



# Understanding Today's College Search Journey

Insights from the 2022 Naviance Student Survey

August 25, 2022

*Presentation will begin promptly at 12:30pm EST*



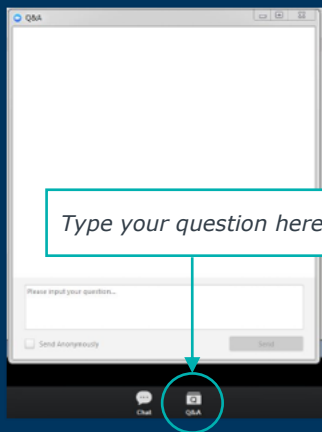
# Using Zoom

## Connecting to Audio



Refer to the **webinar confirmation email** you received in your inbox.

## Asking a Question



## Brief Exit Survey



We'd appreciate your **feedback** on today's presentation.

## Today's Presenters



**Abby Wells**  
*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.

# Recruit and Enroll Your Next Class with **Enroll360**

## Enroll360 Solutions Help You Succeed at Each Stage of the Funnel

Our solutions deliver results, powered by an unrivaled recruitment ecosystem.



**Cultivate**



**Apply**



**Aid**



**Yield**

## Enroll360 Products for Student and Family Engagement

### Audience Generation

Build awareness and influence with the leading inquiry-generation and **college exploration platforms**.

**Cappex**

*Exclusive Reseller for:*  
**Intersect**

**College Greenlight**

### Digital Experience

Engage Gen Z in interactive virtual platforms that tell your brand story and build affinity.

**YouVisit  
Virtual Tours**

**Wisr Virtual  
Communities**

### Transfer Recruitment

Facilitate the transfer process and boost enrollment through best-in-class technology and marketing.

**Transfer Portal**

**Transfer Marketing**

To speak with an expert or schedule a diagnostic conversation, email [eab enrollment comm@eab.com](mailto:eab enrollment comm@eab.com).

Learn more at [eab.com/Enroll360](https://eab.com/Enroll360).

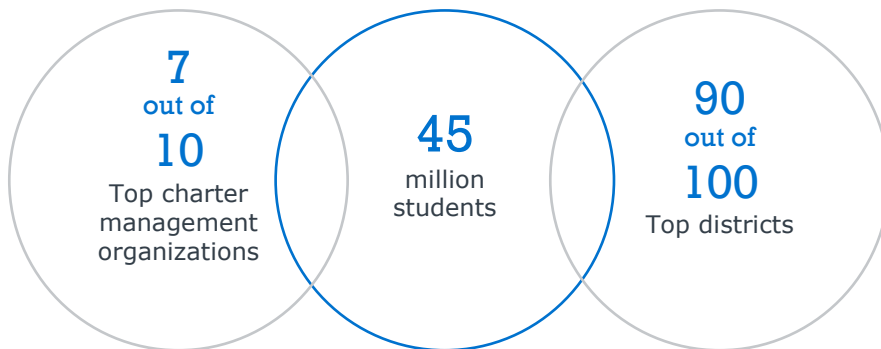
# Introducing PowerSchool

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

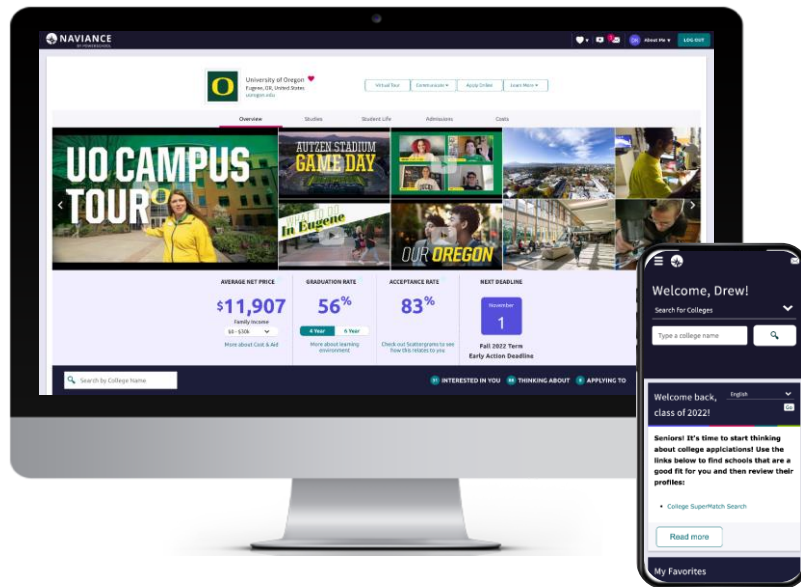


**90+**  
countries &  
territories



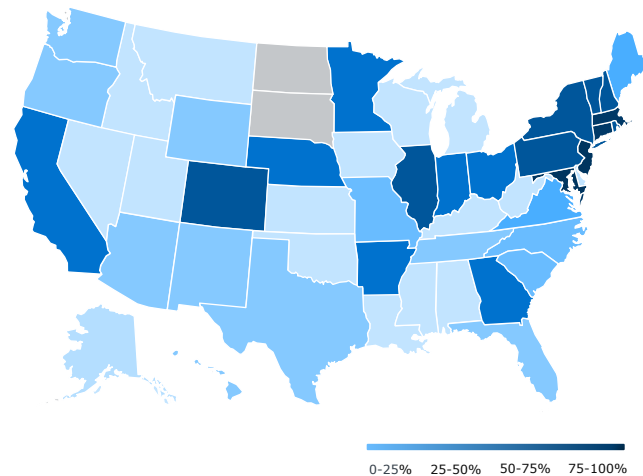
# Introducing Naviance

The Leading College, Career, and Life Readiness Platform



## Naviance Market Footprint

Naviance State Reach by % of Students



Based on PowerSchool data from March 2022

**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

# The Leading College, Career, and Life Readiness Platform



## NAVIANCE

BY POWERSCHOOL

Over **6.5M high school students** have adopted **Naviance** as a guiding force in their educational journey, leveraging expansive resources to achieve academic success, perform college research, and explore career opportunities.

The below activities are illustrative of the types of activities that Naviance students perform over multiple years. Specific activities may vary based on each district's customized scope & sequence.



