

Universal Encouragement Guidance Profiling System

A Comprehensive, Flexible Approach to Understanding and Supporting Student Readiness

Universal Encouragement Incorporated (UEI) provides a survey-based guidance profiling system designed to help schools, counselors, families, and community partners understand a wide range of factors that shape student preparation for education and training. In about 30 minutes, students complete a detailed questionnaire that addresses more than one hundred factors influencing educational performance, aspirations, planning behaviors, and anticipatory experiences related to education and career opportunity.

Comprehensive Profiling

The *Universal Encouragement Program education and career profiler* captures a wide spectrum of influences on student development, including academic habits, motivation, confidence, family context, access to resources, exposure to opportunities, and the planning steps students have taken or wish to take. This holistic approach enables educators, support professionals, and families see a critical *matrix*, beyond grades, test scores, and attendance records.

Precision Reporting

Upon submission, the system generates a student report of responses to the survey, which also reports items not selected by the student. Authorized users of the survey data (counselors, administrators, and education support professionals) have immediate access to a variety of reports. All group reports can be filtered by demographic and background factors:

- Age and grade level
- Family living situation
- Family level of education
- Race-ethnicity
- Gender
- And additional contextual variables

These filters allow schools to identify patterns, disparities, and strengths across different groupings of students.

Tracking Change Over Time

- Individual student change
- Group-level trends
- Effects of programs, services, interventions, and policy changes

Data to Guide Programmatic Responses

The reporting system indicates areas of interest, need, and areas where students seek support or opportunity. These insights may inform

- Resource allocation
- Program development

- Grant proposals
- Advocacy on behalf of student groups with specific characteristics

Reports enable

- Addressing student preferences for information and support
- Identifying candidates for support programs
- Communicating efficiently with groups of students with common interests
- Student voices to be heard
- Identification of risk factors that affect educational aspirations, motivation, and preparation
- Focusing group guidance

Strategic Planning & Policy Development

Schools and districts use the data to:

- Inform improvement plans
- Align resources with student needs
- Amplify student voice
- Build transparency and trust with data-informed student support

Advocacy & Empowerment

The system equips educators and support personnel with clear, actionable evidence to advocate for equitable opportunities and improved services. It helps identify shared interests and aspirations and supports efforts to address and support them.

Flexibility and customization

A defining feature of UEI's system is flexibility. Standard assessments can be customized by any user or group of users to reflect local priorities, cultural contexts, or programmatic needs. Customization options include:

- Shortening the assessment for time-limited settings
- Adding items that reflect unique community interests, values, or sensitivities
- Tailoring content for specific student groups, initiatives, or partnerships
- Creating your own surveys and reports

[More information](#) including pricing, registration, sample reports, and previews