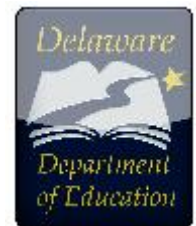


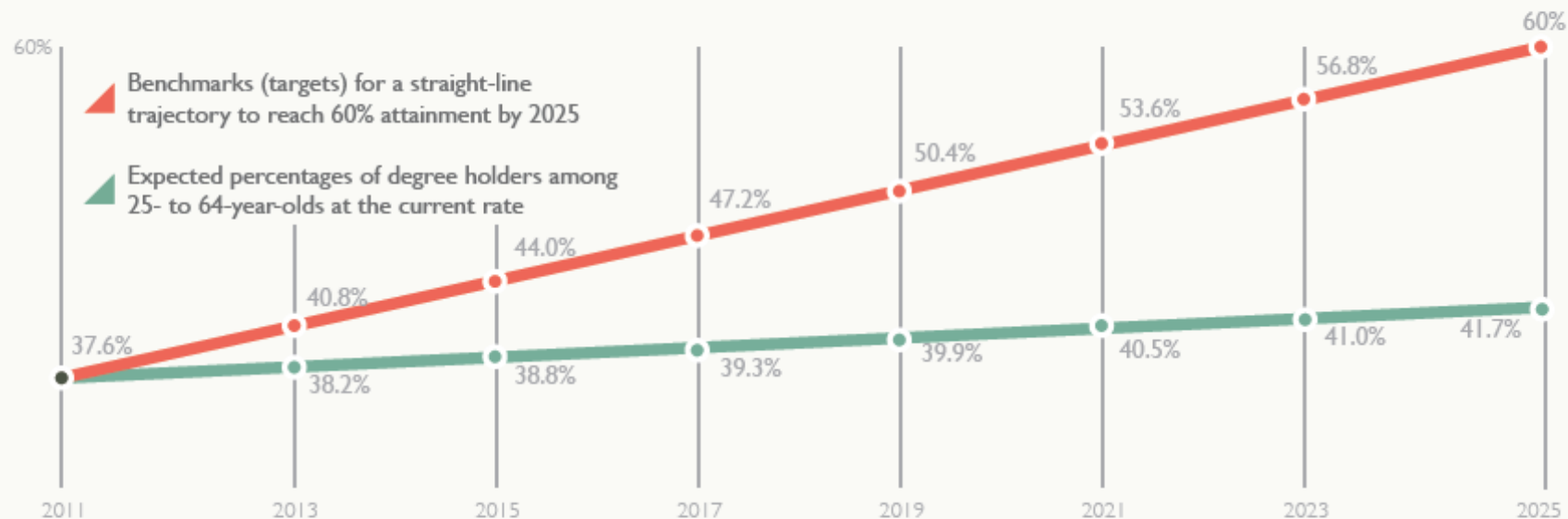


Delaware's Getting to Zero Strategy



Recent data shows us that Delaware has a significant gap to close for our degree attainment by 2025.

