



Breaking Down Barriers to College Access

Announcing Enroll360 Match's New Partnership with
PowerSchool Naviance®

September 26th | 2:00 PM ET



Meet Your Presenters



Joe Morrison

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Unlock Every Recruitment Advantage with Enroll360



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



Cultivate



Apply



Aid



Yield

Tailored partnerships that work in concert to generate unmatched search, recruitment, and yield results.

What Makes Enroll360 Solutions Different

Expert Audience Generation



Differentiated Creative



Intelligent Analytics

Enroll360 Products to Elevate Student Awareness and Engagement with Your School

Audiences

Build awareness and influence and grow applications with leads from our expansive ecosystem.

Tours

Engage Gen Z in immersive virtual tours that tell your brand story and build affinity.

Match

Enroll students from all backgrounds with our unique "reverse admissions" model.

Powered by the Leading Student-Facing Platforms

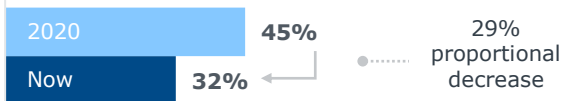


Higher Ed's Plummeting Stock

Negative Sentiment Increasingly Widespread

Survey Research Shows Rapid Deterioration

% of Americans who say college is **worth the cost** (Hechinger)



% of 14- to 18-year-olds who think education is **necessary** beyond high school (ECMC)



"A four-year college education is not worth the cost because people often graduate without specific job skills and with a large amount of debt to pay off."

>60% of 18- to 34-year-olds agree with this statement



Fear of Rejection Can Keep Students From Applying

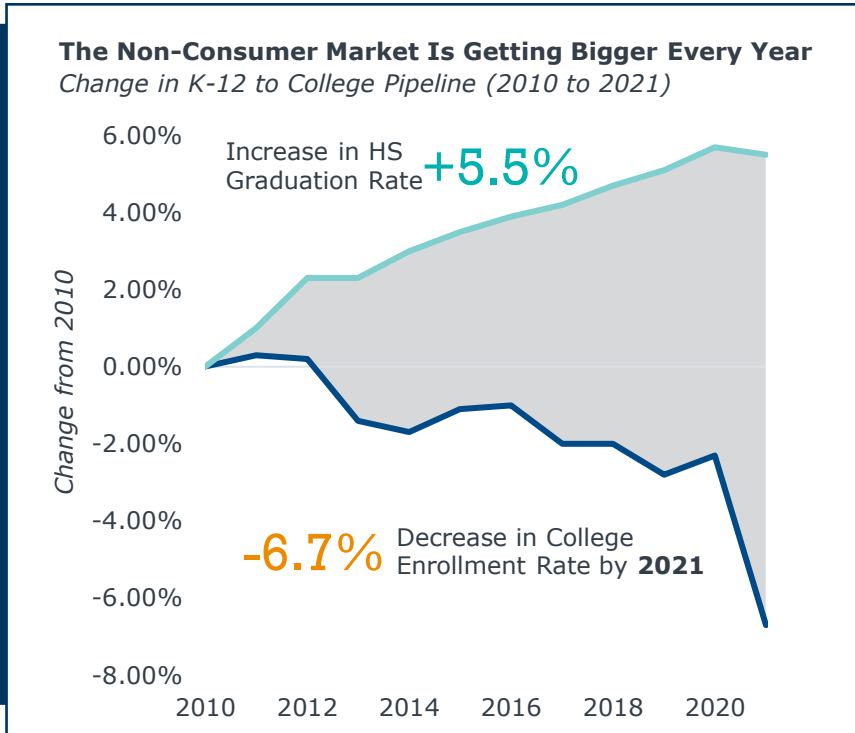
“ In my opinion, rejection is a really scary thing. I generally avoid trying out things unless I am good at them. When I try something out and I’m struggling, I feel humiliated. **Facing the possibility of rejection is enough to make me not try it at all.**”

