



**HOBSONS** 

# Naviance Career And University Readiness In A Global Society

Presented by:

Mike Betnun  
& Steven Bates



International  
Baccalaureate®

# Today's Conversation



## Why We're Here

Introductions and a video



## Key Elements to a Successful University and Career Program

Every school is unique. What are your strategic goals?



## How Naviance Maps to the MYP and DP Programs

Dive in to our products and discuss how we can support you in execution.



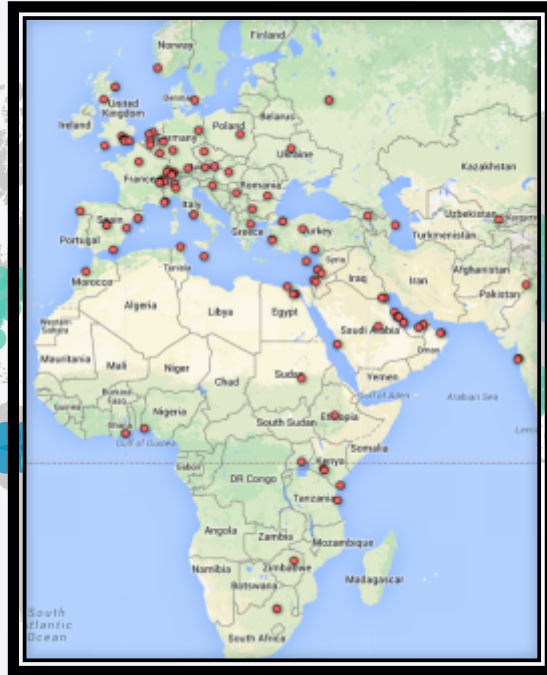
## Key Takeaways and Q+A

We deliver real results for students and schools.



# Hobsons Mission

“To maximize student success and institutional effectiveness to create the world changers of tomorrow”



95 Countries

8,500+

Schools  
With Naviance

8M

Students  
Using Naviance

27M

Documents  
Sent to Colleges  
(2013-2014)

35%

U.S. High School  
Seniors

# Connecting Learning to Life



<https://vimeo.com/46506070>

# Best Practices for Successful University and Career Program

- ✓ Student Engagement **Matters as Much** as Grades and Test Scores
- ✓ Start the Process Early and **Build**
- ✓ Automation of paper processes via an **electronic portfolio**
- ✓ Parent and Family Engagement **is key**
- ✓ **Consolidate systems** for college planning, career exploration, course history, and academic plans

# Increasing Student Engagement

## Unique, Student-Centric Tools

### *Roadtrip Nation Video Archive*



- › 3,500 student-conducted video interviews with leaders
- › Thematic focus including perseverance, failure, and passion
- › Interviews with CEOs of Fortune 500 companies, journalists, sports writers, political activists, and more

#### Including:

- › Soledad O'Brien
- › Deon Clark (Nuclear Engineer)
- › Howard Schultz (Starbucks CEO)
- › Wanda Sykes
- › Barney Frank (MA Congressman)
- › Many more!



HOBSONS 

## White Paper Link

[http://www.naviance.com/  
resources/white-papers](http://www.naviance.com/resources/white-papers)

# Personalized Learning Assessments



**achieve works<sup>SM</sup>**

**Alicia**  
...is introverted  
...prefers working alone  
...has strong logical-mathematical intelligence  
...wants to be a civil engineer



# But grades matter too...

search for colleges:

Go

[MORE SEARCH OPTIONS >>](#)

## my colleges

- > [colleges I'm thinking about](#)
- > [colleges I'm applying to](#)
- > [college visits](#)

