



2023 Naviance Student Survey Report

Student Perspectives on College, Career, and Life Readiness

Created in Partnership with PowerSchool

Acknowledgments

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PowerSchool

The Home of Naviance

SA Market Insights

Conducted Analysis of 2023 Student Survey Data

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Introduction

Today's students see a **shifting landscape** when they consider the future.

In response to that uncertainty, students are more open to exploring a full range of possibilities when they consider their postsecondary lives. Many are open to paths other than a four-year college, and not all are convinced they need a post-high school education to be successful in their chosen careers. In fact, 55 percent of recent college graduates feel they lack the practical skills that would make them competitive job candidates and are doubting the cost of a bachelor's degree when it often requires taking on large amounts of debt, no longer guarantees job security, and doesn't always help students develop in-demand workforce skills.

Despite being open to a variety of postsecondary paths, many students feel pressured to pursue a four-year degree and want more information on the range of options available to them. Connecting their education to a career they enjoy and that aligns with their strengths is of high interest and reinforces both the pressure students feel to succeed and the ambiguous economy waiting for them.¹

Significantly, students are thinking about their postsecondary plans earlier than ever before. Nearly a third of Naviance CCLR survey respondents began planning in their sophomore year, and a quarter did so in their freshman year. For Naviance students as young as middle schoolers, there is a growing interest in thinking about their futures and a desire to connect their schooling with their postgraduate lives.

In disinvested communities, the need for preparation is even higher, with only 8 percent of students from these areas feeling fully prepared to decide what to do after high school. These students spend a considerable amount of time thinking about their postsecondary plans and note that the cost of tuition is a primary consideration for them when considering pursuing further formal education.²

While these students are looking for more support, schools are largely not able to provide the hands-on attention and resources that would help them feel more prepared for the future. The America School Counselor Association (ASCA) recommends a ratio of 250 students per one school counselor. However, the national average was closer to 408 to one during the 2021–2022 school year.³

Without access to resources that can provide students with the information they need and guidance to understand the range of options available to them, student uncertainty is likely compounded while inequity persists.

Methodology

Naviance CCLR administered a voluntary online survey to all middle and high school students using the platform in May and June 2023. The survey enables the analysis of students' postsecondary interests and plans, the perceived importance of Naviance CCLR, and a variety of other helpful metrics; 2,664 students responded. The survey should be seen as providing glimpses into the current state of preparation for college, careers, and life rather than conclusive evidence of any particular trend.

SA Market Insights conducted analyses of the data. The "data" consists of aggregated information on the number and types of applications submitted as well as survey responses captured within the Naviance CCLR platform. None of the data collected or processed included any personally identified information. The data is neither shared, sold, or disclosed to any third party aside from SA Market Insights and will be deleted upon the release of the updated report.

Profile of Respondents

Annually, middle and high school students in the United States who use Naviance CCLR are given the opportunity to participate in a survey. This survey focuses on student actions, behaviors, and strategies for planning for their postsecondary life. The answers from this survey provide insight for school leadership on how to address the present and future needs of their students. Naviance CCLR also uses this research to ensure that its solution keeps pace with the ever-evolving needs of students.

High school students, particularly those in twelfth grade, contributed the bulk of the responses. Figure 1 shows the trend and respondent breakdown by grade level. Ninety-four percent of respondents were enrolled in public school at the time of the survey.

The number of applications to both two- and four-year colleges from the Class of 2023 indicates a decrease compared to last year's data. However, the acceptance rate remained the same. This means that, though fewer students are electing to pursue another degree, the acceptance rate is stable.

Profile of Respondents

Class of 2023 by the Numbers

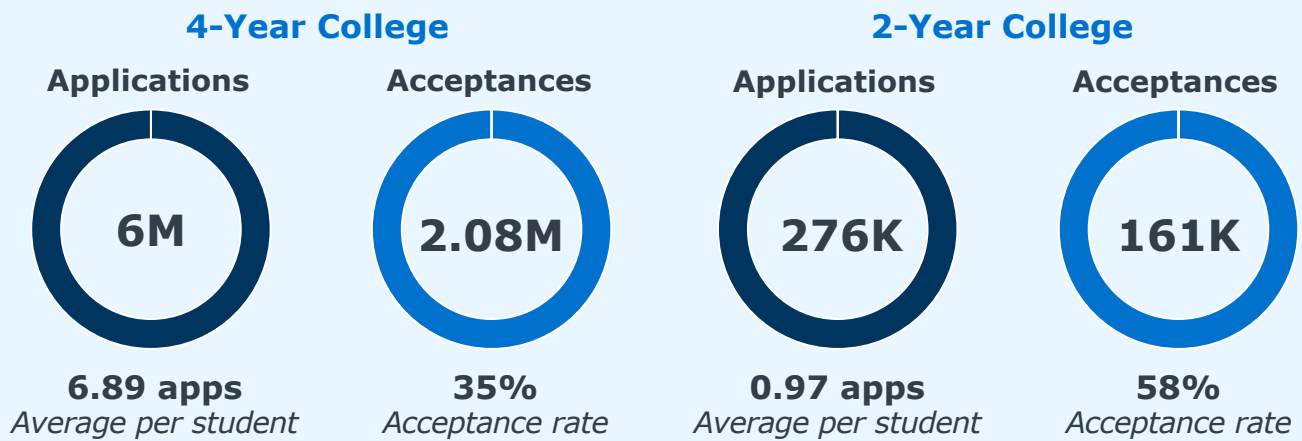


FIGURE 1

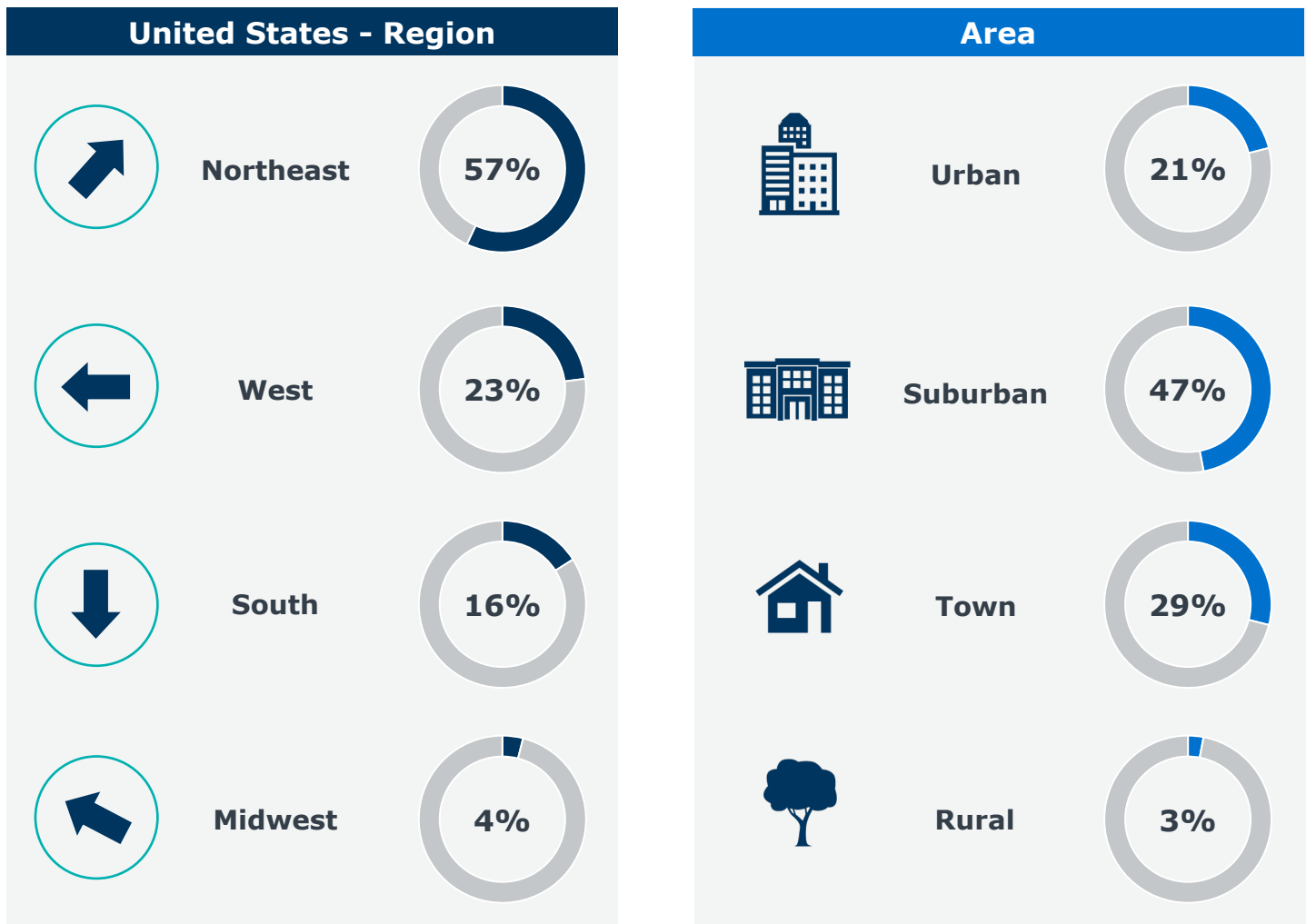
Naviance CCLR Respondents Completed by Grade

GRADE	COUNT	PERCENTAGE OF COMPLETED SURVEYS
6	97	4%
7	154	6%
8	90	3%
9	142	5%
10	97	4%
11	319	12%
12	1687	63%
No Grade Indicated	78	3%
Total	2,664	100%

Breakdown of Respondents

FIGURE 2

Percentage of Respondents by Region and Urbanicity



By Region

Respondents from the Northeast made up over half (57 percent) of respondents in this year's survey. The West was represented by 23 percent, the South by 16 percent, and the Midwest by 4 percent.

By Urbanicity

Suburban respondents made up almost half (47 percent) of respondents. Those living in towns submitted 29 percent of the responses, urban areas accounted for 21 percent, and 3 percent lived in rural locations.

Middle School Students Are Thinking About Their Postsecondary Life

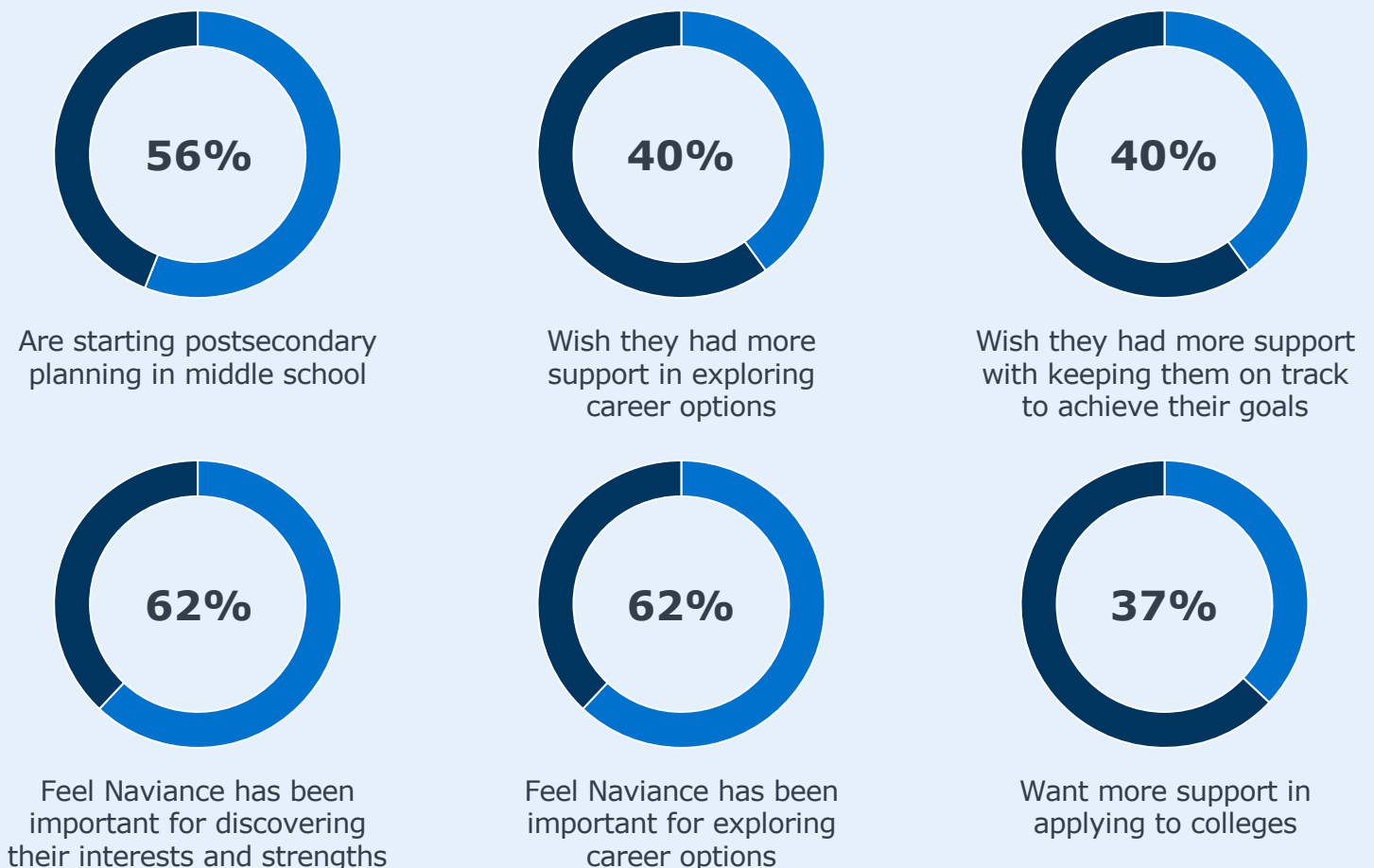
More than half (56 percent) of survey respondents said that they started planning for their post-high school life during middle school. This future-forward attitude is further reflected in a strong interest (40 percent) from current middle schoolers to have more support in both exploring career options and keeping on track to achieve their goals.

Over half of middle school students (62 percent) feel that Naviance CCLR has been most important in helping them discover their interests and strengths and exploring career options.

While applying to college is years away for these students, more than a third (37 percent) are interested in learning what the process entails. Over half of these students are planning to attend either a four-year college (37 percent) or a two-year college (14 percent); roughly one in five (22 percent) is undecided.

FIGURE 3

Middle School Student Points of Interest



Ninth-Grade Students Focusing on Bigger Picture

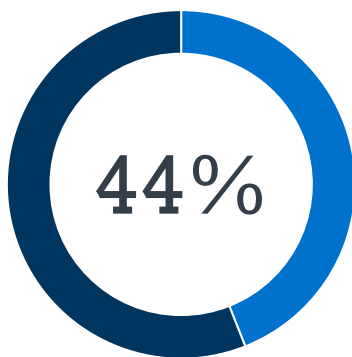
The vast majority (78 percent) of ninth-graders said that they plan to choose career options that align with their interests. More than half (54 percent) said that exploring career options was the most important part of their interaction with Naviance CCLR. This data suggests that ninth grade is the ideal time to make sure students are being exposed to the many various career paths they can pursue before their idea of postsecondary narrows to college only.

Additionally, ninth-graders are using backwards design to create their postsecondary plans. They seem to be more focused on their future careers and considering what they would like to achieve in the long term and then are working backwards to design a path to achieve that end goal.

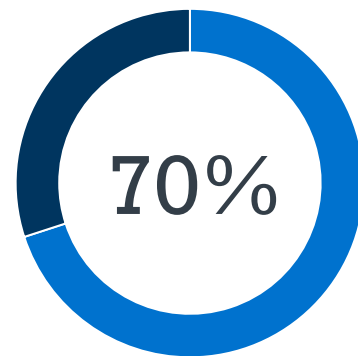
These ninth-graders place high importance on finding a career that aligns with their interests (78 percent). However, less than half (46 percent) feel they have mapped out a plan to reach their goals.

FIGURE 4

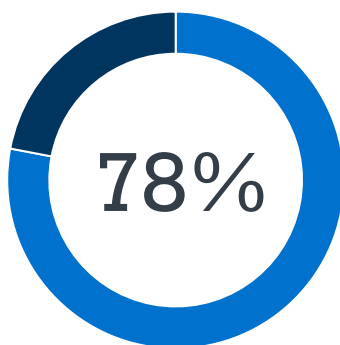
Ninth-Grade Student Points of Interest



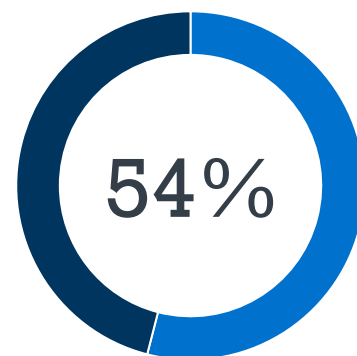
Wish they had more support in creating their resume



Do not currently have a job



Say they are choosing career options that align with their interests



Say exploring career options is what they found most important in Naviance

Ninth-Grade Students Focusing on Bigger Picture

FIGURE 5

Importance of Naviance CCLR for Ninth-Graders



More than half of ninth-graders surveyed cited Naviance as an important tool for helping them **explore career and college options**, thus underscoring the value of institutions maintaining, enhancing, and periodically updating a Naviance profile.

