



SAT Improvement Class

Implementation Guidelines

Marketing

Horizons' time-tested strategic planning includes the following methods of preparation for each course. Horizons' staff will be in contact with you at each step to keep you on track with this important groundwork.

- Determine the SAT test dates for which you will host a class: usually one in the Fall for Seniors and one/two in the Spring for Juniors. There are seven SAT testing dates each year.
- Schedule class dates, times, and room assignments.
- Two to three weeks prior to registration deadline for the SAT exam, send out first mailer to parents, announcing that test deadline and your upcoming SAT preparation class.
- Utilize all other forms of promotion available to you: notice in school newsletter; specific announcements in English and Math classrooms; email to parents of Juniors/Seniors; auto-dialer; flyers available in Guidance Department. Horizons will provide marketing templates for each of the above. The more you stress the importance of this test and the preparation for it, the better the response from parents will be.
- Three weeks prior to class, begin daily public address announcements and continue those until the class registration deadline.

Class Characteristics

- Six sessions, two nights a week for three weeks prior to SAT test date (i.e.: Monday/Wednesday or Tuesday/Thursday schedule).
- 15-hour total course: 2.5 hours per night.
- Alternate Math and Verbal – allows time for homework assignments for already busy students.
- Optional after-school program schedule to be determined.

Licensing

- School pays annual license fee of \$1,000-\$2,000, depending on overall size of student body. This annual fee allows use of Horizons' curriculum, copyrighted materials, and marketing expertise as necessary during each school year.
- License fee and minimum book order renewed each year.
- Math and Verbal Instructors will be assigned by the school. They will receive DVD training and Instructor Manuals which contain all lesson plans and teaching instructions, including answers and solutions for all classroom and homework exercises.
- Student Manuals to be purchased separately, supplied by Horizons. Minimum order of 20.
- Students pay a suggested tuition fee of \$149.00 per 15-hour course. A \$100.00 rebate will be given back to all students who attend every class, do not arrive late or leave early to class, and who complete all homework assignments. Final cost to rebated students: \$49.00.



Optional Services

Before class begins:

- Post class schedules on Horizons website. Provide opportunity for students to register for classes online.
- Monitor and process registrations and tuition payments. Provide updates on current registration totals. Plan for additional classes, if needed.
- In cooperation with school, manage customer issues, cancellations, etc.
- Provide timely reminders, along with suggested texts, for flyer distribution, mailers, announcements, etc.
- Provide class roster to instructors.

After completion of class:

- Provide class results to Principal and other key administrators.
- Manage rebate process after completion of class. Eligibility for rebate would be determined from completed class roster. Rebate checks printed and mailed from Horizons.
- Issue check payable to your school to equate to total amount of rebate checks paid.