Increase Awareness and Connect with Best-Fit Naviance Students

Intersect by Hobsons is a match-and-fit platform offering a comprehensive set of solutions for colleges and universities to strategically reach best-fit students, those most likely to both apply and succeed at your institution.

Intersect connects with Naviance, the nation’s most widely-adopted college, career and life readiness platform, used by over 13 million students nationwide. It enables colleges and universities to better connect with high school students actively engaged in the college search process. Intersect also makes it easier for you to collaborate and create connections with high school counselors to support a successful student journey.
The College-Invested Student Journey

Explore Interests and Prepare Plans
Deepen Relationships
Enroll and Graduate Best-Fit Students

Student
Explores interests and prepares academically for college through Naviance.

Awareness

Connection

College Profile Pages

Colleges I'm Thinking About

Presence

High School Visits
RepVisits
College Campus
Events

College & University
Admission Counselor

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Increase awareness with millions of college-ready Naviance students.

**Awareness** is the foundation of your strategy for increasing knowledge of your institution with the right people. **College Profile** pages enable community colleges to present compelling information to students. All colleges have a basic profile with key information about admission, student life and academic programs that they can update within Intersect.

**Enhanced College Profiles** serve to highlight the student body and help prospective students truly get a feel for the institution. Used by 800 higher ed institutions, benefits include the ability to:

- Increase awareness around dual enrollment opportunities, program and certificate offerings and transfer opportunities via articulation agreements
- Add direct links to institution’s website, including Apply Online, Request Information and 10 additional links
- Include up to 31 photos and/or videos, along with hyperlinks and captions
- Share program, student, alumni and faculty profiles

Included with **Awareness** is membership to our **Counselor Community**. You’ll join over 53,000 high school counselors and higher ed admission staff who are building relationships, developing deeper knowledge about secondary and postsecondary institutions and working together to help students find best-fit options.

Within the Counselor Community, higher ed institutions with Awareness can:

- Create individual profiles.
- Connect with other community members.
- Search for institutions and individuals.
- Participate in discussion and networking groups.

“The Hobsons Counselor Community allows our university to have a conversation with one of the most important influencers in the college search: the high school counselor. Just like with a prospective student, having an ongoing dialogue about our university with the school counseling staff allows them to get a more complete picture about what we have to offer and allows the high school counselors to form a clearer picture about which students at their school would be a good fit at our university. Finding a university that is a good fit for the student is what the college search is all about.”

Michael Brown
Director of Admission, Heidelberg University

100+ million
College Profile page views per year by Naviance students
Optimize your in-person presence with students.

**Presence** expands your institution's awareness. Face-to-face interactions have significant impact and Intersect Presence helps you optimize those efforts.

Students say their visits to colleges or meetings with alumni helped them determine whether an institution was right for them. As part of **Presence, Events** enables you to bring more best-fit students to your campus and show them all you have to offer, a crucial step throughout recruitment.

**RepVisits** enables you to schedule your visits with individual high schools, searching with a number of parameters. You can also see information about college fairs and sign up to attend.

With Events, you will be able to:

- Get your campus events in front of millions of Naviance high school students.
- Display on-campus events prominently to best-fit students most likely to succeed at your institution.
- Use criteria, including location, high school class and GPA range to recommend events to specific audiences.
- Download student attendee lists to facilitate pre- and post-event communications, ensuring a seamless visit experience.

Reach and connect with students ready to actively engage with your institution.

**Connection** includes **Connection and Advanced Awareness**, which enables you to make purposeful and direct connections by presenting relevant messages about your institution to students using Naviance, helping them discover new college options based on their interests.

**Connection and Advanced Awareness** allows you to strategically shape your enrollment by introducing your institution to students in your geographic service area. By choosing the audiences that match your enrollment goals, you can shape the profile of, or fill, your incoming class of students.

Connection and Advanced Awareness allows you to:

- Match and connect with students that are already considering your institution or institutions like yours.
- Match and connect with students that are researching programs that your institution offers.
- Reach underrepresented students attending schools that might otherwise be overlooked.
- Reach Naviance students within a community college's geographic service area.

"We are thrilled with how Intersect has helped us reach more students. The quality of students that we receive from Intersect is helping us reach our enrollment goals."

Kevin Crawford
Director of Admissions and Enrollment
Hagerstown Community College

1+ million student connections made through each year of Intersect

75% of connections go on to apply to your institution

Middle-of-the-funnel students connecting via Intersect are 16 times more likely to apply and nine times more likely to enroll.
Improves Student Outcomes

Helping students picture their future helps them engage in school today. Educators are able to achieve goals leading to improved student outcomes, from guiding their career exploration to helping students search and apply to more, best-fit colleges. Naviance provides students with the tools needed for each stage of their educational journey.

College Planning

Naviance provides resources for educators, students and parents to explore post-secondary paths that are the best-fit option for students.

Academic Planning

Naviance is the central, collaborative platform for students and counselors to develop personalized success plans aligned with school or district requirements and student aspirations.

Career Planning

Naviance helps students better understand their strengths and personality type, then helps align both to potential careers.

Success Planning

Naviance enables students to create and develop personalized plans for life after high school, whether that includes college, going directly into the workforce or enlisting in the military.

Social Emotional Learning & Self Discovery

The self-discovery tools in Naviance help students develop confidence and lay the foundation for their future.

One collaborative platform for everyone.

Students and Families

Students are able to perform self-assessments that support a personalized learning approach, to gain a comprehensive profile of strengths and to access tools they need to take charge of their own learning. Student and parents can explore career pathways and find their best-fit college.

Counselors, Teachers and Administrators

School personnel have access to robust reporting and analytic insights that help measure student outcomes. They have visibility to student activities and can easily facilitate the college application process through electronic document submission.

Equip Students for Success

Naviance helps middle and high school students at more than 13,000 schools discover their strengths, explore college and career interests, create actionable goals and find their best-fit path after high school.

The comprehensive online solution provides a robust and proven platform that promotes college, career and life readiness by encouraging academic rigor and aligning student strengths, interests and passions to long-term goals. Naviance helps students reach their goal to attend a 2- or 4-year college, find a CTE program or go directly into the workforce or military.

Students need the right skill sets, tool sets and mindsets to succeed.
Intersect by Hobsons can help you optimize your recruitment strategy and efforts to attract and retain best-fit Naviance students for your institution.

To learn more, visit hobsons.com/intersect.

About Hobsons
Hobsons helps students identify their strengths, explore careers, create academic plans, match to best-fit educational opportunities and reach their education and life goals. Through our solutions, we enable thousands of educational institutions to improve college and career planning, admission and enrollment management and student success and advising for millions of students.