Strategies for Early Awareness of Federal Financial Aid

www.collegeaccess.org/earlyawarenesspolicy

September 19, 2016

NCAN National Conference - Detroit
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National College Access Network
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@CarrieWarick
#NCAN2016
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](http://www.collegeaccess.org/earlyawarenesspolicy)
- Program Profiles:  
  - [www.collegeaccess.org/blog](http://www.collegeaccess.org/blog) (EA Filter)
- Middle Grades Toolkit:  
  - [www.collegeaccess.org/EarlyAwarenessMiddle](http://www.collegeaccess.org/EarlyAwarenessMiddle)
- Grades 9-10 Toolkit:  
  - [www.collegeaccess.org/Early_Awareness](http://www.collegeaccess.org/Early_Awareness)
- Coming Soon: Policy Briefs
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/
ORGANIZATIONAL STRUCTURE

- 25,000 middle and high school students
- 27 Board Members
- 33 Staff Members
- 16 AmeriCorps Guides
- >400 Volunteers

DREAM BIG. WORK HARD. WE’LL HELP.
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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MIDDLE SCHOOL TARGET POPULATION

**Student ID:** 12345678  **Current Grade:** 8  
**Overall Risk Level for 2013-Current:** Intensive

### Attendance

<table>
<thead>
<tr>
<th>Date</th>
<th>Issue Date</th>
<th>Absent</th>
<th>Late</th>
<th>General</th>
<th>Special</th>
<th>Early</th>
<th>Excused</th>
<th>Authorized</th>
<th>Time Out</th>
<th>Attendance %</th>
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</table>

### Discipline

<table>
<thead>
<tr>
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<th>Issue Date</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
<th>Late/Excused</th>
<th>Authorized</th>
<th>Time Out</th>
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### Academic Performance

<table>
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<tr>
<th>Date</th>
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<th>Level 1</th>
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</tr>
</tbody>
</table>

**Assessment Tests**

- **English Language Arts:**
  - Standard: A
  - Score: 40
- **Mathematics:**
  - Standard: A
  - Score: 30
- **Science:**
  - Standard: A
  - Score: 20

**GPA:** 1.78

**Historic Assessment Tests**

- **English Language Arts:**
  - Standard: A
  - Score: 40
- **Mathematics:**
  - Standard: A
  - Score: 30
- **Science:**
  - Standard: A
  - Score: 20

**DREAM BIG. WORK HARD. WE’LL HELP.**
MIDDLE SCHOOL EWI AND TRACKING

Students with Blueprint
- Yes: 8%
- No: 92%

% Students In Naviance
- September: 0%
- November: 10%
- January: 30%
- March: 70%
- May: 90%

College Plan
- 39% Incomplete
- 61% Up-To-Date

Risk Profile
- Not At Risk: 55%
- 1 Risk: 5%
- 2 Risks: 15%
- 3 Risks: 25%

Attendance
- Not At Risk: 25%
- At Risk: 75%

Academics (Core Courses & GPA)
- Not At Risk: 40%
- At Risk: 60%

Discipline
- Not At Risk: 10%
- At Risk: 90%

*Data not actual – for demonstration only

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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

