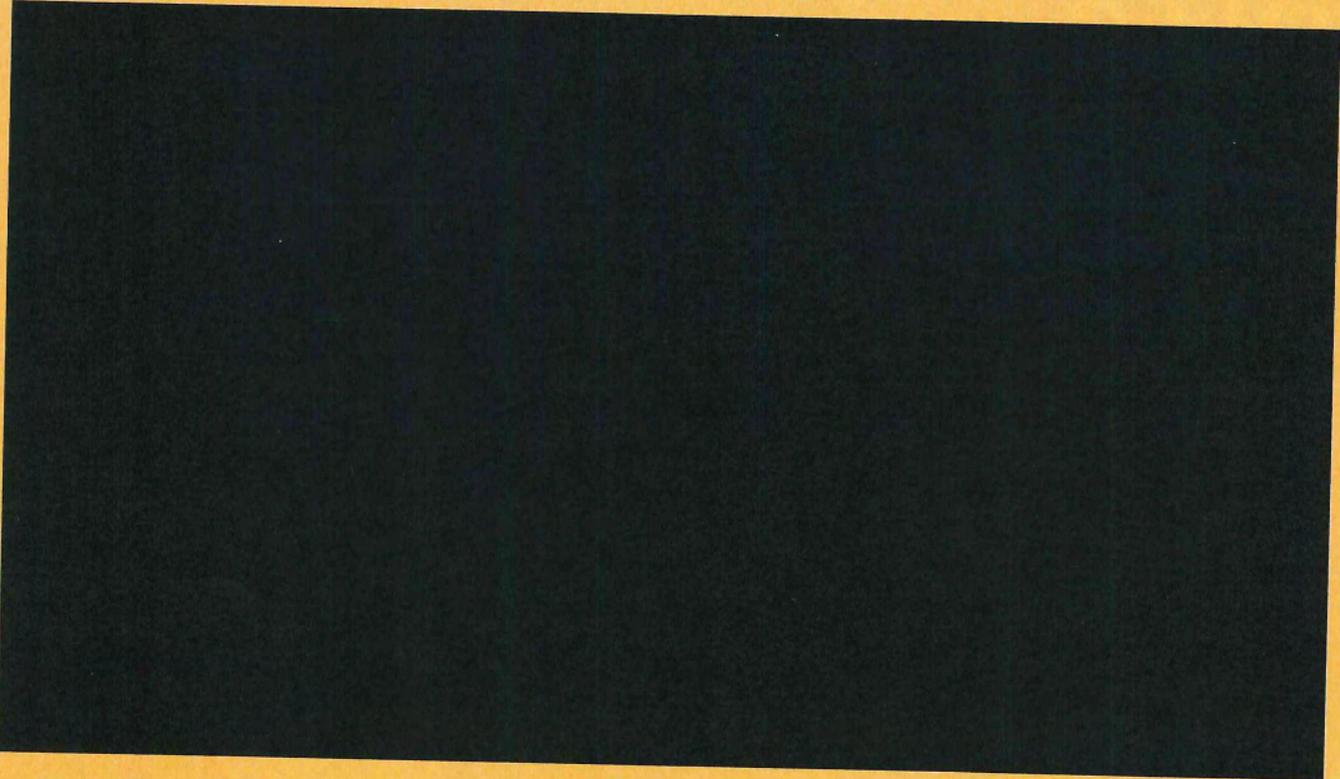




STRIVE
FOR COLLEGE

Strive for College is...



ABOUT STRIVE FOR COLLEGE

- Leading national nonprofit
- Cutting-edge technology to improve college access
- UStrive: Online platform connects high school juniors & seniors to qualified mentors
- Offers guidance through the college admissions & financial aid process

It All Started in Idaho...

