Why Postsecondary Access & Success?

*Talent is everywhere, but opportunity is not.*

- The odds of a high-income student enrolling in postsecondary education directly after high school are **more than 3 times higher** than those of a low-income student.

- A high-income student is **more than twice as likely** to complete a postsecondary certificate or degree by age 26 as a low-income student.

Source: Education Pays 2016, p. 10 (College Board)
Source: Postsecondary Attainment: Differences by Socioeconomic Status (NCES, May 2015)
NCAN’s Member Footprint
NCAN’S MISSION AND GOALS

To build, strengthen, and empower education communities and stakeholders to close equity gaps in postsecondary attainment for all students.

REALIZED BY

Goal 1: Promote high-quality services to support equitable outcomes for students

Goal 2: Champion practice-informed federal and state policy
WHAT IS THE TO & THROUGH ADVISING CHALLENGE

• On-going project led by the National College Access Network and supported by the Bill & Melinda Gates Foundation

• 20 grantees aim to “change the way they do business around postsecondary advising” through four goals:
  • Incorporate fit and match into postsecondary advising
  • Increase access to financial aid by improving FAFSA completion
  • Reduce the harmful effects of summer melt
  • Accomplish the above through the strategic use of data
WHAT IS THE TO & THROUGH ADVISING CHALLENGE

• During the 2018-19 academic year, grantees developed implementation plans for accomplishing the project’s goals. Starting in 2019-20, grantees will put these plans into place.

• Grantees receive funding for implementation, expert coaching on postsecondary advising and data use, NCAN memberships, targeted technical assistance, and opportunities to learn from each other.
WHY ARE MATCH AND FIT IMPORTANT?

• Students who are academically matched to an institution are more likely to complete a postsecondary program.
• A good college fit leads to high satisfaction which may increase a student’s likelihood to persist and graduate.
• Knowledgeable school counselors, college advisers, and other caring adults can shift students’ trajectories to help them make better college matches.

WHAT ARE MATCH AND FIT?

- **Match:** The degree to which students’ academic credentials are aligned to the admission qualifications of the postsecondary institution(s) where they apply and/or enroll
- **Fit:** The degree to which students’ values, interests, wants, and social and needs are aligned with the characteristics of the postsecondary institution(s) where they apply and/or enroll

Source: Hanauer and Zander, 2020
MORE ON MATCH

• Match primarily focuses on the numbers
  • Grade Point Average
  • Admissions Test Scores (SAT, ACT)

• There are three types of Match to be aware of
  • **Match**: Student enrolls at a college or university whose selectivity level matches his or her academic credentials
  • **Undermatch**: Student’s academic credentials are higher than the average student’s academic profile and institutional standards
  • **Overmatch**: Student’s academic credentials are lower than the average student’s academic profile and institutional standards
  • Less commonly seen as a problem by higher education stakeholders

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Source:
WHAT IS UNDERMATCHING?

• Undermatching is when a student enrolls at a postsecondary institution that is less selective than that which he or she could attend

• Why do students undermatch?
  • Perception that college is too expensive; lack of financial resources; lack of college knowledge; low expectations; lack of advising/guidance; minimal college recruiting/visits
WHO IS MOST LIKELY TO UNDERMATCH?

• Low-income students
• First-generation college students
• African-American students
• Hispanic students
• Rural students

Source: Bowen et al., 2009; Carnevale and Strohl, 2013; Smith et al., 2012
WHY SHOULD WE AVOID UNDERMATCHING?

- Attending selective institutions can have positive impacts on completion, advanced degree attainment, and lifetime earnings.
- Completion rates at selective institutions is 73% and only 40% at open access institutions.
- Students are more selective institutions have access to better-resourced peer networks that lead to job opportunities and better wages.
- More selective institutions have more resources (i.e. student support services, academic resource centers) to support students to graduation.
- For some low-income students, a selective institutions may actually be more affordable.
FINDING A MATCH: TIMELINE

Source:
FINDING A MATCH

• Use institutions’ freshman profiles to assess a student’s likelihood of admission based on academic qualifications
  • Many institutions use holistic admissions practices

• Recommend each student applies to 3+ institutions
  • Safety: Student exceed academic qualifications/standards and is likely to be admitted
    • Safety institutions should also include affordable options
  • Target: Student meets academic qualifications/standards and has a fair chance of admission
  • Reach: Student falls slightly short of academic qualifications/standards and is less likely to be admitted

