay?'"

The most recent accusation — that pharmaceutical billionaires from China paid \$6.5 million to get their daughter into Stanford — demonstrates the size and international scope of the scandal, which Donnelly believes will keep growing.

"More than a year down the road, we'll continue to see layer after layer peeling back," Donnelly says. "The scandal is, I think, a tipping point as we move into a deeper and deeper understanding of what has been wrong, but what we can make more right."

Donnelly says that unfairness has long been plaguing the education system, and it's getting worse. With university tuition and competition skyrocketing, students who don't have rich parents are being left behind. Many American high schools have counsellors who help students apply to university, but often those who need it most have to do without.

College counsellors in short supply

"The bottom 20 percent of districts in the United States don't even have a college admissions counsellor on staff because the budgets are so constrained for money," Donnelly says. "That's one of the first things they cut."

She says the NACAC recommended ratio of students to university admissions counsellors is 250 to one. "The national average is 482 to one," Donnelly says. "Chicago is 700 to one, LA: 1000 to one."

Most students can't rely on their parents' financial backing to grease their way into coveted university spots, so Donnelly says the best way to help the greatest number of public school students is to prepare them for university entrance at an earlier age. Her company, GATE College System, offers a digital curriculum for school districts, which supports students in Grade 9 through Grade 12.

"The kid gets motivated when they're 14, so by the time they're 17 the horse hasn't left the barn. They actually have a shot."

<https://www.cbc.ca/news/world/lori-loughlin-s-former-co-star-says-college-admissions-scandal-not-done-yet-1.5122693>

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May 27, 2019 issue of US WEEKLY



Her world has imploded, but Lori Loughlin is determined to keep calm and carry on. Spotted leaving a yoga class in L.A. on May 9, the disgraced *Fuller House* alum, wearing a cheery pink and purple outfit, strolled past the cameras as if her life were business as usual. And it wasn't just for show. Behind the scenes, sources tell *Us*, Lori is growing more convinced by the day that she'll never see the inside of a jail cell.

Lori and her designer husband, Massimo Giannotti, are in dire straits — they were charged in March along with nearly 50 others in the largest college-cheating scam in American history — and are reportedly facing up to 40 years for allegedly paying \$500,000 in bribes to get their daughters, Olivia and Isabella, admitted into the University of Southern California. You'd never know it, though. "Lori is in denial because of her legal team's confidence," an insider reveals. "Her attorney has told her not to take a plea because then she'd have to do time." But as other parents caught

LORI LOUGHLIN

IN DENIAL & HEADED TO PRISON?

COLLEGE CHEATING SCANDAL

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embroiled in the admissions scam. But Donnelly, who's founder and CEO of GATE College System, which offers interactive online counseling and uses prep to help high schoolers get into college, isn't the least bit shocked that the scandal is ripping apart families. "These are really nice, gracious, beautiful, elegant, wholesome-seeming women," she says. "But the reality is that mothers can sometimes cross the line into not just unethical behavior, but illegal behavior." Even if it's purely for the love of their children, she adds, "that does mean the rules don't apply."

ENDING Lori, however, does have loyal friends who are still in her corner. In addition to John Stamos, her *When Calls the Heart* costar Paul Greene tells *Us* he's been texting her supportive messages. "She's the most incredible, amazing human being you've ever met," says the actor and musician, whose album *Presidents for Your Soul* is out on iTunes. Like Lori, believes the actress will come out the other side of this

OLIVIA MAY HAVE TO TESTIFY AGAINST LORI

33 First, the good news for Olivia: A source tells *Us* that she has been informed that she won't face prosecution. But that may be of little comfort to her now. "There's serious concern that authorities are going to try to force her to testify against her mom," the source says, adding that when Olivia moved out of the family home, it may have been in an effort to put some distance between herself and Lori. "She has a lawyer and was advised that it would be best if she weren't living under the same roof. But moving out may not be enough, and she's terrified that she may have to speak against her parents in court."