### 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

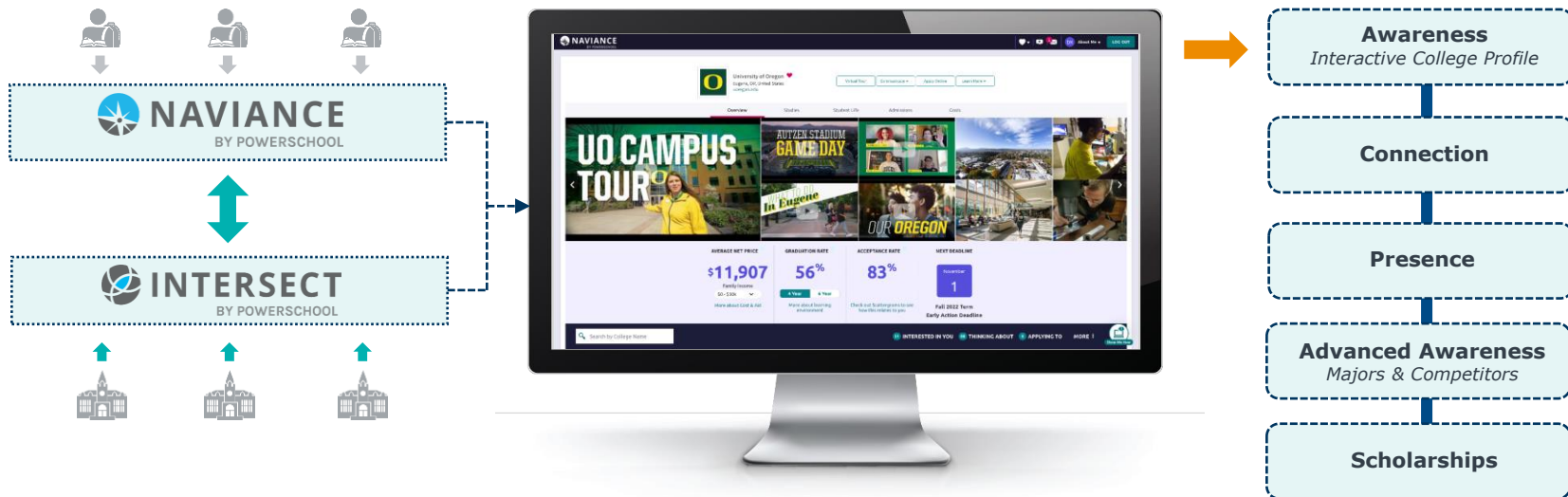
**47M**

**SuperMatch college searches** conducted annually by Naviance students



# Engage with Students in Naviance

► **Intersect** is a recruitment solution that is partnered 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 March 2022

**27M**

College profile views annually

**53M**

Annual student matches viewed

**1.3M**

Student inquiries per year

# The Latest Insights from Naviance

## Survey in Brief: The Naviance Class of 2022

**2.4M+**

Students in the Class of 2022 used Naviance to support postsecondary planning

**~10K**

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

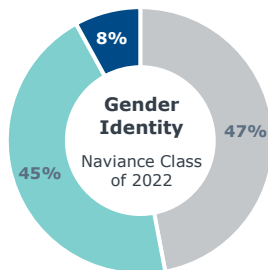
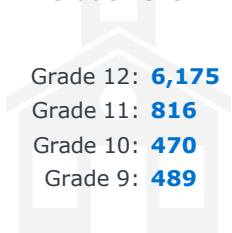
**3K+**

Survey respondents identified as first-gen

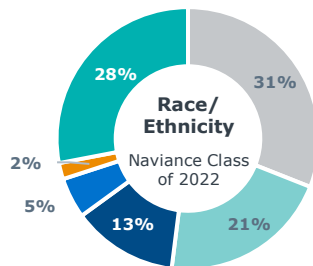
**77%**

Survey respondents in the Class of 2022 who plan to attend either a 2-year or 4-year college

Respondents by Grade Level

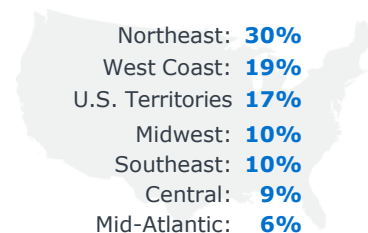


- Male
- Female
- Unspecified/Nonbinary



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

Percent of Respondents by Location



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

# Key Findings

## 3 Lessons from This Year's Graduating Class

1

**Student application behavior is shifting to manage uncertainty**

2

**Career readiness is increasing in prominence for students' decision making**

3

**Schools are working to bring focus back to postsecondary planning in earlier grades**

# Lesson #1



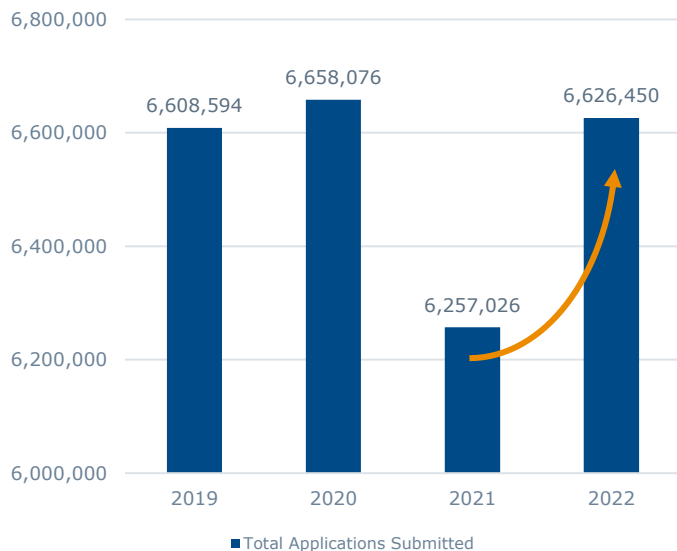
**Student application behavior is  
shifting to manage uncertainty**