Source:
COLLEGE FIT

Fit focuses on all of the other characteristics of an college or university that students consider in picking an institution

College fit includes, but is not limited to:

- Affordability & financial aid packages
- Academic reputation & prestige
- Location & distance from home
- Institution/Class Size
- Major/minor offerings
- Campus diversity & social climate
- Housing options
- Religious affiliations

KEY RESOURCE:
FIND THE FIT ENHANCED COLLEGE ADVISING TOOLKIT

- Assembles existing research-backed materials into one convenient package; tested on a sample of 194 Upward Bound programs covering nearly 4,500 students
- Provides resources to help students through college search, application, and enrollment processes
- Designed to be used during the summer before and during students’ senior year of high school
- Coordinated by Abt Associates, American Institutes for Research, ED, and others
FIND THE FIT: COMPONENTS

- **Student Materials** (available as downloadable PDF, Word, and Excel files)
- **College Advisor Resources** (nine training modules and an advisor handbook)
- **Parent Materials** (letter and timeline for parents explaining the campaign)
- **Text Message Campaigns** (along with detailed instructions on how to implement the text message component of *Find the Fit*)
EVALUATION OF FIND THE FIT

“Key findings show that the Find the Fit did the following:

• Increased the share of students who applied to four or more colleges

• Led students to apply to more-selective colleges

• Had no impact on the importance students placed on academic quality in choosing a college

• Did not affect the share of students completing the Free Application for Federal Student Aid early”

MATCH & FIT FRAMEWORKS: KIPP

College Match Strategies Framework

STUDENT BEHAVIORS & KEY PERFORMANCE INDICATORS

<table>
<thead>
<tr>
<th>Prepare for Match</th>
<th>Build a SMART Wish List</th>
<th>Apply to All Wish List Colleges</th>
<th>Submit Financial Aid Forms</th>
<th>Make the Best Choice</th>
<th>Make a Strong Transition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Get an early start</td>
<td>Metrics: % of HS seniors with 9+ total, 6 likely/ target reach schools on their wish list</td>
<td>Metrics: % of HS seniors with 9+ total, 6 likely/ target reach apps submitted</td>
<td>Metrics: % of HS seniors in KIPP HS, 6/30 Non-KIPP HS</td>
<td>Metrics: % plans to matriculate to bachelor’s degree program</td>
<td>Metrics: % complete Pre-College benchmarks</td>
</tr>
<tr>
<td>2. Explore your Passion, Purpose, and Plan, and priorities for college fit</td>
<td>Region-specific targets for students with &lt;9.0 or ≥16</td>
<td>% of HS seniors with Early Decision Apps</td>
<td>% of HS seniors in (3.5+ 21+) with Early Action Apps</td>
<td>% plans to matriculate to associate’s degree program</td>
<td>% of students enroll in a bachelor’s, % of students enroll in an associate’s</td>
</tr>
<tr>
<td>3. Prepare for the cost of college: submit parent taxes, request tax verification documents, and get preliminary FFC</td>
<td>Deadline: Juniors, 5/31 KIPP HS, 6/30 Non-KIPP HS</td>
<td>Region-specific targets for students with 2.0 or &lt;16</td>
<td>Deadline: 5/31 KIPP HS, 2/28 Non-KIPP HS</td>
<td>Preliminary Estimated College Completion: Preliminary matching cohort</td>
<td>Under-match: % of students enroll within 10% of their max accepted ECC</td>
</tr>
<tr>
<td>4. Know your Numbers (Academic and financial)</td>
<td>Deadline: Seniors, 9/30 KIPP HS, 10/31 Non-KIPP HS</td>
<td>Deadline: 11/30 KIPP HS, 2/28 Non-KIPP HS</td>
<td>Make priority deadlines</td>
<td>Preliminary % plans to enroll/ enlist in CTE or military*</td>
<td>% of students “Melt” from college to no college, from bachelor’s to associate’s</td>
</tr>
</tbody>
</table>

*Not a formal goal, but regions should progress monitor *developing tools to track for Class of 2019

Deadline: 5/31

KEY COUNSELOR PRACTICES

Conduct 1-on-1s throughout students’ junior & senior years on topics relevant to their place in the college process.

