Early College Awareness Workshop

• A (Very) Brief Example

• Three Ways to ECA
  – Half-day/One-day Community-Wide Program (Mike Temenski)
  – In School Assembly & In Class Speakers that “Make The Curriculum Real” (Pete Mazareas)
  – Partner w/ local school outreach (Larry Kahn)

• Variations & Alternatives
  • Possible Tie-in to Global Month of Service

• Questions and Answers
The Early College Awareness (ECA) Sub-Committee was established to provide Clubs & SIGs with a meaningful and easily doable community service program that will help fulfill their public service mission. Specifically, the goal of ECA is to provide HAA Clubs and SIGS with an educational outreach program designed to increase college attendance and preparedness for middle school and high school students in schools and communities that are underserved and need of inspiration, information and guidance.

Because if they reach the 10th grade...
• Are you “planning” to graduate? To go to college?

• Is your family planning for you going to college??

• Is your family worried about the rising cost of college ???

College Tuition in the U.S. Rises Faster Than Inflation, Again

By Janet Lorin  |  Nov 13, 2014 12:01 AM ET  |  12 Comments  |  Email  |  Print

College prices in the U.S. have again increased faster than the rate of inflation, extending a decades-long pattern of higher-education costs.

Tuition and fees at private nonprofit colleges climbed 3.7 percent on average to

Photographer: Helder Aimeida/Getty Images
• What about the Cost of **NOT** Going to College?

• **THAT’S RISING TOO.**
Disparity among Millennials Ages 25-32
By Education Level in Terms of Annual Earnings ...

(median among full-time workers, in 2012 dollars)

- Bachelor's degree or more: $45,500
- Two-year degree/Some college: $30,000
- High school graduate: $28,000
“To ask ‘Is college worth it?’ is a fair question,” she said, noting that it was being asked by students and families across the country. "To me, the answer is easy: yes. Going to college is one of the best decisions you will ever make. In fact, I believe college is more important than ever.”
Early College Awareness Workshop

- Three Ways to ECA
  - One-day Community-Wide Program (Mike Temenski)
Program Type A: Half Day/One Day Community Wide

1. PAY ATTENTION TO BUY-IN

- It is the school’s (district’s) program. They are the owner; the Harvard Club is the catalyst.

  - Identify the right school (district)
  - Secure approval from district officials
  - Line up an advocate in the district office
  - Get a hands-on facilitator at each participating school
  - Get at least one parent/PTA advocate at each school

February, 2015
Program Type A: Half Day/One Day Community Wide

2. PARTNERS HELP ... A LOT

- We are promoting the idea/opportunity of college – not any specific college.
- Partners that reflect the variety of college options help make the program REAL
- Partners that represent the resources available to help students prepare for and apply to college make the program MEANINGFUL
Program Type A: Half Day/One Day Community Wide

3. TIMING MATTERS

➤ Good timing can help, but bad timing can kill you

➤ Be aware of competing draws (schedule to avoid them!)

➤ Event date must give schools sufficient time for run-up promotion AND final call to action

➤ Make sure that faculty have no competing commitments (You need the presence of at least a few key faculty at the event.)

➤ Expect glitches during program. Be ready to adjust on the fly so that there is no dead time during the program. (It is very easy to lose the flow. You do NOT want to do that.)
3. MANAGE THE FLOW FROM SESSION TO SESSION

- Even a half day is a long time for people not used to this sort of program. You need to manage the build of the message.
Program Type A: Half Day/One Day Community Wide

