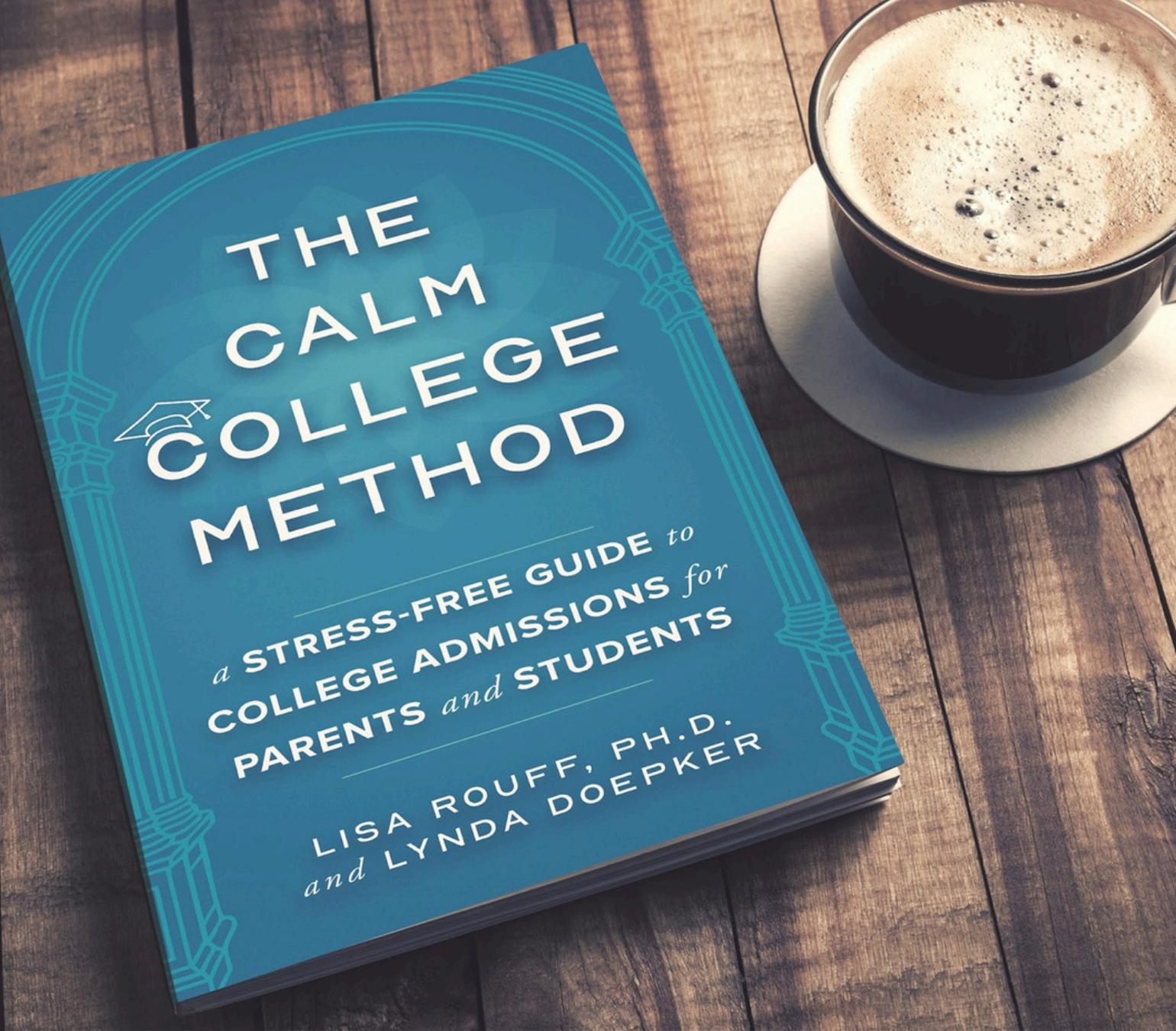


THE CALM COLLEGE METHOD

A STRESS-FREE GUIDE TO
COLLEGE ADMISSIONS

PRESS KIT

BY **LISA ROUFF**, PH.D. &
LYNDA DOEPKER



**HELPING FAMILIES APPROACH COLLEGE ADMISSIONS
WITH CONFIDENCE, CLARITY, AND CONNECTION.**

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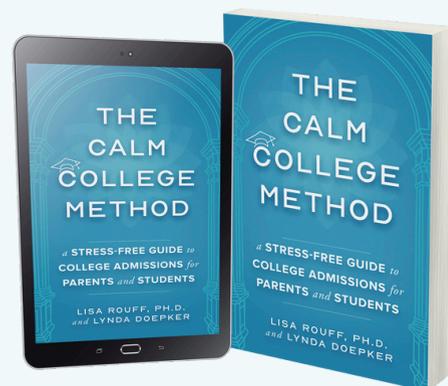
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BOOK OVERVIEW

SHORT DESCRIPTION

College admissions doesn't have to be stressful. The Calm College Method helps families move through the process with clarity and confidence. Written by a psychologist and an experienced educational consultant, it uses sports psychology principles to create practical tools to reduce stress, improve communication, and make college planning a healthier experience for parents and teens alike.



