

College Greenlight is the largest web-based platform dedicated to helping first-generation and underrepresented students find their best college fit and financial support. Launched in 2012, College Greenlight helps thousands of qualified, motivated students—on a daily basis—connect with colleges and universities and navigate their path to higher education.

## College Search

College-bound students find college matches, create college lists, compare their top college choices, and organize their college search with access to over 3,000 college profiles.

## Greenlight Fit Meter

Students can determine which colleges are appropriate academic, social, and financial fits by entering information into the Greenlight Fit Meter tool.

## What Are My Chances?® Calculator

The popular college admissions calculator and scattergrams help students identify their admission chances and see at a glance how their qualifications compare to those of other students.

## Scholarship Matches

With the most comprehensive scholarship database available, students find national and local scholarships that match their qualifications, with the ability to sort by level of effort and competition.

## Community-Based Organizations (CBO) and High School Counselor Tools

College Greenlight provides free tools to thousands of high school and CBO counselors, enabling them to assist and support help their students as they make college decisions.



**#1 Largest College Platform** for First-Generation and Underrepresented Students



**750,000+** Students annually



**1,500+** Organizations



**More Than Half** of the Nation's Top Colleges Are College Greenlight Partners



**Recruit High-Achieving** Students on the College Greenlight Platform

## In the Press

**Forbes**

"College Greenlight dedicates" its algorithms to finding resources especially targeted to low-income or first-generation college students (often one and the same)

**GET SCHOOLED**

"Best in Class Admission Tools"

**National College Access Network**

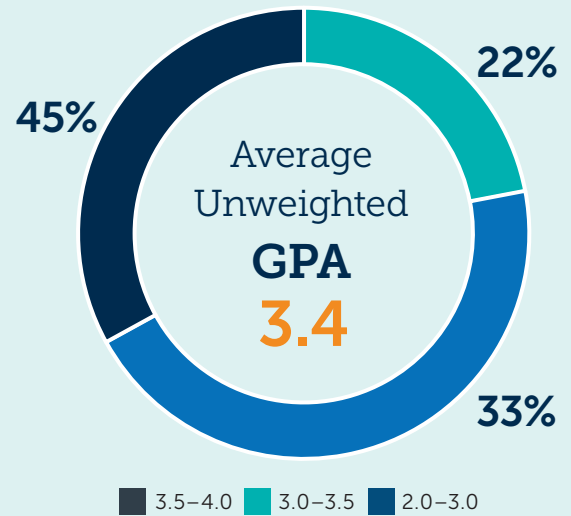
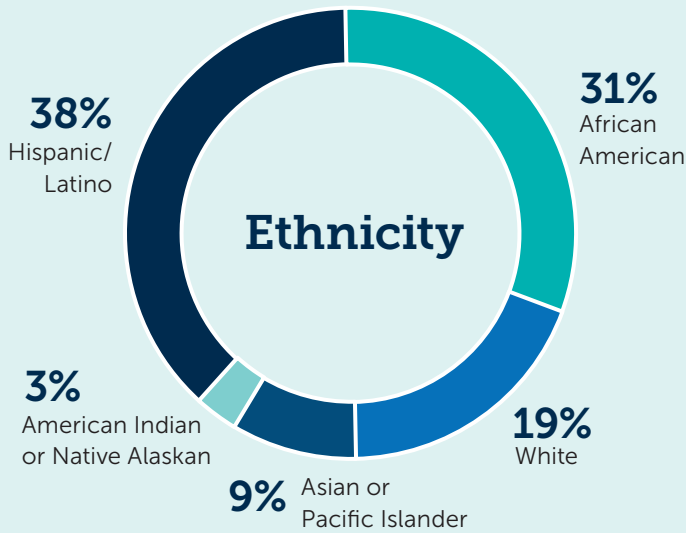
*Building Connections. Advancing Equity. Promoting Success.*

"Valuable resource for students, organizations"

## National Coverage: Over 1,500 CBO Partners



# Student Demographics



## Student Engagement Tools

Engage directly with high-achieving underrepresented students by using targeted outreach methods.

### Targeted Campaigns

Connect with high-achieving underrepresented students who meet your objectives

### Overlap Outreach

Connect with students interested in peer/aspirational institutions

## CBO Engagement Tools

Identify and build relationships with CBOs that fit your recruitment objectives

### CBO Directory Access

Searchable directory of CBO students (by city, state, colleges attended, student demographics, etc.) who meet your objectives.

### Curated CBO List Building Training and Support

Development of curated CBO lists that fit your school's diversity initiatives, staff training, and support

### Full Consulting Services and Facilitation of Partnership Building

Accelerate CBO relationship-building—leverage College Greenlight team to establish relationships with best-fit CBOs in key markets



## Brand-Promotion Tools

Promote your institution and diversity initiatives to the college access community

### CBO Counselor Newsletter

Promote your institution and diversity initiatives to thousands of CBO counselors nationwide

### CBO Webinar

Live event for counselors nationwide; showcase institution as a leader in college access

### Event Promotion

Promote your travel and virtual events to students and CBOs