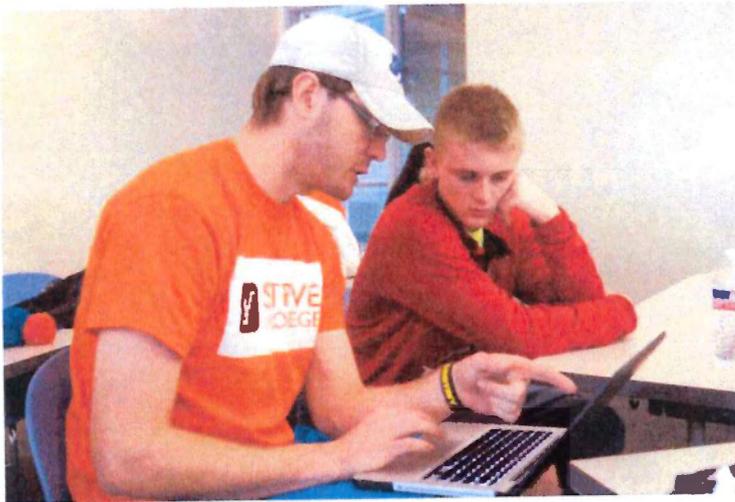
Virtual Mentoring began in Idaho in the Fall of 2013. The first cohort of 19 college mentors worked with 30 students from 2 high schools. Since then:

- More than 360 mentors have volunteered over 2,500 hours of college advising.
- Over 800 high school students have signed up for Virtual Mentoring.
- Students from over 80 high schools in Idaho have requested mentoring.



Metrics of Success

Setting the standard



How we define successful outcomes:

- ✓ Admission to college,
- ✓ The student's ability to pay for that college at low or no cost and without taking on burdensome debt
- ✓ Likelihood of persistence from freshman to sophomore year. Once a student has made it to sophomore year, he or she is much more likely to graduate.
- ✓ Likelihood of on-time graduation



99%
Enrolled in college



78%
Enrolled in a four-year college



89%
Enrolled without taking on any debt for tuition

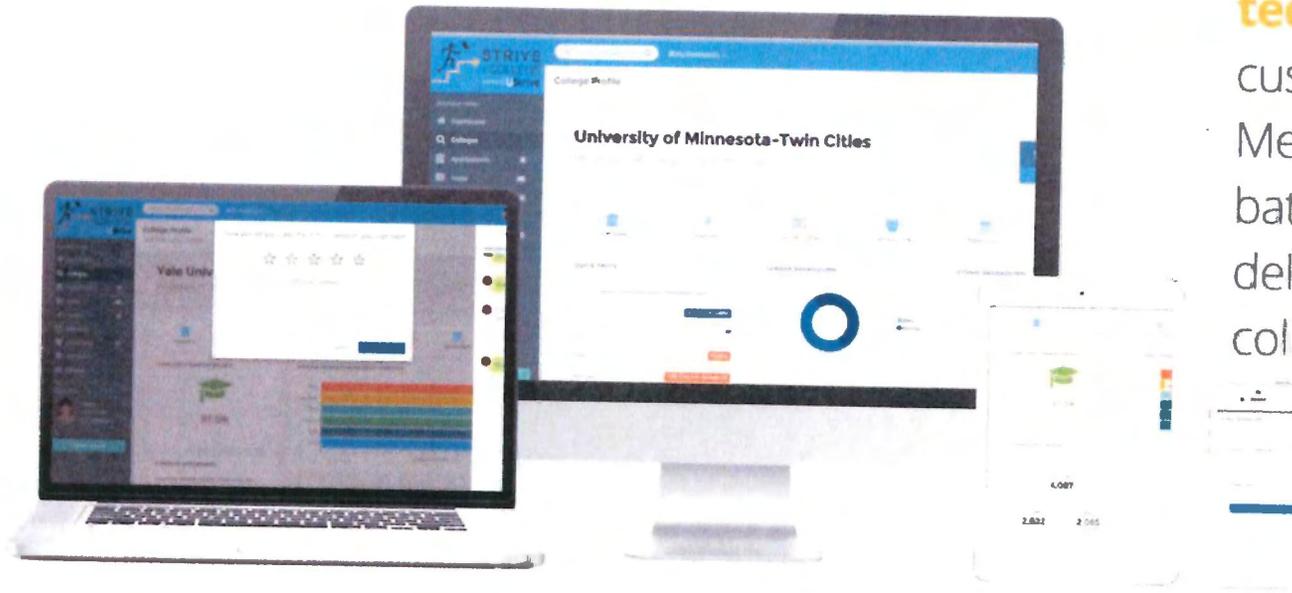
HOW IS STRIVE DIFFERENT?

