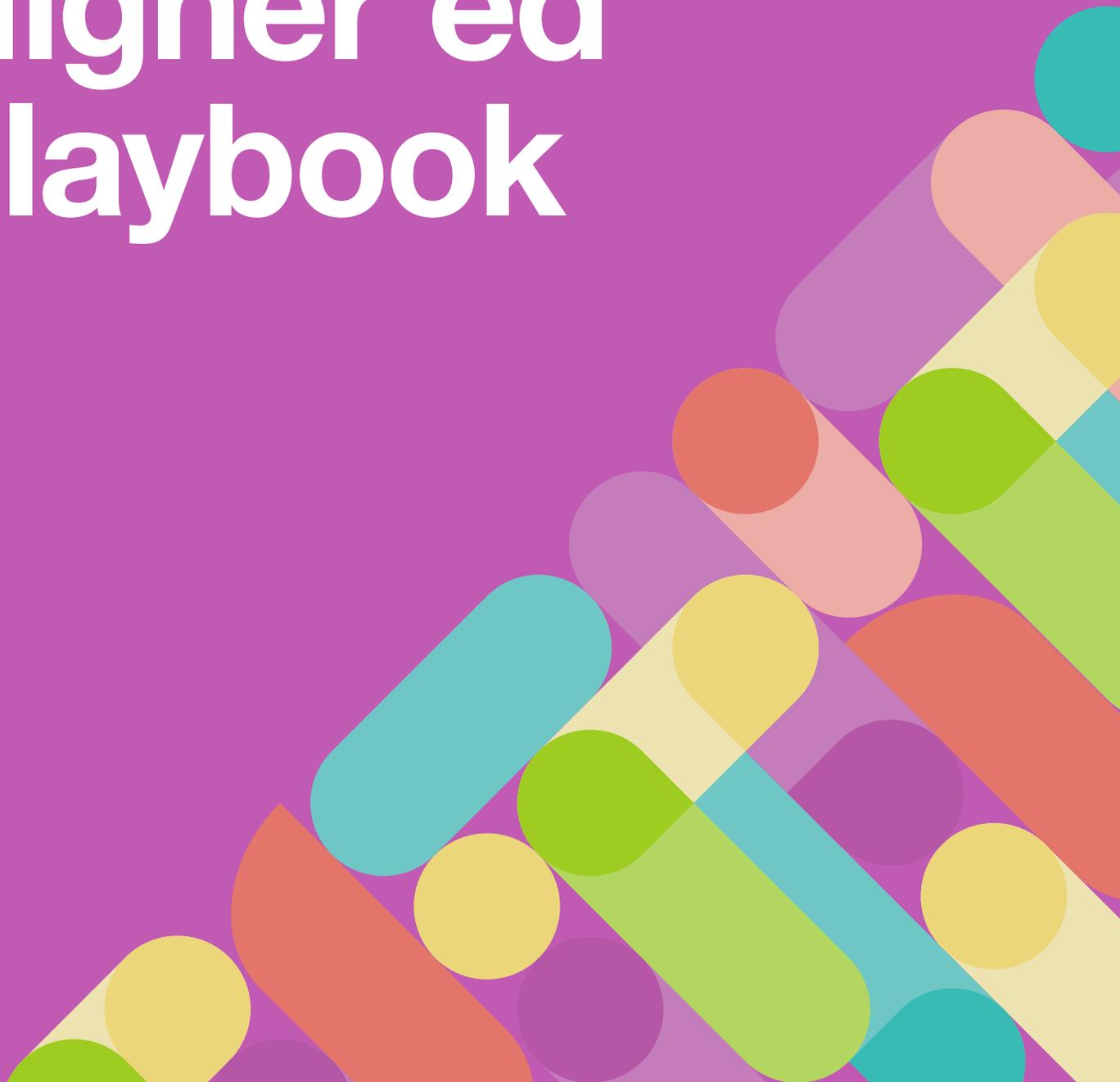




Higher ed playbook



Recruit students for success

Establish your commitment to supporting student success in every stage of the recruitment process.

