

Episode 1

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SPEAKERS

Moira McCullough



Moira McCullough 00:00

Hi, I'm Moira McCullough, the founder of college scoops, and we're thrilled to be launching the college scoops podcast as we will focus on everything college related from the college admissions process to where to eat, stay and explore on and run campuses. Our guests will include founders, educators, authors and experts in the college space. Join us as these experts share their knowledge, experiences and lessons learned to help you have stress free, informative and tasty college journeys. Whether it's your first or last child going to college, or you're just interested in going to a college town for a gamer meal. We've got you covered. College Scoops helps families with the answer to what I wish I knew during every aspect of the college experience, whether it's applying to attending or graduating from university. Our comprehensive platform provides rich, curated and unique content in an interactive, fun and meaningful way. I started College Scoops out of my desire to help other parents navigate the college admissions journey to have the best possible experience where their son or daughter, college visits are the one aspect of the college admissions journey that you actually have control over. You can pick where and when you want to visit who you want to talk to, and where you want to explore. I know because as a first time parent, I was somewhat unprepared with my oldest. My son had a list of colleges where there was a pin on paper, but I could not help but wonder, were they the right school for my son? Would he be happy there? Will he make friends? Will he thrive? Not only academically, but mentally, socially, personally and athletically? How would I know?

How would he know? Who could we talk to? Why can't we find this information all in one place? If only we could get the inside scoop on each college, think about how much easier it would be to plan a college visit. As we know college visits take time, energy and money to Plan. So I was determined after my experience with my oldest to find a way to move forward and help not only my other two children, but also every other parent who's going through the process. College Scoops launched in 2018. As a foodie who loves to travel and find the hidden gems wherever I go, our first college visit was an absolute disaster. We had a list, but I thought now what? So I asked my son to pick a college on that list, and we would go visit. It was an opportunity for me to be alone with one child² in a car, exploring and hopefully learning more about what my child thought, what were they excited about? What did they want to learn? What were they looking forward to in this next academic adventure? selfishly, I was thrilled to get in a car with one child with no plans to make dinner, no picking up other kids from activities, no work. Just being on my own with my son. Expectations were high. I was nervous. He was nervous. I could only imagine what was going through his mind. And it took me back to when I was looking at colleges and the nervousness I felt when I was in the car with my mom. How did I know if I would fit in? Well, I make friends. What is the food like and what do you do on weekends anyways, as I said, our first college visit was a disaster. My son was stressed, I realized I was stressed. We did not mean any students outside of the formal tour. We did not find the local hotspot where other students gather. And as a result, we left campus without a real feel for the community or surrounding area. It was a lost opportunity all around. Knowing the inside scoop about a particular college takes time, energy and resources we do not always have I spent hours researching, connecting with the current student body reaching out to family and friends to find out what they loved and why that particular school rocked, and that was the beginning of College Scoops. As a foodie who loves to travel, I also wanted to make sure that we would have a place to eat somewhere that we would see the student body engaging and connecting in an unscripted manner. Round two, we arrived on campus hesitant, but hopeful. We visited the college campuses through the lens of current students making for a far more productive, fun and tasty visit. With the right college visit experience, students will thrive in an environment that fits their educational and lifestyle needs. My kids inspired me to launch college scoops after their college admissions journey. They learned more about the important aspects of life in college and the surrounding areas from the research we conducted and the people we connected with than any other source we were given. Whether they were able to visit the college or not the content we produce for each college help them narrow down their college list in a meaningful and thoughtful way. The college admissions journey is an opportunity to bond with your kids in a way that will create lasting memories, engaging conversations unrelated to the academic aspects of college and allow you to frame conversations that will help you guide your child not only through the college experience, but life beyond. I learned my daughter would prefer ice cream on every campus visit versus doughnuts. And I realized

that in order to engage my youngest son in the college visit process, I definitely needed to explore the surrounding area and find excursions that were not college related. I learned so much more about my son and daughter. On every trip that we took the conversations that we had in the car in the airports on the road, I will always remember and cherish. I realized that there was so much more to the college visit than I'd ever anticipated. And it was something that was so important to me an opportunity that I wanted to make sure was available to each and every parent. Our entire College Scoops team works hard to provide authentic content, whether it's on our website, ebooks, social media platforms, YouTube videos or podcasts. We have an advisory team active investors who are subject matter experts in the field, guests, editors, partners and collaborators in various discipline, who believe what we do and want to be a part of our journey. If you would like to be a member of the College Scoops team, there are several ways you can participate. If you were a student would like to be an ambassador, please submit the become a student or parent Ambassador form on our website. Our ambassadors love to help our students and families with their insights and knowledge of a college or surrounding area. If you are an educational consultant and you would like to share our ebooks or content with their families as a helpful resource, please contact us as we have partnered with companies to provide value added services to their clients. If you're a college student looking for an internship, we are continuing to grow our internship program with opportunities for digital marketing, educational content creation, and social media strategist, become a patron sponsor, join our affiliate program, advertise with us. College Scoops highlights colleges and universities across the United States with students and parents we have connected with, we have over 150 colleges represented on our site in over 80 ebooks that we produce to date. The College Scoops team has also created virtual college experience videos to answer the burning questions many students have right now about perspective colleges. We know how unsettling disappointing and exciting these times can be for students and families. So we brought our college scoops community directly to you has been a wonderful opportunity for our team to give back and help high school students reduce their anxiety, stress and fears about the college experience. We save parents time, energy and stress by conducting the research and outreach to the current student and parent and body. Our materials and information are more relevant now than ever before. Parents and students need to make decisions on colleges, and at times, they're not necessarily able to visit college scoops helps not only prospective families looking at colleges, but also current college students and their parents. We also collaborate and partner with other professionals in the college space area. Every week we have guests editors on our website sharing their expertise. If you or someone you know would like to be a guest on our show, please reach out to us directly at CollegeScoops.com/podcast. Thank you and we're looking forward to bringing you new and valuable content each and every week.