



# Navigating a Shifting Landscape

Insights from The 2023 Naviance Student Survey

December 13<sup>th</sup>, 2023 | 3:00pm ET



## Today's Presenters



**Jason Vollmer**  
*Senior Director,  
Partner Success at EAB*



**Amy Reitz**  
*Group Vice President,  
Product at PowerSchool*



# Education's Trusted Partner to Help Schools and Students Thrive



## Your Imperatives Determine Ours

### INSTITUTIONAL STRATEGY

#### Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

### MARKETING AND ENROLLMENT

#### Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

### STUDENT SUCCESS

#### Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

### DIVERSITY, EQUITY, AND INCLUSION

#### Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

### DATA AND ANALYTICS

#### Embrace Digital Transformation

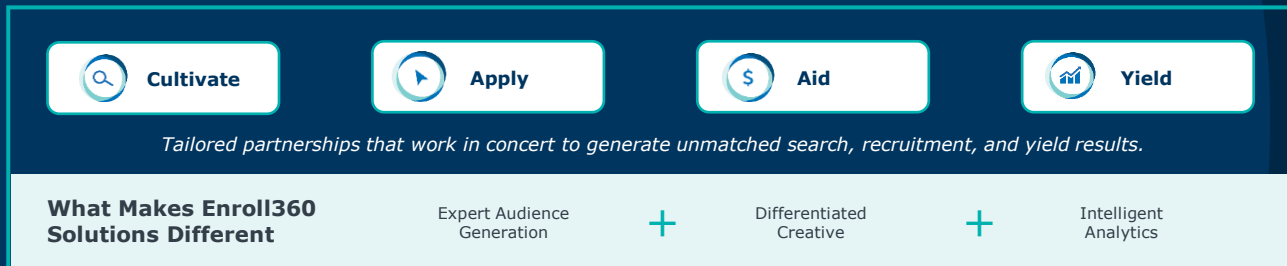
Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with **2,500+** institutions to accelerate progress and enable lasting change.

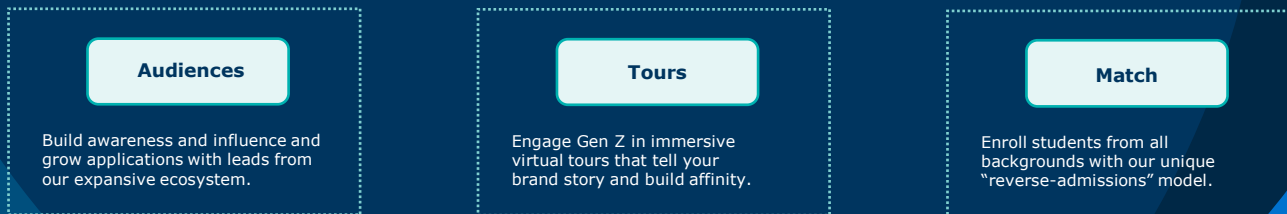
**95%+** of our partners return to us year after year because of results we achieve, together.

# Unlock Every Recruitment Advantage with Enroll360

**Enroll360 Solutions to Outperform The Market at Every Stage of the Funnel**



**Enroll360 Products to Elevate Student Awareness and Engagement with Your School**



**Powered by The Leading Student-Facing Platforms**



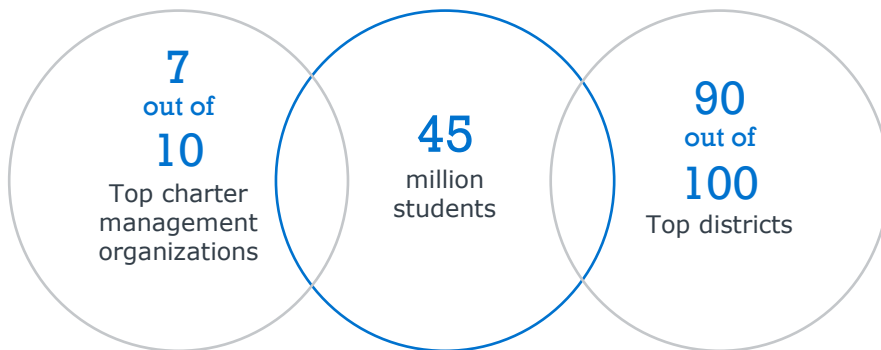
# Introducing PowerSchool

PowerSchool is Home to Naviance, the Leading College, Career, and Life Readiness Platform