# Total Naviance Apps Have Returned to Pre-Pandemic Levels

Average Applications per Student Continue to Increase, Which Has Decreased Yield

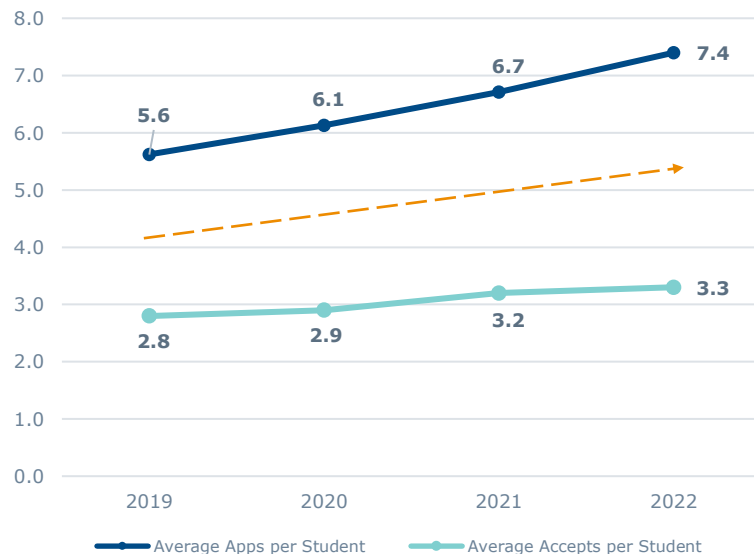
## Total Applications Submitted

Among Naviance Students in the Class of 2022



## Average Applications and Acceptances per Student

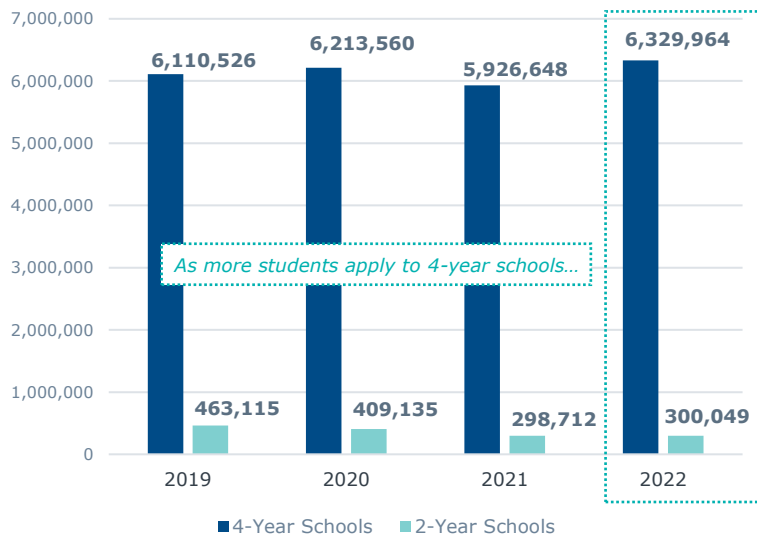
Among Naviance Students in the Class of 2022



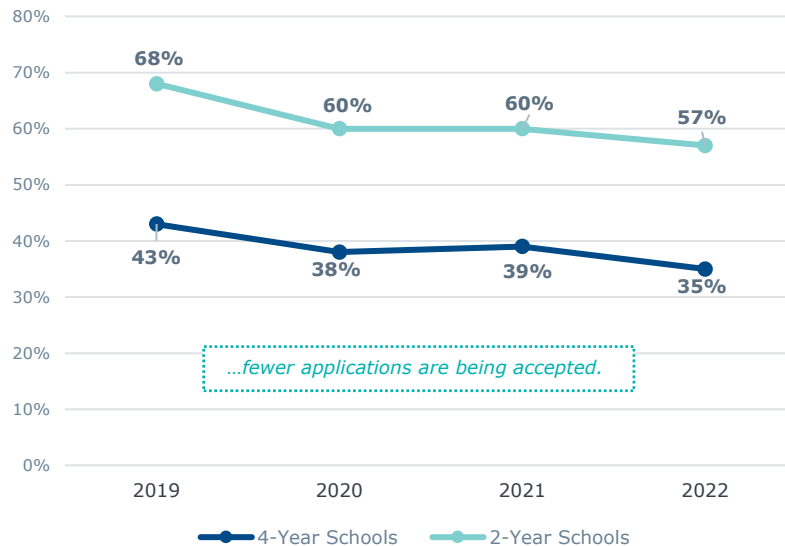
# Four-Year Schools are Driving the Application Increase

Among Class of 2022 Survey Respondents Who Applied to College

Applications **Sent** to 2-Year and 4-Year Schools



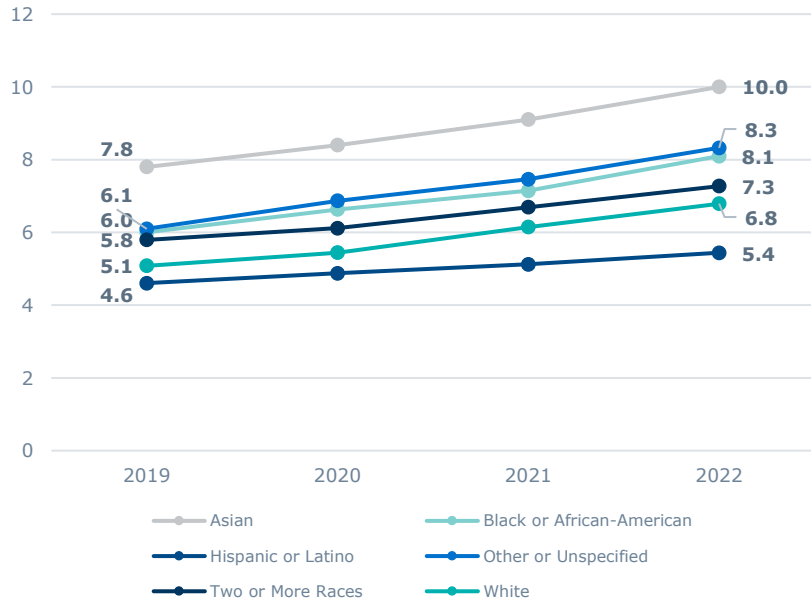
Applications **Accepted** by 2-Year and 4-Year Schools



