



Dear Parents,

Guiding you through the school choice process isn't just what I do — it's who I am.

As a mother of two, grandmother of five and founder of Debbie Lange & Co., I understand that families are more than names on a form. When your child arrives at school, you want to feel confident that their best interests are important to everyone inside, every single day. I take that mission to heart.

Beyond all the forms and financials, choosing a school is a very emotional decision. Parents want to make the right choice.

More than 20 years in education — as both a teacher and director of admission at two of Atlanta's highly respected educational institutions — taught me how to listen to parents and hear their needs. It's a subtle but important distinction.

Those decades allowed me to build a positive reputation in the industry and relationships not just in Atlanta but around the world. I use it to shepherd clients through the school selection process with love, support and experience in a system you can only truly know from the inside out.

I have a strong sense of responsibility towards those who trust Debbie Lange & Co. to be an advocate for their family. Let us shoulder the stress and create a plan to find a school where your child feels socially comfortable, academically challenged and free to fall in love with learning.

Sincerely,

*Debbie Lange*

Debbie Lange

Founder and Consultant



## Education Industry Experience

### THE INSIDE STORY ON DEBBIE LANGE

#### Director of Admission and Financial Aid

The Lovett School • Atlanta, GA • 2001-2015

#### Director of Admission

Trinity School • Atlanta, GA • 1995-2001

#### Consultancy Services

Association of Independent School Admission Professionals (AISAP)

Baltimore Friends School • Baltimore, MD

Shorecrest School • Tampa Bay, FL

Boulder County Day School • Boulder, CO

#### Southern Association of Independent Schools (SAIS) School Accreditation Committee

Ensworth School • Nashville, TN

Trinity School • Atlanta, GA

### ASSOCIATIONS & AFFILIATIONS

Independent Educational Consultants Association (IECA) | Professional Member

Secondary School Admission Testing Board (SSATB) | Admission Leadership Counsel

Joint Admission Testing Program (JATP) | Past Chairman

Atlanta Area Association of Independent Schools (AAAIS) | Past President

Association of Independent School Admission Professionals (AISAP) | Board of Directors

Ravenna Solutions | Customer Advisory Board  
Working with the makers of independent school admissions software

### TRUSTED SOURCE + CONTRIBUTOR

Atlanta Intown magazine | Contributor

Atlanta Journal-Constitution | Contributor

SSAT Conferences | Presenter

Association of Independent School | Presenter

## The Debbie Lange & Co. Advantage

Debbie Lange & Co. is the difference between overwhelmed parents and informed school consumers. Our families are prepared — mentally and emotionally — for every part of the process.

Decades in the field of education have given us long-standing relationships with various types of schools, including public and independent schools, schools for students with learning differences, daycares, preschools and boarding schools around the world.

We speak the language of tests. We know how to get the most out of the experience and assist in translating the results.

Though Atlanta is our home base, we have clients all over the world and find schools for families who relocate within the U.S. and abroad.

We know how schools are perceived from the outside and how they work on the inside.

# Applying a Schedule

FROM FIRST IMPRESSIONS TO THE FIRST DAY

## 1 Square One

### THE CHALLENGES

- Finding the right school feels scary, overwhelming and full of countless logistics.
- Public, private or charter?
- How far are you willing to drive?
- How much are you willing to spend?
- Navigating the choices — and the gossip that comes with all of them — makes the process infinitely more emotional.

### WHERE WE COME IN

Taking time to connect with your family is the most important part of our process. Before we work our way down your list of potential schools, we discuss your hopes and dreams for your child's education, and the fears that come with them. We learn who your child is as a person and a student. From there, we offer reliable, factual information about each school, listen for what resonates and create a game plan to keep everything on track.

## 3 Prepping the Child

### THE CHALLENGES

- Your child has never been interviewed or observed.

### WHERE WE COME IN

Now it's your child's turn to be prepped for the interview/observation and academic/psychological testing part of the process. This includes mock interviews and showing them how to tour a school — what to look for, how to imagine themselves there as a student and how to interact with the tour guide — so they're prepared and confident.

## 5 Decision Time

### THE CHALLENGES

- The decisions are in and can range from multiple acceptances, denials or spots on a waitlist.
- Is it time to pull the trigger or wait?

### WHERE WE COME IN

After the letters come in — acceptance, denial, waitlist — we go back through our notes and use our time to find the best fit for your child. If you are waitlisted, we will give you tools for communicating with the school during that time.

## 7 Season of Firsts

### THE CHALLENGES

- School is out and everyone is on vacation.
- All of a sudden, you realize you know nothing about uniforms or dress codes, book pick-ups, drop-off logistics and more.

### WHERE WE COME IN

School is out but preparing for fall starts early. We help your family embrace the opportunities available before school starts, which includes everything from navigating uniform and school holiday information to carpools, health forms and get-togethers with other students from the school.



AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY



## 2 Parent Prep

### THE CHALLENGES

- Pressure builds as application deadlines approach.
- Parents often have a hard time keeping track of their impressions after attending multiple open houses.
- To which schools should you apply?
- How many is too many? How few is too few?

### WHERE WE COME IN

Before you attend the slew of open houses during this season, we help you become informed school consumers who understand how to process what you hear, see and feel for each school. We debrief after every event, fine tune the game plan and work through challenges during the application process.

## 4 No Man's Land

### THE CHALLENGES

- Staying calm while the process plays out.

### WHERE WE COME IN

Applications are in, testing and interviews are done and you're anxious for results. We inhale, exhale and create a game plan for various outcomes. With your permission, Debbie Lange & Co. will communicate with the schools to which you have applied.

## 6 Orienting to Orientations

### THE CHALLENGES

- You've committed. It's time to take the first steps.
- Everyone is nervous about being the new kid (or parents!) at school.

### WHERE WE COME IN

It's normal for the whole family to feel nervous signing up for courses, meeting other parents and students and walking into a new world for the first time. We continue to offer emotional support, balancing out the nerves and newness along the way.

Along the way, we make sure your child is at the heart of every action, reaction and decision. 🧭

*Debbie Lange*  
• & CO •