Explore • Plan • Achieve • Explore • Plan • Achieve • Explore • Plan • Achieve • Explore • Plan • Achieve • Explore • Plan • Achieve • Explore • Plan • Achieve • Explore • Plan • Achieve

What's New at Bridges for 2005?

BRIDGES
Explore • Plan • Achieve

This year when you choose Bridges, you will experience unsurpassed customer support, greater levels of technical excellence, and extraordinary value. More than ever before, our products and services let you make a bigger difference in the lives of students and clients without complicating your day.

One of the most noticeable changes at Bridges this year is the change we've made to our formal name, now Bridges Transitions Co. But whether you call us Bridges Transitions or just "Bridges" we are the same reliable company so many customers have come to know and trust over the past 22 years.

Why Transitions? Because that's what we do: thousands of schools use Bridges products to prepare students for successful transitions to education and work beyond high school. Adults across the nation also use Bridges' products to plan career transitions at career agencies and post-secondary school.

Along with our name change, we have also refreshed our slogan: Explore • Plan • Achieve

It describes the career development process that supports everything we do. Exploration is the start of any good plan. And plans are the foundations of real achievement.

We have made some other big changes as we prepare for the 2004-2005 product year.

- Our leading **online test prep**products are among the first available to improve student performance on the new SAT and PSAT tests. Our online products for ACT prep and state exit exam prep are easier than ever to use. Before Bridges, only a few individuals could afford this kind of test improvement power. Today, you can afford to make online test prep tools available to every student with a desire to improve. (And we can help you build that desire to improve, too.)

- Our comprehensive suite of **education and career planning** products includes the new Choices Planner online service. Choices Planner brings the very best of our CD-ROM Choices product and puts it on the Web – and adds even more outstanding tools to make your programs do more without taking up your time.

- A new **online career portfolio system** gives users both familiar and entirely new ways to set goals, build real plans for college or training, track their progress and share their progress with anyone they want. Best of all, the portfolio is stored online and is included with our Choices Planner and Choices Explorer (CX Online) products.

- This year Bridges will also consolidate the **Choices product line**: *Choices Explorer, Choices CD Edition* and *Choices Planner*. The Choices product line promotes greater student achievement by providing improved accountability, personalization and more real-world relevance than ever before.

More Communication, More Value

Bridges is excited to offer regular e-mail updates about the products you have, with hands-on usage tips and tools. We also have Career Pro News to keep you current on education and career news, and Career Parent Magazine for great career- and education-related parenting articles.

Sign up for a Bridges newsletter: www.bridges.com

Guideways: Leading the Way

We have developed a new guided activity system called Guideways -- to replace the User Guides. These give users directed experiences in our products so they achieve specific outcomes without taking up instructor time or losing focus on the objectives of their session. Watch for them in Choices Planner, Choices Explorer and Choices CD Edition this year.

Bridges Online Test Prep Courses

Today's education realities demand a high level of student and school performance. Counselors and school administrators share a common objective when it comes to academic improvement: the better your students do in school, the better their prospects after they graduate.

Bridges' new online test prep courses give you truly affordable school-wide tools proven to help students improve on state-mandated exit exams. Our ACT and SAT courses help students achieve their best on college entrance exams, and our PSAT course helps students get the scores they need to qualify for the National Merit Scholarship program.

Bridges' test prep courses for the SAT and PSAT fully prepares students for the new SAT and PSAT content for 2004-2005.

eChoices Replaced With Choices Planner: New Ways to Plan

The eChoices product will be discontinued and replaced by Choices Planner on August 31, 2004. Choices Planner is a completely online update of our Choices CD Edition software, giving Choices CD or eChoices users the freedom of online access, more tools, a portfolio with online storage, outstanding reporting tools for professionals, and an all-around better experience for anyone to create plans for education and career success.

Ability Profiler: A New Path to Self-Awareness

Building on the success of our Do What You Are personality type assessment for high schools, and the widely used Interest Profiler in our Choices CD Edition and Choices Planner products, Bridges is pleased to introduce the newest addition to our line of assessments: the Ability Profiler. The Ability Profiler will replace the Career Aptitude Survey for Choices customers.

The Ability Profiler is available with Choices CD Edition, and as an online assessment for use with Choices Planner, Choices Explorer, or by itself. The instrument contains six tests that measure five job-relevant abilities:

- Verbal Ability
- Numerical Aptitude
- Spatial Perception
- Clerical Perception
- Form Perception

Professional Services Division: Do More for Your Students

Whether you want to use your Bridges products more effectively, or add new energy to your programs to have more impact with your students – our new Professional Services Division offers the perfect option to suit all your needs.

Training Products

- **Product Webinars –** Hosted by a telephone-based facilitator, these one-hour sessions can educate new subscribers or update existing users (two sessions included with your subscription).
- **Product Workshops –** Instruction on key product aspects tailored to your needs in a full-day, on-site workshop.
- **Motivating Students Workshops** – Participants receive sets of lesson plans designed to increase the number of students with meaningful future plans in these one or two-day, on-site workshops.

Consultation Services

Available to districts and states intent on implementing a comprehensive student planning/guidance program that drives improved graduation rates and better student achievement. We offer two types of services: **District Inventory/Audit** and **Program Consultation**.

For additional information about any of our products and services, please visit Bridges on the web:

www.bridges.com

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