<table>
<thead>
<tr>
<th>Grade 6</th>
<th>Grade 7</th>
<th>Grade 8</th>
<th>Grade 9</th>
<th>Grade 10</th>
<th>Grade 11</th>
<th>Grade 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Student Success Plan - What’s a Goal?” (2 academic goals, 2 career development goals, 1 personal/social development goal)</td>
<td>Student Success Plan (2 academic goals, 2 career development goals, 1 personal/social development goal)</td>
<td>Student Success Plan (2 academic goals, 2 career development goals, 1 personal/social development goal)</td>
<td>Student Success Plan (2 academic goals, 2 career development goals, 1 personal/social development goal)</td>
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<td>Student Success Plan (2 academic goals, 2 career development goals, 1 personal/social development goal)</td>
</tr>
<tr>
<td>Lesson 2: Learning Style Inventory</td>
<td>Lesson 2: Strengths Explorer Activity+</td>
<td>Lesson 2: Do What You Are: Personality/Career Matching Activity+</td>
<td>Lesson 2: Create/update 2-year academic plan (could be combined with scheduling meeting)</td>
<td>Lesson 2: Create/update 2-year academic plan (could be combined with scheduling meeting)</td>
<td>Lesson 2: Create/update 2-year academic plan (could be combined with scheduling meeting)</td>
<td>Lesson 2: Create/update 2-year academic plan (could be combined with scheduling meeting)</td>
</tr>
<tr>
<td>Lesson 3: Create 5 Year Academic Plan</td>
<td>Lesson 3: Multiple Intelligences (MI Advantage)</td>
<td>Lesson 3: Create/update 3-year academic plan (could be combined with scheduling meeting)</td>
<td>Lesson 3: Create/update 3-year academic plan (could be combined with scheduling meeting)</td>
<td>Lesson 3: Create/update 3-year academic plan (could be combined with scheduling meeting)</td>
<td>Lesson 3: Create/update 3-year academic plan (could be combined with scheduling meeting)</td>
<td>Lesson 3: Create/update 3-year academic plan (could be combined with scheduling meeting)</td>
</tr>
<tr>
<td>Lesson 4: Career Cluster Exit Survey</td>
<td>Lesson 4: Create 4 Year Academic Plan</td>
<td>Lesson 4: Create 4 Year Academic Plan</td>
<td>Lesson 4: Create 4 Year Academic Plan</td>
<td>Lesson 4: Create 4 Year Academic Plan</td>
<td>Lesson 4: Create 4 Year Academic Plan</td>
<td>Lesson 4: Create 4 Year Academic Plan</td>
</tr>
<tr>
<td>*Career Center Visits</td>
<td>*Gateway presentations (optional)</td>
<td>*Gateway presentations (optional)</td>
<td>*Gateway presentations (optional)</td>
<td>*Gateway presentations (optional)</td>
<td>*Gateway presentations (optional)</td>
<td>*Gateway presentations (optional)</td>
</tr>
</tbody>
</table>

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

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BLUEPRINT: COLLEGE

MIDDLE SCHOOL
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

31% Pre-Test
62% Post-Test

% of Parents

DREAM BIG. WORK HARD. WE’LL HELP.
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.”
GOAL:
Utilize one-on-one advising and the Naviance Succeed tool (specifically, completion of college and career planning assessments) to improve knowledge, skills, attitudes, and opinions for college and career.
9th grade students with a 2.25+ GPA had no participation (individual or group) with IKIC

Percent of 9th grade students who completed at least one assigned Naviance assessment for self, college, or career exploration: 56.83%

Percent of 9th grade students who participated in a one-on-one advising session with IKIC: 2.54%
10th Grade Naviance and Advising

CCS 10th Grade Class

- 4000 students

10th grade students with a 2.25+ GPA had no participation (individual or group) with IKIC.

- 43.93% percent of 10th grade students who completed at least one assigned Naviance assessment for self, college, or career exploration.

- 5.28% percent of 10th grade students who participated in a one-on-one advising session with IKIC.

Dream Big. Work Hard. We’ll Help.
Percent of 9th & 10th grade students who complete a self-exploration and career assessment instrument in Naviance

Year 1: 60.8%
Year 2: 65.6%
Year 3: 70.4%
Year 4: 74.9%
Year 5: 80%
ANNUAL BENCHMARK GOALS

Percent of 9th & 10th grade students with a 2.25 or higher GPA who have at least one, one-on-one advising session with IKIC

<table>
<thead>
<tr>
<th>Year</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current</td>
<td>3.9%</td>
</tr>
<tr>
<td>Year 1</td>
<td>18%</td>
</tr>
<tr>
<td>Year 2</td>
<td>33.5%</td>
</tr>
<tr>
<td>Year 3</td>
<td>49%</td>
</tr>
<tr>
<td>Year 4</td>
<td>64.5%</td>
</tr>
<tr>
<td>Year 5</td>
<td>80%</td>
</tr>
</tbody>
</table>

DREAM BIG. WORK HARD. WE’LL HELP.
GOAL:
To ensure all students demonstrating postsecondary potential are completing necessary milestones in order to increase the number of CCS students enrolling in college.
Percent of 11th grade students with a 2.25 or higher GPA who participate in a one-on-one advising session with IKIC

