Early Awareness Strategies to Increase College Access and Success

www.collegeaccess.org

October 4, 2016

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#NCAN2016
What is Early Awareness?
Why is Early Awareness Important?

And Why is NCAN Focusing on It?
What Types of Early Awareness Programs Are There?

- Children’s Savings Accounts
- Early Commitment programs
- Promise scholarship programs
- GEAR UP
- Informational Campaigns
Inversant Massachusetts

• Focused on families and savings
• 1,000 families, 1,200 students, and over $900,000 in savings
91% of Eligible Students Sign Up
First recipients finish college this spring
http://www.readysetgrad.org/college/college-bound-scholarship-program
The Pittsburgh Promise

• Study in Program Design
  – Four year college enrollment up
  – Overall college enrollment flat
• Partial scholarship with 2.5 GPA requirement
• http://www.pittsburghpromise.org
Rhode Island GEAR UP

Independent Evaluation: 70% of Crusaders went on to college compared to 56% of matched comparison group.

https://thecollegecrusade.org/tccri/
I Know I Can
Columbus, Ohio

• Blueprint:College students matriculate to college at a rate of 67.2%

• District wide matriculation is 44%

• http://iknowican.org/programs-events/blueprintcollege/
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NCAN’s Common Measures
### NCAN’s Common Measures

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<td><strong>Core Demographic Data</strong></td>
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NCAN’s Common Measures

Academic Indicators

Essential Indicators:
- Percent of students on track to/completing common core/rigorous college prep curriculum as defined by their state
- Average High School GPA

If Available Indicators:
- Percent of eligible students enrolled in AP courses
- Percent of students earning greater than a 3 on AP tests
- Percent of students enrolled in dual credit courses
- Percent of students with Algebra II (or higher) mastery
- Percent of on-time high school graduates

Potential Data Sources

⇒ School District Student Information System
⇒ Student Transcript
⇒ School District Data
⇒ State Department of Education
Going Back to Before the Start

Early Awareness Metrics

Access Metrics

Success Metrics
Common Measures for Middle School

• A Similar Process
• A Similar Product

• If It’s Worth Doing, It’s Worth Measuring
Challenges with Middle School Metrics
What’s On the List?
It’s Under Development!

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<th>Looking Good</th>
<th>Still Considering</th>
<th>Might Be Tough</th>
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<td>Algebra</td>
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<tr>
<td>Credit Accumulation</td>
<td>Career Exploration</td>
<td></td>
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<tr>
<td>GPA</td>
<td>Sense of Purpose / Goal-Setting</td>
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Early Awareness Resources: Direct Service

- Program Profiles:  
  - www.collegeaccess.org/blog (EA Filter)
- Middle Grades Toolkit:  
  - www.collegeaccess.org/EarlyAwarenessMiddle
- Grades 9-10 Toolkit:  
  - www.collegeaccess.org/Early_Awareness
Early Awareness Resources: Policy

• Research Compendium:
  – [www.collegeaccess.org/earlyawarenesspolicy](http://www.collegeaccess.org/earlyawarenesspolicy)

• Delivering Early Information about College Financial Aid

• Policy Briefs: Coming Soon
Questions (and Answers!)