MajorClarity

June 6th 2022

MajorClarity, Inc.
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Richmond, VA 23219

Greetings District Partner,

And congratulations! As you race to the finish line of yet another school year, it is my pleasure to announce that your district has achieved **PowerUser status** with MajorClarity's career and college readiness software this year.

Each year, we've been raising the bar for what is considered strong usage for a platform like ours. It is our belief that tools can only truly be comprehensive when they provide *high value* to a *high number of users*. While we are constantly striving to maximize student engagement in new ways, we are often impressed by district partners like yours for your relentless pursuit in implementing educational technology tools effectively.

We applaud your staff's ongoing dedication to student success, and we are proud to extend to you an official **MajorClarity PowerUser** certificate for the **2021-2022** school year! This is a proprietary designation that indicates:

- ● *At least 40-50%* of all student accounts have been activated this school year this benchmark is based on doubling the industry standard, which our research has found to be an estimated activation rate of 20% for other CCR platforms)
- ● *At least 50-60%* of students have returned to their account 2x or more this school year
- ● *High staff login rates* (measured through number of students engaged per staff login). This engagement ratio must be under ASCA's recommended caseload ratio of **250:1**

As an official PowerUser, we encourage you to display the MajorClarity digital PowerUser badge on your district website as well (provided via email).

Thank you greatly for all you do,

Audrey L. Johnston
Sr. Director of Customer Success