**#1 leading provider** of K-12 education technology solutions;  
reaching **75% of students in North America**

Over  
**13,000**  
school & district  
organizations

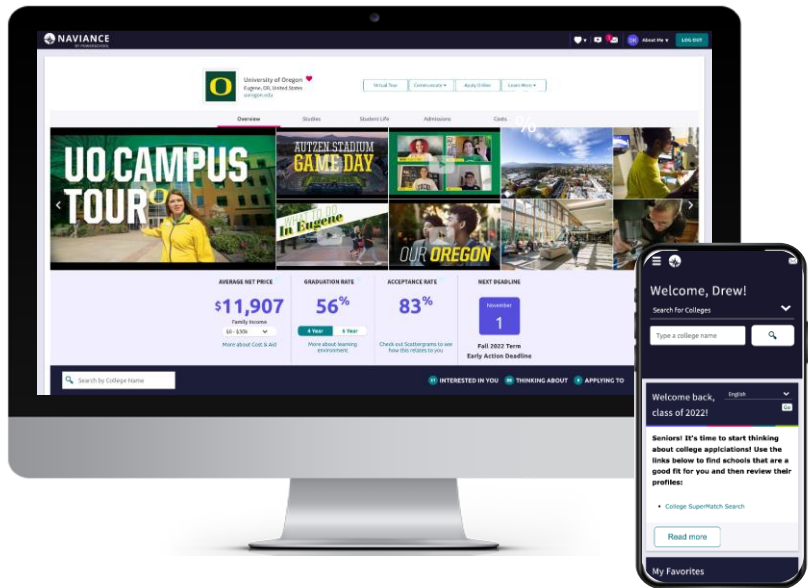


**90+**  
countries &  
territories



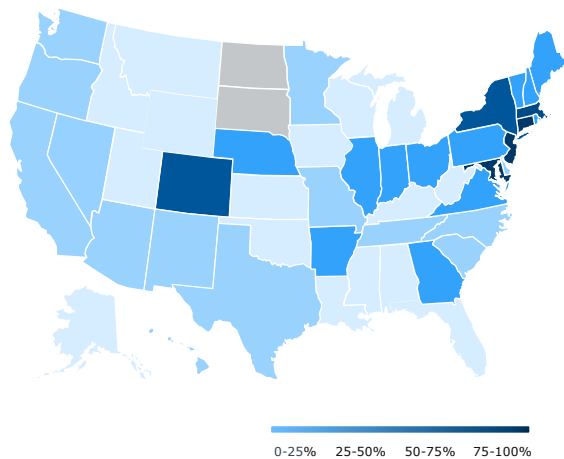
# Meet Naviance

The Leading College, Career, and Life Readiness Platform



## High School Students Using Naviance

Entering Class of 2023 by State as of December 2023



Based on PowerSchool data from December 2023

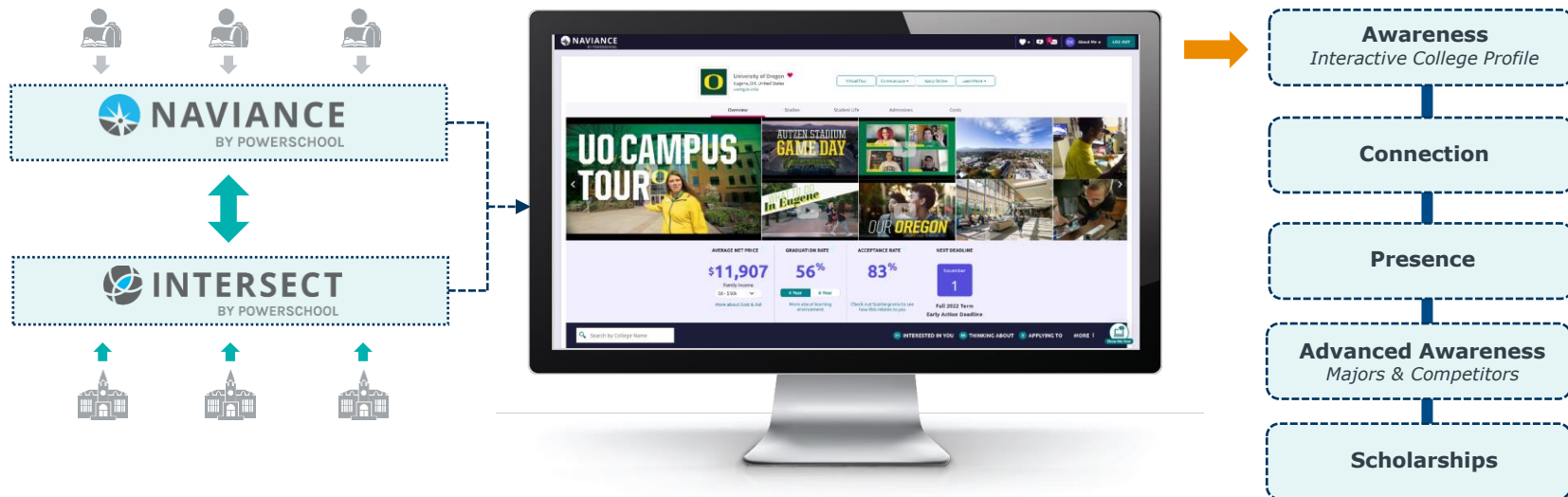
**6.5M+** US high school students use Naviance

**13K+** Public, private, charter, and independent schools have access to Naviance

**100K+** high school counselors are using Naviance

# Engage with Students in Naviance

**Intersect** is a recruitment solution that partners with Naviance to facilitate high-quality connections between students and colleges, led by students and schools.



Powerful Awareness and Recruitment Tools Include:

**Awareness**  
Interactive College Profile

**Connection**

**Presence**

**Advanced Awareness**  
Majors & Competitors

**Scholarships**

Based on PowerSchool data from December 2023

**27M** College profile views annually

**53M** Annual student matches viewed

**1.4M** Student inquiries per year

# The Latest Insights from Naviance



## Profile of Survey Respondents

**2,245**

Naviance students in grades 9-12 participated in this year's survey<sup>1</sup>

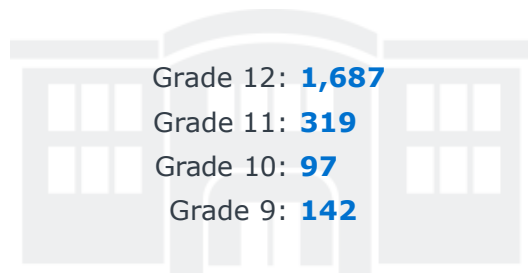
**6M**

College applications submitted by the Naviance Class of 2023

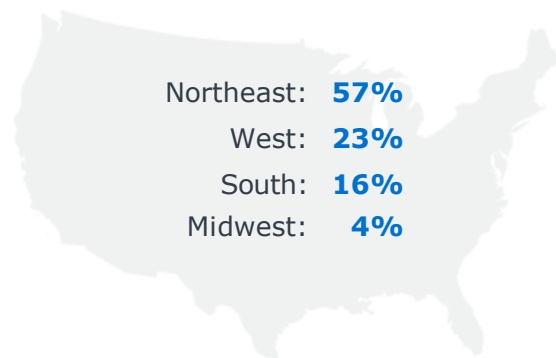
**73%**

Respondents in the Class of 2023 who plan to attend either a 2-year or 4-year college

