

PILLARS OF A SCHOOL GUIDANCE SYSTEM

The strong case for the need for a Guidance System in Schools merits an even stronger plan. Career & College Guidance are highly nuanced processes. And while there is no one right approach to good Guidance, Guidance in the contemporary society hinges upon 5 major aspects.

Let us call them the 5 Pillars of a School Guidance System.

In this section, we attempt to give you a detailed understanding of each pillar, to ease the implementation of a sound Guidance System in your School.



YOUR STARTING POINT

The basis of an effective School Guidance System is knowing when to begin. Starting too late will defeat the purpose and starting too soon may cause stress and burn out. Grade 8 is the ideal starting point for Career Guidance.

Grade 8 (13-14 years)

Some of the most significant Cognitive & Emotional milestones are achieved during Adolescence.

Cognitive faculties linked to Logical as well as abstract thinking develop at this stage.

Students are able to now start looking at choices and information in a completely different light.

GUIDANCE MILE-STONES

Grade 8-10

- Focus on identifying Areas of Interest
- Subject selection for CAIE and MYP Students
- Strengthen resume through Extra-curricular Activities
- Identify Aptitude, Interest & Personality through Psychometric Assessment
- Finalize Stream & subjects for High-School

Grade 11

- Finalise Course
- Shortlist Study destinations
- Identify & Prepare for Course-specific Entrance Tests
- Shortlist Colleges for Application
- Create back-up list of Colleges for Application

Grade 12

- Prepare documents for College Applications
- Identify & Prepare for College-specific Entrance Tests
- Research Scholarship Options
- Meet College Application deadlines
- Finalize College for Enrollment

AN EFFECTIVE GUIDANCE EXPERIENCE IS DEVELOPED ON THE FOLLOWING PREMISES:

- 1 Ease of Access**
Guidance is a fluid process and while systems help streamline it, ease of availability is paramount to this process.
- 2 Tech-integrated**
Technology is key to building a streamlined and accessible experience.
- 3 Involving multiple stakeholders**
Guidance is not the outcome of a singular source of influence. For it to be comprehensive, perspectives and involvement of key influencers in a student's life, such as the Parents, Teachers, School management, Counselors and Alumni are important.

5 PILLARS OF A SCHOOL GUIDANCE SYSTEM



**PSYCHOMETRIC
TEST**



COUNSELLING



**ALUMNI
GUIDANCE**



TECHNOLOGY



**UNIVERSITY &
OTHER EXPOSURE**

PSYCHOMETRIC TEST

The basis for any Career Guidance is identifying the Aptitude, Interest and Personality of a Student. This mapping then lends itself to making Career choices. Online Psychometric Tests for career guidance are tools of self-exploration and a fundamental point of reference for Career Counselling.

1. What is a Psychometric Assessment?

A Standardized scientific method of measuring the Cognitive ability & Personality among other characteristics of an individual.

Psychometrics is a scientific discipline concerned with the question of how psychological constructs (e.g., intelligence, neuroticism, or depression) can be optimally related to observables (e.g., outcomes of psychological tests, genetic profiles, neuroscientific information).

- Borsboom & Molenaar, Encyclopedia of Social and Behavioral Sciences, forthcoming.



Watch Video

2. Types of Psychometric Test

Psychometric Tests are used for many different purposes. However, in this section, we focus on the Tests that are specifically used for Career Guidance for children and young adults.

Personality & Interest Tests

Critical Thinking



Creativity



Emotional Intelligence

Aptitude & Ability Tests

Verbal Reasoning



Numerical Ability



Abstract Reasoning



Spatial Relations

3. Key Factors in choosing an Assessment for Career Guidance

Choose a Test that....

Is most age-appropriate for your Students

Has Minimum Reliability of .70

Can be taken online and accompanied by a comprehensive report

5 Factors to keep in mind when choosing a test for your students

- *Know Your Purpose*
- *Scientific Validity & Relevance*
- *Online Availability*
- *Personalised Report*
- *Accessible Customer Support*

1 Know your purpose

Each test has a specific purpose. Based on the strength of information and interactions with students, you can decide which test to administer in what grades and to whom. Also based on the depth of your understanding of student needs, you can choose certain tests that are relevant for specific students.

2 Scientific Validity & relevance

Developing a scientific valid test takes an average of 4 years of intensive research. You must look for the validity of the test you are planning to use in the user guide or ask your test provider for this information. The test should also be updated every 3-4 years for it to be considered relevant.

3 Online availability

This not only saves you time but also effort and resources. Results are usually available immediately and you don't have to worry about manual scoring errors. Plus, these are every bit as, if not more, reliable as the paper-pen versions.

