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TOP SPONSOR

The logo for SCOIR, featuring the word "SCOIR" in a bold, blue, sans-serif font. The letter "O" is stylized with a blue infinity symbol.

Learn more

SCOIR was founded on the belief that students are more than their SATs and GPAs, and they are leading a revolution to transform the college admissions process from a short-term, quantitative transaction to a long-term, qualitative engagement. SCOIR enables students to showcase their talents and individuality through digital profiles while searching for colleges that best suit their interests. In addition, SCOIR provides an interface for parents so that they may become a part of the search process. Financial calculators are available to help assess and compare the costs of colleges, and parents can even recommend schools that they think their student may be interested in. The platform also allows counselors and teachers to send recommendations, transcripts and additional documents efficiently, with convenient scheduling and messaging programs, so they have more time to focus on their students.

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The logo for nonfiction., featuring the word "nonfiction." in a bold, brown, sans-serif font.

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Nonfiction is a brand and design consultancy in Worthington, Ohio. We believe in a world that is less complex, more honest, and more intelligent. A world with less noise and more meaning. We help companies, schools, and cultural organizations act, look, and sound simpler and smarter. Our work merges the rational and the emotional to create brand strategies and identities, graphic design, environments, and websites. We ask questions. We think. We create. And always in that order. Only after we understand the challenge do we put pen to paper to create the solution. Tomorrow will be defined by those who look forward. Our clients are dreamers. Entrepreneurs. Change-makers. They explore possibilities and what-if's. They aren't afraid of stepping into the unknown. They want to create the future, not just exist in it. So let's roll up our sleeves and get to work.

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The logo for myOptions, featuring a stylized orange owl icon to the left of the word "myOptions" in a teal, sans-serif font.

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Part of ACT / NRCCUA, **myOptions™**, a non-profit education organization, is the nation's largest free college and career planning program. Through its specialized platform, myCollegeOptions®, it offers free assistance and valuable resources to millions of students, their parents, and high school faculty and staff nationwide. These programs provide high school students essential access to postsecondary opportunities, career development programs and the tools and resources they need to succeed. For more information, please visit www.myoptions.org.

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The logo for ACT, featuring the letters "ACT" in a bold, blue, serif font with a red swoosh under the "A".

Learn more

ACT is a mission-driven non-profit organization dedicated to helping people achieve education and workplace success. We are trusted as a national leader in college and career readiness, providing high-quality assessments grounded in nearly 60 years of research. While millions of individuals take the ACT test each year, that's just one aspect of our work. From elementary school through career, ACT offers individuals a uniquely integrated set of solutions designed to provide personalized insights throughout their life.

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ACT® | NRCCUA® is an educational data science & research organization serving over 1,900 higher ed institutions. Through Encoura™ Data Lab, the company combines data science, advanced analytics, research, & predictive modeling so institutions can meet their enrollment goals & improve student success & outcomes.

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Capture Higher Ed is the world's best at using data and technology to attract, engage and recruit mission-fit students. Leveraging demographic, socio-economic and behavioral data, Capture delivers valuable insights for more effective and progressive student recruitment. Its algorithmic approach maximizes meaningful engagement with students at the most influential times, providing a better ROI to its partner institutions. Capture's proprietary technology is built for enrollment professionals, with highly customizable, on-demand data to easily measure outcomes in real-time. Headquartered in Louisville, KY, Capture has served over 75 higher education institutions and been recognized by Inc. 5000 as a fastest growing U.S. company.

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Carnegie Dartlet is the only communications firm in the world that generates unprecedented human connection through the integration of groundbreaking research and strategy, inspiring creative, comprehensive demographic and household data access, lead generation, and cutting-edge digital tactics. Our 35-year legacy of success delivers insights and outcomes that leave organizations, teams, and individuals significantly better for having invested in us. Our mission is rooted in advancing The Science of Human Connection®, always pressing forward to drive transformation and demand disruption. Carnegie Dartlet's core philosophy fuses the principles of human psychology with marketing communications innovation, connecting individuals, teams, stakeholders, and organizations to address your challenges and advance your goals. We believe in building exceptionally committed, long-lasting relationships; earning your trust; and igniting enthusiasm for whatever challenge is at hand. We are innovators. Changemakers. Pacesetters. We set the bar high—and we know how to deliver. We are Carnegie Dartlet.

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College Bound Selection Service (CBSS) is one of the leading providers of full-profile student search data in the country for college admissions recruitment and outreach. CBSS provides highly effective and responsive student data to many of the private and public universities and colleges, as well as agencies across the nation with student prospects ranging from 7th grade to 12th grade. In addition to high school data, CBSS also provides prospects for Transfer, non-traditional (adult learner/grad-level) student data, as well as Active Duty Military/Veteran prospects interested in higher education. CBSS also provides IP-targeted digital display ads to provide lift when used with concurrent direct mail and email outreach campaigns. For more information or for a no-cost count, contact us at 816.318-4441 or contact@cbssearch.net.

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CampusLogic transforms the way higher education delivers student financial services with the first—and only—unified platform. Easy. Mobile. Personalized. By removing barriers from the student finance journey, our platform helps schools increase accessibility to education, reduce student borrowing, and drive completion. Schools can fully support students from college search to graduation, enabling them to understand the true cost of college early in the enrollment process, match to relevant scholarships, complete critical financial aid processes, and access easy-to-understand, digital award letters.