LONG DESCRIPTION

The Calm College Method is a gentle yet powerful guide for families navigating today's complex college admissions landscape. Rather than adding more checklists and pressure, it helps readers shift their focus from perfection to progress; from anxiety about outcomes to pride in effort.

Drawing from decades of combined experience, Dr. Lisa Rouff and Lynda Doepker show how families can reframe the process as an opportunity for growth and connection. Through a mix of psychological insight, step-by-step planning advice, and stories from real families, the book offers a fresh, grounded approach to college admissions built on calm, not chaos.

FAMILIES WHO USE THE CALM COLLEGE METHOD LEARN TO:

1

Replace stress with structure and self-awareness

2

Set process-based goals that build confidence

3

Balance logic and emotion in decision-making

4

Support neurodiverse students with empathy and strategy

5

Set process-based goals that build confidence

6

Reconnect as a family through meaningful college planning conversations

AUTHOR BIOS



Dr. Lisa Rouff is a clinical psychologist and independent educational consultant with 30+ years of experience supporting students with ADHD, dyslexia, anxiety, and other learning or emotional challenges. She helps families approach college admissions with insight, empathy, and structure.

Lynda Doepker is an independent educational consultant who supports a wide range of students in creating authentic applications. She's an advocate for accessibility and equity in college advising, and her experience as a reader for national scholarship programs deepens her understanding of what makes a student's story stand out.



Together, they co-founded **The College Admissions Collective**, a counseling practice that blends psychology, research, and practicality to make the college process calmer — and kinder.

KEY TALKING POINTS

What makes *The Calm College Method* different?



It focuses on **process over perfection**, helping families define success by progress, not acceptance letters.



It combines **psychological insight and admissions expertise** to reduce anxiety and build confidence.



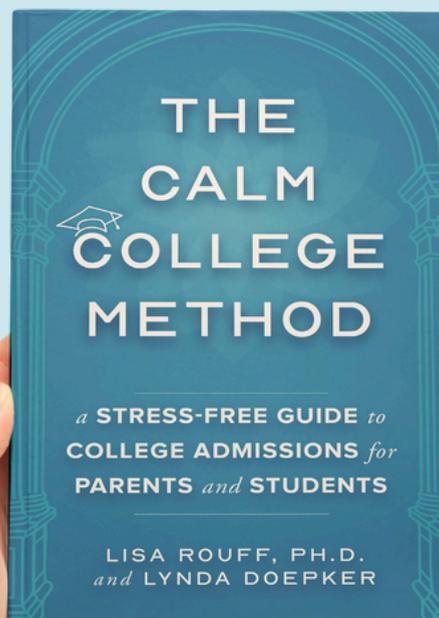
It helps parents and teens **communicate calmly** about goals and expectations.

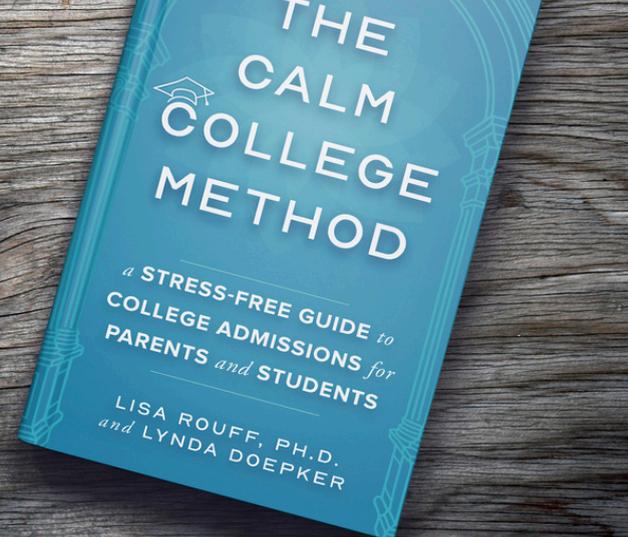


It offers **real tools for neurodiverse students**, blending compassion with practical planning.



