



EDUCATIONAL
FOUNDATION

The Kaplan Leadership Program: An Approach to Preparing Community College Students for Successful Transfer and Beyond

June 1, 2012

Preparate: Educating Latinos for the Future of America

The College Board

Miami, Florida

Kaplan Leadership Program Background

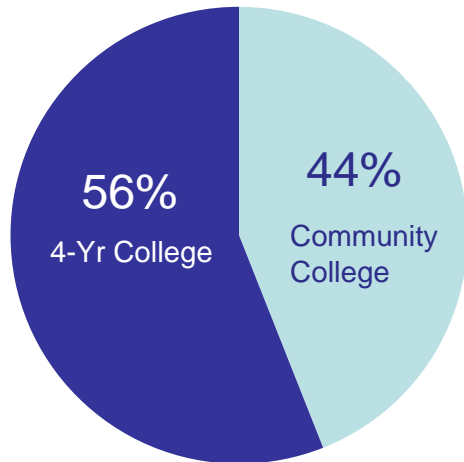
- Kaplan Educational Foundation (KEF) is a 501(c)3 Private Foundation
- In 2006, KEF launched the Kaplan Leadership Program (KLP)
- KLP Mission: to help talented community college students from underrepresented communities and low-income backgrounds graduate from top four-year colleges, and assume leadership roles in their fields and communities
- KLP Approach: To help a small group of students in a big way



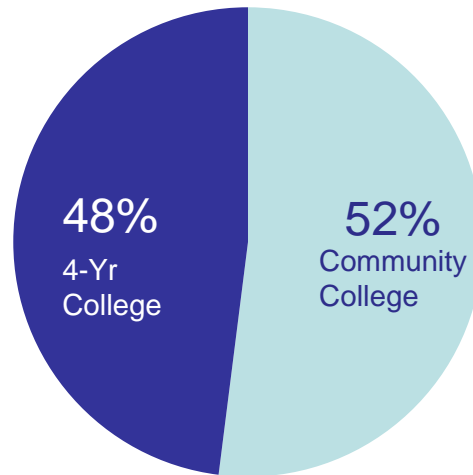
Why Community College Students?