The path to 60% degree attainment in Delaware



Source: U.S. Census Bureau, 2000 Census, 2010 & 2011 American Community Survey

College-Going Diagnostic 2013

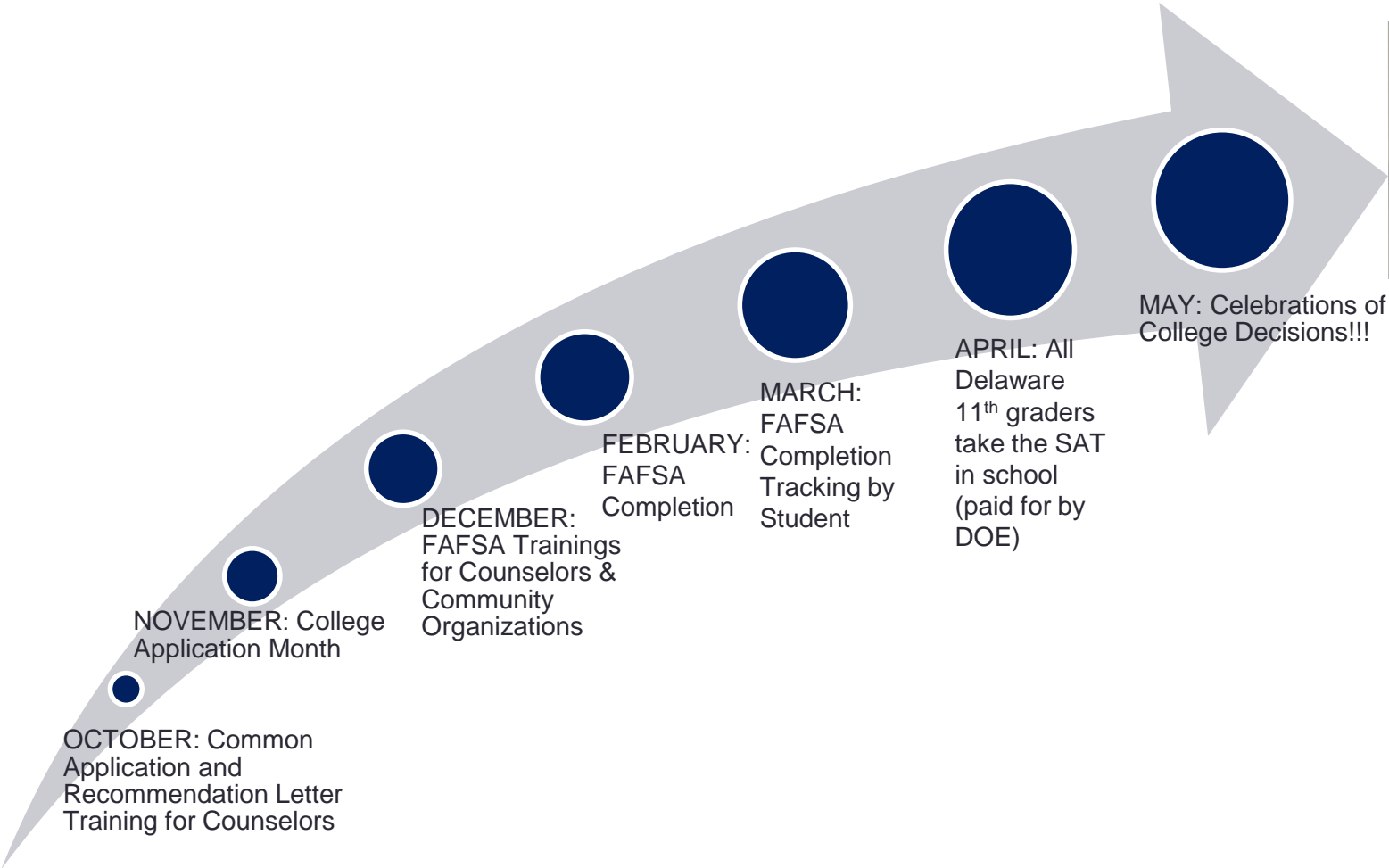
Diagnosis: 18% of Delaware's college-ready seniors were not applying to any college (1550+ SAT)

Update: By May 2014:

- **98% of Delaware's College-Going students indicate they intend to enroll in college in the fall**
- **1% plan to join the military**

QUESTION 1: How do we ensure at a minimum the college-ready students enroll in college?

“Getting to Zero” Campaign 2013-14



Outreach to address Summer Melt

2013-14 College Application Month by the numbers.....

- **20** high schools (out of 38) participated in College Application Month
- **4,729** seniors were invited to participate in College Application Month
- **1693** students received College Board packets celebrating their college readiness
- **3** partner agencies provided training, direct student support and project management-Institute for Public Administration (University of Delaware), Stand by Me, USED Financial Aid Services

Initial Results....

- *Of the 1900 students that completed a College Application Month exit survey, 89% completed at least 1 college application*
- 99% of students would recommend college application month to juniors
- 55% reported they will be the 1st in their family to attend college
- \$450,000 awarded to districts in sub-grants from College Access Challenge Grant

 **Delaware**
COLLEGE
Application Month
2013 Snapshot

PARTICIPANTS



It really changed my views about college, because before I did this I was not really sure about going to college.

-William Penn High School Student

It is a great opportunity to make sure all students apply to at least one college.

-Cape Henlopen High School Student

221 volunteers from **47** organizations helped students with the application process!

