

SCOTT MANNING  
& ASSOCIATES

IN NEW BOOK,  
COLLEGE ADVISOR URGES STUDENTS AND  
THEIR PARENTS TO THINK BEYOND JUST  
“GETTING IN”

*The Journey* Arrives as High School Seniors  
Make Their Final College Decisions

To request a print or digital review copy, please reply. Also [available on Netgalley](#).

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Advance praise for *The Journey*:

“Greg Kaplan’s *The Journey* reframes and reimagines the stressful college application process into a powerful journey of self-discovery, authenticity, and leadership development.”  
—**Matthew Breitfelder**, Partner & Global Head of Human Capital, Apollo Global Management

“*The Journey* helps parents find the right balance between support and independence as their children apply to college and explore future career paths. The book provides excellent advice not only for the college application process but for the broader context of life.”  
—**Barbara Hewitt**, Executive Director, Career Services at the University of Pennsylvania

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A majority of U.S. parents do basic life tasks for their adult children, according to a [poll](#) by the *New York Times* and Morning Consult.

76 percent of parents reminded their adult children (ages 18-28) of deadlines at school, 22 percent helped them study for college tests, 74 percent made appointments for them, and 15 percent of parents texted or called their children to wake them up every morning. 11 percent of parents called to resolve their children's work issues, and 11 percent helped write an essay or school assignment.

The result? Young people are failing to launch. Nearly 40 percent of college students drop out or are unable to complete their studies within six years. 54 percent of adults ages 18-42 are "somewhat or very financially dependent" on their parents.

But in a new book, **THE JOURNEY: How to Prepare Kids for a Competitive and Changing World (HCI Books | May 7, 2024 | \$16.95 trade paperback)**, college admissions strategist **Greg Kaplan** says that parents who will do anything to get their kids into a "good" college are making the mistake of prioritizing short-term achievement. Instead, they need to allow their children the life experiences that will help them grow and equip them with the skills and perspective to thrive as independent adults.

As the Varsity Blues scandal showed in 2019, some parents go to extremes and do whatever it will take to get their children into Ivy League schools—even if it involves cheating or breaking laws.

"It may feel like the rest of a child's life depends on their performance in high school and the outcome of the college admissions process," writes Kaplan. "But it is a parent's responsibility to focus on the long game and prepare their children for what lies ahead."

So how can parents and students cope with the pressure and anxiety of the college application process and maintain healthy perspectives?

Among Kaplan's suggestions for *both* students and their parents in **THE JOURNEY** are:

1. **Focus on your long-term goals over short-term prestige.** Kaplan describes a student who dreamt of becoming a commercial pilot and chose a less famous school with a top aeronautics program over NYU—a decision that her friends and their parents criticized but led her to secure her dream six-figure job upon graduation.
2. **Develop grit to deal with real-world challenges and unpleasant circumstances.** Every young person needs to have a part-time job—teaching them valuable skills that parents cannot help with, like dealing with angry customers after they've put the wrong milk in a latte.
3. **Find the intersection of what you love, what you are good at, and where there is an opportunity to apply those passions and skills.** Discovering and developing one's passion will inspire a young person to put in the effort to achieve their goals regardless of

how trying it may be.

4. **Keep an open mind and allow flexibility to try different activities.** It's okay if students don't know what they want to do. Even unconventional interests like video games or race cars could help pave the way for discovering their future career paths in game design or mechanical engineering.

5. **Prioritize your child's enjoyment.** Find ways to grow through it. A young person who enjoys building things may love being an engineer. Someone who enjoys debate or Model United Nations may appreciate the advocacy that accompanies being a lawyer. There are incredible opportunities for every interest—it just requires each of us to be honest with what we enjoy and make a game plan based on that.

6. **Choose quality over quantity when it comes to extracurricular activities to avoid burnout and to discover what you are good at and enjoy.** Most colleges limit the number of activities an applicant can list in their application. You don't need to add meaningless activities specifically because you think they'll look good on your application. "Being busy is only worth it if you put your time and energy into meaningful activities with the potential to get you to your goals," says Kaplan.

7. **Identify ways to become a leader.** Make a tangible impact rather than chase empty titles or spread yourself too thin. The skills and perspective gained from bringing out the best in others to achieve a shared goal is more valuable than fluffy resume filler.

8. **Seek out colleges that will empower you to achieve your goals and not create obstacles.** Avoid attending a college that will saddle you with insurmountable student loans. Target schools that offer pipelines to your desired career or graduate school program.

9. **Consider attending university abroad.** This is often significantly less expensive than in the U.S. and leads to equally promising career and graduate school prospects in an increasingly diverse and global workforce.

10. **Reject the artificial and false choice that everything in life is a competition.** When we all pursue our unique interests, we all win.

"The college admissions process, and life in general, is a growth process, and it measures and rewards applicants who commit themselves to grow as much as they can," writes Kaplan. "Every advanced class, extracurricular activity, and new experience is a chance for students to learn new concepts, develop new skills, and find their path in life. Even if they come up short with the

short-term goal of getting into a particular college, or earning an award, they are still moving closer to making the most of their lives.”

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**Greg Kaplan** is an internationally recognized college admissions strategist, speaker, and founder of Newport Beach-based academic consulting firm Kaplan Educational Group. Each year, his team helps hundreds of high school seniors and over 1,000 underclassmen in high-stress, high-achieving communities reach their educational and career potential. Greg draws on his experience as an investment banker and lawyer to tie one's education to their long-term goals. Beyond guiding students to earn admission to colleges including Stanford, Yale, Penn, UCLA, and UC Berkeley, Greg and the Kaplan Educational Group Team are committed to helping their students become healthy, happy, and financially independent adults.

**THE JOURNEY: How to Prepare Kids for a Competitive and Changing World**  
**Greg Kaplan**

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