Use case #1: High school outreach

Cultivate relationships with feeder high schools (and their juniors and seniors) by providing a high-impact opportunity for college and career planning sponsored/curated by your institution.

- Collaborate with administration/counselors to give students the opportunity to complete the YouScience Discovery brain games during the school day.
- Deliver onsite opportunities within the classroom or 1-1 to help students apply their results to planning for college.
 - Help students explore best-fit careers and majors based on their results.
 - Form a substantive rapport with students and build trust with counselors.

Use case #2: Host a career and program exploration event

Engage prospective students by providing a high-value experience to explore best-fit careers and majors. This demonstrates your commitment to their success and fosters positive relationships with students and parents.

- Provide students with an activation code before the event to complete their Discovery brain games to receive their personalized results.

- Engage students in a workshop to apply their results to career and major pathway exploration.
- Engage student ambassadors to share their YouScience experience with prospective students.

Use case #3: Include Discovery as part of yield strategy for deposited students

Include Discovery as a high-impact student engagement strategy during the spring and summer.

- Send activation codes to deposited students as part of demonstrating your commitment to their success.
- Offer workshop opportunities to help students apply their results to career and major pathway exploration and/or validation before they meet with an advisor/register for courses.
- Engage parents as part of this “preboarding” activity in supporting their child in planning for their future in college and beyond.

Onboarding students for success

Establish your position in supporting student success in every stage of the onboarding process.

Use case #1: Preboarding engagement for deposited students

During summer, use Discovery as a high-impact student engagement strategy to help students prepare for registration and/or freshmen-experience programming.

- Send activation codes to deposited students and ask them to take the Discovery brain games to prepare for a successful onboarding process.
 - This demonstrates your commitment to their success.
- Offer workshops opportunities to help students apply their results to career and major pathway exploration (or validation) before meeting with an advisor/register for courses.
 - Creates confidence in major selections and solidifies a strong sense of purpose for their education.
- Engage parents with communications, so they can support their child in planning for a future in college and beyond.

Use case #2: Student orientation and/or freshmen student experience programming

Incorporate opportunities during onboarding to build confidence, a stronger sense of identity, and enable meaningful career exploration and goal setting.

- Send activation codes before orientation or dedicate time during orientation for students to complete the brain games.
- Work with students to apply their results to career and major pathway exploration (or validation).
 - Facilitate small group discussions of Discovery results to further build relationships with new peers.
 - Identify opportunities for campus involvement and experiential learning.
 - Utilize results to facilitate goal-setting discussions.

Use case #3: Support and guidance for undecided and uncertain students

Give your undecided and uncertain students a high-value experience to connect with and explore best-fit career and major pathways. (Same use case as above.)



COURSE INTEGRATION PLAYBOOK

Include YouScience as part of a course

Use Case #1: First-year students

Utilize Discovery in **first-year experience courses** to:

- Create a shared experience for students to strengthen their sense of identity and confidence.
- Build self-awareness.
- Connect natural talents and interests to best-fit career opportunities.
- Create a springboard for goal setting for educational and employment journeys.
- Identify best-fit opportunities for campus involvement, experiential learning, etc.

Use Case #2: Undecided students

Utilize Discovery in **courses for undecided students** to:

- Identify the overlap of aptitudes and interests, bridging students to purposeful major and career options.
- Create added meaning and purpose in their educational path; connecting it to employment in their best-fit career.
- Identify goal setting techniques that fit student's innate timeframe orientation to promote focus and motivation.

Use Case #3: Upper-level students

Integrate Discovery into **upper-level capstone courses** to:

- Increase confidence and ability to articulate strengths and skills.
- Empower students through the process of crafting resumes and elevator pitches with tailored language that accurately describe individual abilities and approach to work.
- Lead students through mock interview exercises tailored to their chosen career to increase preparedness.

Contact our higher ed team to learn more at youscience.com/contact