

COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture



EDUCATION & TRAINING BEYOND HIGH SCHOOL

COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

How Can We Facilitate a Culture of College-Readiness?

- ✓ Use Data and Research to Inform our Work and Target Our Efforts
- ✓ Maximize Our Impact by Rallying Behind Statewide Awareness Initiatives
- ✓ Integrate Best Practices into our Schools and Community
 - Where should you start?
 - Beginner
 - Intermediate
 - Advanced



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

College Going Assessment Activity



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Best Practices: Beginner

- ✓ Announce a college fact (particularly financial aid facts) each morning.
- ✓ Post scholarships, ACT/SAT deadlines, and other relevant info on school social media sites.
- ✓ Include an ACT/SAT “Question of the Week” on Marquees
- ✓ Add a “College Day” during your regular “Spirit Week”
- ✓ Post “Ask Me About College” signs on teachers’ doors/staff desks
- ✓ Publish your school’s college-going rate. Set annual goals.



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Best Practices: Intermediate

- ✓ Host evening workshops and evening counseling hours
- ✓ Embed college-preparation assignments into the curriculum
- ✓ Create “college correspondents” for student-led media outlets
- ✓ Create a College-Going Trophy Case/Visible Display
- ✓ FAFSA Filing and Application Rivalries Between Schools
 - Could be paired with sporting events
- ✓ Put students in charge (e.g. student-led college fair)
- ✓ Host “Practice Runs” for College Fairs



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Best Practices: Intermediate

- ✓ Host "College Success" workshops for seniors
- ✓ Promote ACT/SAT test dates within community bulletins
- ✓ Publish college acceptance lists in the local newspaper.
- ✓ Invite Your Community Scholarship Foundation to set up a table during lunch; Recognize businesses that contribute to the fund.
- ✓ Host Alumni Panels (Recent Alumni or Business Leaders)
- ✓ Ask Businesses to hang "Ask Me About College" or "College Goal Sunday" signs



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Best Practices: Advanced

- ✓ Create a college-readiness steering committee. Include a variety of stakeholders.
- ✓ Name buildings, wings, or rooms after colleges and allow them to “sponsor” that space
- ✓ Partner with colleges to offer “guest lectures” at the high school as classroom lessons; conversely, allow students to observe college classes at the campus
- ✓ Post-It Note Exercise for School Staff (to ensure each student has a mentor)



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Best Practices: Advanced

- ✓ Pair college/financial aid workshops with other popular events and recruit community donations or support
- ✓ Work with your local newspaper to feature college-information or college experiences
- ✓ Business Sponsorships (e.g. “free ice cream cone” if you bring in your college application confirmation)
- ✓ Host “College Training Days” in partnership with colleges and universities
- ✓ Implement a student “HEROs” Program



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Higher Education Readiness Officers

- ✓ The HEROs program developed as a result of several employees' thoughts and our summer academic enrichment camp – GEAR UP U!
- ✓ This camp helped to validate our ideas for HEROs by giving us an opportunity to really interact with and learn from our cohort group.



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Creating HEROs – Continued

- ✓ Throughout this camp, the students had an opportunity to share their educational goals, dreams and expectations, as well as their ideas for how the GEAR UP program itself could help to achieve them.
- ✓ We immediately went to work to create a way to incorporate this opportunity for students to voice their opinions throughout the regular school year.



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Identifying HEROs?

- ✓ GEAR UP U! Attendees
- ✓ Teacher and Site Coordinator Recommendations
- ✓ Marketing the group in the schools
- ✓ Upperclassmen Inclusion



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Who are HEROs?

- ✓ Group Makeup
- ✓ Program Numbers



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Student Buy-In?

- ✓ Hold regular meetings
- ✓ Make it a school club
- ✓ Allow the students to elect officers
- ✓ And most importantly, give them goals, objectives and goodies.



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

School Buy-In?

- ✓ Adult Sponsor
- ✓ Support Educators
- ✓ Support School Goals
- ✓ Support other School Clubs
- ✓ Become Media Darlings



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

HEROs Groundwork

- ✓ By giving the HEROs a work plan, we provided them with a list of goals and objectives to work towards and achieve during the school year.
- ✓ They created, organized, and coordinated several HEROs events throughout the year.
- ✓ We provided them with opportunities to voice their ideas with our central office staff.



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Creating Leadership Opportunities

- ✓ HEROs (Higher Education Readiness Officers)
- ✓ Student Leadership Academy
- ✓ GEAR UP U! – Leadership Summit
- ✓ Mentees Transforming into Mentors
- ✓ Student Success Summit
- ✓ College Access Community Event
- ✓ Higher Education Day at the Legislature
- ✓ College Application Week
- ✓ College Goal Sunday
- ✓ Workplan and Contests



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Guidance and Support

- ✓ GEAR UP Site Coordinators
 - HEROs
- ✓ GEAR UP Mentors
 - Mentees Transforming Into Mentors
- ✓ HEPC/WV GEAR UP Staff
 - Facebook
 - CFWV (College Foundation of West Virginia)
 - GEAR UP U!



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

Communication

- ✓ Registration
- ✓ Website, Twitter
- ✓ Facebook – GEAR UP
- ✓ Facebook – HEROs groups
- ✓ Office Contact
- ✓ Email



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

HEROs alone may not be enough!

- ✓ We realized that these students may require additional training in order to be effective at the student level in creating a college going environment in our schools.
- ✓ We began to offer additional peer to peer leadership and mentoring activities. EX: GEAR UP U! | Student Leadership Academy | WV GEAR UP Mentor Program



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

The Need

- ✓ Sustainability
 - Sustainable over Time
 - Little or No Cost
 - Enhance Current Programming
 - Support for GEAR UP Initiatives
 - Staff and Program Support
 - Promote Family and Community Involvement



COLLEGE AWARENESS INITIATIVES

Student Leaders Create College-Going Culture

College Going Culture Assessment



contact us ...

Melissa Gattuso

mgattuso@hepc.wvnet.edu

p: (304) 301-4500

Jason Luyster

jluyster@hepc.wvnet.edu

p: (304) 462-6112

Elizabeth Manuel

emanuel@hepc.wvnet.edu

p: (304) 896-7452



EDUCATION & TRAINING BEYOND HIGH SCHOOL