





Bullitt County Public Schools

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TO: Jesse Bacon, Superintendent 
FROM: Adrienne Usher, Assistant Superintendent for Student Learning 
DATE: October 17, 2018
RE: Naviance *by Hobsons*

Attached you will find a contract between Naviance and Bullitt County Public Schools. Naviance is a college and career readiness solution that helps districts and schools align student strengths and interest to postsecondary goals, improving student outcomes and connecting learning to life. The current minimum graduation requirements law, 704 KAR 3:305, states “(6) *Beginning with the graduating class of 2013, the development of the individual learning plan for each student shall begin by the end of the sixth grade year and shall be focused on career exploration and related postsecondary education and training needs.*” At the end of the 2017-2018 school year, the state discontinued the use of the state-provided Individual Learning Plan platform called Career Cruising. This was to allow school districts to create and/or provide a platform that best meets the needs individual district vision and goals for preparing students for college and/or career life after high school.

The Student Learning Department along with the District Technology Coordinator, Jim Jackson, have reviewed several platforms from a variety of vendors. Based on the last few months of review, Naviance has proven to provide a platform that will allow us not only meet the law requirements but provide students with an authentic format that will embed our course and pathway offerings with instant communication to college and vocational school admissions offices. In addition, students will also participate in interest surveys for more intensive matching of interests and skills to possible future careers. Professional learning is also embedded into the contract to ensure that all necessary school staff are trained on using and assisting students with usage as well. The platform also allows our district to embed tasks into student portfolios that align with additional competencies/requirements congruent with our vision. An implementation plan is attached which was created by Naviance and can be adjusted based on needs of the district. The total cost of the contract is \$35,090.86 which includes the platform for all students in Grades 6-12 in Bullitt County Public Services and professional learning including travel. The funding source is the Student Learning Department budget. This contract has been reviewed by Eric Farris, Buckman & Farris. Board approval is requested for the contract between BCPS and Naviance *by Hobsons*.

Revised Bullitt County Public Schools

Naviance Proposal

Expires: 11/15/18

Prepared by: Justin Wilk

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► Hobsons Overview

The mission of Hobsons is to help students succeed through the caring adults who know them best: parents, teachers, school counselors, and education professionals. Naviance, a college and career readiness platform, helps middle and high school students at more than 11,000 schools discover their strengths; explore college and career interests; create actionable goals and find their best-fit path after high school. Naviance will help students whether they wish to attend a 2- or 4-year college, a CTE program, or go directly into the workforce or military. This comprehensive online solution provides Bullitt County Schools with a robust and proven platform that promotes college and career readiness through encouraging academic rigor and aligning student strengths, interests, and passions to long-term goals. In other words, Naviance ensures all students will be post-secondary ready, no matter their path!

"We empower students to connect learning to life by making informed choices across a lifetime of education"

Since 2001, the Naviance platform has evolved through the active guidance of our diverse user community and with a specific focus on supporting the workflows and processes that are central to increasing college and career readiness. The platform's ability to address the needs of students and community has allowed under-resourced educators to scale their school counseling efforts and provide individualized support for students while fostering thoughtful collaboration with parents and guardians. Naviance provides district-wide administration with powerful, centralized controls that enable informed and actionable district-wide school support. Our platform is the single solution resource for our partners, allowing them to provide differentiated student support within a secure, data driven, and empowering environment focused on student success.

We equip our partners to establish effective practices that help people, strategy, process and technology to work together to the benefit of the students we serve. A recent peer-reviewed study published in the Journal of College Access found that the average number of times a student logs into Naviance is a stronger predictor of applying to college than other factors such as gender, GPA, and socioeconomic status. Naviance also strives to help students whose goals don't include applying to college prepare for their next steps after high school.

Key Features

Naviance improves student outcomes by creating a structure of support that helps students connect their strengths and interests to long-term goals. Figure 1 shows the critical answers that Naviance can help students uncover so

Figure 1

they feel engaged and confident in achieving key college and career readiness milestones.

Figure 2 outlines several of the Naviance tools that can be used to help students along their paths of self-discovery, career exploration, academic planning, and post-secondary preparation.