4 Personalised Report

To avoid interpretational errors and give effective feedback, select a test that gives out a clear, conclusive report with a summary and graphs of the findings for each student.

5 Accessible Customer Support

Online does not mean self-sufficient. There are likely to be instances where you have questions or are running into other issues. Providers with easy-access customer support to quickly help you through these is highly recommended.

4. Myths about Psychometric Assessments

Psychometric Tests are expensive

There are several credible tests that are available within Rs. 1 200- 1 500 per student. Given the long-term validity of standardized tests, it is also usually a one-time investment only.

The setting, health and mood influence performance in tests

Standardized tests are very robust and factor human tendencies, thereby making them highly reliable.

Tests that measure the same thing are the same

2 tests measuring personality could produce radically different results. Because, it is not about what the test appears to be, what matters is its evidence of validity and reliability.

Results change with age

Data shows the opposite. IQ measured at age 13 will positively correlate at age 80 on the same IQ test. Similarly for Interest.



5. Recommended Psychometric Test for students

- *Learning Style*
- *Personality Test -Myers-Briggs Type Indicator (MBTI)*
- *Multiple Intelligence*
- *Ideal Career Test*
- *Stream Selector Test*

1

Learning Style

The test is based on The Learning Style Questionnaire developed by Rita and Kenneth Dunn. The questionnaire was studied by their colleague Gary E. Price who did a content analysis to discover the consistent factors in the questionnaire. As a result of this analysis, the Learning Style test was made. The test analyzes how a student prefers to study, concentrate and learn. The test analyses your learning preferences for immediate environment, emotionality, sociological needs and physical needs. The test output will be in the form of a report containing scores on 16 preferences classified under Sensory, Environmental and Mindset preferences.

2

Personality Type

The test is based on the Myers-Briggs Type Indicator(MBTI). The indicator helps to identify the innate way a person sees the world and makes decisions. The properties of this have been analyzed through statistical analysis and it has been found to be highly reliable and consistent. Apart from educators and counsellors, the test is used by Fortune 500 companies to improve management effectiveness and help teams function better. The output of the test will be a four-letter personality code and a student's related strengths, challenges and recommendations. A student also receives a list of careers he/she is likely to succeed in based on his/her personality type.

3

Multiple Intelligence

The test is based on the Theory of Multiple Intelligences developed by Dr. Howard Gardner in 1983. The theory has been tested under Project SUMIT and found to improve student performance in 78% of the cases. The test uses proprietary technology to match a student's intelligences to his/her best fit careers. The intelligences measured by this test are logical, spatial, linguistic, naturalist, existential, kinesthetic, interpersonal, intrapersonal, musical and emotional intelligence. The test output is in the form of a report containing a student's scores on emotional and 9 other intelligences. The report also contains careers and pathways based on matches of the strongest intelligences.

4

Ideal Career Test

This test helps a student find his/her best career fit based on motivators, aptitude, interests and personality. The output contains scores on the first three parameters and the personality type. It also tells a student about his/her top 3 careers.

5

Stream Selector

This test is based on RIASEC theory and measures a student's interest and verbal, numerical, clerical, spatial and reasoning aptitude. The output is in the form of recommendations to pursue a selected stream based on interest and aptitude scores.

6. Connecting Theory with Observations

Effective interpretation of test results in a counselling session is an equally important factor in the process of psychometric tests.

The following factors will help Counsellors in reducing interpretation errors:

1 Context

Understand that the skills required in a particular career is what determines how much emphasis needs to be laid in the interpretation. Without a context, judging, over interpreting or under interpreting data can undermine the purpose of the test.

2 Focus on Extreme Scores

The sections of the test that display extremities in scores are the ones that need most focus for effective interpretation. It is these sections that determine the uniqueness of the student's personality or aptitude.

3 Deep interviews

During the feedback session on test results, counsellors must try to understand real life examples or scenarios that demonstrate the areas of heightened scores. For example, if a student scores high on social anxiety, understanding real instances helps in decoding the nature and potential cause for it.

4 Multiple channels of information

The test can provide great insight into personality and aptitude among other factors. However, it needs to be looked at as a key component, and not the only component in Student Guidance. Observations across multiple sessions, Academic performance, feedback of subject teachers and interaction with parents are all important in the process of Guidance.

5 Get Trained

If you are administering and interpreting the test, no matter how simple it might appear to be, getting formally trained on it will help you do your job accurately.

The main purpose as well as challenge of psychometric tests is to translate theory into substantive findings. Once again, the reliability and validity of a test play a big role in near accurate results.