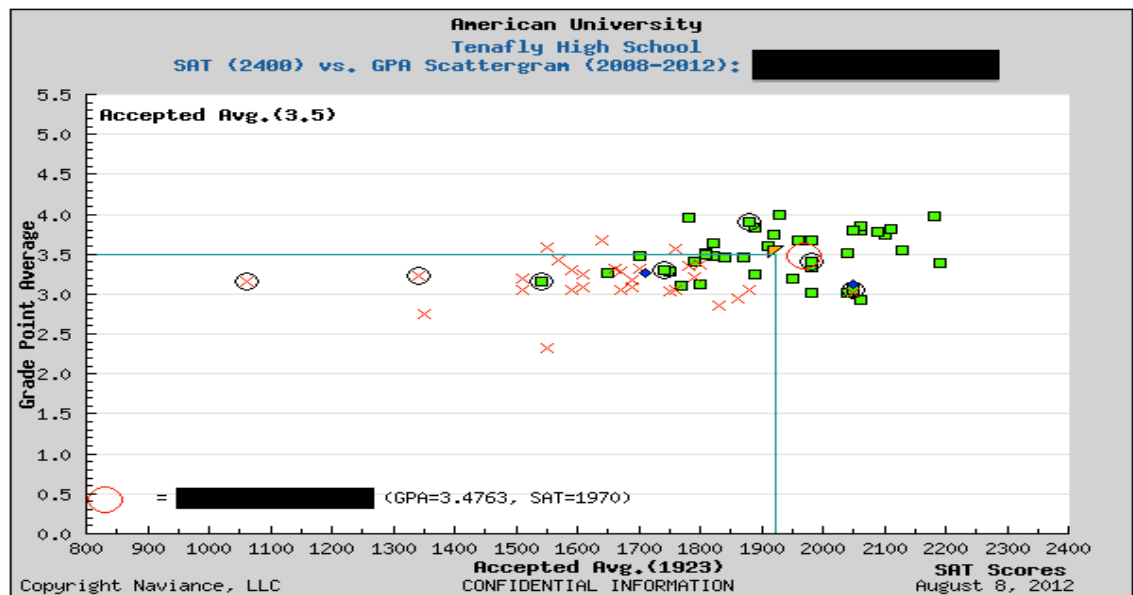
## college research

- > [SuperMatch™ college search](#)
- > [college match](#)
- > [college compare](#)
- > [college lookup](#)
- > [college search](#)
- > [college resources](#)
- > [college maps](#)
- > [scattergrams](#)
- > [acceptance history](#)
- > [enrichment programs](#)

American University :: Washington, DC :: U.S.

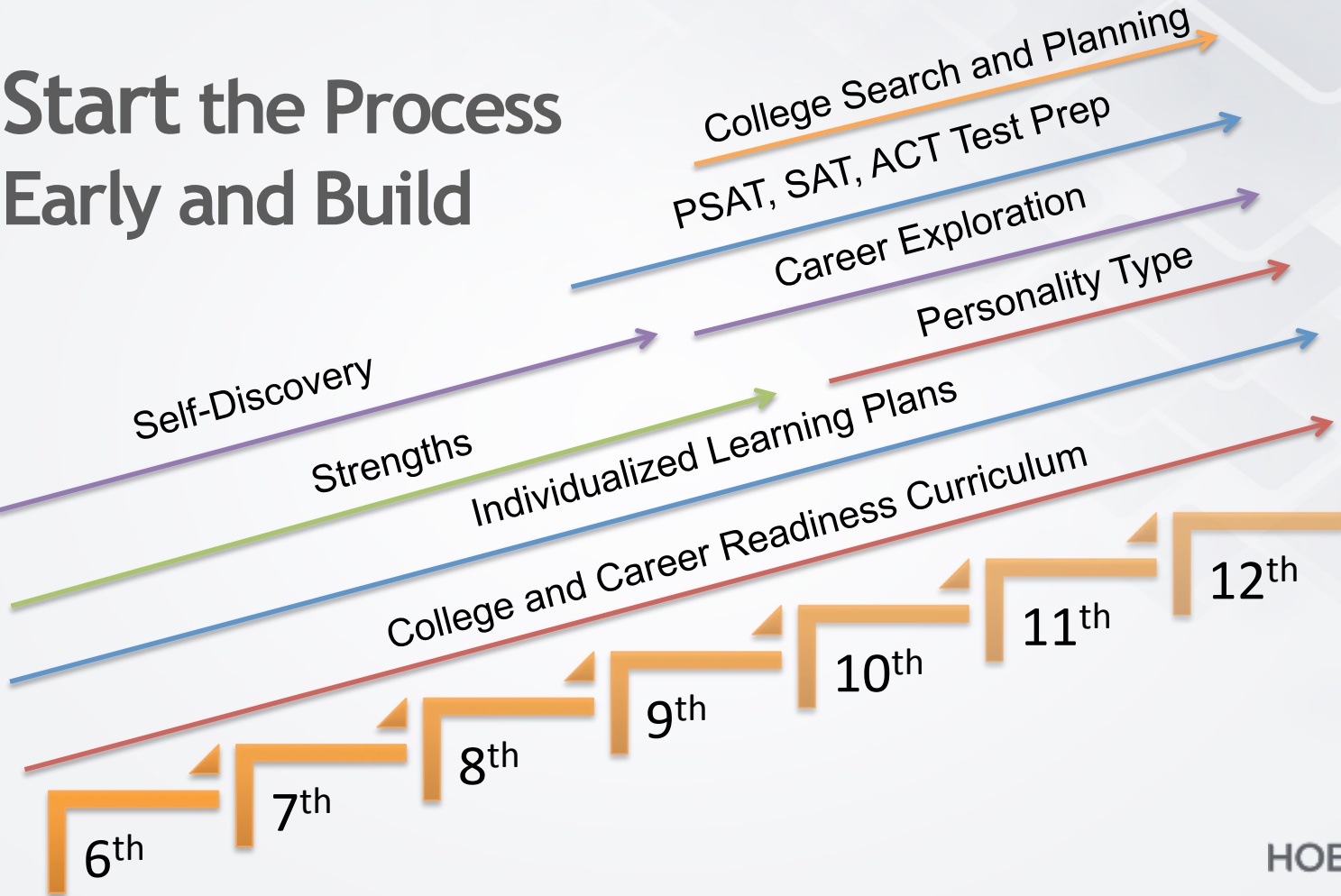
[back to college profile](#)