- Community Colleges are the gateway to higher education

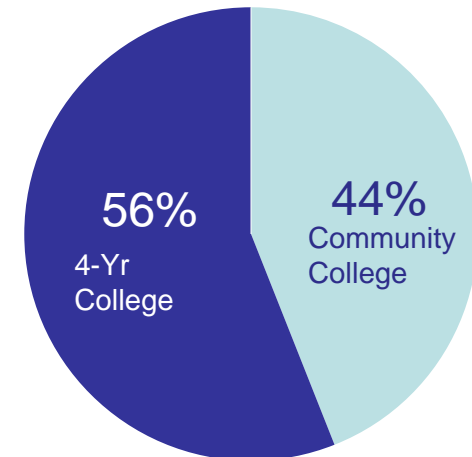
U.S. College Student Enrollment



U.S. Hispanic College Students Enrollment

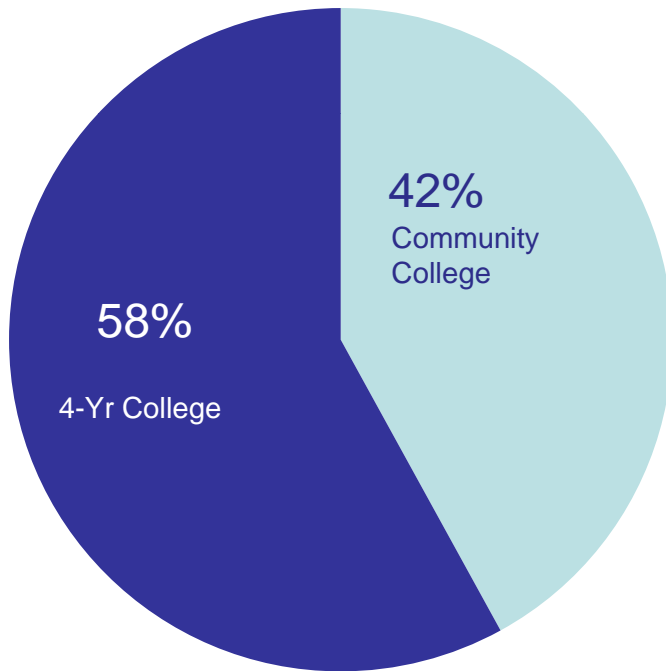


U.S. African-American College Students Enrollment

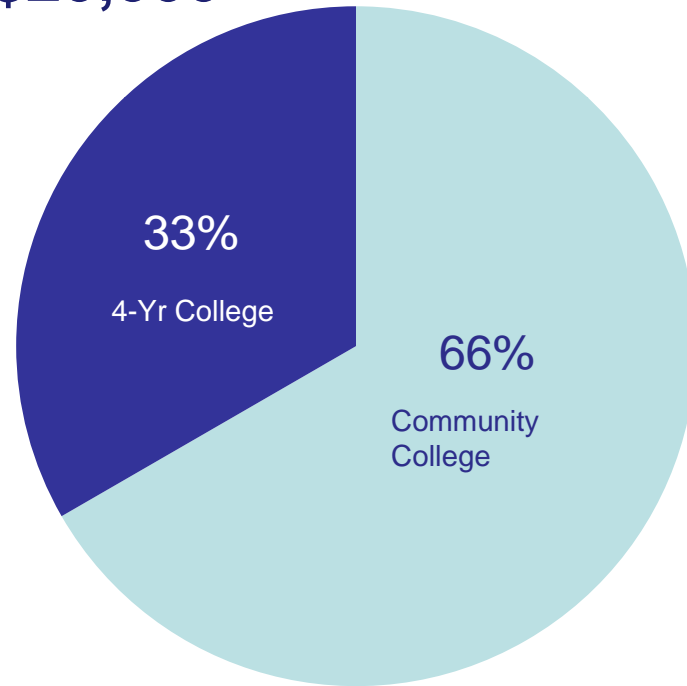


Community Colleges Serve the Traditionally Underserved

First Generation U.S. College Students



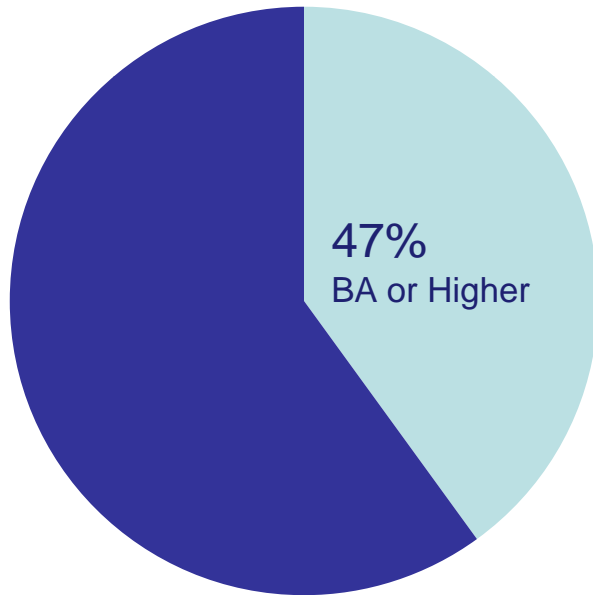
U.S. College Students from Families Earning Under \$20,000



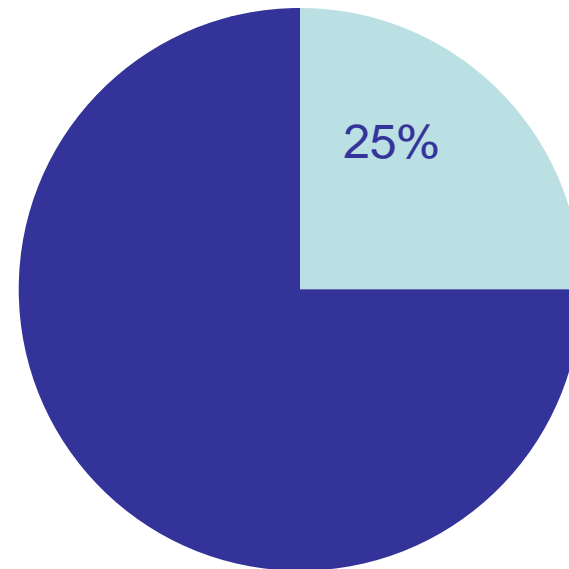
Sobering Statistics

For Community College Students there is a disconnect between the desire to continue with their undergraduate education and doing so:

