

“I Am College Bound – I Applied” Program

New Hampshire’s College Application Week Initiative

November 16 – 20, 2015



Agenda

- College Application Week Nationally
- NH's Participation
 - Steering Committee
 - Pilot Year Results & Growing the Program
 - Event Details
 - Volunteer Responsibilities
 - Wrapping Up 2015 & Looking Ahead to 2016



College Application Week Nationally

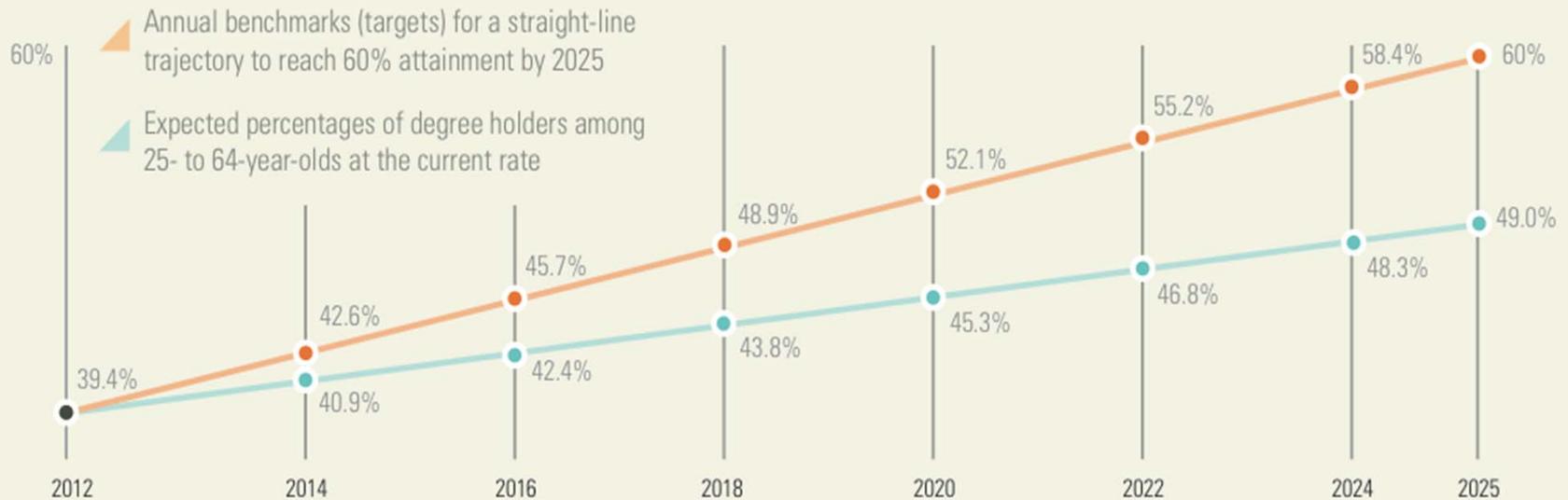
- Began in **2005** - North Carolina piloted CAW in a single GEAR UP high school in Chatham County in 2005 after learning that many students participated in a FAFSA event but had not applied to college.
- In **2014**, all 50 states (and the District of Columbia) participated.
- Goal of getting students to complete at least one application:
 - Focuses primarily on low-income, first-generation students
 - Takes place during the school day; in October or November
 - Requires collaboration (K-12/HE)
 - Utilizes existing networks and infrastructure
 - Promotes college-going culture
 - Uses school personnel and volunteers – low cost
- Ties **nationally** to Lumina Goal 2025 – 60% of Americans to have some post-secondary degree by 2025
- Ties **statewide** to NH Coalition for Business & Education Goal – 65 x 25
- Number of participating students and high schools, as well as total number of applications ***submitted, not completed***, during this week.





60% of Americans will hold high quality degrees and credentials by 2025 ~ Lumina Foundation

The path to 60% degree attainment in the U.S.



Source: U.S. Census Bureau, 2000 Census, 2010, 2011, and 2012 American Community Survey



Lumina Foundation, *A Stronger Nation through Higher Education*, May 2014

Steering Committee Members in NH

- NH Department of Education – Division of Higher Education
- University System of New Hampshire
- Community College System of New Hampshire
- NH College & University Council
- Campus Compact
- NHHEAF Network Organizations' Center for College Planning
- NHSCA
- NHASFAA
- (*ad hoc*) School counselors from participating high schools



College Application Week in NH

- Committee created in May 2014
- Pilot program was November 17 – 21, 2014
- Offered to all seniors at 6 public high schools as part of state, and school, November “I’m Going to College” month celebration
- Required students from these 6 schools to register with school counselors for participation
- Funding for 2014 Initiative at 6 Schools
 - \$5000 through NH Department of Education – Division of Higher Education
 - Use of existing “I Am College Bound” materials



Year 1 (2014) – By The Numbers!

