

How to Leverage Community-Based Organizations (CBOs) to **Recruit Underrepresented Students**

Use this guide to maximize new and existing relationships with college access leaders across the nation as you work to increase higher education opportunities.

How CBO Partners Can Help You Meet Your Enrollment Goals



Develop New Pipelines

CBOs intentionally support students from underrepresented racial, ethnic, socioeconomic, and geographic backgrounds, helping you expand into additional markets, and reach students early.



Recruit Engaged Prospects

High school students working with CBOs are supported across many aspects of recruitment like understanding college fit and navigating financial aid.



Improve Enrollment Outcomes

CBO advisors assist students every step of the way, decreasing summer melt, encouraging persistence, and setting students up for career success.

5 Ways to Enhance Your CBO Recruitment Efforts

1 **Align Outreach with Goals**
Establish goals and metrics for CBO engagement that align with your specific institutional priorities.

2 **Maximize Recruitment Efforts**
Task your team to set up visits with CBOs in their territories during travel season and maintain contact through decision and yield season.

3 **Listen First, Help Second**
Ask CBOs how you can support them when establishing new partnerships and adapting recruitment practices. Follow up after yield to plan for the future.

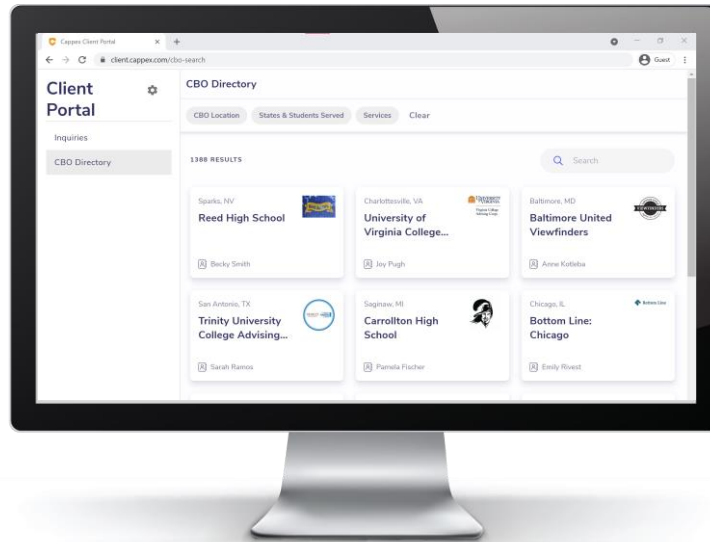
4 **Highlight Your Strengths**
Identify presentation topics and institutional strengths that already meet the needs of CBO students while being honest about outcomes specific to their community.

5 **Find Your "Fit"**
Search Greenlight's CBO directory for "right fit" CBOs who work with students outside of your typical feeder schools. *Hint: Start in your local area first!*

Learn more about **Greenlight's CBO Directory** on the following page

Find Organizations with Greenlight's CBO Directory

Log into the Client Portal to filter organizations by geography, student demographics, college attainment statistics, and more.



Access a Large Network

1500+ Non-profits, government-funded programs, and charter school networks

700K+ Underrepresented students supported through the network

Refine Your Search Based on Your Recruitment Goals

CBO profiles include:

- Location
- Founding Year
- Contact Information
- Student Demographics
- Program Description
- Services Offered
- CBO Alumni Outcomes

How to Access Greenlight's CBO Directory



Step 1: Request Access via Our Survey Link

Identify 2 of your team members to access the directory by submitting this survey: <https://forms.eab.com/s3/College-Greenlight-CBO-Directory>



Step 2: Visit the Cappex Site

Find CBOs in your priority markets via the dashboard at <https://client.cappex.com/login/>