

Predictive Analytics Pioneer CollegeAPP Named to Inc. 5000 as Demand for Intent-Based Higher Ed Recruitment Soars

Designation Marks Third Year in a Row that CollegeAPP is Named One of the America's Fastest Growing Private Companies

LA CANADA FLINTRIDGE, CA, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- As colleges, universities, and state workforce systems face unprecedented challenges in aligning education and training to in-demand jobs, CollegeAPP has once again been named one of America's fastest-growing private companies by Inc. Magazine.

The 2026 inclusion marks the third consecutive year CollegeAPP's growth has been recognized on the Inc. 5000 list. Among the 5000 companies that earned the honor, CollegeAPP ranks 4th among the companies that serve the higher education sector.

Company co-founder Sean Godlewski said "Our momentum signals a permanent pivot in how higher education institutions identify, recruit, and enroll adult learners. CollegeAPP partners and clients are turning away from the failed practices of the past and embracing proprietary techniques to identify the adults who actually intend to enroll in education and training."

CollegeAPP's platform pairs ongoing survey research, covering hundreds of thousands of adult responses, with a database of 264+ million U.S. adults. The result is person-level predictive modeling that identifies the 1 in 4 adults actively intending to pursue higher education or job training. CollegeAPP currently serves more than 300 institutions across the country and continues to add, on average, ten new institutions each month.

"The higher education recruitment model has fundamentally changed," said Jack MacKenzie,





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*Sean Godlewski, Co-Founder -
CollegeAPP*

Founder and CEO of Adult Prospect Pipeline (CollegeAPP and CareerAPP). “Institutions can no longer afford to throw demographic or persona-based marketing campaigns at the wall and hope for the best. Securing a top-5 spot in Higher Education on the Inc. 5000 list validates what our 300 plus partner institutions see every day: when you identify adult learners at the person level based on real intent, enrollment yield goes up, cost-per-lead drops, and adults get connected to programs that actually change their lives.”

CollegeAPP’s three year growth track coincides with the company’s commitment to continuous innovation. Over the past three years, CollegeAPP has introduced more than 25 new predictive models in order to create more precise outreach to potential adult learners. The models include educational motivations and obstacles for each individual in the database, most likely program of interest and previous education attainment.

“Every company on the Inc. 5000 has a story of perseverance, smart decision making, and a refusal to sit still,” says Mike Hofman, editor-in-chief of Inc. “Their growth reflects more than strong financial performance—it reflects creativity, resilience, and the customer focus required to build companies that make a lasting impact.”

About CollegeAPP

CollegeAPP (adultprospectpipeline.com / yourcollegeapp.com) is the leading data science and predictive analytics platform powering intent-based recruitment for higher education institutions, community college systems, and workforce development agencies. Built on the nation's largest ongoing survey of adult educational intent, CollegeAPP equips higher-ed leaders with person-level insights, targeted media strategy, and actionable audience data to drive measurable enrollment growth.

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