



School Search Solutions pilots “LEAP,” an innovative resource for New York City independent school selection

LEAP is the “Match.com” for choosing private schools

(White Plains, NY, September 10, 2012) **School Search Solutions** the consumer division of The School Choice Group (SCG), a leading educational consultancy, has patented a unique on-line survey tool with the acronym ‘LEAP’ (Learning, Ethos, Achievement and Principles), which enables families to understand a school’s “personality” when evaluating schools.

The process of independent school selection and admissions, especially in major markets like New York City, is often a lengthy and confusing one for families who are surrounded by conflicting information. LEAP encourages parents to find the right match between their child and school, based on both objective and subjective criteria.

The free tool utilizes a growing database of 70 plus independent schools that have responded to complex questions regarding the school’s culture; feedback from parents will be compared to the schools’ input across many subjective areas encompassing diverse topics such as learning and teaching styles, discipline, bullying, spirituality, use of social media and cell phones, among many others. Users receive a list of schools whose responses most closely match their own preferences.

“No one has ever tried to look behind the façade of independent schools in this way” says SCG CEO Timothy Dwyer. “We are delighted by the response of the New York independent school community to our efforts to elevate the school search process. I sense an eagerness to get past the one-dimensional labels that other search approaches have given them.”

The LEAP analysis was designed by an expert in psychometric questionnaires and a software developer, with a patented algorithm that ‘matches’ the child and family to schools. Once the analysis is completed, parents receive a report that identifies a list of schools aligned with a family’s values. LEAP will enable families to make better informed decisions based on critical, yet often elusive, information.

Liz Perelstein, the Chair and Founder of the SCG as well as former educator and

school administrator, has built her company motivated by the conviction that “educational success is more than getting into a name school. As the parent of two children, who attended a New York City independent school, I am reminded everyday of how their passions were shaped and adult lives positively influenced by attending a school that was the right fit for them.”

LEAP is currently available in beta phase for families seeking private schools in Manhattan, with new locations to be continuously rolled out during the year. The SCG is in no way compensated by schools for their participation. For more information on LEAP or to take the free analysis see www.schoolsearchsolutions.com.

About The School Choice Group

The School Choice Group, through its two divisions, School Choice International (SCI) and School Search Solutions, is the premiere global educational consulting service, specializing in school placement for private, public, specialized and international schools, from preschool through college. With over 100 experienced consultants in 50 locations globally, the SCG works with families, schools, and major employers, to help find the right schools for children, anywhere in the world.

An industry leader, The School Choice Group founder and chair, Elizabeth Perelstein, co-founded the British International School of New York. SCI also conducts research and policy analysis for corporations, schools and governments setting or re-evaluating education policy. Perelstein was one of ten to receive Fortune Magazine’s Most Powerful Women Entrepreneur awards. In 2011 and 2012 SCI was placed on Inc.’s 500/5000 list of fastest growing companies. In 2012, Ms. Perelstein received an Enterprising Women of the Year Award. For more information visit: www.schoolchoiceintl.com