

VIRGINIA

State Council of Higher Education for Virginia
Office on Innovation



Overview

From (1) exploring options, (2) to meeting application deadlines, (3) to figuring out how to pay for it all, the college process can be daunting and intimidating. Through the 1-2-3Go! Initiative, Virginia offers a series of informational and hands-on events and resources to help our students and families through the three steps to GO to college – Prepare, Apply and Pay. The initiative was designed with the needs of first generation and low-income students in mind. It is our hope that through active participation in each of these three components, an eligible student would be ready to enter college in the chosen semester.

Target Audience

High school seniors and parents, with a focus on families from low-income communities.

Partners

- Governor/Office of the Secretary of Education
- Council of Independent Colleges of Virginia - CICV
- Education Credit Management Corporation - ECMC
- State Council of Higher Education for Virginia – SCHEV
- Virginia College Advising Corps - VCAC
- Virginia Department of Education – Local high schools



Annual Timeline

Event	Action	Strategy	Month Delivered
1. College Nights Virginia (CNVA)	High schools and a select number of community colleges host public evening events with food and materials provided	1. <u>Prepare</u> – Help students explore and prepare for college via information, guidance and scholarships	February - April
2. Virginia College Application Week (VCAW)	High schools host opportunities during the school day for all seniors to have access to computers, internet and printers while	2. <u>Apply</u> – Support students in the college application process via information, hands-on assistance and guidance, on-site admissions and/or application fee waivers	November (11/13-17/17)
3. Super FAFSA Project Virginia (SFP)	High schools host evening events and provide hands-on assistance and consult in completing the FAFSA. Events offer computer, internet and printer access as well as general information on student aid	3. <u>Pay</u> – Assist students in completing the FAFSA and provide general student aid/scholarship information	October - February
4. Decision Day Virginia (#DecisionDayVA)	High schools and non-profit college access provider organizations host celebratory events	5. <u>Go!</u> – Recognize/celebrate postsecondary decisions	On or around May 1 st

Data Collection/Evaluation/Outcomes

Activity	How is it measured?	Outcome
1-2-3 Go!	Quantitative and qualitative data used to measure the value of the initiative, hosting multiple components 1,2,3 or Go.	155 sites (includes duplicates), 11 sites hosted all 3 components, 64 sites hosted 2+, 46 sites hosted both VCAW and SFP events – doubling '15
College Nights Virginia	Quantitative and qualitative data used to measure the value of this component and number of participants/sites	30 sites; 99 scholarships/\$49,500; 85% of participating schools serving a population of students where 50%+ are eligible for F/R lunch also hosted another component
Virginia College Application Week	Quantitative and qualitative data used to measure the value of this component, number of participants/sites, applications submitted, site goals met	63 sites; 6,752 senior participants; 10,161 applications submitted; 58% submitted to 4 yr. colleges, 37% to 2 yr., 7% to for-profit, 15% out of state; 48% used a college application fee waiver, 30% were not familiar with waivers before the week; \$563,500 reported scholarships offered; 603 on-site admissions offers, 72% of student's parents had less than a bachelors, 61% less than an Assoc.
Super FAFSA Project Virginia	Quantitative and qualitative data used to measure the value of the component, number/increase of FAFSAs submitted, number of participating sites	62 sites, servicing 13,068 students; FAFSA submissions percentages ranging between 21% - 65% ending Feb.; to date 9 schools have percentages greater than EOY 2015
Decision Day Virginia	Quantitative and qualitative data will be used to measure the value of this component, number of events/sites, media coverage and social media activity	To be determined – events occurring starting the week before and after May 1 st .

Resources and Sustainability

We are able to implement 1-2-3 Go! through partnerships and shared resources. The only monetary support received comes through our partnership with ECMC, who fully coordinates College Nights and also provides monetary funding and technical support (materials and design) for VCAW and SFP. All partners share in promoting the initiative to their audiences of influence, while specific organizations may offer human resources and information to aid in varying areas of event coordination. SCHEV serves as the main point of contact for the initiative and provides dedicated human resources to support the implementation and development of each component of the umbrella 1-2-3 Go! initiative. Additionally, 1-2-3 Go! works in support of the Virginia Plan for Higher Education (strategic plan). It aligns specifically with Goal #1 of providing affordable access to all students and is noted as a supporting activity for meeting it. This ties the initiative to a statewide goal.

Staff Contact and Resources

- Paula Robinson, Assistant Director of College Access and PK-12 Outreach
- PaulaRobinson@SCHEV.edu 804-225-2612
- State Council of Higher Education for Virginia – www.SCHEV.edu
- The Virginia Plan for Higher Education - <http://www.schev.edu/index/statewide-strategic-plan/overview>
- 1-2-3 Go! Virginia's Three Steps to College initiative (with links to College Nights, College Application Week and Super FAFSA project sites/information) – www.SCHEV.edu/123Go
- Virginia College Application Week student/site website – www.applyyourselfVA.com