

Reach

Over **800** colleges and universities from all 50 states and 19 countries

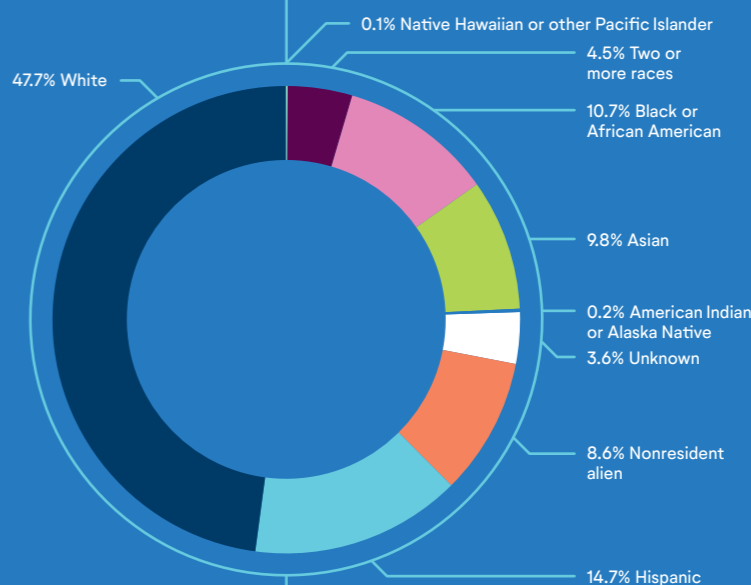


1,127,628 unique first year and transfer students who submitted one or more applications

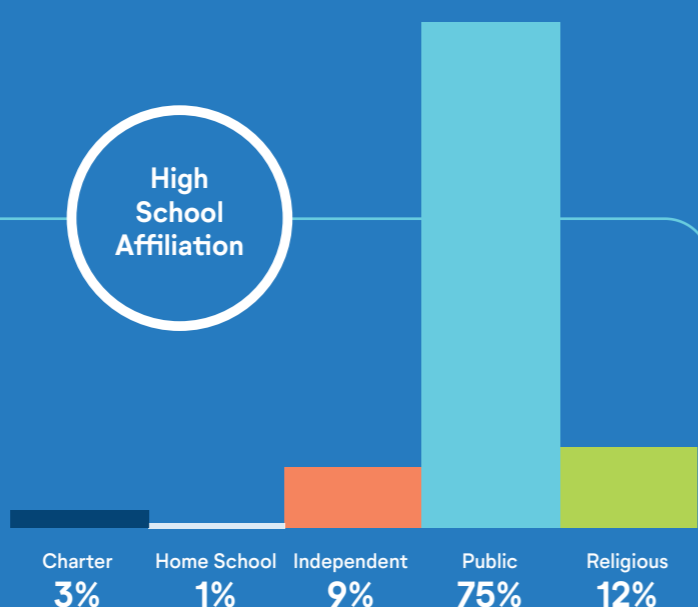
25% public institutions

75% flagship institutions

51 minority-serving institutions



High School Affiliation



Social Media Presence

Across all platforms, together with Reach Higher



Over 200,000 total followers

Over 3 billion impressions

Nearly 10,000 engagements

Over **5.5 million** applications submitted

Access

More than **1/3** of our first-year and transfer applicants are first-generation



Over **27 million** recommendations submitted

Over \$2M in multi-year grants from five major foundations, covering student engagement and college coaching, parental engagement, scholarships, and research.

Over **700,000** counselors, advisors and teachers supported

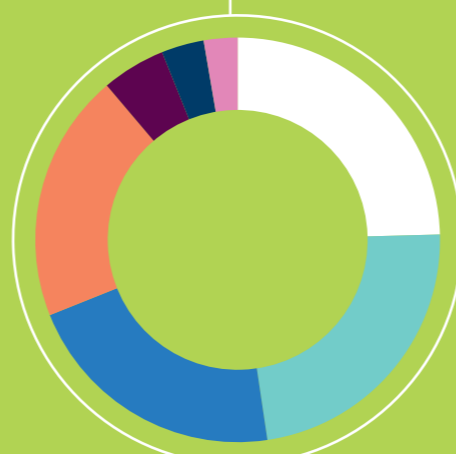
\$80M+ in fee waivers

2,912

College Signing Day events across all 50 states



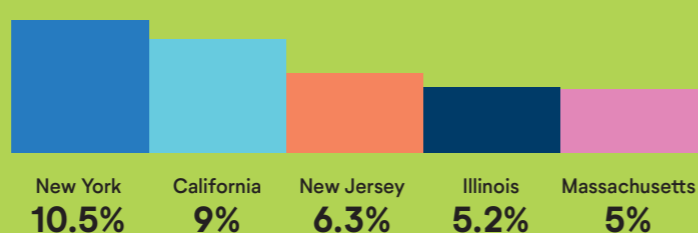
Insight



Essay Prompts

- 24.6% Share an essay on any topic of your choice...
- 23.1% Discuss an accomplishment, event, or realization that sparked a period of personal growth...
- 21.3% The lessons we take from obstacles we encounter can be fundamental to later success...
- 19.9% Some students have a background, identity, interest, or talent...
- 5.1% Describe a topic, idea, or concept you find so engaging that it makes you lose all track of time...
- 3.4% Describe a problem you've solved or a problem you'd like to solve...
- 2.7% Reflect on a time when you questioned or challenged a belief or idea...

Applicants' Home States



International Applicants' Home Countries

China	30%
India	7.9%
Canada	3.9%
Republic of Korea	3%
Pakistan	2.7%

