College Access Providers and Community-Based Organizations: Partnering with School Counselors to Increase College and Career Readiness

NOSCA Fall 2012 Webinar Series
9.27.12

Moderator:
April Bell
Director
College Board National Office for School Counselor Advocacy (NOSCA)

Expert Panelists:

Amina Anderson Pringle
Member Services Manager
National College Access Network (NCAN)

Jennifer Cox Bell
Regional Director
National College Advising Corps (NCAC)

Bob Giannino-Racine
Chief Executive Officer
uAspire
(formerly ACCESS)
Expert Panelists Introductions

April E. Bell, *Moderator*
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Bob Giannino-Racine, Chief Executive Officer
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NOSCA: National Office for School Counselor Advocacy

NOSCA’s Vision

• Every student exits high school with the educational preparation and social capital necessary for college success and full participation in a democratic society and global community.

NOSCA’s Mission

• Endorse and institutionalize school counseling practice that advocates for equitable educational access and rigorous academic preparation necessary for college readiness for all students.
NOSCA’s “Own the Turf” Campaign

A national advocacy campaign to galvanize and mobilize school counselors to “own the turf” of college and career readiness counseling and take the lead in establishing a college-going culture in their schools, districts, communities and/or states.
Pledge to “Own the Turf”

Join the campaign to own the turf of college and career readiness counseling. Sign up now by using the online form below, or the form included in the Own the Turf toolkit. School counselors and collaborative partners who join the campaign will receive an advocacy kit and a wide range of strategies and practical tools to support their efforts to build college and career readiness. View the Pledge

- Be part of a national movement.
- Gain new strategies and tools.
- Belong to the online community.
- Share experiences and effective practices.
- Get involved.
- View the Own the Turf webinar.

nosca.collegeboard.org
College and Career Readiness Counseling
A Systemic K-12 Approach

**Elementary School** – To create early awareness, knowledge and skills that lay the foundation for academic rigor and social development necessary for college and career readiness.

**Middle School** – To create opportunities to explore and deepen college and career knowledge and skill necessary for academic planning and goal setting.

**High School** – To create college and career pathways that promote full implementation of personal goals that ensure the widest range of future life options.
EQUITY

Equity means giving students what they need to ensure they have the academic preparation and social capital necessary to remove the racial/ethnic predictability in K-12 and postsecondary educational outcomes.

DATA

Data-Driven vs. Data-Driven for Equity

WORK SYSTEMWIDE

- Delivering a consistent message of college and career readiness across the community.
- Intentionally engaging all members of the school community in the school counseling program.
- An expectation of programming and performance that move beyond traditional ways of working.
The Turf Collaborative Community (TCC) is a collective group of individuals who collaborate to ensure that all students, including those from underserved populations, are provided with the information, resources, knowledge and skills needed to graduate from high school prepared for college and careers.
School Counselor as a Broker of Services

Is a leader and advocate that coordinates the development and implementation of a college-going culture that provides **systemic delivery of services** necessary to advance college and career readiness for all students, especially for underserved populations.
## The Turf Collaborative Community Partners

### Credentialed School Counselors

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<tr>
<th>Category</th>
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<tr>
<td>College Access Professionals</td>
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<tr>
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<td>Parents &amp; Families</td>
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<td>Policymakers &amp; Legislators</td>
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<td>K-12 Professionals</td>
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<td>Higher Education Professionals</td>
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<tr>
<td>Students</td>
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<tr>
<td>Business &amp; Civic Leaders</td>
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<tr>
<td>Other Supporters</td>
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</table>

NOSCA: National Office for School Counselor Advocacy
The Turf Collaborative Community Partners

Credentialed School Counselors
College Access Professionals

Nonprofit & Community Leaders
Parents & Families
Policymakers & Legislators
K-12 Professionals
Higher Education Professionals
Students

Business & Civic Leaders
Other Supporters
The Turf Collaborative Community Partners

- Credentialed School Counselors
- College Access Professionals
- Nonprofit & Community Leaders
- Parents & Families
- Policymakers & Legislators
- K-12 Professionals
- Higher Education Professionals
- Students
- Business & Civic Leaders
- Other Supporters
Every person in every school community can help students — in elementary, middle and high school — develop the skills and aspirations that are critical to preparing for college and career.

