

Unlocking Postsecondary Success Through Real-Time Data at Homewood-Flossmoor High School



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Supporting nearly 3,000 Students With Precision and Speed

Homewood-Flossmoor High School, located in Flossmoor, Illinois, serves just under 3,000 students from the communities of Homewood and Flossmoor. As the only high school in the district, it provides comprehensive college and career support to a large and diverse student body.

With 11 general counselors and two dedicated postsecondary counselors, the school takes a specialized approach to guiding students through life after high school. Brad Kain, a postsecondary counselor who has been with the district for over two decades, described the role this way:

“Our job is to help families through that process and get students ready for whatever comes next—whether that’s college, trades, the military, or a gap year.”

Key Takeaways

SchoolLinks empowers postsecondary counselors to act quickly on scholarship and opportunity leads using real-time data filtering and tracking.

The platform streamlines end-of-year reporting, helping the school clearly communicate postsecondary outcomes with stakeholders like superintendents and school boards.

Students benefit from increased access to opportunities—such as scholarships and institutional partnerships—because counselors can move fast and share updates instantly.

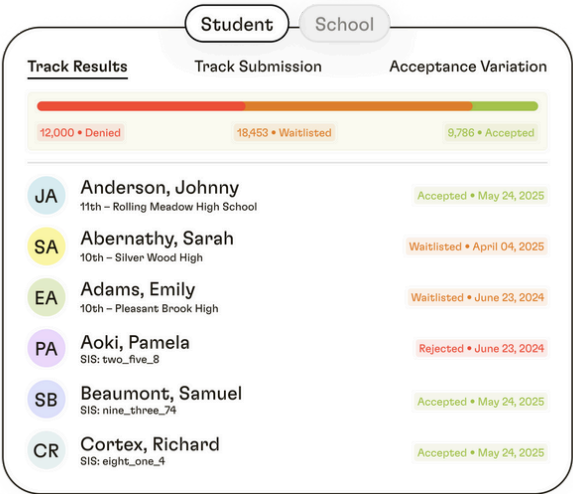
A slow, thoughtful rollout allowed the school to gain deep understanding of SchoolLinks’ capabilities, ensuring buy-in and consistent use across staff.

Turning Scholarship Requests Into Life-Changing Outcomes

In the past, identifying scholarship candidates—especially for last-minute or high-value opportunities—was a time-consuming process. Counselors would dig through notes and spreadsheets to find qualifying students, often missing critical timelines.

But this year, things changed.

Three universities contacted Homewood-Flossmoor at different points throughout the school year, offering full-ride scholarships. Thanks to the data and tracking available in SchoolLinks, Brad and his colleague were able to respond within minutes.



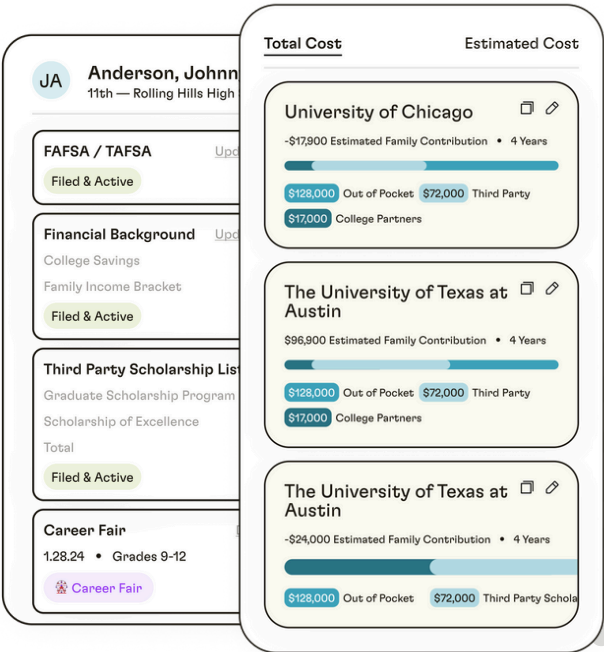
“We pulled up SchoolLinks, sorted by application status and academic criteria, and within two to three minutes we had names,”

“It made us look like we were on top of our game—but really, it was SchoolLinks that made it possible.”

One of the most impactful examples involved a \$125,000 full-ride scholarship. The team was able to place that opportunity directly into the hands of a student, potentially changing the course of their life.

“It’s a big difference maker,”

“That’s what we’re trying to do every day.”

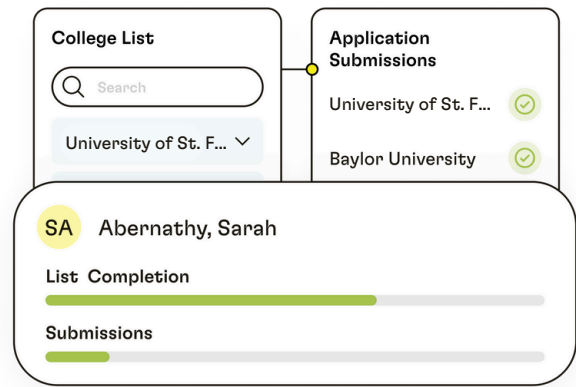


More Opportunities, Delivered Faster

In another instance, a women's basketball coach from the University of St. Francis reached out, looking for incoming students who could assist the team in exchange for additional scholarships.

