



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

**2008 MSI National Symposium
February 27, 2008
Coronado, CA**



Center for Advancement of Racial and Ethnic Equity

CIP



American Council on Education

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/)



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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



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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



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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.)

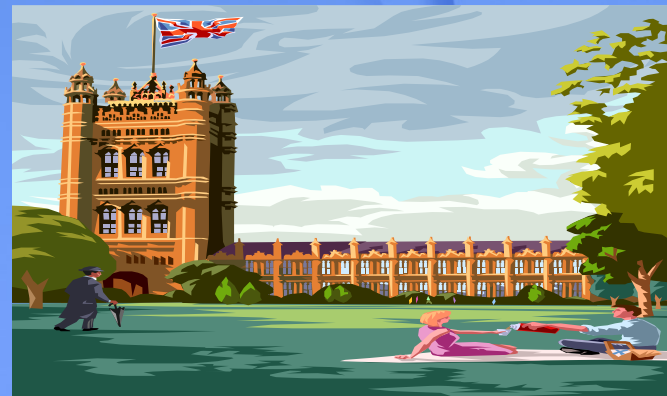
- **3rd Guidepost:**

- › Planning is a product of experience. One never chooses a college or career he/she has never heard about.

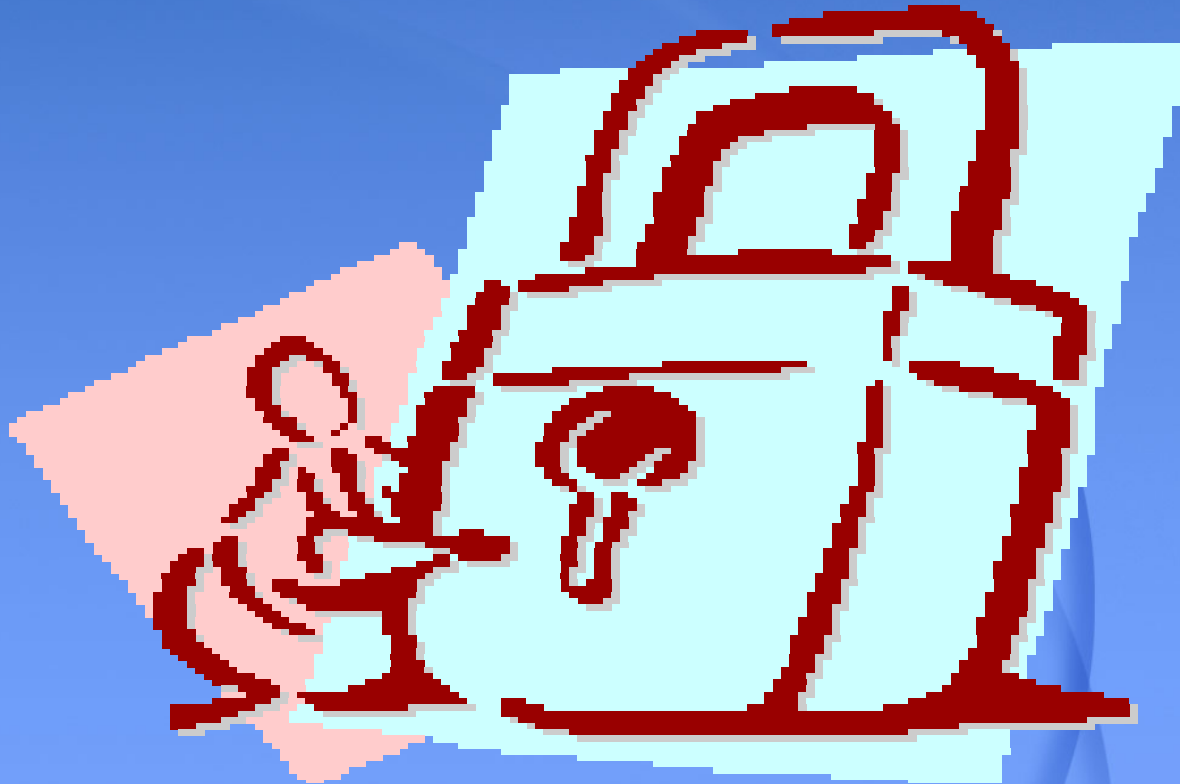


College Is Possible !

- 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????



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