Degree Intent



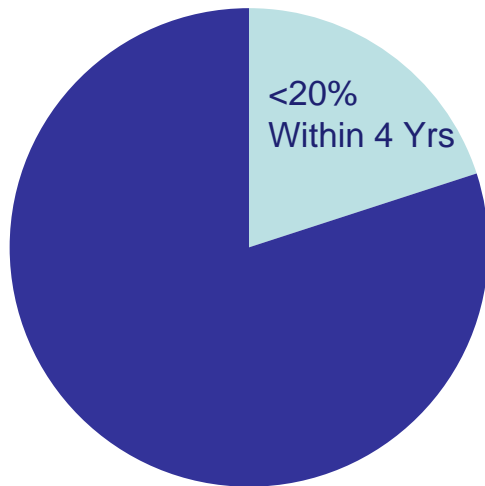
Actual Transfers to 4-Yr College



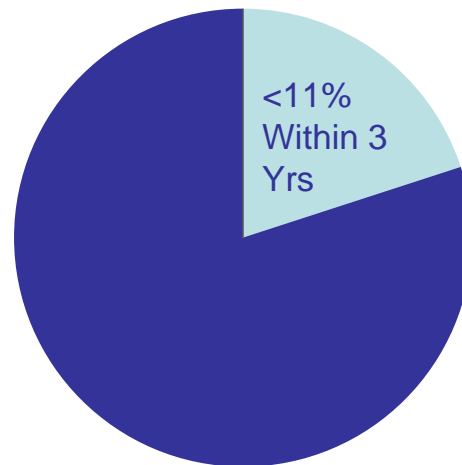
Sobering Statistics

Degree completion for Community College students is low, including among KLP's target populations

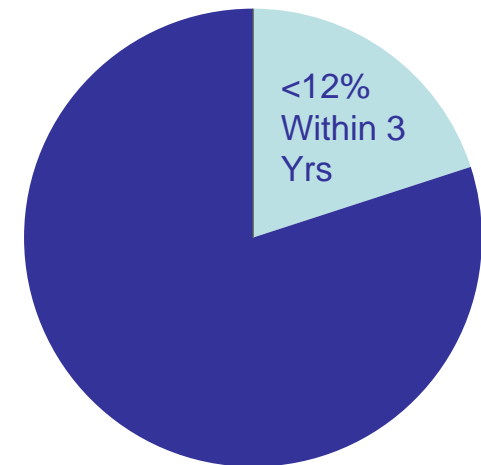
**Overall
AA Degree
Completion**



**AA Degree or
Certificate
Completion among
African-Americans
and Hispanics**



**AA Degree or
Certificate
Completion among
Low Income
Students**

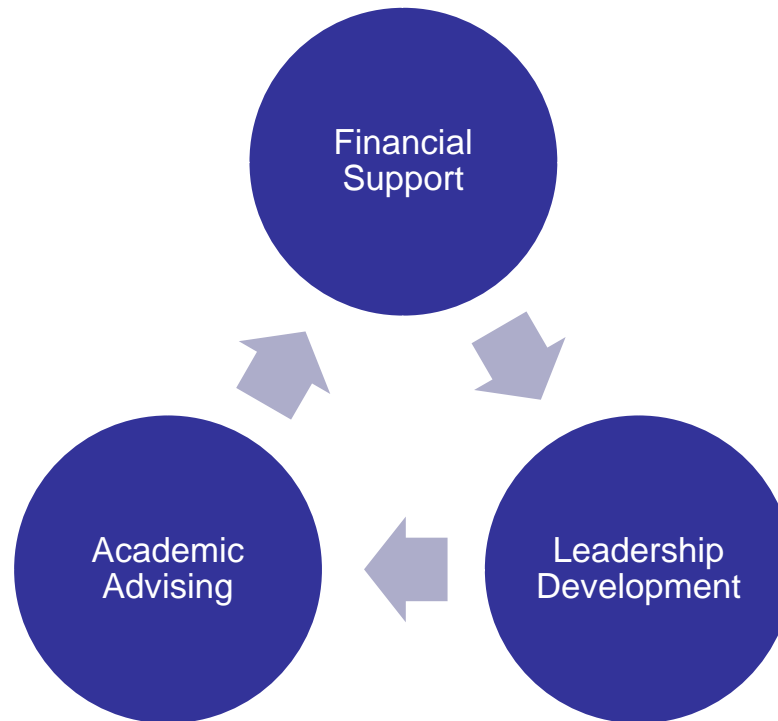


Kaplan Leadership Program Overview

- Scholars receive comprehensive support through bachelor's degree completion
- Scholars remain in Program 3-4 years
- Kaplan Scholars complete associate's degree in NYC
- Recently selected 7th Cohort of Scholars
- Rigorous application process, includes interviews
- KLP acceptance rate is about 5%