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BYU Independent Study offers affordable online middle school and high school courses and curriculum. Instructors can blend the online curriculum in their classroom, or students can take individual courses to meet their specific needs. AP, honors, world language, and low-cost credit recovery courses are available anytime of the year. Our courses invite high quality learning through multimedia, video, animation, and interactive labs. Students can start their course immediately after registering online or by phone. Certified proctors or local testing centers administer the final exam, and most educational institutions accept transferred course credit. The new online curriculum product, BYU High School Suite, provides schools with more high quality, accredited options. Schools have more control over the course and can use the online curriculum in the classroom for original credit or for credit recovery. With our online platform and customizable content, schools can maximize resources and create a quality-learning environment.



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A leader in education technology, **Hobsons** helps more than 15 million students to identify their strengths, explore careers, match to best-fit educational opportunities, create academic plans, and reach their education and life goals. More than 13,000 K-12 and higher education institutions partner with Hobsons and leverage our expertise and our solutions -- Naviance, Intersect, and Starfish -- to improve college and career readiness, college recruiting and admissions, and higher education student success to support millions of students.



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Ohio's 529, CollegeAdvantage is a college savings plan that enables families to save and invest in a tax-advantaged college savings plan to fund future qualified higher education expenses of a beneficiary. CollegeAdvantage accounts can be established by parents, grandparents, other family members or friends. Ohio's 529 Plan, CollegeAdvantage, is offered and administered by the Ohio Tuition Trust Authority, a state agency under the Office of the Chancellor of the Ohio Department of Higher Education. Funds in CollegeAdvantage can be used for qualified higher education expenses in-state or out from one to four year universities to trade schools. Ohio is the sixth largest state sponsor of 529 plans in the country with more than \$11.7 billion in assets under management and over 635,837 total accounts as of September 30, 2018. To learn more, visit CollegeAdvantage.com.

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For over 30 years, **The Parish Group** has been an industry leader, providing custom solutions for our higher education partners. We are a team of detail-oriented creative and analytical admissions professionals who love the idea of uniting schools with their best-fit students. We use the tools of research, branding, student search, multi-channel communications, fulfillment, social media, photography, and video to bolster institutions nationwide. All of our services are modular so you can enjoy having an all-in-one firm or use exactly the marketing elements that fit you best. Together we do BIG things!



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At **Sallie Mae**, we invest in the future of our nation's students, developing programs to help families save, plan, and pay for college. Explore our free college planning tools to help you plan and pay for college. Search more than 5 million available scholarships worth up to \$24 billion. Build your plan to save and pay for higher education with step-by-step instructions with our College Planning CalculatorSM.



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Spark451 is an enrollment strategy, marketing and technology firm focused on the higher education market. As marketing experts, we integrate a multitude of communication channels and digital platforms for effective student recruitment, advertising, and media. We offer a complete suite of creative services including in-house strategy, design, writing, and development, as well as Element451, our admissions marketing technology platform that empowers the personalization and automation of admissions communications and processes. It fuels our enrollment campaigns and is offered to institutions as a self-service, robust CRM. At Spark451, we take marketing to the next degree by combining creativity with powerful technology to achieve measurable results.



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TuitionFit empowers students, parents, and anyone assisting them through the college search to bring genuine transparency to college pricing. TuitionFit is a free online platform that allows users to securely share the actual prices contained in the financial award letters they receive. TuitionFit keeps all user identifying information anonymous so that users can safely share need, merit, and financial offer information. As a result, TuitionFit shows users the real-time prices that students with similar need and merit have received from colleges all over the country, allowing students, parents, and anyone assisting them through the college search to find a college option that really is the best financial fit. In addition, TuitionFit also allows colleges to participate in this marketplace of price transparency through subscription and connect with students who are looking for a better price.



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Since 2002, **Revolution Prep** has helped over 1 million students to boost scores and build confidence. Every tutoring company claims they have the best tutors. At Revolution Prep, we can prove it. With the only full-time faculty in the business, our professional tutors have dedicated their careers to helping students. They're not part-timers. They don't do this on the side. And because of our online platform, they're not limited to just the families they can drive to. At Revolution Prep, we provide families with the absolute best tutors in the country...not just the best one in their neighborhood. Plus, with a pedagogy based on "Growth Mindset" research out of Stanford University, we don't just teach tips and tricks, but holistic skills that create stronger students and lifelong learners. And that's why more schools trust Revolution Prep as their preferred tutoring partner than any other test prep company in the country.



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Zeal40 delivers full service marketing and creative direction, we are your #1 for recruitment material. Together with our Partners we bring ideas, images and inspiration to life. Utilizing intelligent persuasive design. We bring high definition clarity to your message and instant emotive attraction to your audience. Our communication services cleverly craft a wide selection of new communication mediums that fine tune your message and transform attention into action and turn applicants into alumni. As brand curators we artfully elevate and leverage colleges and universities into symbols of higher education excellence. We'll tell your story, so you can help them tell theirs. You Reach. You Grow. We Unite. Zeal40. Contact Nicole Fariello at nicolefariello@zeal40.com.



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The College Board is a mission-driven not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of over 6,000 of the world's leading educational institutions and is dedicated to promoting excellence and equity in education. Each year, the College Board helps more than seven million students prepare for a successful transition to college through programs and services in college readiness and college success — including the SAT® and the Advanced Placement Program®. The organization also serves the education community through research and advocacy on behalf of students, educators, and schools. For further information, visit www.collegeboard.org.