COUNSELLING

The basis for any Career Guidance is identifying the Aptitude, Interest and Personality of a Student. This mapping then lends itself to making Career choices. Online Psychometric tests for career guidance are tools of self-exploration and a fundamental point of reference for Career Counselling.

1. Difference between Behavioral & Guidance Counsellors

Behavioral Counsellors

- Focus on Mental health Support
- Need to be professional psychologists
- Aim to monitor & manage emotional issues affecting students

Guidance Counsellors

- Focus on Career & Academic Support
- May not be professional Psychologists
- Aim to provide clarity in career & college options

2. Key Roles of a Guidance Counsellor

Guidance

- General Awareness of Career Options
- Interpreting outcome of Psychometric Tests
- Personalised Counselling
- Building Individual Career Roadmaps for students
- Academic Support by working closely with Subject Teachers
- Early Intervention

Support

- Managing Parental Expectations
- Providing Emotional Support and Guidance
- Understanding Special Needs & circumstances of various students
- Identifying and working with Gifted & Special Needs Students

Administration

- Facilitating University Exposure
- Tracking Entrance test dates
- Tracking College Applications and deadlines
- Efficient submission of Applications, transcripts, SOPs & LORs

3. Your Qualifications Check List for hiring a Career Counsellor

Recommended Qualifications

- Diploma/Masters in Counselling
- Certification in Career Counselling
- 2+ yrs work experience in relevant field

4. Your Skills Check List for hiring a Career Counsellor

Recommended Skills

- Empathy & strong Communication Skills (verbal & non-verbal)
- Strong Learning Ethic for continuous Professional Development
- Strong Evaluation & Administrative Skills to analyse large sets of Student Data & Coordinate Guidance-based Events

5. Recommended Frequency of Planned Counselling per student (Quarterly)



6. Types of Counselling

Access to a counselor can be both liberating & limiting depending on how well you plan it. There are 2 ways to plan access to counselling:

1 Scheduled

For clearly mapped steps and actions through the year, every student must have a quarterly calendar for counselling. This ensures that the must-action steps are not missed out.

Scheduled

In-school
Counseling
Sessions.

Administering
Psychometric
Assessments

In-school
Student-Parent
Joint
Counselling

Test results are
fed back into
the counselling
sessions

2 On-demand

Students will have frequent doubts or just the need of a for their ideas and concerns. With the limitations of school hours and Academic pressures, frequent walk-ins are not always realistic. In this case, digital counselling support adds great value to the process of Guidance. The Digital support can be planned for after-school hours when students are more relaxed and will tend to think of the concerns they have. A strong counseling partner could provide this after-school support.

On-Demand

Digital

Chat

Email

Walk-in
slots
availability

Telephonic

7. Mapping your Counsellor Requirements & Investment

1/300

*Recommended Counsellor
- Student Ratio*

Summary of Investment

**Rs
30,000**

*Avg Monthly salary for
1 counsellor*

**Rs
75**

**Avg. monthly Cost of
Comprehensive Guidance
System per student*

**Rs
20,000**

*Avg Annual Investment in
Professional Development
per teacher/counselor*

*Total no. of students
considered - 400, from
grades 8-12

8. Recommended Counsellor Recruitment sites

www.globalcareercounsellor.com/job-support

www.eteachinternational.com/

www.freshersworld.com

www.teachaway.com

www.tes.com

9. Role of Technology in Counselling



35%	No dedicated Career Counsellor. Teachers double up to play that role
44%	1 dedicated Career Counsellor
8%	More than 1 dedicated Career Counsellor
9%	Outsourced to an external Career Counsellor
4%	No Career Counselling support provided- internal or external