More Than Just a Scholarship Program

The Kaplan Leadership Program is a cohort-based, year-round program providing comprehensive, multi-year support:



Kaplan Leadership Program – A Model for Community College Success

- 86% of all Scholars earn bachelor's degrees
- 93% bachelor's completion among Scholars who transfer
- Over 30% of Alumni have applied to graduate school
 - 100% have been accepted
- Graduates are currently employed by:
 - Colgate-Palmolive
 - JPMorgan Chase
 - non-profit organizations
 - early childhood education schools/programs

Kaplan Leadership Program

- Colleges and Universities where Kaplan Scholars have been accepted include:

American**
Amherst*
Bard**
Brown
Clark*
Cornell**
Emerson**

GWU**
Georgetown
Goucher**
Hampshire
Morehouse***
Mount
Holyoke***

NYU***
Occidental*
Pitzer
Reed
Smith***
Spelman*
Stanford*

Swarthmore
Syracuse***
Tulane
Tufts*
University of
Rochester*
Vassar

*Enrolled

**Graduated

***Both

Kaplan Leadership Program – Graduate Programs Acceptances

- Carnegie Mellon
- Johns Hopkins
- Columbia, Teachers College
- Columbia, School of Social Work
- NYU
- Harvard, Kennedy School*
- Syracuse
- Hunter*
- Tufts
- University of Connecticut



*Graduates

Kaplan Leadership Program – A Model for Community College Success

- Scholars' achievements include:
 - Valedictorian
 - Salutatorian
 - Graduate fellowships
 - Phi Theta Kappa
 - Phi Beta Kappa
 - National Science Foundation scholarships
 - Significant 4-yr school grants
 - Research opportunities
 - Coca-Cola All Academic Team scholarships



KLP Video

Profile of Kaplan Scholars & Alumni

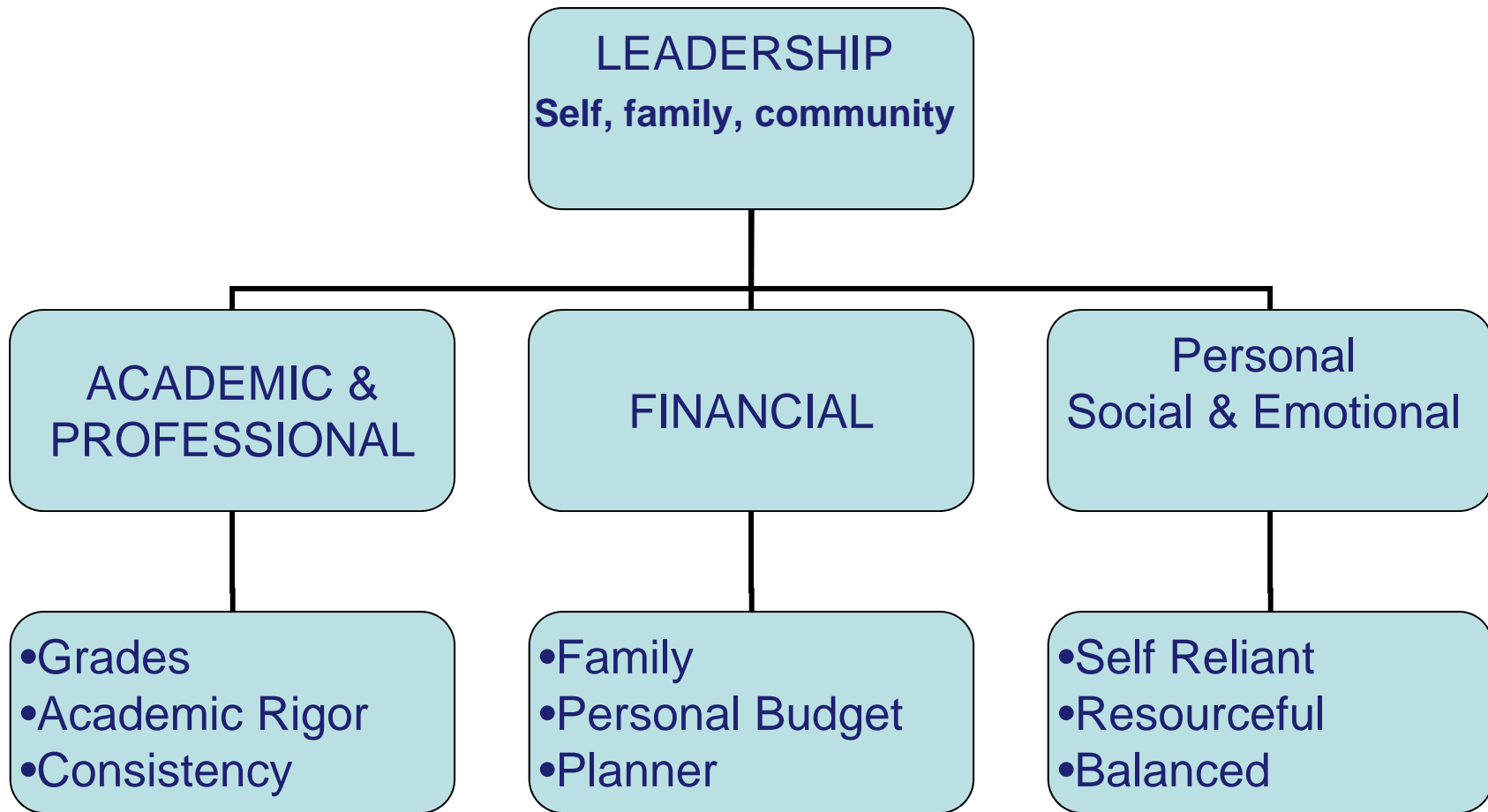
- 29 Scholars
- 14 Alumni
- 19-36 years old
- 22 Women / 21 Men
- 24 Black / 19 Hispanic
- All are Pell eligible
- 8 have children
- ESL and non-ESL students
- 77% are first generation college students