### Respondents by **Grade Level**



### Percent of Respondents by **Location**



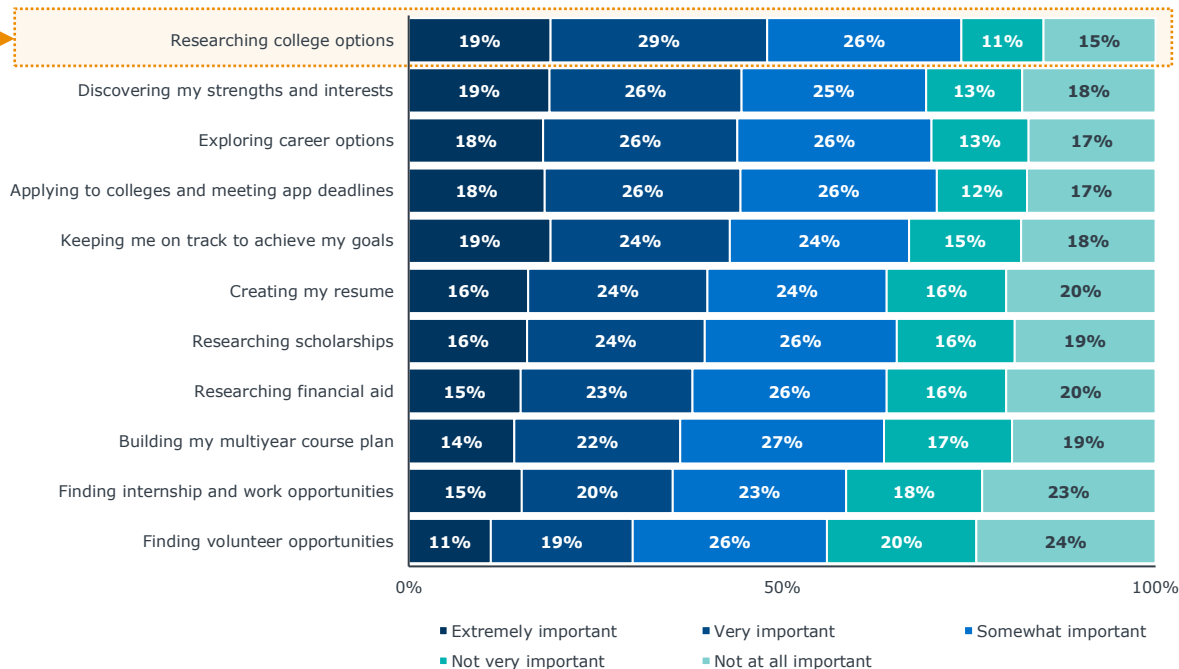
1) Naviance students in grades 6-12 are invited to participate in the survey



# What Students Value From Naviance

Across Grade Levels, Students Predominantly Look to Naviance to Research College Options

Importance of Naviance CCLR by Area



61%

of **juniors** cited "researching college options" as their most important Naviance resource (most popular response)

43%

of **seniors** cited "researching college options" as their most important Naviance resource (most popular response)

58%

of **middle schoolers** cited "researching college options" as their most important Naviance resource

# Key Findings

## 3 Lessons from This Year's Graduating Class

1

**Students are increasingly applying earlier and to more “reach” level institutions**

2

**Career-mapping and work-based learning are playing a greater role in college search**

3

**At Naviance schools, postsecondary planning begins well before high school**

# Lesson #1



**Students are increasingly applying earlier  
and to more “reach” level institutions**

# Breaking Down The Naviance Class of 2023

**836K+**

Naviance seniors who tracked applications

**6.3M+**

Applications tracked via Naviance

**7.65**

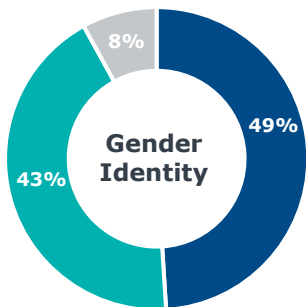
Average number of apps submitted per student

**2.2M+**

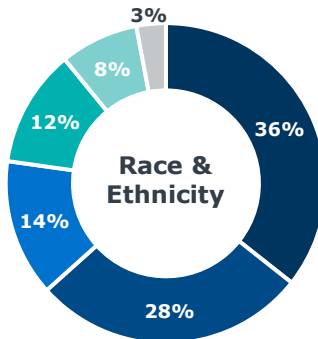
Acceptances tracked via Naviance

**617K+**

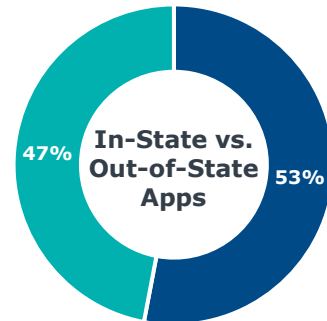
Enrollments tracked via Naviance



■ Female ■ Male ■ Unspecified or Nonbinary



■ White ■ Other or Unspecified  
 ■ Hispanic or Latino ■ Black or African-American  
 ■ Asian ■ Two or More Races