PEOPLE THINK A DEGREE IS SOMETHING THEY CAN JUST BUY AND SLING OVER THEIR ARM LIKE A GUCCI BAG AND SAY, 'OH, LOOK WHAT I'VE GOT.' — ADMISSIONS EXPERT PAMELA DONNELLY

ordeal unscathed. "She's such a strong person," he says. "She'll be able to weather the storm for sure." Even if she does experience emotional reckoning, he believes that Lori's behavior is being accused of, not just "wrong," but "evil." "Once you've been charged with something completely unethical, you have two options," says Donnelly. "You either turn yourself in and put yourself at the mercy of the judge and public opinion, or you double down and bet on yourself — and your privilege — to be able to get you out of it." So far, it seems the Loris chosen option No. 2.



FELICITY PLEADS GUILTY

From *Desperate Housewife* to desperate plea deal: Felicity Huffman officially admitted her guilt in a Boston courtroom on May 13. Now she awaits sentencing.

Attitude is everything — and Felicity Huffman proved it in court. Unlike fellow admissions cheater Lori Loughlin, Felicity quickly accepted responsibility for her double fraud charges in March — after conspiring with college-scam mastermind Rick Singer to get her daughter extra time on the SAT, she then had her answers fixed together — and avoided a possible 20-year prison sentence by officially pleading guilty on May 13.

Rickey, 56, has been contrite and cooperative ever since being caught off her hands by FBI agents at her L.A. home in mid-March, even releasing a mea culpa weeks later. "I am in full acceptance of my guilt," she said — an admission that seems to have spared hubby William H. Macy, who remains unchanged — before apologizing to "my daughter, my family, my friends, my colleagues and the educational community." The example she chose to set — especially juxtaposed with Lori's aversion to copaying to her critics — appears to have gone over quite



Fuller House costar John Stamos may have thought he was being supportive when he posted an Instagram shot of the show's cast — including Lori — and captioned it, "Gearing up for the 5th and 10th," but both were mocked mercilessly for it.

up in the sweeping college admissions scandal (including fellow actress Felicity Huffman) are pleading guilty, friends fear that Lori's blind insistence on her innocence could end up being a miscalculation that will cost her dearly.

FRAGMENTED FAMILY

Lori, 54, is already paying a heavy price. Her 22-year marriage to Massimo, 55, is under growing strain, according to sources, as is her relationship with Olivia (see next page). The 19-year-old beauty binger, who has borne the brunt of public ridicule and lost her lucrative deals with Sephora, Tsemmé and o-

top brands, has reportedly moved out of the couple's Bel Air mansion, where she was hiding out after the scandal broke. Though a source tells *Us* that mother and daughter have since reconciled, another source says, "Olivia was furious with both of her parents and had been telling friends they ruined her life — she never even wanted to go to college."

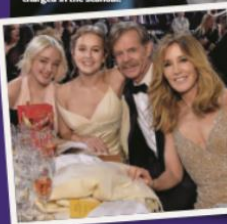
Lori's career is also in jeopardy. She's been fired from both Netflix's *Fuller House* and the Hallmark drama *When Calls the Heart*. But like her blind optimism about her mounting legal woes (in addition to bribery, she and Massimo face charges of money laundering, to which they've also pleaded not guilty), Lori is convinced she can repair the damage. She and Massimo have reportedly met with at least two crisis-management professionals, one of whom reveals that the actress thinks she can change the public's perception of her. "[Lori] reads everything that's written about her and it's killing her that her squeaky-clean reputation has done a total 180," the professional adds. "She thinks [she] can just stand still and [will] return to work."