*Student at Hoggard High School
Wilmington, NC*

Your Biggest Competition May Be No Institution



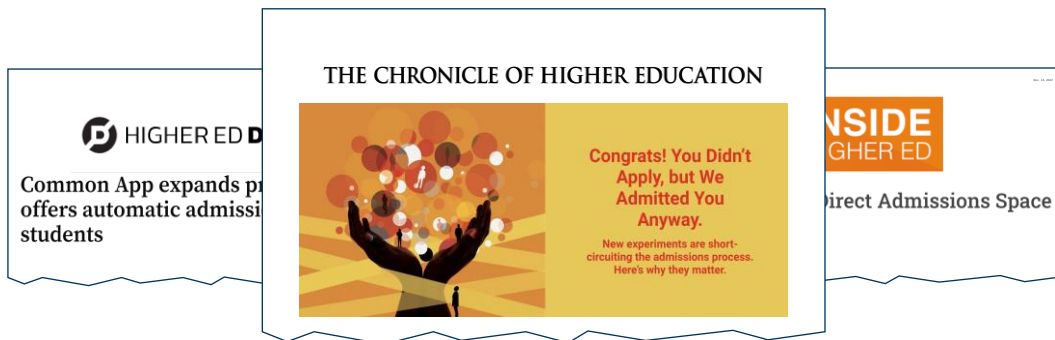
The Nonconsumer Market Is Getting Bigger Every Year



Source: Source: EAB Analysis of American Community Survey Data, McKinsey and Co. (2021), "COVID-19 and education: The lingering effects of unfinished learning"

Where Do We Go From Here?

Direct Admissions Comes Close But Doesn't Solve Key Challenges



Bureaucratic

After a student is notified that they will be admitted, they are typically still required to apply.



Applications Required

After a student is notified that they will be admitted, they are typically still required to apply.



Impersonal

Direct Admissions does not allow for engagement between the student, university reps, and college counselors.

What is “Reverse Admissions?”

EAB’s Innovative Model Alleviates Key Barriers to College Access



Personalized Offers

Students receive personalized, binding offers based on a thorough review of their profile, including majors, scholarships, and any conditions.



No Applications

Students can receive multiple admission offers based on a single profile that can be completed in less than 30 minutes.



Collaborative

Students can chat with admission offices that made each offer and include their college counselor as an integral part of the process.

EdTech
Breakthrough
AWARD

Fast Company
WORLD CHANGING IDEAS
2023

Why Enroll360 Match?

How Our Reverse Admissions Model Simplifies College Admissions



Diversity

Enroll students from across the US and from 90+ countries.



Profile Quality

Students are pre-filtered based on each institution's selection criteria.



Authenticity

Institutions engage directly with students and college counselors; no intermediaries



Efficiency

Institutions admit students in seconds with automatic delivery to their CRM



Speed

Students receive admission and financial aid offers earlier than in the traditional cycle



Great for Students

Match expands options and confidence; esp. important for historically underserved students

Collaborations and Partnerships

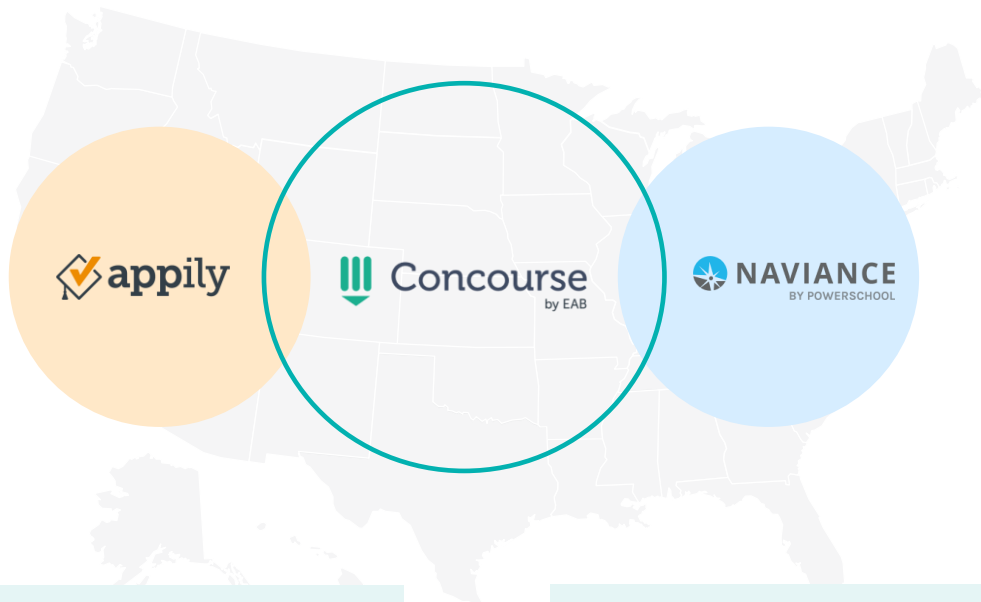
We collaborate with leading educational organizations, school networks, and college access organizations to connect you with more right-fit students



We're Expanding Our Domestic Audience



Our Reverse Admissions Platform Is Going Nationwide



Match is now featured on Appily, EAB's new all-in-one student experience.

Naviance high school students will gain access to Match in 2024.