Barriers to Leadership

- Insufficient financial and non-financial resources
- Need for skills development (academic and life skills)
- Personal/family obligations
- Lack of knowledge about senior colleges and transfer application process
- Limited knowledge of career options and appropriate majors
- Stuck in survival mode

The KLP Leadership Model



Program Services – Financial Support

- Scholarships toward associate's degrees
- Scholarships toward bachelor's degrees
- Funding for books and materials
- Living stipends (includes school-to-career transition support)
- Laptops
- Home internet access
- Transportation to/from school
- Scholarships/stipends for summer experiences

Program Services – Academic Support

- Academic advising
- TOEFL and SAT/ACT prep
- Incremental academic tutoring
- Subject matter tutoring
- Transfer admissions advising
- Preparation for transfer



Program Services – Leadership Development

- Career counseling
- Life skills development
- Peer support/Cohort-building
- Leadership training
- Financial education/literacy
- Cultural enrichment
- Reading circles



The KLP Approach to Transfer Admissions

The main goal of the KLP Transfer Admissions support is to have each Scholar attend a four-year school that will best prepare and propel them to leadership by supporting their overall development....

1. Personally
2. Academically
3. Professionally



KEF Transfer Resources

Kaplan Leadership Scholar
Community College

Academic Advisor

Transfer Advisor

Writing Tutor

Prospective Four-Year Schools

Steps to Finding Your Transfer School

Step 1: Assessment -

Working with your Academic Advisor to evaluate your current level of performance and the steps you need to take to achieve your goals

Step 2: Learning the Language of Transfer

Step 3: Identifying the features of a school that will -

- Nurture your strengths
- Address your weaknesses
- Challenge you to grow
- Meet them where they are as CC Transfers

Steps to Finding Your Transfer School

Step 4: Identifying your Schools –

- Research, research, visits, interviews, more research...

Step 5: Financial Aid

Step 6: Decision Time (Evaluation/Compromise)

- Match
- Credits
- Financial Implications
- Social Fit
- Personal Implications

Recommendations for Transfer Advising

- Focus on language as a navigation tool for transfer
 - Invest time in developing thorough understanding of two and four year terminology to empower students to assess their strengths, needs, experiences, and transfer college.
 - Explain how each term will impact the student (academically, financially, socially/emotionally)
- Ensure that all information is presented in context needed for the diverse 2-year student population
 - Illustrate various types of 4-year school experiences
 - Layout resources available at the 4-years for non-traditional students
 - Explain how on-campus resources are utilized and by whom
 - Delineate academic and social expectations of 4-year schools

Recommendations for Transfer Advising (cont'd)

- Build formal, required introduction/orientation
 - Must be designed for those with transfer and employment goals post-Community College experience
 - Clear direction on how best to prepare for 4-year programs
 - Provide facts on benefits of continuing undergraduate education
 - Describe residential college experience
- Facilitate communication
 - Provide roadmap on effective communication with 4-year schools
 - List key transfer student contacts at 4-year schools
- Teach students to advocate for themselves