Test type:





# Start the Process Early and Build



# Naviance Career & College Readiness Curriculum

Naviance

Students

Curriculum

Mike Betnun

Return To Naviance

## Lesson Previews

Show me Grade 11 Lessons



Type here to search...



### What Do You Know?

Check out what you know about 11th grade before you get started in the process.



### What Makes Me Unique?

▶ What traits make you who you are? Watch how others have used their uniqueness to their advantage and make a plan to do the same.



### My Career Goals

Having goals is a good thing! See what makes goal-setting work, and write your own to explore a career of your choice.

# Family Connection

home

courses

colleges

careers

about me



my planner

English ▼

## pages

- responsibilities
- admissions types
- college documents
- learn about fafsa
- counseling process

## resources

- LikeLive
- x2VOL
- Total Reader
- PrepMe

## links

- students' rights

## what's new

- Ripon College will be visiting your school on Wednesday, October 8th at 10:00 am [more info](#) / [register](#)
- Darren Wacker has assigned the task [Complete Career Interest Profiler and compare to 9th Grade results](#) to you

## Class of 2015

Welcome Senior:

The guidance staff at Naviance High School is committed to assisting students in the class of 2015 to achieve their post high school plans.

Beginning with the class of 2015, Naviance High School will transition to a near-paperless system for processing and submitting college application documents to colleges using the Naviance eDocs system. The Naviance system creates a level of proficiency that is effective and efficient.

Naviance can help you connect your strengths and interests with what you may want to do later in life.

Get the mobile app!  
Naviance Student



Available on the  
App Store

- You have [no new messages](#)
- [document library](#)
- [contact us](#)

## updates

- [PSAT/NMSQT Information](#)
- [ACT & SAT Score](#)

# The Secondary School Lifecycle

Four dimensions of readiness



# The Hobsons Advantage

Schools select us for the unique advantages we offer

## Proven Success

Focused solely on education since 1974 with over 8,500 school clients

## Comprehensive Platform

Bring all your college, career and academic planning efforts on one platform

## Powerful Reporting & Analytics

Critical data helps you determine progress and make informed recommendations

## Engaging Content

Our content features real-life stories and critical information to empower students

## Industry Leading Partners

Common App, The National Student Clearinghouse®, Gallup, RoadTrip Nation and more

## Expert Team

We treat our clients as valued partners and are committed to helping you reach your goals

For a more personalized overview of how we  
can help your campus community:

Visit our Booth #27

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