Tenth-Graders Feel Empowered

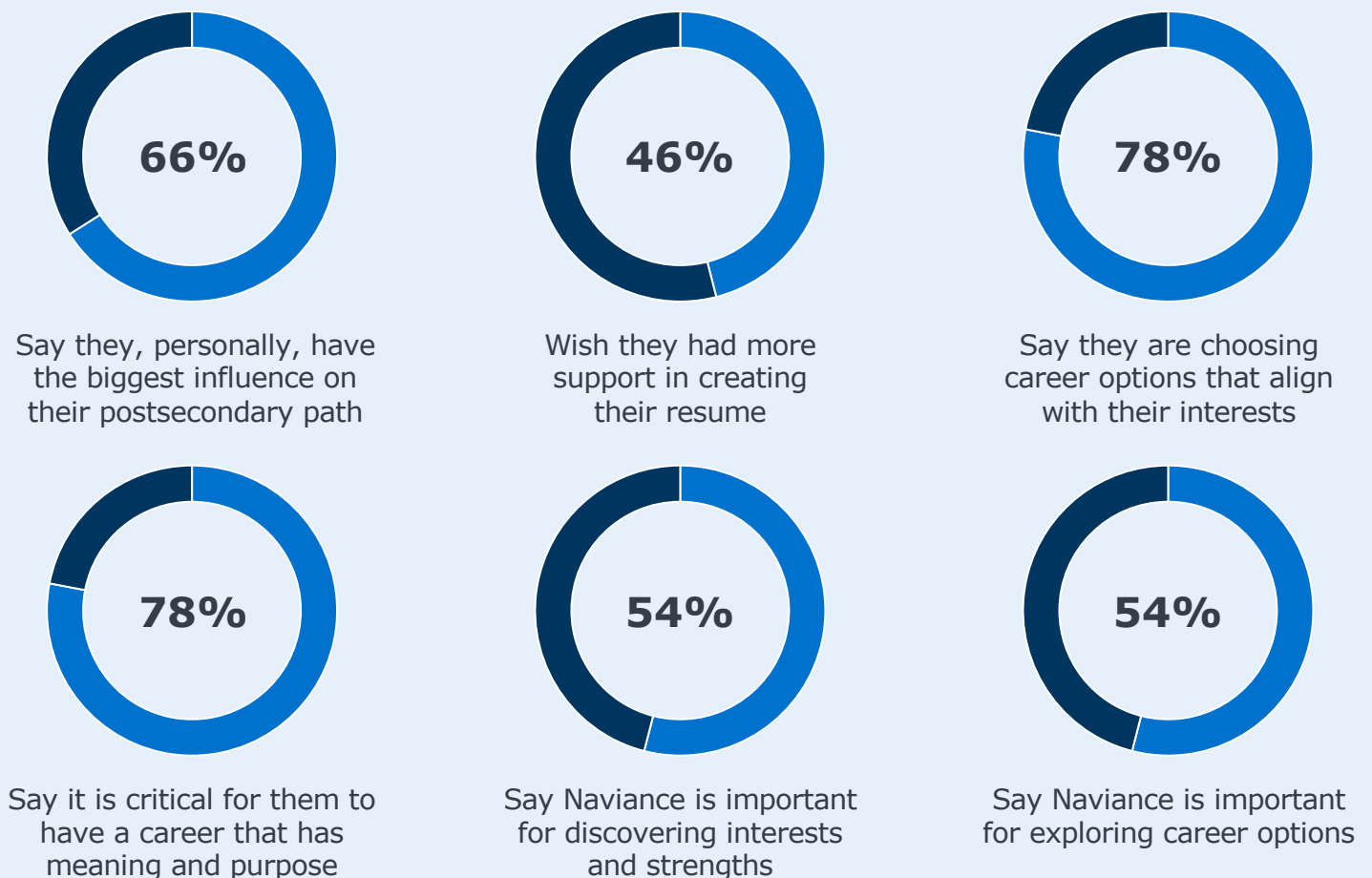
And Want Concrete Resources to Guide Their Decisions

Tenth-graders share some views with their freshman counterparts, with most (78 percent) wanting a career that aligns with their interests. In equal measure, most (78 percent) of these students also believe that it is critical to have a career that has meaning and purpose.

When asked who has the most influence over their postgraduation plan, most (66 percent) tenth-graders said "myself." This feeling of self-agency peaks with tenth-graders and begins to decline in the last two years of high school.

Almost half (46 percent) of respondents said they wish they had more support from their current school around creating a resume. However, they also find it valuable to spend time discovering their strengths and interests (54 percent) and exploring career options (54 percent).

FIGURE 6
10th Grade Student Points of Interests



Tenth-Graders Feel Empowered

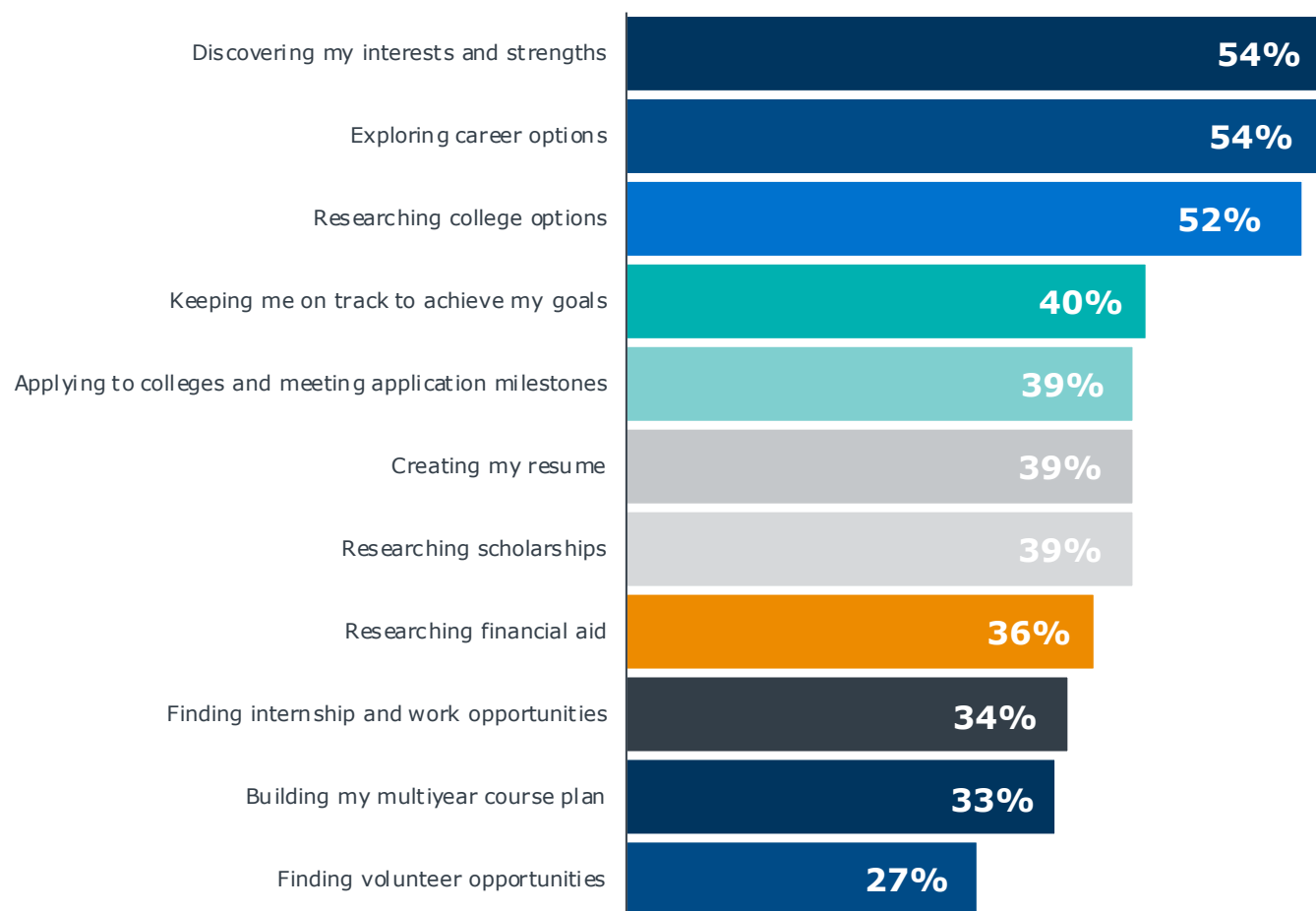
And Want Concrete Resources to Guide Their Decisions

Given their strong desire (78 percent) to have a career that is aligned with their interests and has meaning and purpose, tenth-graders need support in exploring their options and establishing a plan to meet their goals.

The majority (54 percent) of tenth-graders see Naviance CCLR as important for finding their strengths, interests, and career options, which aligns with their focus on understanding postsecondary options that are right for them. The areas in which Naviance CCLR is most important for them also parallel the tenth-grade peak (66 percent) of seeing themselves as the most important influence when choosing their postsecondary path. These students are prioritizing their own opinions and are not as heavily impacted by outside influences as their older counterparts, making it an ideal time to encourage authentic self-reflection and articulate hopes for the future.

FIGURE 7

Importance of Naviance CCLR for 10th Graders



Like ninth-graders, tenth-graders **underscored the value of leveraging Naviance to explore college and career options.**

In Eleventh Grade, Practicalities Become the Focus

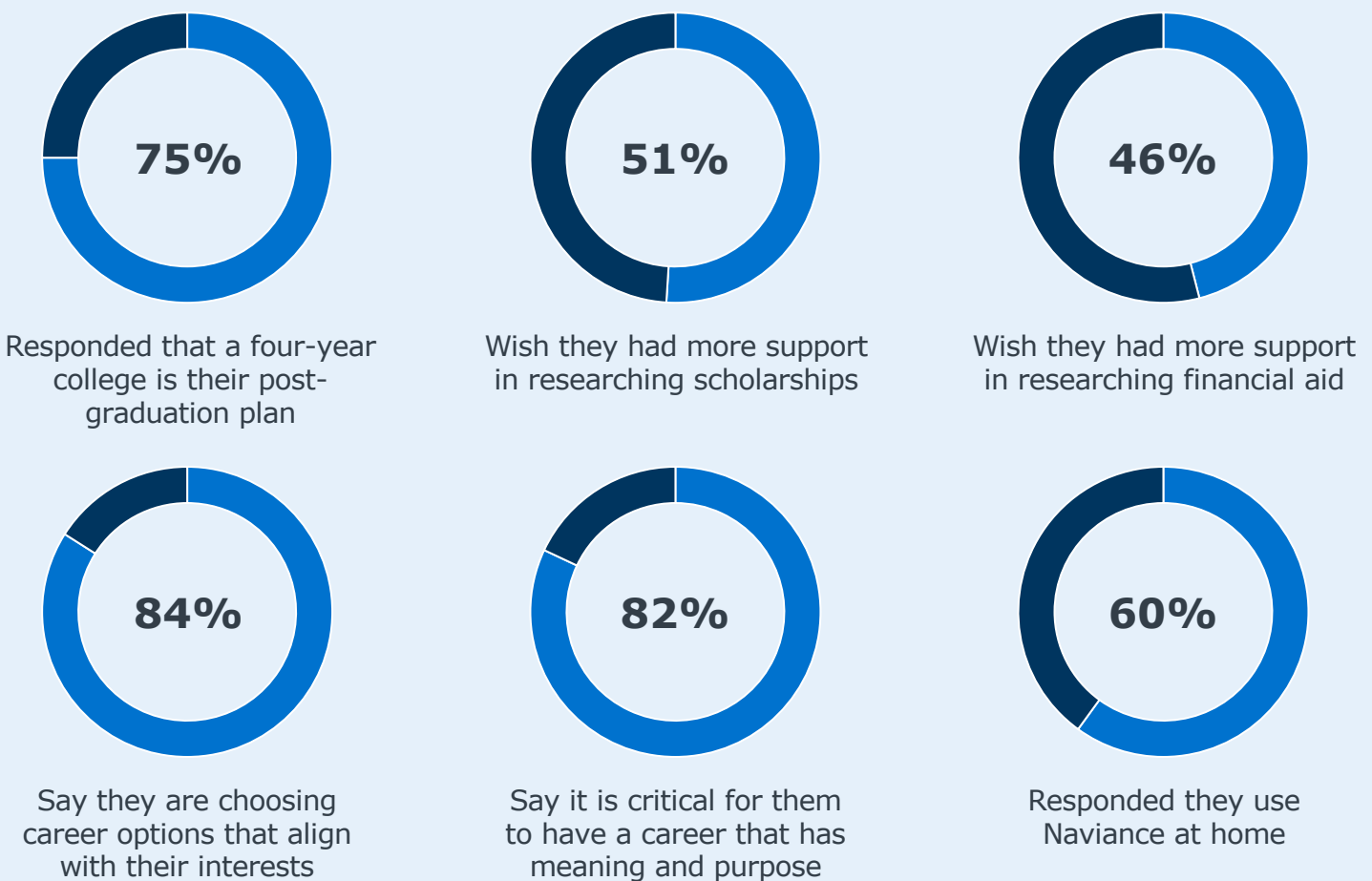
The vast majority (75 percent) of eleventh-grade students responded that a four-year college was their postgraduation plan, and they remain very interested in finding a career that both aligns with their interests (84 percent) and that has meaning and purpose (82 percent). Eleventh grade represents a peak for each of these metrics, reflecting shifts between grades as the end of high school approaches.

As they get closer to making these decisions, eleventh-graders seem to turn their attention toward more practical, particularly financial, considerations. They show the most interest in financial support, with roughly half saying they wished their school provided more support around researching scholarships (51 percent) and financial aid (46 percent).

This shift toward more concrete elements of their postsecondary planning makes sense as most (55 percent) reported taking their first SAT or ACT during the spring of their junior year. There is also a significant increase in actively searching for colleges, with 39 percent responding that they started during eleventh grade (an increase of 29 percentage points from tenth grade).

FIGURE 8

11th Grade Student Points of Interests



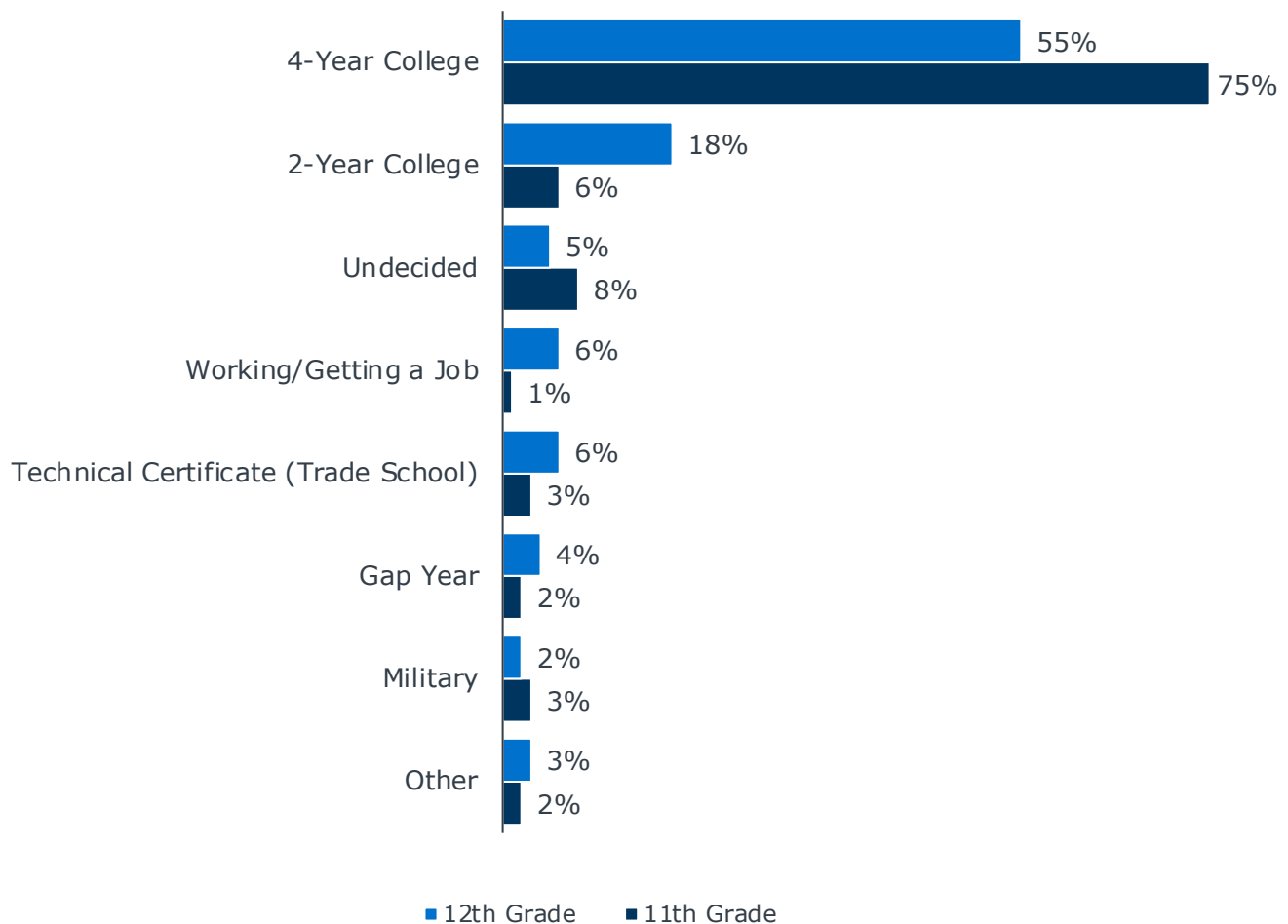
Significant Shifts in Expectations from Junior to Senior Year

Just over half of twelfth-graders say they plan to attend a four-year college as part of their postgraduation plan. This is a drop of 20 percentage points from the expectations of eleventh-graders. Almost one in five seniors (18 percent) plans to attend a two-year college, an increase of 12 percentage points from juniors.

