

Graduate Enrollment Matching Service (GEMS)

RIGHT-FIT MATCHING. REAL NURTURING. BETTER ENROLLMENT OUTCOMES.

You're already doing the work to attract prospective students. GEMS helps take it further.

At the center of the GEMS model are Matching Advisors—trained professionals who connect with high-intent students, guide them through the discovery process, and help them take the next step. Backed by AI-powered matching and aligned to your brand, they provide the consistent, personalized outreach that turns interest into enrollment.

Built by ETS and Noodle, GEMS is designed to complement your existing efforts—extending your team's reach and increasing enrollment outcomes without adding to your workload.

GEMS is not just marketing to names.
GEMS is precision, right-fit matching.



TRANSPARENT

No contracts for long-term commitments



STUDENT CENTERED

Dedicated to helping students find programs that truly match their aspirations



COST EFFECTIVE

You pay only for the students that enroll

Consider this your new strategic media channel for reaching **high-intent prospects** actively exploring graduate education. Unlike traditional list marketing, GEMS engages high-quality leads through enrollment advisors, boosting applications, lowering CAC, and enhancing both yield and retention.

- Personalized counseling & guidance for students
- Matching students with participating institutions/programs
- Participating institutions pay only after student enrolls
- Technology integration enables transparency & simplicity



Advisor-Led. Outcome-Driven.

HERE'S HOW GEMS DELIVERS.

GEMS combines intelligent targeting with human connection—but the real value is what happens in between. Our team doesn't just identify the right students—we stay with them, offering guidance, clarity, and encouragement throughout the decision-making process.

Matching Advisors That Convert:

Our matching advisors engage with students consistently, helping them take the next step—and the one after that—until they enroll.

Aligned to Your Brand:

Every conversation is informed by your voice, values, and goals. Your content trains our AI and Matching Advisors to represent you accurately.

Performance-Based Investment:

A one-time integration fee gets you set up—but you only pay for results. No lead costs. No ongoing fees. Just a flat rate when a student enrolls.

Smart at Scale:

AI-powered matching meets human outreach, enabling high-touch engagement—without adding staff.

Slate-Optimized CRM & Analytics:

As a Slate Preferred Partner, GEMS integrates seamlessly and uses predictive data to target your best-fit prospects.

Dynamic Performance Tracking:

Real-time dashboards and testing insights let you refine messaging and strategy as you go.

WHO'S A GOOD FIT FOR GEMS?



PROGRAMS WITH CAPACITY TO GROW

Ideal for graduate programs looking to expand without overloading internal teams.



SCHOOLS SEEKING RIGHT-FIT STUDENTS

GEMS supports mission alignment by connecting with high-intent, qualified prospects.



TEAMS NEEDING MORE HANDS WITHOUT MORE HEADCOUNT

Matching Advisors extend your reach without adding to your payroll.



Your higher education partner for data-driven, cost-efficient, and student-first solutions

LET'S CONNECT