



FOR IMMEDIATE RELEASE

Salisbury Academy Launches “Journey Forward” to Expand Personalized Pathways for High School Students

March 23, 2026, Salisbury, NC — Salisbury Academy is proud to announce the launch of Journey Forward, an innovative program designed to prepare high school students not only for college, but for life. Grounded in a commitment to life readiness, Journey Forward equips students with the skills, confidence, and real-world experiences needed to thrive beyond the classroom.

At the heart of Journey Forward is Salisbury Academy’s College Support Center, a high-touch, personalized program designed to guide students and families through every step of the college admissions process. Beginning in junior year, students receive one-on-one coaching, ACT/SAT guidance, essay writing support, résumé and portfolio development, scholarship assistance, and hands-on help navigating financial aid. From building a thoughtful college list to making confident final decisions, students are supported with clarity, strategy, and care.

“Families are often looking for guidance and reassurance during the college process,” said Caroline van der Poel, upper school admissions and college counselor for Salisbury Academy. “Through the College Support Center, we provide individualized support that helps students not only present themselves well on applications, but truly understand their goals, strengths, and next steps.”

For families who have already experienced this level of support, the impact is clear.

“I am so thankful that my son, Aiden, was able to participate in the college counseling through Salisbury Academy,” shared parent Penny Moss. “I was clueless about what we should be doing, but he had guidance in all things college prep. I honestly didn’t have to do much beyond my role as a parent because of the support he received. If you have a student beginning the college journey, I could not recommend this more. - I would give it 1000+ gold stars.”

In addition to the College Support Center, Journey Forward offers dual-enrollment opportunities at Catawba College and individual Upper School course offerings at Salisbury Academy’s downtown campus. These flexible options are available to students of the broader community, including homeschool and traditionally enrolled students seeking supplemental academic experiences. For full-time Salisbury Academy students, college counseling and dual-enrollment are seamlessly integrated into the Upper School experience.

To further support students and families, Salisbury Academy will host a College Panel on Thursday, April 9 at 6 p.m. at the Upper School campus, featuring representatives from UNC Chapel Hill, Gardner-Webb University, and Campbell University. Additionally, the school will offer a College Essay Writing Workshop Series on July 7, 14, 21, and 28 from 10 a.m. to 12 p.m. These opportunities are open to both Salisbury Academy students and students in the

broader community and provide valuable insight and hands-on guidance throughout the college preparation journey.

Whether through immersive, full-time enrollment or flexible participation, Journey Forward represents Salisbury Academy's commitment to developing confident communicators, motivated learners, and resilient leaders prepared for the opportunities ahead.

Families interested in learning more about Journey Forward or registering for upcoming events are encouraged to visit salisburyacademy.org or contact Director of Advancement Allison Doby: adoby@salisburyacademy.org.