



Naviance Impact Review

Dekalb County School District

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May 2025





Naviance Data Review



Districtwide Usage Summary

Reports 2.0 --> Usage

Average of 3.7 visits per student

Total Logins

302,632

% Logged in at least once

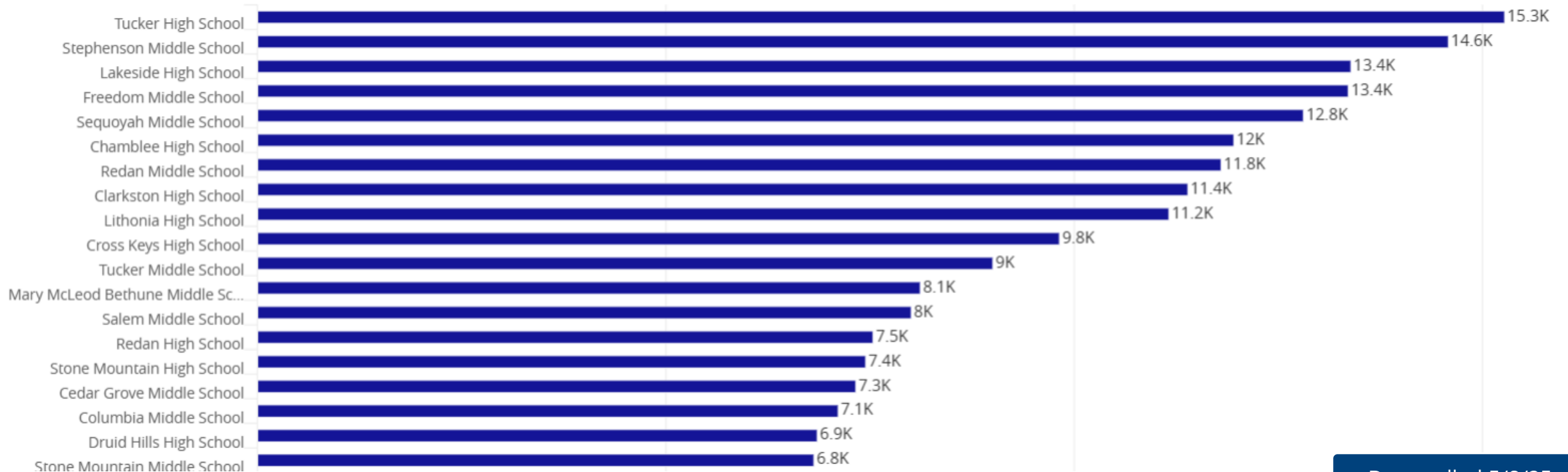
50%

% Logged in at least twice

42%

% Logged in at least 3 times

36%



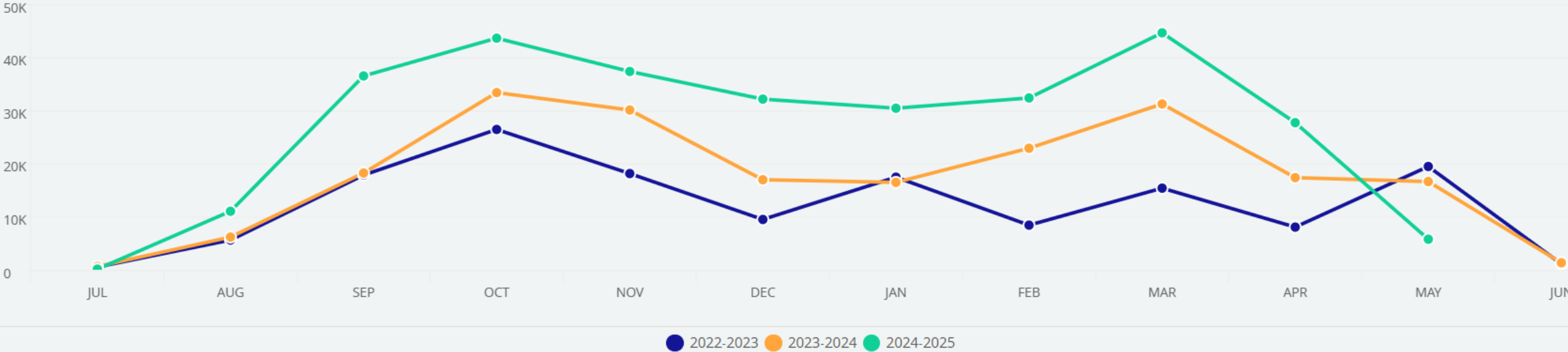
Data pulled 5/8/25



2022-2025 Usage Summary – A Comparison

Reports 2.0 --> Usage

Year-Over-Year Logins Summary



Data pulled 5/8/25

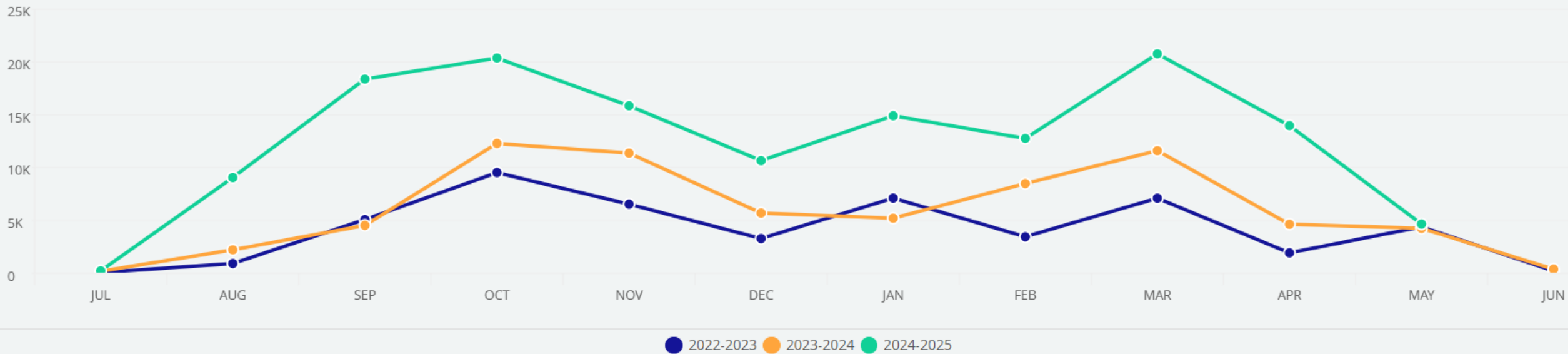
High School Usage Summary

Reports 2.0 --> Usage

Data pulled 5/8/25



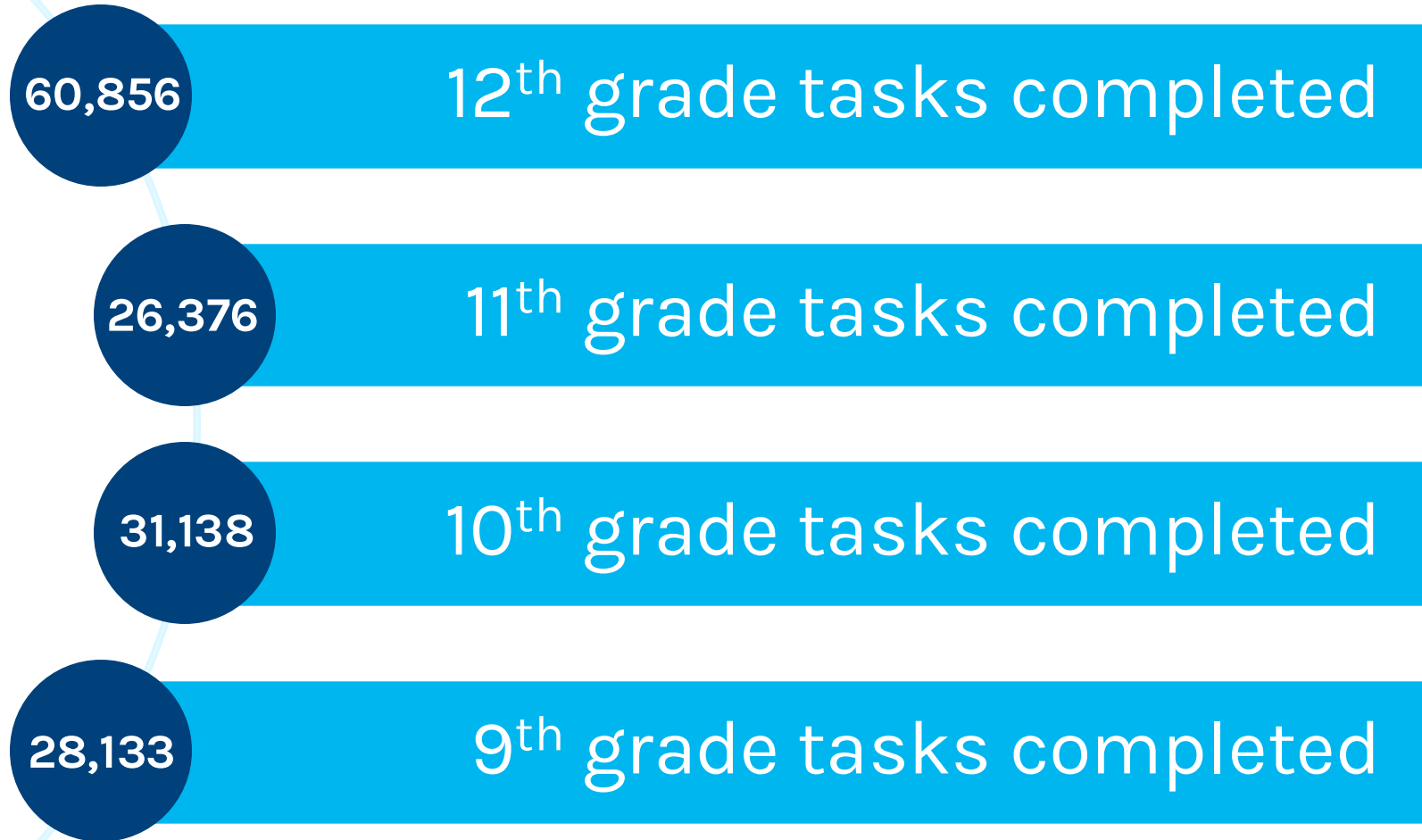
Year-Over-Year Logins Summary



HS students login an average of 5.2 times

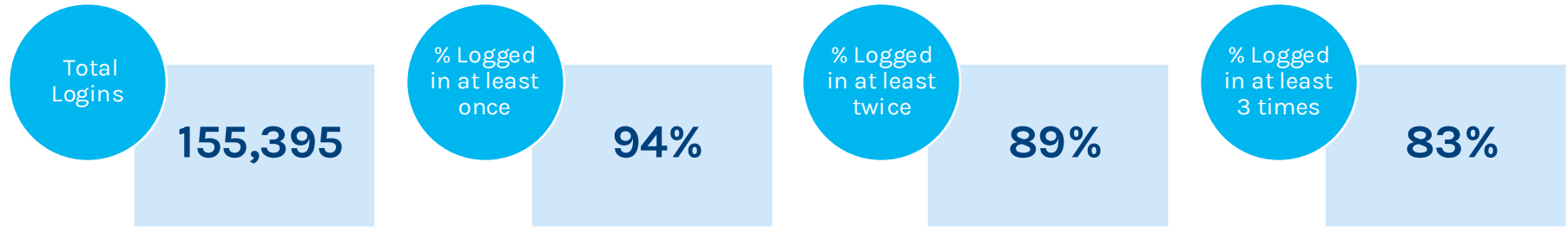
Success Metric: HS Required Task Completion