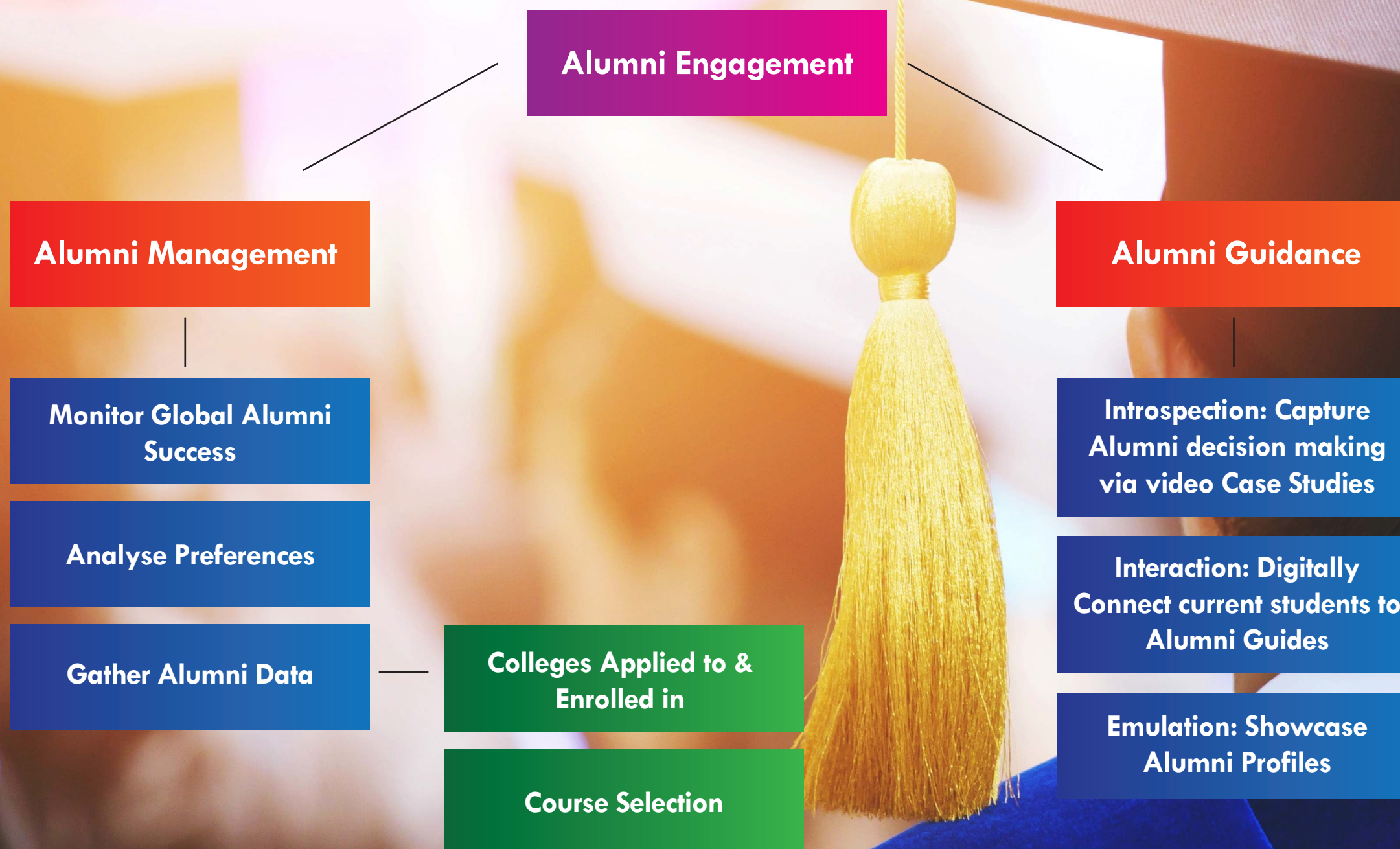
ALUMNI NETWORK

Career Guidance & Counselling is a dynamic process which involves multiple stakeholders. An under-utilized but highly valuable stakeholder in this process is the School's Alumni. A School's Alumni network acts as a major source of Guidance as well as Institutional Brand Ambassador. A robust Alumni Network is indicative of evolved thought leadership in an Institution.

1. Role of Alumni



2. The Ideal Alumni Engagement System



Alumni Management System

Track your Alumni Globally and know their journey after graduating from your school. An effective Alumni Management system will help you gather information, update it and help you analyze at the click of a button which courses, countries, colleges and companies your alumni are currently at.

Univariety's Alumni Management System for Schools

PODAR INTERNATIONAL SCHOOL, KHAR WEST, MUMBAI. ALUMNI SEARCH

 Search by student name

SEARCH

SEND EMAIL

RESET

Batch Year Curriculum ☐ Show only prestigious colleges

Total alumni found 264

☐ COUNTRY

search

- ☐ Australia
- ☐ Canada
- ☐ France
- ☐ Hong Kong
- ☐ India
- ☐ New Zealand

☐ CITY

search

- ☐ Adelalde
- ☐ Alexandra Road
- ☐ Auckland
- ☐ Aurangabad
- ☐ Austin
- ☐ Bengaluru

☐ COURSE

search

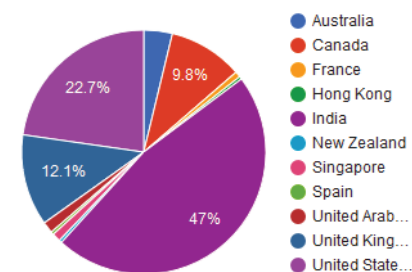
- ☐ Architecture
- ☐ Art & Design
- ☐ Bio Sciences
- ☐ Business Management
- ☐ Economics & Commerce
- ☐ Engineering