These shifts may reflect students becoming more aware of the reality of their situation, such as the relative strength of their transcript and their financial ability to pay for continued education, in their last year of high school.

FIGURE 9

Changing Plans Between 11th and 12th Graders



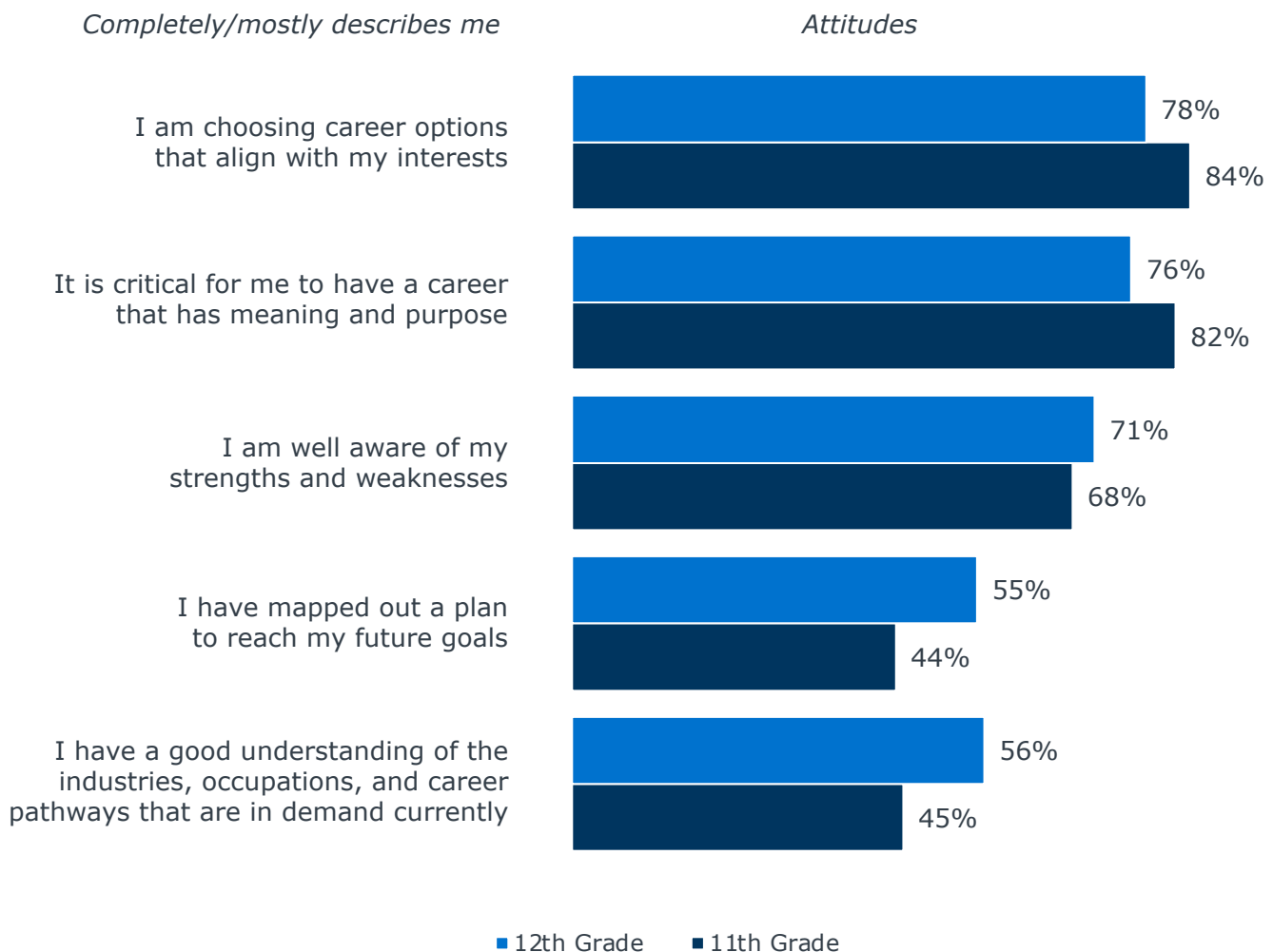
Twelfth-Grade Brings a Positive Shift in Self-Awareness

Twelfth-graders are the most likely to say that they are well aware of their strengths and weaknesses (71 percent); that they have a good understanding of in-demand industries, occupations, and careers (56 percent); and that they have mapped out a plan to reach their future goals (55 percent). The increase in these metrics reflects some of the solidity of their plan for the future.

Compared to the peak in eleventh grade, there is a downtick (6 percentage points) among twelfth-graders in expectations for choosing a career that both aligns with their interests and has meaning and purpose. While most seniors still expect to pursue careers that are interesting to them (78 percent) and that are meaningful (76 percent), obstacles to college access may lead them to deprioritize areas that were very important to them in previous years.

FIGURE 10

Shifting Awareness Between 11th and 12th Graders



Twelfth Grade Brings a Positive Shift in Self-Awareness

Almost half (49 percent) of seniors reported they have (or have had) a job during high school. That number increases steadily with time and is 40 percentage points higher than that of ninth graders (9 percent).

About a third (31 percent) of these students reported a continued need for support from their current school in researching financial aid and creating their resumes. Despite their growing confidence in awareness of their own strengths and their belief that they understand their goals and the job market, over half (60 percent) are unsure how they will pay for college.

The number of colleges they have applied to, or plan to apply to, is widely mixed. One in five said they applied only to one college, which is a significant change (up 15 percentage points) from expectations in eleventh grade.

FIGURE 11
12th Grade Student Points of Interest

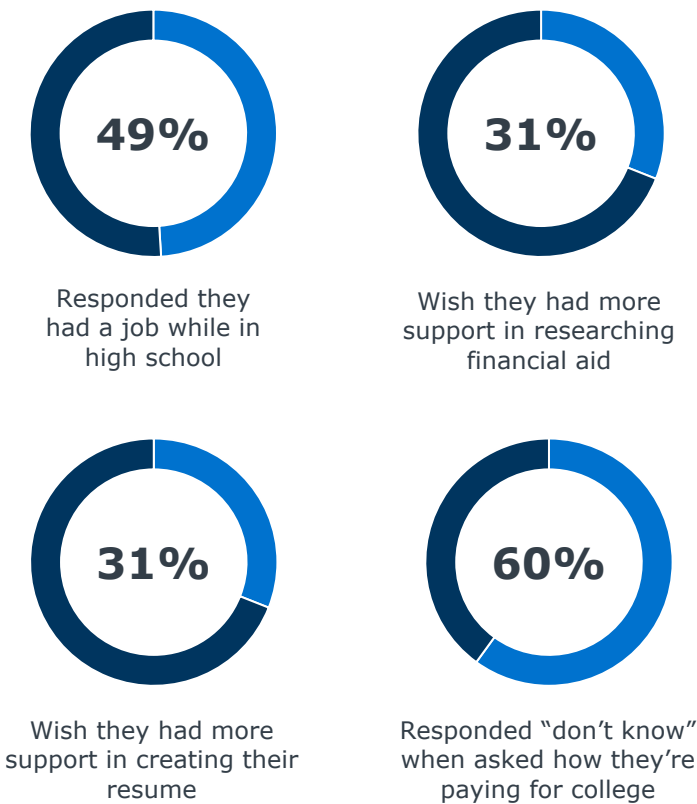
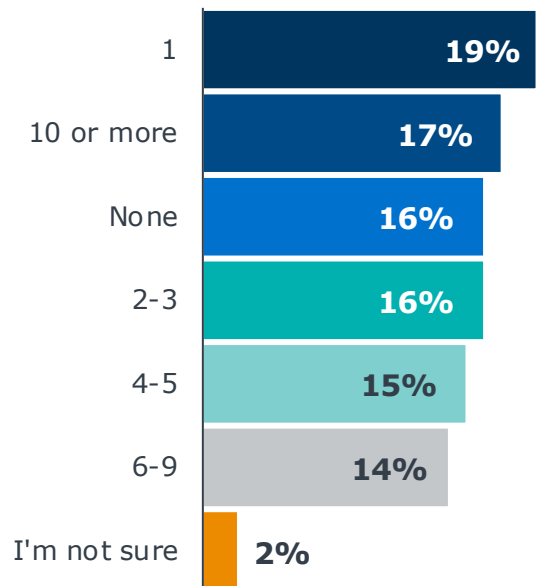


FIGURE 12
Number of College Applications

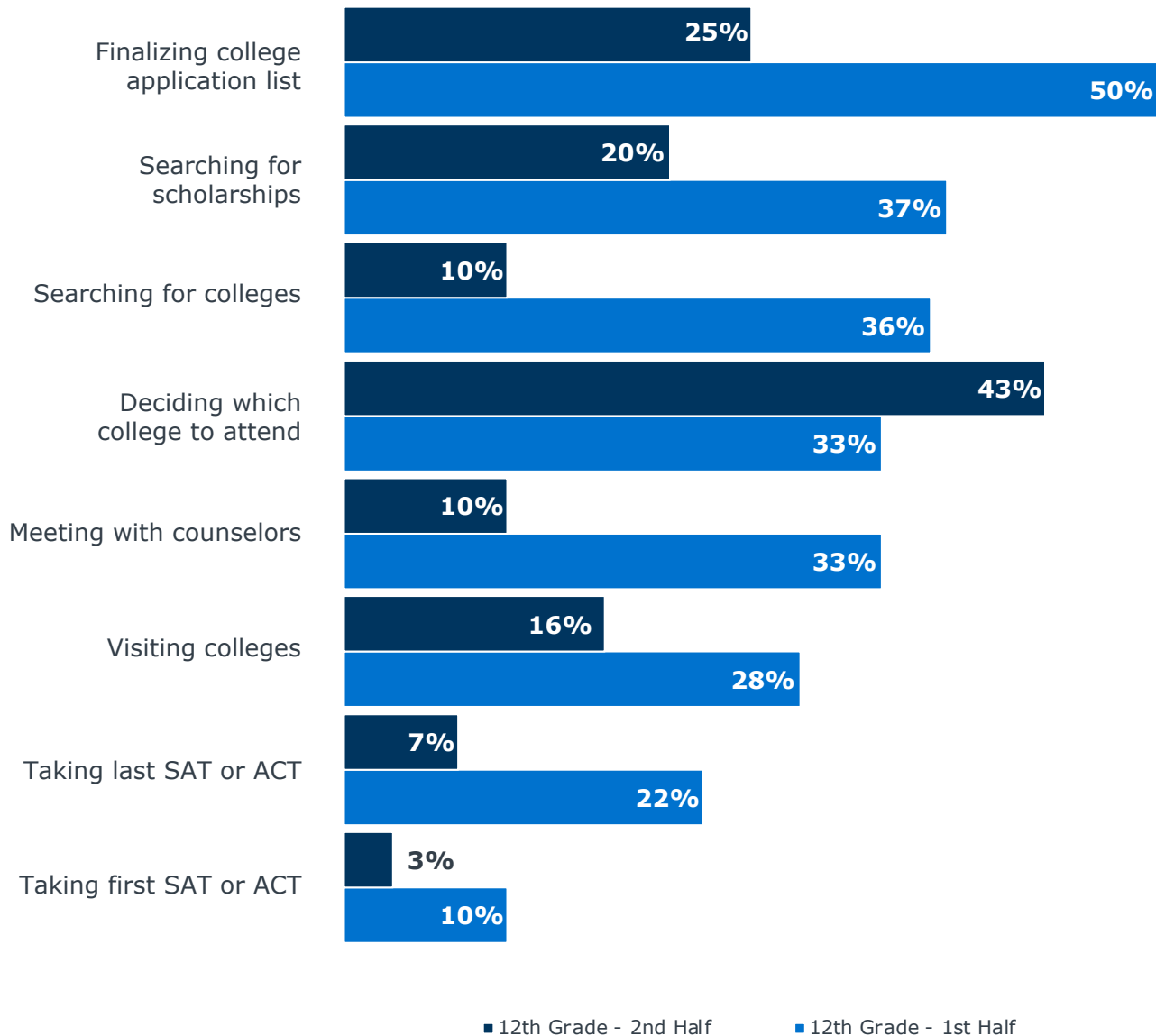


Senior Year Involves Exploring Options and Finalizing Decisions

In the first half of their senior year, students are searching for colleges (36 percent), meeting with counselors (33 percent), visiting colleges (28 percent), searching for scholarships (36 percent), and finalizing college application lists (50 percent). While some engage in these activities earlier, they occur less frequently before the final year of high school, reflecting the urgency and sharpening focus for seniors. The second half of senior year is when most are deciding which college to attend (43 percent).

FIGURE 13

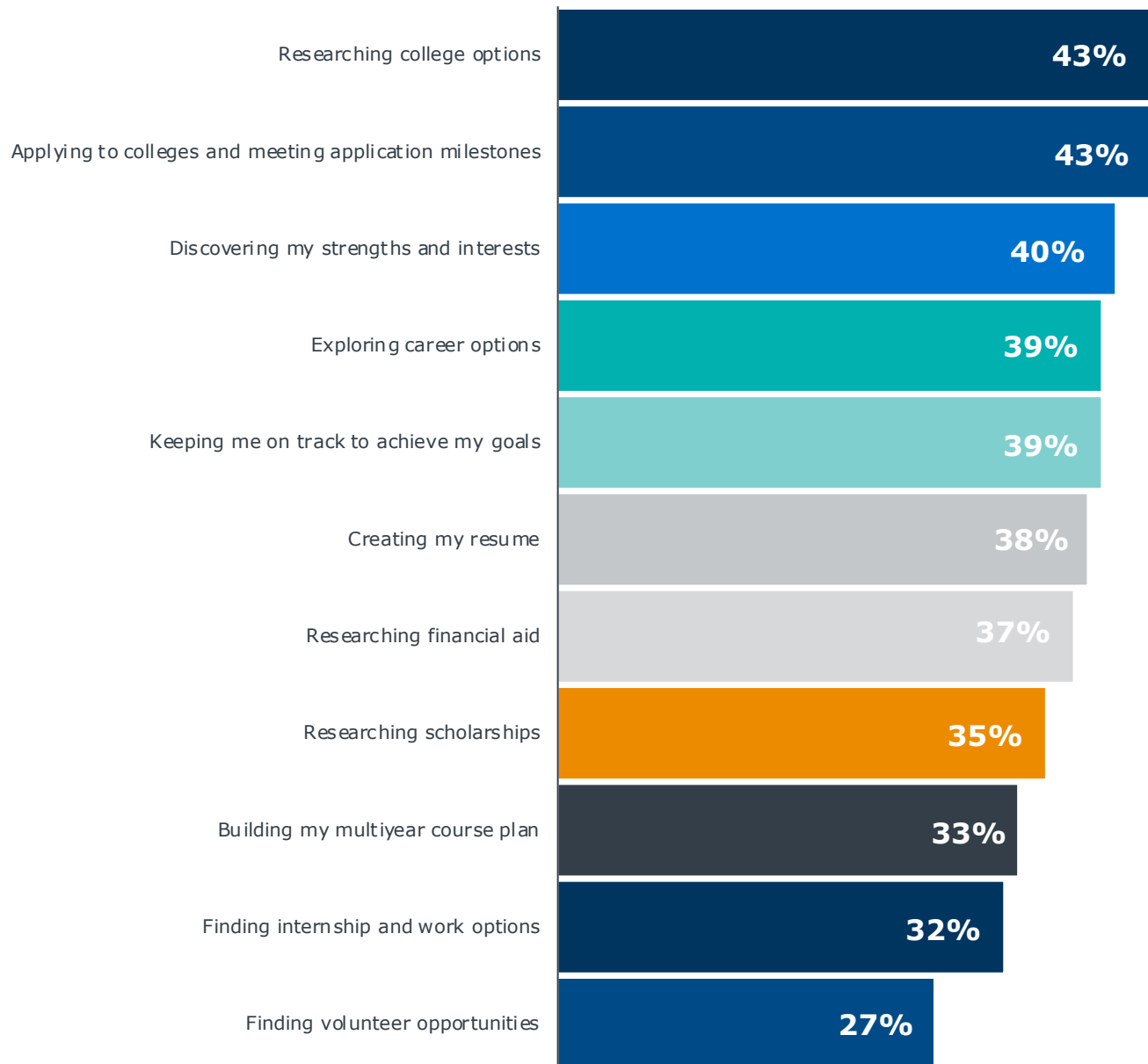
12th Grade Student Points of Interest (Continued)