Build Family Investment by engaging families early and throughout the college process.

- Hold family nights about match in junior and senior year
- Plan family meetings on critical match topics including wish lists, matriculation decisions, and financial aid decisions.

Use Data Tools to build SMART wish lists, track progress to match goals, and analyze wish lists and financial aid awards.

Main Tools:
- KIPP Student Match Tool
- KIPP Counselor Match Tool
- KIPP Alumni Database
- KIPP Strong Transition Dashboard

Supporting Tools:
- Under-matching and ECC Tracker
- uAspire Award Analyzer
- Department of Ed College Scorecard

ENABLING CONDITIONS

Rigorous Progress Monitoring
- Rigorous and realistic bottom-up goals
- Weekly tracking of metrics using Counselor Match Tool
- Regular small communication to communicate progress to goals
- Monthly Match Meetings

KTC & HS Leadership Alignment
- All students take ACT 2-3x, with first test in April of junior year
- Curriculum and academic policies oriented towards college and career readiness (See HS blueprint)
- Shared goals and accountability (ECC)
- All KIPP HS’s have 11”/12” Seminar (ideal — 9”-12”)
- Dir of College Counseling and/or KTC Director on HS Leadership team
- Resources for fee waivers, college trips, and PD

Whole School Engagement
- School and dect PD aligned to college match process
- School-wide Match campaigns
- Regular teacher-counselor communication and updates

Counselor Competency & Development
- Align PD, performance review, and PD to Match Strategies Framework
- Regional PD Days
- Attendance at national KTC webinars and in-person retreats
- Visits to regional colleges and counselor fly-Ins
- Professional memberships and conferences (NACAC, NCAN, etc.)
There are a great number of online platforms from which students can choose that will help them identify colleges and universities that might be right for them. We highlight a few of them in the following slides. These platforms differ in terms of individual functionality. We encourage exploring these different services and comparing the recommendations they make.
MATCH & FIT PLATFORMS: COLLEGE GREENLIGHT

University of Maryland-College Park

**Overview**
- Quick Facts
- Admissions
- Tuition & Costs
- Your Fit
- Deadlines
- Academics & Majors
- Photos & Videos
- Student Reviews
- Campus Life
- Around Town
- Discussions

**Quick Facts**

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>37,641</td>
</tr>
<tr>
<td>Full time</td>
<td>41,200</td>
</tr>
<tr>
<td>Part time</td>
<td>5,705</td>
</tr>
<tr>
<td>Men</td>
<td>16,863</td>
</tr>
<tr>
<td>Women</td>
<td>15,073</td>
</tr>
<tr>
<td>Admitted</td>
<td>47%</td>
</tr>
<tr>
<td>Applied</td>
<td>26,372</td>
</tr>
<tr>
<td>Admitted</td>
<td>11,815</td>
</tr>
<tr>
<td>Enrolled</td>
<td>3,994</td>
</tr>
<tr>
<td>Undergraduates</td>
<td>30,762</td>
</tr>
<tr>
<td>Graduates</td>
<td>10,719</td>
</tr>
<tr>
<td>Non-Degree</td>
<td>728</td>
</tr>
<tr>
<td>Tuition/Year</td>
<td>$8,315</td>
</tr>
<tr>
<td>In State</td>
<td>$8,315</td>
</tr>
<tr>
<td>Out of State</td>
<td>$1,866</td>
</tr>
</tbody>
</table>

**Reviews in 3 Sentences**
- Cherokee from Oxon Hill, MD
  - The University of Maryland is a school full of possibilities. They show diversity in many ways, from the diversity in the people on campus, to the variety of majors, and...
  - Read More
- Kate from Charlotte, NC
  - I love it! I do really like it. There are tons of opportunities on such a large campus. From research to volunteering,...
  - Read More
- Karen
  - Magic is how I felt...
MATCH & FIT PLATFORMS: **BIG FUTURE**

You have 3,752 college options. Choose a category on the left to find the right ones for you. We'll help along the way.
### Match & Fit Platforms: Student Union