The collaborative work of the school community is central to this work.

Amina Anderson Pringle, Member Services Manager
National College Access Network (NCAN)
collegeaccess.org
About NCAN

Incorporated in 1995, the National College Access Network (NCAN), an organization classified as 501(c)(3) under the Internal Revenue Service Code, grew out of the informal networking of people who were involved in the then burgeoning field of college access.

Our Mission

NCAN's mission is to build, strengthen, and empower communities committed to college access and success so that all students, especially those underrepresented in postsecondary education, can achieve their educational dreams.
The role of NCAN...

In today’s economy, a college degree is in greater demand than ever before. Unfortunately, barriers such as rising tuition costs and confusion about complex college admission and financial aid processes keep many qualified students from entering college.

Many of those who do enroll face additional challenges finding the support and resources they need to graduate. As a result, today’s young Americans are less likely to obtain college degrees than members of their parents’ generation.
Impact of NCAN...

With hundreds of members in almost every U.S. state, the National College Access Network is a unique and experienced resource for organizations that help underrepresented middle and high school students aspire to, apply to, enter, and succeed in college.

NCAN helps its members serve students better by providing programs with up-to-date tools and resources, connecting them to each other, and informing them of developments in the field. NCAN is also a voice for communities dedicated to college opportunity, advocating at the national level for improved access and success for all students.
NCAN’s role in the Collaboration

NCAN members span a broad range of the education, nonprofit, government, and civic sectors:

- Community-based nonprofits
- Local scholarship providers
- Federally funded programs such as TRIO and GEAR-UP
- National youth-serving organizations
- Public school districts
- Charter schools
- Colleges and universities
- Private and community foundations
- Economic development organizations
- Corporations
- State higher education commissions
- Education policy organizations
- Youth mentoring programs
NCAN Membership Map

Over 350 College Access Member Organizations Nationwide!

Source: collegeaccess.org/Member_Map.aspx
Member Directory

NCAN Member Directory Sections

Member Spotlight
Alabama - Connecticut * Delaware - Hawaii * Idaho - Louisiana * Maine - Minnesota * Mississippi - Nevada *
New Hampshire - N. Mariana * Ohio - Rhode Island * South Carolina - Utah * Vermont - Wyoming * Canada

Member Directory

Member Map

Member Videos

Source: collegeaccess.org/Member_Map.aspx
National College Access Network


[Website Link] collegeaccess.org
Jennifer Cox Bell, Regional Director
National College Advising Corps (NCAC)
advisingcorps.org

2012 NCAN Award Winner
Executive Leadership Award of Excellence
National College Advising Corps

Empowering students to succeed
• The National College Advising Corps seeks to bring talented, enthusiastic advisers to every community that wants them and to every student who needs them.

• Through a nationwide consortium of colleges and universities, the Corps aims to increase the number of low-income, first-generation, and underrepresented students entering and completing higher education.

Our Mission
About the Advising Corps

• By placing recent graduates of partner institutions as college advisers in underserved high schools, our programs work in communities across the country to provide the advising and encouragement that students need to navigate college admissions.

• Advisers work full-time to help students:
  ✓ plan their college searches
  ✓ complete admissions and financial aid applications
  ✓ enroll at schools that will serve them well
Model Elements

The Advising Corps:

• provides full-time, near peer college advisers,
• prepares advisers with intensive pre-service and in-service training,
• focuses 100% on college planning and success,
• provides an open-door, whole school approach to advising,
• works in partnership with schools, communities and families to serve students, and
• is anchored at postsecondary institutions.
Partner Institutions, 2012-2013

- Alaska
- Brown University
- Franklin and Marshall College
- Michigan State University
- New York University
- Texas A&M University
- Texas Christian University
- Texas State University
- Trinity University
- University of California, Berkeley
- University of Georgia
- University of Illinois
- University of Michigan
- University of Missouri - Columbia
- University of North Carolina at Chapel Hill
- University of Texas at Austin
- University of Virginia
- University of Wyoming
Advisers Serving, 2005-2013

<table>
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<tr>
<th>Year</th>
<th>Advisers</th>
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<tbody>
<tr>
<td>05/06</td>
<td>14</td>
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<tr>
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Students Served, 2005-2012