Senior Year Involves Exploring Options and Finalizing Decisions

FIGURE 14

Importance of Naviance CCLR for 12th Graders



Senior Year Involves Exploring Options and Finalizing Decisions

FIGURE 15

When They Started Preparing for Their Post-high School Plan (Total)

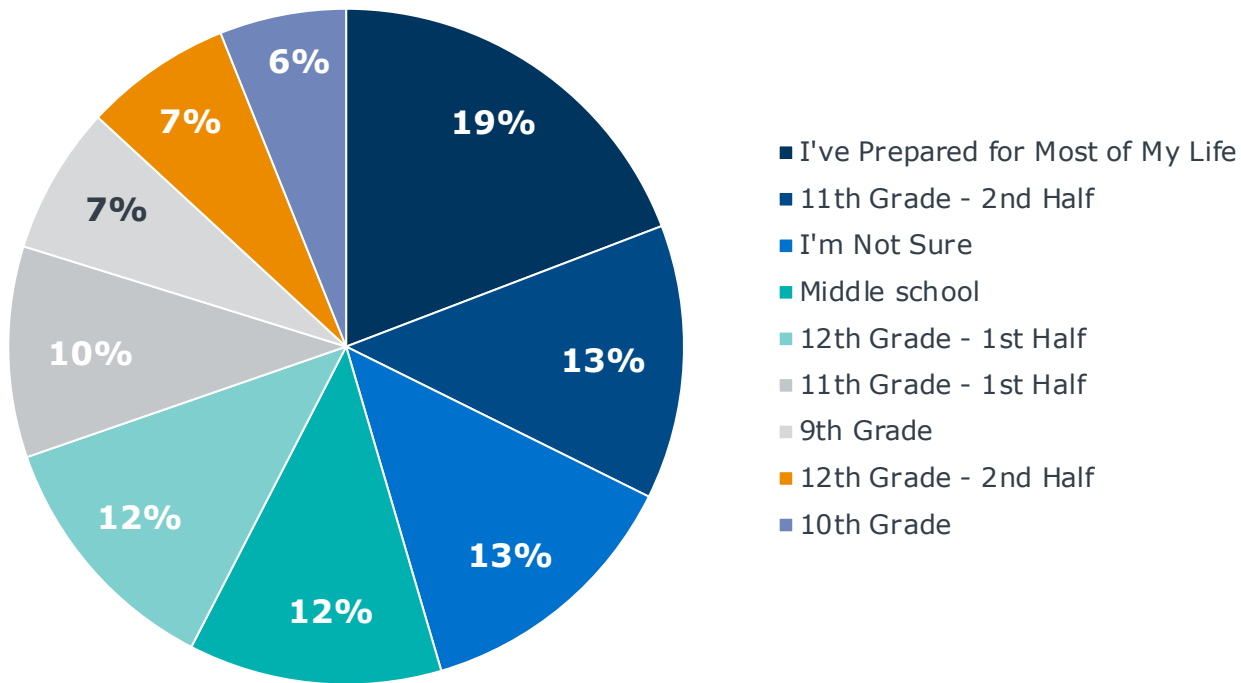
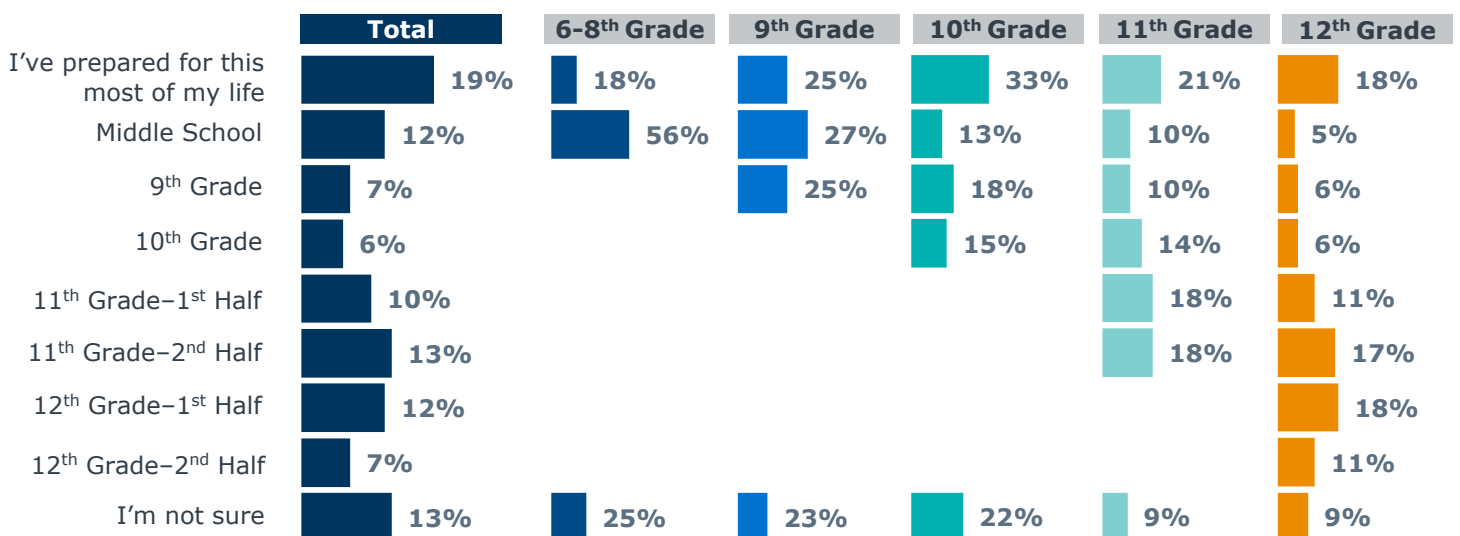


FIGURE 16

When They Started Preparing for Their Post-high School Plan (by Class Year)



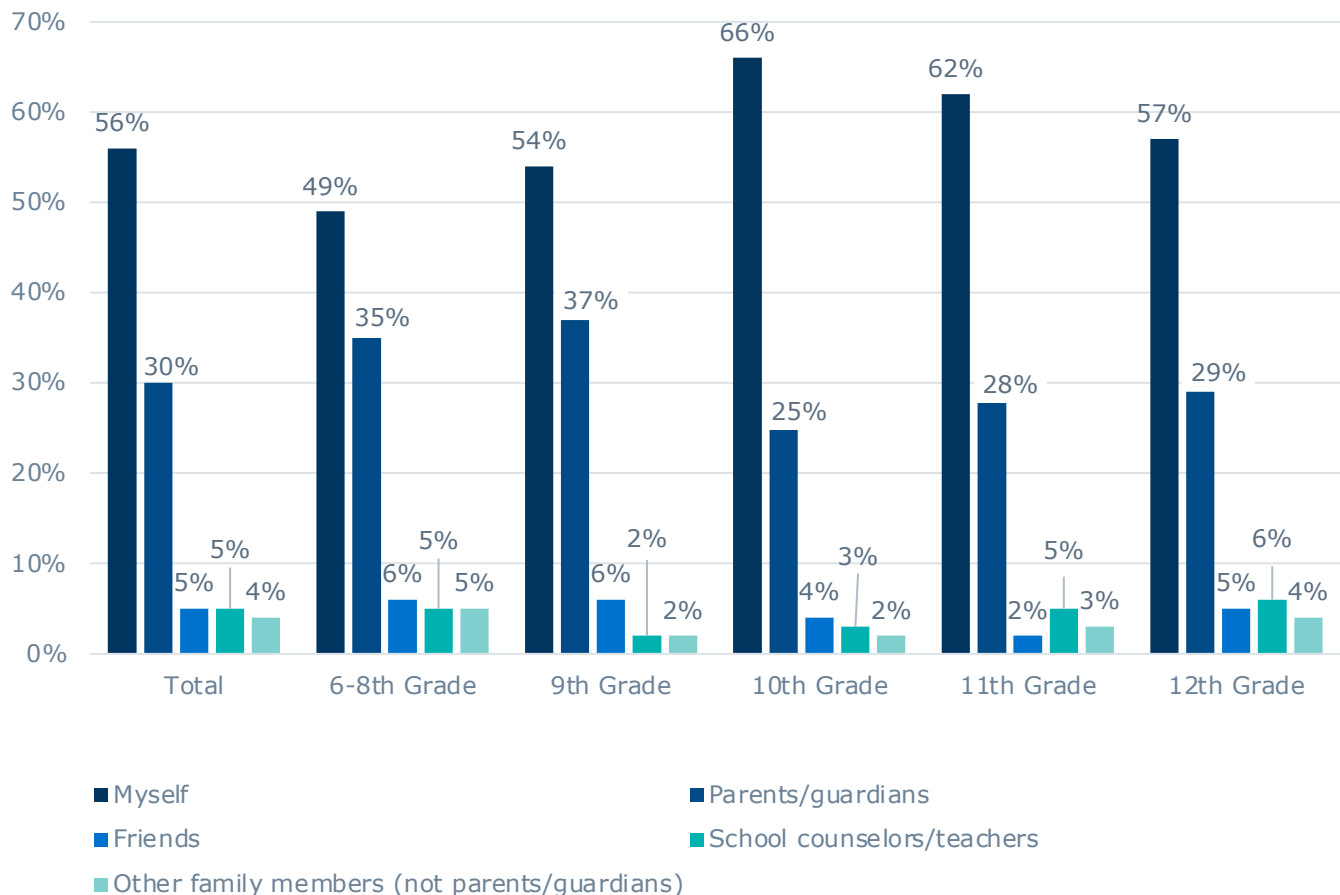
Evolving Influences on Students' Postsecondary Plans

Most students (56 percent) reported that they themselves have the most influence over their post-high school plans, with parents/guardians most influential for a third (30 percent) of respondents.

Regardless of age, students tend to put their own priorities first. How much impact their parents or guardians have changes over time. While still ranking themselves first, over a third of middle-schoolers (35 percent) and ninth-graders (37 percent) said that their parents have the most influence on their post-high school plans.

In tenth grade, students rated their own influence most highly, with well over half (66 percent) saying that they have the most influence, while only a quarter (25 percent) rated parent/guardian influence as most impactful. The role of parents begins to creep back up in the eleventh (28 percent) and twelfth (29 percent) grades, perhaps reflecting the role of families in financing postsecondary plans.

FIGURE 17
Influence on Post-high School Decisions



Students Would Like More School Support

Across grade levels, students are looking for the most support in the areas of “job” and “college.”

This need for support is most prominently found in creating a resume (33 percent), researching scholarships (33 percent), and exploring career options (33 percent). Across grade levels, there are some differences in the areas students feel are lacking support.



Middle school students are forward-looking and predominantly want more help exploring their **career options** (40 percent) and guidance to keep them on track to achieve their **goals** (40 percent).



Once in high school, **ninth-graders express an interest in more support for creating their resume** (44 percent), a sentiment that persists among tenth-graders, with almost half (46 percent) wanting more help in that area.



While ninth-graders want more support discovering their interests and strengths (39 percent), **tenth-graders want more assistance in finding internship and work opportunities** (39 percent) **and researching scholarships** (38 percent).



Like tenth-graders, **juniors want more support in researching scholarships** (51 percent), **but their needs also include more help with researching financial aid** (46 percent), the second-largest area where they feel they lack support.

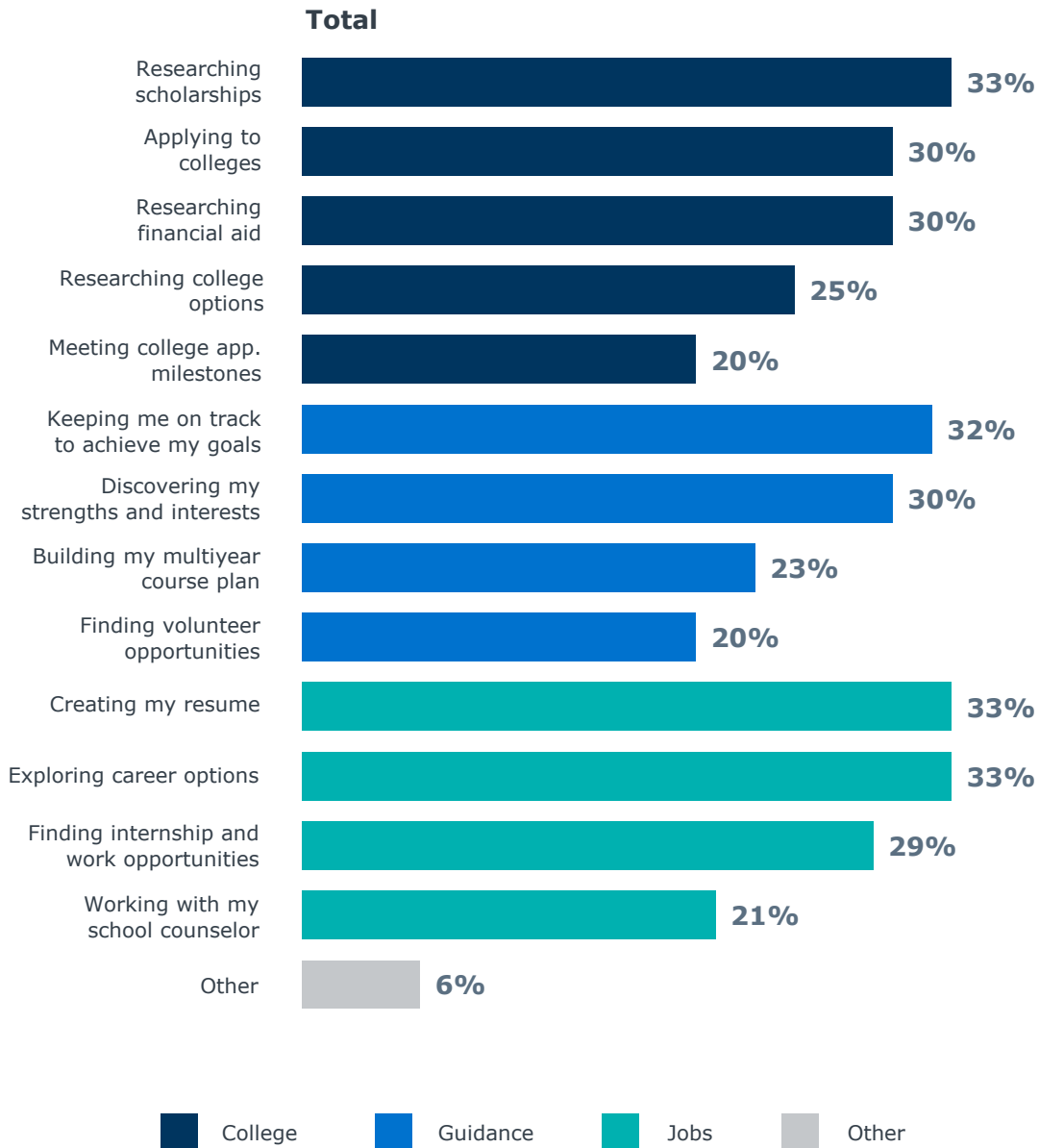


For seniors, the landscape is more mixed and the range of areas where they feel a lack of support is more diverse. **Creating a resume** (31 percent), **researching financial aid** (31 percent), **researching scholarships** (30 percent), **exploring career options** (30 percent), **and staying on track to achieve their goals** (29 percent) are all top mentions. This diversity likely speaks to seniors' more immediate needs to make decisions about their future.

