

## INTRODUCING THE FIRST EVER HR BENEFIT FOCUSING ON EDUCATIONAL PLANNING FOR EMPLOYEES AND THEIR FAMILIES – FROM COLLEGE ADMISSIONS TO PROFESSIONAL DEVELOPMENT

### The myKlover Impact:

- Employees are provided with an educational resource to maximize the college admission process for their children in an efficient and cost-effective manner
- Employee stress levels are reduced, and family relations and work productivity improve
- Employers have a quality retention tool, a marketing tool to attract talent, and turnover is reduced

**myKlover** is an artificial intelligence-enabled college counselor with additional capabilities

- Designed by data scientists for college-bound students (useful as early as the 9th grade)
- Maximizes the likelihood of a student being admitted to the colleges and universities of their choosing
- Identifies personal and academic deficiencies at an early stage (via proprietary assessment testing) and recommends specific and actionable steps to address them
- Connects the student with specific resources and educational professionals for areas requiring improvement
- Provides the student and parents with a personalized blueprint to achieve goals and tracks the progress
- Adjusts the student's personalized blueprint and recommendations based on actual data results
- Assists students and their parents in evaluating and selecting desired colleges and universities

- Provides a unique platform for assembling a student's college application portfolio
- Connects students with suitable options for financing vehicles, scholarships, and internships

**ONLY  
30%**

of public schools have at least one College Counselor (US Department of Education data, 2013-14)

**60%**

of first-year College students need remedial courses (National Center for Public Policy and Higher Education)

A personalized, algorithm-driven, 24/7 college counseling benefit at a fraction of private basis college counseling cost

A public high school student receives approximately 38 minutes of college-related advice per year (*National Association for College Admission Counseling, 2005*)

## WHY THE MYKLOVR EMPLOYEE BENEFIT IS ADVANTAGEOUS TO YOUR ORGANIZATION

- Very relevant to the core employee demographic of ages 35 to 55
- Differentiates your employer “value proposition” in the marketplace
- Increases employee recruitment, loyalty and retention, and lowers attrition
- Improves an employee’s commitment, job performance, education, and chances for an internal promotion
- **MyKlovr** for children alleviates employee worries and promotes job-focus
- Employers can structure their program to share as much or as little of the cost with their employees as they choose (and the cost-sharing structure can be changed in the future due to budgetary or other preferences)
- The after-tax payment structure allows employees to use the **myKlovr** benefit for their children
- **MyKlovr** families will likely have more successful children, and less adult children dependent on their parents for health and other benefits
- Employees understand that the employer is promoting a work-life balance
- Requires minimum implementation, onboarding, and maintenance from your HR team
- **MyKlovr** provides employers with employee notices and election forms and user-friendly instructions for setup

## WHY IS COLLEGE COUNSELING IMPORTANT TO YOUR EMPLOYEES AND THEIR FAMILIES?

- A college education is a prerequisite for a rewarding career that has the potential for advancement in today’s sophisticated marketplace
- Most people find it difficult to navigate a very complex college application process
- Most parents do not distinguish between application materials and admission criteria
- Application filing fees typically promote stress for employees (e.g., regarding the number of applications, the submission deadlines, and the identification of a limited number of applicant schools)
- Busy employees struggle to stay engaged in their children’s education, but the selection of a college or university is a choice that will impact the rest of their lives
- High school counselors don’t have the necessary resources or the depth of **myKlovr’s** analysis
- Private basis college counseling is far too expensive for the average American family and still doesn’t have the impact of **myKlovr**

”Being a parent is my most important job. I hate to think that I may let my child down and neglect his education. But it is not easy. If only I had more time, more money, and knew what is best for his education and future career.”

## HOW IT WORKS

### EMPLOYER ACTIONS

The employer simply engages **myKlovvr** to offer the College Counseling Benefit and chooses an after-tax payment sharing arrangement as indicated in the chart to the right (different applications of the Benefit can have different payment splits). Some advantages of employer cost-sharing include increased employee morale and higher participation rates.

EMPLOYER PAID	EMPLOYEE PAID
100%	0%
0%	100%
Other % Split (chosen by Employer)	Other % Split (chosen by Employer)

#### INDIVIDUAL EMPLOYEE SIGN-UP:

Employees and their families sign up using an employer-specific code with a limited commitment

#### STUDENT ASSESSMENTS:

The student-user completes academic, personal, and professional assessments

#### PERSONALIZED RECOMMENDATIONS:

**MyKlovvr** algorithms provide users with goals, milestones, actionable steps, and resource recommendations

#### GOAL-FOCUSED NETWORKING:

The student-user invites his/her parents and faculty to join their family membership (thus creating an “achievement team”), which stays intact through the college admission process

#### ACTION PLAN DELIVERY:

The student-user executes their personalized plan and **myKlovvr** provides progress tracking, as well as accurate mapping and reminders of future events

#### SETUP AND INTERFACE:

The employer sets up the **myKlovvr** benefit via its HR benefits portal and employees access it as needed

#### COMPANY REPORTING:

The employer is able to prepare reports as required

## Cost of *myKlovr* Program

**\$19.99 per month** per user; compare with:

- Some private basis college counseling costs exceed \$4,000 or \$150 per hour, while *myKlovr* provides in-depth, 24/7 college counseling (including other applications and information) for the annual cost of less than 2 hours of private basis college counseling

### COMING SOON

- Internship candidate search and selection
- Digital college graduate recruitment platform
- Pre-employment college graduate candidate development
- Digital employee development counseling
- Customized company database analytics

The average public school has 457 students per counselor (*National Center for Education Statistics, 2009*)

[Ask about opportunities for corporate social responsibility \(e.g., sponsoring college prep students from marginalized communities\)](#)

'MyKlovr provides companies with an opportunity to include a cost-effective and valuable benefit to employees faced with the daunting and time-consuming task associated with college hunting for kids. MyKlovr is a cutting-edge addition to any wellbeing program!'

**-Yvonne Franzese** - *Chief Human Resources Officer*

'MyKlovr is the first platform to link personalized goals to a vast array of powerful resources to get the individual to meet those goals. It's a fully integrated hub and network that is poised to ensure all the success the student wants - from admissions to professional development. This tool is much needed and it is finally here.'

**-Sergio Costa** - *Director of Online Learning, Cuny School of Public Health*

"The war for talent is a major challenge. Employee recruitment and retention cost the company money, which is often in short supply. Technology that can ease this burden on management and reduce cost is welcome and long overdue."

## Contact us

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**myKlovr**

Delivering Student Solutions -  
One Student at a Time