Every student. Every school.

Future-Ready College + Career Advising



After two decades of unlocking pathways for thousands of students, OneGoal's next phase brings advising and support to every student in our schools, and expands opportunity for entire communities.

Each year, approximately 4 million students finish high school with a diploma in hand. Too many walk across the stage lacking a rigorous, evidence-based plan for what comes next, unprepared for a rapidly changing landscape and an AI-fueled job market. Our country risks widening social and economic gaps as students without guidance or access to tech-adaptive skills fall permanently behind.

NOW IS THE MOMENT TO CLOSE THIS GAP

State legislatures across the country are rewriting K–12 accountability frameworks to include College and Career Readiness indicators, putting new pressures and incentives to ensure all students are prepared for success after high school. And the data is clear: higher education yields higher employment rates, incomes, and life expectancy. Access to education cultivates a dynamic workforce and increases civic engagement.

We're evolving to meet the moment. By expanding to a whole-school approach, we help partners build a strong culture of postsecondary success that benefits all students. More educators are equipped with training and resources to keep up with a fast-changing college and career landscape and become high-quality advisors for their students. Over the next five years, we will both scale our model and shape the field:

+ Expand our reach 7.5x, from 10,000 to 75,000+ students annually
+ Our partners will see their students' postsecondary completion rates rise by 10-20 percentage points, unlocking an incremental $2.1 - 4.2 billion in lifetime earnings for young people
+ Build the institutional, technical, and policy infrastructure required to impact 500,000+ students by 2040

ONEGOAL'S BIG BET

Ensure every student experiences a universal launchpad for life, making college and career preparation as ubiquitous in American high schools as math or English so that all students can thrive in the new economy.

STRATEGY ONE

Serve Schools, Change Communities

Evolve from a classroom-by-classroom program serving roughly 6% of students in a high school to whole-school 9-13 implementation reaching 100% of students. Our model works because it's built to fit within a school's real constraints—existing schedules, staff, and budgets—rather than asking schools to add something new. Here's how each piece comes together:

+ **Teacher Training** // Expand college and career advising beyond the counselor's office by training educators to become postsecondary coaches for students.
+ **Full School Curriculum** // Students use a critical lens when choosing their best-fit pathway after high school. Career exploration is grounded in real labor market data.
+ **Technology** // Simple, engaging technology prepares students and teachers for richer, more meaningful advising conversations. Easy-to-access platform puts curriculum, career exploration, and advising all in one place.
+ **Progress Monitoring** // Real-time dashboards, automated reports, and scheduled check-ins track progress throughout the year and prompt action to maintain strong outcomes.
+ **Support After High School** // Hybrid support for students during the critical pivot into life after high school. Chatbot offers quick answers and reminders, and staff advisors prioritize students who need the most support.

STRATEGY TWO

Grow Where the Conditions Are Right

Our growth strategy operates on two tracks: deepening our impact where we already have a foothold and going big where conditions are already aligned. Together, these approaches let us scale responsibly, without outrunning the infrastructure or partnerships needed to do it well.



STRATEGY THREE

Shape the System for All Students

In deep collaboration with our partners, we will expand our influence to champion policies that support the expansion of rigorous postsecondary advising in secondary schools and influence the ecosystem to improve student access to high-quality postsecondary pathways.

These strategies reinforce one another. As OneGoal's reach grows, student outcomes generate the evidence and momentum needed to influence policy. As policy and funding shift, demand for OneGoal's model accelerates.

Looking ahead to FY32–FY40, this progress paves the way to make launchpad course experiences a standard, publicly funded state graduation requirement—fundamentally changing how high schools prepare every student for their future.

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