



# Greenlight Match for K-12 Districts

How EAB's Reverse Admission's Process is Changing the College Landscape and What It Means for Your Schools

# The Pandemic Amplified College Access Challenges for Students with Fewer Resources



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51%

Of low-income high school graduates did not enroll in college in 2022<sup>1</sup>

4.7%

Decline in undergraduate enrollment from Spring 2021 to Spring 2022<sup>2</sup>

## Change in Total Undergraduate Enrollment by Segment:

Private Nonprofit 4-Year: -3.0%

Public 4-Year: -3.7%

Public 2-Year: -16.2%

*March 9, 2023*

## FORTUNE

The labor shortage is pushing American colleges into crisis, with the plunge in enrollment the worst ever recorded

*October 20, 2022*

## The Washington Post

*Democracy Dies in Darkness*

College enrollment declines for third straight year since pandemic

## A Smaller College-Going Population Has Long-term Effects on Students and Society:

- **75%** less lifetime earnings than those with a bachelor's degree
- **40%** more likely to be unemployed than college graduates
- **Increased labor shortages**, particularly in the health care and education sectors
- Overall **slower economic growth**

1) Via Georgetown University's Center on Education and the Workforce.

2) Via National Student Clearing House.

# College Recruitment Challenges Persist and Compound Each Other



Even though the pandemic is over, meeting enrollment goals is still challenging for colleges and universities

## Demographic Cliff



**-12%**

Change in the population of 18-year-olds 2025–2035

*Falling birthrates will continue to affect institutions across the United States.*

## Nonconsumption



**32%**

of 18-24 year olds opt out of college and this share is growing

*Among the many reasons for nonconsumption, a key aspect referenced by colleges and students is the various **barriers students face in the application process.***



### **+ An Ongoing Counselor Staffing Crisis in K12 and Higher Ed**

*Resulting in Less Support for Students Navigating the College Search and Admissions Process*



### **+ The Complexities of Marketing to Today's Teens**

*An Exploding Number of Channels and Higher Student Expectations*

# Traditional College Admissions Process is Problematic for Students and Colleges

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## Students Struggle to Access College Opportunities

*Resulting in 'undermatching' or students choosing not to attend college at all*

- Complicated applications take too much time and present multiple hurdles such as application fees
- Students often apply too late, receive offers and financial aid awards too late
- Inability to find information on which institutions fit their specific academic and financial needs
- Limited counselor bandwidth causes underserved students to fall through the cracks

## Traditional Process



## Schools & Districts Struggle to Support Aspirations of All Students

*Resulting in suboptimal post-secondary outcomes*

- Counselors are overwhelmed by traditional application process – building college lists, essay review, letters of recommendation
- Not enough capacity or resources to support aspirations of all students, especially those from most vulnerable populations
- Post-pandemic student & family lack of confidence in college opportunities
- Challenges tracking KPIs, time chasing students for offers of admission, scholarship awards

# Innovators Are Asking, “Can We Flip the Application Process?”



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Notable education-focused organizations are creating direct admissions solutions...

But none of them are focused on solving the **challenges** faced by districts.

Nov. 14, 2022



Niche Enters Direct Admissions Space

“Niche, an admissions company, is the latest to enter the direct admissions market. The space is attracting considerable interest.”

Sept. 29, 2022



State launching 'direct admissions' program for high school seniors

“Minnesota is launching a new program in an effort to promote college access ... Minnesota Office of Higher Education will launch a “direct admissions” program for high school seniors.”

Nov. 16, 2022



Common App expands program that offers automatic admission to students

“The Common Application announced Wednesday it is growing its program that sends admissions offers to students before they formally apply.”

THE CHRONICLE OF HIGHER EDUCATION

**Congrats! You Didn't Apply, but We Admitted You Anyway.**

**New experiments are short-circuiting the admissions process. Here's why they matter.**

“Caroline Heiney was sitting in class last winter when her phone buzzed. It was an email with a curious subject line: ‘Your Direct Admission to Montclair State University.’ She hadn’t even applied.”