■ Out-of-State Apps ■ In-State Apps

# Parents Are Naviance Students' Greatest Influencer

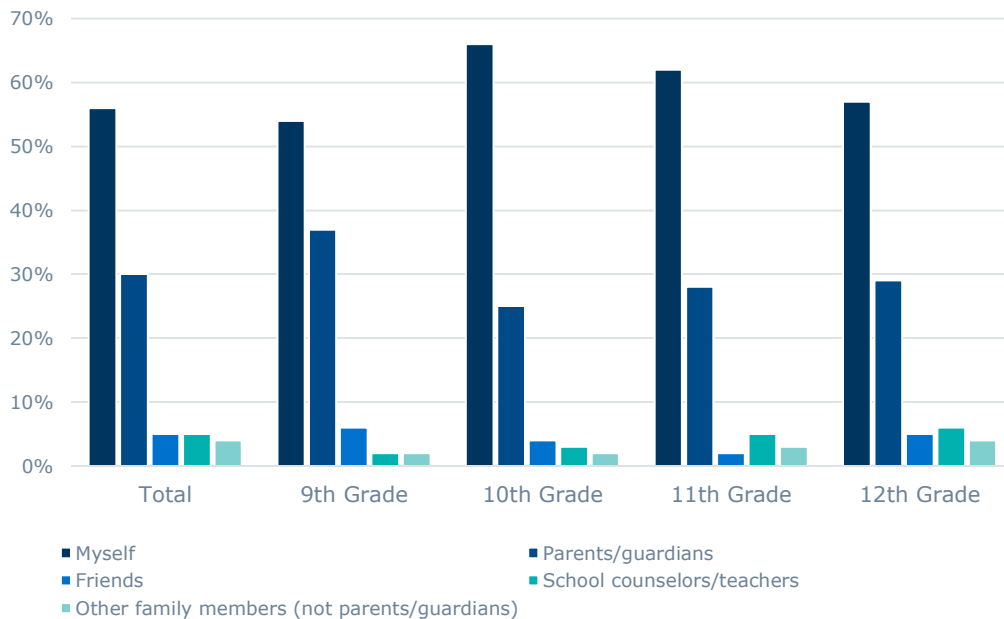


Most students report **they have the most influence** over their own postsecondary plans.



