THE IVY EDGE

Partnership. *Connection.* **Results.**

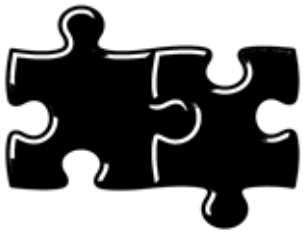
Welcome to The Ivy Edge!

The success of The Ivy Edge has been built by establishing supportive partnerships with families, building genuine connections with students, and leveraging decades of expertise in order to help both achieve the results they seek.

OVERVIEW

As a trusted independent education consultant, The Ivy Edge has advised families from around the world through the selective college admissions process — successfully helping students earn acceptances to some of the nation's most prestigious colleges and universities.

Partnership.



Connection.

Results.

The Ivy Edge creates personalized service plans tailored to each student's unique needs. All engagements are carefully designed to position each student as standout candidates, even the most selective applicant pools.

MEET THE EXPERT

Aaron A. Shipp, PCC, Founder of The Ivy Edge, brings a uniquely personal perspective to college admissions consulting. In 1991, he became the first student from his home county in North Carolina accepted to Yale University — also earning acceptances to Harvard, Stanford, and Duke — and secured over $250K in scholarships his senior year. He graduated from Yale in 1996. He launched The Ivy Edge in 2017.

Aaron discovered his passion for college admissions at Yale, where he volunteered to help AP students with their applications and later joined Yale's Alumni Schools Committee, interviewing hundreds of applicants. He went on to found a national nonprofit helping high-achieving, low-income students gain acceptance to top-tier colleges, taught college application courses at NYU's School of Professional Studies, and served as a Senior Admissions Consultant for Matrix Prep, a Shanghai-based firm serving families across China and Southeast Asia.

The Ivy Edge Method

The Ivy Edge Method is a proven approach built on Aaron's decades of admissions experience as well as the executive coaching strategies he honed working with Fortune 100 executives. By bringing that same level of rigor, strategy, and accountability to every engagement, The Ivy Edge delivers results by utilizing this method, setting it apart from other education consulting firms.

As a part of The Ivy Edge Method, Aaron has developed five areas of focus--or checkpoints--by which to measure a student's progress in developing themselves as competitive applicants in selective applicant pools. The five pillars of The Ivy Edge Method are as follows:

Academic Planning
Course catalog review; strategic planning; online courses

Leadership Development
School club participation; creating opportunities; launching initiatives

Personal Growth
Time & stress management; executive function; provide accountability

Service Opportunities
Volunteering; community service; tutoring; civic engagement

Distinguished Excellence
Standardized test scores; independent research; summer programs

SERVICE PLANS

The Ivy Edge partners with students and families to create individualized service plans tailored to each student's needs. All engagements are long-term, concluding on May 1st of the student's senior year — known as College Decision Day.

Plans are designed to maximize each student's competitiveness in selective applicant pools. Rather than billing by the hour, The Ivy Edge offers flexible engagements that allow students to schedule as many sessions as needed to achieve their goals at no additional cost.

The Ivy Edge's service plans are long-term engagements. Plans assume twenty (20) weeks in a semester, and ten (10) hour-long sessions each semester. The types and hours of service plans are as follows:

Freshman Year Plan (Fall/Spring)
Eighty plus (80+) hours/Seventy plus (70+) hours

Sophomore Year Plan (Fall/Spring)
Sixty plus (60+) hours/Fifty plus (50+) hours

Junior Year Plan (Fall/Spring)
Forty plus (40+) hours/Thirty plus (30+) hours

Senior Year Plan*
Twenty plus (20+) hours

*The hourly fee for all service plans is $375/hr., and are prorated based on student's start date with the exception of the Senior Year Plan, which is not prorated.

RESEARCH PROGRAMS

The Ivy Edge Research Program is a personalized, project-based research experience for middle and high school students, ages 13 and up, that permit them to explore their interests and gain valuable real-world skills.

Students are paired with a Ph.D.-level mentor for 10 one-on-one sessions—The Ivy Edge Research Core Program--to design and complete a unique research project that showcases their passions and talents.

Exploration.

Discovery.

Curiosity.

At the end of the sessions, students are encouraged to showcase their work by submitting their project for publication in peer-reviewed journals, academic competitions, science fairs, and more!