Reports 2.0 --> Task Completion Report

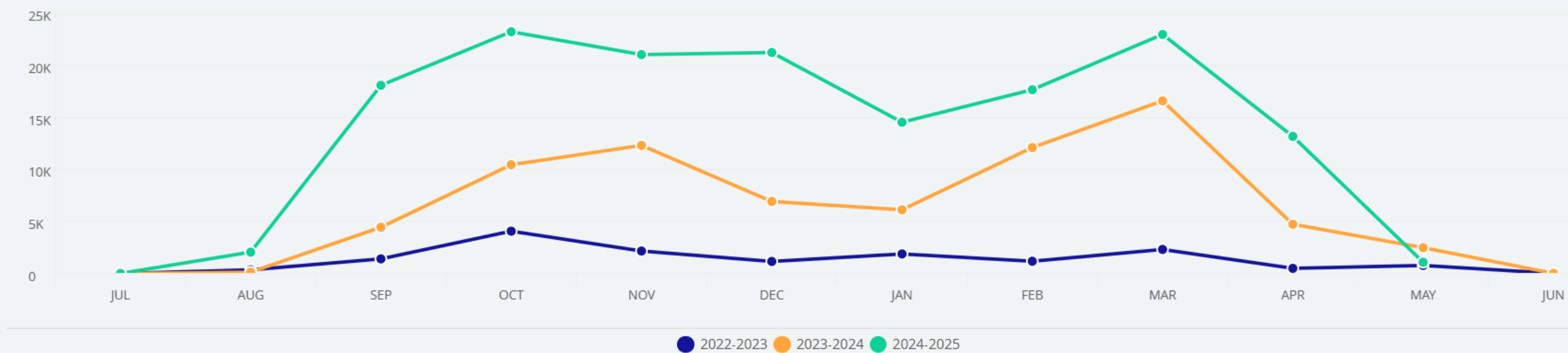


Middle School Usage Summary

Reports 2.0 --> Usage

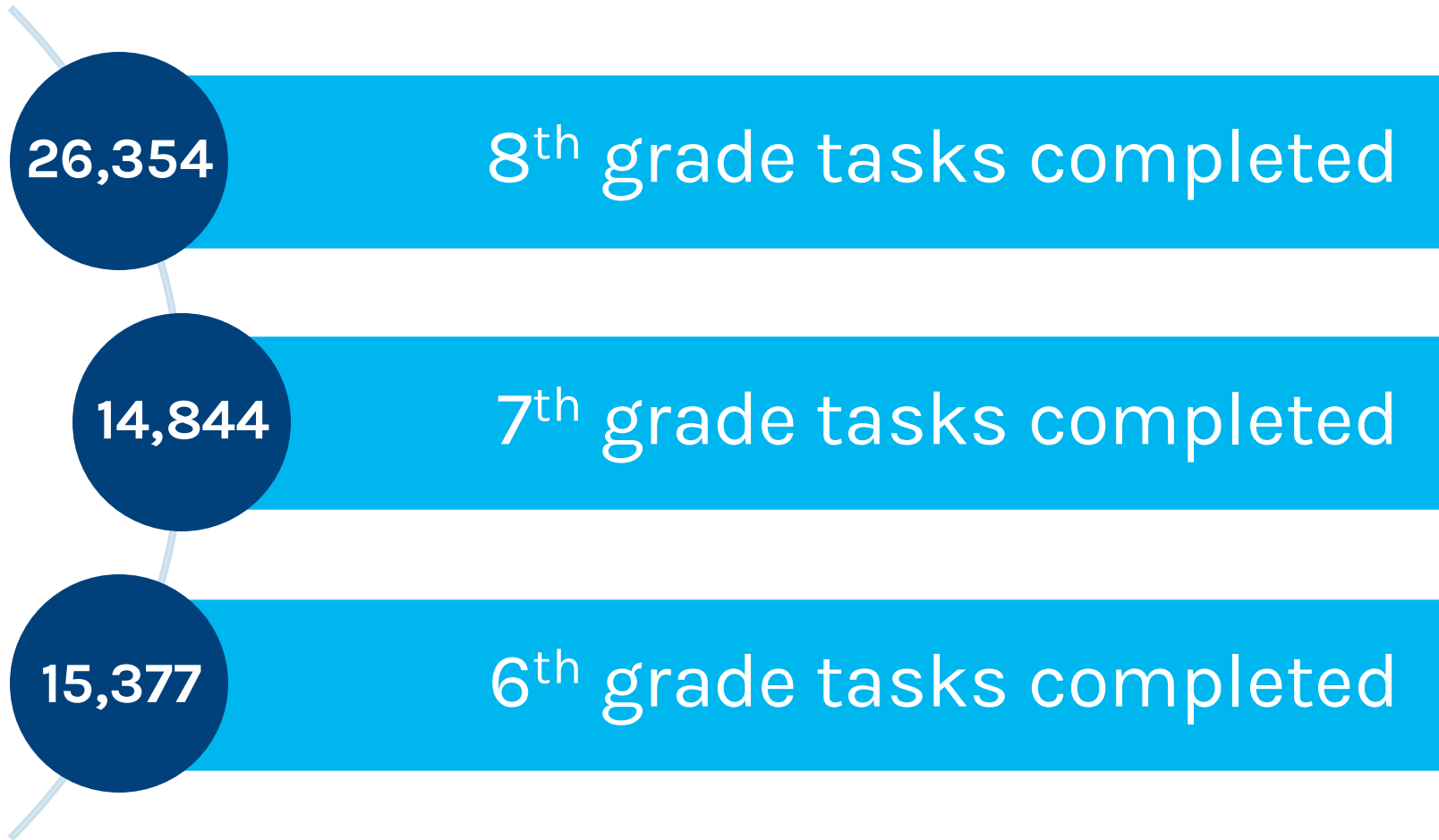


Year-Over-Year Logins Summary



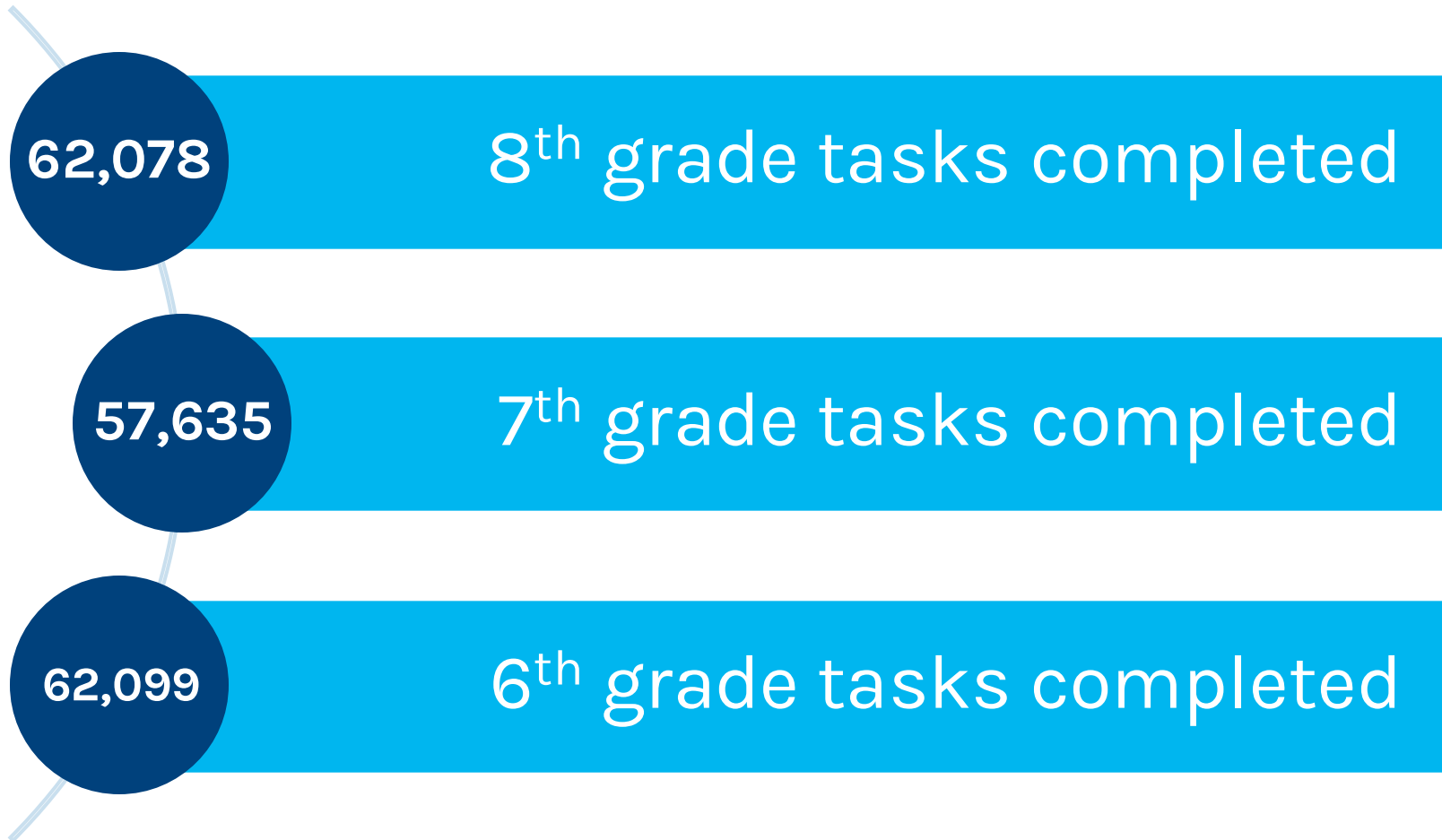
Success Metric: MS Required Task Completion

Reports 2.0 --> Task Completion Report



Success Metric: MS SEL Task Completion

Reports 2.0 --> Task Completion Report



School Staff Usage Summary

Reports 2.0 --> Usage

Average of 3.2 visits per staff

24-25 Total Logins

28,034

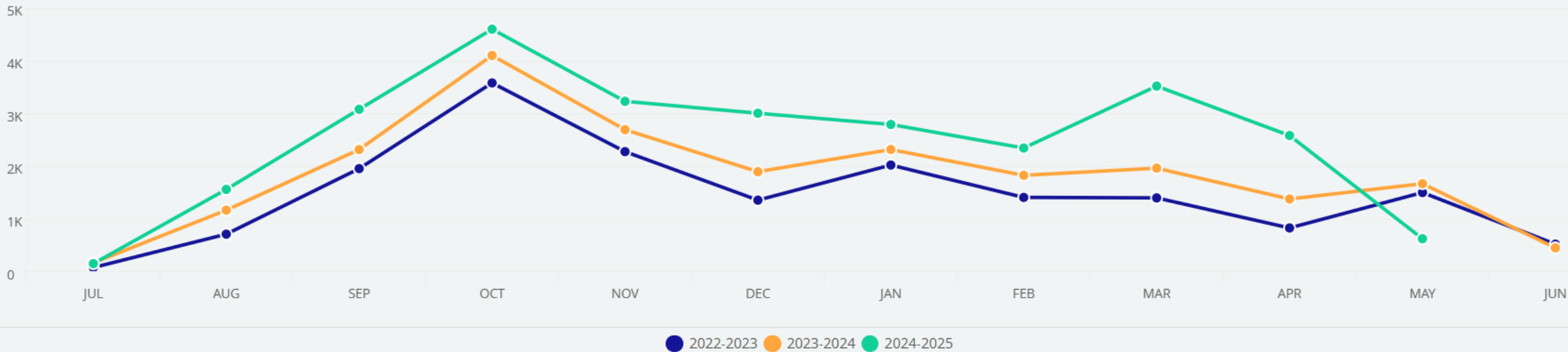
23-24 Total Logins

21,995

22-23 Total Logins

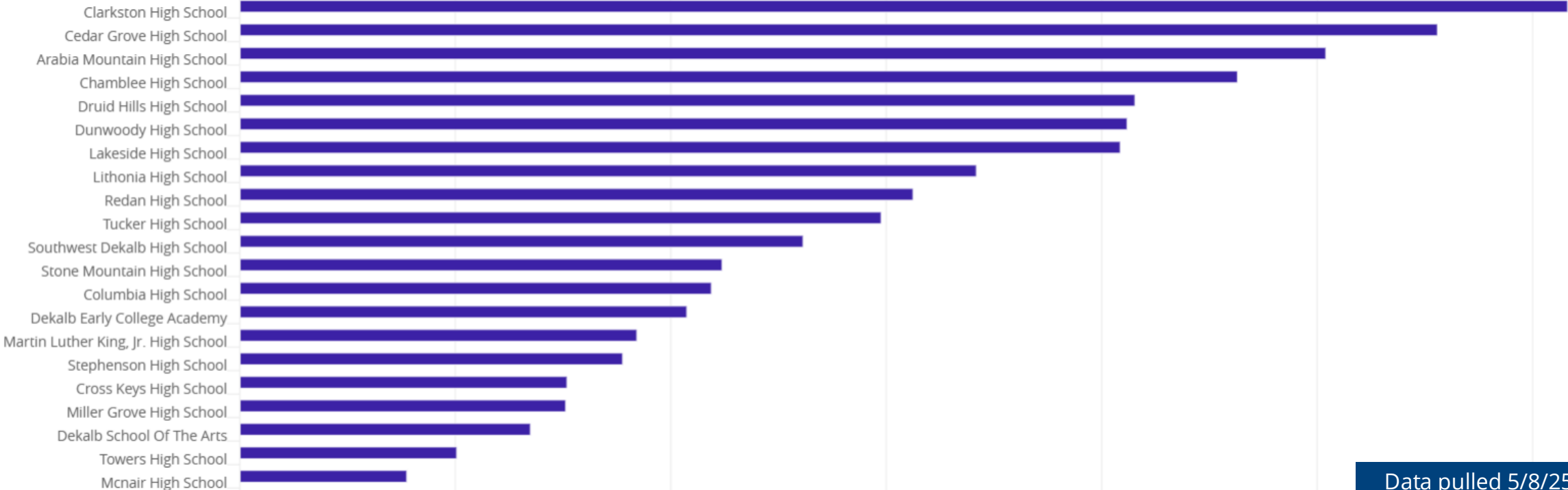
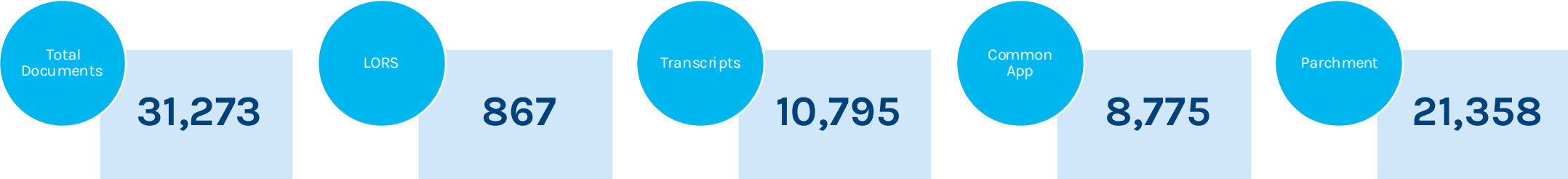
17,683