- Low maintenance
- Complements existing programs
- Accessible outside of the classroom
- Allows for parental engagement
- Modular curriculum to meet students where they are
- College match technology
- Strive mentors and community



A Virtual Platform

Delivering real world results

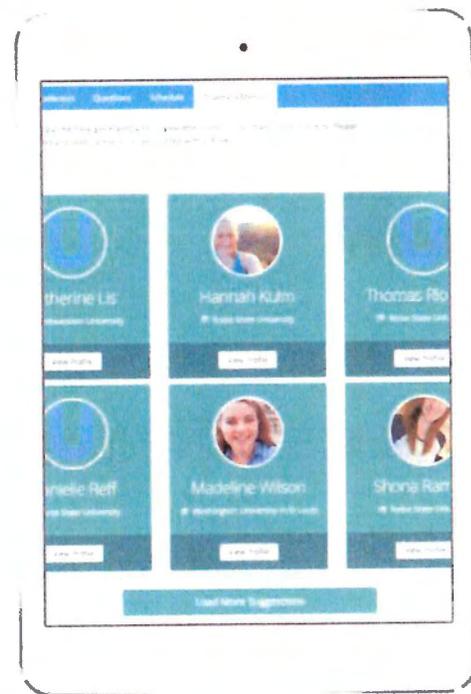


Big data, smart technology. Strive's custom built Virtual Mentoring platform is a battle tested solution for delivering high quality college guidance.



Emphasis on Matching

Metrics to match students with mentors



Data-powered mentor selection. Students choose from one of six possible mentors identified by the system as having backgrounds, interests and schedules similar to theirs.



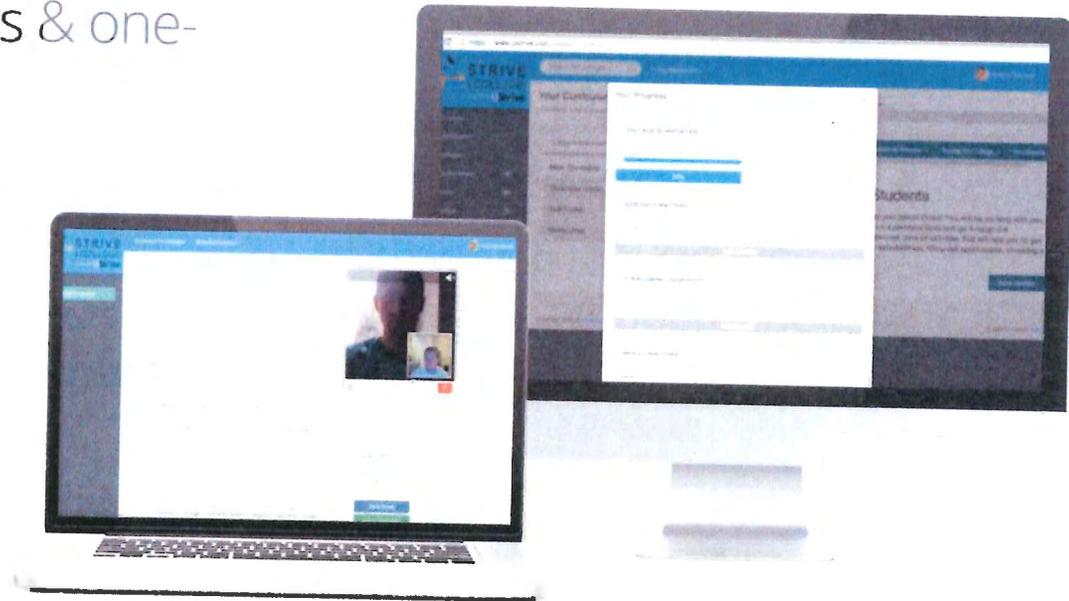
Features Overview

Communications & curriculum

Individualized progress & one-on-one attention.