In addition to the Core Program, there are also two Add-On options available for students: Launchpad and Showcasing Support.

For more information about the Ivy Edge Research Program, click here.

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ADMISSION RESULTS

The Ivy Edge is now in its ninth year! Since 2017, Ivy Edge clients have been accepted to the following colleges and universities:

- American University
- Appalachian State University
- Arizona State University
- Arizona State University – Honors Program
- Bates College
- Baylor University
- Berklee College of Music
- Boston College
- Boston University
- Brandeis University
- Brown University
- Bryn Mawr College
- Bucknell University
- Chapman University
- Colgate University
- Columbia University
- Duke Kunshan University (China)
- Embry-Riddle Aeronautical University
- Endicott College
- George Mason University
- Georgia Institute of Technology
- Harvard University
- Howard University
- James Madison University
- Loyola University Chicago
- Marist College
- McGill University
- McGill University – Schulich School of Music
- Mercer University
- Miami University
- Michigan State University
- Middlebury College
- Missouri State University
- Montana State University
- Morehouse College
- New York University
- New York University - Tisch School of the Arts
- North Carolina State University
- North Carolina State University – Honors Program
- Northeastern University
- Northwestern University
- Penn State University
- Pomona College
- Purdue University
- Queen's University (Canada)
- Sarah Lawrence College
- San Diego State University
- St. John University (MN)
- Stanford University
- State University of New York (SUNY) - Cortland
- Tufts University
- University of Alabama
- University of California – Berkeley
- University of California – Davis
- University of California – Los Angeles
- University of California – San Diego
- University of California – Santa Cruz
- University of Chicago
- University of Colorado – Boulder
- University of Denver
- University of Illinois – Urbana-Champagne
- University of Miami
- University of Minnesota – Twin Cities
- University of Minnesota – Twin Cities, Carlson School of Management
- University of North Carolina – Chapel Hill
- University of Chapel Hill – Honors Program
- University of North Carolina – Charlotte
- University of North Dakota
- University of Oklahoma
- University of San Francisco
- University of South Carolina – Honors Program
- University of Southern California
- University of St. Andrews (Scotland)
- University of St. Thomas (MN)
- University of Vermont
- University of Virginia – School of Engineering, Rodmon Scholars Program
- University of Washington
- University of Wisconsin – Madison
- Villanova University
- Virginia Tech
- Washington State University
- Wellesley College
- Worcester Polytechnic Institute
- Yale University

TESTIMONIALS

The best advertisement for the efficacy of The Ivy Edge method comes directly from clients. Please read the testimonials below to learn what students think of the work of The Ivy Edge as well as learn where they were accepted!

"Being able to talk with you and have your encouragement, I think, is one of the biggest reasons I was able to become more confident and do new things, eventually leading to me being able to get into these colleges. Thanks for everything you've done for me over the past years!"
~Benjamin S., The Ohio State University, Class of 2029

"Thanks to Mr. Shipp's guidance, I have leveled up my writing, confidence, and know myself better as a person. There wasn't a time he wasn't willing to answer a question or offer reassurance that it was all going to work out. I am forever grateful for our connection and the amazing mentor who helped me get into Howard University!"
~Isabella C., Howard University, Class of 2028

"I am so thankful that I worked with Aaron from Ivy Edge. His guidance and support were crucial in helping me determine which school was my dream school and gain admission to it. I can't thank him enough for his dedication and expertise, and I would highly recommend him to anyone who needs guidance for the college application process."
~Joey T., University of Miami, Class of 2027

"With Mr. Shipp's help, I was able to highlight my best qualities in all aspects of the college application process. I'm so grateful for the guidance and mentoring that he provided to me throughout my high school years."
~Declan O., Middlebury College, Class of 2026

"Thank you for being my mentor during a very important time in my life and enabling me to surpass all challenges until I got accepted to my dream school, the University of Chicago."
~Seif M., University of Chicago, Class of 2025

CONTACT US

For more information about the services of The Ivy Edge, please email Aaron at:

aaron@ivy-edge.com

Or, visit The Ivy Edge website at:

www.ivy-edge.com

To book a Discovery Session, please scan the QR code below:

The Ivy Edge, LLC is a member in good standing of the National Association for College Admissions Counseling

NACAC
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