

# Sponsor

## OF THE MONTH

### HOW AT THE CORE IS DRIVING CHANGE IN THE COLLEGE SELECTION PROCESS IN OHIO

Remember when you decided where to go for college? For most of us it was based on location, and how we “felt” about the campus. Today, the decision to commit to a college or university comes with more stress and more consequences than ever before. What if you could give your child a better way to make that choice? Wouldn't it be great if there was a way for your child to discover his or her ideal career options based on facts about their strengths, weaknesses, interests, preferences, values and more, **before** making the commitment to a specific college or university?

At The Core company founder, Beth Probst, knows that college is one of the biggest investments a family is ever likely to make; yet it seems as though there is very little we can do to really investigate options for this major life changing decision – a decision that happens to come with a considerable price tag! At The Core changes that by helping families focus their efforts and target their dollars wisely.

At The Core, a Powell based company has cracked the college evaluation code for parents and students. They've identified a unique way to help students (and their parents) better understand who they are, what they value, and the aspirations they hold for the future through a program called Guided Self-Assessment. In a comfortable series of one-on-one sessions the student and trained facilitator work through exercises that explore a wide variety of topics. At the end of the experience the facilitator reviews with the family what was discovered, identifying key areas of interest and potential career opportunities that could be a good fit for the student. The results are often “aha” moments for both parents and students.

One student said, “This process was different than any aptitude test or discussion with my guidance counselor.” Another commented, “By taking simple questions and going so in depth, At The Core was able to recognize things I had never thought of before.”

Parents agree, “I definitely had many light bulb moments when I realized the unique set of skills, talents and desires that my daughter has. Putting them together made things so much



Beth Probst, Powell resident and founder of At The Core

clearer for her and opened doors that we had never considered.” Parents also quickly realize that the minimal time and money invested in the Guided Self Assessment is a “no-brainer.” “It’s so much less than spending another year on tuition and fees when students change their major.”

At The Core offers free presentations, Tips for the College Bound and Smart Money Moves for the College Bound, as well as Heads Up! A workshop for middle school students. All have garnered huge praise from parents. One said, “I am an advisor and this is very, very good information. As a parent, you cannot borrow for retirement – you have to set a budget. I think the material looks very good. This should be part of your planning – retirement planning. I think the material was excellent.” Another stated, “Our financial planner doesn't have this level of intimate knowledge. I wish we would have seen this before our first two kids went to college!”

As a hiring manager, Probst witnessed many candidates who could not express why a job was a good fit for them. This was a catalyst for her to launch At The Core.

She is a seasoned interviewer experienced in career development and has a passion for working with students and parents. All of the company's facilitators share her passion and each have relevant experience in education and interviewing as well. For more information or to get on the mailing list for SEEDS, visit their website [www.gettingatthecore.com](http://www.gettingatthecore.com) or call them at 614-404-0646.