Year-Over-Year Logins Summary



eDocs Usage Summary

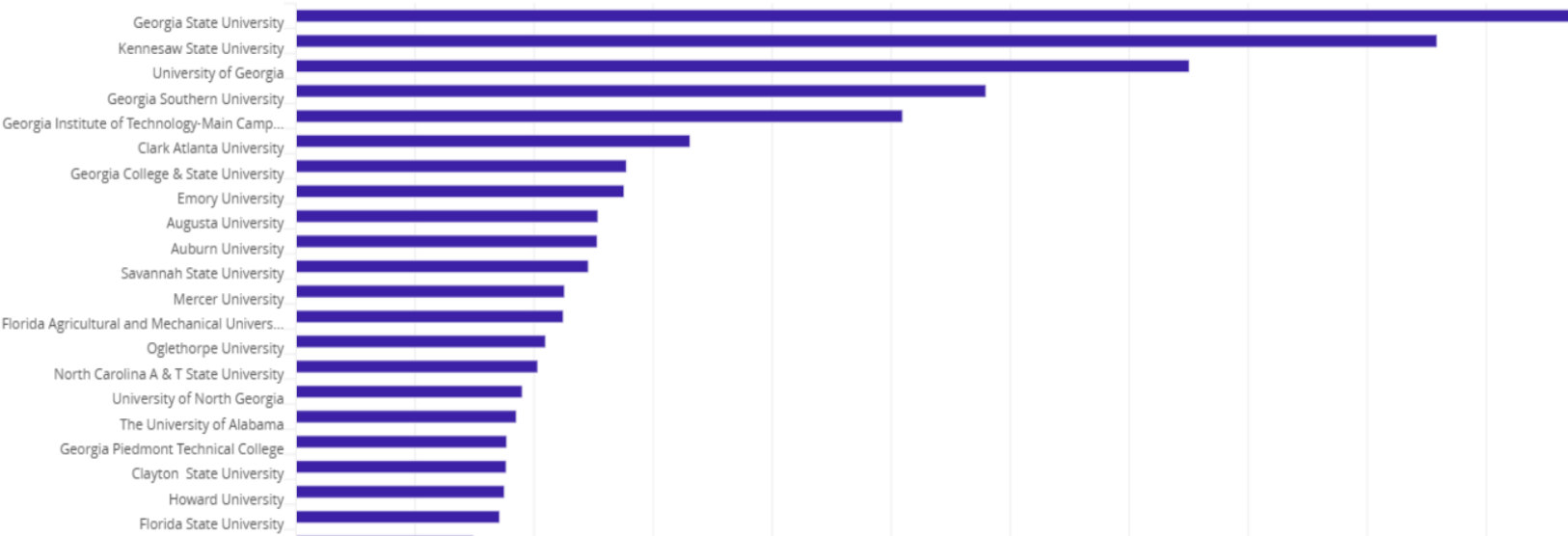
Reports 2.0 --> eDocs Usage Report



Data pulled 5/8/25

College Applications Summary

Reports 2.0 --> College Applications Report

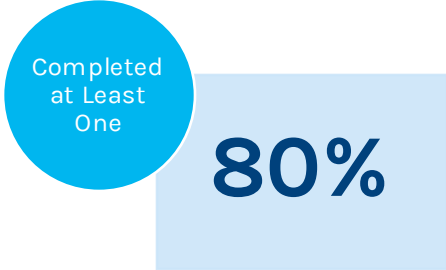


Top 5 Colleges Applied to:

- 1 Georgia State University
- 2 Kennesaw State University
- 3 University of Georgia
- 4 Georgia Southern University
- 5 Georgia Institute of Technology

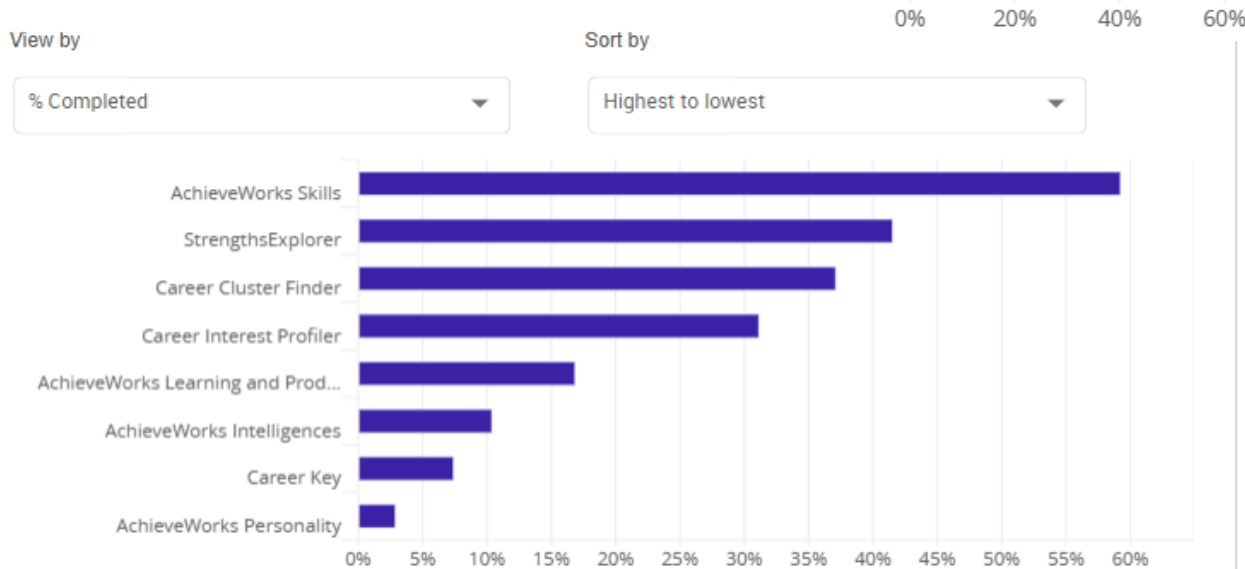
High School Self-Discovery Report Summary

Reports 2.0--> Assessment Status Report



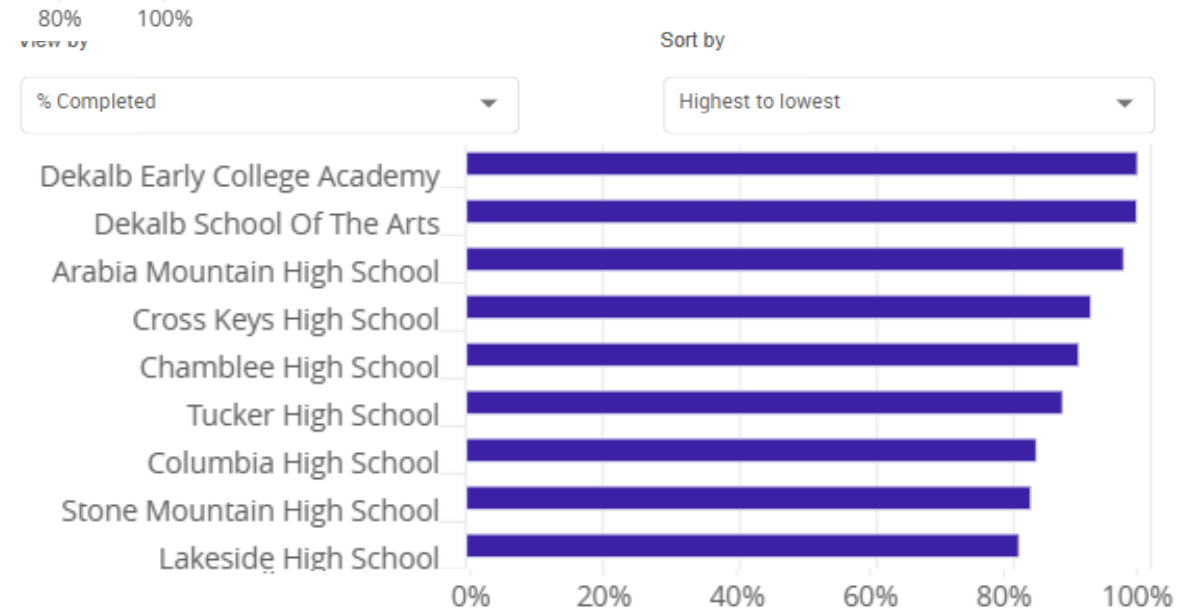
Assessment Status

Use the dropdown to view the percent of students who completed assessments, are in progress, or not started their available assessments



Assessment Status by School

Use the dropdown to view the percent of students who completed assessments, are in progress, or not started their available assessments by schools in the district



Middle School Self-Discovery Report Summary

Reports 2.0--> Assessment Status Report



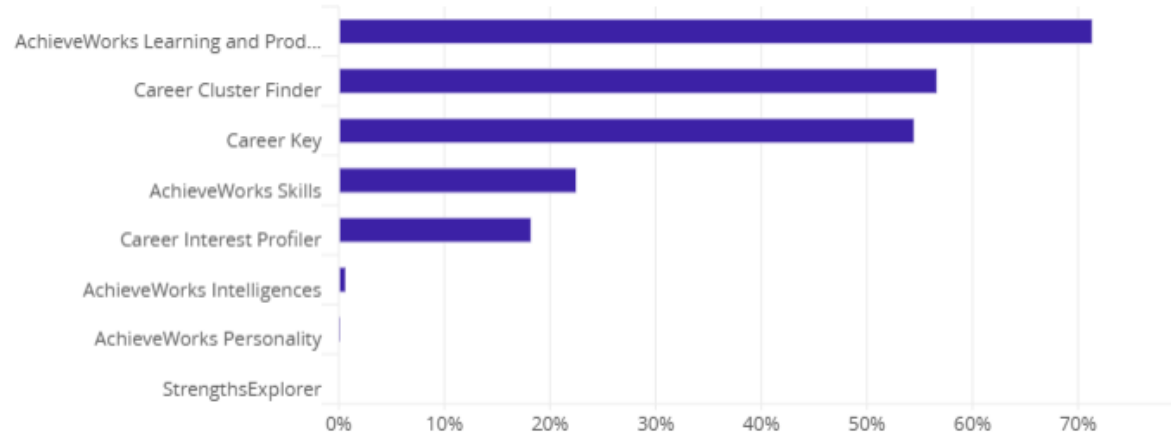
Assessment Status

Use the dropdown to view the percent of students who completed assessments, are in progress, or not started their available assessments