COLLEGE APPLICATIONS

Great experience. Awesome way to get students engaged in applying for college!

-Middletown High School Volunteer

It's beneficial for those that have not had a chance to sit down and apply to college and those who have no idea how to do so.

-Woodbridge High School Student

These data were sampled from the 2013-2014 My Application Month Impact, Site Coordinators and Volunteer surveys.



1.6  
average number of applications per student

Created by the Institute for Public Administration at the University of Delaware for the Delaware Higher Education Office

www.DelawareGoesToCollege.org

FAFSA Completion

As of April 15, 2014, 76% of college-ready students in Delaware completed a FAFSA.

FAFSA Training: Higher Ed coordinated with USDOE to host three county-wide trainings for counselors and community partners on FAFSA completion and the newly released Financial Aid toolkit

- 30 Schools participated
- 64 counselors attended

FAFSA Events: Schools across the state are leveraging \$tandByMe, Delaware Alliance for Community Advancement (DACA) and higher education institutions to bring FAFSA expertise to students and families.

FAFSA reporting from DOE to each high school principal & counselor:

Student ID	Student Name	Grade Level	Campus	SAT	FAFSA Application Received Date	FAFSA Application Completion Date	Student Aid Report sent to college # 1	Student Aid Report sent to college #2
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Summer Melt

- Definition:
 - When seemingly college-intending students fail to enroll at all in the fall after high school graduation
 - Info on Summer Melt provided to school counselors
 - Deadlines for all DE colleges/universities posted on www.DelawareGoesToCollege.org website – housing, orientation, placement tests, etc.
 - Letter was sent from DOE to college-going seniors with a checklist of 10 Steps to Prepare for College plus general and DE college deadlines
 - Handout prepared for schools to give to all college-going seniors – DOE asked schools to tell us how they were being distributed
 - Some schools used College Access Challenge grant money to hire counselors during the summer

QUESTION 2: How do we create state-wide accountability for college & career readiness?

Data and Accountability Systems

Observation: Ranging from databases to handwritten notes, counselors were asked to standardize reporting on students' application process.

Monthly reports were then sent to schools and districts including the following data points:

School	# of College Ready (1500-1540)	# of 1500-1540 Who Applied to College	FAFSA Completion 1500-1540 SAT students	Number of College Ready Seniors ≥ 1550	Applied to College SAT ≥ 1550	FAFSA Completion ≥ 1550 SAT students	# of 1550 students accepted into college
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Ongoing Dialogue

- The monthly reports enabled a dialogue between the Higher Education Office and school staff to provide supports and resources for students with specific needs or challenges in the process.
- The application and acceptance process became more transparent for school staff to target supports to students not easily navigating the process
- Partners used the data to adjust their activities and supports as well



DELAWARE
**College
Scholars'**
PROGRAM

- Focus on high achieving, first-generation, low-income students
- 3 year summer program –after 10th & 11th grade & after high school graduation
- 3 weeks, living on campus at St. Andrew's School (boarding school) in Delaware
- Enhance critical thinking, math, english and SAT focus
- Social and academic preparation to thrive and succeed in college
- College tours
- College advisement



Question 3: What were our lessons learned?

Changes for 2014-15

Challenges:

1. Data needs to be collected via online platform
2. Transparency and deadlines help schools prepare
3. Schools need more resources for FAFSA completion
4. Direct messaging to students helps to increase action

Solutions:

1. Updated school information system to capture student application and acceptance data
2. Provided key deadline at the end of '13-'14 school year for upcoming year
3. Developed a partnership with local agency to provide financial coaching, speakers for financial aid nights and marketing materials
4. Starting a state-wide text messaging campaign

Exciting News for 2014-15

- College Application Month is taking place in every public and charter school in Delaware
- All Delaware public and private colleges have waived their application fees during College Application Month

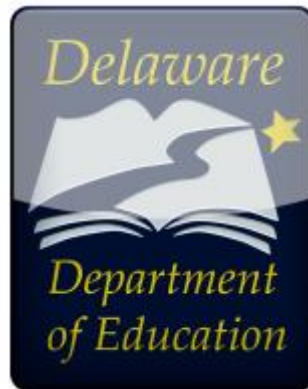
Building capacity through PARTNERSHIPS



Dare to be first.



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