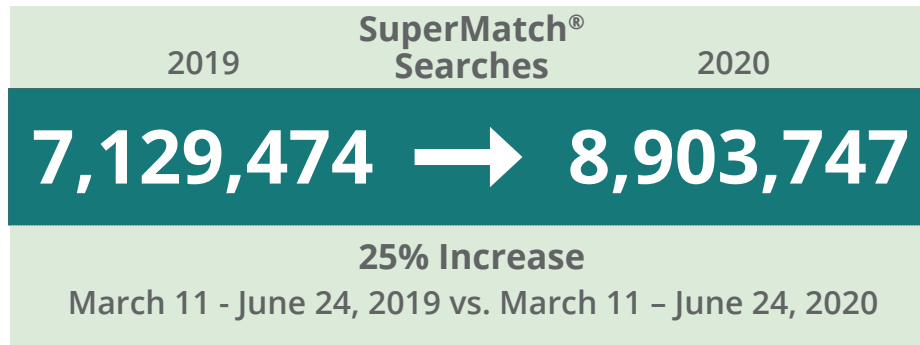






College Search From Home: The COVID-19 Effect In Naviance



Since students began distance learning due to COVID-19, the college search and planning process has shifted. To fully understand its impact, Naviance analyzed the year-over-year trends in utilization related to that process. These trends show the positive impact that Naviance has in guiding students through this challenge.

Overall, students are increasingly searching for information about colleges to ensure they're making the right decision for themselves. Below are some highlights of Naviance usage data.



	 Scholarship Searches	 College Majors Searches	 Location-Based Searches	 College Costs Searches
2019	691,778	67,426	50,947	13,344
2020	1,016,822	121,517	102,243	52,208
	47% Increase	80% Increase	101% Increase	291% Increase

Takeaway: The increased awareness in searches on scholarships, majors, location, and costs begins to show the impact the pandemic is having on students' decisions. Families are seeing increased financial pressures prompting more scholarship and costs searches, and students are reconsidering college location to stay closer to home. Students are also looking towards the future and exploring more options for majors as they reassess their career interests.

	 Transcript Requests	Takeaway: Students might be broadening their options and applying later in the cycle causing an increase in transcript requests.	 Colleges I'm Applying to Page Visits	Takeaway: Students are increasingly visiting their college application list since they're contemplating their decision more than usual.
2019	86,936		1,908,461	
2020	119,953		2,268,170	
	38% Increase		19% Increase	