View by

Sort by

% Completed Highest to lowest



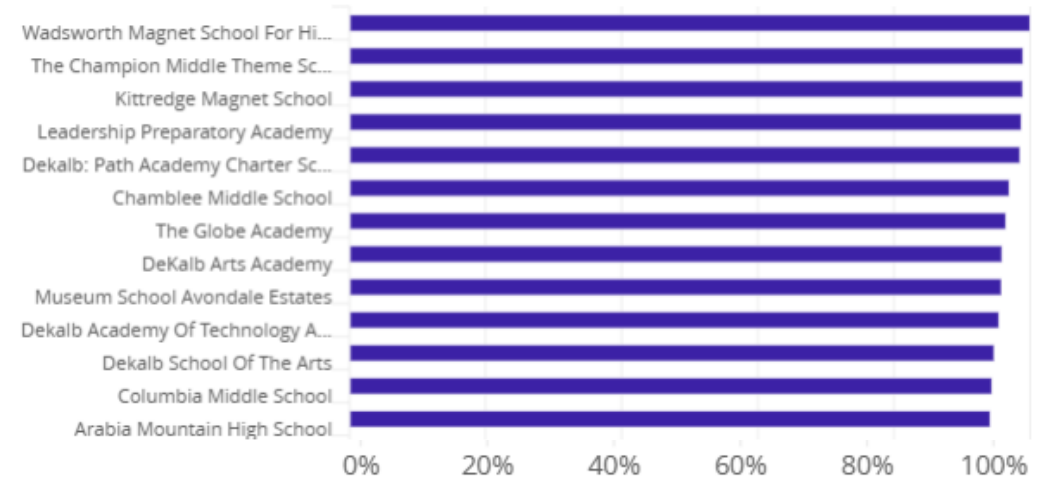
Assessment Status by School

Use the dropdown to view the percent of students who completed assessments, are in progress, or not started their available assessments by schools in the district