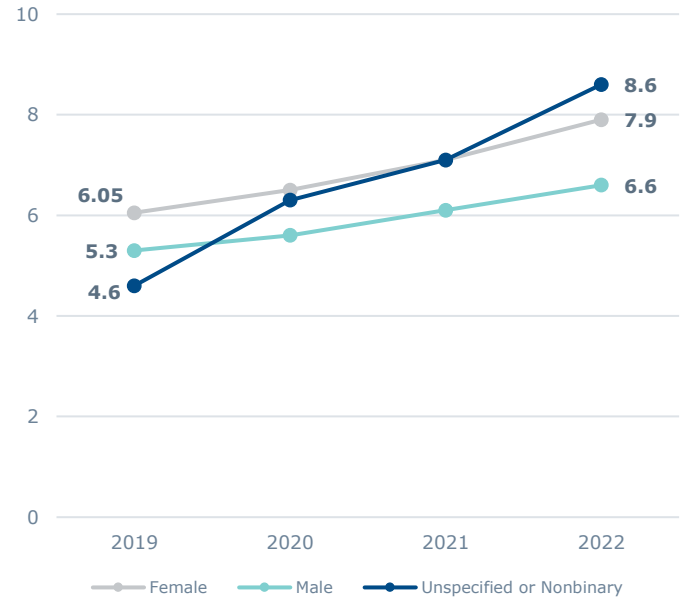
# Average Application Count by Race/Ethnicity and Gender

Among Class of 2022 Survey Respondents

**Average Number of Applications Submitted by Race/Ethnicity**



**Average Number of Applications Submitted by Gender Identity**



# 55% of Applications Were Submitted as Regular Decision

Among Survey Respondents in the Class of 2022



The volume of applications being submitted as **Early Decision** has **steadily declined** since 2019



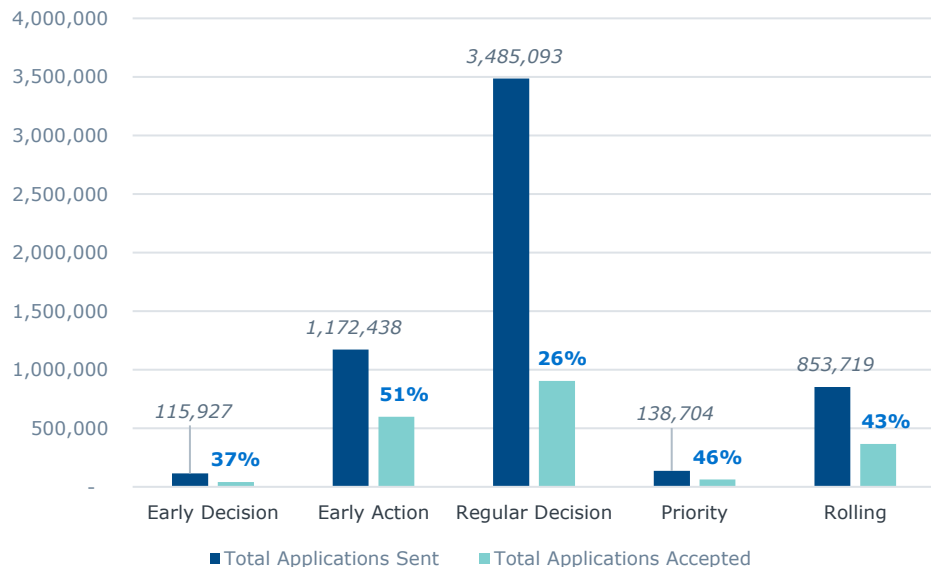
**Regular Decision** remains the **largest application type**, consistent with the 2019-2021 admissions cycles



Early Action, Regular Decision, and Priority applications **rebounded from dips in 2021**

**Applications by Admission Type**

2021-2022 Academic Year

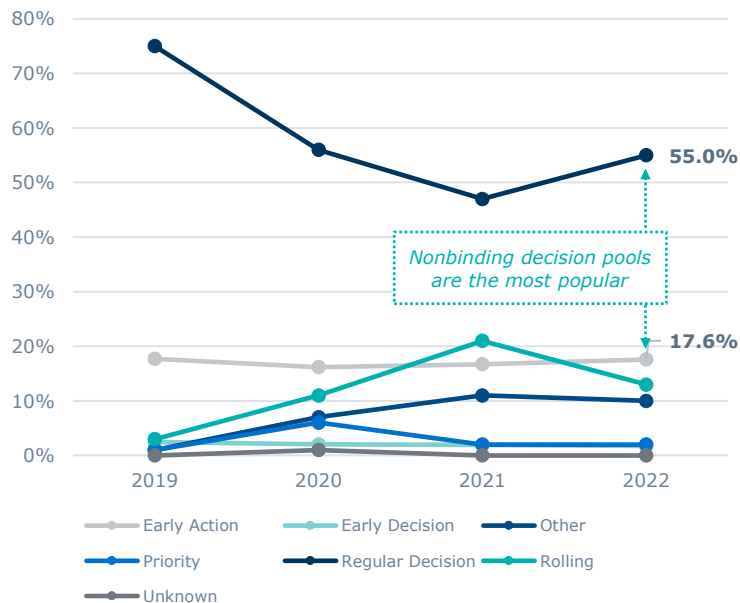




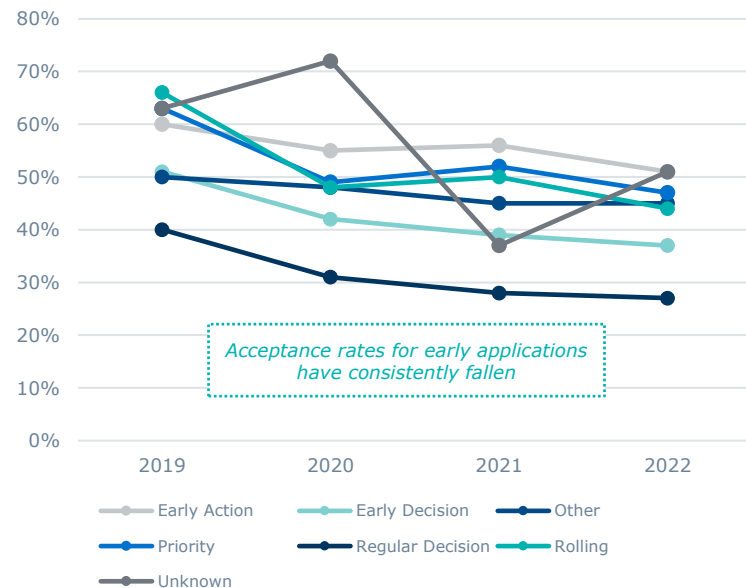
# Early Action is Up, Early Decision is Down