Sophisticated built-in communications tools, such as video chat and in-browser SMS, allow mentors and students to work together online to complete tasks like college essays

Students complete Strive's expertly-designed college readiness curriculum at their own pace



Features Overview

Powerful data tools



University of California-Berkeley

Berkeley, CA | UG | Four or more years



GENDER BREAKDOWN

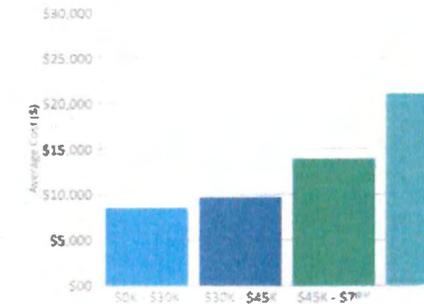


THE COMPETITION

How many people are applying?



COST WITH FINANCIAL AID (BY HOUSEHOLD INCOME)



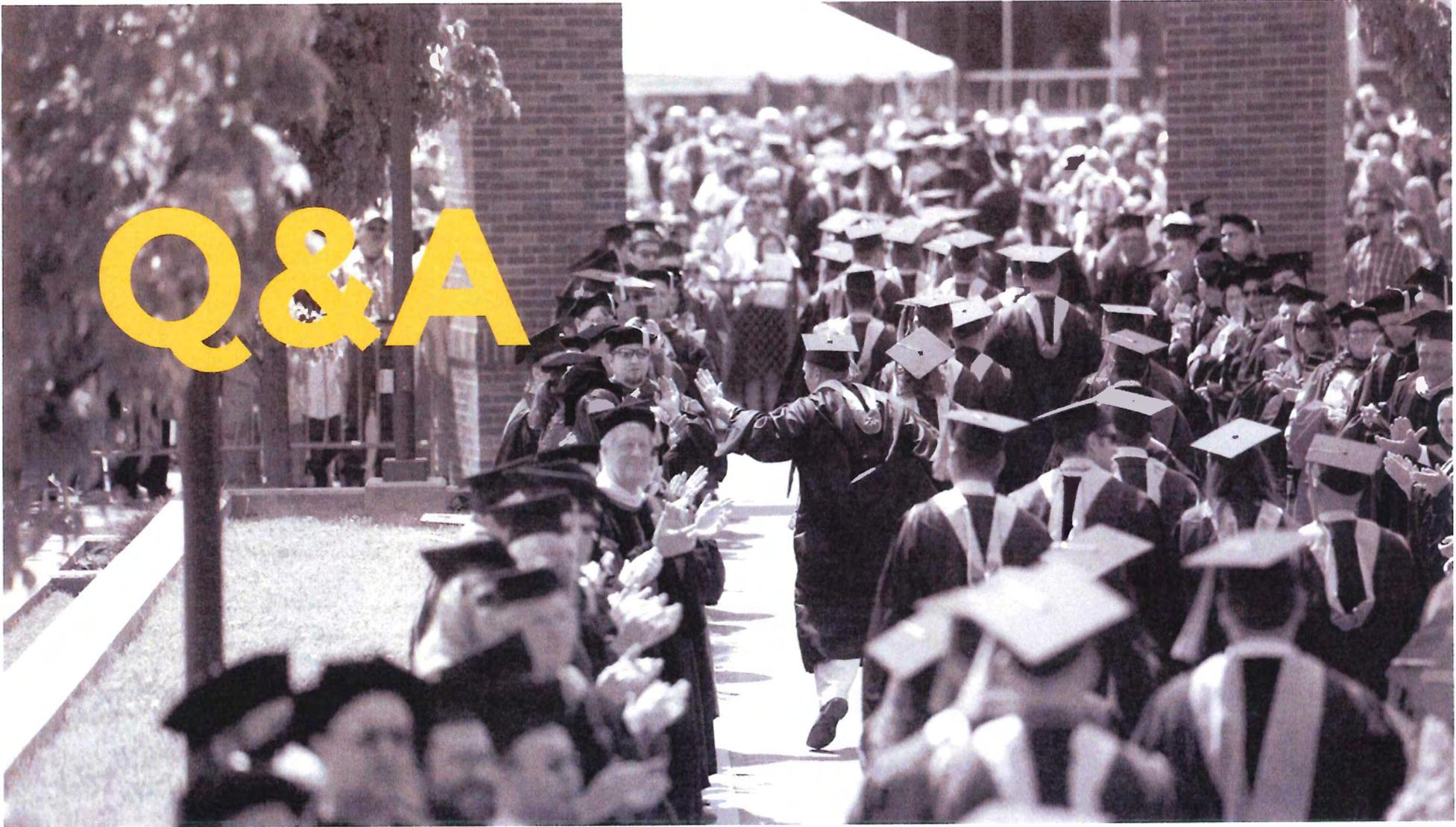
In-depth, personalized data from over 7,500 schools

Let's say you are a Latina student who is the first person in your family to go to college. You can enter that information, along with your financial basics and academic profile & interests into the system. The Virtual Mentoring platform will create a unique profile for you and let you create custom college searches in its database of all the four-year colleges and universities in the United States.