Figure 2

Self-Discovery	Career Exploration	Academic Planning	Postsecondary Preparation
Assessments: <ul style="list-style-type: none"> • Learning Styles Inventory • Do What You Are • MI Advantage • Career Key • Career Interest Profiler • StrengthsExplorer Success Plan: <ul style="list-style-type: none"> • Goals & Tasks • Resume Builder • Journal 	<ul style="list-style-type: none"> • Career profiles • Cluster profiles • Employment outlook • Career tasks and activities • Career wages • Career skills required • Career Cluster Finder assessment • Roadtrip Nation Interview archive 	<ul style="list-style-type: none"> • General plans of study in all cluster profiles • Matching careers to post-secondary programs • College search opportunities • Historical college data • Custom created surveys 	Success Plan: <ul style="list-style-type: none"> • Goals • Tasks • Resume Builder Collaborative Tools: <ul style="list-style-type: none"> • Email • Customization of student home page to add resources and announcements for special initiatives • Enrichment Program Archive Financial Literacy: <ul style="list-style-type: none"> • Scholarship Search

*Indicates an add-on solution

► The Naviance Platform

Naviance is a college and career readiness platform that helps connect academic achievement to post-secondary goals. The comprehensive college and career planning solutions optimize student success, enhance school counselor productivity, and track results for school and district administrators. Naviance offers a core set of functionality that enables students and counselors to connect college and career planning to individual student goals.

In addition to our core features, we offer schools and districts the flexibility to customize the solution to their needs and add additional functionality that extends the reach of their college and career readiness efforts. These solutions include:

- Naviance Curriculum
- Naviance Test Prep
- Naviance eDocs (Electronic Transcript and Document Exchange)
- Naviance Course Planner
- Naviance Alumni Tracker
- Naviance Insights Premium

As you read through the descriptions below, note that the items marked with an asterisk (*) are add-on solutions.

Naviance Student

The Naviance Student portal, the new Naviance experience for students that will be the default experience beginning in Fall 2018, delivers the power of Naviance to students' fingertips with familiar and intuitive tools that personalize and simplify the college and career planning process. Naviance Student is now optimized for mobile devices – making it easier for students to engage anytime, anywhere. The modern, student-centric design brings self-assessments, academic preparation, college planning, and career exploration to life. Parents have visibility into their students' progress and can see where they may need extra help. Our goal is to support students in middle school and high school answer these four guiding questions:

- Who am I?
- What do I want to be?
- How will I get there?
- How will I succeed?

As students move through the phases of mastering the answers to these questions, they will engage with various features in our platform, with the support of staff at their schools and districts, as well as parents and guardians at home.

1. Self-Discovery: Who Am I?

AchieveWORKSSM – High School Students

AchieveWORKS assessments support a personalized learning approach, working together to provide you with a comprehensive profile of each student's strengths and giving students the tools they need to take charge of their own learning. Discover how each

student learns best and views the world. Review strategies to encourage student engagement in class and deliver instruction that accommodates all learners. The AchieveWORKS assessments are available in English, Spanish, Arabic, Portuguese, and Chinese. Our add-on AchieveWORKS bundle includes:

- **Do What You Are®:** Used by millions of students to discover which of 16 personality types is most like them. The Do What You Are® assessment uses personality types to suggest careers and clusters that might be a good match for a student. Students will be better equipped to make decisions and set goals using these insights.
- **MI Advantage™:** Uses multiple intelligences theory to generate a comprehensive, personalized report covering nine distinct intelligences such as interpersonal intelligence and logical-mathematical intelligence. Students discover cross-intelligence strengthening strategies to build on current talents. Great for learning to accept differences – and sharing with parents!
- **Learning Style Inventory:** The Learning Style Inventory assessment allows students to boost academic potential by recognizing their natural learning style, discover better learning strategies, and gain career development skills. The results identify each student's environmental, emotional, sociological and physical preferences to create their best possible learning environment at school and home.

Offered by assessment provider Human eSources.

The Career Key® - Middle School Students

The Career Key is a research-backed measure of John Holland's six personality types, designed for students in grades 6-12. Students are matched with careers based on their identified Holland code combination. The add-on assessment is fully integrated with Naviance.