☐ COLLEGE

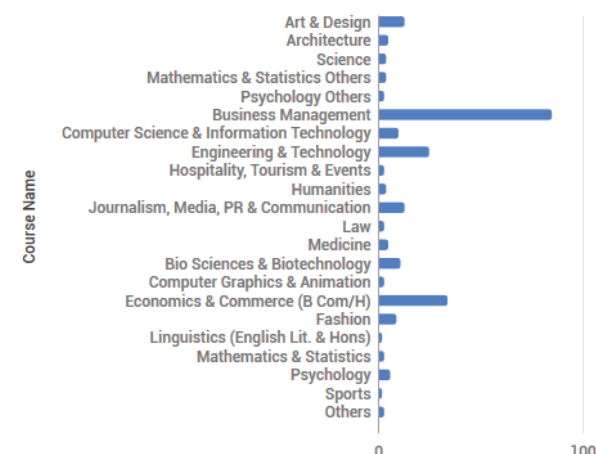
search

- ☐ Academy of Art University
- ☐ Ashoka University
- ☐ Azim Premji University, Bengaluru
- ☐ Bharati Vidyapeeth Deemed University
- ☐ Birmingham City University
- ☐ Boston University

Country Joined



Course Joined




Alumni Guidance

1. Guidance through EMULATION

View Alumni Profiles & draw critical insight from them to chart their own career paths.

Profile 1



SHARANG VERMA

Ahlcon International
School, Delhi

Graduation Year
2017

12th Class Marks (Overall)
78% (CBSE)

Country Preferences
📍 India


Course Preferences
Architecture

Entrance Tests
NATA | JEE Main - 238 | PAF EE


Colleges Shortlisted

- ☒ Amity University, Noida
- ☒ Guru Gobind Singh Indraprastha University
- ☒ School of Planning and Architecture
- ☒ Faculty of Architecture & Ekistics, Jamia Millia Islamia
- ☒ Indraprastha University
- ☒ Jamia Millia Islamia
- ☒ Indian Institute of Art and Design, Delhi


Admission Status & Scholarships




Guru Gobind Singh Indraprastha University - (6)
(Architecture)
Joining



Pearl Academy, Delhi - (3)
(Architecture)
Got Offer Not Joining




Indian Institute of Art and Design, Delhi - (1)
(Architecture)
Got Offer Not Joining



School of Planning and Architecture - (1) ⭐
(Architecture)
Got Offer Not Joining

Profile 2



NISHTHAA LEKHI

. Heritage Xperiential
Learning School

Graduation Year
2016

12th Class Marks (Overall)
87% (CBSE)

Country Preferences
📍 United Kingdom 📍 India


Course Preferences
Psychology | Medicine | Humanities

Entrance Tests
IELTS - 8


Colleges Shortlisted

- ☒ University College London
- ☒ University Of Glasgow
- ☒ University Of Birmingham
- ☒ King's College London
- ☒ London Metropolitan University
- ☒ University of Toronto
- ☒ Maulana Azad Medical College


Admission Status & Scholarships



University of British Columbia - (3) ⭐
(Humanities)
Joining



National University of Singapore ⭐
(Psychology)
Got Offer Not Joining



University of Waterloo - (1)
(Psychology) | Scholarship - \$ 2000
Got Offer Not Joining

Alumni Guidance

2. Guidance through INTERACTION

Digitally Connect with Alumni and seek first-hand Guidance from them to make Career Decisions.

From **Utkarsh Singh** on 23rd Feb, 2018

Bhaiya, I myself wanted to opt for aerospace engineering. But as there are very limited colleges which provide this field and it requires high expense too. So I am thinking to choose another field. I have been advised to take petroleum as they say it has a good scope but actually fact is I have no idea about the fields which would fit to my interest and has appreciable scope. U know typical Indian parents just forcing and putting pressure for reaching the best colleges of the country hardly informing different fields which one may or one should opt. So that's the case. Hoping you would help me.

