

A LIST

Professional Development Program

The Company

- Founded in 2005 by experienced educators who have worked directly with over 10k students
- Staff of over 50 individuals including management, education consultants, and instructors
- Offering SAT & ACT Professional Development programs, blended learning tools, academic remediation and enhancement programs, test preparation and admissions advising services



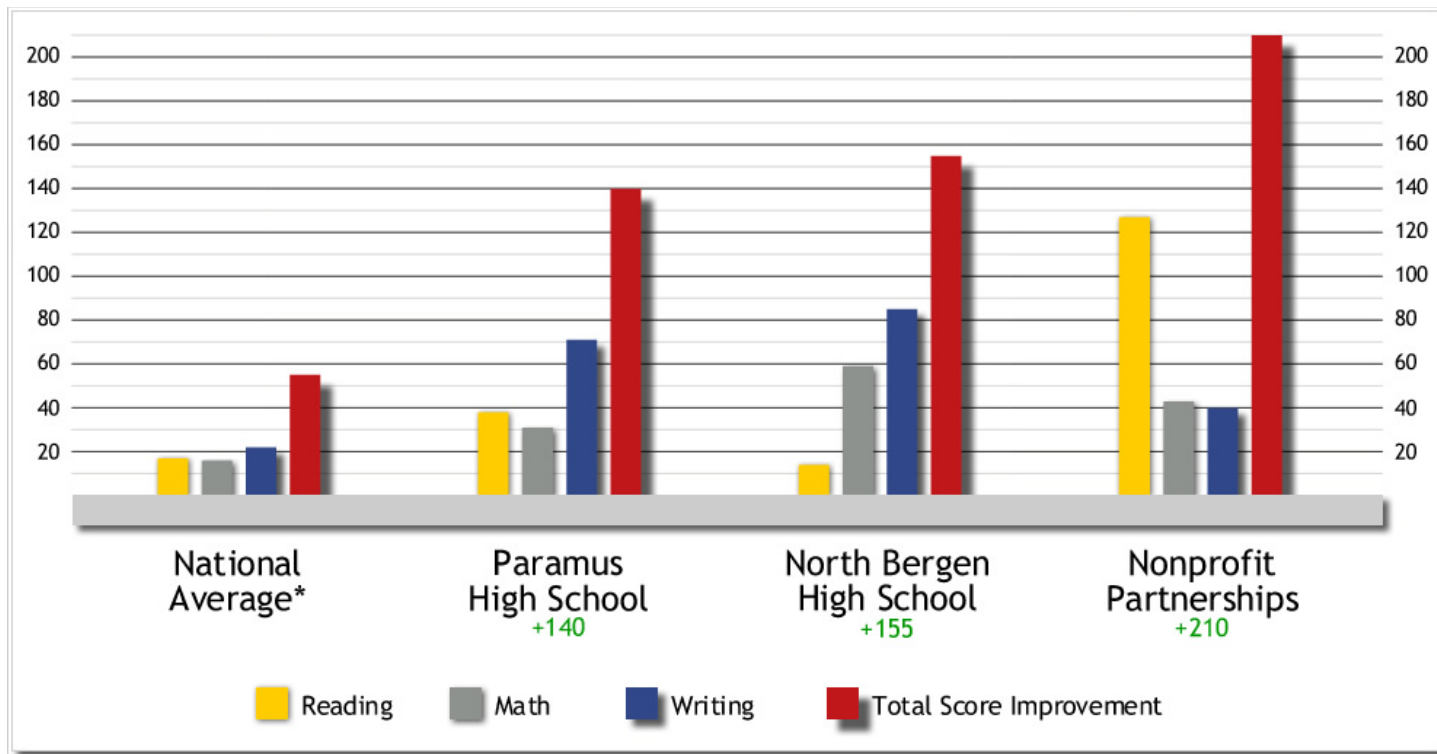
National SAT Data

- Number of nationwide SAT takers on the rise with almost 1.65 million students in the 2011 graduating class taking the test.
- National test scores however, are on the decline. In 2011, median scores for high school seniors were 497 for reading (-3), 514 for math (-1) and 489 for writing (-2) from 2010.
- The average national score improvement from PSAT to SAT is 55 points.
- In 2010, students who completed an A-List SAT program had average score improvements of 60 points for reading, 44 points for math and 65 points for writing, for an average total score improvement of 168 points!