Meet PowerSchool Naviance®

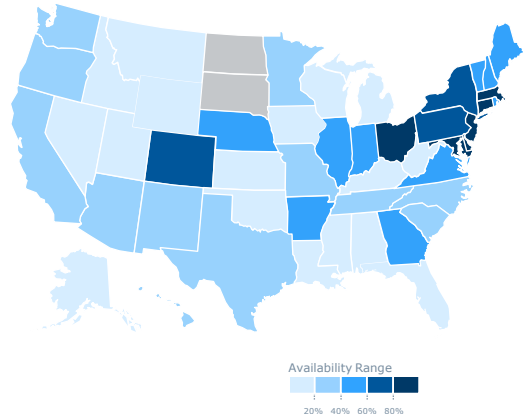
The Leading College, Career, and Life Readiness Platform



Over **13K high schools** have adopted **Naviance** as their guiding curriculum technology for **counselors, parents, and students** to leverage as they begin to define their interests, perform college research, and explore career opportunities.

Naviance Market Footprint

Entering Class of 2023 by State as of July 2023



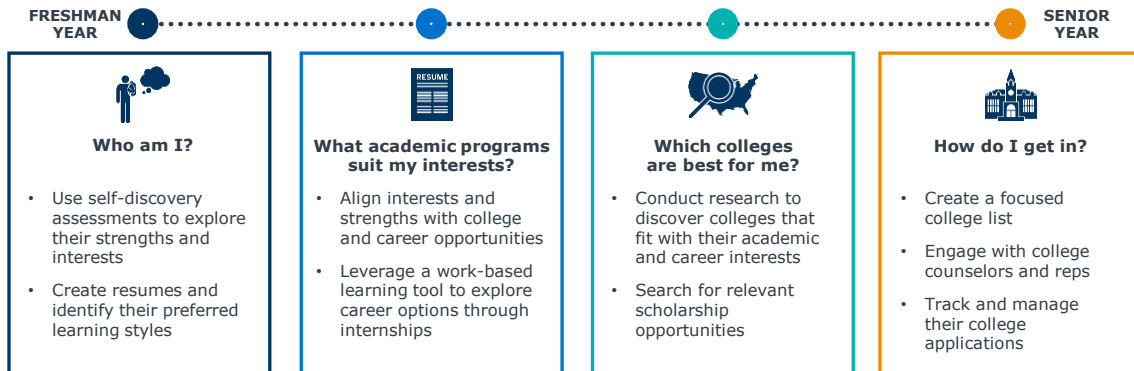
6.5M+ US high school students use Naviance

100K+ high school counselors are using Naviance

Based on PowerSchool data from March 2022

Built Into The Fabric of the Student Experience

Naviance Offers Guidance to Students Through Their College Search



An Expansive Network and Process—Embedded in Their HS Curriculum

12K+ Higher education reps currently engaging with students in Naviance

~50% of all US college applications tracked and supported via Naviance

47M College searches conducted annually by Naviance students

Advancing Lifetime Student Success



88% of Naviance students **aspire to go to college**

9-pt. Greater likelihood that Naviance students will **graduate college**

Based on PowerSchool data from March 2022

Match Is Integrating With Naviance

How Our Partnership Will Work



Students Publish Profiles

Naviance students are given the option to receive matches. If they opt in, they create their profile within Naviance.



Colleges Make Offers

After providing us with your review criteria, partners review profiles and make admission offers to students on the Concourse platform with our easy-to-use offer builder.



Students Claim Offers

Students who indicate interest and agree to share their data with you are automatically delivered to your CRM.

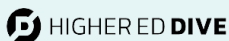
2024

Open availability to all Naviance districts and schools nationwide

Shared Commitment To Access and Equity

EAB and PowerSchool Are Committed to Expanding College Access

Colleges, especially in the wake of the Supreme Court case, **must redesign and simplify the application process** [rather than] enrollment considerations, like legacy preferences, that tend to favor the White and the wealthy... This is not going to happen overnight, but it's **critical we minimize that burden on students.**"



David Hawkins

Chief Education and Policy Officer, NACAC



100+

CBOs and school networks have joined our Match network

400K

Students at Title 1 schools are supported by Naviance



Questions?



Joe Morrison

*Managing Director,
Enroll360 Match*

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College Search Trends Across Space and Time

[Click Here to Register](#)

Join our upcoming webinar to explore the latest inquiry and application trends, explored both nationally and broken down by region, including:

- ✓ When are students beginning their college search?
- ✓ How many schools are they inquiring with?
- ✓ Which programs and opportunities they are most likely to consider?

And more...



October 12th | 12:00-12:30 PM ET

Thank you!

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