Response From **Sunchit Lakhanpal** on 23rd Feb, 2018

Hi Utkarsh, I'll definitely help you. Look what you said about Aerospace is definitely correct and I myself feel that only the top 4 IITs can give you the right exposure and subject knowledge required in aerospace and that is going to be a hard nut to crack. you'll need to get a rank below 2000 in IITJEE advanced. As far as Petroleum is concerned, there are a lot of hidden details connected with Petroleum Engineering. Harshly speaking, even if you pursue engg in petroleum and graduate you won't be able to land a job in the core companies because to get yourself palced in a PSU(Public Sector Units) like HP, Bharat Petroleum etc., You'd need to crack GATE and that too with a rank of below 150! So just sit and think about what you wanna do in the future. Umm take a subject you like – whether it's physics, chemistry or etc. And if you love to code and are into the computer world then surely Computer science and engineering would be the best choice. If you love electronics then ECE and similarly other stuff. Just give a day to think about ypur interests and your best topic of a subject, then it'll be easy to choose a branch. Hope I helped here! All the best ????

Interaction 1

From **Saksham Srivastava** on 10th Feb, 2018

Hi, I'm Saksham and I'm curently inmy junior year. I am interested in studying engineering in the US. However, I wanted to know about the job opportunities there for international students like us. I also wanted to ask that can any student apply for the F1 visa after completing graduation from US of is there some prerequisite. I'll be waiting for your response Thank you.

Response From **Srishti Singh** on 21st Mar, 2018

There are a lot of opportunities here for international students as well. Yes, the fact that the opportunities are a lot less compared to those for the domestic students is undeniable. but then the pros outweigh the cons. For one, if I just talk about the work scene after graduation it is a lot better compared to India. I mean that you have a chance at an initial annual package of \$50000-\$60000 right after graduation even if you get into a mid-tier university. Also, given the kind of exposure that is provided here you can gain a lot of experiences. You have the option of taking a semester off and doing an internship. Some universities also have the system of co-operative education (google this if you don't know what it means), so you have a lot of experience on your resume even before graduating. Not to forget a plethora of other opportunities and you always have the option of taking a transfer which could mean that you even have an opportunity to study at some of the best universities of the world. Talking of the visas, you'll have to get it after you get your acceptance and before you enter the States. Without it you cannot even enter the country. let alone study at the university. It expires sometime around your graduation date. I think you should read about the visa more online. Also, since your previous question was regarding jobs you can work for about a year on your F1 and in the meanwhile you can apply for a work visa if you wish to stay in the US.

Interaction 2

Alumni Guidance

3. Guidance through INTROSPECTION

View Alumni journeys through Videos and written case studies to gain in-depth understanding of their decision making processes for relevant Careers, Countries, Courses and Colleges.



Looking back at school

Vidur Ravella

*- Oakridge International
(Newton Campus)*



The Univariety Experience

Nimisha Shukla

- Jodhamal Public School



How to prepare for a career in journalism

Amrita Singh

- Scottish High International School

4. Effective Alumni Engagement Techniques

Alumni engagement in most Indian schools is a concept that is relegated to Annual Reunions. And while that is great to make some new memories, is it enough to fully leverage what Alumni can do for their Alma Mater? It is imperative that Schools make an effort to go beyond the 'Emotional Connect' and make it meaningful for their Alumni to be active participants in School Initiatives.

2-way street

- Make it worth their while to engage
- Provide Professional Letters of Recommendation, Internship/Volunteer/Job Opportunities in the school

Friend raiser not Fund-raiser

- Single most effective reinforcements in guiding your students
- By sharing tips, tricks and their own experiences, they can significantly pivot student success.

Go DIGITAL

- Your Alumni is a moving target
- Need to be engaged through technology on platforms they use and understand

One Size doesn't fit all

- Initiatives must be diverse, not scattered
- Introduce chapters to bring together students within the same geographies & areas of study

TECHNOLOGY

Globally, the use of Technology in Career Guidance and College Planning in Schools has seen a major upswing. While Technology pervades our classrooms & lives, it has changed the way Students and their families make Career Guidance & College decisions.



Role of Technology in Guidance

**Student
Guidance &
Counselling**

**College
Applications**

**Monitoring
& Analyzing
Student
Progress**

**Professional
Learning &
Development**



1. Student Guidance & Counselling

Technology can be the solution to a lot of traditionally restrictive elements of School Counselling such as

- Limited School hours
- Hectic Academic schedules
- Student apprehensions to approach counsellor in School hours

Role of Technology in Student Guidance & Counselling

- **Guidance:** Access to vast, credible & updated Career & College information which usually goes far beyond Counsellor Knowledge.
 - Specialized Career & College Search Platforms & websites
 - E- Newsletters
 - Read Blogs, News & latest updates on Careers & Colleges
 - Attend Webinars
 - View Expert Videos & Interviews
 - Browse through online Course catalogs
 - Participate in online college fairs
 - Follow Social Media handles of Universities across the Globe to track Student Life
 - Take virtual College campus tours
 - Upgrade their Resume through online programs & certifications
- **Counselling:** Access to multiple channels of Counselling
 - Chat - Email - Telephone - Webinars
 - Avatar Counselling - Social Media