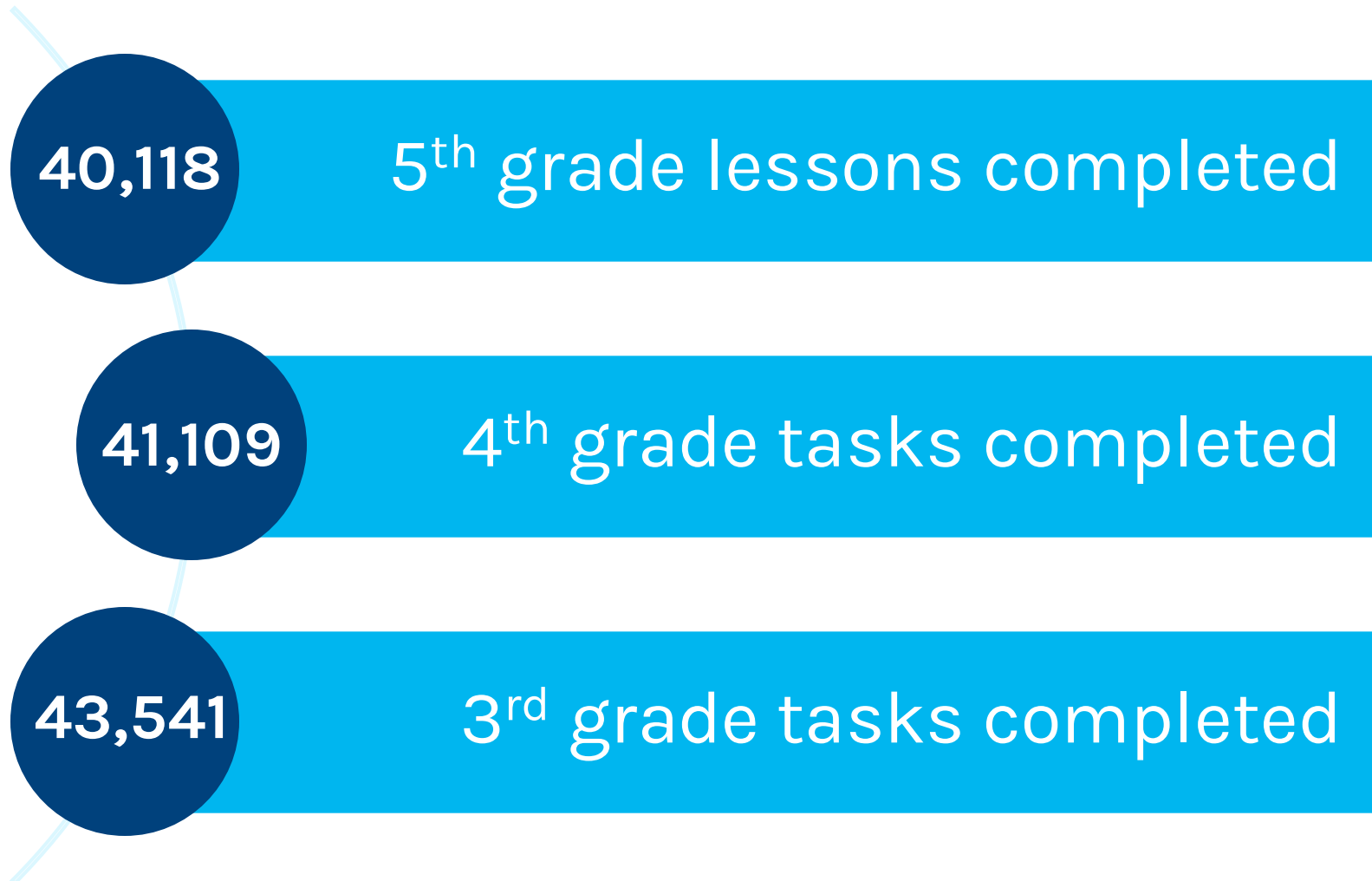
View by

Sort by

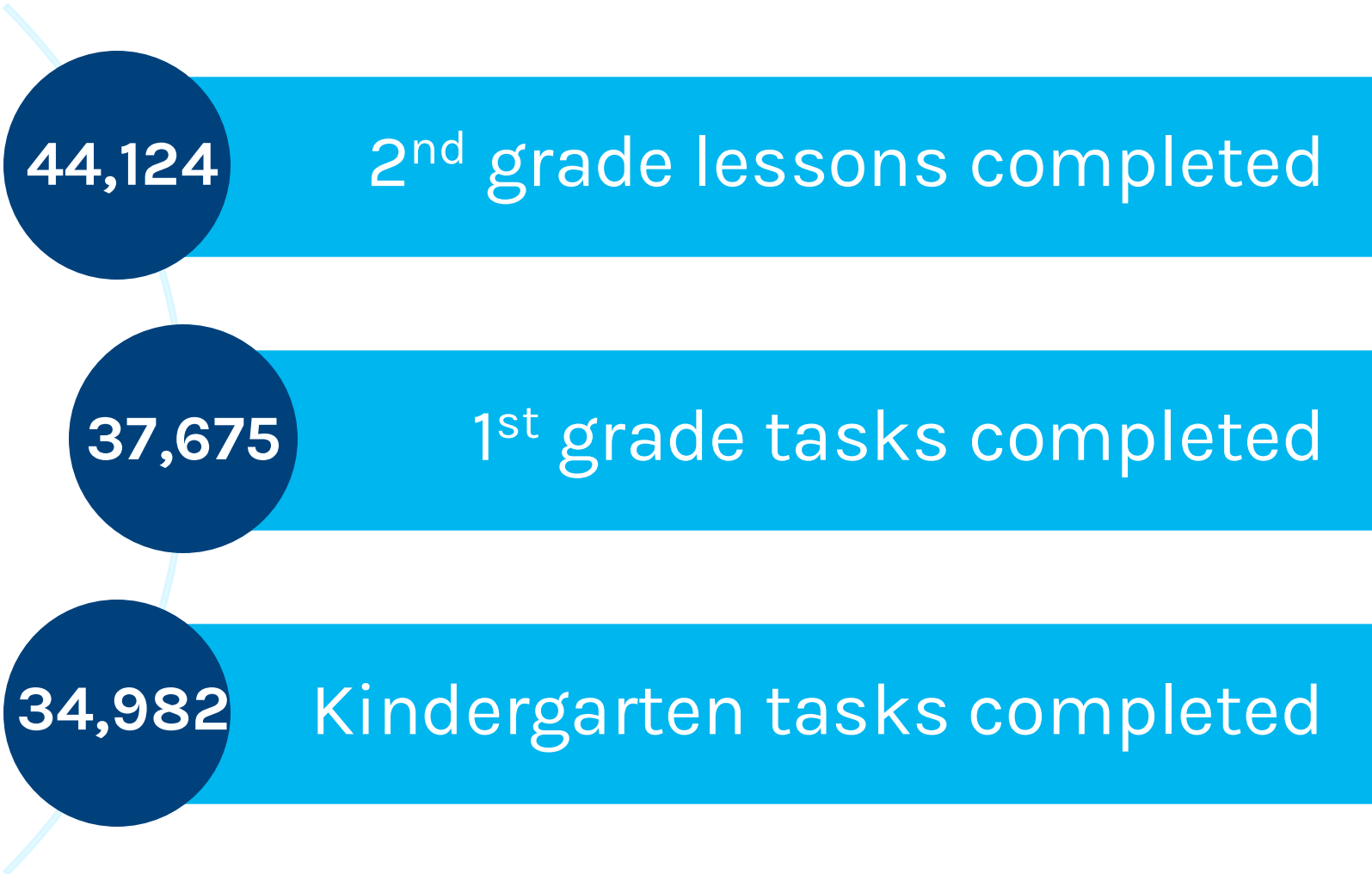
% Completed Highest to lowest



Elementary SEL Lesson Completion



Elementary SEL Lesson Completion

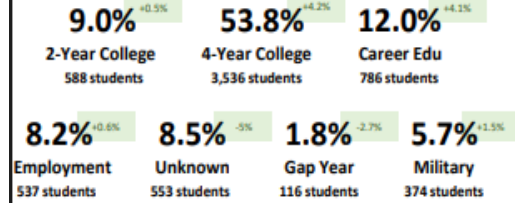


District Snapshot

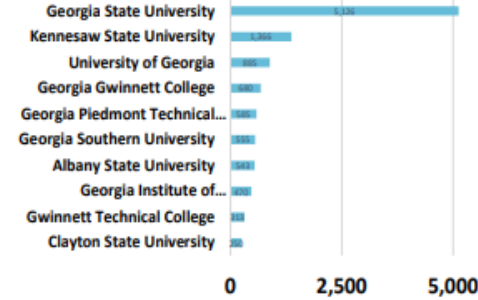
DEKALB COUNTY SCHOOL DISTRICT Class of 2025 & Beyond Post-Secondary Report



CLASS OF 2025 EOY HIGHLIGHTS Post-Secondary Plans

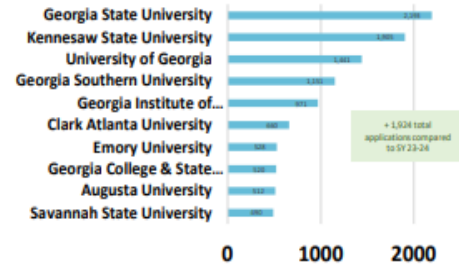


ALUMNI OUTCOMES HIGHLIGHT Top 10 Colleges Students Attend

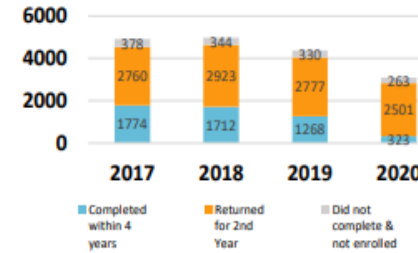


Top 10 Colleges

Top 10 Colleges Students Applied To



Completed College Degree Within 4 Years



Alumni Update

Class of 2025 College Scholarships

\$150,176,889
Dollars awarded

Top 10 Careers

- Actors
- Actuaries
- Administrative Law Judges
- Accountants and Auditors
- Aerospace Engineers
- Acute Care Nurses
- Advertising and Promotions Mgrs
- Agents/Managers of Artists
- Administrative Services Mgrs
- Aerospace Engineering and Ops

Naviance Student Usage

Naviance Student Usage

+ 34,620 total logins compared to SY 23-24

	Grade 12	Grade 11	Grade 10	Grade 9
Student Visits	81,569	18,771	10,028	17,607
Avg. Visit per Student	12.4	3.0	2.8	2.4
% Logged in >1	88%	65%	65%	68%

Top 10 Career Clusters

- Arts, Audio/Video Tech, & Comms
- Health Science
- Bus Management/Administration
- Marketing
- Human Services
- STEM
- Finance
- Agriculture, Food & Resources
- Law, Public Safety & Corrections
- Education and Training

What is Naviance?

Naviance is a comprehensive college, career, and life readiness tool used to help students align their strengths and interests to postsecondary goals and plans. High school students in DeKalb County Schools have access to their own personal Naviance account. Naviance gives students a personalized college and career planning tool. While students can browse and use Naviance at their leisure, they will also be guided through a series of activities (including the Class of 2025 Senior Exit Survey) with their high school counselors! Current and alumni student reporting data from Naviance was used to compile this infographic.

Student Login: Students can now access their Naviance account through CLEVER. Students are encouraged to visit CLEVER and click on the Naviance icon.
Parent/Guardian Login: Parents/Guardians can also access Naviance Student to view their student's college and career planning progress. Parents will need to visit their student's Naviance URL.



Snapshot also available for individual high school sites!

Personalized Education for Every Journey

2025 Naviance Roadmap Overview

2025



2025 Roadmap Themes



Work-Based Learning

Engage students in best-in-class work-based learning



