



Golden Match

Automated Eligibility-Matching Engine

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The Problem

18,000 Students

9,000+ Qualify

only ~600 in EOPS...

The Problem

It's not that students don't qualify, it's that they're unaware or the process is tedious..."

-Claudia Lee, Ed.D.
VP, Student Services

The Problem

For Staff :

- have no efficient way to identify, contact and track eligible students
- The Manual Outreach is too slow, causes delays for students who become eligible

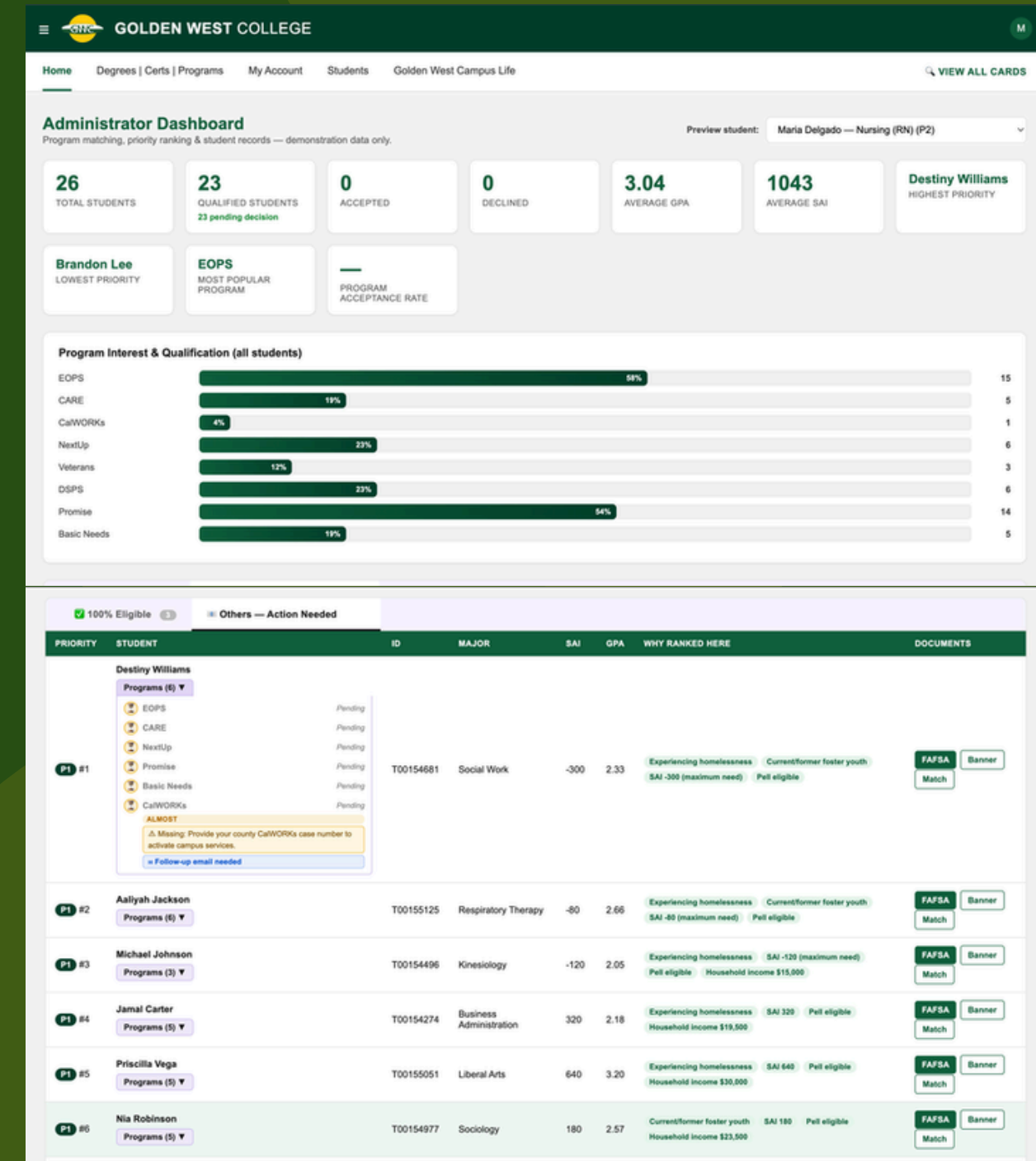
For Students :