Students Would Like More School Support

FIGURE 18

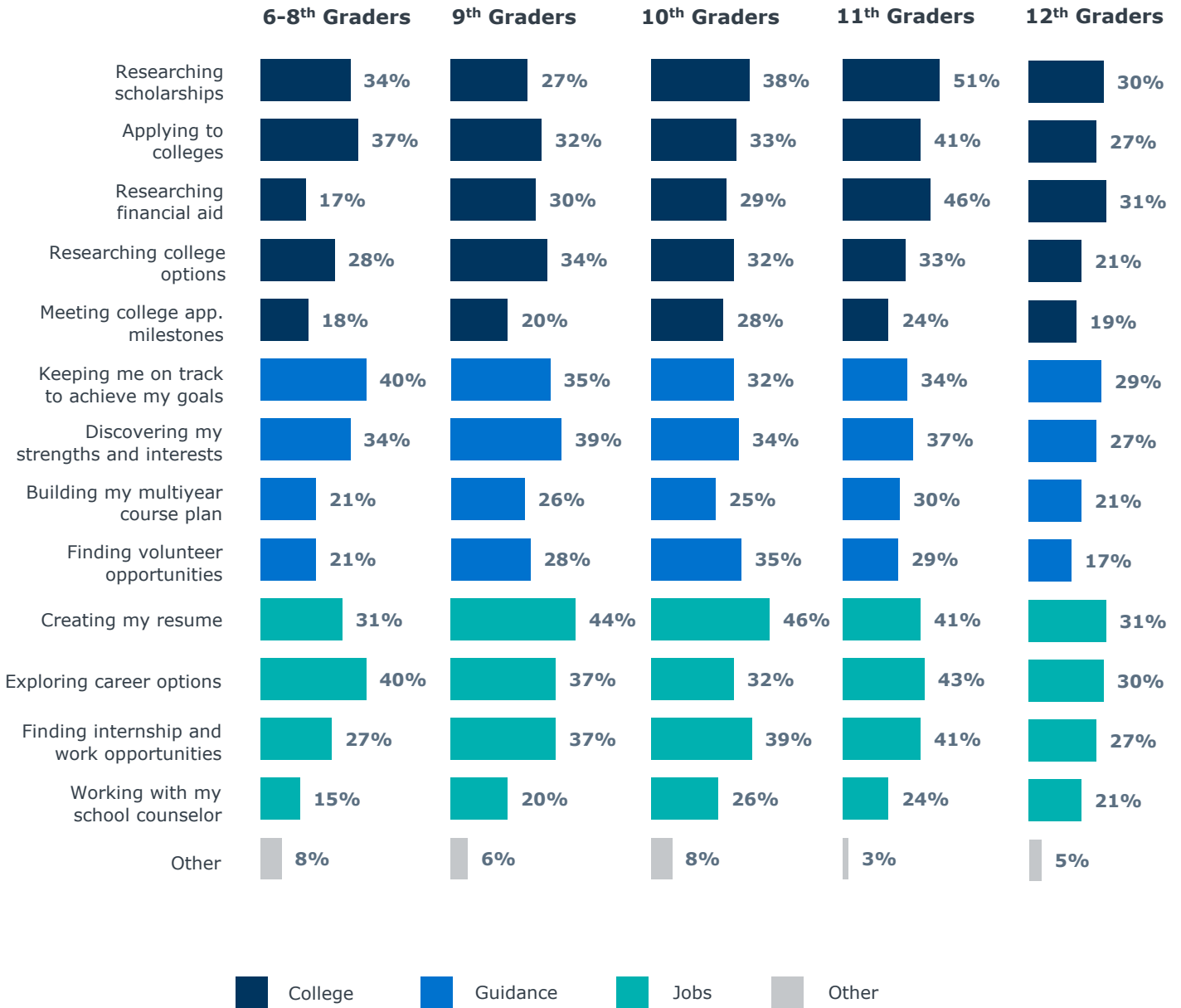
Areas Where Students Wish Schools Provided More Support



Students Would Like More School Support

FIGURE 18

Areas Where More Support Is Warranted (Continued)



Students Desire a Career That Is Interesting and Meaningful

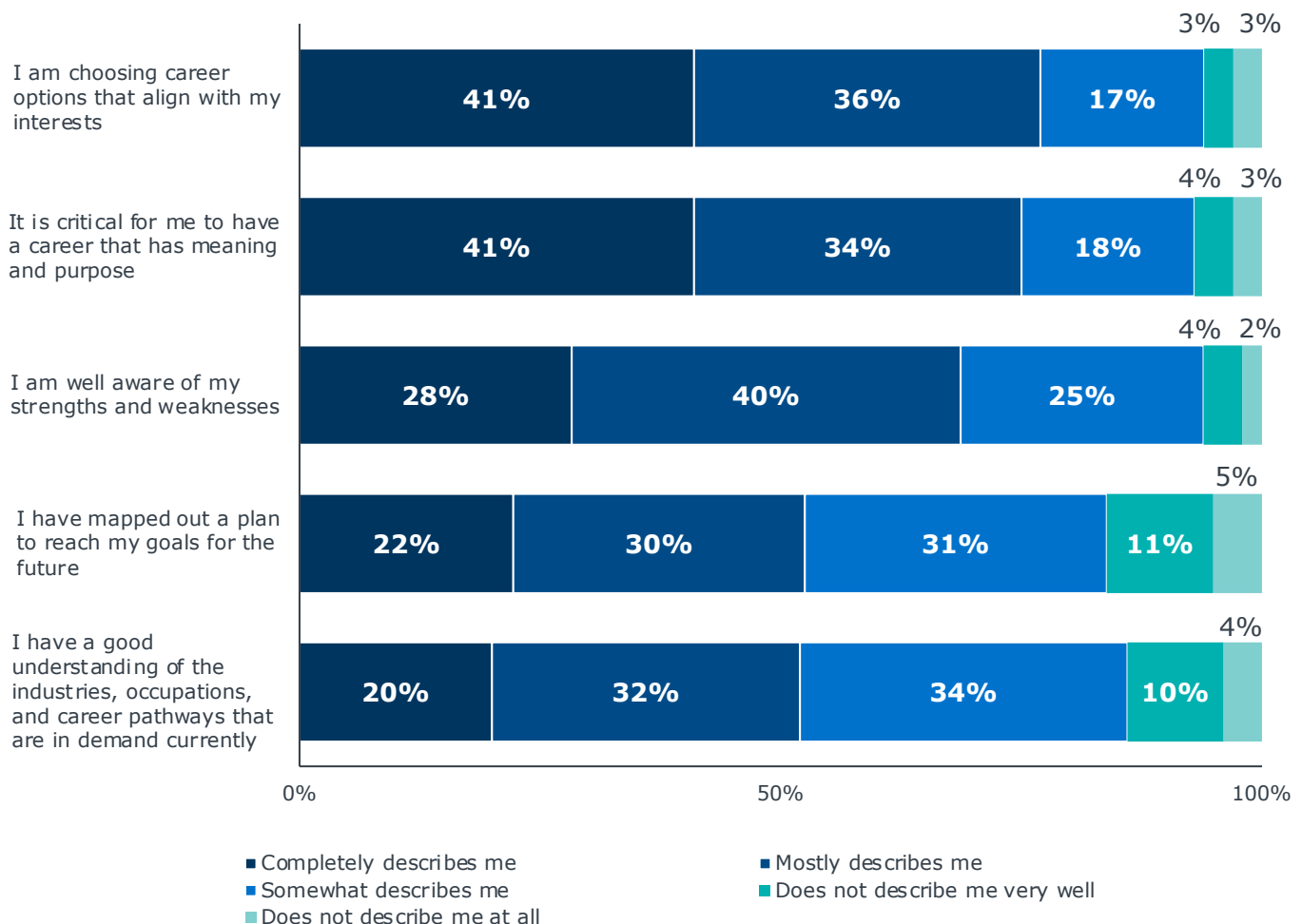
The overwhelming majority of students (77 percent) said, “I am choosing career options that align with my interests” completely or mostly describes them. In almost equal measure, 75 percent of students say that the statement “it is critical for me to have a career that has meaning and purpose” completely or mostly describes them.

In contrast, students are less aligned with statements around being aware of their strengths and weaknesses (68 percent), which is possibly reflective of a lack of awareness of what jobs they may excel in. Similarly, about half (52 percent) completely or mostly feel that they have a mapped-out plan to reach their future goals or that they have a good understanding of what is currently in demand.

This presents an opportunity for students to find more guidance that brings together the careers they find interesting and valuable with a plan.

FIGURE 19

Students’ Self-Observations



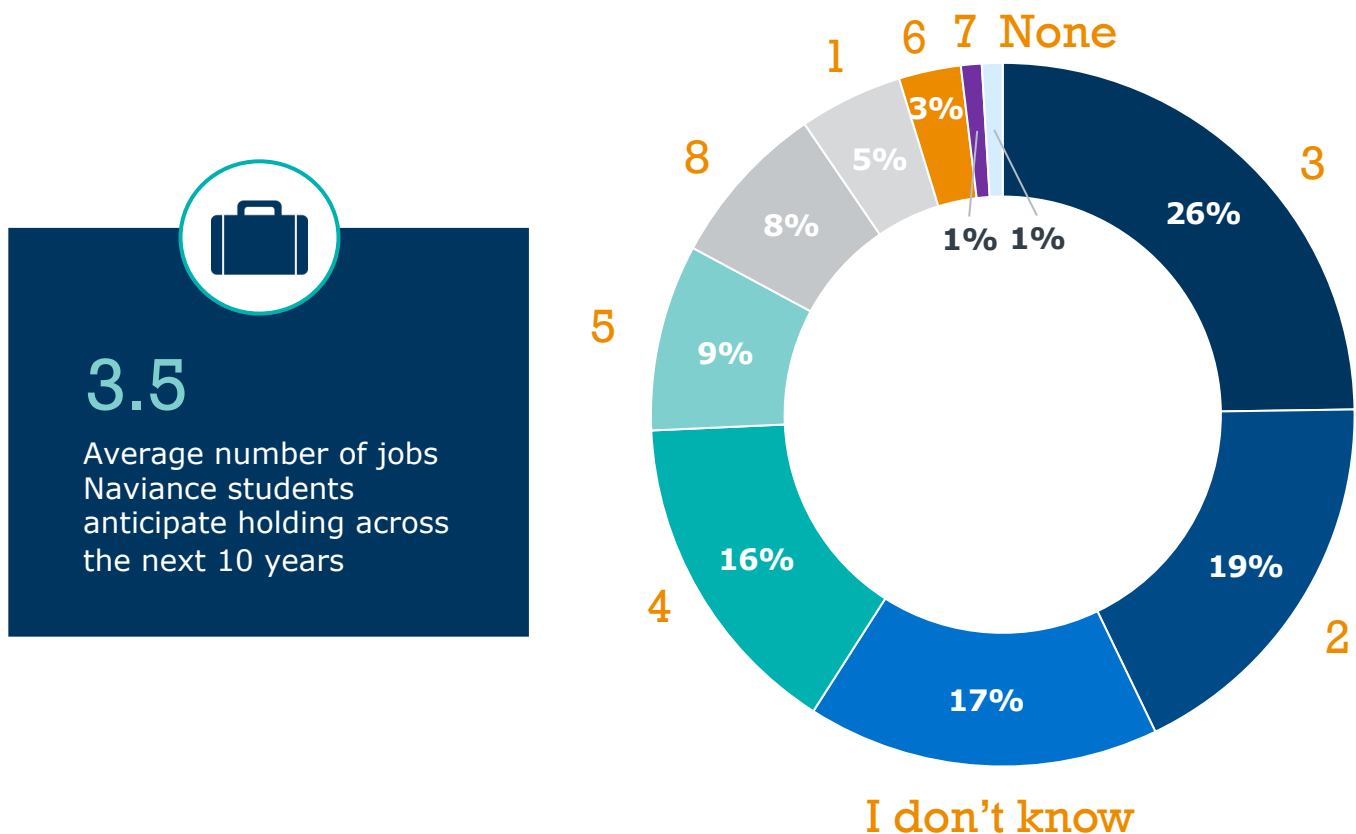
Student Expectations for Job Movement Varies

On average, students expect to have 3.5 jobs over the course of the next ten years. However, within that range, there is a wide divide. A handful of students (5 percent) think that they will hold only one job over the next decade, while almost one in five (19 percent) expects to have two.

Most students select three jobs (26 percent), which seems to reflect an understanding of the gig economy, in which the labor market is more accepting of short-term, freelance workers, as well as movement away from the previous generations' tendency to climb the career ladder within one company.

Some students also expressed uncertainty, with 17 percent saying, "I don't know."

FIGURE 20
Number of Jobs Expected in the Next 10 Years



Trends Among College-Goers

School Location and Major Offerings Influence Matriculation Most

Among juniors and seniors, location and majors are the most important considerations when both searching for colleges (68 percent/67 percent) and making a final decision (55 percent/54 percent). A close secondary consideration is the cost of education.

Considerations are mostly consistent between interests when searching for a college and making a choice. However, **“student life,” which ranks fifth (55 percent) when students are searching for colleges, drops to sixth (39 percent) when students are making a final decision.** It is replaced by financial aid and scholarships (44 percent).

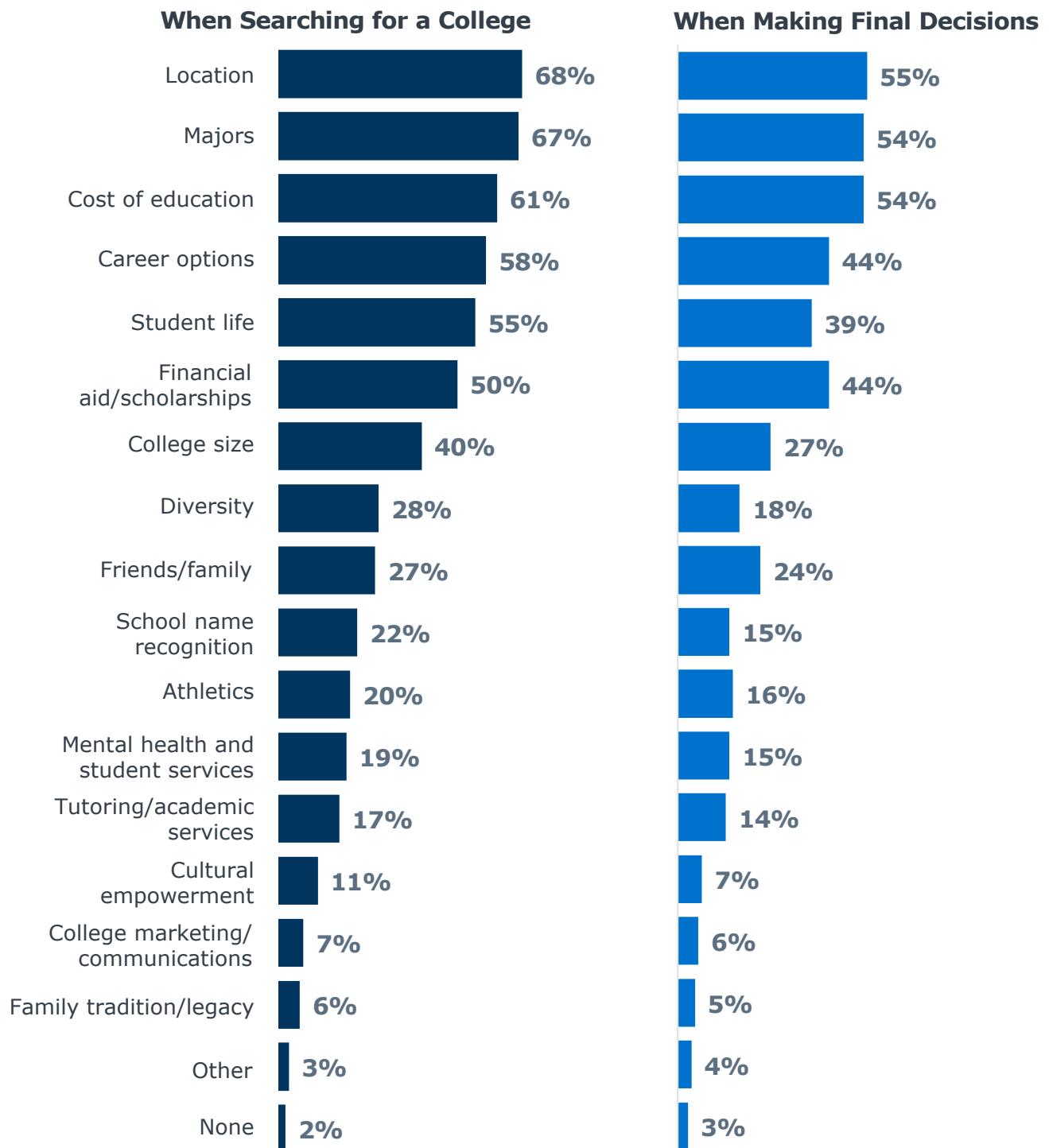
These important topics largely overlap with the areas in which juniors and seniors want more support from their current school. **“Majors” likely aligns with “career options” where juniors (43 percent) and seniors (30 percent) both ranked a high need for support.** Scholarship and financial aid support were also in the top two areas that needed additional support for both juniors (51 percent researching scholarships; 46 percent researching financial aid) and seniors (31 percent researching financial aid; 30 percent researching scholarships).