It's not just legal and public relations experts who think the odds are against Lori getting off scot-free. Pamela Donnelly, a former actress who worked with Lori in the early-'90s daytime soap *The Edge of Night*, says she was "very surprised" to hear that her onetime costar was

The disgraced star remains steadfast in her belief that she did nothing wrong — and friends and experts say it will be her downfall. BY PAULA CHIN



Felicity's husband, William H. Macy, and daughters Sofia and Georgia haven't been charged in the scandal.



government, per the plea deal, from tacking on a money-laundering charge — her \$18,000 "donation" to Singer's foundation was in fact part of a laundering scheme — unlike Lori, who's been saddled with the additional charge. And while Felicity's crimes of mail fraud come with a maximum sentence of two decades behind bars, the prosecution recommended only four months (plus a year of probation and a \$20,000 fine) to the very amenable judge, who conceded, "There's a trade

here. [Felicity has] given up something. Now, Felicity awaits her official sentencing — which she's agreed not to contest — in September. While the government has seemed impressed with Felicity's remorse, so have her fellow Hollywood actors. Angela Bassett, Felicity's costar in the Netflix film *Overboard* — originally slated to stream last month, but pushed to August in the wake of the scandal — recently told *Us*, "I was very proud of her for how she handled herself. To take ownership of her actions — that's what a woman does." If only all involved parties felt the same! **US**

With reporting by Brady Brown, Travis Coates, Ian Hager, Matt Rapch, Valerie Polansky & Carly Slocum

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Lori Loughlin's Former Co-Star is Now a College Admissions Expert — and She Has Plenty to Say (Exclusive)



"We live in a culture where it's like 'I want to have a Louis Vuitton college', 'I want to have a Chanel college'... come on people."

Their first ever TV gig was as co-stars in "The Edge Of Night" in the early 80s. And nearly four decades later both Pamela Donnelly and [Lori Loughlin](#) are involved in college admissions — although in very, very different ways. Donnelly, now a best-selling author on the subject, sat down exclusively with [TooFab](#) this week to discuss the [shocking revelations](#)... or in her case, not that shocking at all.

"I knew this was going on across the entire [board], those of us in the industry have known for many years this was going on," she told us. "You only need follow the money. Greed is unfortunately what's undermining college access in this country."

As well as penning the Amazon Education #1 best-seller *SWAT Team Tactics for Getting Your Teen Into College* and *4 Keys to College Admissions Success*, Pamela is also the CEO of [GATE](#)

[College System](#), dedicated to preparing students for and getting them into college (the legal way, through test prep and guidance counseling).

She says she has been approached many times with unethical queries, ranging from "my daughter's English is not that good - can you guys write her essays for her?" to a straight up "how much to get my kid into UCLA?"



"I'm a mom, and I understand that we all want to give our kids advantages," she said. "But I think we really do a disservice when we take away our children's voices, when we imply that they couldn't get there without us cheating the system."

"When your kid is already sitting on third base with every advantage in the

world, when some are out here trying to help the kids who can't even find a bat to get up to home plate and get in the game — that is a pretty low manipulation."

Recalling her time as an actress alongside Loughlin, Donnelly said her former co-star was effervescent, beautiful and wildly popular. "Our dressing rooms were side by side, we knew each other fairly well in the 80s, we did the same charity events, we had the same fans and stuff," she said. She agreed her wholesome "Aunt Becky" persona had perhaps made the scrutiny more intense.

"Yes she's wholesome, and I believe that wholesomeness is real... and she got caught doing something really unethical, and her family is now going to be paying a desperate price," she said. Having apparently opted against a plea deal, Lori and her fashion designer husband Mossimo Giannulli now await their fate in a trial, with a maximum prison sentence of 40 years.

They are accused of paying \$500,000 to college admissions mastermind Rick Singer to pass their daughters Olivia Jade and Isabella Rose off as athletic recruits to the USC crew team, despite never having rowed competitively.

[Olivia Jade](#) in particular has come under the heaviest scrutiny, thanks in no small part to the flippant attitude about college she presented in her guise as a YouTuber; a number of videos have since resurfaced showing her boasting about only being in school for the parties.

"I can't honestly say that I feel sorry [for her]", Pamela said. "I can say that I cringed when I saw that footage. I thought that was literally the worst thing she could have said."



However, she added that may not have been Olivia's genuine outlook, and that she may have been simply saying what her followers wanted to hear. "If a student knew what was going on, the sad news is they are going to have a hard time getting accepted anywhere now," Pamela continued. "They are not going to let a student in who operates with that blind spot to what is morally correct. It's community college for you, or you can just live off of mommy and Daddy's trust fund."

