



## THE CHALLENGE

AVID is continually looking to create new opportunities to help foster college readiness, particularly for students traditionally underrepresented in higher education. Many of their students can't visit colleges in person and lack the means to discover which colleges are the right fit for them.



of students are **first** in their family to **attend college**

AVID supports more than **800,000** students



students from **5,600** schools in **44 states** and **16 countries**

Advancement Via Individual Determination (AVID) is a global nonprofit organization that closes the achievement gap by preparing students for college readiness and success.

## THE SOLUTION

To increase college access, AVID partnered with CollegeWeekLive to host the first-ever virtual college fair exclusively for AVID students. This gave students a convenient way to research a wide range of colleges, all from a single website.

During the virtual college fair, students logged into CollegeWeekLive.com to:

- Chat live with college admissions counselors
- Learn about 100+ participating colleges & universities
- Watch live webcasts on college readiness and student success

CollegeWeekLive created AVID-branded marketing materials to make it easy for AVID to promote the event to students. They also provided AVID's team with dedicated technical support prior to and during the event.

"Online events like the AVID Virtual College Fair give students access to the information they need to make smart decisions about which college they want to attend," said Sandy Husk, AVID Center's CEO. "This gives more students another way to envision—and achieve—a bright college future."

## THE RESULTS

The first AVID Virtual College Fair was a smashing success, with nearly 10,000 AVID students from 42 states participating. Students were highly engaged, visiting a total of 45,000 college pages. More than 70 percent of students took the opportunity to chat online with an admissions counselor during the event.



Nearly **10,000** students participated



**42 states** participated



**45,000** college page visits in one day