Community Involvement and Key Collaborations: Helping Students Do More with Less (College Is Possible)

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Center for Advancement of Racial and Ethnic Equity
The American Council on Education (ACE)

- ACE, the major coordinating body for all the nation's higher education institutions, seeks to provide leadership and a unifying voice on key higher education issues and to influence public policy through advocacy, research, and program initiatives.
- ACE accomplishes its mission through representation, leadership development, and service.
Background

- **CIP was initiated in 1997 as a public service campaign**
  - Educated families about the benefits of higher education

- **Moved into its second phase in 2000**
  - Focus on campus-based activities
  - Designed to promote collaboration between colleges and universities and community organizations to facilitate collegiate access, enrollment, and success.
CIP Priority Areas

• Enhance the awareness of parents so that they can better support their student(s)’ college aspirations

• Develop stronger relationships between educational institutions and community–based organizations

• Expand and deepen the support of educational leaders and policymakers
Partner Institutions & Evolution

Implemented through 47 colleges and universities

The *KnowHow2Go* Campaign is the evolution of the concept behind CIP ([http://www.knowhow2go.org/](http://www.knowhow2go.org/))
College Is Possible at North Carolina A&T State University

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Financial Aid Acumen is Predicated on:

- Developing systems that ensure students and parents understand processes;
- Identifying staffs’ roles for implementation;
- Providing vehicles for communication and problem solving; and
- A willingness to evaluate and to change.
Lessons Learned from GEARUP Project

• Start conveying financial aid information early and repeat often;
• Students don’t separate tuition from other costs associated with attending college;
• Reach out to constituents via community events;
• Introduce financial literacy/money management in high school and again during freshman year; and
• Include students in planning, implementing, and monitoring processes.
Overcoming Funding Challenges

- A&T Chancellor’s Scholarship
- Pre-college initiatives with scholarship components
- Federal grants with scholarships (VR, TE, etc.)
- Community scholarships that go unused
- Develop your own scholarships using the skills of retired faculty
College Access Initiatives
The University of Texas at Brownsville
and
Texas Southmost College

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UTB/TSC College Access Initiatives

- **Dual Summer Bridge Program**
  - Currently enroll 8,300 dual students annually
  - 399 students enrolled in dual summer bridge
  - Students completed seven credits in five weeks supplemented by tutoring and mentoring
  - Average GPA of 3.4 and 97% retention rate
UTB/TSC College Access Initiatives

- **Info-Shop**
  - Established One Stop Outreach Centers at nine schools
  - Students are assisted to apply for admissions and financial aid, register, test and visit with an academic advisor
  - Go Center Info Shops on campus and at mall
  - Kiosks funded by AT&T Grant
UTB/TSC College Access Initiatives

• **Return to Learn**
  › Sessions to encourage adult learners to return to college
  › Staff provide assistance to participants with all aspects of the enrollment process
  › 500 participants

• **Faith-Based Initiative**
  › Visited four faith-based organizations on Sundays to disseminate information about UTB/TSC
  › Sunday visits were followed by Monday evening sessions
  › 100 prospective students
UTB/TSC College Access Initiatives

• Imagine College! Program
  › The Imagine College! Program covers tuition and fees for first-time, full-time freshman Texas residents with a family income of $25,000 or less taking 15+ credits
  › A total of 523 Imagine College! Program award letters
  › 84 students were awarded

• Foster Care Student Scholarships
  › Give foster care students an opportunity to access higher ed.
  › Assigned mentors
  › Waiver covers tuition and fees and test waivers
  › Local service organization scholarships
College Is Possible at Norfolk State University

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PRESENTATION OBJECTIVES

• Demystifying the Cost of a College Education

• College is Possible: Collaboration + Community
  (Norfolk State University)

• The Financially Fit Student
Demystifying the Cost of College
College is Possible: Collaboration + Community

- Mentoring by successful first-generation college students, recent graduates, parents, and area notables;

- College visits, interacting with campus-based Student Financial Aid Administrative Staff;

- College fairs showcasing Financial Aid Administrative Staff;

- Career exploration and assessment with interpretation provided to students and parents by representatives from respective Schools at the university; and

- College-prep and financial aid awareness for families, churches, and community leagues in targeted areas.
The Financially Fit Student
Guideposts for Helping the Financially Fit Student

• 1st Guidepost:
  › Planning for college admission is a *process*, not events in time.

• 2nd Guidepost:
  › Planning is influenced by both facts and feelings. (Parents and students must have accurate information about attending and paying for college.)

• 3rd Guidepost:
  › Planning is a product of experience. One never chooses a college or career he/she has never heard about.
College Is Possible!

- Ask for what you want.
- Be here now.
- Change your thoughts.
- Dream and imagine.
- Expect a miracle.
- Feel all of your feelings.
- Show gratitude and appreciation.
- Insulate from the negative.
- Keep on keeping on!
- Lighten up and laugh!
Questions????
For more information . . .

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