The image features a stylized map of North Carolina. The state's outline is white with a thick black border and a dashed orange line. The interior is divided into colored regions: a large purple area in the center, a blue area in the top right, a brown area in the bottom right, and a blue area in the bottom left. The purple area contains the text 'COLLEGE ROADMAP' and 'DR. GRETA OLIVER'. A blue location pin is placed over a brown circular area in the bottom right, which contains the text 'PRESS KIT'.

COLLEGE ROADMAP

DR. GRETA OLIVER

PRESS KIT



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ABOUT THE AUTHOR

Holding an undergraduate degree in Business Education from Bowling Green State University, a Master of Education degree in Adult Learning and Development from Cleveland State University, and a Doctoral Degree in Higher Education from Ohio University, Dr. Greta Thomas Oliver is a professional coach specializing in student development and is devoted to helping students successfully transition from high school to higher education. Having spent many years of her life in the classroom as a student as well as a teacher, Greta is a true educator and a supporter of students of all ages. Helping students reach their goals, serving as a resource to help them and their parents navigate the path to college, and making a difference in their lives are her passions.

With over 25 years of experience working with and on behalf of students, her areas of expertise include student development, program administration, student recruitment, student retention, career preparation and program development. Greta is the owner of Greta Oliver Consulting, a hands-on consulting business that specializes in transitioning to higher education, personal development, and career training.

CONTACT



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MY STORY

I was not ready for college!

It was September 6, 1975. With my overstuffed bags and boxes stacked in my room and the glare of the sun forcing itself through the window, I watched my parents slowly exit the parking lot of Kreisler-Compton Quadrangle on the campus of Bowling Green State University. I felt like I was in the middle of nowhere.

A deep sense of abandonment overshadowed my soul. I was alone, woefully ill-prepared for college life, and afraid of what the future would hold for me. My thoughts shifted to my parents. I was sure they also felt uncertainty and perhaps even fear about how this would all unfold.

I was an African-American, first-generation college student (FGCS) at a predominantly white institution (PWI). My parents were not college graduates, in fact, no one in my entire family was. My family had sacrificed for me to be here. My mother was working overtime to help pay for my education. Since they'd never had this experience, they were as in the dark about the college process and what to expect as I was.

As the first person in my family to go away to college, many eyes and hopes were on me. Would I make the transition successfully or would I disappoint them and be sent home in disgrace? I could not erase from my mind the hope for my future in my parents' eyes as they pushed me toward the goal of higher education.

Back then, there was no guidebook explaining the college process to parents or new students. There was no internet, limited resources, and very few, if any, role models or mentors around to help students and parents navigate this journey from start to finish. We were left to figure it out on our own, the hard way.

College Roadmap: Essential Tips for First-Time College Students and Their Families is the roadmap that will help students and their families navigate the path from prospective college student to college graduate with less stress, more ease, and without experiencing the many pitfalls along the road.

I've come a long way since those days at Bowling Green State University. As I look back, I realize that some of my most fulfilling experiences have been helping students reach their goals of higher education. My hope is that I can provide a helping hand on their journey, that I make an impact and a difference for both them and their parents.

Years later, as a college administrator, I worked closely with hundreds of students in varying roles such as program director, coordinator, adjunct instructor, scholarship advisor, and scholarship director, among other things. I definitely wanted the students with whom I worked to know that I was there should they need assistance. It is my hope that my experience and tips shared here in *College Roadmap* can make the preparation to college more smooth and less stressful.

I exhibited "tough love," advising and supporting my students and I was constantly reaching out to them. My office door was always open and I became the advocate that I wished I'd had during my undergrad experience. Over the years I have mentored many students, provided many letters of recommendation, and worked closely with graduate students and work-study students, providing support whenever and wherever I could. It is my joy to maintain relationships with many of these students and witness their successes since graduation.

I believe in education being a game-changer for individuals and families. Education changed my life and it offered me a different vantage point from which to help first-year students. In my experience, I have found that many students coming to college are ill-prepared to meet the challenge of higher education. Preparation is key for success in this journey and starts before any student steps foot on campus. It is my hope that you can use and appreciate all that is presented here to help you begin preparing for your journey to college, and that you will persist and reach your goal of graduation. I want to help students reach their goal of higher education. This is my reason why.