Acceptance Rates for Early Applications are Declining

Share of Applications by App Type



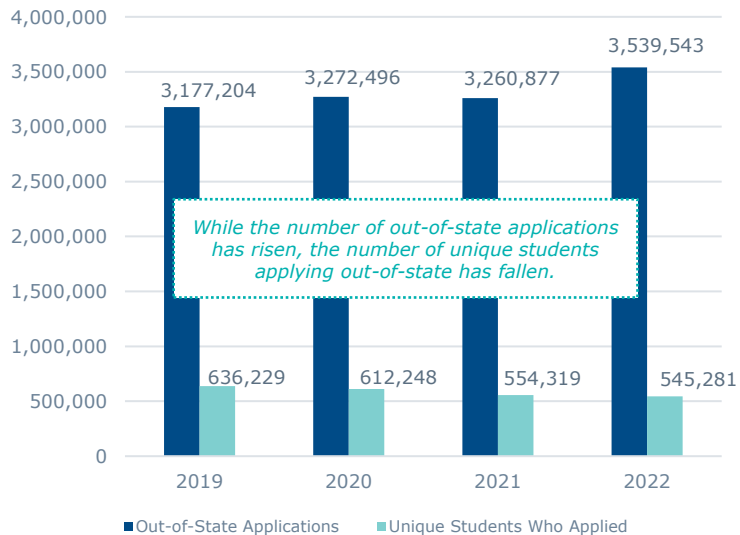
Acceptance Rate by App Type



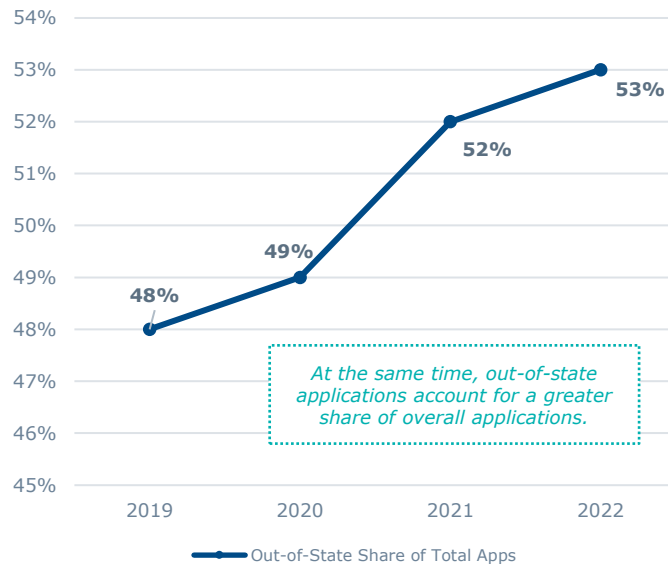
# Out-of-State Applications Are Increasing...

...But the Number of Unique Students Applying Out-of-State is Decreasing

**Out of State Application Trends**  
by Application Count and Student Volume



**Out-of-State Share of Total Apps**

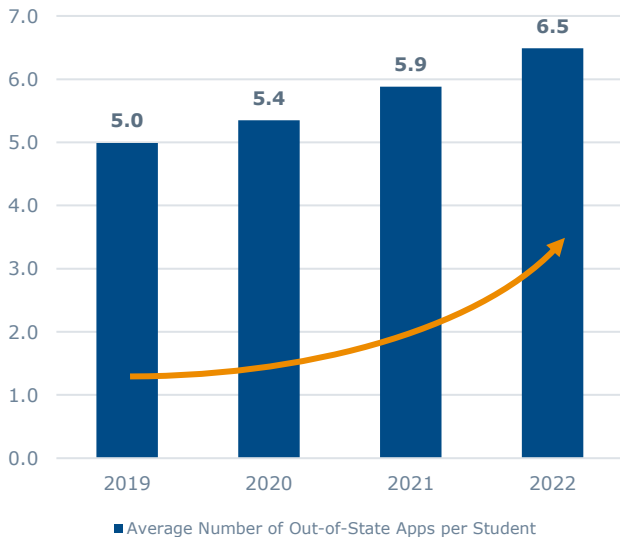


# Out-of-State Applications Are Increasing...

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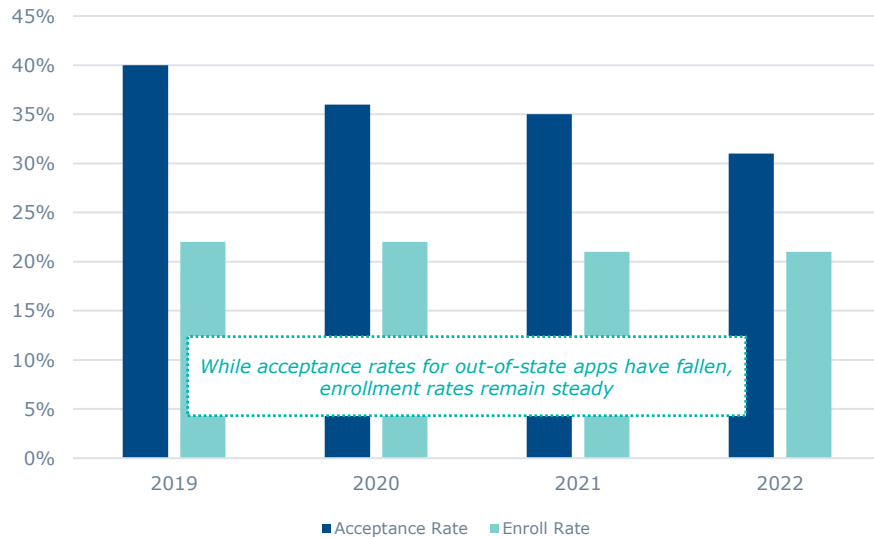
**Average Number of Out-of-State Apps**

*per Student*



**Evolution of Acceptance vs. Enroll Rates**

*For Out-of-State Applications*



# Key Takeaways



1

## **Average Applications per Student Are Increasing**

As students navigate greater uncertainty, they are applying to more colleges. This has decreased overall yield rate nationally.

2

## **Early Application Behavior is Shifting**

Fewer students are applying under Early Decision, while more apply under Early Action. Acceptance rates for both are declining.

3

## **Fewer Students are Applying Out-of-State**

While the number of out-of-state applications has increased, fewer unique students are applying out-of-state. Enrollment rates for those that do apply out-of-state remains steady.