Despite location being the leading factor for both considering a college and making a final choice, many juniors (41 percent) reported wanting more support when it came to applying for colleges.

Trends Among College-Goers

FIGURE 21

Important Factors When Searching for and Choosing a College



Significant Uncertainty About Paying for College

Over half (60 percent) of seniors reply they “don’t know” exactly how they will pay for college. Among those who felt they did know, parents/guardians/family are expected to make up less than half (43 percent) of their postsecondary education costs, with the rest coming from scholarships or grants (29 percent), student loans (13 percent), and themselves (14 percent).

Demographics play a role in expected sources of tuition costs. **Suburban males with highly educated parents tend to expect more support from their parents. Urban females are more likely to rely on scholarship support.**

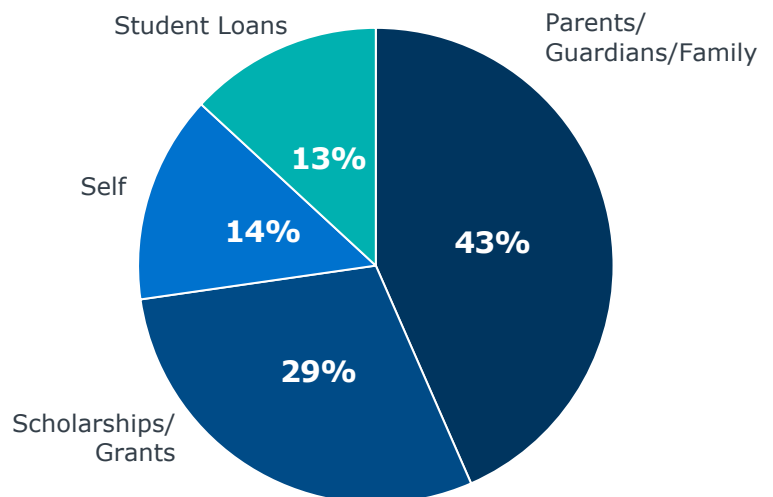


Expectations for financial support impact a student’s overall plan. Students who expect to be more self-reliant for tuition tend to have jobs during high school (67 percent), are more likely to consider trade school (17 percent), and are most likely to be a first-generation college student (30 percent).

For students expecting to rely on scholarships, learning about financial aid and scholarship programs is significantly more important (68 percent) when searching for colleges.

FIGURE 22

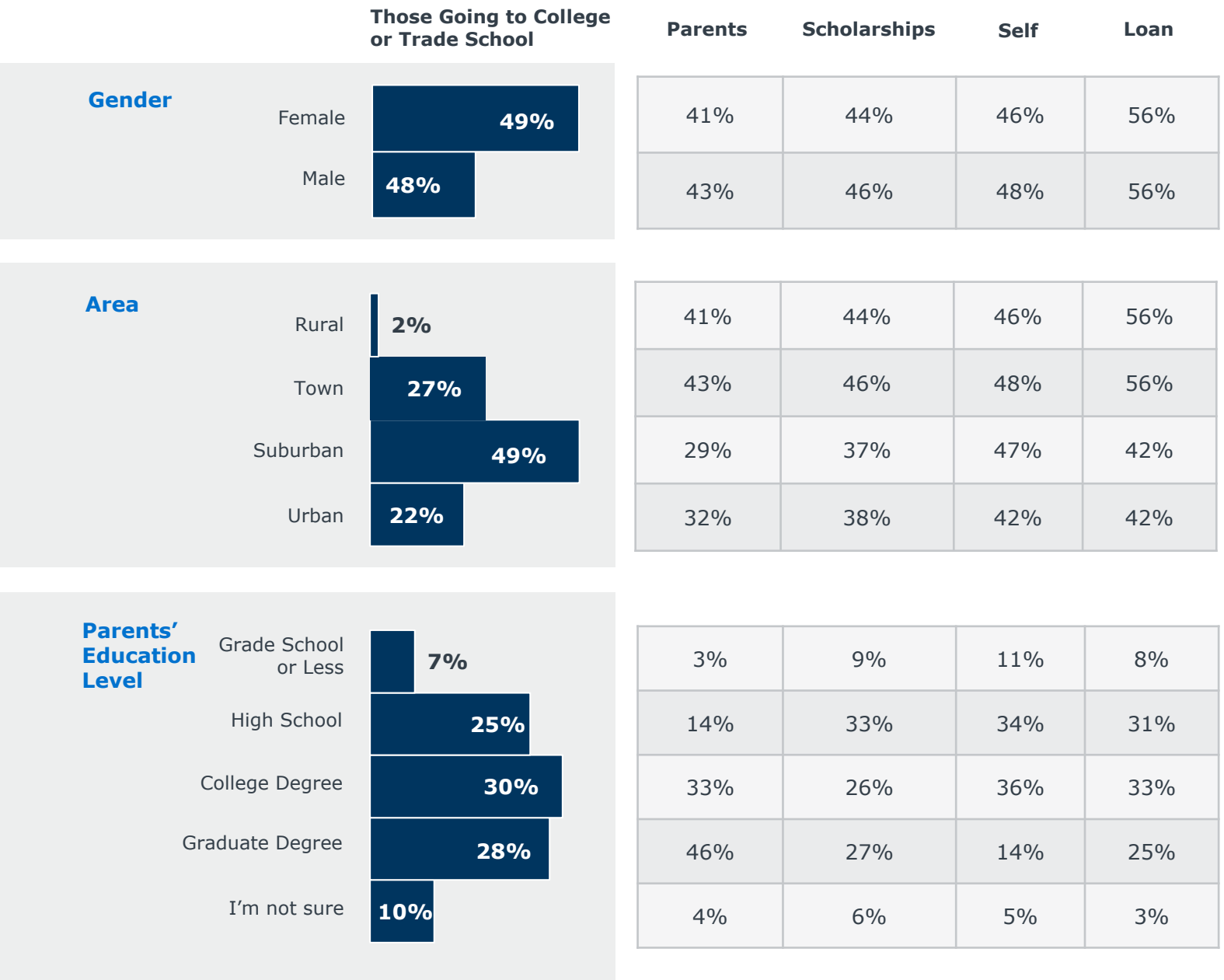
Proportion of Tuition Expected to Be Covered



Significant Uncertainty About Paying for College

FIGURE 23

Profile of Those Who Expect the Most Tuition from Each Source



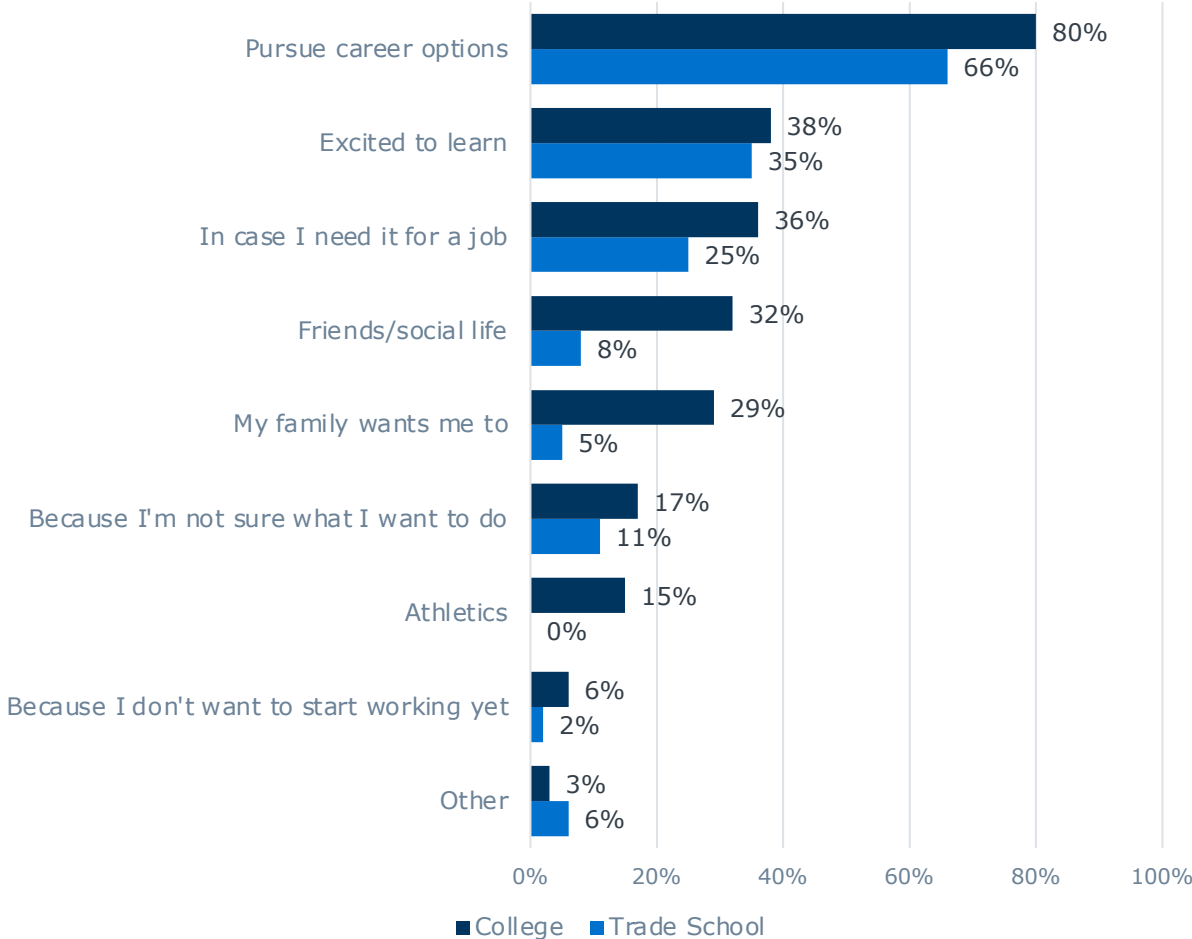
STEM Industry of Highest Interest

STEM (Science, Technology, Engineering & Mathematics) careers saw the most interest with just over a quarter (26 percent) of respondents saying it was an industry they were interested in. While STEM was also the industry of highest interest for the Class of 2022, last year’s percentage was lower, at 18 percent. Students who are planning to attend a four-year college are most likely to be interested in a STEM career (29 percent). Following in popularity were the career paths of Business Management & Administration (23 percent), Health Science (21 percent), and Arts, Audio/Video Technology & Communications (20 percent).

For those planning to attend a two-year college, the rankings flip, with most being interested in Arts, Audio/Video Technology & Communication (22 percent) and STEM careers (15 percent) landing as the fourth most popular industry of interest.

Those planning on attending either a two- or four-year college show comparable interest in Health Sciences and Arts careers, reflecting that both bachelor’s degrees and other certifications are valid credentials for pursuing these paths.

FIGURE 24
Reasons for Wanting to Go to College or Trade School



STEM Industry of Highest Interest

FIGURE 25

Industry Interest

	4-Yr College	2-Yr College	Technical Certificate	Total
Science, Technology, Engineering, & Math	29%	15%	18%	26%
Business Management & Administration	24%	18%	18%	23%
Health Science	23%	20%	7%	21%
Arts, Audio/Video Tech, & Communications	20%	22%	13%	20%
Law, Public Safety, & Security	15%	10%	7%	14%
Human Services	14%	14%	7%	13%
Marketing	13%	11%	10%	12%
Finance	12%	10%	11%	12%
Education & Training	10%	9%	8%	10%
Architecture & Construction	6%	7%	17%	7%
Information Technology	7%	7%	7%	7%
Government & Public Administration	7%	5%	2%	6%
Agriculture, Food, & Natural Resources	6%	8%	5%	6%
Hospitality & Tourism	4%	4%	2%	4%
Manufacturing	2%	3%	16%	3%
Transportation, Distribution, & Logistics	3%	3%	7%	3%
Other	14%	14%	27%	15%
I'm not sure	5%	10%	13%	7%

Students Undecided About Future Plans Looking for More Guidance

About 8 percent of graduating students are still undecided regarding their plans after high school. Most undecided students are considering either working and not attending school (37 percent) or attending a four-year college (36 percent).

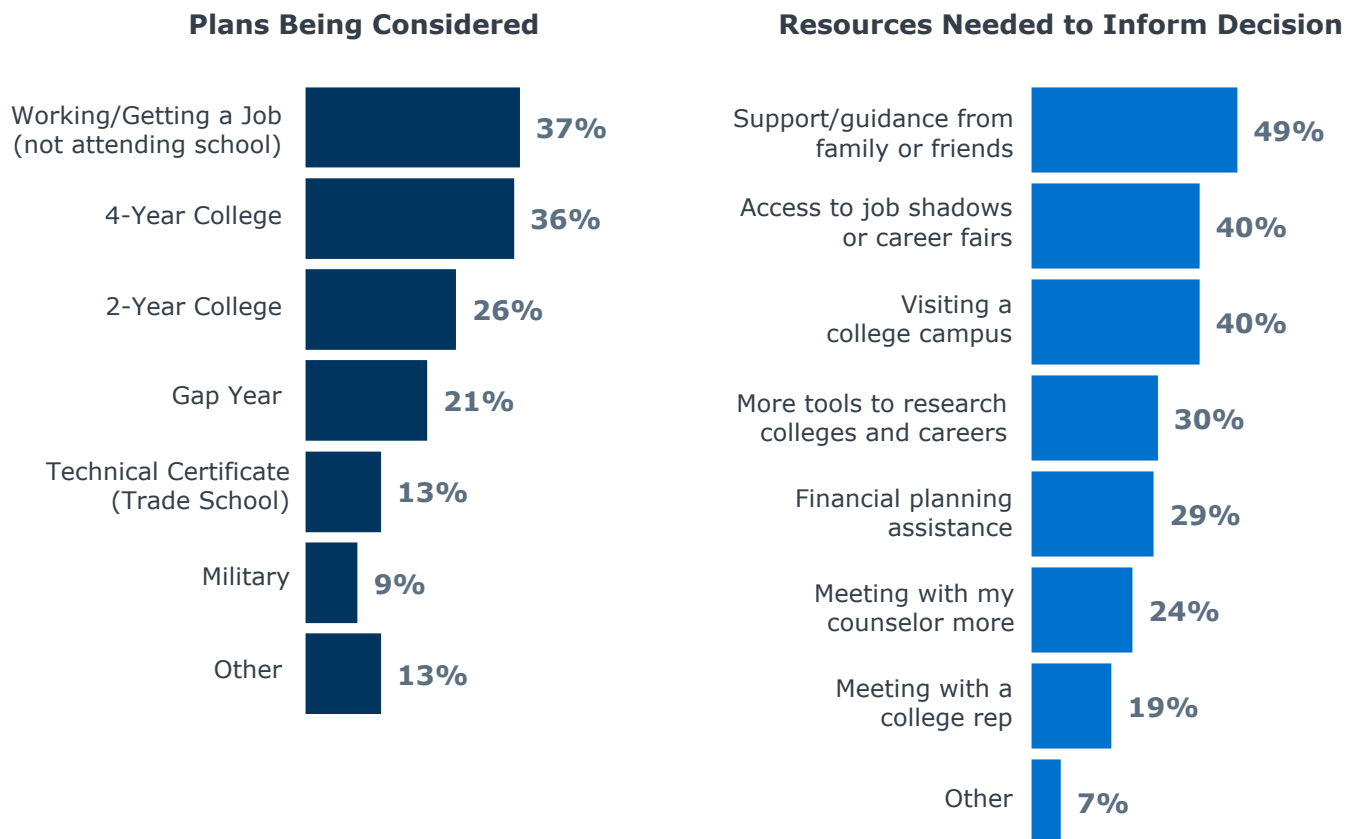
To make that decision, they feel they need more support or guidance from their family or friends (49 percent) or more information about jobs through job shadowing or career fairs (40 percent). They also feel that visiting a college campus (40 percent) could help them make their decision.

These students seem to be looking for specific, hands-on ways to determine what path is right for them by interacting with the people and places that can provide more information.