2. Role of Technology in College Applications

- Increase in number of Colleges Applied to as a result of greater awareness
- Time saving & greater efficiency in making multiple College Applications
- Application Deadline Trackers & Auto Reminders for a large number of Colleges & Universities Globally
- Individual Application Completeness Tracking for a large number of Students
- Ease of sharing Academic Transcripts with Colleges & Universities Globally
- Ease of uploading Counsellor's & Teachers' Letters of Recommendation for each student to multiple Colleges & Universities

3. Monitoring & Analyzing Student Progress

- Documenting Counselling Session Notes
- Tracking & monitoring Course, Country & College preferences
- Maintaining College Application documents
- Archiving details of past cohorts
- Tracking & engaging Alumni



4. Professional Learning & Development

Blended Learning is a concept that is as applicable for Adult Learners as it is for young learners. Technology makes it possible for a Teacher from Lucknow to do an online course offered by a University in London. Similarly, a Counsellor from Cochin can just as easily upgrade his/her skills with an online certification offered by a top ranked American University.

- **Flexible:** Most models of online learning offer flexibility in terms of the learning schedule and location. The learner decides his/her Study Schedule. Sites like '**Alison**' offer **free** courses where Learners get certificates on completion.
- **Self-Paced:** Research or access global online resources and materials that suit your needs and interest, in your own time. Learners progress at a pace that suits their learning style and schedule. Most online courses like the ones offered on **Coursera** or **Udemy** will allow the opportunity for self-paced learning.
- **Measured Physical Intervention:** The beauty of online learning lies in the balance of technology with the human component. Courses like UCLA Extension's Global Career Catalyst (GCC) program plan the physical interventions carefully. They simulate real-time situations the candidate is likely to face, to enhance experiential learning.



UNIVERSITY & OTHER EXPOSURE

A basic tenet of a sound School Guidance System is maximum exposure for the Student. In K-12 schools, Universities and other entities can play a serious role in providing information as well as experiences that shape Student decisions.

Benefits

- Scholarships
- Student Internships
- Guest Lectures
- Summer Programs
- Certificate Workshops for Students & Teachers
- School Events Sponsorship

1. Universities

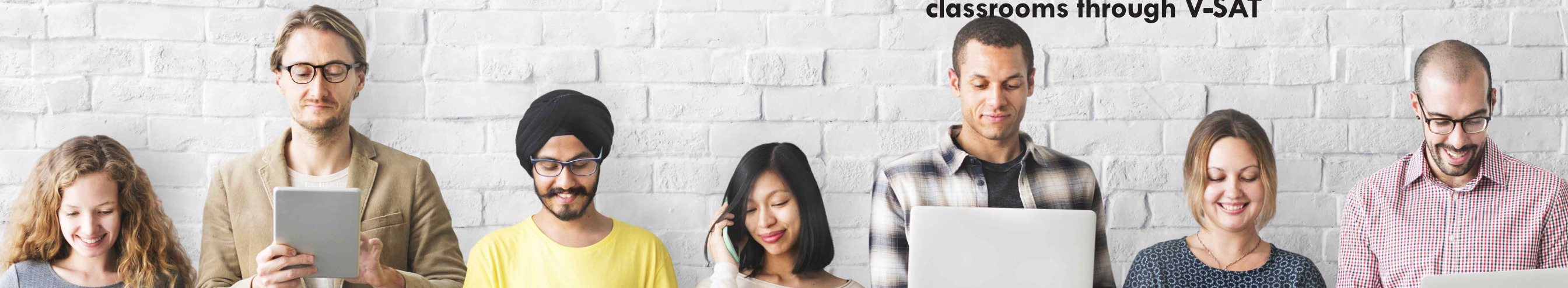
Avenues of Association

Physical

- Workshops
- Career Fairs
- Individual Student Interactions

Digital

- Webinars
- Online Student Resume Review
- Virtual Career Fairs
- Experiencing live college classrooms through V-SAT



2. Corporate

Avenues of Association

School Events
Sponsorship

Internships

Field Visits

Infrastructure
& Investment
Support

Job shadowing
opportunities

Predicted Deliverables from School

- Branding for company in pre-defined space at school
- Sample distribution opportunities
- Company branding on Event certificates & trophies
- Kiosk space at school event
- Presentation opportunity at PTAs

3. NGOs & NPOs

Avenues of Association

Field Visits

Community
Service
Projects

Workshops
on Careers
in Social
Service

Expert talks

EFFECTIVE GUIDANCE SYSTEMS FOR INDIAN SCHOOLS



Choosing an effective platform that offers all 5 pillars of Guidance support can be daunting. Indian schools are increasingly looking at mature tech-based platforms that not only offer this support, but guarantee data confidentiality and stability of service.

