

Fit & Match, Part II

A deeper dive into the Springfield Match List & Leveraging Tech

May 29, 2020

Doreen Kelly-Carney & Diane Scott

An overview of today's session:

- Exploration of the Match List
- Taking a look at a starter set of texts for use with the Class of 2021
- A suggested short list of target schools (& why)
- Discussion, and perhaps a word about tracking our progress ...

Let's take a deeper dive into it ...

https://docs.google.com/spreadsheets/d/1tY38Zzt0QfHoqkqoxcl--b0mvQmb6Kt_enUSsk4qHKE/edit?usp=sharing

Feedback on the Match List:

Did you get a chance to play with it?

What did you think?

Likes/dislikes? Questions?

Leveraging Tech: Texting & Class of 2021

- As we saw for summer melt, Signal Vine is **powerful tool for making your work more efficient and effective**, driving in-person help where needed.
- With seniors' college process, **even more nudging *them*: to action; to in-person meetings** (& coming prepared, not passive); and to **events**.
- Also subtly **nudging college going culture**, with what you say & how you say it (e.g., website for 1st gen students, appl. fee waivers, help w/ FA).
- Just think: they will be SO ready for this, come Summer Melt time 2021!

Starter Set of Texts, 1 of 7

Introduction

Hi [student first name]! This is [name], your school counselor from [school]. To help u find a good college fit or another great plan for after high school, we'll send u texts each month. You can text STOP at any time.

Use search tools

Have u started ur college search? Use tools like these to find colleges that match ur academic stats. Then add them to ur draft list in Naviance (Thinking About): <https://bigfuture.collegeboard.org/college-search> and www.collegegreenlight.com

Search tools for students interested in non-college pathways in addition to or instead of college

Have you started your search for an after high school plan? Use tools like this to see what is available out there: [Team to add to!]

https://goodjobsdata.org/good-jobs-data/?map=true&index=pct_dist&education=all

Starter Set of Texts, 2 of 7

Reminder to use college search (& other post-secondary plan) tools

Don't forget to search for colleges and fill out ur draft list in Naviance (Thinking About)! Use the tools we sent last month: <https://bigfuture.collegeboard.org/college-search> and www.collegegreenlight.com

Introduction to I'm First

Hi [student name]! If you need some inspiration as the first person in your family to go to college, see this!: <https://imfirst.org/>

Reminder to check college graduation rates

Have u checked the graduation rates at the colleges ur considering? The tools we sent factor that in, but make sure to keep an eye on it! For a quick double check go to College Results Online to make sure the 6-year graduation rate is 50% or higher: <http://www.collegeresults.org/default.aspx>

Starter Set of Texts, 3 of 7

Testing

Do u need to take standardized tests? Many colleges and scholarship programs require them. We have waivers to cover the cost if that is a problem. Contact your counselor!

Want to take the SAT? Reg. by ? to take the test on ?.

<https://www.collegeboard.org/>

If you need help registering, Text 'HELP' or set up an appointment with your counselor.

Finalize college application list

It's time to finalize ur college application list in Naviance (Applying To). At this stage you should have four colleges that are matches, two that are overmatches, and two that are undermatches.

Starter Set of Texts, 4 of 7

Reminder to finalize application list

Have u finalized ur college application list in Naviance (Applying To)? Text 'HELP' if u have questions.

Check if colleges accept Common Application

Do any of ur colleges accept the Common App? Check this list

<https://www.commonapp.org/search-colleges>. Common app will show your college application due dates right after you choose the way you want to apply (early or regular!). Also check to see if your colleges require anything extra like short essay. Text 'HELP' if u have questions.

Reminder to use application fee waivers

If applying to college will cost too much, we can help with application fee waivers through Naviance. Text 'HELP' or set up an appointment with your counselor.

Starter Set of Texts, 5 of 7

Automatically timed application deadline reminders

Hi [student first name], just a reminder that the application for [college name] is due on [college due date]! Txt 'HELP' if u need help finishing the application!

Generic application deadline reminder for students who are not applying to targeted or frequent schools

Hi [student first name], don't forget to apply to the colleges on ur list! Check college websites for their application due dates. Txt 'HELP' if u need help finishing the applications!

