



Get Schooled Intro - DCAN Lunch & Learn

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A Free, Digital Solution to Support Young People



Mission To help young people get to college,
find first jobs, and succeed in both.



About America's only FREE, all-digital college and first-jobs counselor

1 Million+ young people, ages 16-24

Designed for the needs of the underserved, but serving all students

Reaching students in all 50 states – urban and rural – with
disproportionate number Latinx, African American, and low-income

Engaged Student Metrics

National Engagement Numbers for the 2020-2021 School Year



Unique Website Visits **1M+**

Social Media Interactions **450K**

Pages of Educational Content Consumed **1.7M**

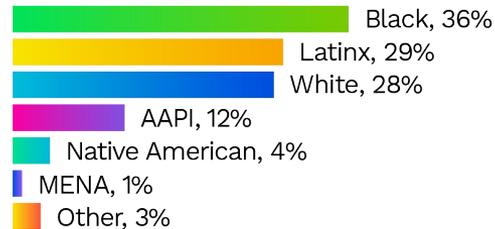
Video Content Views **1.1M**

Job Searches **40K**

Texts Sent by Young People **50K**



Student Demographics



First-Generation College Students



Students In Financial Need

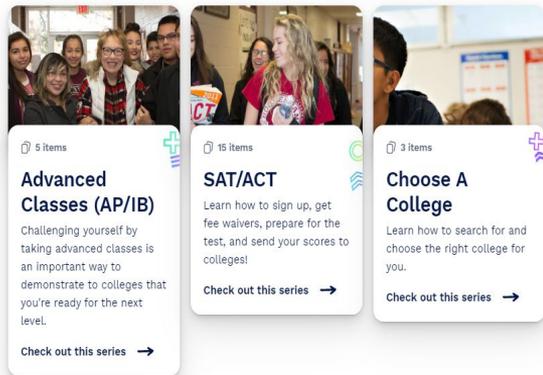


Our Formula for Supporting Youth



Get to College →

Find the information and support to help you on your path to college.



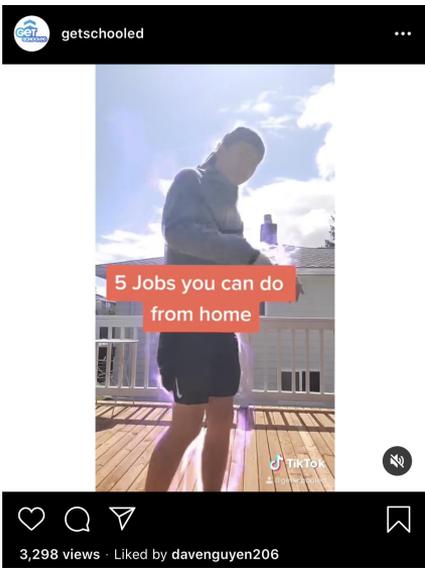
GS: Hey [name]! I know things are strained and uncertain right now due to COVID-19. Everything ok with you? I'm here for you & can help connect you to any resources you might need 😊

Angelica: Yes I'm fine but I would like to know about resources just in case

GS: That's what we're here for! What do you need help with? Internet, food, shelter, school?

Angelica: Just with finding food, my meal card got shut off

GS: check out this guide we put together - there are fortunately several options right now, including local food banks and mutual aid funds. getschooled.com/covid



Meaningful
Content

+ Personalized
Advice +

Powerful
Social

Informed by Research, Data and Best Practices

Three Journeys of Support



We combine research-based strategies & technology to support youths' three journeys.



Getting to College

Find the essential information & support to navigate into college.



Succeeding in College

Congrats! You're in college. Now let us help you master college's early challenges.



Finding a Job

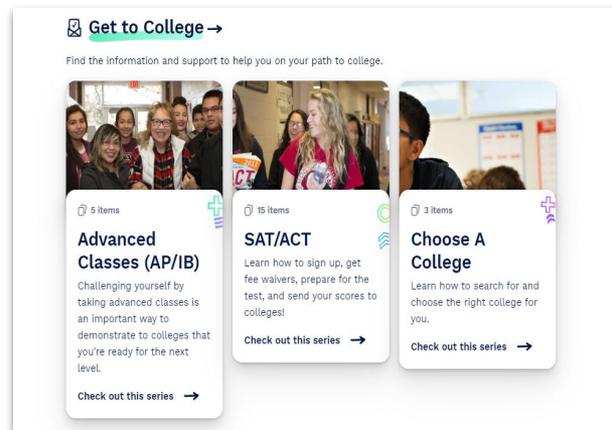
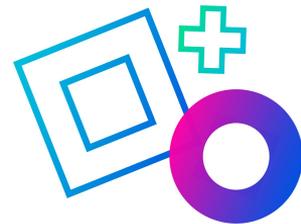
Use our tips, helpline, and job search tool to find and do well in your first job.