**Parents remain the strongest influencer**, but the degree of their influence changes over time

## Influence on Post-high School Decisions

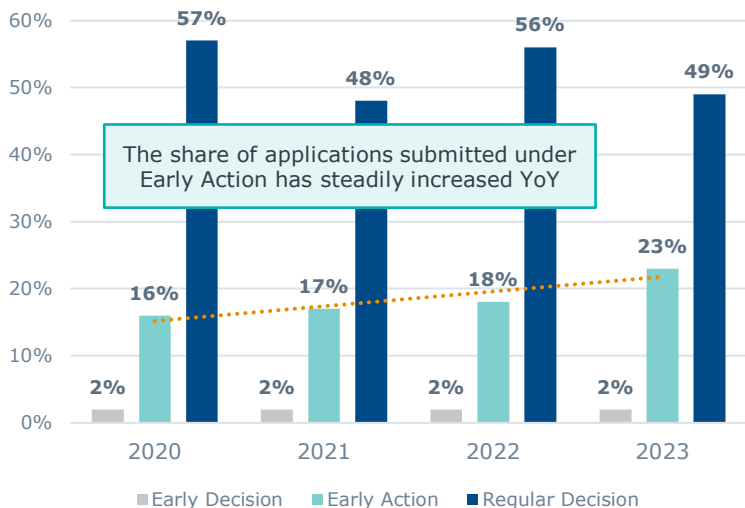


# As EA Apps Increase, Acceptances Are Falling

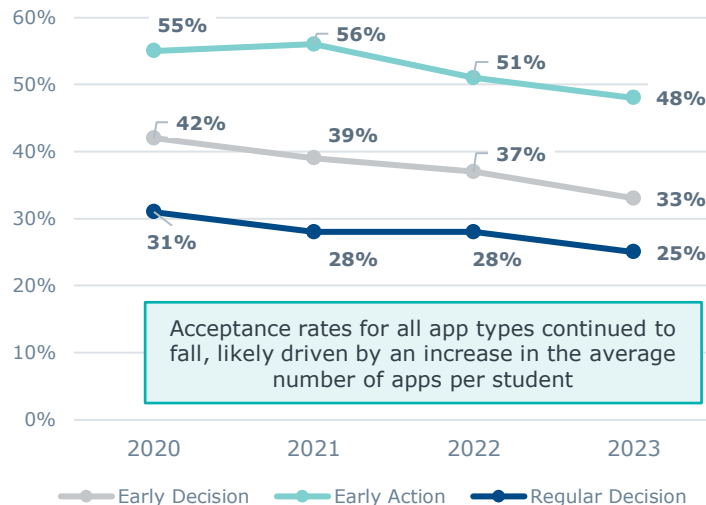


## Applications Submitted by Type

Presented as a Share of All 2023 Naviance Applications Submitted



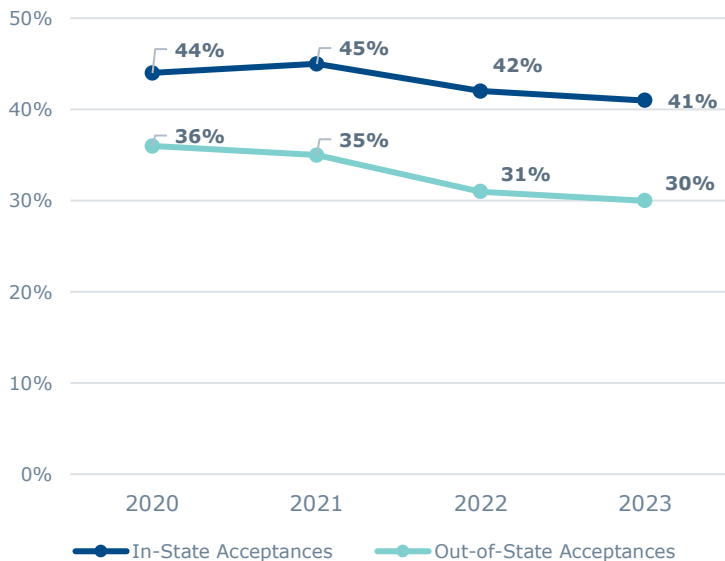
## Acceptance Rate by Application Type



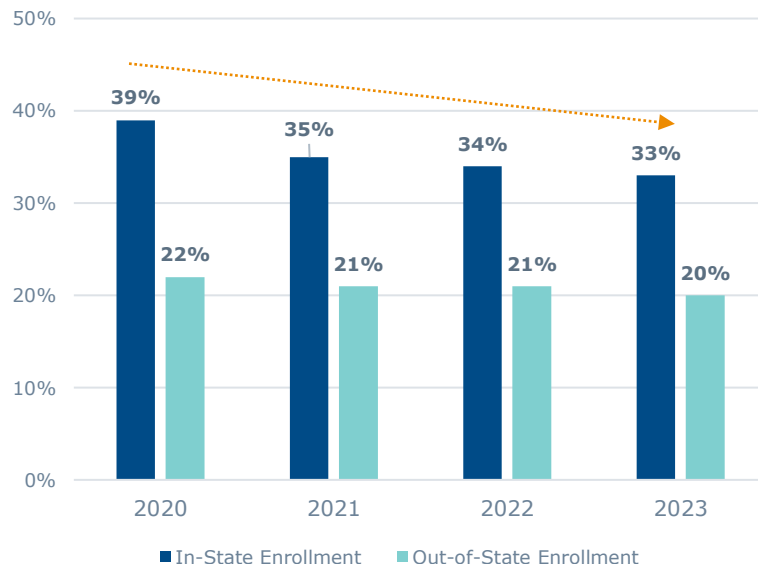
# Fewer Students Are Looking to Stay In-State



### In-State vs. Out-of-State Acceptance Rates



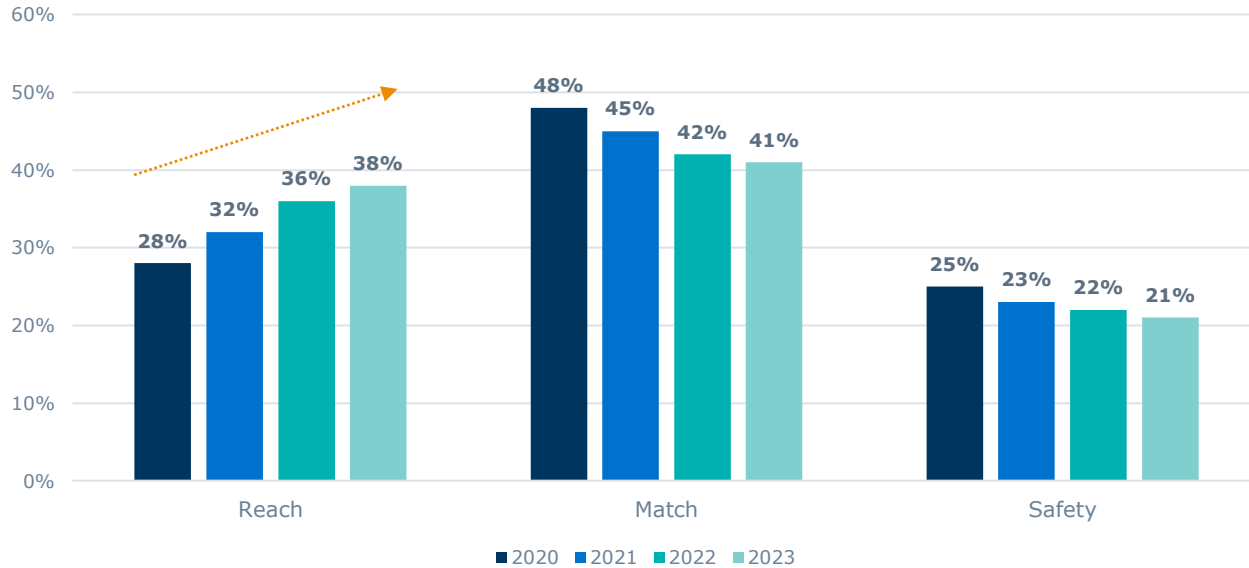
### In-State vs. Out-of-State Enrollments