**College recommendations**

**Search for a specific college, city, or state:**

<table>
<thead>
<tr>
<th>Match type</th>
<th>Admission</th>
<th>Graduation rate</th>
<th>College/University</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Just right</td>
<td>82%</td>
<td>91%</td>
<td>Pontifical College Josephinum</td>
<td>Columbus</td>
<td>Ohio</td>
</tr>
<tr>
<td>Just right</td>
<td>70%</td>
<td>89%</td>
<td>Wheaton College</td>
<td>Wheaton</td>
<td>Illinois</td>
</tr>
<tr>
<td>Stretch</td>
<td>71%</td>
<td>85%</td>
<td>Worcester Polytechnic Institute</td>
<td>Worcester</td>
<td>Massachusetts</td>
</tr>
<tr>
<td>Just right</td>
<td>81%</td>
<td>85%</td>
<td>Santa Clara University</td>
<td>Santa Clara</td>
<td>California</td>
</tr>
<tr>
<td>Just right</td>
<td>63%</td>
<td>84%</td>
<td>Furman University</td>
<td>Greenville</td>
<td>South Carolina</td>
</tr>
<tr>
<td>Just right</td>
<td>60%</td>
<td>83%</td>
<td>Loyola University Maryland</td>
<td>Baltimore</td>
<td>Maryland</td>
</tr>
<tr>
<td>Just right</td>
<td>73%</td>
<td>83%</td>
<td>Gonzaga University</td>
<td>Spokane</td>
<td>Washington</td>
</tr>
<tr>
<td>Just right</td>
<td>68%</td>
<td>82%</td>
<td>Luther College</td>
<td>Decatur</td>
<td>Iowa</td>
</tr>
<tr>
<td>Just right</td>
<td>71%</td>
<td>82%</td>
<td>Centre College</td>
<td>Danville</td>
<td>Kentucky</td>
</tr>
<tr>
<td>Just right</td>
<td>75%</td>
<td>82%</td>
<td>Stonehill College</td>
<td>Easton</td>
<td>Massachusetts</td>
</tr>
<tr>
<td>Just right</td>
<td>71%</td>
<td>82%</td>
<td>Kalamazoo College</td>
<td>Kalamazoo</td>
<td>Michigan</td>
</tr>
<tr>
<td>Just right</td>
<td>61%</td>
<td>81%</td>
<td>Illinois Wesleyan University</td>
<td>Bloomington</td>
<td>Illinois</td>
</tr>
<tr>
<td>Just right</td>
<td>80%</td>
<td>81%</td>
<td>Saint Mary's College</td>
<td>Notre Dame</td>
<td>Indiana</td>
</tr>
<tr>
<td>Just right</td>
<td>79%</td>
<td>81%</td>
<td>St. Mary's College of Maryland</td>
<td>St. Mary's</td>
<td>Maryland</td>
</tr>
</tbody>
</table>
MATCH & FIT PLATFORMS: COLLEGE RAPTOR

Match Categories
College matches will be organized into one of five match categories: "Safety", "Near Safety", "Match", "Reach" or "Huge Reach". These categories are based on your estimated admissions chance at that particular college.

Some colleges—particularly very selective colleges like Ivy League schools—will be categorized as a "Huge Reach" for all students, including those who match their academic profile. This is because even for well-qualified students, it's still very difficult to get accepted to these colleges.

Admission Chances
Estimated admissions chances are based on a combination of the student's academic information and the overall acceptance rate of a college.

These chances are our estimates and may be different for each student, based on their individual coursework, class rank and other factors that we do not currently include in our calculations.
MATCH & FIT PLATFORMS: NAVIANCE

College Search (4,662 schools available)

- Location
- Majors
- My Scores
- Tuition and Fees
- Ethnicity
- School Type
- School Size
- On Campus Housing
- Campus Setting
- Public or Private
- Gender Mix
- Historically Black
- Getting in

GET MATCHED
Use over 20 search criteria to find the schools that are the best match for you and find out why.

PIN YOUR FAVORITE
Keep an eye on the schools you're interested in by pinning them to the top of your list.

COMPARE
See how your pinned schools stack up to each other on the factors that matter most with SuperMatch's Compare View.
ADDITIONAL RESOURCES

• Oregon Gear Up Toolkit
  • A guide to assist educators help students develop their college-going identities, search for colleges, and select the right institution to attend

• Find the Fit

• To & Through Advising Challenge Resources
FOR MORE INFORMATION

For more information about the To & Through Advising Challenge and postsecondary match and fit advising, contact:

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