# Welcoming Concourse Innovation to EAB

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EAB



Concourse

**The Future of College Access**

## **Greenlight Match**

A revolutionary **free** online platform for students and counselors.

Challenging the status quo to create more access to higher education by eliminating application barriers and expanding access to higher education while empowering students to unlock opportunities.

**Fast Company**

WORLD CHANGING IDEAS  
**2023**

**EdTech**  
Breakthrough  
— AWARD —

# Greenlight Match Uniquely Reverses the Admissions Process

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## Improving the Student, College, and Counselor Experience

### Traditional Process:



Students spend **many hours** on multiple applications only to schools on their "list."



Many apps and hours later, students wait multiple months to hear if they have been accepted **anywhere**.



### State-Level Guaranteed Admission Solutions:

**Counselors evaluate** which students are eligible for guaranteed admission at participating state schools.



Counselors deliver letters to students listing all the **in-state** schools they are qualified to attend.



Students still must fill **out the entire application** (including essays) to claim their spot.



Students **still must research** scholarship and financial aid opportunities.

### Greenlight Match Process:



Students take **30 minutes** to create **one anonymous** profile inclusive of academic history and preferences.



Colleges send students offers based on profiles, helping students find best-fit programs and **preventing undermatching**.



# How It Works

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Students Complete  
Profiles



Counselors Certify  
Profiles



Universities Send Offers  
and Scholarships,  
Students Express  
Interest in Offers



**30 minutes**

*For students to  
complete their  
profile*



**2 minutes**

*For counselors to  
nominate students*



**2 weeks**

*For students to  
start receiving  
offers*

...As opposed to **at least** 30  
minutes **per application**

...As opposed to **hours** reviewing  
**multiple applications** (i.e.,  
writing rec letters) for the same  
student

...As opposed to **multiple**  
**months** waiting to hear back  
from the schools to which  
they applied



# Greenlight Match Helps Schools Deliver More Success Stories with Less Work



## No Student Falls Through the Cracks



Greenlight Match allows **every student** the opportunity to receive admission offers and aid from multiple institutions to help them find their **best-fit program**.

## Lightens the Load on Counselors



A centralized platform makes **KPIs easier to track** and streamlines the counselor review process, saving **significant time**.

## Delivers Results



Greenlight students have been admitted to and enrolled at best-fit institutions **across the country**.

# Greenlight Match Students Get More Offers and More Money



## Without Greenlight Match...

3.8

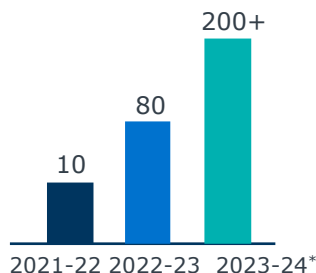
Avg. Number of Colleges Students Apply To on Common App<sup>1</sup>

54%

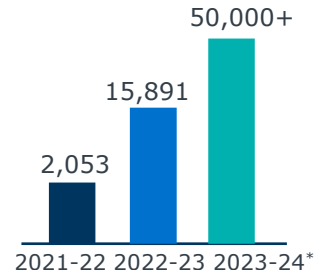
Of low-income students submit **one or no** college applications<sup>2</sup>

## With Greenlight Match...

### Participating Colleges and Universities



### Offers Extended



7.1

Avg. Offers per Student

\$387K

Avg. Total Scholarship Awarded per Student<sup>3</sup>

\$1.08B+

Total Scholarship Awarded Across All Students

1) Via [Forbes](#) and Common App.

2) Via College Access Network, 2019-2020.

3) Aggregate of scholarship awarded in all offers a student receives.

\*2023-24 numbers are projections based on current and historic trends.