BOOK DESCRIPTION

Easy-to-follow roadmap for navigating the journey to college with clarity, confidence, and control (for both the parent and high schooler)

- Confused about how to get started with finding the right college for your high schooler?
- Overwhelmed with all the fragmented (and sometimes contradictory) information provided that only leaves you more stressed and frustrated?
- Looking for a clear roadmap that defines which steps need to be taken in what order so that both you and your high schooler navigate the process to college life with confidence?

You are not alone...and that roadmap for this important journey is right here.

This book is the roadmap that helps students and their families navigate the path from prospective college student to college graduate with less stress, more ease, and without experiencing the many pitfalls along the road.

Dr. Greta Oliver, a secondary and higher education professional who worked with countless young people on the high school and college levels for over 25 years, brings not only her professional experience but her own personal journey to guide college-bound young people and their parents as they navigate the road to college for the first time.

Written through the lens of a first-generation college student who personally persisted through three universities and as a mother of four who each had their own college life experiences, this book is the college workbook and roadmap she wishes she'd had for herself, her parents, and her children.

Inside these pages, you will discover

- Ways to navigate the three phases of the college search (Before the Search, During the Wait, and After Acceptance) with ease and confidence
- How the roadmap processes all work together to find a college that fits your high schooler.
- 20 key tips to guide your journey with less stress

Key topics include finding a college that fits, preparing for college admissions tests, applying to college, writing admission letters, securing financial aid, and finding college scholarships.

For the student, the book also addresses setting your schedule, saving money and personal budgeting, time management, stress management, finding advocates, staying healthy, working, staying safe on campus, preparing for graduation, and so much more.

As a special bonus, you'll also receive working papers to help you plan, organize, and make the best decisions for college success, including a college visit questionnaire, scholarship tracker, personal budgeting form, and an extensive college application checklist.

To learn more, visit www.GretaOliverConsulting.com

PRAISE FOR THE BOOK

“ I, as a first generation college attendee, would have benefited greatly from this valuable resource. It will be extremely helpful for students and families navigating the college application, admission process. I wish that I had access to such a resource when I was beginning my journey.”

*-Dr. Carolyn Jefferson-Jenkins
Adjunct Assistant Professor, School of Education
University of North Carolina at Chapel Hill*

“ This brief book is loaded with wisdom and important reflections about navigating the process of college admissions. The guidance offered is worthwhile for future college students and their parents. These tips are practical, thoughtful and contain information that I wish I had when my daughters applied to college. Reading this book might help families avoid making errors in applying to and selecting a college. This book helps parents envision how to really be helpful to their children in making an important life decision about where and how to go to college.”

*-Dr. Ron Strauss
Executive Vice Chancellor and Provost
University of North Carolina at Chapel Hill*

“ Decision points on choosing, getting into and succeeding at college are skillfully arranged in this easy-to-use guidebook by a longtime teacher and administrator who also builds on the experience of guiding her own four children through the process. As a former college administrator, Greta Oliver knows this subject from the inside and the outside (as the parent of four grown children). As the undergraduate dean in the Scripps College of Communication at Ohio University, I worked closely with Greta for years as we guided thousands of students through recruiting, deciding, securing financial aid, choosing courses and succeeding in them. Her expert guide is thorough, clearly written and a graphic marvel. Greta Oliver’s roadmap to the many steps of college success should be required reading for anyone planning to attend and to succeed in college. Think of it as a portable mini-encyclopedia of facts and advice at each step of the way in navigating a complex journey--all from an expert in both the academic and administrative crossroads in higher education. We worked together for years and spent hours untangling knots in the process for students and their families. I see those years culminating in this expert guidebook that I highly recommend.”

*-Dr. Florence Clark Riffe
Retired Assistant Dean for Undergraduate Programs and Services
Scripps College of Communication, Ohio University*

“ This book is a gold mine, especially for first-generation college students and their families!”

*-Kelly Davidson, M.Ed.
Academic Advisor, Intervention Specialist Education Liaison
Patton College of Education, Ohio University*

“ I don't think I exaggerate when I say reading this book is like hitting the mother lode. Dr. Oliver pulls back that institutionalized curtain that overshadows the many pathways to a successful higher education journey. It's not a one-time read. Keep it on your shelf and refer to it throughout your college experience. Yes, this book is for parents and their students considering college. It's also an essential read for those in the academy who interact and work with these parents and students. Dr. Oliver has been in all these roles, so she knows better than most what's involved and what's needed to succeed. In fact, she shares her personal experiences – warts and all. You will learn from the mistakes she, her husband and their children made. And, it's a comfortable read... like you are having a conversation with Dr. Oliver.”