# “Reach” Applications Are On The Rise



### Share of Applications by Academic Match

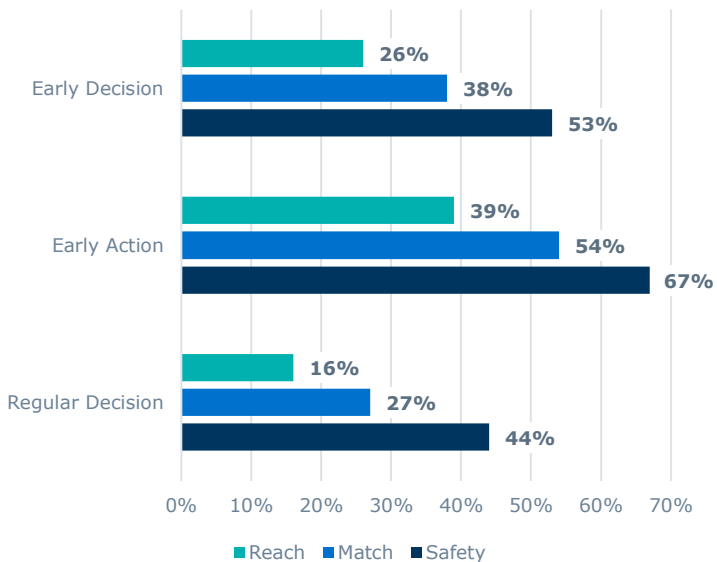




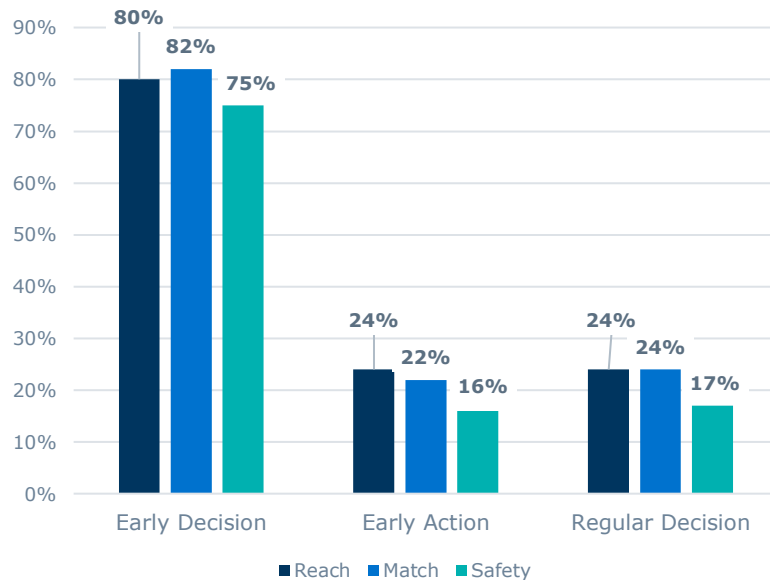
# Acceptance Rates in Early Rounds Remain Higher



## Acceptance Rates by Application Type and Match



## Enrollments by Application Type and Match



# Key Takeaways



- 1**      **The Naviance student body remains diverse.**
- 2**      **Students applying Early Action are applying as such, on average, to more colleges.**
- 3**      **Average apps per students continues to gradually increase while acceptance rates decline.**
- 4**      **Out-of-state application behavior remains consistent with enrollment declines having a greater impact on in-state applications.**

## Lesson #2



**Career planning and work-based learning play a significant role in postsecondary planning**

“For many young people, the path from the K-12 educational system to a good job as an adult is an **obstacle course**. High school is the last universally available educational option, and when young people leave or graduate, the next steps are not always obvious.

Among students and employers, there are **few shared benchmarks** outlining the skill requirements for different industries and occupations, how to obtain those skills, and how to measure them. As a result, young people have **high levels of unemployment** and tend to cycle in and out of jobs even as employers report **difficulty finding workers** with the necessary skills and experience.”

- Martha Ross, Richard Kazis, Nicole Bateman, and Laura Stateler  
Brookings Institute, November 2020

# For Students Looking for Success, Many Barriers Exist



## Disjointed Stakeholders & Information

87%

**of state CTE directors** believe their state is doing a less than effective job at advising learners on career development.<sup>1</sup>



## Gaps in Access and Equity

2x

**Greater unemployment rate** for Black Americans, correlated with 45% lower postsecondary degree attainment.<sup>2</sup>



## Learning and Career Management

70%

**of hiring employers** reported that they are experiencing a skills shortage in finding prospective employees.<sup>3</sup>



## Disconnected Planning Processes

38%

**of recent college graduates** are underemployed/working in a job that typically does not require a college degree.<sup>4</sup>

1) Advance CTE, Feb 2018

2) Journal of Career Development, Feb 2019;

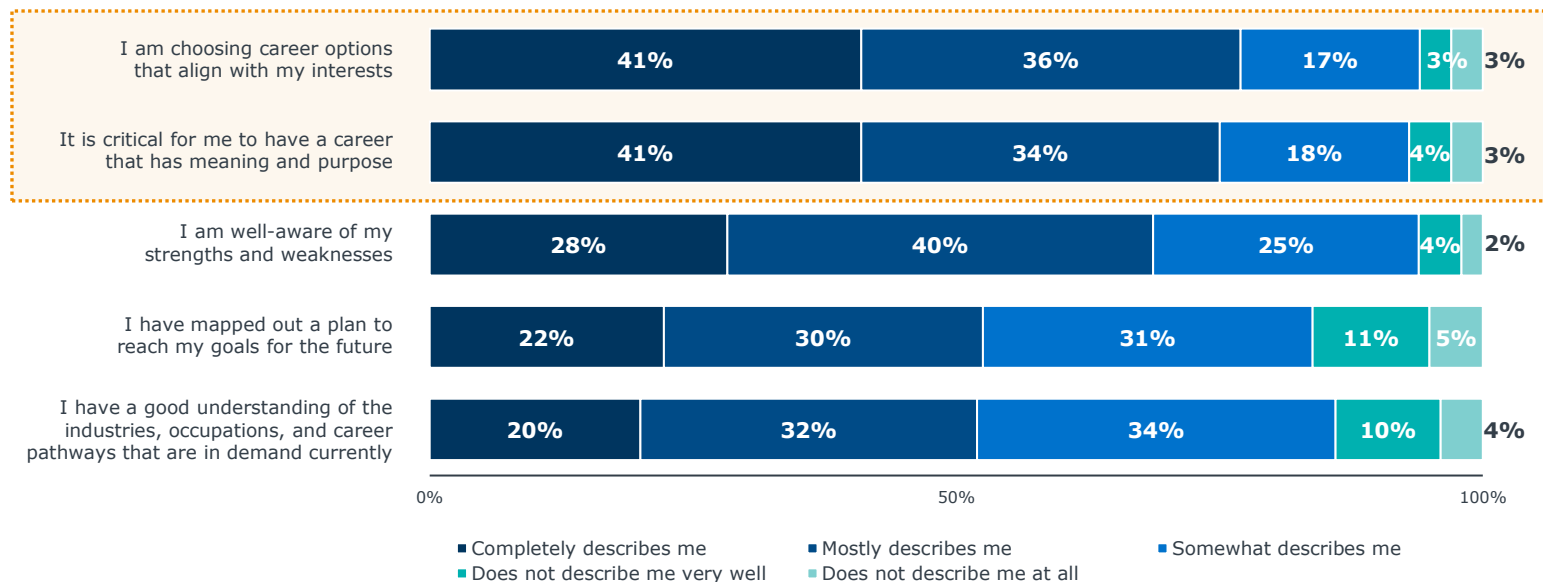
3) 2019 Hiring Survey, Challenger, Gray, & Christmas Inc.