With SchoolLinks, Brad was able to identify every student who had applied to or committed to the university and contact them—all within five minutes.

These fast responses aren't just administrative wins. They're opening new doors for students.

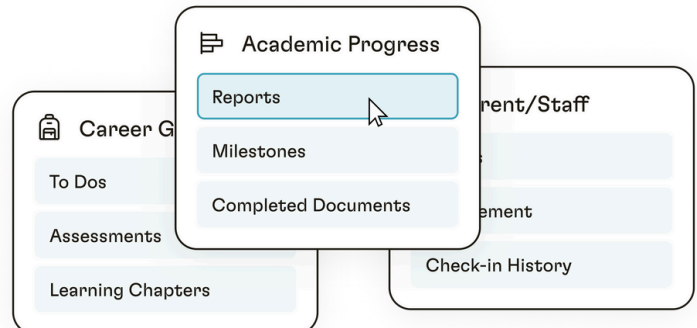


“SchoolLinks helps us put opportunities in front of students we may not have reached otherwise.”

Data at the Click of a Button

End-of-year reporting is a key task for postsecondary teams. Parents, principals, and the community want to know: Where are our graduates going?

Historically, compiling that information was a time-intensive process. Now, with just a few clicks in SchoolLinks, Brad's team can generate clear visual breakdowns—like pie charts—of student outcomes. Whether it's college, military, or workforce-bound pathways, the data is ready to share.



“It's not just helpful to have that information—it's helpful to have it in a format we can share,”

“It makes a big difference in how we work day-to-day.”

A Strategic Rollout That Works

Brad attributes their successful use of SchoolLinks to a methodical rollout. Rather than launching everything at once, the district introduced features step by step, ensuring each new process was well-understood before adding more.

He also credits the relationship with their SchoolLinks representative as essential to their success.

“My advice to other districts? Be patient,”

“It’s a robust platform. There’s a learning curve, but once you have a handle on it, it gives you exactly what you need, when you need it.”

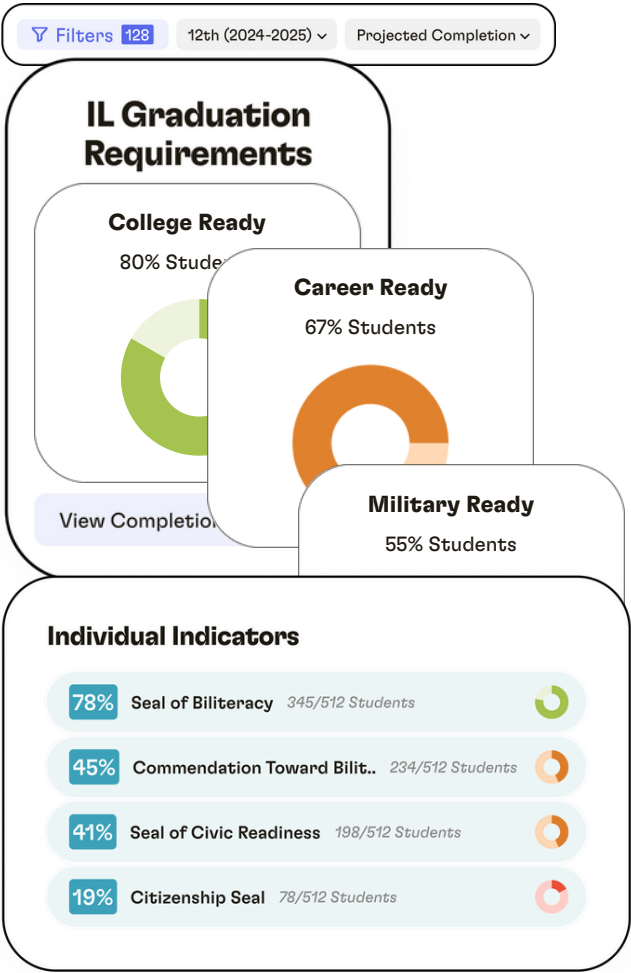
“We asked tough questions, and they always brought answers back to us. That partnership has been a huge help.”

Impact That Lasts

With over 670 students per graduating class, access to fast, reliable data is critical.

“When you need data for the state or stakeholders, and it’s right there, clean and ready—it makes us better at our jobs.”

But beyond the efficiency and the automation, Brad sees something more important: the chance to place life-changing opportunities in front of students, again and again.



**“That’s what this is about.
Helping students get where
they want to go—and
making sure nothing stands
in their way.”**

Request a Demo



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