Staff Modernization

Maximize staff's impact with modernized staff experience



Best-in-Class Student Experience

Personalize students' college and career exploration experience

Work-Based Learning

Connecting Education and Career

- **Partnerships between education institutions and employers** are crucial for preparing students with skills needed in the job market
- Work-based learning (WBL) can be a lever to **advance equity and economic opportunity** for young people
- **79% of high school students** would be interested in a work-based learning experience; **only 34% were aware** of any opportunities for students their age



Work-Based Learning: Partner Portal

Key Features:

- Staff able to **invite** employer network to join for free
- Ability for external organizations to **publicize and manage opportunities** for students to access
 - Reduces manual input for staff
- School/district **controls** which opportunities display in Naviance

PowerSchool - Partner opportunity hub

Overview
Monitor key opportunity metrics and notifications.

My opportunities	My engagements	Hours approved
24	15	500 in 2024-25

Notifications
You have 9 pending actions.

Hour approvals (5)			Contact requests (3)	Connection requests (1)		
<input type="checkbox"/>	Student	School	District	Total hours	Opportunity	Actions
<input type="checkbox"/>	Lise Robertson	Hoggard High school	Hogwarts School District	25	Web Master Intern	...
<input type="checkbox"/>	Cruz Yoder	New Hanover High	Hanover County District	25	Industry Site Visit Program	...

Opportunity Management

Key features:

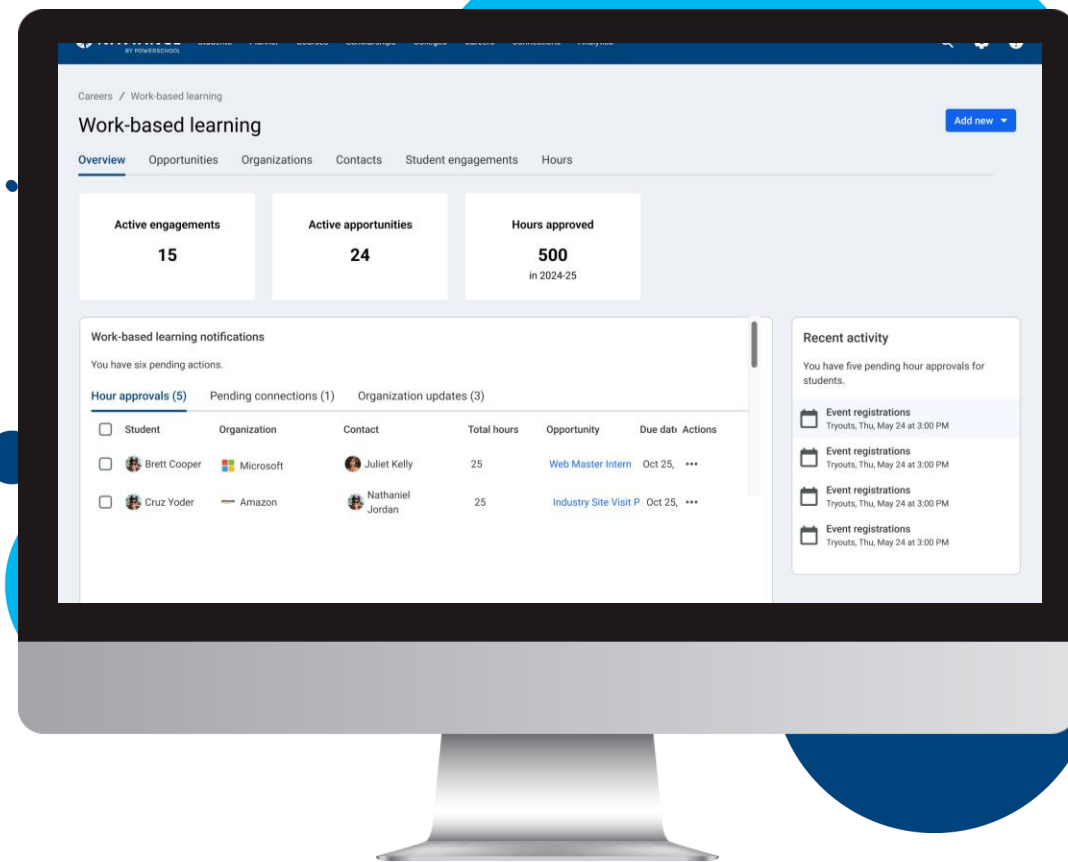
- New **opportunity categories** available in Work-Based Learning
 - More flexibility in types of opportunities posted
- Quickly **publish opportunities** shared by companies/ organizations in network
- **Document management** to meet state requirements

The screenshot shows a web interface for creating a new work-based learning opportunity. The page title is 'Work-based learning' with a back arrow. The main heading is 'New work-based learning opportunity'. Under 'Required information', there is a section 'Choose opportunity type' with five radio button options: 'Job shadowing and exposure', 'Work experience', 'Mentorship and guidance', 'Events', and 'Certification'. Each option includes a brief description and examples. Below this is a 'Title' field with a placeholder 'Make the title unique and memorable'. The 'Description' field has a rich text editor toolbar with options for bold, italic, underline, text color, background color, font size, bulleted list, numbered list, link, and image. At the bottom right of the form are 'Cancel' and 'Save' buttons.

