K-12

GuidEd INSIGHT
Parent Organization: Crocus

Primary User Groups

Notable Partnerships
National College Attainment Network · Tacoma Public Schools

Year Founded 2013

Market Adoption
- Students: N/A
- Schools: Unknown
- District Contracts: Unknown
- State Contracts: None

NSC Integration
GuidEd Insight streamlines NSC data submission and integrates student demographics, academic performance, and program data to offer a comprehensive view of program success, college readiness, enrollment, persistence, and financial aid.

What Sets Them Apart
GuidEd Insight integrates a large volume of different datasets alongside NSC data to tell a nuanced story of pathways that lead to student success as well as equity gaps to support data-informed advising.

NAVIANCE
Parent Organization: PowerSchool

Primary User Groups

Notable Partnerships
Seattle Public Schools · Pittsburgh Public Schools

Year Founded 2002

Market Adoption

NSC Integration
Naviance integrates NSC data to help users track postsecondary success. Dashboards with NSC data offer a centralized, visual approach to tackling key educational challenges and improving student outcomes.

What Sets Them Apart
Naviance is one of the most established platforms for College, Career, and Life Readiness, serving over 10 million high school students. As part of the PowerSchool suite of products, Naviance integration for existing users is easy and interoperability is guaranteed.

Overgrad

Primary User Groups

Notable Partnerships
NYC Department of Education · KIPP

Year Founded 2013

Market Adoption
- Students: 200,000+ /yr
- Schools: 1,100+
- District Contracts: 150+
- State Contracts: None

NSC Integration
Overgrad automates NSC file submissions and processes, reducing errors in name matching and reconciliation while providing actionable analytics that help to improve postsecondary outcomes.

What Sets Them Apart
Overgrad guides students toward college options where data shows they will have the most success and helps schools advocate for better aid. Students can also explore apprenticeships, certifications, internships, and military pathways.

SchooLinks

Primary User Groups

Notable Partnerships
Washington Office of Superintendent of Public Instruction · Dallas Independent School District

Year Founded 2013

Market Adoption
8 million+ users

NSC Integration
SchooLinks integrates with NSC data by acting as an intermediary that submits data on behalf of districts, streamlining operations and automating reporting. Data from the reports is easily accessible through dashboards.

What Sets Them Apart
SchooLinks organizes NSC data into digestible segments, ensuring users are not overwhelmed by the data, while delivering actionable insights and recommendations tailored to specific roles (e.g., counselors, administrators).

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xello

Primary User Groups

Notable Partnerships
Florida Department of Education · The School District of Philadelphia

Year Founded 1995

Market Adoption
- Students: 8 million
- Schools: Unknown
- District Contracts: 2,000+
- State Contracts: 4

NSC Integration
Xello users submit their student files and download returned NSC reports directly through the Xello portal. Xello will provide a detailed error report so districts can resolve errors and upload new files.

What Sets Them Apart
Xello prioritizes long-term student engagement, providing permanent access for students after graduation. This enables districts to track postsecondary outcomes through NSC data and monitor broader career development via student surveys.

K-12 + Postsecondary

360 CHOICES
Parent Organization: XAP

Primary User Groups

Notable Partnerships
RUReady ND.gov · OK CollegeStart.org

Year Founded 1988

Market Adoption
- Students: 1 million
- Schools: 2,700
- District Contracts: Unknown
- State Contracts: 2

NSC Integration
Choices360 generates NSC submission files from student accounts and guides users on file structure. It offers reports with insights on student interests, aptitudes, and values, which can be combined with NSC data.

What Sets Them Apart
Choices360 has a robust curriculum for students to explore postsecondary pathways throughout their academic journey. Data from this curriculum can be benchmarked against postsecondary outcomes data to assess how well schools prepare them for their desired path.

CoPilot
Parent Organization: College Possible

Primary User Groups

Notable Partnerships
The Scholarship Foundation of St. Louis · Tri-State Education Commission

Year Founded 2014

Market Adoption
- Nonprofits: 39
- Schools: Unknown
- District Contracts: 9
- State Contracts: 2

NSC Integration
CoPilot customers can send their roster file directly to NSC and receive a fully integrated data flow from their CoPilot dashboard, significantly reducing the time needed for data reconciliation and cleanup.

What Sets Them Apart
CoPilot is highly customizable and, while it can serve schools, districts, states, and institutions, it is particularly appealing to nonprofits that need an affordable tool tailored to their specific case management needs.

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maialearning

Primary User Groups

Notable Partnerships
Federal Way Public Schools

Year Founded 2008

Market Adoption
- Students: 2.5 million
- Schools: 18,000
- District Contracts: Unknown
- State Contracts: ≥ 1

NSC Integration
MaiaLearning integrates NSC data to provide insights into student postsecondary outcomes. This includes tracking college enrollment, persistence, and success rates.

What Sets Them Apart
MaiaLearning grew rapidly internationally when a competitor announced they would no longer serve schools outside of the US in 2018, and it is now used in over 70 countries. MaiaLearning has experienced 95% of growth through word of mouth.

Postsecondary

Alumni Pathways
Product: Alumni Pathways
Parent Organization: Lightcast

Primary User Groups

Notable Partnerships
Princeton University · Washington State University Tri-Cities

Year Founded 2021

Market Adoption
- Students: N/A
- Institutions & other clients: < 500

NSC Integration
Alumni Pathways matches alumni records that combine over 120 million workforce profiles data with NSC data, enabling institutions to track and assess alumni outcomes like career pathways and degree impact.

What Sets Them Apart
Alumni Pathways helps institutions shape their programs to improve students' return on investment by providing institutions with a comprehensive view of student outcomes that doesn't end at degree completion, but through their journey in the labor market.

Key (Primary User Groups)

K-12
- Counselors
- Teachers
- District Admin

Postsecondary
- Frontline Staff
- Admissions Staff

K-12 + Postsecondary
- Students
- School Admin
- State Admin
- Nonprofit & Case Managers

For more information about these products, please use the QR code or this link for more details.

Please note that you will need to make an account to view.

Legend: ✔ Yes · ⊘ Likely · ✖ No · ⊗ Unlikely

*Features and interoperability have not been confirmed with representatives from PowerSchool or MaiaLearning

	K-12				K-12 + Postsecondary				Postsecondary
	GuidEd Insight Crocus	**NAVIANCE** PowerSchool	**Overgrad**	**SchooLinks**	**Xello**	**360 Choices** XAP	**CoPilot** College Possible	**maialearning**	**Alumni Pathways** Lightcast
Features*									
Data Submission Support — Does the product help schools prepare their data to submit to NSC?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
Data Visualization — Does the product include additional visualizations beyond those in NSC reports?	Yes	Yes	Yes	Yes	No	No	Yes	Likely	Yes
Disaggregated Data — Does the product offer disaggregated NSC data where possible?	Yes	Likely	Yes	Yes	Yes	Yes	Yes	Yes	No
Insight Generation — Does the product provide insights or recommendations based on NSC data?	Yes	Likely	Yes	Yes	No	No	Yes	Yes	Yes
Supplemental Data Collection — Does the product allow for supplemental data collection, such as alumni surveys?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Student-facing Features — Does the product engage students in college and career exploration activities?	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Interoperability*									
API Support — Does the product offer APIs for integration?	Yes	No	Yes	Yes	No	Yes	Yes	Yes	No
Import & Export Data — Can data be moved into and out of the system?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
SIS Compatible — Does the product work with widely used student information systems?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Likely	No