	Number of Applications Submitted	Number of Students Submitting An Application	Number of Seniors	Number of Students Not Submitting But Receiving College Application Assistance
Concord High School	81	43	404	6
Somersworth High School	126	60	114	7
Keene High School	124	51	351	9
White Mountains Regional High School	108	52	95	0 – <u>every</u> student who came submitted at least one application!
Manchester Central High School	57	37	403	6
Newfound Regional High School	37	21	68	1
Totals:	533	264	1435	29



Notes:

- 18.3% of all seniors submitted an application in 2014 as part of this program
- Goals for 2015 - Estimated 2243 seniors at schools participating in 2015. 20% equals 448 seniors.

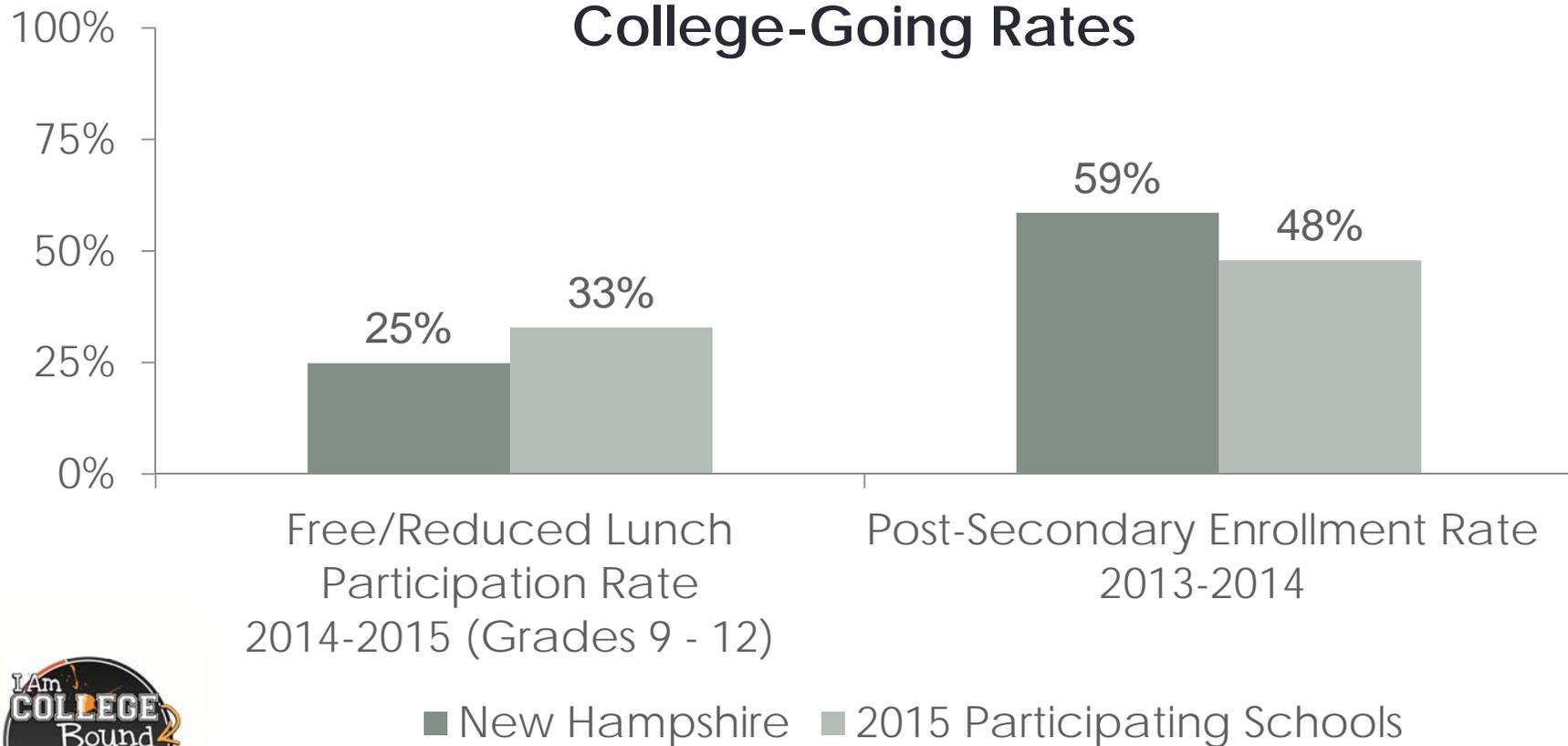
2015 NH College Application Week

- Week of November 16 – 20, 2015 with kick-off at Concord High School on Monday, 11/16
- 14 participating high schools
 - **Returning from 2014:** Concord, Manchester Central, Keene, White Mountains, Newfound and Somersworth
 - **New for 2015:** Newport, Berlin, Profile, Portsmouth, Laconia, Raymond, Manchester West, Kearsarge
 - NH Department of Education communication to principals and superintendents
- Incorporated as part of state, and school, November “I Am College Bound” month celebration, formerly known as “I’m Going to College” month
- Funding for 2015 Initiative
- \$20,000 through NH Department of Education – Division of Higher Education
 - One \$500 scholarship for one participating student at each participating high school
 - Printing/materials
 - Posters for schools, signs for faculty doors, banner for school
 - “I Am College Bound – I Applied” t-shirt for every participating student



