

Miami-Dade County Public Schools Use Scoir to Establish Data-Driven Approach to College Counseling

Success Story

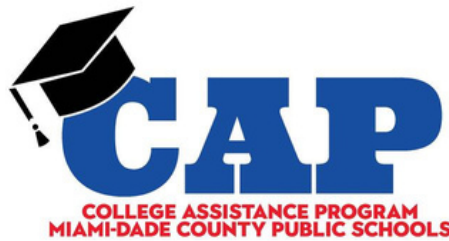


SCOIR

Profile

With a diverse enrollment of more than 331,000 students who speak languages from over 160 countries, [Miami-Dade County Public Schools](#) (M-DCPS) is the largest school district in Florida and the 3rd largest in the U.S. Its 500+ schools include elementary, middle, and senior high schools, plus alternative, specialized, and vocational centers.

Known for innovation in education and a commitment to expanding equity and access, M-DCPS utilizes tried-and-tested technologies to prepare students to reach their full academic, personal, and civic potential.



Objective

To increase equitable college and career-readiness outcomes for all students, the district relies on its [College Assistance Program](#) (CAP). CAP is a postsecondary advisory program in all public senior high schools in M-DCPS. The specialized focus of the program enables CAP Advisors to serve students more effectively with their specific expertise. CAP Advisors develop targeted relationships with college representatives as well as local, state, and national organizations, which positions them well to advocate on behalf of their students.

In support of the College Assistance Program's mission to increase equitable college and career-readiness outcomes for all students, M-DCPS believes that higher visibility into key data related to student engagement, application status, and collegiate outcomes enables CAP to engage in more strategic—and effective—advising that serve the district's college-bound students.

Solution

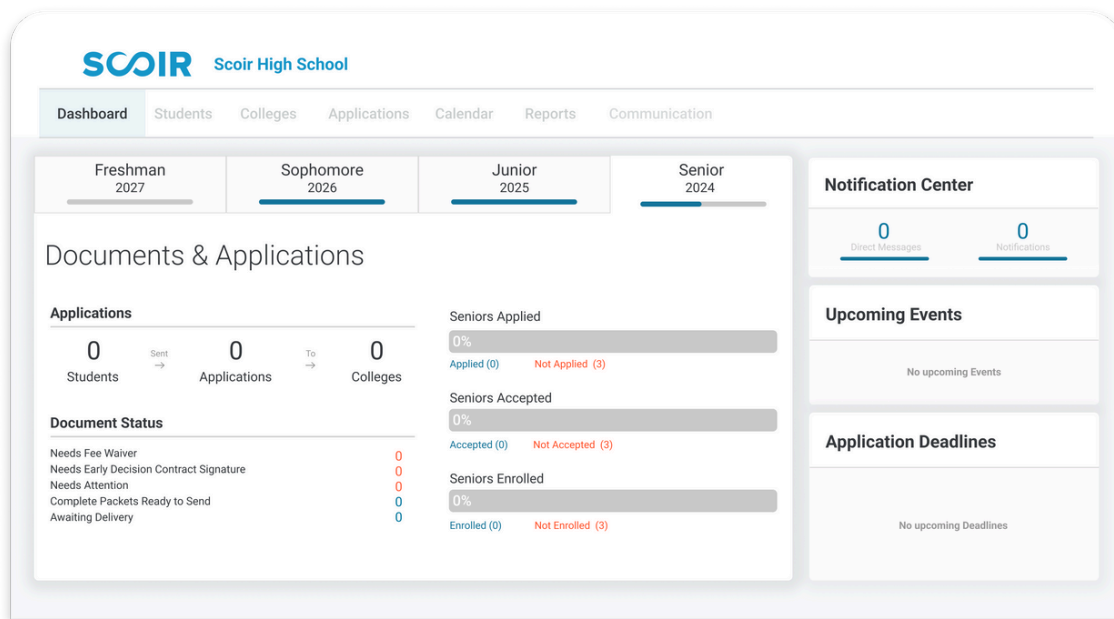
In order to achieve that strategic approach to student support, M-DCPS began working with Scoir in March 2020, ushering in a more intuitive approach to college counseling for high schools across the district. Within Scoir, M-DCPS placed special emphasis on:

- [District Dashboard and Analytics](#)
- [Communication Tools](#)
- [Events](#)
- [PrinciplesYou Character Assessment](#)



District Dashboard and Analytics

When first joining Scoir, Sharon Krantz, Executive Director of Student Services at M-DCPS, expressed a hunger from M-DCPS to have more insight into the details of their students' application journey. Now, using [Scoir's District Dashboard](#) it's simple for Sharon to view and manage information for the district at an aggregate level, and dive into individual high school performance. For example, she can see if certain schools are falling behind in application engagement and use that information to direct more resources or provide more support where needed. From there, working toward objectives and milestones can be accomplished strategically.