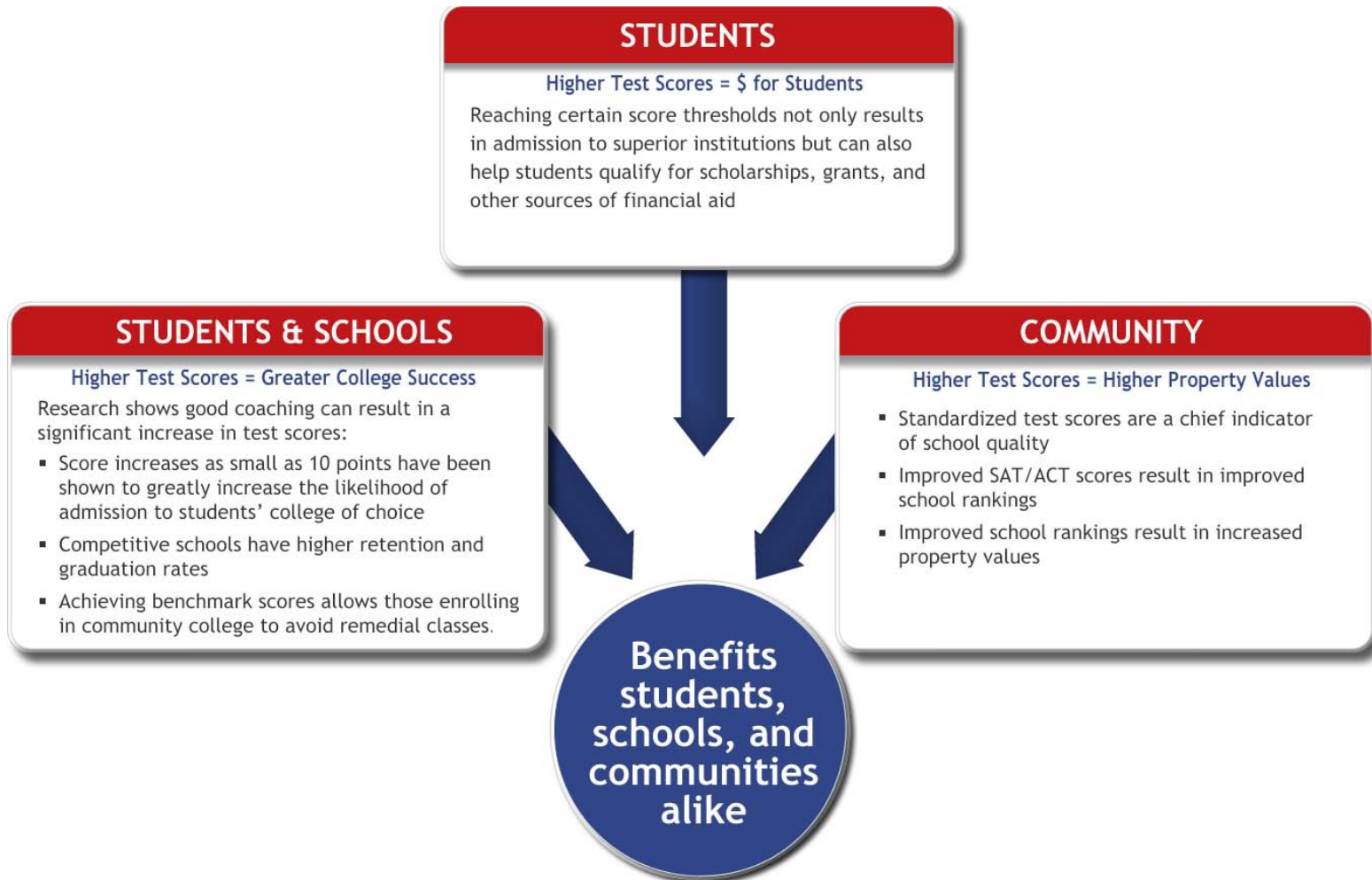
Proven Results

Our students increase their scores by more than twice the National Average*



*The national average improvement was determined by the College Board and calculated for students in their junior year, comparing the PSAT/NMSQT taken in October to the SAT taken the following spring.