Hours Tracking

Key Features:

- Ability for students to **track hours** for any activity
- Optional **approval workflow** for external student supervisor to capture digital signature
- **Reporting** on hours submitted by students



Staff Modernization

Maximizing Counselors' Impact

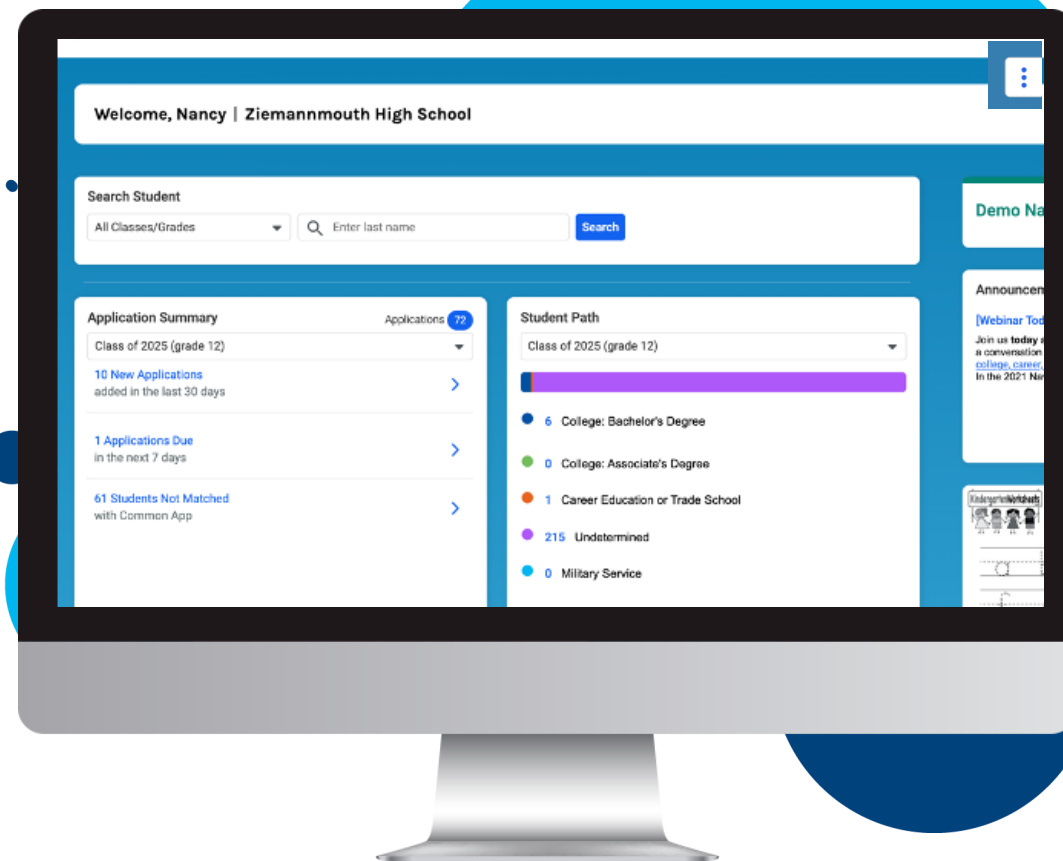
- ASCA recommends a 250-to-1 ratio of students to school counselors; **the national average was 376-to-1 for the 2023–2024 school year**
- When counselors have more time for direct student interaction, there are improvements in student outcomes such as **higher attendance rates, better academic performance, and increased college enrollment**
- **Students who met with their school counselor in high school were much more likely to apply for and receive financial aid, especially for students whose parents did not attend college**



Staff Dashboard Enhancements

Key Features:

- **Useful information** front and center to keep staff informed
 - Announcements moved to right of page, taking up less space
- **Understand** action items, helping users to quickly get work done in Naviance
- Ability to **explore new dashboard** for remainder of school year
 - **Automatic upgrade** to new staff dashboard will take place **summer 2025**



AI for Letters of Recommendation

Key Features:

- **Assistance** with a tailored letter of rec draft
 - Based on student achievements pulled in from Portfolio and brag sheets
- Will **mimic writing style** from other uploaded letters of rec
- **Customized** options for tone, length of the letter, and formatting for a polished letter

Letter of recommendation request details

Recommendation assistant [Generate with PowerBuddy](#) [Write manually](#)

Basic details

Student name
Racheal Geller

Pronouns
Select

Purpose of recommendation
Placeholder text

Relationship with student
Select

Acquaintance duration
Select

Additional anecdotes or details
Placeholder text

Available student information

Student anecdotes Portfolio Recommender information sheet Brag sheet student Brag sheet p

Additional details or anecdotes shared by student

I would like to apply for the 2 year computer science diploma at the Athenas College & Yonsei University and Brightw have demonstrated over the period of 3 years of High School.

- Have demonstrated leadership skills by taking up the position of school secretary at the school student council ar
- Have also been part of book club and debate team and represented my school at Inter High School Talent Meet.
- I submitted a rough draft of a research paper analyzing the major themes contained within "The Great Gatsby." Yc essay based on your recommendations. Ultimately I received an A- on the paper, which I believe was one of the hi
- In the group project where we researched and presented on an issue for the recent presidential campaign, I took o on-time and at a high level of quality. You asked us to rate each of our teammates, and the marks that I received v
- I volunteered to lead the class discussion on John Donne's "The Flea" which turned into a vigorous debate over the
- I served as a volunteer tutor in your class, working with several students after school to help them edit their paper

FAFSA Tracking

Key Features:

- Built-in **survey question** to capture student responses
- New **FAFSA Submission section** on *Colleges I'm Applying To* page for easy student updating
- **Insight** for staff from survey results (aggregate) or student folder (individual) to understand status

Naviance

Home Self-Discovery Courses Careers **Colleges** Planner About me

Colleges I'm Applying To

+ extended profile available

College	App Type	Deadline	Expected Difficulty*	Transcripts	Office Materials
<input type="checkbox"/> Richport Technical College	Regular Decision	N/A	N/A	No Request	Pending

College that I'm Attending:
 N/A

FAFSA Submission
 Have you completed and submitted your FAFSA application?
 Deadline for submitting FAFSA is **June 30, 2025**
 You may choose any of the following methods to file a FAFSA form

- Login in at fafsa.gov to apply online
- Download the complete the [FAFSA form](#), and mail for processing