- **Accurate:** Career Key is one of the few tests that truly measures the Holland six personality types, according to scientific studies.
- **Respected:** Professional counselors have trusted this assessment for over 20 years. It is based on the most respected and widely used career theory, Holland's Theory of Career Choice.
- **Best Fit:** Career Key's scientific matching system enables students to identify careers that match their set of interests, traits, skills and abilities. Students can then explore related college majors in Naviance.
- **Proven Success:** Research shows close personality-career and college major matches predict success and satisfaction.

Career Key's author is nationally recognized counseling psychologist, Dr. Lawrence K. Jones.

Gallup StrengthsExplorer®

StrengthsExplorer® is a strengths-based assessment that evaluates 10 talent themes for individuals and identifies each student's three strongest emerging talents. Upon completion of StrengthsExplorer, students will be provided with explanations of their top three themes and will learn how to capitalize on their success and discover what they need to do next to continue building on their strengths. This assessment is recommended for students in grades 6 – 10, and is available as part of the core Naviance subscription.

2. Career Exploration: What do I want to be?

Naviance empowers middle and high school students to learn more about themselves by reflecting on their strengths and interests. Students can identify careers that match their interests and understand the academic preparation required to ensure workplace readiness.

Roadtrip Nation Interview Archive

Students can learn from leaders in career fields of interest to them. The Roadtrip Nation Interview Archive features over 5,000 videos of leaders who candidly discuss hardships they faced, obstacles they overcame and how they achieved success on their own terms. Well-known leaders interviewed include Soledad O'Brien, Michael Dell, Craig Newmark (Craigslist), and Howard Schultz (CEO of Starbucks).

Students can find videos that are a good match for them based on interest, thematic categories, curated video playlists on specific topics, or by answering a few questions to help tailor specific leaders and experiences to each student.

Career Searching and Assessments

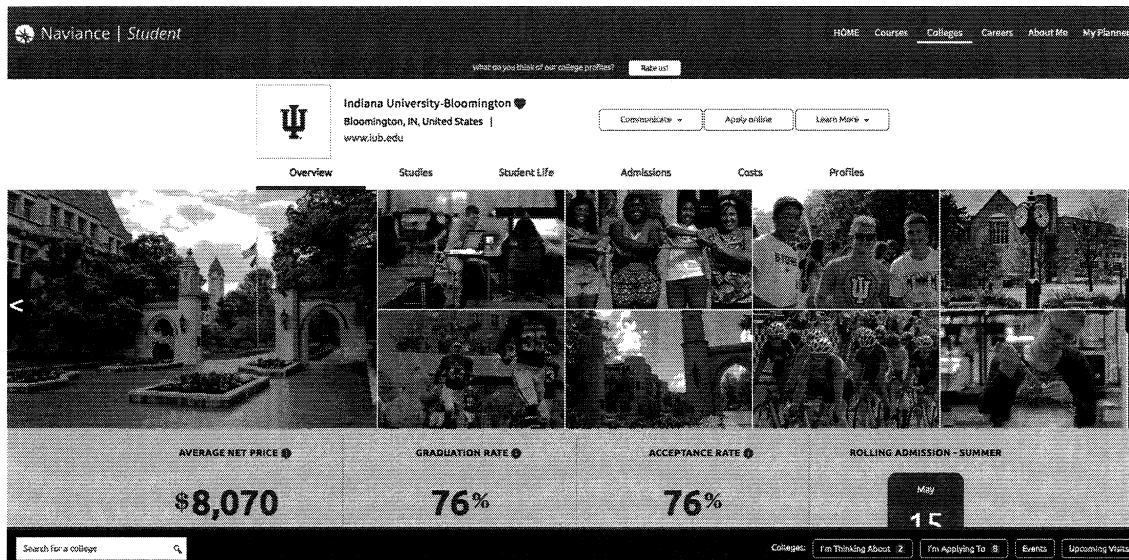
The Cluster Finder and Career Interest Profiler help students identify specific careers that match their interests and skillsets, including career descriptions, academic preparation and requirements, as well as wage information at the city, state, and national level for more than 1,000 careers. Our career details also include the associated Holland profiles. Naviance reporting tools give teachers, counselors and administrators comprehensive information regarding student career interests to guide curriculum planning, career days, and other activities.

