Match

Direct Admission: More Than an Enrollment Strategy

Connecting Statewide Education, Talent, and Workforce Priorities

In less than one year since initiating their statewide direct admissions initiative, Alabama has seen incredible results building a coordinated direct admission ecosystem. The initiative grants the state's seniors admission to colleges without requiring them to submit applications, helps them identify programs aligned with their career goals, and connects them with scholarship opportunities.

Results From Alabama's First Cycle

18K+
seniors reached — nearly half the graduating class

500+
high school partners, in every corner of the state

220K+
offers of admission extended

$7.3B
in scholarship opportunities offered

A Proactive Approach to Admissions

Alabama's state leadership, colleges, nonprofits, philanthropic organizations, K–12 partners, and EAB's Match aligned around shared goals, facilitating a more proactive and accessible enrollment roadmap. Students no longer need to send applications and wait weeks or months to hear back—instead, colleges extend real offers of admission immediately, opening pathways that students may not have previously considered.

> "Access to college is only the first step. Students deserve a clear, supported path all the way through to a degree and a career."
>
> **— Chandra Scott, Executive Director, Alabama Possible**

How This Aligns With State Priorities

- **Workforce & talent retention**. Make in-state pathways career-aligned and visible before students look elsewhere.
- **Affordability**. Surface admission and scholarship information earlier — a longer runway than the traditional process.
- **An tangible motivator to enroll**. Concrete opportunity and affordability change behavior: Alabama's FAFSA completion is up 15% year over year — #10 in the country.
- **Access**. Extend college opportunities to rural and historically underserved communities.
- **System efficiency**. Reduce application friction and help institutions prioritize students with demonstrated interest.
- **Counselor capacity**. With admissibility, affordability, and fit information available through a district-level dashboard, counselors can provide more targeted support as students make decisions.

> "Building upon the Alabama Direct Admission Initiative, Alabama Possible is creating a **data-informed, holistic student support strategy** that serves as a model for achieving stronger student outcomes at statewide scale."
>
> **— Stephanie Khurana, Chief Executive Officer, Axim Collaborative**

A Statewide Ecosystem Designed Around Your State

When facilitating a statewide direct admissions partnership, Match supplies the technical and operational backbone, while the state retains ownership of its goals, policies, brand, participating institutions, and student-success strategy.

Match Provides:

- ✓ Program design and implementation
- ✓ High school and student data coordination
- ✓ Institutional onboarding and criteria management
- ✓ Admission, program, and scholarship eligibility matching
- ✓ Branded student and family communications
- ✓ Statewide reporting, measurement, and optimization

Statewide Partners Provide:

- ✓ **State Leaders** define goals, governance, measures of success
- ✓ **Institutions** provide admission and scholarship criteria; support for interested students
- ✓ **K-12 Districts & Schools** deliver appropriate data and counselor-led engagement

> "**I wasn't expecting to go to college until I started receiving offers** through the portal. I was already in the process of earning certification as a nursing assistant. But now, with scholarship and admission offers I plan to enroll in a four-year college."
>
> **Match Student,** Class of 2026

The Recruitment Ecosystem

State Campaigns & Agencies

SET THE GOALS

Own statewide priorities, access targets, and workforce alignment.

High Schools & Districts

BUILD AWARENESS

Support students with profile creation, transcript uploads, and progress tracking.

Colleges

DEFINE CRITERIA

Set admission and scholarship criteria; receive students who have confirmed their intent to enroll.

Scholarship & Promise Programs

FUND PATHWAYS

Contribute aid, award criteria, and free-tuition pathways.

PROVIDE INFRASTRUCTURE AND ACCESS

Match

Connects all participants through eligibility, offers, engagement, & reporting through one statewide dataset spanning access, enrollment, student success, and career outcomes.

Students & Families

MAKE DECISIONS

Accept, decline, and choose their next step.

Could This Model Work In Your State?

Schedule a statewide direct admission readiness conversation to receive a preliminary landscape assessment. →

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