## Lesson #2



Career readiness is increasing  
in prominence for students'  
decision making

# Students are Exploring Alternatives to College

## Significant Gaps Still Exist for First-Generation Students

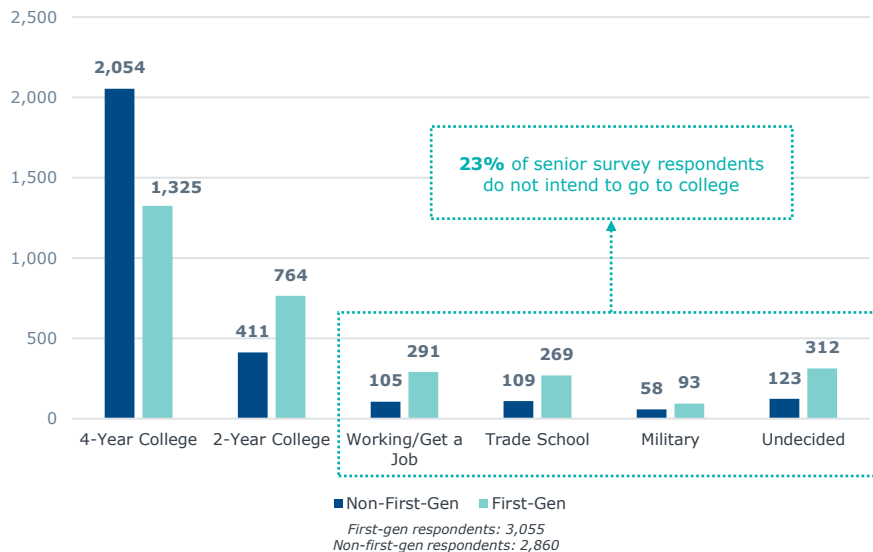
**77%** of senior survey respondents **plan to attend a 4-year college** immediately after high school

**43%** of **first-gen students** intend to go to a 4-year college compared with 72% of non-first-gen students

**10%** of **first-gen students** were **undecided** about their postsecondary plans compared with 4% of non-first-gen students

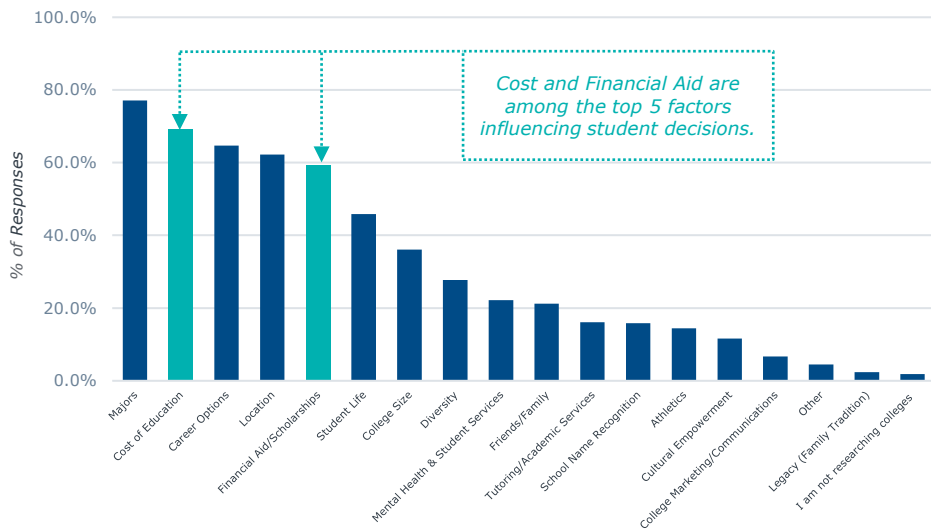
### Current Plan After High School

Among Senior Survey Respondents

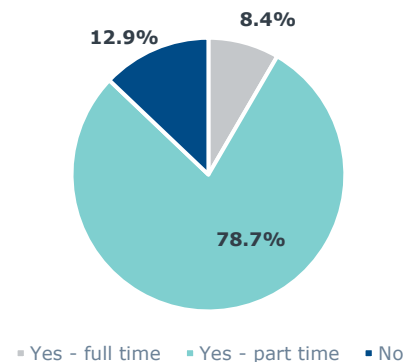


# Affordability is a Priority for Students

“What topics are important in your college decision?”



“Do you plan to work while in school?”



Sources: Naviance Student Survey (PowerSchool, 2022); EAB interviews and analysis.

From EAB’s 2022 New College Freshman Survey



24%

of students don’t think they can afford college

17%

of students don’t think college is worth the cost

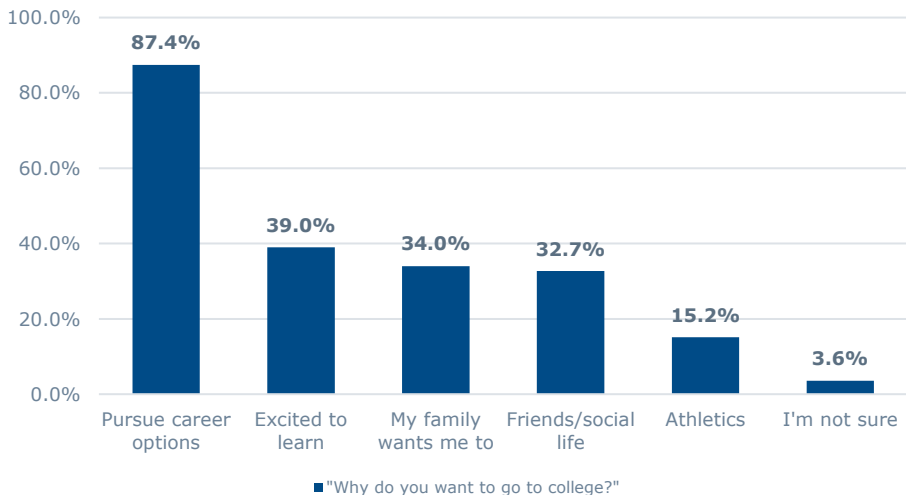
10%

of students need to work - and don’t consider college an option

# Careers and Majors are Top of Mind

87% of College-Going Seniors are Doing So to Pursue Career Options

"Why do you want to go to college?"



40%

of high school students want more support exploring career options

34%

of high school students want more internships and work opportunities

77%

of college-bound students cited majors as an important factor in their decision-making process

65%

of college-bound students cited career options as important to their decision-making process



# Higher Earning Potential Among 4-Year College Attendees



Students going to 4-year colleges more often expressed interest in academic programs associated with higher earning potential, such as STEM, Health Science, and Business.