3. Academic Planning: How will I get there?

Once students begin to identify careers that fit their strengths and interests, they can begin researching how to prepare themselves for that career. Our career cluster profiles include general high school plans of study to support academic planning, along with additional features outlined below.

College Search and Planning

Naviance creates and supports a college-going culture by encouraging all students to explore post-secondary education options. These opportunities are aligned to the preparation plans necessary based on the careers the student is exploring. Students and parents are given valuable insight into the college admissions process with the best college search tools on the market, including scattergrams, college visit scheduling, scholarship opportunities, application statistics and much more. Students can track their college applications and clearly see what still needs to be done, make sure they are meeting deadlines, and even make requests for transcripts or teacher recommendations.



Counselors and teachers are able to manage the college advising process and assist students with planning, preparation, and eventual enrollment in post-secondary institutions. Students can also research extra-curricular and academic enrichment programs.

Multiple reports provide insight into individual school and overall district progress on college admissions. You can quickly generate reports on student outcomes and disaggregate by gender, ethnicity, or other groupings.

Electronic Document Preparation and Transfer (eDocs)

Naviance eDocs allows high school counselors, registrars, and teachers to securely send student application forms, recommendations, transcripts, and school profiles electronically to more than 2,500 participating colleges and universities. Our partnerships with Parchment and the Common Application allow Naviance to bring preparation and submission into a single location for higher education institutions that utilize these partners.

Schools will save time and money while reducing the stress associated with meeting deadlines for delivering credentials throughout the college admissions process. Counselors will have more time to work with students by uploading hundreds of transcripts to Naviance eDocs in a few simple steps. Students can view the status of their application materials in Naviance Student, keeping them informed without additional e-mails and phone calls to staff. Reporting and dashboard views are available to help manage and streamline this process across multiple students.

The Hobsons Counselor Community

The **Hobsons Counselor Community** brings together Naviance high school counselors and higher education admissions staff through a collaborative online community to provide a place where you can build relationships, develop deeper knowledge about secondary and postsecondary institutions, and work together to help students find best-fit options. Naviance staff members are able to login to the Counselor Community to view detailed college and high school profiles, post news about your institution, and search for and connect with colleagues.

RepVisits, which is part of the Counselor Community, increases access to higher education by improving efficiency for scheduling college visits that help students make valuable connections with college representatives. Counselors at Naviance schools can:

- Share visit availability with colleges.
- Increase awareness of your high school.
- Help students make valuable in-person connections at colleges of interest.

4. Postsecondary Preparation: How will I know I'm successful?

Goal Setting and Task Management

Naviance offers a robust set of tools to help students tie college and career planning efforts to specific tasks and goals. The solution provides schools the ability to customize the career and college readiness experience by school, grade-level, group and individual student. Naviance ensures that every student has meaningful goals for the future, and an action-oriented plan for achieving his or her goals.

Annabella Hobson Class of 2015

Quick Links: [edit profile](#), [edit explanations](#), [add/edit scores](#), [email a message](#), [college compare](#), [college match](#), [college search](#), [edit scholarships](#), [scholarship match](#), [add journal entry](#), [add document](#), [family connection](#), [print table](#), [delete student](#), [make inactive](#)

Change Student: Last name or last, first Go

Sorted by Alphabet: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

General | Courses | Plan | Scores | Assessments | Colleges | eCVs | Resume | Scholarships | Journal | Documents | Careers | Success Plan | Post-grad | Total Reader | e2VCL | PrepMe

Tasks: [programs](#) | [recent updates](#) | [goals](#)

add custom task | explain school task | explain student task

Current Tasks

Task	Owner	Program	Grade	Deadline	Status	Actions
Align Task 1	school	5-27 regression	12th	12/1/12	overdue	view details refresh delete
Complete Career Interest Profile	school	5-27 regression	12th	11/30/14	not started	view details refresh delete
Complete Attitude Survey	school	5-27 regression	12th	5/31/15	not started	view details refresh delete
College Readiness	school	5-27 regression	12th	none	not started	view details refresh delete
Complete Career Key	school	5-27 regression	12th	none	not started	view details refresh delete
Portfolio task	school	5-27 regression	12th	none	not started	view details refresh delete