# How Greenlight Match Changes Futures for Students Like Yours



## Meet Lydia from Chicago

- Lydia had a 4.0 unweighted GPA and aspirations to study biochemistry in college
- But Lydia is a **first-generation, undocumented** student facing significant barriers to accessing higher education....
- Lydia created a Greenlight Match profile with support of her high school counselor and received **eight offers of admission** with scholarships ranging from **\$18,000 to \$59,000 annually**
- Lydia found her **best-fit program** through Greenlight Match and ultimately enrolled at Knox College
- Her college admissions process **took one month**



*(name and photo changed to protect Lydia's identity)*

**87%**

Of participating students  
discovered right-fit  
colleges from Greenlight  
Match

**78**

Net Promoter  
Score (NPS)

**58%**

Of students are seriously  
evaluating at least one of  
their matches (as of April  
10)

1) On a scale of -100 to 100. Bain & Company [indicates](#) that a 0 NPS is good, 20 is great, and 50+ is amazing

# Using Greenlight Match Can Benefit All Stakeholders in Your District



Provide college support for all students to help them find their best-fit program



Foster stronger relationships with colleges and universities



Drive increases in college acceptance and scholarships awarded across the district



Boost parental satisfaction in the role of districts in the college application process



Reduce the heavy burden on counselors



Increase confidence in college going opportunities for future students and create a broader college going culture

**Greenlight Match  
Can Help Your  
District:**

# Greenlight Match Expanding Nationwide for Class of 2024



**Opportunities Unlocked with Greenlight Match Across the entire Country, Prioritizing our Partner Markets for Students & Colleges**

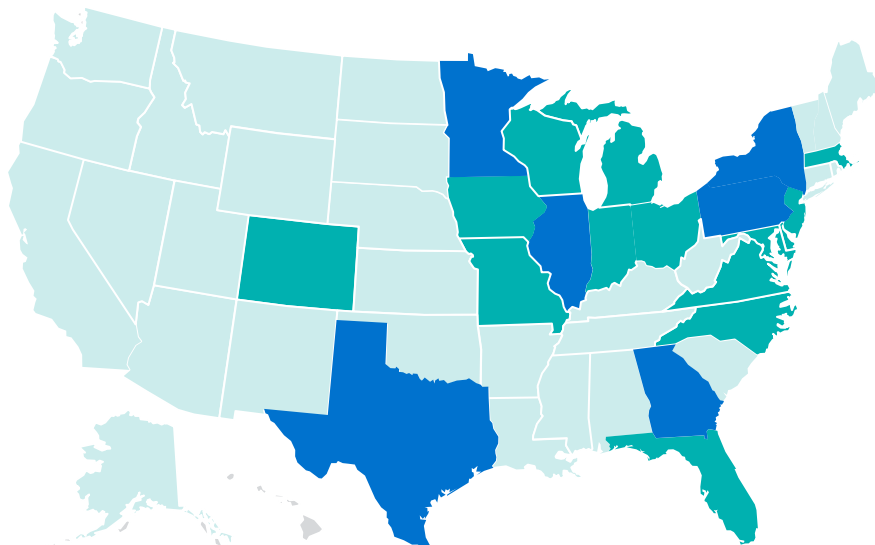
- Current Student Markets
- New Student & College Markets to Prioritize
- Access for remaining states is available for students & colleges

**80+**

Participating colleges from 20 states, **next year 200+**

**100+**

Participating schools & Community-Based Organizations



- DMV Area
- Missouri
- Iowa
- Massachusetts
- Ohio
- Florida
- Colorado
- North Carolina
- New Jersey

# How Your District can Participate in Greenlight Match



June 2023

September 2023

1



## Inquire & Demo

Connect with our team to learn more & include your college advising lead counselors.

2



## Complete Activation Form

Determine which schools you'd like to have participate.

3



## Schedule Student Onboardings

Greenlight Match Events Start in September!

**If you have questions or immediate reactions regarding today's conversation, please contact Kory Smalzer([Ksmalzer@eab.com](mailto:Ksmalzer@eab.com)).**

# Discussion:



1

## **Have you heard of/participated in direct admissions solutions in your state?**

- If so, what has been your experience? Do you think the state initiatives help reduce college access barriers?

2

## **What is your reaction to our Greenlight Match concept?**

- Do you think it could provide value to college-seeking students in your district?

3

## **What do you think would be the best way to introduce Greenlight Match in your district?**

Do you think the either or both options we presented would be yield an easy implementation?