2025 Application Season: Essay Guidelines

COLLEGE WISE

Enrollment & Deadlines

To ensure students receive the thoughtful support they deserve (without last-minute stress), we follow the below enrollment cutoffs based on college deadlines. These deadlines enable your counselor to spend the appropriate amount of planning time with your student, ensuring your student's applications are strong and authentic.

College Deadline	Last Date to Notify Counselor About Support for the College
October 15	August 31
November 1	September 12
November 15	September 30
November 30/UCs	October 15
January 1 or later	November 25

Essay Editing Time Guidelines

To help you plan ahead, below is an overview of how essay work is typically structured within your student's allotted hours. Each essay edited by our professional editing team will have 45 minutes deducted from your student's time bank. The chart below outlines the number of editing rounds associated with each type of essay:

Essay Type	Editing Structure	Time Deducted
Personal Statement	2 rounds of editing + 1 complimentary final proofread	90 minutes
University of California PIQs (4 total and cannot be separated)	1 round of editing + 1 complimentary final proofread	180 minutes
Supplemental Essay	1 round of editing + 1 complimentary final proofread	45 minutes

Maximize Your Student's Support

Essay Brainstorming Encouraged

Before writing, we encourage students to brainstorm with their counselor to produce the best quality essays.

Follow-Up & Action Items

In some cases, your counselor may provide quick feedback directly, without submitting essays to the editing team. Time spent reviewing will simply be deducted from your student's hours.

Smart Scheduling = Better Support

We're committed to supporting your student through the busy application season, and to ensure high-quality guidance for every family, we kindly ask that you plan ahead when working with your counselor.
- Counselors often book out 1-2 weeks in advance. We recommend scheduling early.
- During the fall rush, we cannot guarantee meeting cadence that is more often than **every two weeks**.
- Standard turnaround time is **3–4 business days** for up to **four** essays.
- Submitting essays in batches of **four or fewer** will result in the fastest turnaround.

Need Extra Help?

If your student needs more support than their plan covers, additional support options are available for purchase.