While small local players like Mindler and YoungBuzz strive to offer Counselling support to students, they are unable to offer a comprehensive support system.

Effective Guidance Systems for Indian schools

Psychometric Test

	Univariety	Naviance
Stream Selection	✓	✗
Psychometric Test	✓	✓ 3 free & 3 Priced Separately

Counselling

	Univariety	Naviance
Career Workshops	✓ <i>Priced Separately</i>	✗
Counselling on Chat	✓	✗
Counselling on Email	✓	✗
Skype Counselling	✓ <i>Priced Separately</i>	✗
Face-to-Face Counselling	✓ <i>Priced Separately</i>	✗
Knowledge Posters	✓	✗

Alumni Management & Guidance System

	Univariety	Naviance
Alumni Data Collection	✓	✗
Alumni Management System	✓	✓
Alumni Guidance System	✓	✗
Alumni Case Studies	✓	✗

University Exposure

	Univariety	Naviance
University Connects	✓	✗
University Workshops	✓	✗
Webinars	✓	✗
Lessons, Tips & Tricks	✓	✗

Research Tools

Careers

	Univariety	Naviance
Career Information	✓	✓
Career Interest Match	✓	✗
Career Deep Dive	✓	✗

Course

	Univariety	Naviance
Course Information	✓	✓
Course Fee Calculator	✓	✗

College/University information

	Univariety	Naviance
International Colleges <small>(eg. US, UK, Canada etc.) college data/search</small>	✓	✓
Indian Colleges <small>Data/Search</small>	✓	✗
College Compare	✓	✓
Top Colleges	✓	✗
Scattergrams	✓	✓
Matching Algorithm <small>Identify Safety, Match & Reach Universities</small>	✓	✗

Student Records

Student Plans & Tracking

	Univariety	Naviance
Outcome/Matriculation Tracking	✓	✓
Creating Milestone	<i>Automatic</i>	<i>Manual</i>
Tracking of tasks/milestones	<i>Automatic</i>	<i>Manual</i>

College/ University Application & Tracking

	Univariety	Naviance
Track likelihood <i>Acceptance</i>	✓	✓
Track application <i>Completion/Submission</i>	✓	✓
Track application type <i>(ED/regular)</i>	✓	✓
Track course/major/faculty	✓	✓
Tracking result <i>(Admit, Defer, WL, Deny)</i>	✓	✓

Test Score Storage/Tracking

	Univariety	Naviance
PSAT	✓	✓
SAT	✓	✓
Subject Test	✓	✓
ACT	✓	✓
AP	✓	✓
IB predicted	✓	✓
IB actual	✓	✓
TOEFL	✓	✓
IELTS	✓	✓

Student Records

Teacher Access/Rec Letters

	Univariety	Naviance
Teacher portal requiring login	✓	✓
Teacher can upload rec	✓	✓
Counsellor can upload rec for teacher	✓	✓
Who submits rec to college	<i>Upcoming</i>	<i>Counselor/Teacher</i>

Application Submission & Tracking

	Univariety	Naviance
Transcript Upload/ Electronic submission for US Universities (eDocs)	<i>Upcoming</i>	✓
Transcript Upload/ Electronic submission for Indian Universities	<i>Upcoming</i>	✗
Common app integration	✗	✓

Student Records

Other Utility

	Univariety	Naviance
Counsellor college notes	✓	✓
Resume / CV	✓	✓
Scholarship tracking	✓	✓
Journal/tracking meetings	✓	✓

Other important features

	Univariety	Naviance
Application Deadlines prompt	✓	✗
iOS & Android mobile apps	✓ (Android, iOS starting from July)	✓ (only iOS)

Reports (for Board/School Profile)

	Univariety	Naviance
Student (class data, outcome summaries)	✓	✓
Scholarships	✓	✓
Careers	✓	✓
College apps Matriculation, by country	✓	✓
Ave/ranges for tests (IB, SAT, etc)	✓	✓
Other Custom Reports	✓	✗
Ease of transferring data Out of Naviance into it	✓	-



Univariety is India's first company to use technology to setup a complete career & college guidance cell inside progressive schools. Students receive guidance from counsellors, digital tools, university admission officers and from the past students of the school. Univariety runs a successful Global Career Counsellor program for certifying teachers in association with a top University - UCLA Extension. Univariety has proved to be a comprehensive partner for schools wanting to go beyond the regular and focus on student success.

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