High school seniors served by advisers

- 05/06: 4,800
- 06/07: 7,500
- 07/08: 24,000
- 08/09: 39,600
- 09/10: 48,300
- 10/11: 65,000
- 11/12: 110,000

Total students served from 2005 to 2012:
- 2005: 4,800
- 2006: 7,500
- 2007: 24,000
- 2008: 39,600
- 2009: 48,300
- 2010: 65,000
- 2011: 110,000

Total: 326,200
Impact and Evaluation Highlights

College Matriculation/Service Data

- The National College Advising Corps has proven to be effective in both urban and rural markets. In Providence, RI, treatment schools showed a 14.4% point increase in college-going compared to control schools. In rural NC, a similar increase was found between treatment and control schools.

- Partner high schools see an average increase of an additional $1 million in scholarship support for their college-going students.

- Partner high schools show an increase in college visits, college fairs, FAFSA completion, and SAT/ACT registration.
Survey of Schools: School counselors, principals, teachers, and parents

Across all stakeholders and states, the general opinion of the program was very high. Common perceived benefits include the following:

- Relieves a workload for counselors & offers a greater depth of service.
- Near peer effectiveness.
- Increased interest in college.
- Increased knowledge about college process & preparation.
- Diversify college selections.
- Correcting misconceptions about college.
- Increased scholarship/grant recipients and number of students taking the SAT and PSAT.
- At risk populations considering college and putting more effort towards school. Improved morale among staff and students.
- Changes in attitudes about college & school culture.
College campus visits
College representative visits
College fairs
SAT/ACT registration
College-related workshops
College application submissions
FAFSA completion
Scholarship dollars awarded
Collaborating with School Counselors

• On-site Supervisors

• Referrals – target students

• Post-Secondary Leadership Teams

• Strategic Planning
Utilizing the Advising Corps in Your High School

- Advisers help ease large student-to-school counselor caseloads.
- Advisers are young, energetic and idealistic.
- Connections to national network, partner college/university, other resources.
- Advisers attend 4-6 weeks of intensive summer training, including bus tour of colleges and universities.
NATIONAL COLLEGE ADVISING CORPS

advisingcorps.org

2012 NCAN Award Winner
Executive Leadership Award of Excellence
Bob Giannino-Racine, Chief Executive Officer
uAspire (formerly ACCESS)
uaspireusa.org

2012 NCAN Award Winner
College Access Organization Award of Excellence
uAspire’s Mission & Vision

uAspire works to ensure that all young people have the financial information and resources necessary to find an affordable path to – and through – a postsecondary education.

College cost is a barrier that every college-ready young person from a low and moderate income family must overcome.

Eliminating this barrier will lead to higher rates of enrollment and graduation, helping more students attain the economic promise of an affordable college degree that will break the cycle of poverty in this and subsequent generations.
The Growing Affordability Crisis

**Affecting Aspiration, Enrollment and Graduation and Life-long Financial Decisions**

- Cost and the complex financial aid process prevent nearly half of all college-qualified, low- and moderate-income students from pursuing a four-year postsecondary degree.

- In 2010, a full Pell Grant covered 15% of the cost of attending a four-year private college; in 1988, that same grant would cover 25% of the cost.

- A national survey showed that 84% of undergraduates admitted the need for more financial management education. Of these, 64% would have preferred some type of financial literacy education in high school.

- The average college graduate has $25,000 in student debt. Total student debt exceeds $1 trillion—now greater than credit card debt; about $36 billion of this student loan debt is owed by people over the age of 60.

- People in the 18 to 24 age bracket spend nearly 30% of their monthly income just on debt repayment - double the percentage spent in 1992 (10% of net income is a recommended amount for debt obligation).

**A National Issue**

- The United States, once the leader in the percentage of college graduates age 25 to 34, has dropped to sixteenth among thirty-six developed nations.

- Unless efforts are made to make college affordable, as America’s aging population retires it will be replaced by a growing number of young citizens with lower levels of education – the first time this will have happened in American history – severely restricting opportunity, economic growth and America’s position in the world.

