



Monica Morrell  
General Manager, Naviance  
Hobsons

3033 Wilson Boulevard  
Suite 500  
Arlington, VA 22201

To Whom It May Concern:

Naviance, Inc. develops, supports and is the sole source for purchasing Naviance services. Naviance is a college and career readiness platform that connects academic achievement to postsecondary goals. Its comprehensive college and career planning solutions align student strengths and interests to long-term aspirations, improving student outcomes and connecting learning to life.

The solution enables schools and districts to build personalized learning plans for students that align with college and career readiness objectives. Naviance includes unique technology, subject to trademark and copyright protection, and is the only solution of its kind on the market that:

- Offers a holistic, customizable approach to college and career planning for students in grades 6-12;
- Enables school and district staff to create personalized postsecondary plans that link students' skills and areas of interest to their college and career goals;
- Provides automated reminders to students of pending college and career readiness tasks;
- Fully integrates with Clever to enable single-sign on to Naviance from the Clever dashboard for students and staff;
- Includes over 3,500 videos of leaders discussing how they overcame obstacles to achieve unique goals from content provider Roadtrip Nation;
- Offers Gallup's StrengthsExplorer® assessment for students in grades 6-10;
- Provides a mobile app for students that syncs with Naviance and allows students to communicate with counselors from an iPhone or iPod touch;
- Works in collaboration with the National Student Clearinghouse to allow schools to access the Clearinghouse's StudentTracker data directly through Naviance to measure the college retention and graduation rates of their alumni;
- Provides electronic document and transcript delivery services for the largest number of participating colleges (currently more than 2,000) of any college and career readiness platform, and the only full integration with The Common Application®;
- Allows schools and districts to send e-mail messages to students based on the completion of tasks;

- Offers the Naviance College and Career Readiness Curriculum, a blended learning experience that helps students develop critical college knowledge and non-cognitive skills;
- Offers game-based Naviance Test Prep for ACT WorkKeys™, ACT®, SAT®, and Advanced Placement® courses leading to a 16% average score improvement when used regularly;
- Includes a rich-media authoring environment for tasks and programs that foster high student engagement;
- Includes a progress-monitoring dashboard to identify students failing to meet key milestones;
- Integrates Do What You Are®, Learning Style Inventory, MI Advantage™, and Career Key™ assessments into customized student learning plans;
- Allows counselors to track and report their time at work in line with the ASCA National Model®;
- Includes proprietary SchoolSync™ technology, subject to copyright, allowing automated data exchange between Naviance and virtually any third-party student information system;
- Tracks state assessment scores and exhaustive standardized test results (e.g., HSPT®, SSAT, TerraNova™, TOEFL®, International Baccalaureate®, Advanced Placement®, SAT®, PSAT®, ACT®, and historic PLAN® and EXPLORE® scores);
- Supports an unlimited number of user roles and customizable permissions to secure access to student data;
- Supports single sign-on and delegated authentication to users via LDAP and Active Directory®;
- Incorporates a proprietary College Power Score™ to measure the rigor of each students' course history and plans;
- Includes intelligent, user-customizable surveys that can be pushed to users based on multicriteria search to direct students and parents to surveys without requiring sign-in;
- Supports group e-mail to students and/or parents with targeting based on multi-criteria search;
- Provides specific interfaces to the Naviance student and family portal, Family Connection™, that can be customized for grades 6-12, alumni, and parents;
- Includes exclusive access to the Naviance Marketplace, an eco-system of additional solutions that integrate with Naviance and/or offer special pricing to Naviance customers.

Naviance, Inc., a subsidiary of Hobsons, is a Delaware corporation headquartered in Arlington, Virginia. The company's federal tax identification number is 20-4027223.

Yours truly,



Monica Morrell  
General Manager, Naviance  
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