"One of the things we were most excited about when we joined Scoir is that we would have data to see where students are applying, where they are enrolling, and then we can further analyze whether our students are applying to places where they match well."

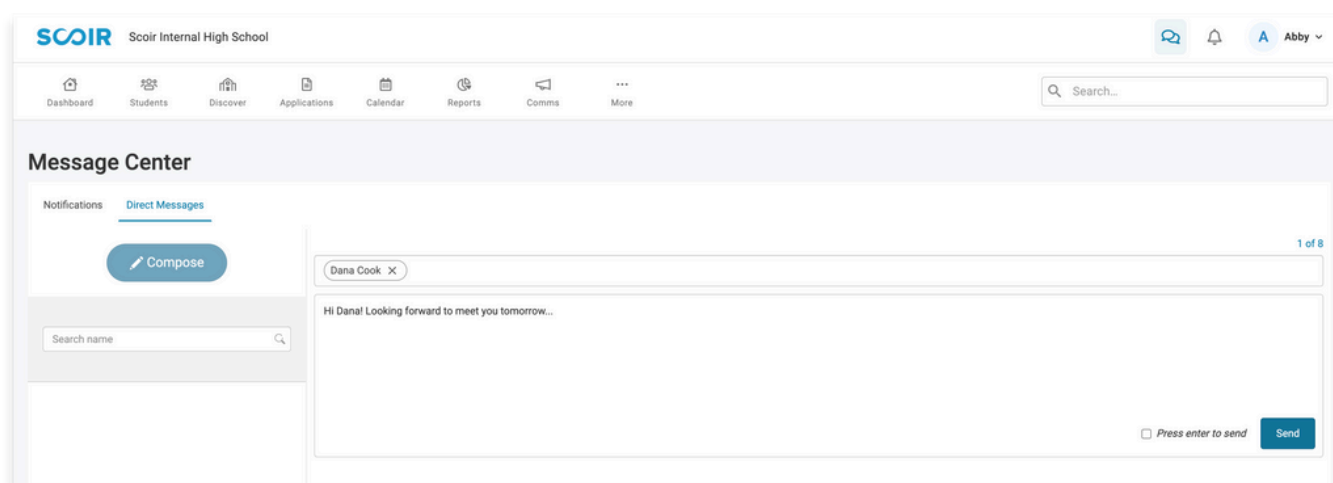
Sharon Krantz

Executive Director of Student Services, M-DCPS



Communication Tools

In direct alignment with the district's mantra of "equity and access for all students," Scoir provides CAP Advisors in M-DCPS with a way to easily identify and communicate directly with sub-groups of students who require additional support on their college journey. The ease and simplicity of Scoir's communication tools were celebrated by Lou, District CAP Support at M-DCPS, who spoke of using Scoir to encourage a targeted approach to college counseling.



"Being able to drill down to focus on those students who need support without having to call a student down to an in-person meeting has been invaluable. It gave us a tool to connect with students digitally."