Upcoming Tasks

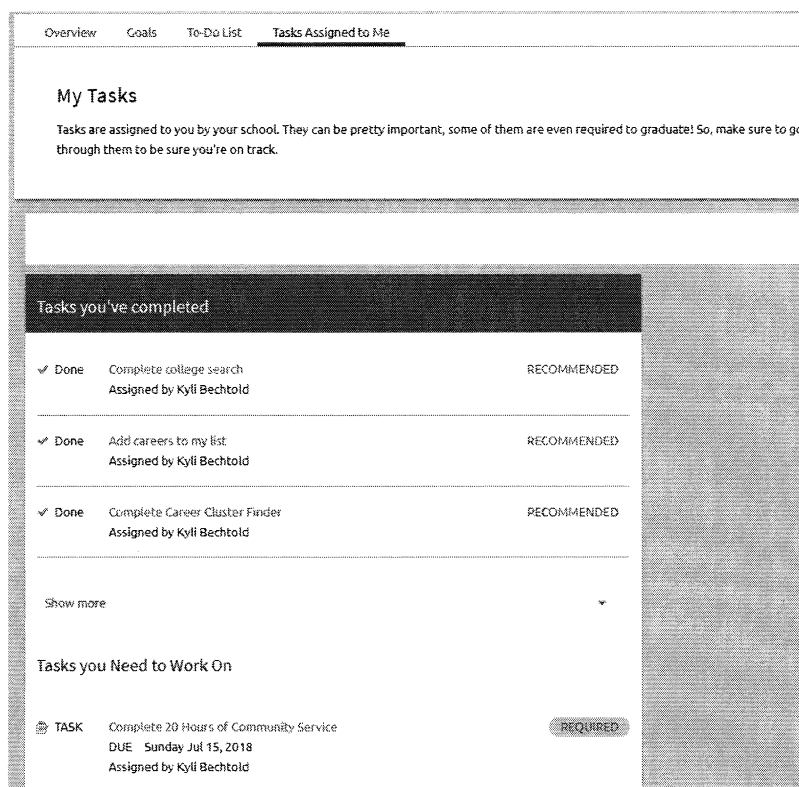
Task	Owner	Program	Grade	Deadline	Status	Actions
No tasks assigned						

Completed Tasks

Task	Owner	Program	Grade	Deadline	Status	Actions
Complete Career Interest Profile Assessment	district	Regression program	10th	7/16/13	completed	view details refresh
AP - Choose Health and Sciences	school	Regression program	12th	7/19/15	completed	view details refresh
regression task	district	Regression program	12th	none	completed	view details refresh

Staff view of a student's assigned tasks

Counselors, teachers and parents are equipped with the tools and data to effectively monitor and coach students toward their goals. Schools and districts can create a library of tasks using rich content including images, media files and document attachments.



Student's view of their own assigned tasks

This provides the basis for a comprehensive college and career readiness program that enables school and district administrators to track student progress towards goals and identify areas for improvement. All functional areas work together to help facilitate the successful transition of students from middle school, to high school, to post-secondary success.