4) The Federal Reserve Bank of New York, Dec 2022

# Students Are Looking For Meaningful Career Paths



## Students' Self-Observations Regarding Their Future Career Search

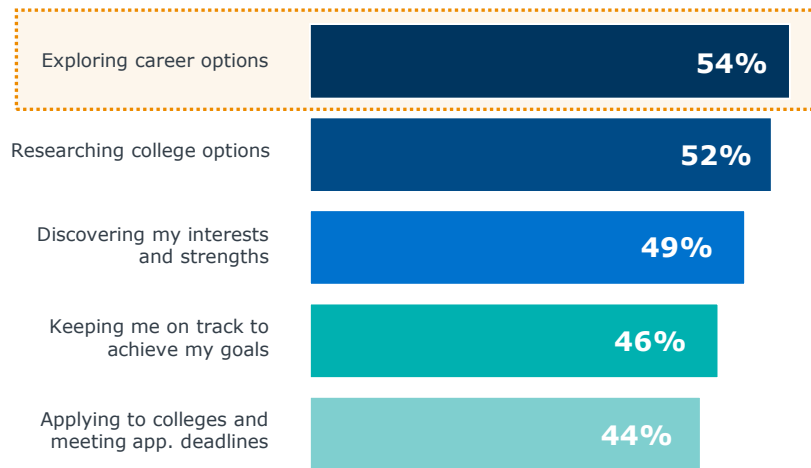


1) Based on survey respondents from all grade levels (6-12)

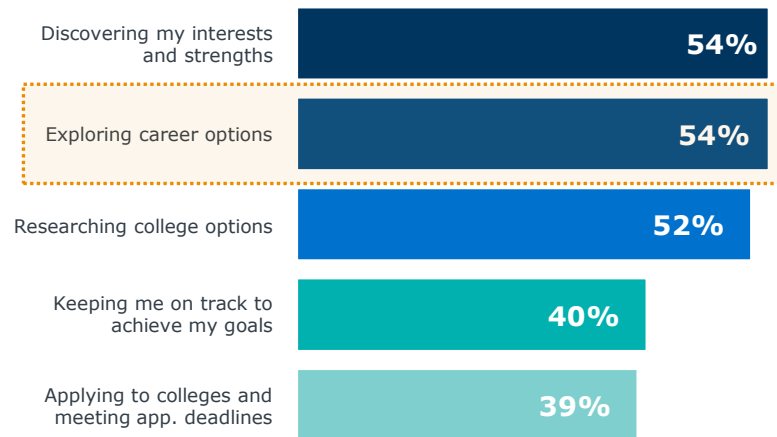
# Ninth- and Tenth-Graders Are Keenly Focused on Careers

More Than Half of Students in Both Grade Levels Are Using Naviance to Explore Career Options

## Importance of Naviance CCLR for Ninth-Graders



## Importance of Naviance CCLR for Tenth-Graders



# The Need For More Support



“Jobs” and “Colleges” Top The Areas in Which Naviance Students Crave Additional Guidance

40%

of middle school students want more help **exploring career options**

38%

of ninth-graders want more help **finding scholarships**

30%

of seniors want more help **exploring career options**

30%

of all students want more help with **applying to colleges**





# Key Takeaways



1

## **Leverage Advanced Awareness for Majors to Help Students Find You**

Advanced Awareness for Majors can help you build affinity with Naviance students who are prioritizing their career goals and the academic opportunities that align with them.

2

## **Ensure Your Advanced Awareness Messaging Highlights Career Outcomes**

Today's students are increasingly focused on ROI and how each postsecondary option they consider will help them meet their goals. Focusing on outcomes in your messaging can help students see your institution as a valuable, viable option.

3

## **Partner with K-12 Schools to Get Involved in Work-Based Learning Opportunities**

With career planning becoming a primary focus among students, families, and their counselors, institutions who partner with K-12 schools to participate in these activities have a greater chance at remaining top of mind.

## Lesson #3



**At Naviance schools, postsecondary planning begins well before high school**

# Postsecondary Planning is Starting Earlier

More Than Half of 6-9<sup>th</sup> Graders Reported That Their Post-High School Plans Are Underway

56%

of **6-8<sup>th</sup> Grade respondents** reported starting their preparations in middle school

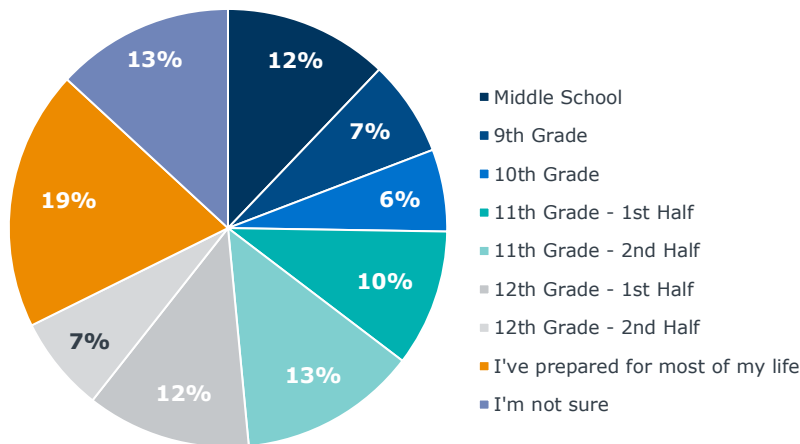
52%

of **9<sup>th</sup> Grade respondents** reported starting their preparations in middle school or earlier

33%

of **10<sup>th</sup> Grade respondents** reported preparing for their postsecondary plan for "most of their lives"