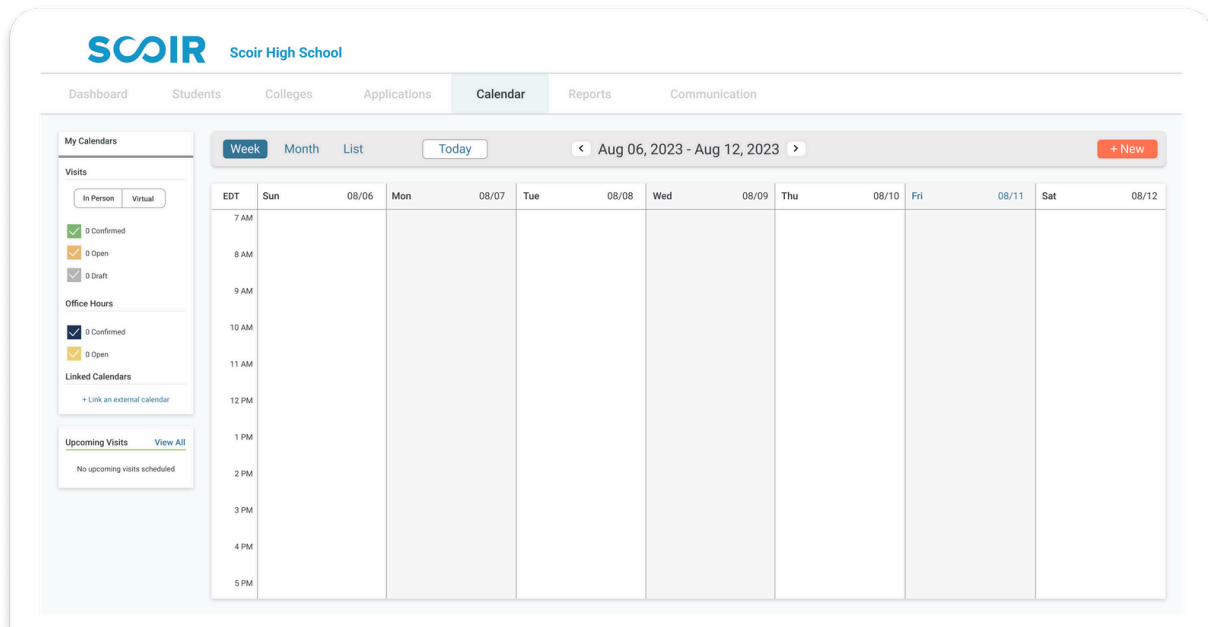
Lou Gilman

District CAP Support, M-DCPS



Events

Ensuring that students have access to the same quality of and exposure to events about the college-going process was a key goal for M-DCPS. By using Scoir, CAP Advisors within the district are able to maintain virtual and in-person office hours, college visits, schedule group counseling sessions, FAFSA events, and more. Opportunities for learning about colleges were not lost on the students in M-DCPS! Supporting both in-person and virtual models, events in Scoir are simple to manage and even simpler to sign up for as a student.



“

"It really brings our counseling program into the 21st century. Students can make their appointments with you during office hours, you can set meetings, you can have group counseling, kids can sign up for FAFSA events, and so on and so forth."

Sharon Krantz

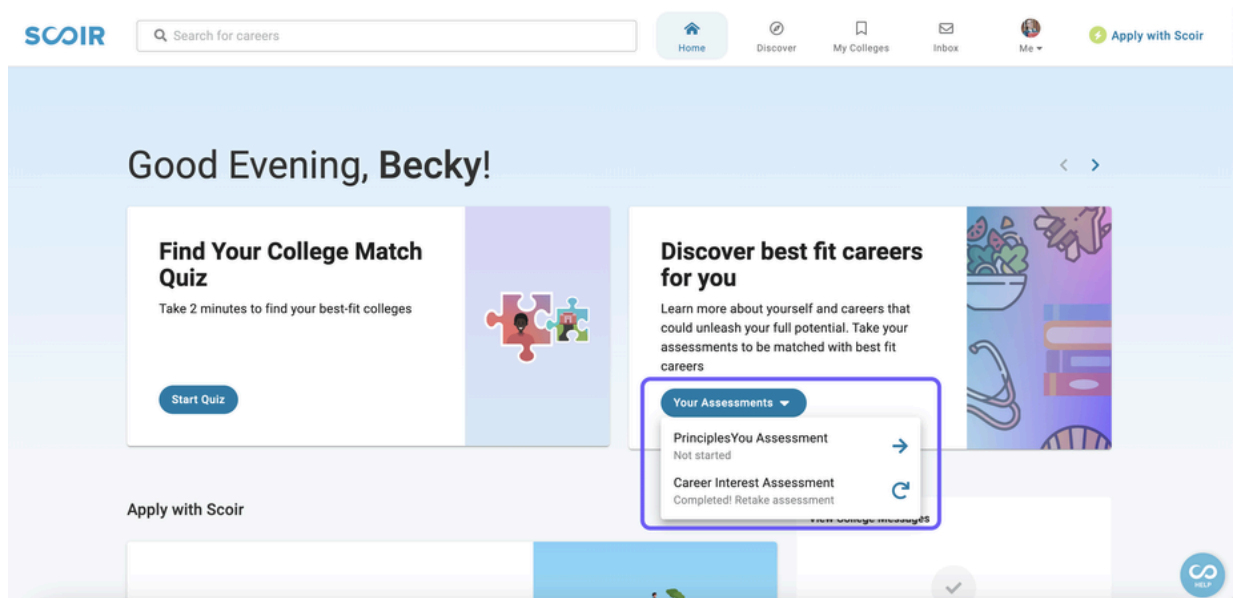
Executive Director of Student Services, M-DCPS