Digging into the wider problems of the US education system, she said America's capitalistic society works in many ways because it incentivizes people. "The downside is that when something is as foundational to the public good as education becomes for sale to the highest bidder, you are going to have a disparity," she added, pointing out the country is now laden with \$1.6 trillion in student debt.

She claimed this was putting young people off higher education, who reason they will not be able to marry or buy a house until their 30s or 40s, adding this was unfortunate because a four-year degree can, on average, increase potential income by \$1.7 million over a lifetime. Donnelly also sees many young people as obsessed with the prestige of individual colleges, instead of whether or not they can hone their particular set of skills.

"We live in a culture where it's like 'I want to have a Louis Vuitton college', 'I want to have a Chanel college'... come on people," she sighed, pointing out that top level recruiters are now realizing many Ivy League schools are pumping out "pampered kids of the elite" who do not have "the eye of the tiger work ethic" the likes of which smaller liberal arts schools can produce.

"Ego is an unfortunate wrinkle that we are now noticing that we don't want," she concluded. "Unfortunately a few people caught up in this scandal have become the exemplar of what not to do."

<https://toofab.com/2019/04/12/lori-loughlin-costar-college-admissions-expert-exclusive/>

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Olivia Jade & Other Students In College Scandal Will Have Difficult Time Getting Into Other Universities

April 1, 2019

Jenna Lemoncelli and Allison Swan



As Olivia Jade and the students whose parents are involved in ‘Operation Varsity Blues’ attempt to navigate their future in the education system, a college admissions expert explains why they may never be accepted into other schools. “Operation Varsity Blues” could derail any future schooling plans [Olivia Jade](#), 19, and the other students involved in the largest college admissions scandal have, top college admissions expert, [Pamela Donnelly](#) tells HollywoodLife EXCLUSIVELY. — This is if the students of the parents who bribed university officials and aided in SAT cheating are proven to be complicit in the scandal. “The issue is going to be that if the students have been found to be complicit, I believe that any [other] university is going to take a very significant pause before bringing them on board,” Donnelly explains. — That is because “every university has a values mission and a profile that includes, for example, non-plagiarism as a key tenant and other sort of moral fiber indicators that are possibly going to preclude those kids from getting in.”

Donnelly explains further: “It will be very difficult to find a University that is looking to have students come in who have demonstrated public profiles of ethical breaches.” However, Donnelly, who notes that she cannot factually predict anyone’s future, admits she’d be “very surprised that any University will accept a student with a demonstrated history of lying.” (It is unclear whether or not Olivia Jade and her sister Isabella Rose, 20, knew about the scandal). If the students whose parents were involved in the admissions scandal are found guilty, Donnelly proposes that they should “lay very low for two years,” while attempting to get themselves enrolled into a community college. “Community colleges will not have those barriers to entry, [like other elite colleges and universities],” she explains. “They can attend a community college and get some honest grades on their own. If they can get a nice 3.5 or 4.0 [GPA] then try to apply to a college or university outside the community college.”

Donnelly suggests crossing over to the “ethical side of the fence” in the aftermath of the scandal. “Lead a genuine life for two years, grab your associates degree at a community college and be working during that time on building your way of communicating what you’ve learned from this hideous episode in your life,” she advises. If a judge, along with USC and the other colleges and universities named in “Operation Varsity Blues” rule that Olivia Jade and the other students were not involved in the scandal, then the students could have a good chance at rebuilding their educational futures, Donnelly says. However, it will most likely be a decision that is case by case. “As long as the student themselves are not found to be guilty of impropriety — in other words, that it was the parents without the students knowledge doing this — they will be judged separately on their own merits and would have a viable opportunity at other colleges and universities,” Donnelly explains.

