



Seven Ways BigFuture[™] is Different from Other College Planning Sites

BigFuture by the College Board is a free, comprehensive website that improves the college planning process for students, families and educators. BigFuture is different from other college planning sites in the following ways:

- 1. Integrated end-to-end.** BigFuture is a comprehensive site with information on every step of the college planning process. Every stage is connected and integrated with videos, advice and tools. A student who is searching for colleges, looking for ways to pay for college or ready to make a plan can easily access related information in another section of the site.
- 2. Real student voices.** BigFuture is filled with videos, profiles and stories from actual college students. They tell what it is really like to be in college and give tips on going through the college planning process.
- 3. Guidance for all students.** BigFuture provides guidance in the college planning process, offering the perspectives of expert educators, including school counselors and college admission and financial aid professionals. Educationally driven, these experts offer answers to common college planning questions to help students make informed choices. Their advice is integrated throughout the site in the form of videos and other great tools.
- 4. Easier to get started.** BigFuture's aim is to help as many students as possible with college planning. The site is designed so that ALL students can get started in the process, no matter what their experience level is. There is information for a full range of students, from those who don't have any prior college planning knowledge to those students who are very knowledgeable about applying to college.
- 5. Student centric.** BigFuture allows students to engage in college planning on their own terms. Created with help from students, the site is designed for the way students use websites now, so every step leads intuitively to the next. Students can get the answers they need and build their own personalized plans.
- 6. Information from a trusted source.** BigFuture is a free resource developed by the College Board, a not-for-profit organization whose mission is to connect students to college success and opportunity. BigFuture is objective about college and college admission exams. Users will never find rankings or "best schools" lists, because planning for college is about students finding the best school for *them* to be successful.
- 7. More than just a college planning site.** BigFuture helps students find their futures — who they are and where they want to go — through a series of reflective questionnaires. For BigFuture, getting into college is more than just a series of college planning tasks. It is a learning process. Students not only learn the college planning process, but also learn about themselves — their interests, goals and preferences — so they find the college where they will be most successful.

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