PrinciplesYou Character Assessment

Last, but not least, the district desired a platform that would bring depth and uniformity to their college-going culture. Students within the district are introduced to Scoir as early as 9th grade. Once onboarded, students are encouraged to keep track of their academic and extracurricular activities, build their profile, and take advantage of [PrinciplesYou](#), a scientifically-validated character assessment. This robust set of tools helps students better understand themselves and explore in-depth information for matched careers and majors related to careers, helping guide their college discovery. Encouraging students to interact with Scoir early on in high school develops not only a culture of college-going, but one of college fit, helping them to answer the questions: “Can I get in?” “Will I fit in?” and “Can I afford it?”

Plus, the assessment takes less than a class period, or around 30-40 minutes to complete!



"We love the fact that everything is right there in one platform to build that college-going culture. So as students discover their career goals, they can look for programs within Scoir and build their list."

Sharon Krantz

Executive Director of Student Services, M-DCPS



Class of 2022 Results

A testament to Scoir's ease of use and relentless customer focus, M-DCPS successfully onboarded its 84 traditional, public high schools to the Scoir platform back in March of 2020. Amidst the challenges of the pandemic, Scoir's Customer Success Team made sure M-DCPS felt comfortable as they rolled out to their CAP Advisors, students, and families. Hosting multiple series of in-depth training sessions and responsive product support was critical in onboarding a district of this size.

Just 2 years into their Scoir adoption, with nearly 20K students in the Class of 2022, the district was thrilled to see that as of March 2022, 89% of the class have registered accounts and 54% of those students had active college applications. As those students decided what would come next, M-DCPS was excited that nearly a quarter (22.5%) of its senior class had already indicated an "accepted" outcome in March 2022.



"I'm really proud that 89% of our seniors have active Scoir accounts. In a district our size, that is really impressive."

Sharon Krantz

Executive Director of Student Services, M-DCPS

89%

Seniors with active Scoir account (as of Mar 2022)

54%

Of seniors had active college applications (as of Mar 2022)



Class of 2024 Results

Looking ahead to the Class of 2024, an 85% registration rate in October 2023 shows early indicators of strong student engagement, with 55% of the class actively logging into Scoir in the past 30 days. That stat jumps to 74% class of 2024 students that have logged into Scoir in the past 60 days! Additionally, of seniors that follow colleges on Scoir, the average college follow count is 7. Of the M-DCPS seniors on Scoir, 13%+ have already started their applications with Scoir.

M-DCPS has also seen significant Scoir engagement with first gen students.

As of October 2023, 34% of all students that applied to college in the Class of 2024 so far are first generation college students. Plus, 16% of all first gen students have already applied to a college!

Heading into the next application season, Scoir and M-DCPS will continue collaborating to prepare students to reach their full academic, personal, and civic potential.

Through its use of Scoir, Miami-Dade County Public Schools is rapidly establishing a data-driven approach to college counseling, positively affecting its College Assistance Program, and impacting the futures of students within the district.

85%

Seniors with active Scoir
account (as of Oct 2023)

34%

Of seniors applied to college
(as of Oct 2023)

74%

Of seniors logged into Scoir
in the past 60 days
(as of Oct 2023)

16%

Of senior first-gen students
applied to college
(as of Oct 2023)



Key Results



"I am very proud of our district's use of Scoir, and I'm proud of it because I believe in it. It's changing our work."

Sharon Krantz

Executive Director of Student Services, M-DCPS

20k+

Students in Class of 2024

85%

Seniors with an active Scoir account

11%

Of seniors have already applied to college in early October





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