Most often selected by students who **planned to attend a 4-year college**

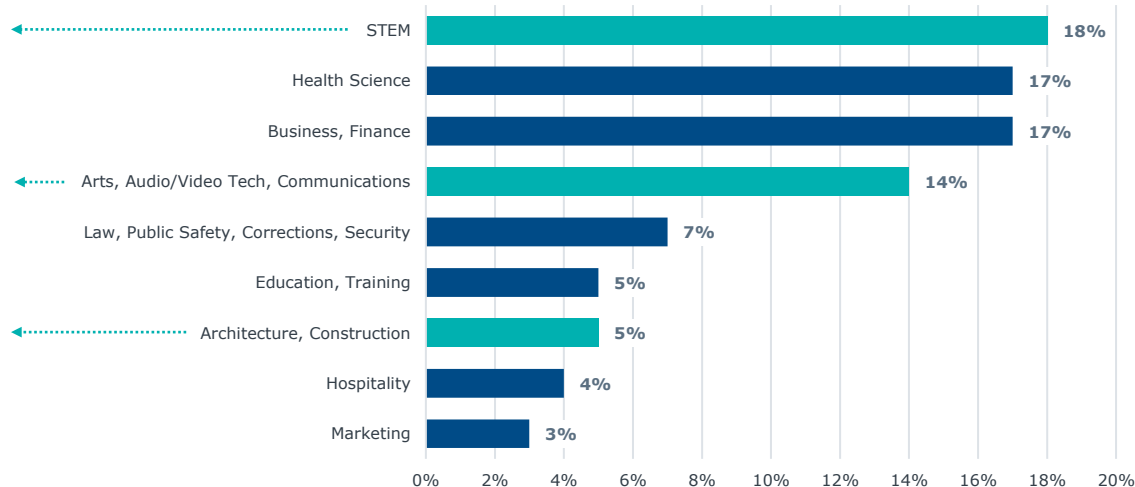


Most often selected by students who **did not plan to go to college** immediately after high school



Most often selected by students who intended to go **straight to the workforce**

“What career industry are you interested in?”<sup>1</sup>



1) Responses from all Grade 12 respondents. Retail, Food and Beverage, Government and Public Administration, Information Technology, and Agriculture, Food, and Natural Resources each received 2% of selections

# Postsecondary Plans of First-Generation Collegegoers

## First-Gen Students Express Less Interest in High-Earning Fields

70%

of first-gen students **expected to earn a 4-year degree** or higher compared to 83% of non-first-gen.

2x

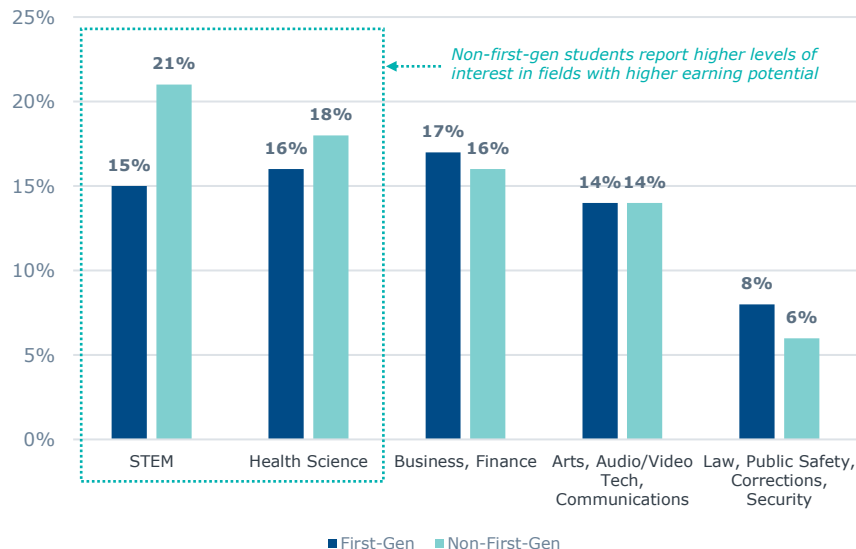
Greater likelihood among first-gen students to **enroll in a 2-year college** over non-first-gen students

32%

of first-gen students **intend to earn an additional, higher degree** compared with 45% of non-first-gen students

### Top 5 Academic Interests Among Survey Respondents

By First-Gen Status



1) Information Technology, Government and Public Administration, Food and Beverage Industry, and Retail each received 2% or less by both first-gen and non-first-gen students.

# Key Takeaways



1

## **Most Naviance Students Plan to Attend College**

77% of Naviance Student Survey respondents plan to attend college. Affordability continues to increase in importance.

2

## **First-Generation Students Still Face Gaps**

Fewer first-gen students are applying and enrolling in college. Fewer first-gen students are pursuing programs in top earning career paths.

3

## **Career Paths are Critical to Students' College Decision-Making**

87% of student respondents are headed to college to pursue their career path. Majors and career options are among the top decision-making criteria for student enrollment.

## Lesson #3



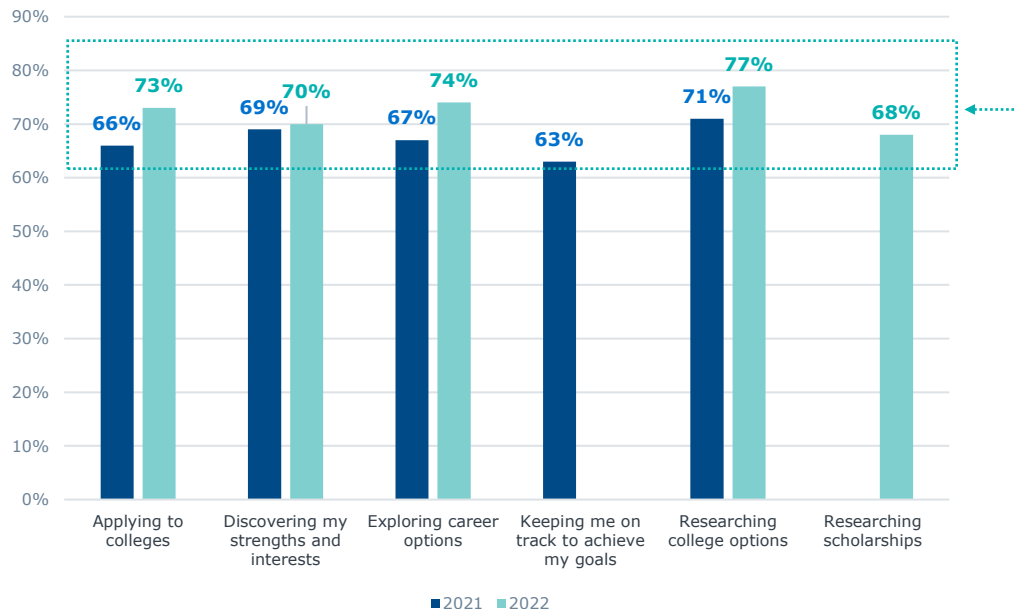
Schools are working to bring  
focus back to postsecondary  
planning in earlier grade levels