Reminder to come to FAFSA event

Hi [student first name]! To get financial aid for college and many training programs, you will need to fill out the FAFSA, a free federal form. Come to our FAFSA filing event on [date, time, & place]!

Reminder and link to complete FAFSA for those who do not complete at event

Hi [student first name]! Have u completed ur FAFSA? Do it as soon as possible to get the most money!

<https://fafsa.ed.gov/> Txt 'HELP' if u need FAFSA help!

Starter Set of Texts, 6 of 7

Second reminder to complete FAFSA

Hi [student first name]! Have u completed ur FAFSA? Do it before March 15 to get the most financial aid possible!

<https://fafsa.ed.gov/> Txt 'HELP' if u need FAFSA help!

Alert about being chosen for Verification

After you fill out the FAFSA, don't be afraid if a college tells you that you have been selected for something called verification! If selected, you have to do it, but we can help! Come to our verification workshop on ? at ? If you want to know more, see: <http://www.finaid.org/fafsa/verification.phtml> or <https://studentaid.ed.gov/sa/fafsa/next-steps>

Offer help interpreting financial aid award letter

Hi [student first name]! Do you have questions about your financial aid letters? Here r sites that help. Text 'HELP' if u need some or sign up for appointment with your financial aid advisor at [high school]!

<https://www.consumerfinance.gov/paying-for-college/compare-financial-aid-and-college-cost/>

Starter Set of Texts, 7 of 7

Request for students to indicate which college they plan to attend in the fall

Hi [student first name]! Which college or program are you going to attend this fall? If u need help choosing the best fit, text 'HELP' to set up a meeting with your counselor.

Second request for students' enrollment choice

Hi [student first name]! Which college or program are you going to attend this fall? If u need help choosing the best fit, text 'HELP' to set up a meeting with your counselor.

And then ... they will ready for the summer melt texts!

And a little bonus package (2.0 samples)

Remember that you can do texts that are **tailored**:

For students starting at two-year colleges:

Hi, [STUDENT NAME], did you know about this great tool for mapping out your courses at [COLLEGE], to make sure they will transfer to a four-year college? <https://www.mass.edu/masstransfer/a2b/programsearch-maps.asp>

For students with documented learning disabilities:

Hey, [STUDENT NAME], did you know that you may qualify to apply to our state schools **without SAT scores**? Let's work together, and I can help you send your documentation.

For students who might want/need more on First Gen resources:

Hi, [STUDENT NAME], check out these partner colleges in MA and CT that go the extra mile to support first gen students who will be among the first in their families to go to college: <https://imfirst.org/colleges/>

2.0 samples, cont'd.

... layered:

Have you started writing your college essay yet, [STUDENT NAME]?

Yes

Great, can you share it with me, so I can give you some feedback on it? [counselor email address]

No

Now is a great time to get started. Here are the Common App prompts to get you thinking:

<https://appsupport.commonapp.org/applicantsupport/s/article/What-are-the-2020-2021-Common-Application-essay-prompts> and one of my favorite quick tips:

<https://admissions.tufts.edu/blogs/inside-admissions/post/the-only-four-college-essay-writing-tips-youll-ever-need/>

... and drives them **where you want them to go**:

example: possible college list

Hi, [STUDENT NAME], I would love to review your list at our next meeting. (Lmk if you need me to reset your **Naviance** password.)

example: Teacher Recommendations reminder

Have you requested teacher recommendations in **Naviance** yet, [STUDENT NAME]? Don't forget, our deadline is October 1, so teachers can write in time for your Nov. 1 deadlines!

Our Suggested Short List of Target Schools

BC**

Brandeis**

Clark

Holy Cross**

Conn. College**

Fitchburg State

Hamilton**

MCLA

Mount Holyoke

Northeastern (incl. Foundation Year program)

PC

Skidmore**

Smith**

Trinity**

Tufts**

Union**

UMass Amherst

UMass Dartmouth

UMass Lowell

Univ. of Rochester

Wesleyan**

WPI

Worcester State

23 schools, incl. 6 state schools

Feedback:

Q&A, comments?

Next steps?

COVID-19?! We've got this!!!

dkellycarney@gmail.com

dlynnscott@gmail.com