Alumni Tracking * Optional add-on component

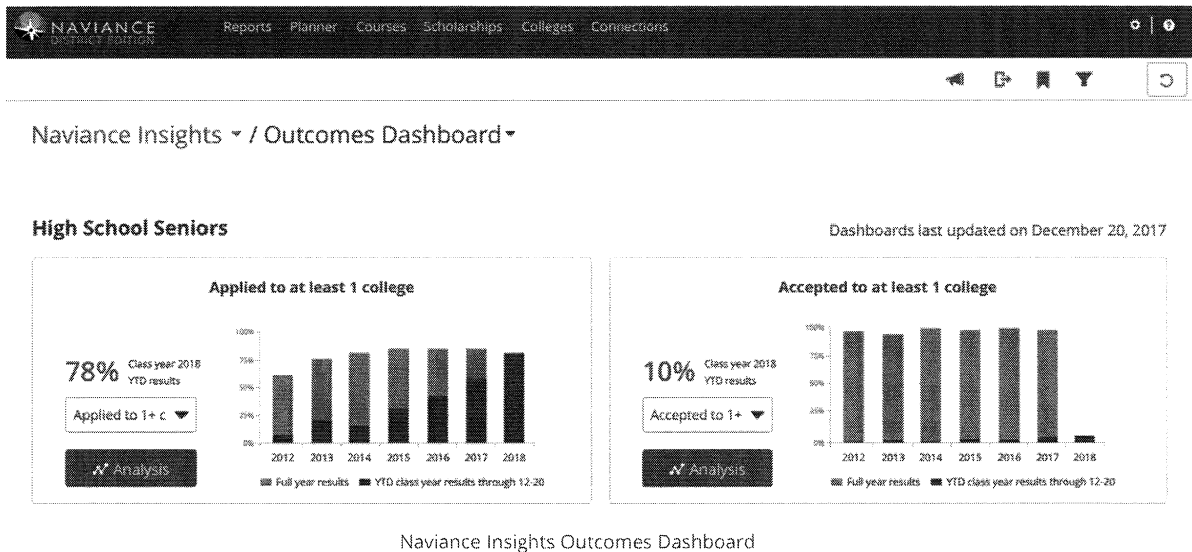
Naviance makes it possible to integrate data from the National Student Clearinghouse® about graduates' college enrollment and completion status with the world's leading college and career readiness platform. Schools and districts can determine how their graduates are performing after high school and report on progress all without leaving Naviance. The data helps schools understand outcomes for different student groups and focus on opportunities to improve the college-going culture for all students.

Schools can submit alumni information to the Clearinghouse directly from Naviance, and the Clearinghouse automatically populates post-secondary outcomes. Naviance allows schools and districts to deliver this functionality at a much lower cost than building a separate data warehouse to track alumni outcomes.

Naviance Insights

The Naviance Insights Outcomes Dashboard enables educators to track college outcomes and easily report results. Year-over-year results enable educators to identify college outcome trends. On-track metrics allow staff to take data-driven action today by determining if current students are ahead or behind previous classes in key outcomes such as college applications and college acceptances. The simple dashboard allows leaders to create data-rich presentations with concrete goals that put metrics behind a vision for college attainment across demographic groups. Naviance Insights and

Alumni Tracker work hand-in-hand; the college enrolment, persistence and completion metrics are gathered through Alumni Tracker.



Track 8 key college outcomes including:

- **College Applications**
 - Applied to at least 1 college
 - Applied to 2-year or 4-year college
- **College Acceptances**
 - Accepted to at least 1 college
 - Accepted at 2-year or 4-year college
- **College Enrollment * Requires Alumni Tracker**
 - Accepted to college but has not enrolled
 - Enrolled in college the first year after high school
- **College Persistence and Completion * Requires Alumni Tracker**
 - Completed a college degree within 6 years after high school graduation
 - Enrolled in college the first year after HS and persisted to 2nd year

➤ Professional Development, Implementation and Support

Hobsons' Naviance solution has been successfully deployed at thousands of schools, and we use that experience to ensure that new users can quickly begin realizing the benefits of our solutions through our required training, consulting and expert customer service.

Implementation – Project Consulting

Naviance Project Consultants assist with the tactical elements of implementing Naviance on the ground, across multiple sites, and with a large number and variety of end-users. Our consultants build implementation and professional development plans, assist with importing new data and prepare import files for automation, review user roles and rights, ensure the user list is properly maintained and design custom surveys and reports. Project consultants also deliver professional development either onsite or remotely to users based on the plan created with district stakeholders.

A five-phase methodology is the cornerstone of our Consulting Services. This methodology uses a hands-on approach, incorporates best practices and ensures that we provide the tools your school needs to improve student outcomes. Our consulting programs offer peace of mind by enabling you to leverage the collective experience of Naviance professionals. Naviance Project Consultants advise you to make the right decisions early and accomplish critical tasks to ensure your implementation is on the right path. They provide strategic guidance as well as tactical, hands-on support to augment your implementation efforts.