FIGURE 26

Undecided Students

Plans Being Considered and Resources Needed



Motivations to Enter the Workforce Directly After High School

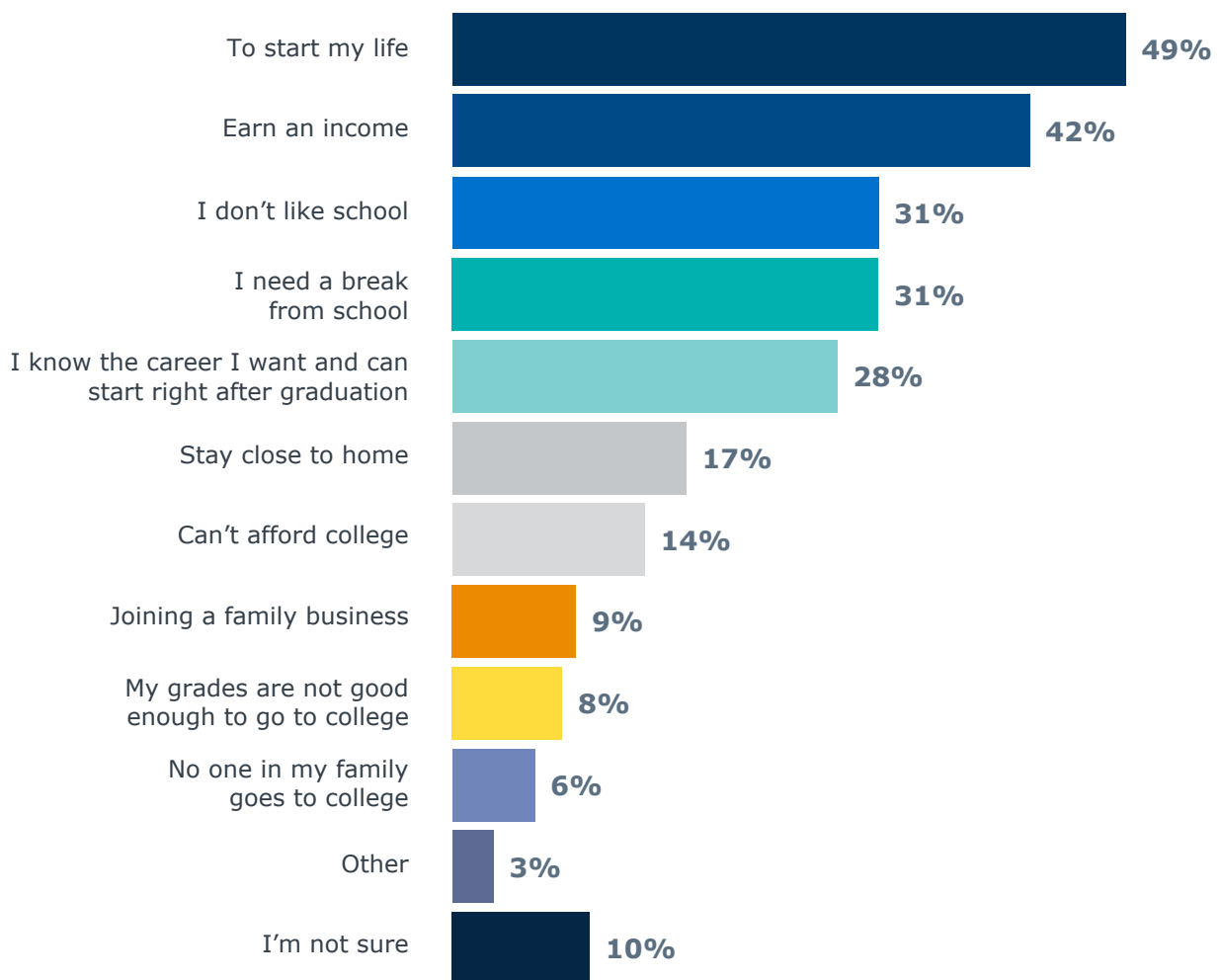
Six percent of students plan to immediately enter the workforce after high school because they are simply eager to start their careers (49 percent). A desire to earn an income (42 percent) likely connects to that desire.

Some of these students seem motivated by a desire to finish up the school portion of their lives, with about a third (31 percent) saying they either don't like school or they need a break.

A smaller (28 percent) but still sizable number of students know the job they want and don't need additional education to get started.

FIGURE 27

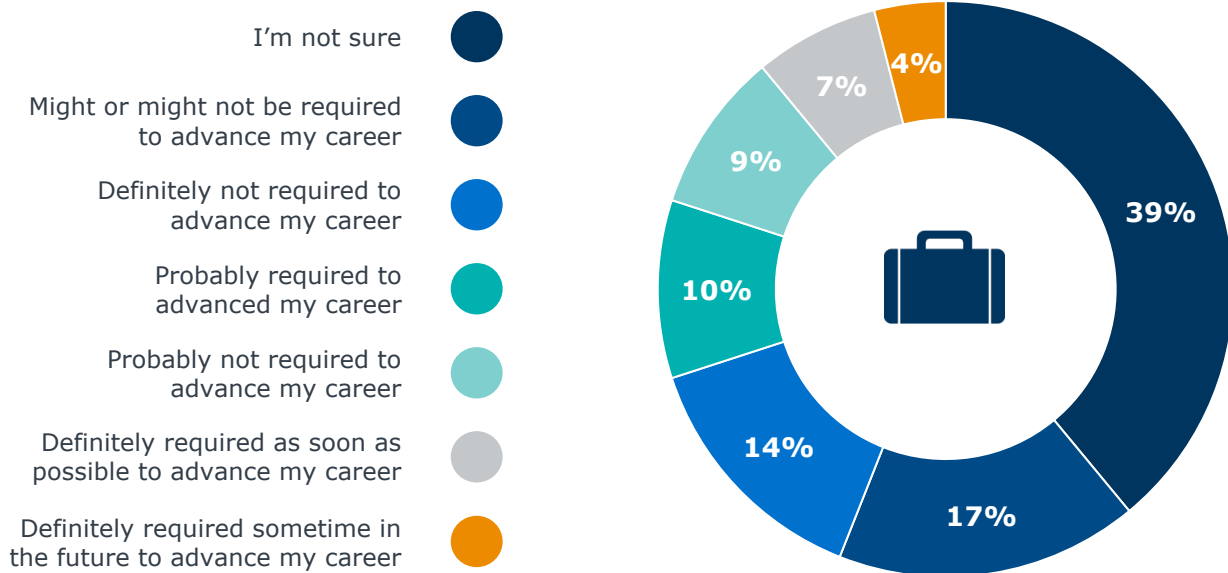
Reasons to Enter the Workforce Immediately



Motivations to Enter the Workforce Directly After High School

FIGURE 28

Will Your Career Path Ever Require a College Degree?



Students Planning on a Gap Year Are Looking for Income and Experience

About 4 percent of students plan to take a gap year after high school. Motivations for wanting to take a gap year were consistent with the reasons students want to enter the workforce immediately after high school.

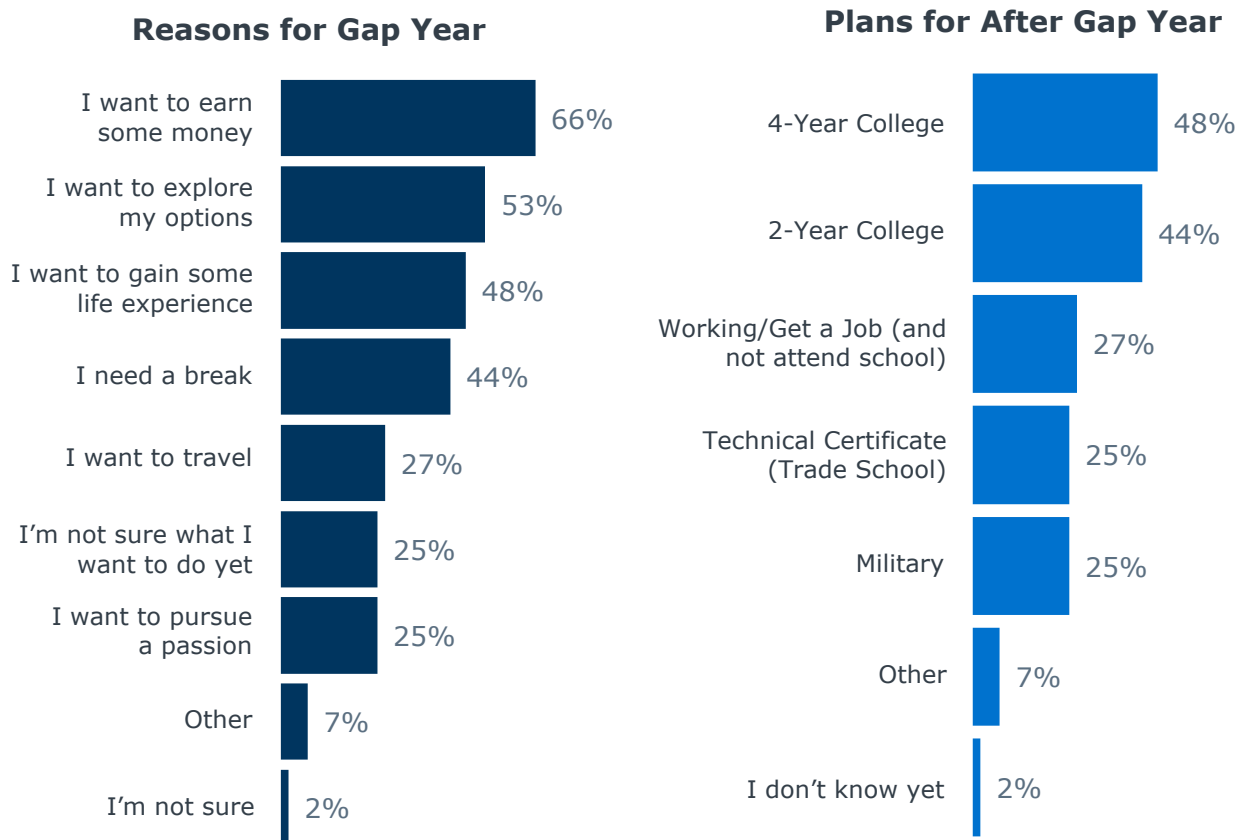
Earning money (66 percent), exploring their options (53 percent), gaining life experience (48 percent), and just generally needing a break from formal education (44 percent) were the top responses.

To achieve what motivates their interest in a gap year, over half of these students expect to work during their gap year. The majority (57 percent) expect to work full-time, which matches their top priority of earning money.

Over half (57 percent) of students planning on a gap year are planning to attend either a four-year (33 percent) or two-year (24 percent) college after their year off. A number of these students (23 percent) don't know what they'll do post-gap year.

FIGURE 29

Reason for Choosing a Gap Year and Plans After Gap Year



Students Joining the Military Seem Fairly Certain of Their Decision

Approximately 3 percent of students plan to join the military after high school. Virtually all students planning to join the military are sure of which branch they plan to join, with the Army as the most common response (34 percent).

When researching their military options, these students relied heavily on several resources, most notably visiting recruiters (45 percent), online searches (42 percent), and family (39 percent).

The “great benefits” (63 percent) and “to serve my country” (51 percent) are the primary motivators for joining the service. However, travel (39 percent) and being able to afford college (31 percent) are also impactful. Many expect to have a long-term military career (28 percent), similar to the number (25 percent) who plan to attend either a four-year (18 percent) or two-year (7 percent) college after the military.

FIGURE 30

Reasons to Join The Military

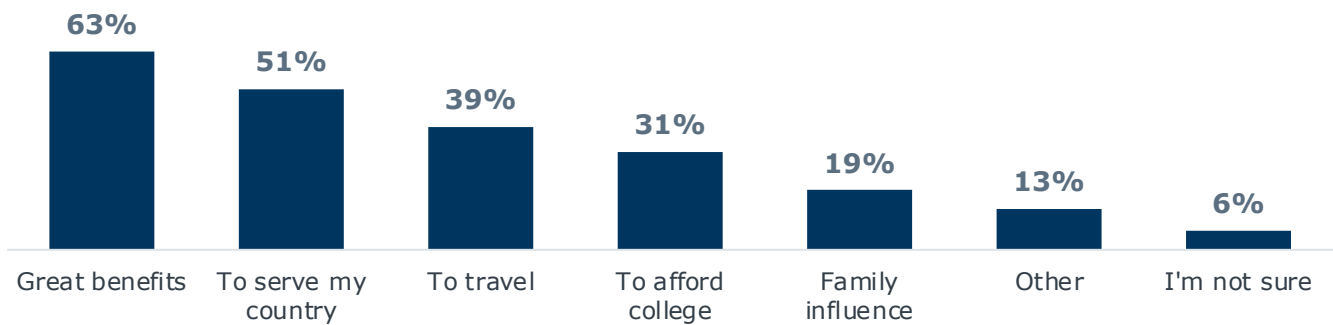
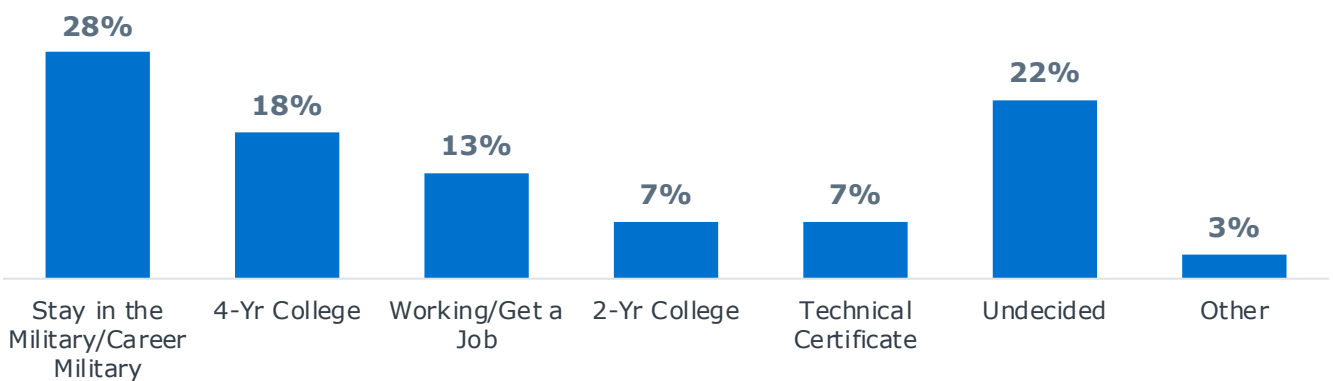


FIGURE 31

Plans for After the Military



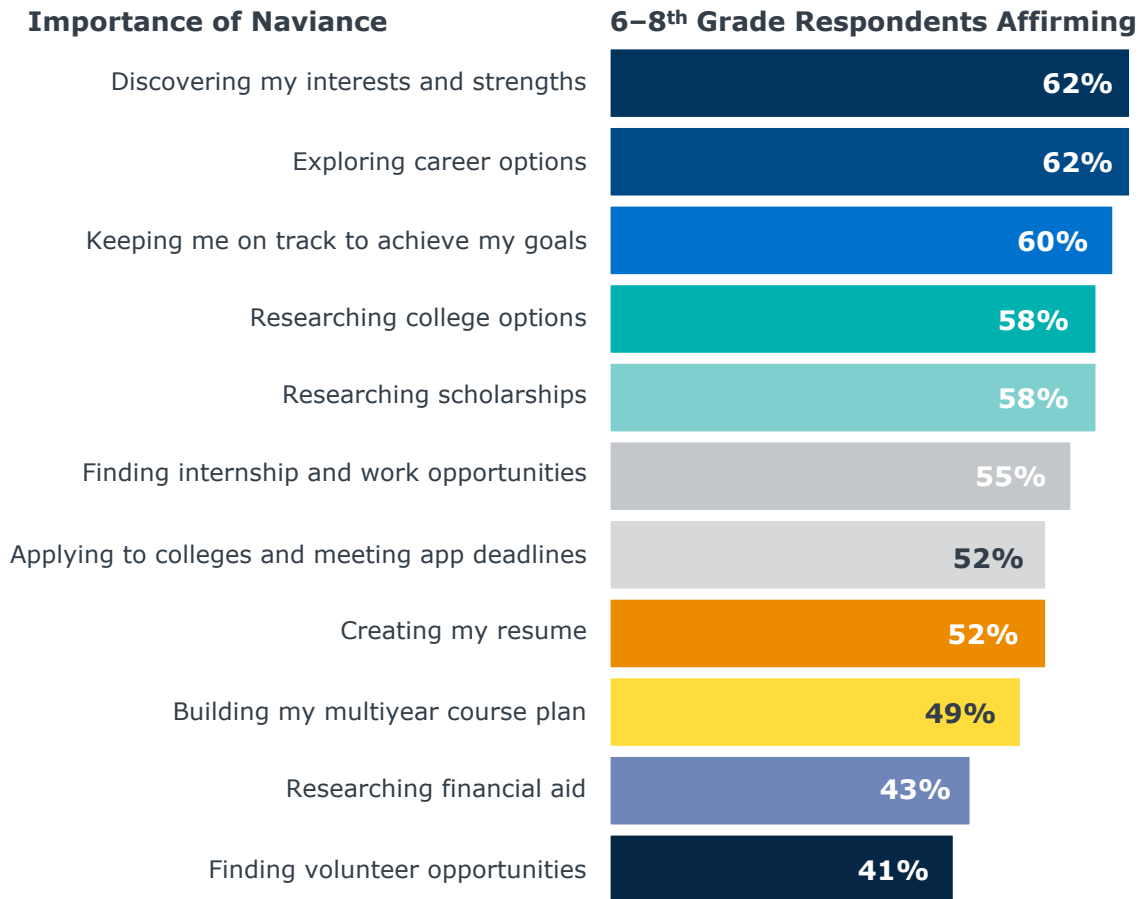
How Students Are Using Naviance CCLR

Engagement with Naviance CCLR is high among middle school students. This presents an opportunity to motivate younger students to connect learning to life and to understand the impact their education will have on their real-life futures.

