



PARTNER WITH

NACAC

RESEARCH





WHY PARTNER WITH US?

The National Association for College Admission Counseling (NACAC) welcomes opportunities to collaborate with researchers, philanthropic foundations, and mission-aligned organizations on projects that advance knowledge, guide practice, and inform efforts to expand access to college admission opportunities for students across the college admission landscape. As a trusted voice in the college admission field, NACAC serves as a convener and connector of research, practitioners, and expertise, with multiple opportunities to collaborate with partners to generate, support, and disseminate research that informs practice. NACAC provides a platform to elevate this work to a national audience of more than 28,000 college admission counseling professionals.

Its reach extends beyond membership through a social media audience of over 104,000 individuals, as well as regular engagement with national media outlets, further amplifying the visibility and impact of partner work. These collaborations generate actionable insights that inform practice, elevate understanding across the field, and shape national conversations on college admission and access.



SELECT PARTNERS

ASA Research

Bill & Melinda Gates Foundation

EAB

Equity Research Cooperative

**International Career and College
Counseling (IC3)**

Just Equations

Kresge Foundation

Lumina Foundation

Second Chance Educational

Alliance/Prison to Professionals

Strada Foundation

Stuart Foundation

The Harris Poll

University of Maryland



SELECT RESEARCH

State of College Admission

College Openings Update

The Shifting Role of Institutional Aid:

What About Need?

With the Strada Foundation

College Admission Process Survey

With the Strada Foundation

The Counselor Perspective

With EAB

●● IN THE MEDIA

NACAC's work and expertise has been featured in the following media outlets:

THE
CHRONICLE
OF HIGHER
EDUCATION

The New York Times

The Washington Post

CNBC

U.S. News & WORLD REPORT

THE HECHINGER REPORT

HIGHER ED DIVE

The
Boston
Globe

Bloomberg

Inside
Higher
Ed



NACAC OFFERINGS

NACAC OFFERING	DESCRIPTION	PARTNERSHIP OPPORTUNITIES
State of College Admission (SOCA)	NACAC's flagship research publication and one of the association's most recognized resources. SOCA brings together national data, original survey findings, and practitioner insights to provide a trusted, data-informed view of the evolving college admission landscape, widely used by practitioners, researchers, and policymakers nationwide	• Grant support (exclusive opportunity) • Sponsorship (exclusive opportunity) • Advertising (multiple opportunities)
College Openings Update	NACAC's annual resource connecting students with colleges and universities that continue to accept applications past the May 1 deadline. For nearly four decades, it has served as a trusted national tool for counselors, students, families, and community organizations, expanding postsecondary access by helping students identify real-time enrollment opportunities.	• Sponsorship (exclusive opportunity) • Advertising (multiple opportunities)
NACAC-Led Research Publications	NACAC produces issue briefs, reports, and data-driven analyses on key topics in college admission using original surveys, focus groups, as well as national datasets. These publications provide timely, field-informed insights that help practitioners and institutions respond to emerging challenges and trends in postsecondary access and success.	• Grant support (exclusive opportunity per publication) • Sponsorship (exclusive opportunity per publication)



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Partner-Led Research with NACAC Dissemination	NACAC partners with external researchers, foundations, and organizations to amplify completed research through strategic dissemination. This includes elevating findings through communications, webinars, conference sessions, and digital platforms, helping extend the reach and influence of externally produced work across the college admission field.	• In-kind partnership (multiple opportunities) • Sponsorship (exclusive opportunity per publication) • Advertising (multiple opportunities)
Research Convening (Events)	NACAC convenes small in-person and virtual expert gatherings focused on timely and high-impact issues in college admission. These convenings are designed to generate field-informed research insights through focused dialogue sharing across sectors, often culminating in publicly released summaries or reports that synthesize key themes and inform field practice.	• Grant support • (exclusive opportunity per convening) • Sponsorship • (exclusive opportunity per convening) • In-kind partnership (multiple opportunities)

Complete our contact form, and a member of our team will reach out with more information about partnership opportunities.