Year 1: 27.6%
Year 2: 45.7%
Year 3: 63.8%
Year 4: 81.9%
Year 5: 100%
ANNUAL BENCHMARK GOALS

Percent of 11th grade students who complete Naviance Game Plan & College Super Match activities and update Career Interest Profile & Resume

Year 1: 57.7%
Year 2: 63.3%
Year 3: 68.9%
Year 4: 74.5%
Year 5: 80%

DREAM BIG. WORK HARD. WE’LL HELP.
GOAL:
To ensure all students demonstrating postsecondary potential are completing necessary milestones in order to increase the number of CCS students enrolling in college.
COLLEGE READINESS INDICATORS

BOLD GOALS PREMISED ON THE FOLLOWING COLLEGE READINESS INDICATORS:

- TESTING INDICATORS
- ADMISSIONS INDICATORS
- FINANCIAL AID INDICATORS
- NAVIANCE INDICATORS

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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
Percent of 12th grade students with a 2.25 or higher GPA who participate in three or more one-on-one advising sessions

Baseline: 37%  
2016: 48%  
Year 2: 59%  
Year 3: 69%  
Year 4: 80%  
Year 5: 90%

Goal:  
Actual:
ANNUAL BENCHMARK GOALS

Percent of 12th grade students with a 2.25 or higher GPA who take two or more college entrance exams

<table>
<thead>
<tr>
<th>Year</th>
<th>Baseline</th>
<th>2016</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal</td>
<td>28%</td>
<td>35%</td>
<td>46%</td>
<td>55%</td>
<td>65%</td>
<td>75%</td>
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<tr>
<td>Actual</td>
<td>28%</td>
<td>34%</td>
<td>46%</td>
<td>55%</td>
<td>65%</td>
<td>75%</td>
</tr>
</tbody>
</table>

DREAM BIG. WORK HARD. WE’LL HELP.
Percent of 12th grade students with a 2.25 or higher GPA who complete and submit 2 or more college applications

Previous Yrs | Baseline | Year 2 | Year 3 | Year 4 | Year 5
---|---|---|---|---|---
N/A | 68% | 73% | 78% | 86% | 90%
ANNUAL BENCHMARK GOALS

Percent of 12th grade students who complete and submit a FAFSA on time

<table>
<thead>
<tr>
<th>Year</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>47%</td>
<td>51%</td>
</tr>
<tr>
<td>2016</td>
<td>51%</td>
<td>52%</td>
</tr>
<tr>
<td>Year 2</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>Year 3</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>Year 4</td>
<td>69%</td>
<td></td>
</tr>
<tr>
<td>Year 5</td>
<td>75%</td>
<td></td>
</tr>
</tbody>
</table>
Percent of 12th grade students with a 2.25 or higher GPA who complete and submit an on-time application for IKIC funding

- Baseline: 28%
- 2016: 34%
- Year 2: 41%
- Year 3: 49%
- Year 4: 55%
- Year 5: 60%

NCAN’s 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 \(^{1,2,3}\)
- Average High School GPA \(^{4,5,6,7,8'}\)

If Available Indicators:

- Percent of eligible students enrolled in AP courses \(^{9,10,11}\)
- Percent of students earning greater than a 3 on AP tests \(^{12,13,14}\)
- Percent of students enrolled in dual credit courses \(^{15,16,17,18}\)
- Percent of students with Algebra II (or higher) mastery \(^{19,20,21}\)
- Percent of on-time high school graduates \(^{22,23,24}\)

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

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>
<td>Career Exploration</td>
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</tr>
<tr>
<td>GPA</td>
<td>Sense of Purpose / Goal-Setting</td>
<td></td>
</tr>
</tbody>
</table>
Members: Join Our Working Group!

• Feedback still needed
• Contact me to get involved! (debaunb@collegeaccess.org)
• Don’t have the time? Still have questions or thoughts? I’d love to hear from you!

Quick Plug: NCAN’s Data & Evaluation Toolkit: collegeaccess.org/datatoolkit
Questions (and Answers!)