

Funding and Hosting a Virtual Webinar Series for Counselors in India

The Opportunity Grant funds were used to purchase Zoom Meeting and Webinars Licence by our Foundation. Earlier, the limitations of the unlicensed Zoom account had been a challenge and a major hurdle for us while reaching out to the community of high school counselors and educators. With the help of the Opportunity Grants from the International ACAC, this hurdle was removed and we were able to provide a seamless webinars and training experience to our community of Educators.

Every year, the Outreach Team at Next Genius connects with 1500 high schools in India via emails, postal campaigns, calls, Whatsapp and SMS. Out of these 1500 schools, only about 300 schools have a Career Guidance Counselor or a trained professional to guide the students. Four out of five schools we reach out to don't have adequate counselling support.

Between May 2020 and April 2021, we hosted 127 webinars which were attended by 800+ educators and high school counselors from 653+ high schools across India. We ensured that a majority of these high schools were from tier-II and tier-III towns across India, towns like Patna, Jamshedpur, Kohlapur, Ludhiana, Madurai, Vijaywada, Vishakhapatnam, Jabalpur, Vadodara, Aurangabad and Shimla. Every month, we invited expert educators and professionals to present on career counseling, professional development and college admissions related topics. We also presented webinars on topics such as: Profile Building Opportunities for Students, Filling the CommonApp and Exploring Majors. These webinars were enthusiastically attended by educators and most of them were very grateful to be a part of such a professionally enriching experience. We are grateful to International ACAC for providing the Opportunity Grant to make this whole engagement possible and we're looking forward to your continued support.