Our Target Population

Statewide vs. 2015 Participating Schools: Free/Reduced Lunch Participation and College-Going Rates



Source: NH Department of Education and National Student Clearinghouse

Preparation Ahead of Time

- Parent letter, outlining school's college prep activities for the year sent- as well as postcards for students to take home for sign-up.
- Once student has signed up for program, they receive an Information Packet to complete before their school's event.
 - Personal Information
 - Identifying colleges to apply to based on fit and match
 - How to apply via the Common Application
 - Preparing the college essay
 - Understanding payment may be required to submit an application and mention of fee waiver eligibility
- Some schools will host workshops ahead of time to work on essays and Common Applications.
- Schools have received materials to use to promote the event –
"I Am College Bound" postcards & Faculty/Staff posters and banner for the hallway.



How The Day Works

- Students will arrive in the school's computer lab with their worksheet of data.
- When they arrive, students will be assigned to a volunteer (2 to 4 students).
- The volunteer will introduce him/herself to the students and work with them throughout the session – answering questions about application, admissions process or financial aid process.
- Some schools will have multiple sessions of students coming in, some may have one.



How The Day Works, cont.

- Students will complete their application(s) – including uploading essay into Common App (if appropriate), selecting payment option (fee waiver or providing payment), and all other application components.
- Before they click “Submit”, the assigned volunteer will “double-check” the application to make sure it is complete.
- Before leaving the computer lab, students will complete a webform capturing their name, email address, birthdate, the colleges applied to and t-shirt size.
- Drop-ins and unprepared students may happen!

We will track the number of students, number of applications and number of high schools participating. This data is submitted to the American Council on Education and rolled into the national numbers.



Student Follow-Up Is Key

- ***Submitting*** an application does not mean an application is ***complete***.
 - Remind students to work with school counselors for letters of recommendation, sending of test scores, transcripts, fee waiver documentation (if appropriate), etc.
 - Remind students applying for financial aid is the next step – and encourage them to attend their school’s financial aid night and FAFSA filing day.
 - Free Financial Aid Night webinar on NHHEAF Channel on YouTube.
- Every student receives a take-home folder:
 - Financial Aid Organizer
 - Next Steps information
 - NH Charitable Foundation Information
 - Education Talent Search Information
 - Customized School FAFSA Filing & Financial Aid Night Information



How You Can Support The Effort!

- Volunteer at a high school! Smile!
- Ask your admissions office and college access programs about the program!
- Give generously at the Conference Charity Table!
 - NHASFAA is sponsoring at least one of the 14 \$500 scholarships – THANK YOU!
- Volunteer to help file FAFSAs at the participating schools!



Volunteers Make The Day!

- Over 50 college admissions, college access, and school counselors signed up! Feel free to volunteer!
- Check in 10 minutes before your start time with your NHHEAF Staff Site Coordinator and the School Counselor for last-minute updates!
- Wear your school nametag!
- NHHEAF CCP staff person will assign volunteers to jobs
 - Examples: greeting students at the door, working in small groups with students, helping students “check out”, handing out prizes from I Am College Bound.
- Share personal college experiences with students, as requested.
- Primary responsibility is to **instill confidence** in students about the college application process. Explain though perhaps complex, the process is not insurmountable! Be encouraging! Smile!
- Guide students through the college application process and help answer any questions students may have, regardless of where the student wishes to apply.



What Students & Schools Receive

- **Students, When Completed:**
 - Take-home folder with information
 - “I Am College Bound” Gear – t-shirt, pen, mousepad, etc.
 - “I Am College Bound/I Applied” Sticker
- **Schools, to award on their own:**
 - Volunteer support
 - \$500 scholarship to raffle to students who submitted at least one application during the event
 - 3-4 NH college t-shirts to raffle to participating students



Promotion & Follow-Up

- Part of larger November is “I’m Going to College” month activities – all elementary, middle and high schools
 - Proclamation from Governor Hassan
- Kick-off Celebration at Concord High School, Monday, 11/17 - 9:10 a.m.
 - Video recorded to share with other schools and participants
- NHHEAF Social Media – Facebook & Twitter - #collegeboundnh
- Encourage students to file FAFSA, apply for scholarships, see CCP at other school programs, ask questions!



After The Event...

- Report our final numbers to the American Council on Education (ACE) for 2015
- Receive data from NH Department of Education for 2014 program – how many enrolled?
- Evaluate and plan for 2016
 - Develop Steering Committee
 - Continue to establish partnerships for volunteering, collaboration with statewide P-16 initiatives
 - Secure ongoing funding for event
 - Expand to additional schools strategically
 - Earlier announcement and involvement by schools
 - Develop program manual for schools to help plan their own event while still offering support
 - Develop promotional plan
 - Early awareness, website, social media



Questions?

Tori Berube

VP, College Planning & Community Engagement

I Am College Bound/I Applied State Coordinator

The NHHEAF Network Organizations

4 Barrell Court

Concord, NH 03301

Office Telephone: 603.225.6612, ext. 117

Cell: 603.738.5104

Email: tberube@gsmr.org

