Lessons learned building a college match & fit app
Match and Fit Summary

FAVORITES
6 Colleges I want to know more about

ACADEMIC
5 Colleges where students like me succeed

PERSONAL
4 Colleges that align with my interests

FINANCIAL
2 Colleges that can help with financial aid

Recommended Colleges

<table>
<thead>
<tr>
<th>College Name</th>
<th>Fit</th>
<th>Graduation Rate</th>
<th>Financial Aid</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of the South</td>
<td>66%</td>
<td>70%</td>
<td>45 miles</td>
<td></td>
</tr>
<tr>
<td>Rhodes College</td>
<td>64%</td>
<td>77%</td>
<td>20 miles</td>
<td></td>
</tr>
<tr>
<td>University of Georgia</td>
<td>84%</td>
<td>68%</td>
<td>134 miles</td>
<td></td>
</tr>
<tr>
<td>Centre College</td>
<td>80%</td>
<td>77%</td>
<td>198 miles</td>
<td></td>
</tr>
</tbody>
</table>

Personal Info

Distance From Home
2 hours or less

Campus Size
No preference

Attend on HBCU
What we had

• Lodestar
• Historical data
• Technical expertise
What was missing

- Marketing
- Engagement
- Strategic partnerships
How do you build sustainable data projects with small teams?
Let’s work together

Keith White
kwhite@pefchattanooga.org

David Morton
dmorton@pefchattanooga.org