

Information for College Administrators



Dear College Administrator:

Lattitude 4 U, the College Division of The Lattitude Group, is pleased to offer personal college coaching for a more successful college experience. College students at any level will benefit from working with us, and our personal college coaches are particularly effective for freshmen making the transition from high school to college. These emerging young adults, the Millennials, expect and enjoy personal attention and support, as they have received this for much of their educational years. They are used to structure. Life planning is important to them. Our personal college coaches offer the students encouragement, guidance, focus and accountability. They provide a safe, objective, non-judgmental, third-party perspective for students dealing with their new-found independence. (It is always more enjoyable and rewarding when students can go home for a visit and be able to talk about the successes they are experiencing, rather than skirting issues that might be a disappointment.)

The Lattitude Group/Lattitude 4 U would like to offer colleges and universities an opportunity to make the services of our personal colleges available as an option for parents to invest in for their students' college and long-term success. We are an independent, trusted resource that helps keep the students on track to graduate and succeed. We would also like to explore opportunities for the potential of our sessions being given college credit so that parents who have a 529 State College Plan would be able to use these tax-free funds to pay for our process. Some of the benefits for colleges and universities will be that with personal college coaches working directly with students, they are more likely to stay in college, perform better and more independently, and increase their chances of graduating in 4 - 5 years. This is a solution that improves student motivation and boosts student retention and tuition revenue while providing another source for a more empowering college experience.