Implementation Methodology

Hobsons has more than 10 years of experience implementing Naviance for school districts to address their college and career readiness needs. Our methods foster collaboration with clients through a hands-on approach to defining requirements, to utilizing the solution, to monitoring usage and user adoption. The consulting services teams utilize proven change management models such as the Prosci ADKAR model as well as an established five-phase implementation methodology to ensure optimal implementation user adoption. This methodology will systematically address goals, technology, culture and processes of the Bullitt County School District by leveraging best practices and proven templates and methods to deliver a sustainable and robust solution ensuring post-secondary success. Our professional services team will ensure that the Bullitt County School District staff not only has the toolset needed to reach their college and career readiness goals with Naviance but also the essential mindset required to ensure staff and students excel.

Goal: Provide sufficient support for new schools and districts who are implementing Naviance. Naviance Project Consultants provide guidance and project management expertise for every step of the Naviance implementation process.

Sample Project Consulting activities:

- Assess Phase: est. 10% of hours
 - Define stakeholders, roles, and responsibilities. Evaluate current implementation status, successes, and challenges. Develop implementation plan. Establish goals, priorities, and timelines.
- Import Phase: est. 10% of hours
 - Initial import and automation of data imports into the district-level product.

- **Configure Phase:** est. 10% of hours
 - User roles and account setup. General configuration assistance for Naviance and Naviance Student.
- **Deploy Phase:** est. 60% of Hours
 - Assistance based on needs identified during the implementation, e.g. recurring meetings, advanced troubleshooting, custom reports, communication with schools, etc., as well as school-level support.
 - **Sample Middle School Activities:**
 - Ex: Engagement workshop with middle school staff. Targeted professional development. Best practices sharing with schools that already use Naviance.
 - **Sample High School Activities:**
 - Ex: Review and update scope and sequence. Professional development and rollout planning for additional features.
 - **Sample District Activities:**
 - Ex: Work with district IT team to move from school-level to district-level data management. District level Success Planning implementation and setup. Align initiatives to state or local CCR standards.
 - Professional development for new users and refresher content for experienced users.
 - Rollout documentation (PowerPoints, how-tos, quick guides, lesson plans for student launch, etc.)
- **Measure Phase:** est. 10% of hours
 - Report on results and measure progress against defined goals.

Note: Hours estimates above are approximate. Each account will vary in usage based on their own readiness and manpower, complexity of the data, scope and sequence, state mandate alignment, and timing in the school year.

Implementation Guide

For all of our new schools and districts, our Implementation Guide provides best practices and strategies including worksheets, checklists, and templates to ensure a smooth and timely rollout to school staff, students and families. This includes sample timelines, data import checklists, configuration ideas and recommended activities and milestones for staff and students broken down by grade level.

In this guide, you will receive:

- **Consulting Services Methodology:** A proven five-phase approach and framework for implementation used by Naviance consultants.
- **Processing Worksheets:** Templates to establish goals, requirements, dependencies and risks for the implementation plan.
- **Sample 90-day Implementation Timeline:** Overview of tasks, deliverables, responsible parties, and estimated timeframe by phase that can be tailored to school or district objectives.
- **School Activity Calendar and Checklist:** Recommended activities and milestones for staff and students by grade level.
- **Data Import Checklists:** Overview of the type of data and the list of required and recommended fields for importing data into Naviance.

- **Configuration Recommendations:** Suggestions for creating roles, rights, and permissions and activating the appropriate school- and district-wide settings.
- **Naviance Student Rollout Strategy:** Guidelines for establishing a communication and engagement plan for students including surveys, curriculum, and a checklist of features available by functional area.
- **Key Performance Indicators:** Matrix of reports available to measure progress against five key indicators – student growth and proficiency; college planning; career planning; student and family engagement; and alumni performance.

Naviance Student Engagement Package

Engaging students and families in the post-secondary planning process is key to student success. The Naviance Student Engagement Package provides best practices and resources for schools to educate parents and guardians on the role they play in their students' college- and career-readiness activities.

The package includes:

- One student brochure on how to use Naviance Student
- Two parent brochures on how to use Naviance Student
- Six quick reference guides for students on Getting Started, College Planning, Career Planning, Success Planning and Course Planning
- Three quick reference guides for parents on Getting Started, College Planning, Career Planning, Success Planning, and Course Planning
- Communication templates for Naviance Student awareness among parents and guardians
- List of activities that foster student use of Naviance Student
- All materials in the Naviance Student Engagement Package are provided in English and Spanish.

