

MajorClarity

April 28th 2022

MajorClarity, Inc.
117 S 14th St. Ste 160
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 **Platinum 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, this year, we had to set *an even higher* standard for the top usage category thanks to district partners like yours.

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

- **At least 70-80%** of all student accounts have been activated this school year (*this benchmark is based on our top 10% of district users, nationwide*)
- **At least 65-75%** of students have returned to their account 2x or more this school year
- **Student to staff adoption rate of 140:1 or less** - measured through a ratio of number of active students per each active staff member (or, roughly one quarter of the average single counselor caseload)

As a Platinum 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