Nurturing Early Awareness of College Opportunities Among Middle School Students
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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
Early Awareness Resources

• Research Compendium:
  – www.collegeaccess.org/earlyawarenesspolicy

• Program Profiles:
  – www.collegeaccess.org/blog (EA Filter)

• Middle Grades Toolkit:
  – www.collegeaccess.org/EarlyAwarenessMiddle

• Grades 9-10 Toolkit:
  – www.collegeaccess.org/Early_Awareness

• Coming Soon: Policy Briefs
  – www.collegeaccess.org/earlyawarenesspolicy
Inversant Massachusetts

- Focused on families and savings
- 1,000 families, 1,200 students, and over $900,000 in savings
Washington State College Bound

- 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
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Director, Program Development
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lkraus@iknowican.org
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ORGANIZATIONAL STRUCTURE

25,000 middle and high school students

- 27 Board Members
- 33 Staff Members
- 16 AmeriCorps Guides
- >400 Volunteers
IKIC 2020 BOLD GOALS

Goal #1: Increase the number of students enrolling in college
- 42% → 62%

Goal #2: Increase the number of students persisting in college
- 67% → 72%

Goal #3: Increase the number of students graduating from college
- 35% → 40%

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## IKIC Programs & Services

### Get Ready
- I Know I Can Children’s Book
- AmeriCorps Ohio College Guides
- Naviance College and Career Readiness Curriculum
- Financial Aid Education
- Save Smart, Jr.
- Blueprint:College

### Get In
- One-on-One Advising
- AmeriCorps Ohio College Guides
- Naviance College and Career Readiness Curriculum
- Save Smart
- Financial Aid Education/FAFSA Support
- College app and test fee waivers
- IKIC Grant & Founders’ Scholarship

### Get Through
- AmeriCorps Ohio College Guides serving as near-peer retention advisors on 17 campuses in Ohio
- Save Smart
- Mentor U
- College Transition Workshops
- Campus Based Lunch and Learn Workshops
- Summer Melt Texting Campaign

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Early Awareness Programs & Services

- Naviance
- 1-1 and group advising
- Blueprint: College

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### CCS 2016-2017 College/Career Advising Curriculum

**Complies with ORC 3313.6020**

All lessons align with ODE mandates, the CCS district mission, District Ends Policies 3 & 4 and ASCA Standards within Academic, Career and Personal/Social Domains.

| Lesson 1: Naviance Introduction and Entrance Survey |
| Lesson 2: Learning Style Inventory |
| Lesson 3: Create 5 Year Academic Plan |
| Lesson 4: Career Cluster Exit Survey |

| Lesson 1: Naviance Introduction, Entrance Survey |
| Lesson 2: Career Key assigned in conjunction with Real Money, Real World session – add 3 careers to list |
| Lesson 3: Multiple Intelligences (MI Advantage) |
| Lesson 4: Create 4 Year Academic Plan |

| Lesson 1: Naviance Introduction, Review/Create SMART Goals in Student Success Plan (2 academic goals, 2 career development goals, 1 personal/social development goal) |
| Lesson 2: Strengths Explorer Activity+ |
| Lesson 3: Create/update 2-year academic plan (could be combined with scheduling meeting) |
| Lesson 4: Career Interest Profiler Activity+ Exit Survey |

| Lesson 1: Review/Create SMART Goals. Complete (or show and assign) |
| Lesson 2: Do What You Are: Personality/Career Matching Activity+ |
| Lesson 3: Create/update 2-year academic plan (could be combined with scheduling meeting) |
| Lesson 4: Creating Resumes Activity+ - Basic College Match; add 3 colleges to Colleges I Am Thinking About list Exit Survey |

| Lesson 1: Review/update goals and complete Game Plan Survey. Complete Junior Entrance Survey |
| Lesson 2: Presentation utilizing SuperMatch in College+ Search – add 3 colleges to Colleges I plan to Apply to list |
| Lesson 3: Scheduling information for senior year |
| Lesson 4: Senior Exit Survey+ |

*Denotes school events meant to enhance the College and Career Curriculum, but may not be mandatory for each student.

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NAVIANCE INVENTORIES

• Goals: All 3 years
• Learning Style Inventory: 7th grade
• Multiple Intelligences: 8th grade
• Career Cluster: 7th grade
• Career Key: 8th grade
Middle School Version: Grades 6-8

- 8 locations across the city
- 3 sessions in a row
- About 800 families served last school year

High School Version: Grades 9-11

- 2 locations: Ohio State & Columbus State
- 1 session for families to attend, twice during the academic year
- About 400 families served last school year
OUR PHILOSOPHY

- Family-centered, “Just in time” information.
- For middle school, focused on what gets a middle school student to college: Academics, Attendance, Behavior, and College Knowledge.
- Partnering and parenting for success.
- Focus on negotiating the ins and outs of a large district and making it work for the family.