Why an A-List Professional Development Program?



Cost Effective Solutions

	A-List Course*	Princeton Review Classroom Course ¹	Kaplan Complete SAT Prep Course ²	Revolution Prep Group Course ³
Price Per Student**	\$399	\$599	\$599	\$499
Classroom Instruction	<i>58-Hour Semester-Long Course Taught by School Faculty</i>	18-Hour Course Taught by Princeton Review	18-Hour Course Taught by Kaplan	18-Hour Course Taught by Revolution Prep
Proctored Practice Tests	4 <i>Official College Board Tests</i>	4 Princeton Review Tests	4 Kaplan Tests	5 Revolution Prep Tests
Price Per Instructional Hour	\$7	\$33	\$33	\$27

*A-List price includes materials, test grading services and online blended learning tool subscriptions for 40 students and 2 full day training sessions and materials for 2 teachers. Pricing assumes course taught during regular school hours, requiring no supplemental teacher compensation in addition to regular teacher salary. Only \$93 per each additional student enrolled and \$149.99 per each additional teacher trained. Student materials price includes the Official SAT Study Guide, available for \$13.11 on amazon.com 12/6/11.

¹ Princeton Review pricing based on information from Princeton Review's website 12/6/11. ² Kaplan pricing based on information from Kaplan's website 12/6/11. ³ Revolution Prep pricing based on information from Revolution Prep's website 12/6/11. All prices may vary and do not include promotional pricing or special offers.

Significant Long-Term Savings

	A-List*	Kaplan ¹ & Princeton Review ²		Revolution Prep ³	
	Cost	Cost	Savings with A-List	Cost	Savings with A-List
Year 1	\$15,998	\$23,960	\$7,962	\$19,960	\$3,962
Year 2	\$8,998	\$23,960	\$14,962	\$19,960	\$10,962
Year 3	8,998	23,960	14,962	19,960	10,962
3-Year Total	\$33,994	\$71,880	\$37,886 53%	\$59,880	\$25,886 43%

*Cost for all providers assumes services for class of 40 students. Year 1 A-List pricing reflects initial training costs, while subsequent years reflect ongoing PD workshops.

¹Kaplan Complete SAT course - pricing based on information from Kaplan's website 12/6/11. ² Princeton Review SAT classroom course - pricing based on information from Princeton Review's website 12/6/11. ³ Revolution Prep Group course - pricing based on information from Revolution Prep's website 12/6/11. All prices may vary and do not include promotional pricing or special offers.



**Total 3 YR Savings
\$25k–\$37k with A-List**

Advantages of an On-Site SAT/ACT Course

Level Playing Field

- Providing on-site courses shifts the cost burden away from students
- On-site training gives all students an equal opportunity to receive exceptional test preparation regardless of socioeconomic status