It reframes college admissions as a chance to **grow connection and resilience**, not conflict and stress.





SAMPLE INTERVIEW QUESTIONS

- 1** What inspired you to write *The Calm College Method*?

- 2** How can families shift from outcome goals to process goals during college admissions?

- 3** What are some common sources of stress for parents and teens—and how can they be reduced?

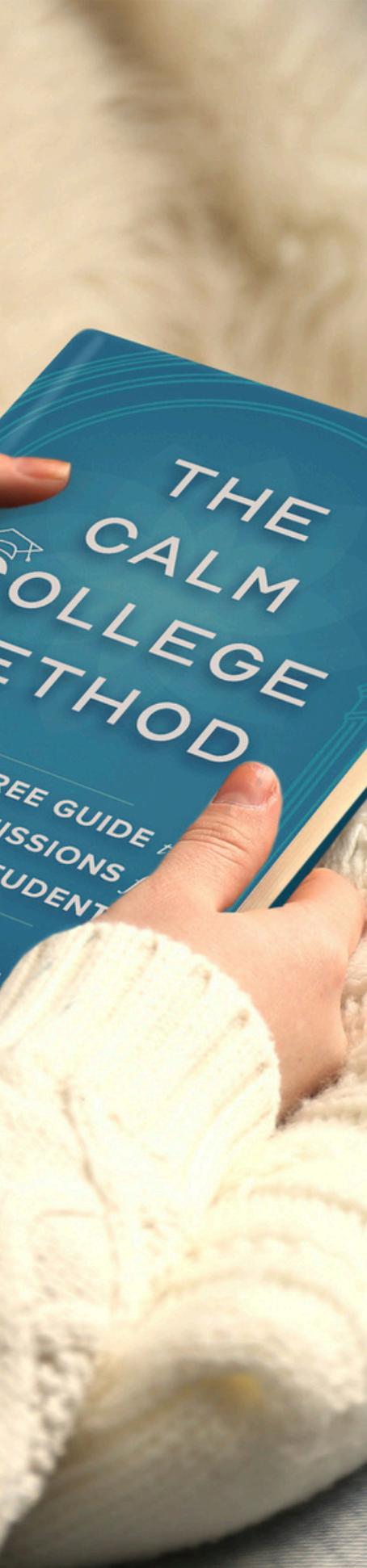
- 4** How can families support neurodiverse students during this process?

- 5** What's one “calm mindset shift” that every parent can make today?

- 6** How do you see college admissions evolving in the next few years?

- 7** What does “trusting the process” look like in real life?

- 8** How can families begin applying your method even before junior year?



RELATED ISSUES WE CAN SPEAK ON

- 1 How to research colleges without over-relying on rankings.
- 2 Understanding selective admissions from the inside: essays, activities, and institutional priorities.
- 3 How families can talk about expectations in healthy ways.
- 4 First-gen parent perspectives on college and how families without “institutional inheritance” can navigate the process.
- 5 The psychology of parent and student stress and how it shows up during junior and senior year.
- 6 What’s changing in college admissions and how families can future-proof their plans.
- 7 Why high-ability students often struggle more with college admissions pressure and how families can support them.
- 8 How rural students navigate limited resources, fewer APs, long distances to testing or enrichment opportunities and how colleges evaluate that context.
- 9 How to evaluate colleges’ disability support services.
- 10 Executive functioning is the hidden hurdle of junior and senior year.

CONTACT & ABOUT THE COLLEGE ADMISSIONS COLLECTIVE

CONTACT INFORMATION



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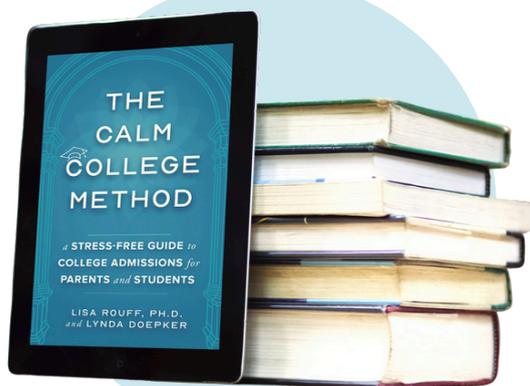


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ABOUT THE COLLEGE ADMISSIONS COLLECTIVE

The College Admissions Collective was co-founded by Dr. Lisa Rouff, a clinical psychologist and educational consultant, and Lynda Doepker, an independent college consultant and strategist. The Collective helps students discover colleges that fit them academically, socially, and financially. Through personalized counseling, workshops, and resources like The Calm College Method, the team empowers families to approach admissions with confidence, connection, and peace of mind.

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