Despite their young age, these students are clearly beginning to think about life after high school and, while their needs aren't imminent, the data suggests a desire to understand their future options.

FIGURE 32

Importance of Naviance CCLR for Middle-Schoolers



Students rate Naviance CCLR as “extremely important” or “very important” in a range of areas that align with their needs: researching college options (48 percent), discovering their interests and strengths (45 percent), exploring career options (44 percent), applying to colleges and meeting application milestones (44 percent), and keeping them on track to achieve their goals (43 percent).

How Students Are Using Naviance CCLR

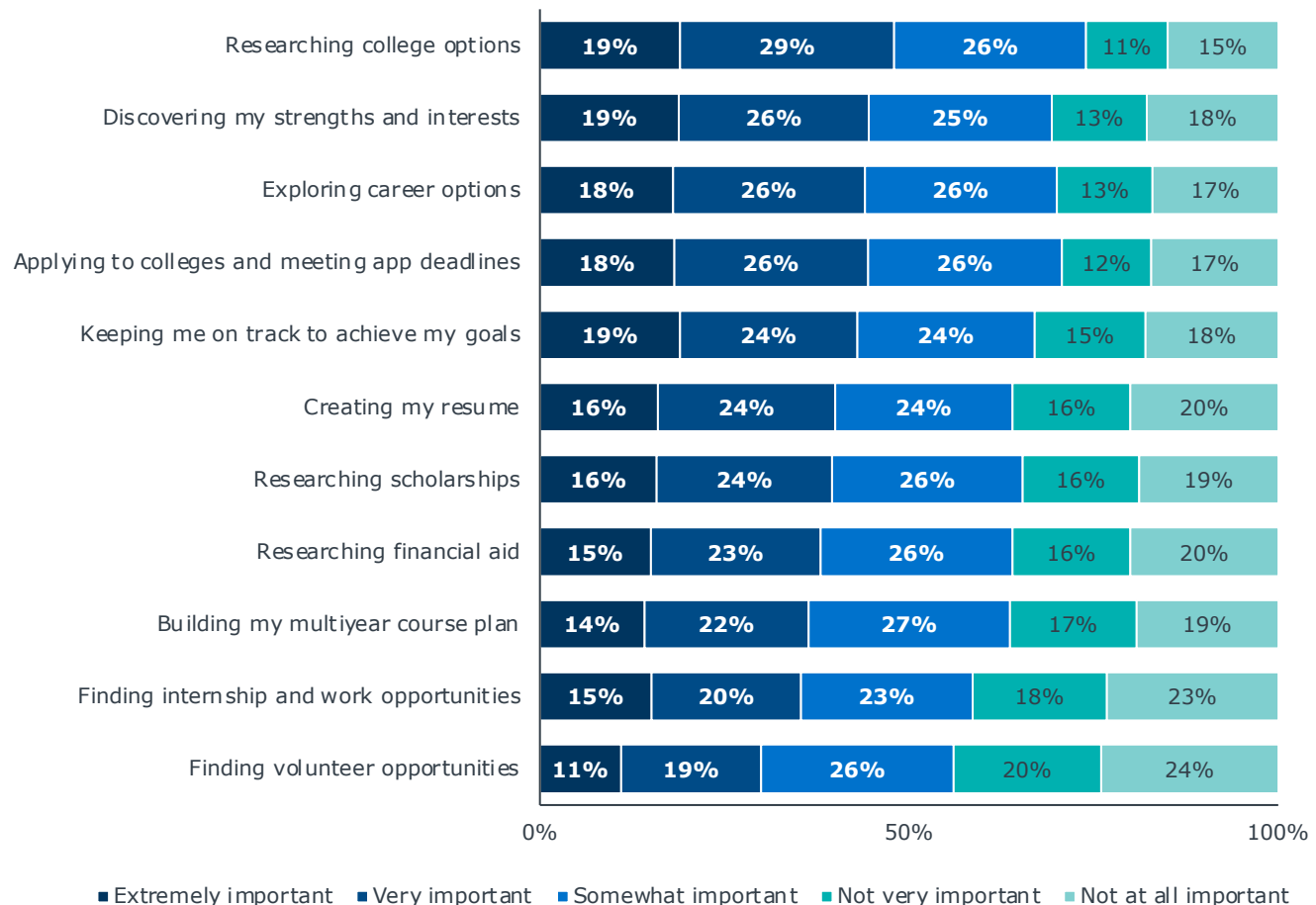
Some of these areas are of particular importance for upperclassmen as they begin to make, or make, decisions about their postsecondary life. For juniors, researching college options (61%), applying to colleges (50%), and exploring career options (49%) are the most important resources from Naviance CCLR.

For seniors who are closer to, if not in, decision-making mode, researching college options (43%) and applying to colleges and meeting application milestones (43%) are the most important elements of Naviance CCLR.

The importance of Naviance CCLR is impacted by the type of financial support students expect. For those who expect their parents to cover more of their tuition, Naviance CCLR has a lower importance. Those who are expecting to pay with loans rate Naviance CCLR as more important, particularly for researching college options (56%) and applying to colleges and meeting application milestones (56%).

FIGURE 33

Importance of Naviance CCLR by Area



How Students Are Using Naviance CCLR



Almost half (45 percent) of 10th graders are using Naviance CCLR at home, which reflects a sizable uptick in engagement away from school use compared to younger students (30 percent of 9th graders).

The majority (54 percent) of tenth-graders see Naviance CCLR as important for finding their strengths, interests, and career options, which aligns with their focus on understanding postsecondary options that are right for them. The areas in which Naviance CCLR is most important for them also parallels the tenth-grade peak (66 percent) of seeing themselves as the most important influence when choosing their postsecondary path. These students are prioritizing their own opinions and are not as heavily impacted by outside influences as their older counterparts.

The importance of Naviance CCLR for researching college options is highest for juniors, with 61 percent saying that researching college options is an important area. Half (50 percent) also see Naviance CCLR as important for applying to college and meeting application deadlines. More than half of eleventh-graders use Naviance CCLR at home.

These students are also using Naviance CCLR to address some of the gaps they see in support from their current school, with 4 in 10 using it to research scholarships (43 percent) and financial aid (43 percent). Eleventh grade seems to be a transition point for these students who are beginning to see potential barriers for their post-high school plans. There is likely more opportunity to help them identify those barriers and find ways to address them.

About a third of seniors still want more support researching financial aid (31 percent) and scholarships (30 percent). They see Naviance CCLR as important in those areas (researching financial aid: 37 percent; researching scholarships: 35 percent), but there may be a need for students to more fully leverage Naviance CCLR or meet with a counselor earlier in the process.

Recommendations for Enrollment Leaders

Key Recommendations for Enrollment Leaders



Maintain a Robust Presence in Naviance

Seventy-four percent of respondents said that researching colleges in Naviance was important, highlighting that students are leveraging the platform as a primary search tool.

Enrollment teams would do well not only to enhance their Naviance profile (and update it periodically) but also to maintain a robust presence across the platform through tools such as Advanced Awareness. This will ensure that your brand is well represented and that you are more readily getting in front of Naviance students.



Reach College-Bound Students Earlier

More than half (56 percent) of survey respondents said that they started planning for their postsecondary life during middle school, well before they “raise their hands” to express interest in a particular institution. This future-forward attitude is further reflected in a strong interest (40 percent) from current middle-schoolers to have more support in both exploring career options and staying on track to achieve their goals.

Reaching middle-school students allows you not only to help better prepare students for success in their future college search, but it will also help you make connections with right-fit students before their competition has had a chance to strongly influence them.

More broadly, while college-going students as a full population are starting their search toward the end of their high school career, Naviance students are searching earlier. As a result, Naviance remains a vital tool in raising awareness among younger students.



Get ideas, insights, and inspiration from [“Office Hours at EAB,”](#) our higher ed podcast.

Key Recommendations for Enrollment Leaders



Illustrate Connections Between Majors and Careers

Students across grade levels find career resources to be an important component of their Naviance experience. But with 33 percent of survey respondents having reported wanting more support with career research, there's still work to be done in providing students with the information they need.

Enrollment leaders have an opportunity to fill this gap by offering more career information in their recruitment materials. This can include making major-career connections through Advanced Awareness messaging, offering exploratory sessions for various career fields as a recruitment event, and more.



Emphasize Scholarship Opportunities

Cost of attendance remains a significant concern among college-goers and is a key barrier to entry for many students. Sixty percent of Naviance seniors said they "don't know" exactly how they will pay for college, and 61 percent of Naviance students across grade levels surveyed cited cost as an important factor to consider when searching for colleges (outpaced only by location, 68 percent, and majors, 67 percent). First-generation students (30 percent) are more likely to fall within this category.

To help students navigate this challenge, enrollment teams should place merit- and need-based aid opportunities front and center. With Intersect's Awareness for Scholarships tool, you can promote your institution's merit-based opportunities to cost-conscious Naviance students and further encourage them to consider you as a viable option in their search.



Check out [EAB's enrollment blog](#) for more of the latest insights and best practices.

Conclusion

Students recognize that the world around them is changing, and their choices and plans reflect that change.

Very few (5 percent) students expect that they will hold only one job over the next ten years, which reflects not only their understanding that there will be periods of change and transition but also that they are part of a larger, shifting economy.

Effective postsecondary planning for today's students requires a holistic approach that considers not only continued formal learning but also emotional resilience, transferable life skills, and personal aspirations.

College affordability continues to be a barrier for many students. Interest in financial aid and scholarships is very high, and most of these students do not know what resources they will use to pay for college. Beginning these conversations early is essential so that students and families have a clear understanding of what is possible for them. Encouraging students to think about credentials other than a bachelor's degree is one way to overcome the significant obstacle of college tuition.

As the educational landscape evolves and the economy becomes increasingly dynamic, the need for students to be adaptable, lifelong learners is paramount. The recommendations outlined here are in the service of empowering students to make informed decisions, set achievable goals, and find a professional path of meaning.

Ultimately, the success of a postsecondary planning framework rests in its ability to foster self-discovery, instill a sense of purpose, and provide the necessary tools and resources for students to embark on their chosen paths with confidence. As we collectively invest in the future of our students, we must remain dedicated to ensuring that every student has an equitable opportunity to achieve their aspirations and contribute meaningfully to the world.

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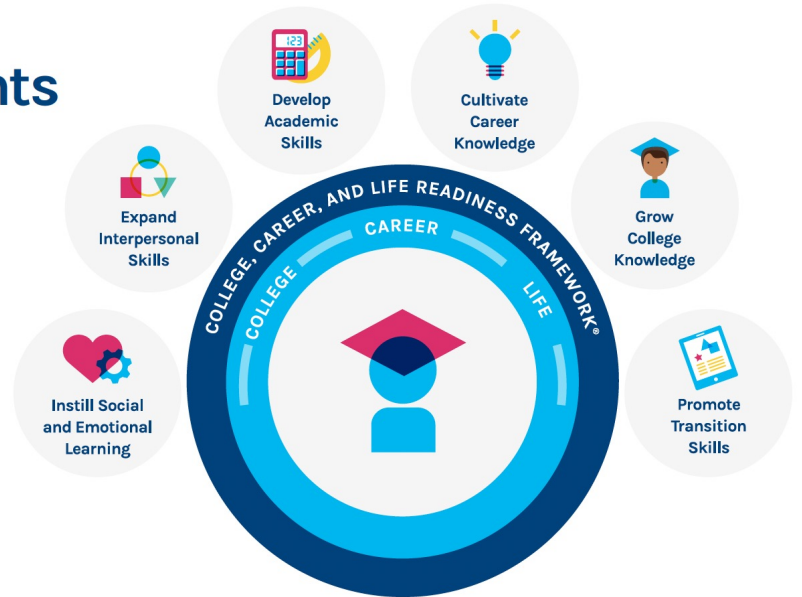
<https://www.schoolcounselor.org/About-School-Counseling/School-Counselor-Roles-Ratios>

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College, Career, and Life Readiness for All Students

Ensuring students are ready for the path they pursue after high school is essential work for schools and districts. More easily and effectively help students discover their strengths and interests, build critical social and emotional skills, navigate their best-fit path and career after high school with Naviance, the leading college, career, and life readiness platform.



About the Naviance College, Career, and Life Readiness (CCLR) Framework®

The CCLR Framework® was developed to support schools preparing students for success after graduation. This blueprint helps districts of all sizes define, measure, and track success for their college, career, and life readiness initiatives. The Naviance CCLR Framework is aligned to three national models: Redefining Ready!, ASCA, and CASEL.

Empower Career Exploration



Whichever path students take after graduation, the goal is to reach a successful and meaningful career. Naviance gives elementary through high school students access to holistic career exploration and planning tools that help guide their academic journey, informing decisions along the way.

Support Social and Emotional Learning (SEL)



Building student social and emotional skills is valuable across all areas of life, from self-awareness to managing transitions. Aligned with the CASEL 5, Naviance's lessons make it easy to incorporate SEL as a critical aspect of postsecondary planning.

Measure and Track Success



Districts need real-time reporting and analytics tools to drive CCLR initiatives and strategic goals. By making data-driven decisions now and for the future, districts can address students' needs and help them stay on track. With Naviance, districts can also easily track and report the fulfillment of state requirements.

Operate Faster



Implement and onboard faster with services tailored to your needs. We apply an experience-proven methodology to implementation, centered around encouraging adoption and autonomy. The Naviance Services team provides expert care until all modules are deployed.

Maximize Reach with Intersect by PowerSchool®

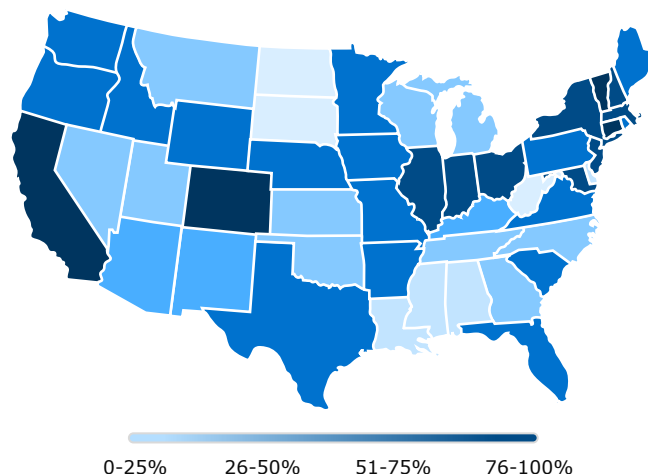
With Intersect, you will leverage powerful recruitment tools to build awareness and influence with students in Naviance by PowerSchool®, the nation’s leading college, career, and life readiness platform.

AN EXPANSIVE PRESENCE

600+ Institutions Partner with Intersect to Reach More High-Intent Students at Scale

- 6.5M** high school students are currently active in Naviance
- 13K** high schools and middle schools across all 50 states are in Naviance
- 50%** of the top 30 districts in the country use Naviance
- 100K** High school counselors are using Naviance

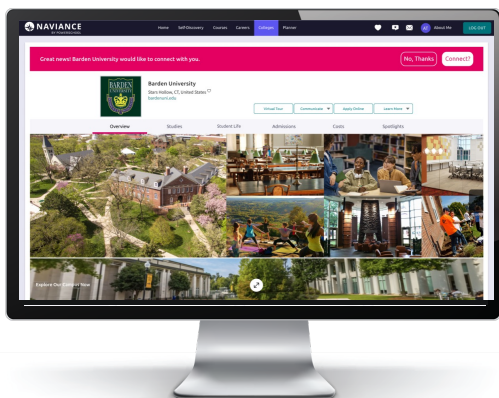
Naviance State Reach by Percentage of Students



RESULTS

Higher-Quality Connections Lead to Better Outcomes with Intersect

Intersect students are:
1.2x More likely to apply
9x More likely to get admitted
6x More likely to enroll



“With Intersect, we can **nurture student connections** through a variety of channels, use **data and analytics** to constantly adjust our outreach strategy, and ultimately help prospective students find their best-fit college.”

- **VP of Enrollment Management, Hofstra University**



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