This is something Donnelly is trying to end with her new educational program, [GATE](#), which stands for Grades, Applications, Testing, and Essays. “There is disruption happening in educational technology,” Donnelly says, adding that GATE, “is on a mission to increase equitable access to higher education regardless of students’ socio-economic status.” “With the help of GATE all students are now able to compete for merit based financial aid, they apply for it directly through our platform and that will allow them to be able to afford to aspire to higher education,” Donnelly explains, noting that it will be easier for students to afford top educations with the help of GATE. “We’ve got 40 Ivy League level certified educators to help put together a platform so that our mind share is distilled into a step-by-step process. Our mission is to make it much more attainable for a kid to have what they need to be able to aspire to and afford a four year degree.”

<https://hollywoodlife.com/2019/04/01/olivia-jade-struggle-universities-admissions-scandal-college-bribery-expert-interview/>

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College Admissions Scandal: Getting Your Teen into College

Published: 7:52 AM PDT April 9, 2019



Pamela Donnelly, founder and CEO of GATE College System, Inc., discusses how the recent college admissions bribery scandal is just the tip of the iceberg in exposing an inherently rigged system. Watch now:

<https://www.cbs8.com/video/news/college-admissions-scandal-getting-your-teen-into-college/509-fbb7f16a-2e26-45b1-901b-e4889f2edf94>

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Good Morning San Diego Welcomes College Admissions Expert

April 8, 2019 [KUSI Newsroom](#)




For additional information on Pamela Donnelly, please visit www.pameladonnelly.com.


<https://www.kusi.com/college-admissions-expert/>



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The Morning Drive with Jillian Barberie and John Phillips

 **The Morning Drive 4/22/19 - 7am**

 00:00 / 35:30 



 **The Morning Drive 4/22/19 - 7am** 34:52

College Admissions Expert Pamela Donnelly weighs in on Aunt Becky heading to the Big House

Apr 22

<http://www.kabc.com/morningdrive/>
<https://omny.fm/shows/the-drive-home-with-jillian-barberie-and-john-ph-1/the-morning-drive-4-22-19-7am#description>

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Kathryn interviews Personal Finance Expert Ramit Sethi MA, author of “I Will Teach You to Be Rich, Second Edition: No Guilt. No Excuses. No B.S. Just a 6-Week Program That Works.” Wouldn't it be great if you could beat banks and credit cards at the fee game, effectively negotiate for a raise and go on more vacations? It's possible according to Sethi who gives guidance on living a “rich life.” He's been featured in Fortune, The NY Times, The Tim Ferris Podcast and WSJ. Kathryn also interviews Education Specialist Pamela Donnelly, author of “SWAT Team Tactics for Getting Your Teen Into College.” Throughout her college admissions career, Donnelly has been approached by high profile celebrities and CEOs looking for a 'backdoor' to get into top universities. She became one of the most in-demand private SAT and ACT tutors in Los Angeles and developed curriculum for GATE College System. Donnelly has been featured on CNN, FOX, NBC, ABC, CBS, and in The NY Times and Time Magazine. Pamela Donnelly quickly rose through the ranks from summa cum laude graduate at Columbia University in New York City with her degree in secondary education to one of America's foremost strategists in college admissions. During her 22 years as an educator, she has taught in the English Departments of both public and private schools. After her classroom teaching career, she became one of the most in-demand private SAT and ACT tutors in Los Angeles and began developing the curriculum which would grow to become GATE College System. She has been featured on CNN, FOX, NBC, ABC, CBS, and in The NY Times and Time Magazine.

<https://www.voiceamerica.com/episode/115108/ep-1-how-to-be-rich-and-ep-2-college-admissions/57814>

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Ringside Politics – April 23rd, 2019

April 23, 2019 | By [wgso producer](#)



Welcome to another edition of Ringside Politics with Jeff Crouere

Today's Hot Topics and Special Guest:

Pamela Donnelly, College Admissions Expert – Talked with Jeff about the college admissions scandal, whether those involved should go to jail, and how deep the corruption goes in the admissions system. Checkout the work she does to help kids get into college at her website: gatecollegesystem.com



Podcast: [Play in new window](#) | [Download](#)

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