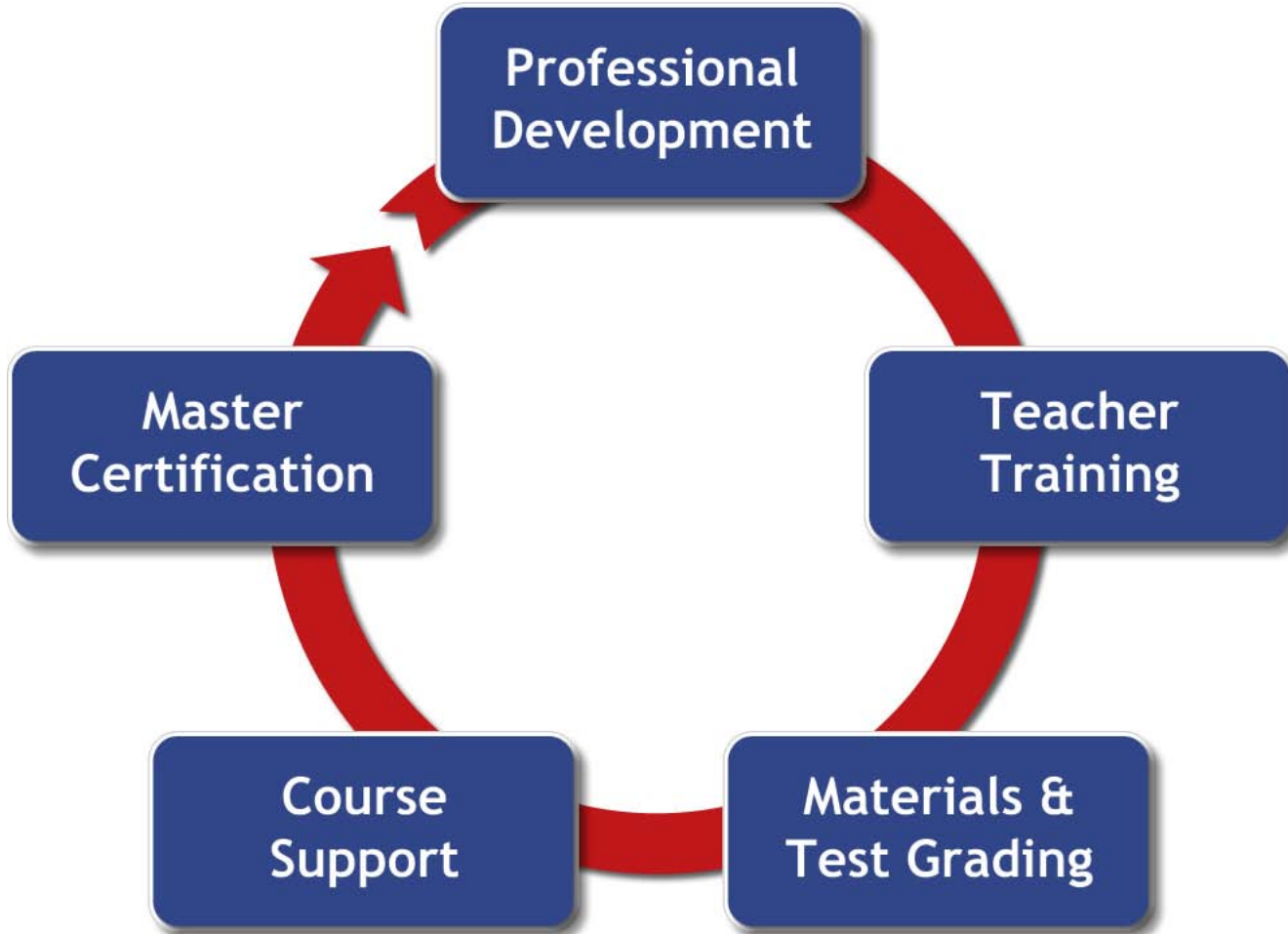
Improved Student Outcomes

- Students will take program sponsored courses more seriously than they would independent classes
- Hosting courses during regular program hours does not require any additional scheduling from students, making it easy for them to attend

Increased Teacher Value

- Faculty trained in SAT subject matter will gain a new level of valuable expertise, providing a significant return on professional development year after year

Program Components



Teacher Training

A-List Professional Development equips you with the tools and resources necessary to set up on-site SAT courses utilizing existing faculty

Training Focus

- In-Depth Review of Test Format and Content
- Integration into Classroom Curriculum
- Effective Test Taking techniques
- Diagnosing & Fixing Student Errors

Training Format

- Overview of test
- Subject Seminars (Reading/Writing & Math)
- Continuing Teacher Education and Master Certification