Support

The Hobsons Naviance Support Services team provides unlimited technical support to Naviance clients. The team is comprised of experienced Client Solution Specialists who work out of Hobsons offices and respond to cases using a centralized model. If you call Support Services, you will be placed into a phone queue, which will ring the first available Client Solution Specialist. If your call has not been received within forty-five seconds, you will be able to leave a voice message. If you leave a voice message, the message is routed to a queue for immediate response. Case submission through email and the Web are routed to the same consolidated queue. All cases are picked up and handled in the order in which they are received. This model provides better collaboration across the team, enabling the Client Solution Specialist assigned to the case to resolve it quickly and accurately.

Support Services is available by phone from 8:00 am to 7:00 pm Eastern Standard/Daylight Time, Monday through Friday. You can submit a case in one of three ways:

- Web form within the Naviance Help Library
- Email to support@naviance.com
- Phone 1-866-337-0080, option 2, in the United States and Canada; phone +1 703-859-7300, option 2, in other countries

Additionally, the Naviance Network Help Library provides access to additional support tools on demand.

Investment Summary Option #1 (Primarily Private Web Training)

Software Solutions:

Product	
Naviance for District (4,164 High Schoolers and 3,027 Middle Schoolers) * This no longer includes the two alternative buildings	\$29,925.60
Total Investment:	\$29,925.60

Professional Services:

Services	
Professional Development Implementation Guide Naviance Student Engagement Guide Service Hours: 50 Hours Pre-Paid Travel: \$1000.00 <ul style="list-style-type: none"> • Assess Phase: 10% of Hours • Import Phase: 10% of Hours • Configure Phase: 10% of Hours • Deploy Phase: 60% of Hours <ul style="list-style-type: none"> ○ Professional development ○ Rollout documentation ○ Sample activities • Measure Phase: 10% of Hours 	\$13,450.00
Total Investment:	\$13,450.00

Total 1st year investment: ~~\$43,375.60~~ \$35,090.86

Total 2nd year investment: ~~\$29,925.60~~ \$24,354.95

Total 3rd year investment: ~~\$29,925.60~~ \$24,354.95

Price includes 20% Discount Provided that we receive a signed agreement on or before 11/15/18

Additional Solutions to Consider:

Services	
Alumni Tracker	\$425.00 per HS bld/year
Course Planner	Approx .93 per student

➤ Naviance Reference Stories

- **Clear Creek ISD (TX):** In just two years of using Naviance, one high school in Clear Creek ISD reported an increase in the students attending college from 53% to 62%. They credit Naviance with impacting their ability to communicate with students and parents about the importance of pursuing higher education.
- **Minneapolis Public Schools (MN):** With Naviance, the number of high school students in Minneapolis Public Schools who have a post-secondary and career plan has increased by 30% in two years. The number of students who have indicated that they plan to attend a four-year college increased by 6% across the entire district.
- **Stamford Public Schools (CT):** Stamford schools have utilized Naviance to engage parents and families. The district engages families by providing them with the Sallie Mae national scholarship database in Naviance during Parent Night. The district also continues to follow up and engage parents using Naviance communication tools.
- **Stamford Public Schools (CT):** The district in Stamford, CT saved \$58,000 in postage, paper and staff time by sending 20,500 transcripts and other documents via Naviance eDocs. In addition, 95% of seniors across the district used Naviance's Family Connection to research colleges and organize their post-secondary plans.
- **Jefferson Davis High School (Houston, TX):** Located in a high poverty area of Houston with an 89% Hispanic population, the school credits Naviance with helping them to achieve a 100% college application and acceptance rate.
- **Lee High School (Houston, TX):** Lee High School in central Houston has utilized Naviance to increase student engagement and interest in post-secondary plans. Students at the school average 26 visits to Naviance per student per year to discover college and career paths.
- **High Tech High (San Diego, CA):** High Tech High leverages Naviance as a powerful tool to monitor student progress and intervene when students are falling off track. The school credits Naviance for helping to achieve an impressive 81% college placement rate the first year after high school.

Hobsons measures client satisfaction ratings and continually seeks feedback from our customers. We have a long history of customer satisfaction and as a result more than 94% of all Naviance users renew the platform every year.