



SARA HARBERSON

AMERICA'S COLLEGE COUNSELOR

For all media inquiries or for additional information,
please contact Sarah Massari at 267-979-5500 or via email at massari@saraharberson.com



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Sara Harberson is a nationally recognized authority on elite college admissions with over 20 years of experience. Her philosophy is that every student applying to college deserves the best advice.

To this end, Sara founded **Admissions Revolution**, a groundbreaking, free membership site that provides all students with a video library of key information they need to realize their college dreams. Her sister site, **SaraHarberson.com** offers personalized advice to college applicants and their families, and houses Sara's popular college admissions blog which garners over 30,000 views every month.

In 2018, Sara launched her paid Facebook groups, Application Nation and Application Nation - Senior Year, to provide direct, affordable access to her expert advice, training, and individualized guidance. Application Nation - Class of 2020, Sara's paid Facebook group exclusively for parents of high school juniors, is set to launch in January, 2019.

Sara's rare perspective is born from humble roots. She graduated from a large public high school in New Jersey, went on to graduate summa cum laude from Hamilton College and earned her Masters in Higher Education from the University of Pennsylvania. Sara rose through the ranks to become the Associate Dean of Admissions at the University of Pennsylvania, and then became the youngest Dean of Admissions in the country at Franklin & Marshall College.

Wishing to work more directly with the students who so inspired her, Sara then turned to the other side of the process as the Director of College Counseling at the Baldwin School on Philadelphia's Main Line.

Sara is the only private counselor in the country who has led both an admissions office at a highly selective college and a college counseling office at an elite high school. Sara has read hundreds of thousands of essays and applications. She intimately understands college admissions from both the college and high school side.

Sara is regularly featured on *NBC News*, *The Huffington Post*, and *TODAY Parents*, and has been a guest on *CNBC's Power Lunch*. She has written editorial pieces about elite college admissions featured in the *Los Angeles Times*, *Chicago Tribune*, and *Atlanta Journal-Constitution*.

As a dean of admissions, college counselor and mother of three, Sara has an extraordinary understanding of college admissions. She knows what it takes for each student to get into his or her optimal college. Sara's goal is to help every student achieve the best version of themselves through the college admissions process.

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QUICK FACTS

- Sara's goal is to help *every student* achieve the best version of themselves through the college admissions process and to create a path for their future lives, regardless of their background.
- Sara rose through the ranks to become the **Associate Dean of Admissions at the University of Pennsylvania**, and then became the **youngest Dean of Admissions in the country** at Franklin & Marshall College.
- Sara also served as the **Director of College Counseling at the Baldwin School** on Philadelphia's Main Line.
- Sara has read **over 200,000+ essays** from students all over the U.S. and beyond, and has **over 20 years of college admissions experience**.
- Sara's vision started with the launch of Admissions Revolution, a free membership site which **currently has 3,400+ members**, where she provides videos and guides for college-bound students and their families.
- Sara also launched SaraHarberson.com, a website where she **offers one-on-one college admissions consulting** to students from across the U.S.
- **In 2018, Sara launched her paid Facebook groups, Application Nation and Application Nation - Senior Year**, to provide direct, affordable access to her expert advice, training, and individualized guidance.
- **Application Nation - Class of 2020, Sara's paid Facebook group exclusively for parents of high school juniors**, is set to launch in January, 2019.
- Sara regularly writes and speaks about **all topics related to the college admissions process and higher education**.
- Sara is the only private counselor in the country who has led **both an admissions office at a highly selective college and a college counseling office at an elite high school**.

THE NUMBERS

60,000 video views for each monthly Facebook Live Q&A

Sara's blog currently gets **over 30,000 views** each month

9 out of Sara's top 10 page views each month are blog posts

SaraHarberson.com site visits: **50,000 per month**

AdmissionsRevolution.com site visits: **9,500 per month**

17,000 Sara Harberson Facebook followers

9,907 Admissions Revolution Facebook followers

Opt-in email database: **17,000**

Sara's College Admissions Annual Timeline downloads: **14,000+**

3,400 Admissions Revolution members

Application Nation: **84 paying members** (with 50 member sign-ups in under 48 hours)

Application Nation - Senior Year: **141 paying members**

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Sara Harberson is the leading expert on the ongoing investigations into whether Ivy League institutions discriminated against Asian Americans applicants in the admissions process.

Sara spent ten years working in the Undergraduate Admissions Office as an Associate Dean of Admissions at the University of Pennsylvania before becoming the Dean of Admissions at Franklin & Marshall College. Since then, she launched two websites (AdmissionsRevolution.com and SaraHarberson.com) and leads Application Nation, a private Facebook group for parents who want to learn how to help their children through the admissions process.

Sara is a frequent speaker and writer about the Asian American bias. Below is a sampling of her most recent work:

- Sara [appeared on CNBC's Power Lunch on 8/30/18](#) after the Justice Department announced support for the discrimination suit against Harvard.
- Sara's groundbreaking op ed piece in the LA Times in 2015, "[The Truth about Holistic Admissions](#)," is cited in several federal lawsuits as evidence.
- In her blog, reaching 30,000 readers a week, Sara often writes about the Asian American applicant pool. Most recently, her blog on 8/29/18 "[Race, Movies, and Helping a Moment Become a Movement](#)" foreshadowed the Justice Department's announcement one day later.

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