*-Dr. Lois Boynton
Associate Professor, UNC Hussman School of Journalism and Media
University of North Carolina at Chapel Hill*

“ Dr. Oliver's book provides thoughtful and practical insights to guide both students and parents through the college matriculation process; from application to graduation. Students will find her tips to be helpful and easily applicable, regardless of the institution they choose to attend; and parents will find her advice helpful to invoke confidence and reassurance. This is an incredibly valuable resource!”

*-Dr. Erin Almond
Senior Manager, KIPP Through College Program*

“ Reflecting on my own college search process that began over 20 years ago, I now realize that my successful matriculation into higher education occurred despite, and not because of, the knowledge I brought to this process. I had a healthy support system; however, as a first generation college student, I was totally ignorant to the college selection process and like the saying goes, I was unaware that I did not know. I had a gap in my college knowledge that could have jeopardized my ability to get into and be successful in college. Fortunately, I went to an exceptional public high school that had the resources to provide students with college and career counselors who were responsible for helping graduating seniors with their post-secondary planning. What happens to individuals who lack the knowledge of the college search and are unaware of how to decipher if they can thrive at a particular?

For families who lack an understanding of how to navigate the college search and subsequent choice process, *College Roadmap* fills this important lack of knowledge base. Providing excellent insight presented in the form of personal stories, “to do” lists, and countless examples, this book is an excellent resource for any family who has students who aspire to higher education. In providing a good blueprint for the selection process *College Roadmap* can take a complex and sometimes insurmountable process, and present a “how to” in a way that anyone can understand and follow. Perhaps the most unique component of this book is the intentional messaging provided by Dr. Oliver to all the different stakeholders involved in a potential student's sphere of influence during the search process. Dr. Oliver's ability to carve out unique roles and responsibilities for families, students, mentors, and other individuals ultimately confirms the belief held by many that “it takes a village” to assure the success of a college student. Perhaps the most useful resource to readers is the glossary of terms which provides the opportunity for anyone to become a cultural navigator in helping their students to be successful in college. This is an early must read for anyone undergoing the college search process.”

*-Dr. Brandon H. Common
Associate Vice President & Dean of Students
Louisiana State University*

SAMPLE INTERVIEW QUESTIONS

What inspired you to write the book?

As a former administrator of college students and as a mother of four who all had their own college going experiences, I wanted to continue to help students navigate their way to and through college. I have years of valuable experience working with students and wanted to continue to serve them and their families in this way. Additionally, I was the first in my family to go to college and I remember the uncertainty I felt as a first-year student. I wish I had a resource such as my book during that time in my life.

Who is the book written for, parents or students?

The book is written to both the parents and the students. The book contains 20 Tips that have been outlined to make the college going experience easier and less stressful. The book is most likely going to be purchased by the parent who has a vested interest in the continued education of their student. There are tips that the parent and child can work through together before the college search starts and during the wait before a college has been chosen, and tips that the student will work through on their own after they arrive on campus.

What's the main thing you wish you had known before going to college?

I wish I would have known that it was okay to ask for help. I wish someone would have told me how to find my advocates on campus and what advocates were.