In 2007–2008, lenders provided about $17 billion in private loans, a 592% increase from a decade earlier.
uAspire Program Model

SUCCEED
Support students throughout their postsecondary career, helping them reach their goal of college graduation

AFFORD
Guide students through the financial aid process, securing financial aid and enabling good decision-making

PREPARE
Fight the misperceptions of college costs that derail students early in their high school careers
Increasing enrollment and success by affecting students’ knowledge, attitudes and behaviors towards college affordability:

Prepare

Increasing Affordability Awareness

End of year surveys showed:

- 45% increase in 9th graders who achieved all program outcomes
- 84% increase in 10th graders who achieved all program outcomes

Afford

Financial Aid Secured by uAspire

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions</th>
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<tbody>
<tr>
<td>'05</td>
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<td>'11</td>
<td>$61.9</td>
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<td>'12</td>
<td>$85.4</td>
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Succeed

1st- to-2nd Year College Persistence Rates

- National Sample: 69%
- uAspire Advisees: 84%

uAspire returns **$62 in financial aid for every $1 invested** in our one on one advising with high school seniors.

NOSCA: National Office for School Counselor Advocacy
The Importance of Collaboration: uAspire Advisors & School Counselors

Increasing Impact:

- uAspire places College Affordability Advisors inside high schools, working alongside School Counselors, to compliment their work and increase their capacity to serve students;

- School Counselors help to build awareness of our services within the student body. By referring students to uAspire, they are signaling that college affordability is important and that we are a free and trustworthy resource that can help them;

- Sharing Data: uAspire works with School Counselors to review their case loads to ensure that each student has had an affordability planning session, completed the FAFSA and had their financial aid award letter analyzed.
The Importance of Collaboration: uAspire Advisors & School Counselors

Special Projects:

- **FAFSA Completion Initiative** – uAspire works with Guidance Counselors in Springfield, Boston and Miami to ensure that as many students as possible complete the FAFSA, in conjunction with the federal FAFSA Completion Initiative. Sharing data, strategies and best practices is critical for the success of this initiative.

- **Early College Planning Initiative** – uAspire works with a Harvard Graduate School of Education research team to partner with local schools (7th - 10th grades) and deliver messages about early college planning and savings. Guidance Counselors are very involved in this effort, helping with our outreach to students and families.

- **Early College Affordability Awareness (ECAA) Program** – uAspire works with 9th - 11th grade Guidance Counselors to setting up ECAA presentations in their schools. This early collaboration enables Counselors to become more aware of our work and encourages them to refer students to us earlier in their academic career, when needed.
Addressing the Affordability Crisis on a National Scale

Current Locations

🌟 uAspire Regional Offices
🌟 Partnership Sites

Bay Area/Silicon Valley
Santa Fe
St. Paul
Manchester
Massachusetts
New York City
Philadelphia
Fulton County
Houston
Miami
uaspire

PREPARE ★ AFFORD ★ SUCCEED

uaspireusa.org

2012 NCAN Award Winner
College Access Organization Award of Excellence
Resources & Tools
and
Question & Answer Segment
Pathways provides easy access to research-based policies, practices, and resources for improving college readiness and success of students who are under-represented in higher education.

For Researchers
For Practitioners
For Policymakers

PCN Online Library
A comprehensive, searchable database of publications, research reports, websites, and other relevant resources related to improving college access and success for underserved students.

College Planning Resources
A directory of resources for counselors, teachers, mentors, and families to use in helping middle and high school students plan and prepare for college.

College Access and Success State Data
A compilation of links to the many state-specific resources intended for use by researchers, policy analysts, and practitioners to facilitate the development of a complete picture of the pathway to and through college.

Canada Millennium Scholarship Foundation (CMSF) Library
The CMSF was created by the Canadian Parliament in 1999 with a mandate to improve access to postsecondary education for Canadians from all backgrounds. This library contains materials from the Millennium Research Program, aimed at reducing barriers to higher education for students across Canada.
Welcome! This national directory of college access programs is a free online resource for students, parents, counselors, and researchers and those operating college access programs. To find a program in the directory or add/update program data, follow the links below.

1. Find a program
   - Search the directory for college access programs.

2. Add or update program data
   - Take a survey to add your program to the directory or update your answers.

3. Generate reports
   - Generate real-time reports of directory data.

Disclaimer: Though we try to keep this directory both current and accurate, the National College Access Network and Pathways to College Network make no express or implied warranties for this product, and are not responsible for any errors, omissions, or damages resulting from use of this information.