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Activity 1

In order to know where you are going, you need to know where you have been.

Family Member Reflection:
A Trip Down Memory Lane

Talk about your education. Where did you go to elementary, middle and high school? How did you feel about school in general? Did you like school? What were your favorite classes? What classes did you dislike? What messages did you receive, positive and negative, about your own potential to go to college?
Activity 1

Generation Z Mindset

True or False

1. Generation Z knows why the save button on the computer is an image of a floppy disc.  True  False

2. Your student is older than MP3s and iPods.  True  False

3. On average, GenZ’ers send 3,500+ text messages per month.  True  False

4. Your student has always been able to “Google it.”  True  False

5. Middle school students are able to identify and use a Walkman.  True  False
“Just In Time” Information

6th Grade
- Focus is on creating a family discussion around college.
- The basics around parenting, middle school and college knowledge

7th Grade
- Get more specific.
- College Credit Plus, planning for high school
- Careers

8th Grade
- Gameplan for High School
- Internship, career exploration

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Middle School Curriculum

**College Bound**
- Basic college admissions info
- Focus on IKIC services
- Parental engagement

**Get Smart**
- Academic Information
- Naviance Inventories

**Money Matters**
- Basic Financial Aid
- Savings
- Financial Literacy
- Loans
- IDAs

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<thead>
<tr>
<th>Reflection</th>
<th>Information</th>
<th>Goal Setting</th>
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<tr>
<td>• Parenting</td>
<td>• School district</td>
<td>• Academic</td>
</tr>
<tr>
<td>• Student’s development</td>
<td>• College admissions and financial</td>
<td>• Personal</td>
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<td>personally and academically.</td>
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<td>• Financial</td>
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<tr>
<td>• Choices as a family</td>
<td>• Naviance</td>
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ATTITUDES, BELIEFS AND VALUES

IMPACT #1: Sizable gains in parent’s knowledge about college costs and student aid options.

• Nearly 62% of parents believed that college students pay the full cost of attendance, before participating in Blueprint:College.

• By the end of program, 87% of parents came to understand that “most students who go to college” do NOT pay the full cost of attendance ($\Delta M = -0.48$) but use various aid options.
I EXPECT MY CHILD TO EARN A 4-YEAR COLLEGE DEGREE

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PROGRAM OUTPUTS

- Results suggest that parents’ educational expectations of their student(s) increased significantly over the program. Specifically, many more parents (62%) reported expecting their student(s) to earn a 4-year degree or higher at some point in life by the end-of-program.

“Before Blueprint, my son showed very little interest in school. We were almost certain college wasn't going to happen. But since coming here, he has shown more interest and motivation for pursuing college. I think coming has helped him see college as important, something that's also attainable.”
IMPACT #2: Sizable gains in parent’s college preparation knowledge from start-to-end of program including what’s required for core high school curriculum

- Despite initial differences, over 74% of parents correctly identified the number and type of math, science, and foreign language courses required to graduate “college ready.”
"I walked in the door with just incredible fear. I still have fear, but it's more realistic and less embarrassing. It's kind of sobering that I had no clue how to pay for a degree, but now I have resources and I just need to process it all now. I don't fear the college process or paying for it anymore...I know that much...I guess, I know I can (laughing)."

“We have the information now. Instead of a ‘blob’ to worry about, now we have specific things to worry about, but we had to seek out that information and programs like this one helps. It's not just what does it cost, but how do I make this work for my family. Now we got to get everything done and turned in on time. That’s where schools can help, I think.”
COLLEGE READY MILESTONES

- Participate in 3 or more one-on-one sessions with an IKIC advisor
- Take 2 or more college entrance exams
- Complete and submit 2 or more college applications
- Complete and submit the FAFSA on time
- Complete and submit an on-time application for IKIC funding

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IF IT’S WORTH DOING, IT’S WORTH MEASURING.
NCAN’s Common Measures

http://www.collegeaccess.org/common_measures
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
Challenges with Middle School Metrics

NOT SURE IF EXISTENTIALIST
ANGST AND ENNUI

OR JUST MONDAY
## What’s On the List?
### It’s Under Development!

<table>
<thead>
<tr>
<th>Looking Good</th>
<th>Still Considering</th>
<th>Might Be Tough</th>
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</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Algebra</td>
<td>Postsecondary Aspirations</td>
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<tr>
<td>Behavior (e.g., Suspensions)</td>
<td>Enrichment Programming</td>
<td>Grit and Tenacity</td>
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<tr>
<td>Course Failures</td>
<td>Early Awareness</td>
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<tr>
<td>Credit Accumulation</td>
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<td>Career Exploration</td>
</tr>
<tr>
<td>GPA</td>
<td></td>
<td>Sense of Purpose / Goal-Setting</td>
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Thank You.

Please provide feedback on this session using the College Board mobile app!

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Questions (and Answers!)