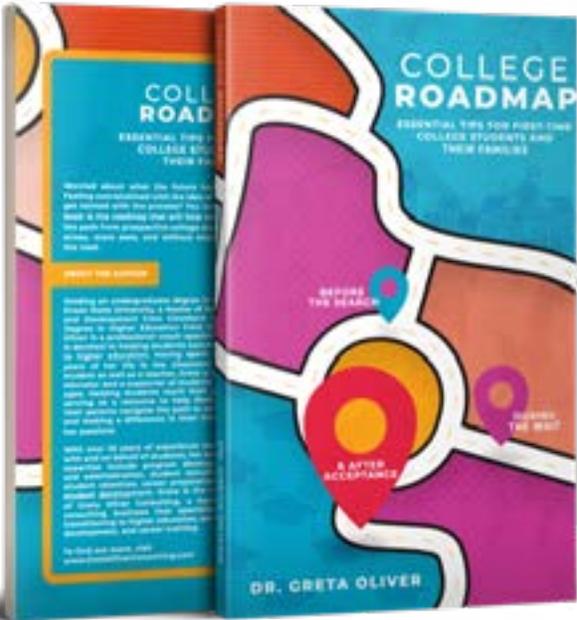
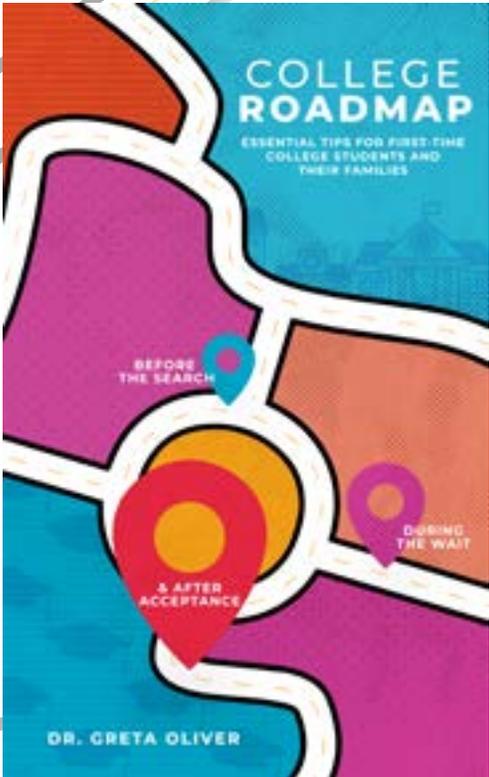
What's the main take-away that you want to communicate to readers?

That it really does take a village to raise a child. This is a quote that is really true. Students need to understand that they are not alone and that there are people on campus to help them as they navigate higher education. Additionally, although getting an education is hard work, I believe that anyone that has the capacity and desire to do so can pursue their education and reach their goals.

Is college for everyone?

No. College is not for everyone. However, everyone needs to find the path that is best for them. For some it can be higher education that leads to a career. For others, it could be a trade school or a type of internship or on the job training that could lead them to a career. Others simply enter the workforce without any formal training, and all of these options are viable.

HIGH RESOLUTION IMAGES



To download these images, go to <https://tinyurl.com/roadmapphotos>

WANT TO GO TO COLLEGE? *HERE'S HOW*

College Roadmap guides first-time students and their families through the challenges of applying to, attending and graduating from college.

CHAPEL HILL, NC, August 2021—During the 2015-2016 academic year, an estimated 56% of college students were the first in their family to pursue higher education. In her book, *College Roadmap: Essential Tips for First-Time College Students and Their Families*, professional coach Dr. Greta Oliver demystifies the admissions process and college experience for these students, providing tips and resources for success on campus and beyond.

As a former first-generation college student who has spent her career guiding young people through their education journey, Dr. Oliver understands the questions that students have when applying to college—and the questions they might never have thought to ask. *College Roadmap* offers strategies for navigating every aspect of the college experience, from scheduling campus visits to registering for classes. Throughout the book, Dr. Oliver grounds her professional advice with personal stories about supporting her own children during their time in college.

College is a highly individualized experience—every student wants and needs different things from their school. To that end, *College Roadmap* highlights financial aid, campus support services, and other opportunities that allow students of all backgrounds to succeed. The book also emphasizes that students should seek schools based on how well they fit their needs, rather than their prestige.

"Your child does not have to attend an Ivy League school in order to be an Ivy League Student," Dr. Oliver writes. "The focus should be on what the school can provide the student and what is best for the student and/or family."

After finishing *College Roadmap*, readers will have concrete information and resources to help them prepare for college—but they'll also have a better understanding of an often mentally and emotionally challenging experience. The e-book can be purchased on Amazon for 6.99 on August 25, 2021, special e-book price .99 - August 24 only; the paperback book can be purchased on Amazon for \$16.95.

Greta Oliver, PhD, is a professional coach who has spent over 25 years working as an educator and administrator with and on behalf of students. As owner of Greta Oliver Consulting, she helps students identify their personal and professional goals while serving as a resource during their transition to college. She holds a doctorate in higher education from Ohio University.

College Roadmap: Essential Tips for First-Time College Students and Their Families

Dr. Greta Oliver

On sale: August 24, 2021

Paperback: \$16.95

Ebook: \$6.99

Pages: 108

ISBN: 978-1-7375089-0-8

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