3. MANAGE THE FLOW FROM SESSION TO SESSION

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM</td>
<td>Sign-In</td>
<td>Sign in at the registration tables in the East Lobby</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Welcome</td>
<td></td>
</tr>
<tr>
<td>9:05 AM</td>
<td>The Value of College</td>
<td>Why consider college? Is it “right” for you? Hear from someone who has been where you are now.</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>Preparing for College</td>
<td>How do you “get ready” for college? Counseling discusses how high school is different from middle school, and how preparation as you move through high school will affect your chances of getting into college.</td>
</tr>
<tr>
<td>9:55 AM</td>
<td>Explanation of 10:00 split-session</td>
<td></td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Applications &amp; Aid (Parents)</td>
<td>How to get in? Can you afford it? College reps discuss the admissions process and the opportunities for financial aid.</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Handling the work (Students)</td>
<td>Will you be able to do this? Smaller group sessions let you ask current students about college life.</td>
</tr>
<tr>
<td>10:55 AM</td>
<td>Return to main auditorium</td>
<td></td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Featured Speaker</td>
<td>Dream It: Do It  Success requires hard work, both academically and in life. Yes, there will be obstacles, but if you want it enough and are willing to do what it takes you CAN realize your dream.</td>
</tr>
<tr>
<td>11:30 AM</td>
<td>Closing Comments</td>
<td></td>
</tr>
<tr>
<td>NOON</td>
<td>Lunch / Info Fair</td>
<td>Food + a chance to mingle and ask questions Representatives from several support organizations will be able to answer questions in an informal setting.</td>
</tr>
</tbody>
</table>
Program Type A: Half Day/One Day Community Wide

4. KEEP THE CYCLE GOING

- Have a debriefing meeting with school (district) officials no more than 1 month after event
- At the start of the new school year have a pre-planning meeting for the next program
  - (Meet new players; decide what to change based upon prior year’s experience; set dates; get speaker suggestions)
  - If appropriate, hand off management responsibility to new set of Harvard Club facilitators
Three Ways to ECA

- In School Assembly & In Class Speakers that “Make The Curriculum Real”

(Pete Mazareas)
In School Assembly - Agenda & Objectives:

- Launch the “Making the Curriculum Real” Partnership
- The rising cost of not going to college
- The college admissions process and action items
- Learn about majors, careers and personal challenges from speakers like you
- How to pay for college, financial aid, and resources available to you
- Questions and answers
ECA Workshop – “Making the Curriculum Real” – PART TWO

In Class Speakers - Agenda & Objectives:

• provide classroom teachers with a guest speaker who can share expertise on a specific subject or career. Easy to administer as Club provides a list of speakers to School and teachers contact speakers directly.

• Step 1: Contact Principal and Guidance Counselor

• Step 2: Recruit Alumni as guest speakers thru email and on line registration survey

• Step 3: Teachers contact Club/SIG for guest speakers. Club/SIG point person matches speakers w/ teacher
ECA Workshop – National Teach-In Day Model

- Three Ways to ECA
  - Partner w/ local school outreach (Larry Kahn)
ECA Workshop – National Teach-In Day Model

• **Three Ways to ECA**
  – Partner w/ local school outreach (Larry Kahn)

• **National Teach – In Day**
  – November (usually) – tied to NEA’s American Education Week
  – County School Systems across U.S. - check with local officials
  – Turnkey to implement. County registers/assigns volunteers and pairs them with interested schools.
  – Alumni Club/SIG targets middle schools and local alums
    • Promote in newsletter/website/social media w/ link back to county(ies)
    • Can tell a personal story
    • Can adapt “Make Curriculum Real” and “Case for College” slides
  – Great for geographically dispersed Clubs and interested SIGS
Variations & Alternatives

– NYC Charter School Program
– First Generation SIGS
– International Models
– Other Ideas?
• Questions and Answers
Aim High – It’s OK to STRETCH!

• 62 Colleges and Universities meet 100% of applicants’ financial need

• Only three of those are “state” or “public” schools

• Every Kid CAN afford to go to college

• KIDS CAN’T AFFORD NOT TO
Intro and History

Initiated in the early 1990’s by Harvard College Admissions officer Robert Clagett EdM ’91 and Bob Bowie AB ’73, the Early College Awareness (ECA) program strives to inform middle school students from less advantaged schools about the benefits of college before they start high school. The program also seeks out the parents/guardians of these students in an effort to encourage families to consider and plan early for a college education.