Program Materials

Student Materials

- Book of Knowledge
- Vocabulary Flashcards
- Vocabulary Flashcards Workbook
- Vocab Videos Subscription & Workbook

Teacher Materials

- Book of Knowledge Manual
- Official SAT Study Guide Manual
- Vocab Videos Teacher Dashboard

Test Grading, Course Support and Supplemental Training

Test Grading & Analysis

- Scantron test grading offers fast and efficient computerized results
- Student Reports provide in-depth analysis of each student's performance
- Seminar Reports summarize an entire class's performance section by section to facilitate classroom review and identify class-wide patterns

Course Support

- Assistance with development of a comprehensive class schedule, outlining daily lesson plans and assignments and setting practice test dates
- Weekly webinar office hours for teachers
- Ongoing progress assessments

Supplemental Training

- Additional training sessions throughout the year to refresh teaching techniques and share best practices, address student problems and review practice test results
- Master Level Certification – A-List certifies teachers to conduct future training sessions

Sample Reports

Student Report

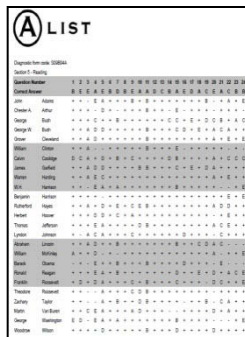


Section	Subsection	Score	Percentile	Standard Deviation	Raw Score	Percentile	Standard Deviation
Math	Math	85	85	10	18	85	10
Reading	Reading	75	75	10	15	75	10
Writing	Writing	65	65	10	12	65	10
Science	Science	55	55	10	10	55	10
History	History	45	45	10	8	45	10
Art	Art	35	35	10	6	35	10
Physical Education	Physical Education	25	25	10	4	25	10
Foreign Language	Foreign Language	15	15	10	2	15	10
Health	Health	10	10	10	1	10	10
Music	Music	5	5	10	0	5	10
Other	Other	0	0	10	0	0	10

Student Reports provide in-depth analysis of each student's performance including:

- Score history
- Performance data by Content Category & Skill Set
- Test taking technique suggestions for each question missed

Seminar Report



Section	Score	Percentile	Standard Deviation
Math	85	85	10
Reading	75	75	10
Writing	65	65	10
Science	55	55	10
History	45	45	10
Art	35	35	10
Physical Education	25	25	10
Foreign Language	15	15	10
Health	10	10	10
Music	5	5	10
Other	0	0	10

Seminar Reports include:

- Section by section class-wide performance data
- Question by question class-wide performance data

Institutional Professional Development & Programs

Schools

- Accord Education
- Bay Area Technology School – Oakland, CA
- Beehive Science Technology Acad. –Salt Lake City, UT
- Coral Academy of Science – Reno, NV
- Coral Academy of Science – Las Vegas, NV
- Lotus School for Excellence – Aurora, CO
- Magnolia Science Academy- 1 Reseda, CA
- Magnolia Science Academy- 2 Valley – Van Nuys, CA
- Magnolia Science Academy-5 Hollywood, CA
- Magnolia Science Academy-6 Palms – Los Angeles, CA
- Paragon Science Academy – Chandler, AZ
- Manhattan Hunter Science – New York, NY
- Food & Finance HS – New York, NY
- Sonoran Science Academy – Tucson, AZ
- Paramus High School– Paramus, NJ
- Sonoran Science Academy – Phoenix, AZ
- Dumont High School – Dumont, NJ
- Faith Lutheran – Las Vegas, NV
- North Bergen High School – North Bergen, NJ

Non-Profit Organizatons

- Boys & Girls Clubs
- Graham Windham
- Harlem Children’s Zone
- Hunts Point Alliance for Children
- I Have a Dream Foundation
- MOVE
- New Heights
- New Yorkers for Children
- Street Squash
- Year Up



For more information contact Libby Perkins
(646) 216-9187 ext. 212
libbyp@alisteducation.com