# The Increasing Value of Naviance

## A Greater Share of Students Report Finding Value in Naviance College Search Tools

### "How important has Naviance been for the following?"

Survey respondents rating Naviance as  
Very Important, Important, or Used a Lot



+7%

Increase in students who value leveraging Naviance to **support their college applications**

+6%

Increase in students who value leveraging Naviance to **research their college options**

+7%

Increase in students who value leveraging Naviance to **explore career options**

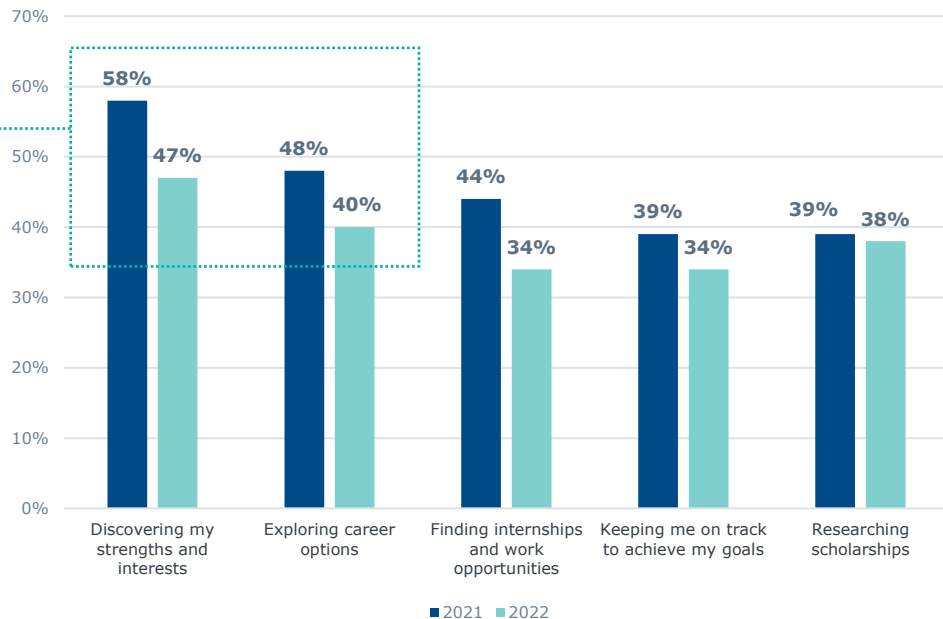
# The Need for Greater Discovery Work

47% of Students Wish They Had More Support with Discovering Strengths and Interests

**"In which of the following areas do you wish your school provided more support?"<sup>1</sup>**

Survey respondents rating items as *wish school provided more support*

"*Discovering strengths and interests*" and "*exploring career options*" were reported as both a valued service and an area where students desired more support.



1) Survey respondents rating of *Wish school provided more support* (N=11,115 in 2021, and N=9,237 in 2022)

# Too Little Planning Takes Place in Middle School

## Engagement of Younger Students Decreased During the Pandemic



Few students reported beginning their college search **before junior year**



Starting their search in middle school can provide students with a **greater understanding** of college, cost, and career options

Postsecondary Planning Activities Completed by Grade Level<sup>1</sup>

	Middle School	9 <sup>th</sup> Grade	10 <sup>th</sup> Grade	11 <sup>th</sup> Grade First half	11 <sup>th</sup> Grade Second half	12 <sup>th</sup> Grade First half	12 <sup>th</sup> Grade Second half
Searching for Colleges	✓ (12%)		✓ (23%)	✓ (31%)			
Searching for Scholarships					✓ (43%)		
Meeting with Counselors/ Teachers to Discuss Plans		✓ (14%)		✓ (31%)	✓ (31%)		
Took first SAT or ACT				✓ (31%)	✓ (46%)		
Took last SAT or ACT					✓ (66%)		
Visiting Colleges					✓ (38%)		
Finalizing College Application List					✓ (43%)	✓ (37%)	
Deciding Which College to Attend					✓ (30%)	✓ (25%)	✓ (27%)

1) As reported by survey respondents

# Key Takeaways



- 1 Naviance Remains a Preferred College Search Tool**  
Nearly three-quarters of respondents – a slight uptick from 2021 respondents – reported finding value from leveraging college search tools in Naviance.
- 2 Students Need More Resources To Help Them Discover Interests**  
47% of students wish their school provided more support in helping them discover their strengths and interests. Colleges can help fill this gap by offering (and promoting) more opportunities for high school students, such as college application workshops, academic intensives, and dual enrollment programs.
- 3 Most College Planning Doesn't Occur Until Junior Year**  
Only 12% of respondents reported starting their college search journey in middle school while fewer than 25% started their search prior to 11<sup>th</sup> grade.  
By engaging with students earlier, you can help them discover their interests sooner and build relationships with high-intent prospects before your competition tries to recruit them.



# Recap

## 3 Lessons from This Year's Graduating Class

- 1** **Student application behavior is shifting to manage uncertainty**
- 2** **Career readiness is increasing in prominence for students' decision making**
- 3** **Schools are working to bring focus back to postsecondary planning in earlier grades**

# Interested in Connecting with Our Experts?

I'd like to speak further about...

- 1 Better engaging with high school freshmen and sophomores in Naviance.
- 2 Optimizing my Naviance profile to address the concerns and desires of Gen Z.
- 3 Promoting my scholarship opportunities in Naviance to address students' affordability concerns.
- 4 Other (let us know in the chat)

# Please Take Our Follow-Up Survey

A Brief Survey Will Open in a Separate Window as You Exit the Webinar



## Let Us Know Your Thoughts

We look forward to your feedback on today's presenters and content



## Learn More

Leave additional questions for the presenters, or ask to set up time to speak with them



## Request Resources

Including the slides and a recording of today's presentation.



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