



## DRIVING STUDENT SUCCESS FROM ENROLLMENT TO RETIREMENT

### QUICK FACTS

PathwayU uses predictive science to help students converge purpose and passion to drive degree completion and career success. We are an education and career planning platform that guides students to optimal career pathways, resulting in increased persistence, GPA, graduation, and career placement.

**12** years of R&D

**24+** months in the market

Over **100** Clients

University of Delaware  
Montgomery Community College  
University of North Carolina Charlotte  
High Point University  
Calvin College  
Gary Comer College Prep  
Ashland University  
St. Mary's University  
Oral Roberts University  
Miami University  
Youngstown State  
Benedictine University

PathwayU recognizes that more Americans are going to college than ever before, but students face unprecedented challenges.

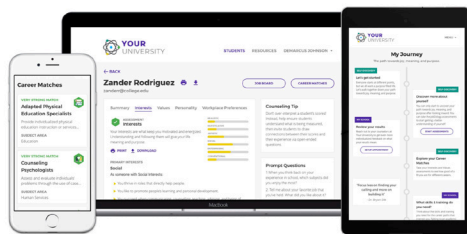
**Over 44 million Americans collectively hold more than \$1.4 trillion in student loan debt and only 54.8% of students graduate in six years.**

In order to turnaround these tragic statistics, PathwayU:

- **Guides students through measures of fit toward purpose and meaning** in their education lifestyle.
- **Increases recruitment engagement** resulting in higher yields and lower summer melt.
- **Increases program retention** creating increased graduation rates and received tuition.
- **Increases academic performance** improving outcome statistics.
- **Connect students with sustainable lives** as a result the education you provide them.
- **Enhances career placement rates** improving your brand in the workplace world.
- **Provides support for alumni** considering ongoing education and career change.

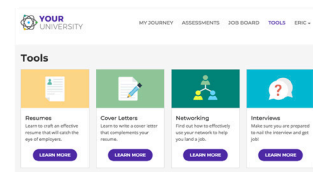
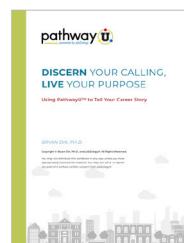


# Validated Science and Proprietary Methodologies

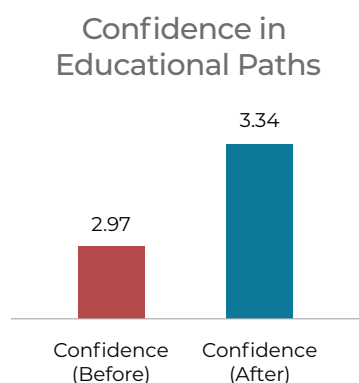


At PathwayU, we offer a platform for use across the entire student life cycle. Our company is built on patent pending predictive science developed by university professors to guide students to their purpose and calling. The science is founded on proven research and supported by real outcomes.

PathwayU is education destination focused. We implement wrap-around career tools which move the student from assessment to action. This proven system of **“DISCOVER, MODEL, CONNECT”** enables students to discover where they will find the most meaning and enjoyment in their education and career paths. During the model phase, students explore difference paths, and finally they make connections to degree programs, actual employment opportunities, and careers.



## Significant Improvements to Retention and Outcomes



Students who use PathwayU have significantly higher cumulative GPAs than non-users. **In 2015, the difference between PathwayU users and non-users was .59 grade points, and in 2016 it was 1.0 grade point.**

Longitudinal research on the implementation of career interventions, including assessments and online programming designed to help students develop vocational identity, shows that intervention participants had **8% higher 1-year retention rates, and 15% higher 4-year retention rates**, than non-participants.

## Our Clients Will Tell You

**PathwayU is a single platform that spans all parts of the education journey.** We enable richer connections with students regardless of their current year of attendance. Our online platform is a complimentary overlay to current counseling efforts and processes you already have. Let us help you with one simple system that can be used by all departments and counselors and eliminate any fees you pay for other disconnected services and tools.

**jobZology®** *The Science Behind Careers That Fit*

1220 S. College Ave., Suite 200

Fort Collins, Colorado 80521

970.222.7636