Recommendations to 4-year Schools for Successful Integration of Transfers

- Recognize that Community College Transfers have Specific Needs and Provide Necessary Supports
 - Have designated transfer admissions staff
 - Make college grants available to transfers
 - Offer the opportunity to live on campus, with upperclassmen
 - Establish streamlined and timely credit evaluation process
 - Include transfers in Summer bridge programs
 - Offer transfer-specific student orientations
 - Designate Transfer student administrator/"go to"
 - Facilitate the creation of a transfer student community

Recommendations to 4-year Schools for Successful Integration of Transfers

- Use transfers already on campus as resources
 - Formal and/or informal focus groups
 - Help set policies and procedures for transfers
 - Lead transfer club/community
 - Utilize transfers or other non-traditional students as tour guides and hosts

Contact Us!

Jennifer Benn

Executive Director

Jennifer.Benn@KaplanEdFoundation.org

212 492-5852

Kaplan Educational Foundation

Kaplan Inc.

www.KaplanEdFoundation.org

www.Facebook.com/KaplanScholars

Twitter: @KaplanEdFdn

212 707-5300

Appendix

Program Eligibility

Candidates for the Kaplan Leadership Program should:

- Be **enrolled in an accredited associate's degree program** in the NYC area
- Have a **3.5 GPA**
- Have completed **12-30 non-remedial college credits by application deadline**
- Recipient of **federal or state financial aid**
- Be a member of an **underrepresented/underserved population**
- Be a **U.S. Citizen or permanent resident**
- Desire to **begin a bachelor's program immediately following completion of associate's degree**
- Have exceptional **maturity and focus**
- Be **dedicated to educational and career success**

The Selection Process

Scholars
7/10

Group
Activity/Interview
(~20)

Committee Interview (~40)

Initial Interview (~55)

Application Review (~100)

Assessment of Transcripts (~120)

Identification of Applicants (Self and School) (150+)

Student Questions/Concerns

- Pre-application/acceptance
 - What's the catch?
 - Essays?!
 - Too good to be true?



Attributes of a Kaplan Scholar

- Strong Academics/Proficiency/Aptitude
- Integrity
- Disciplined/Consistent/Persistent/Ability to Sacrifice
- Determined/High Aspirations
- Open to Advising/Wants Support, Not Just Scholarship Funds
- Developed Social Skills/Support Network
- Extracurricular Participation
- Hardy/Resilient/Demonstrated Coping Skills
- Commitment to Long-Term Goals
- Self-Efficacy
- Flexible/Humble/Coachable
- Sense of community/desire to give back/appreciation of support received to date

The “It” Factor: Achieving Big vs. Dreaming Big

- Committed to academic preparation and academic rigor.
- Looking to make an impact on their personal lives, family, community and profession.
- Recognizes and is willing to work on strengths weaknesses.
- Considers “networks” and resources as pivotal in his/her progress.

Virtues of a Kaplan Scholar

Virtue	Academic & Professional	Financial	Personal, Social & Emotional
Integrity & Honesty			
Humility			
Discipline & Consistency			
Problem Solving & Self-Efficacy			
Determination			
Proficiency and Aptitude			
Informed			
Support Network			

KEF Concerns – Years 1 & 2

- Understanding Program's Goals and Philosophy
- Openness and honesty/ Establishing trust in Foundation
- Bonding and building trust among Scholars
- Minimum established skill levels
- Willingness to take on change/lack of fear of change
- Ability to make hard decisions
- Ability to focus on long versus short term

Scholar Concerns – Years 1 & 2

- Letting go of survival mode
- Trusting KEF
- Being open to changing major/career goal
- Allowing him/herself to dream big
- Leaving family and friends behind to transfer

Programmatic Calendar

Year 1 (enrolled in CCs)

- Orientation
- Individual assessments
 - Academic
 - Financial
 - Career
 - Personal
 - Transfer
- Academic “boot camps”
- SAT & TOEFL prep & testing
- Transfer process
- Workshops begin
- Individual career & leadership plans established
- Summer activity identification
- Financial aid application support

Year 2 (begin 4-yr programs)

- Transfer
- Post-transfer evaluations
- Individual progress evaluations

Programmatic Calendar (cont'd)

Year 3 (enrolled in 4-yr programs)

- Graduation confirmation
- Post-graduation leadership plan
- Grad school admission support
- Graduation

Year 4 & Beyond (Seniors and Alumni)

- Post-graduation/ alumni tracking & engagement

Kaplan Leadership Program