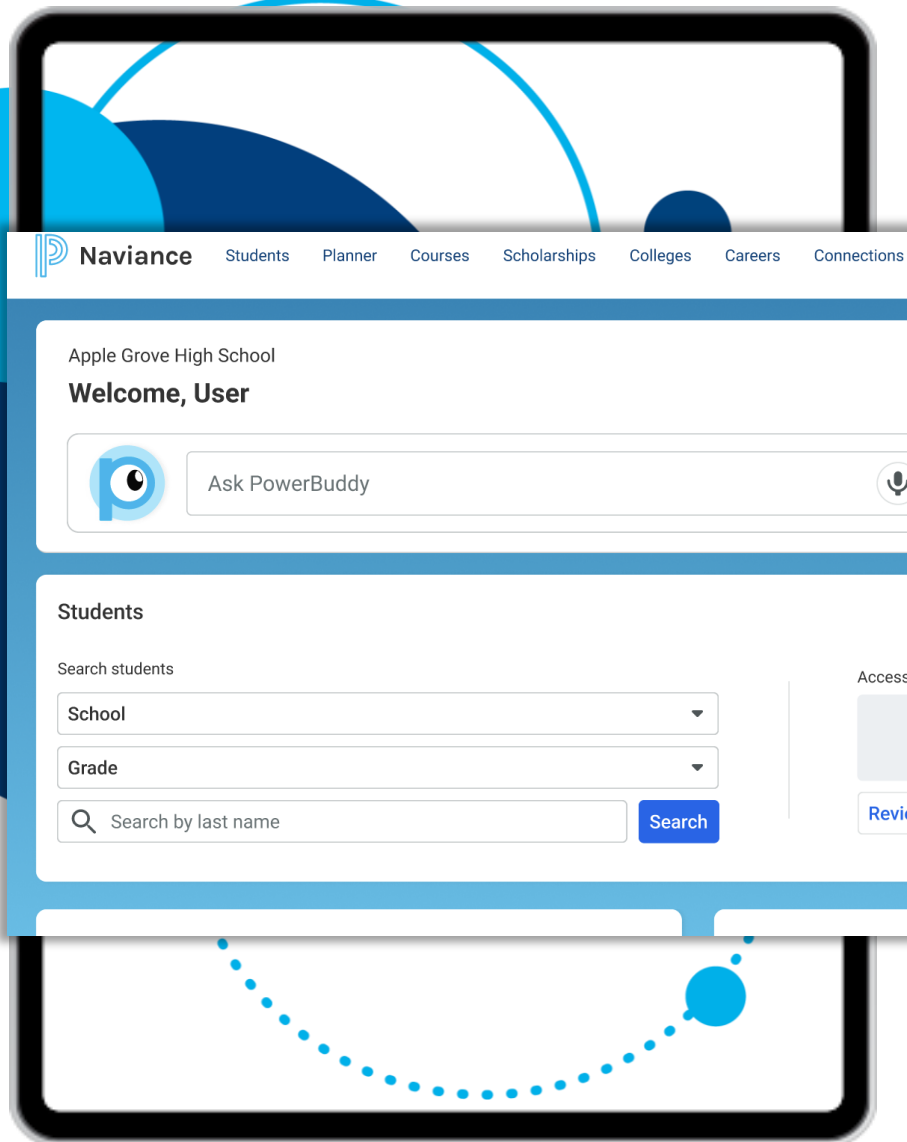
Letters of Recommendation
 Some colleges require letters of recommendation to be submitted with your application. Please visit the [letters of recommendation section](#), accessible from the main colleges page, for more information

Naviance DA Logout

PowerBuddy for Staff

Key Features:

- **Data analysis** to help better understand student engagement
- **Assistance** to ensure proper configurations
- Access to **how-to videos** and **navigation assistance** to get the most out of Naviance

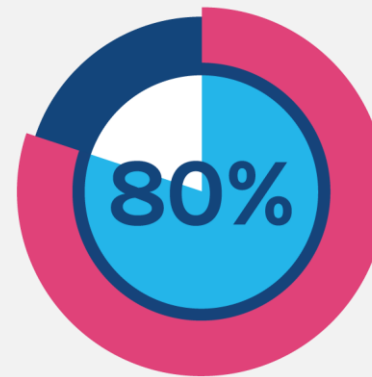


Best-in-Class Student

Personalizing Student Pathways

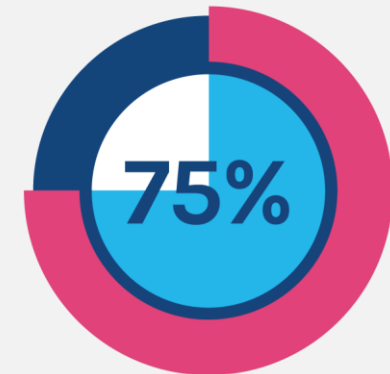
- Providing students with **personalized tools for career planning** can help them develop a strong sense of identity and direction
- Innovations, such as artificial intelligence (AI), can **help create personalized learning experiences that cater to individual student needs**, helping them engage more deeply with their learning and future planning

In the **2024 Naviance Student Survey**,



80% of surveyed students seek a career that aligns with their interests, and...

...**75% want a career** that fulfills a sense of meaning and purpose



PowerBuddy Enhancements

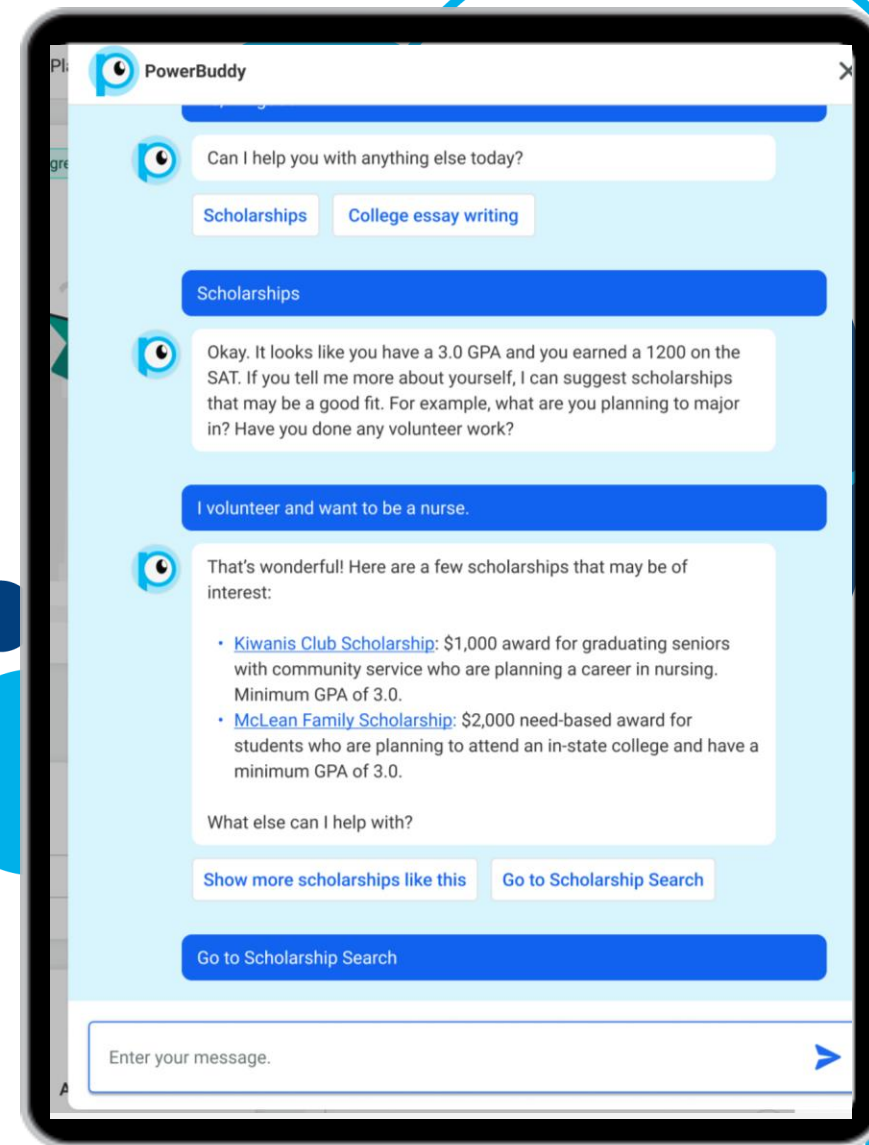
Key features:

Core

- Connect students with relevant **work-based learning** opportunities
- Surfacing **college visits** and **college events** when exploring a college

Enhanced

- Provide **scholarship** recommendations and assistance
- Upload district content to help **answer student** questions



Personalized Career Profiles

Key features:

- **Personalized highlights** on how career aligns with a student's career preferences and self-discovery assessments
- **Modern interface** with related RoadTrip Nation **videos** for enhanced engagement
- **Cross-linked information** on associated majors and colleges to consider
- User-centric **PowerBuddy prompts** to help answer additional career questions

The screenshot shows a career profile page on Naviance for 'Architectural and civil drafters'. The page includes a navigation bar with links like Home, Self Discovery, Courses, Careers, Colleges, Planner, and About me. The main content area features a video player, a 'Why it's for you' section with a path to a 4-year degree, and a 'Career Cluster' section. Below this, there are sections for 'General information', 'Salary', 'Education', 'Leaders', and 'Related careers'. The 'General information' section includes a summary, an overview, and a 'Current demand: High' section with a map showing demand in New Mexico and Ohio. There are also sections for 'What architectural and civil drafters do', 'Skills and knowledge necessary', and 'Technology skills'. The 'Salary' section is partially visible at the bottom.

Personalized College Profiles

Key features:

- **Personalized highlights** on how college aligns with a student's college preferences
- Roadtrip Nation **Alumni videos**
- **Cross-linked information** between majors offered by college and potential career options
- User-centric **PowerBuddy prompts** to help answer additional college questions

North Mountain State University
Atlanta, GA | Large city
4 year | Public non-profit | Very large college < 38,000 students

Favorite

Explore the campus now.

North Mountain State at a glance

Acceptance rate 51% In-state	Average net price \$36,630 \$0 - \$30K family income	Student retention 93% Students who return their sophomore year	Next deadline November 1 Early action
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Review all scholarships

Ask NMS's AI representative about this college

What is the day like for a student? Who graduated from North Mountain State?

Ask a question

Why it's for you

This college aligns with your [include matching traits] and matches your pathway of a 4-year college degree. Your GPA and ACT are below the accepted average but there's still time to improve that!

- Plan
4-year degree
- Career match
Offers majors that relate to 8 of your 10 favorite careers
- Interests and requirements
Matches your last SuperMatch search

Academic
GPA and ACT below accepted average

Matches your profile

More details on career match

Media
Photo gallery