- lack program awareness to what's available to them
- unaware of the full range of resources available through each program
- tedious to apply independently for qualified programs (e.g., EOPS, CARE, CalWORKs)

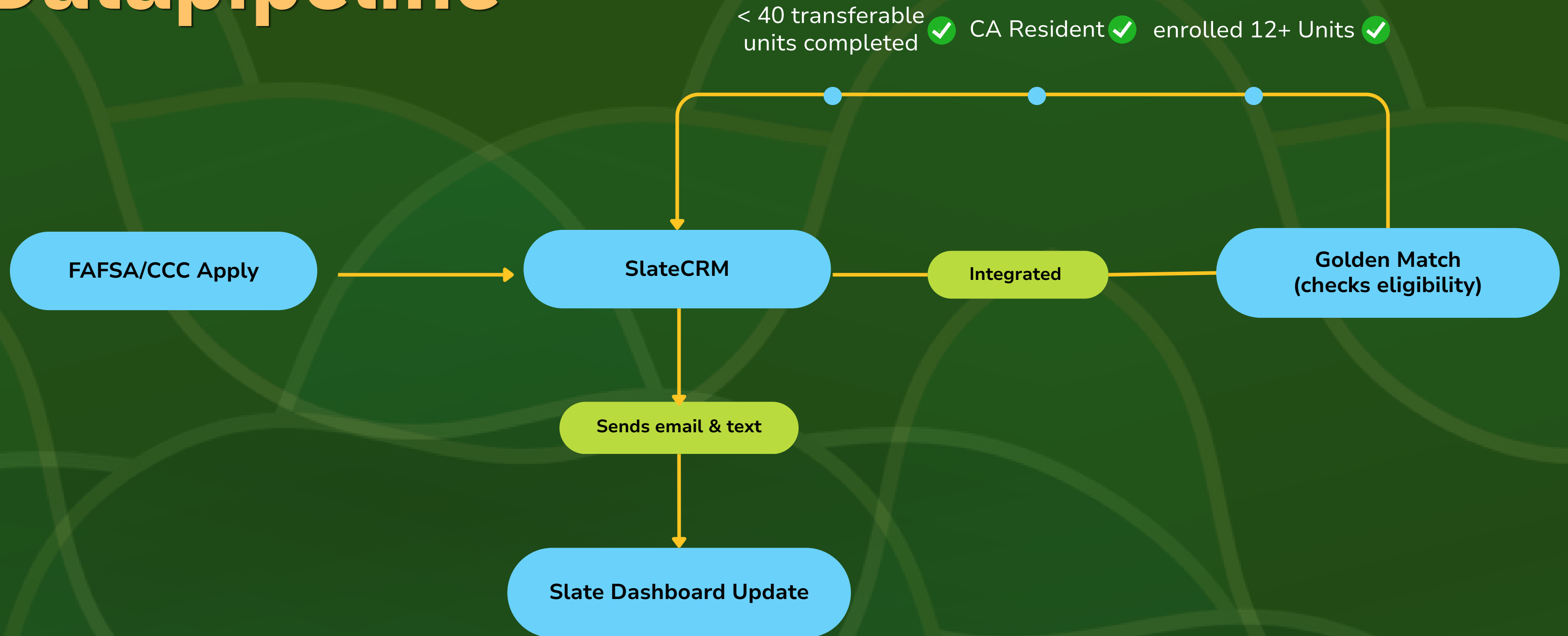
The Ask

(what they want implemented)

- Build a metric dashboard using existing personal data (Via: CCC apply, FAFSA) that identifies eligible programs for each student
- Proactively notify and invite eligible students to opt in or opt out
- GOAL : simpler access, reduce missed opportunities, and increase students supported



Datapipeline



Demo

The Impact

Students

- **helps with financial need** (e.g. textbook costs and other incentives)
- **academics** (e.g. priority resignation and personal counselor)

GWCC

- **Easier to target individual students who need follow-up**
- **Enrollment Increase = Proof for Student Need = Increased Funding**
Higher enrollment in support programs

Tech Overview/Architecture



Technology	Why
Next.js	Static frontend on S3, API routes on AWS Lambda (serverless)
AWS DynamoDB	Cloud database that stores every student record and tracks every action
AWS Simple Email Service	Amazon's email service - sends tracked emails with unique links per student
Slate-Ready	All data fields named and structured for direct CSV import into GWC's existing Slate CRM



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Thank You!

Questions?