**When They Started Preparing for Their Post-High School Plan**  
Responses From All Grade Levels

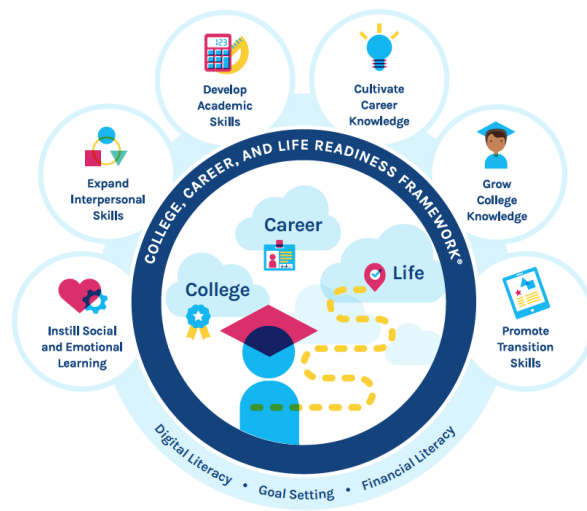


# Naviance's CCLR Framework Encourages Early Planning

As Early as Grade 6, Naviance Students Are Exploring College Options



The **CCLR Framework**® reflects the ongoing commitment from PowerSchool to help students build the mindsets, tool sets and skill sets for success after high school.



“**Grow College Knowledge**” is one of 6 competencies that all Naviance students develop.

# The Leading College, Career, and Life Readiness Platform



## Who am I?

- Students leverage self-discovery assessments in Naviance to learn more about their strengths and interests.
- Begin creating a resume and identify preferred learning styles.



## Which academic programs suit my interests?

- Align interests, strengths, and personal qualities with college and career opportunities
- Leverage Naviance's work-based learning tool to explore career options through internships



## Which colleges are best for me?

- Conduct research to discover colleges that align with academic and career interests
- Search for relevant scholarship opportunities



## How do I get in?

- Leverage platform resources to create a focused college list
- Engage with college reps via Naviance
- Track and support college applications via Naviance

FRESHMAN YEAR



SENIOR YEAR

## Built into the Fabric of the Student Experience

12K+

Higher education reps are currently engaging with students in Naviance

~50%

Of all US college applications are tracked and supported via Naviance

47M

SuperMatch college searches conducted annually by Naviance students

# Postsecondary Resources for Elementary Learners

## Naviance Now Supports Postsecondary Exploration for Elementary Students



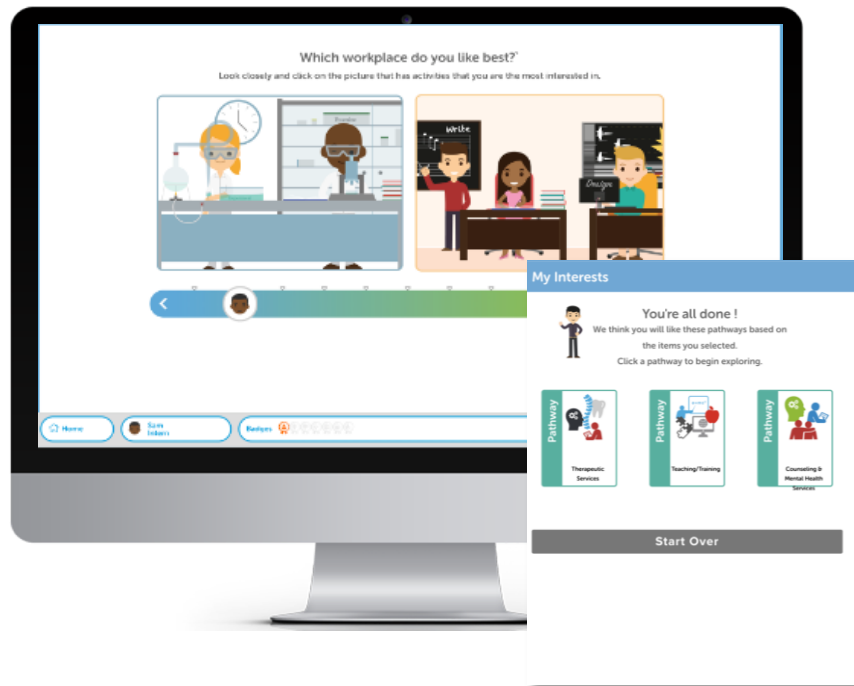
An **online career exploration program** designed specifically for K-5 learners and the staff that support them



Allows younger learners to **begin their career exploration** through an age-appropriate assessment, completing CCLR lessons, and more



Helps elementary students develop a **positive self-concept of their occupational prospects**



# Key Takeaways



1

## **Maintain a Robust Presence in Naviance**

Postsecondary planning is embedded into the Naviance student experience, making college options a consistent topic of conversation in as early as Grade 6. By maximizing your presence in Naviance, you can ensure that you're building affinity with students who are more likely to apply and enroll.

2

## **Reach Students Earlier Through Career-Aligned Enrichment Programs**

By offering career-aligned enrichment programs, you can build a pre-college pipeline that enables you to engage with high-intent students before your peers reach them. You can also partner with K-12 schools to participate in school-based programs.

# Recap

## 3 Lessons from This Year's Graduating Class

1

**Reach College-Bound Students Earlier**

Reaching middle-school students allows you not only to help better prepare students for success in their college search, but it will also help you make connections with high-intent students before your competition has had a chance to influence them.

2

**Illustrate Connections Between Majors and Careers**

33% of survey respondents having reported want more support with career research. Enrollment leaders have an opportunity to fill this gap by offering more career information in their messaging materials.

3

**Maintain a Robust Presence in Naviance**

74% of Naviance students report that the platform is an important tool for researching college options. By maximizing your presence in Naviance, you can more easily remain top of mind throughout the duration of the college search process.



# Questions?



**Jason Vollmer**  
*Senior Director,  
Partner Success at EAB*



**Amy Reitz**  
*Group Vice President,  
Product at PowerSchool*



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