Source: collegeaccess.org/accessprogramdirectory/
College Access Program Locations by State

Total: 2575

How many are in your state?

Source: collegeaccess.org/accessprogramdirectory/
**K-12 Systemic Delivery by *Working Systemwide***

*Working Systemwide* interventions are provided K-12 for each of NOSCA’s Eight Components of College and Career Readiness.

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**WORK SYSTEMWIDE**

**Students**
- (Individual, Group, Classroom, and Grade)
  - Help students plan and implement a program of study that meets requirements for acceptance to in-state universities and/or leads to industry and technology licenses and certifications.
  - Help students take college preparation classes while still in high school by introducing them to dual enrollment, online classes, early college, distance learning, and virtual schools.
  - Help students understand and make the most of their own learning styles as they develop skills in test taking, research, writing, speaking, debate, presentation, studying, and higher-order thinking (application, analysis, synthesis, evaluation, etc.). This will increase their academic performance and proficiency and develop their confidence to take more rigorous courses.

**School**
- Examine policies and procedures that govern entrance into rigorous courses. Work with your school’s master scheduler to ensure there are sufficient sections of rigorous courses so all students have opportunities to participate.
- Collaborate with teachers, including those who teach Algebra I, calculus, physics, chemistry, AP, honors, III, and other rigorous courses to develop strategies to help more students succeed (e.g., using technology and experiential learning, tutoring, extra study times and special skills sessions).
- Collaborate with teachers and students to build support networks to assist traditionally underserved students, first-generation students, and others who may need extra help to succeed.

**District**
- Collaborate with middle or junior high school counselors to share information about student programs of study that align to admission standards for in-state universities and career/technical schools.
- Collaborate with other high school counselors in your district to build networks and to share interventions that support rigorous course-taking patterns to reach school and district goals.

**Parents and Families**
- Create outreach efforts to ensure that parents and families are aware of their role in assisting their children in academic planning. Emphasize that academic planning is critical so students take the courses they need to gain entrance into a state university and/or earn industry-technology certification or licenses (see student interventions above).
- Help parents and families assist their children in developing and implementing academic plans and understanding the consequences of not engaging in the planning process.
- Provide ways parents and families can share experiences and cumulative exposure to build students’ aspirations and encourage their academic performance.

**Community**
- Team with community-based organizations to provide mentoring opportunities aimed at promoting participation in college-preparatory courses.
- Promote consistent messages about college and career readiness emphasizing that all students, including those traditionally underserved, can be college and career ready.
NOSCA Publications

Source: nosca.collegeboard.org

NOSCA: National Office for School Counselor Advocacy
Submitting Online Questions

- Questions may be submitted at any time during the presentation.

To submit a question:

- Click on the Question Mark icon (?) on the floating toolbar on your Web Session screen (as shown at the right).

- This will open the Q&A window on your computer only.

- Type your question into the small dialog box and click the Send Button.
Now Responding to Your Webinar Questions

April E. Bell, **Moderator**
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Our goal is to promote the value of school counselors as leaders in school reform, student achievement and college readiness.

College and Career Admission Processes

As collaborative partners, it is imperative that school counselors work to ensure that students and families, especially those from traditionally underserved populations, have an early and ongoing understanding of the college and career admission processes.

Learn more →

Visit the site today for:

- tools
- resources
- webinars
- publications
- toolkits
- news
- research
- events
Upcoming NOSCA Webinars

Oct 17 2012
NOSCA's Urban School Counseling Initiative: Transforming School Counseling Districtwide

Nov 01 2012
Tools and Resources to Meet the Needs of Young Men of Color

Nov 14 2012
National School Counselor Survey 2012: Counselors and Principals Weigh In on Critical Issues

Dec 12 2012
School Counselors and FAFSA Completion: Systemic Best Practices to Increase FAFSA Submissions and Completions in Your School
Call for Proposals Deadline: October 19, 2012

Destination Equity conferences focus on counseling practices and programs that encourage access and success for students as they prepare for college and careers. Through compelling sessions and engaging dialogue, you will acquire hands-on strategies and tools that can be implemented at your school, in your district, in your community and at the state level.

destinationequity.collegeboard.org