Based on your search criteria, the platform's matching tools will indicate the likelihood of a good fit for your situation, using data from your specific profile.

What if every Idaho student had their own virtual mentor in their pocket...?





Q&A

VIRTUAL MENTORING WITH USTRIVE

Strive for College is a leading national nonprofit that uses cutting-edge technology to improve college access. Strive's custom-built Virtual Mentoring system, **UStrive**, is a **sophisticated online platform that connects high school juniors & seniors with guidance through the college admissions & financial aid process free of charge.**

Trained volunteer mentors provide dedicated, one-on-one advising during the school year, following a structured Mentoring Curriculum created by professionals. Students and mentors connect anytime, anywhere using safe, monitored communications tools like video chat and instant messaging, which are built in to UStrive. Task management tools track important deadlines, and scheduling features keep sessions organized and productive.

UStrive is powered by advanced college matching technology, unlocking data to help students find their best-fit college, both academically and financially. Students can search every four-year institution in the United States, and UStrive will tell them their:

- Likelihood of admission
- Likelihood of on-time graduation
- Likelihood of affording to go with minimal debt

A game-changer for college access, UStrive is the only all-in-one platform custom-built for virtual college mentoring. This service is exclusively offered by Strive for College.

Strive Learners

While Virtual Mentoring from Strive for College is open to any high school junior or senior who signs up to participate at UStrive.com, it is mostly intended for underserved learners. Strive typically serves academically qualified students from lower-income families whose parents do not have college degrees.

The purpose of Virtual Mentoring is facilitating information. Without access to the nuanced, personalized know-how required for navigating the admissions & financial aid application process, students who should go on to college typically fail to do so. Virtual Mentoring makes a dramatic difference in improving postsecondary outcomes for these learners.

Methodology & Best Practices

Virtual Mentoring on UStrive follows evidence-based best practices for college guidance mentoring. The entire process is guided by a comprehensive Mentoring Curriculum and a methodology that draws from peer-reviewed research to achieve reliable, replicable results. UStrive's Virtual Mentoring features include:

- A modular format structure
- Algorithm-based mentor/student matching
- Story-based scenarios that are simple and engaging
- Culturally relevant information
- Comprehensive data tools to measure quality and track outcomes
- Alignment with national college readiness standards
- Tracking mentor/student progress to identify issues and quickly resolve problems

Curriculum

UStrive's Mentoring Curriculum is aligned with the school year, college application deadlines and other important milestones like FAFSA filing. The structure is chronological but flexible, allowing students to move between modules and join the process when it is best for them.



IN 2015:

- **99% OF STRIVE STUDENTS WENT TO COLLEGE**
- **78% WENT TO FOUR-YEAR INSTITUTIONS**
- **89% REQUIRED NO DEBT FOR TUITION**

Data Tracking

Robust data tools measure every step of the Virtual Mentoring process on UStrive, allowing for continuous refinement of the system. UStrive tracks:

- Student progress through the mentoring curriculum
- Quality of mentor/student interactions
- Student engagement with college planning
- Completion of key milestones (e.g., college applications)
- Student success in college (e.g., enrollment, graduation)
- Student financial aid outcomes (e.g., FAFSA completion, aid received)
- Student satisfaction with the mentoring experience
- Student retention in college (e.g., first-year retention, graduation)
- Student outcomes in college (e.g., GPA, major choice, career placement)
- Student engagement with college planning (e.g., college visits, application completion)
- Student financial aid outcomes (e.g., FAFSA completion, aid received)
- Student satisfaction with the mentoring experience
- Student retention in college (e.g., first-year retention, graduation)
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