Website

- Accessible, mobile-first design
- User-centered, first-gen friendly
- Only relevant, research-based info. Not too much, not too little
- Content supports students' goals and helps solve specific problems
- Written in youth-friendly ways
- Always fresh, increasingly video
- Easy-to-find information backed by a powerful CMS
- Student-informed content



Mobile



Desktop & Tablet

Social

A powerful vehicle to connect with + motivate youth. Our engagement strategies include:

- Relevant & Digestible Content
- News & Updates & Scholarships
- Fun & Engaging Trends
- Hope & Encouragement
- Youth-centric brand
- Video
- These TikToks have ~25K views!



Check out our social media presence by clicking on the icons below!



Personalized Support Through Texting



Texting is a powerful tool to personalize engagement. We use an impactful, smart mix of AI and real humans. Here's how we help students persist via text:

- **Connecting:** building relationships through meaningful, personalized exchanges
- **Sharing:** research-based, best-in-class resources that nudge and supporting students
- **Advising:** financial aid, college decisions, and more recently housing, food, and other COVID-related support

18,910
Youth
Subscribed

5,694
Personalized
Sessions

18,218
Website clicks
from text

National engagement numbers for the 2020-2021 school year



Resources & Support to Help Students Achieve their Post-Secondary and Jobs Goals

- Free College Essay Review
- Free College + Job Advisors
- Free Resume Review

Helping Youth Find, Succeed & Upskill in their First Jobs



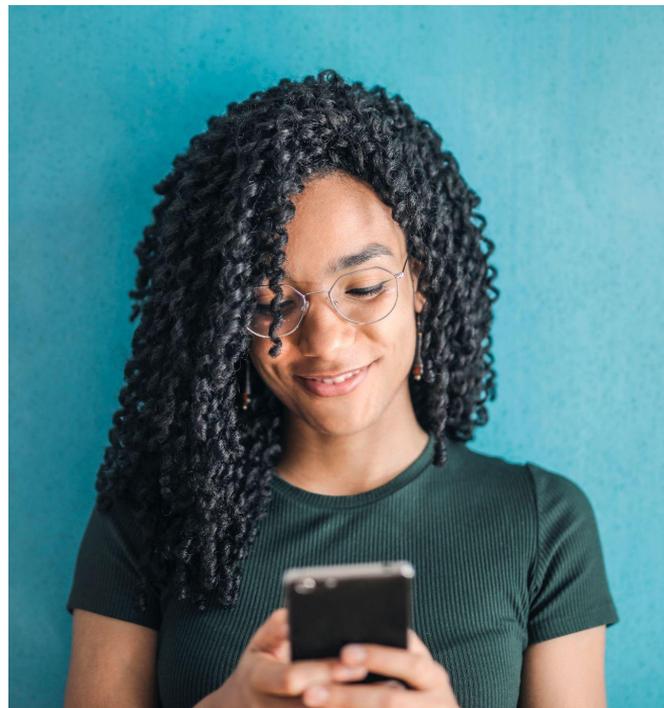
Young people need help finding a job, preparing a resume, acquiring new skills, and building a network. Get Schooled is equipped to help BIPOC youth on their path to finding, succeeding and upskilling in their first jobs:

- **Free Resume Help:** Youth can secure help creating a resume, and will receive actionable feedback and advice from a trained job advisor.
- **Youth-Centered Job Search Tool:** Designed to make it easier for young people to find entry-level jobs near them.
- **Job Tips & Career Advice:** Individualized job help from trained advisors, plus content about the latest job and employment trends.

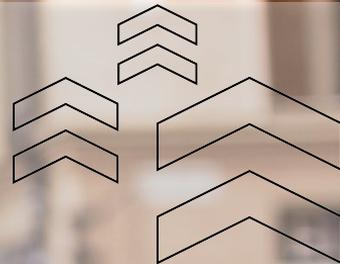
GET SCHOOLED

Join our Educator Community!

Join to receive access to free student-friendly resources, learn about our student support opportunities, and connect to our national network of like-minded educators.



Join Today



**Looking for partners in
Detroit to provide
input/feedback on
resources.**

Email:

**sean.morrin@getschooled.com
if you're interested!**