

HARVARD ALUMNI ASSOCIATION'S  
*EARLY COLLEGE AWARENESS PROGRAM*



# 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**



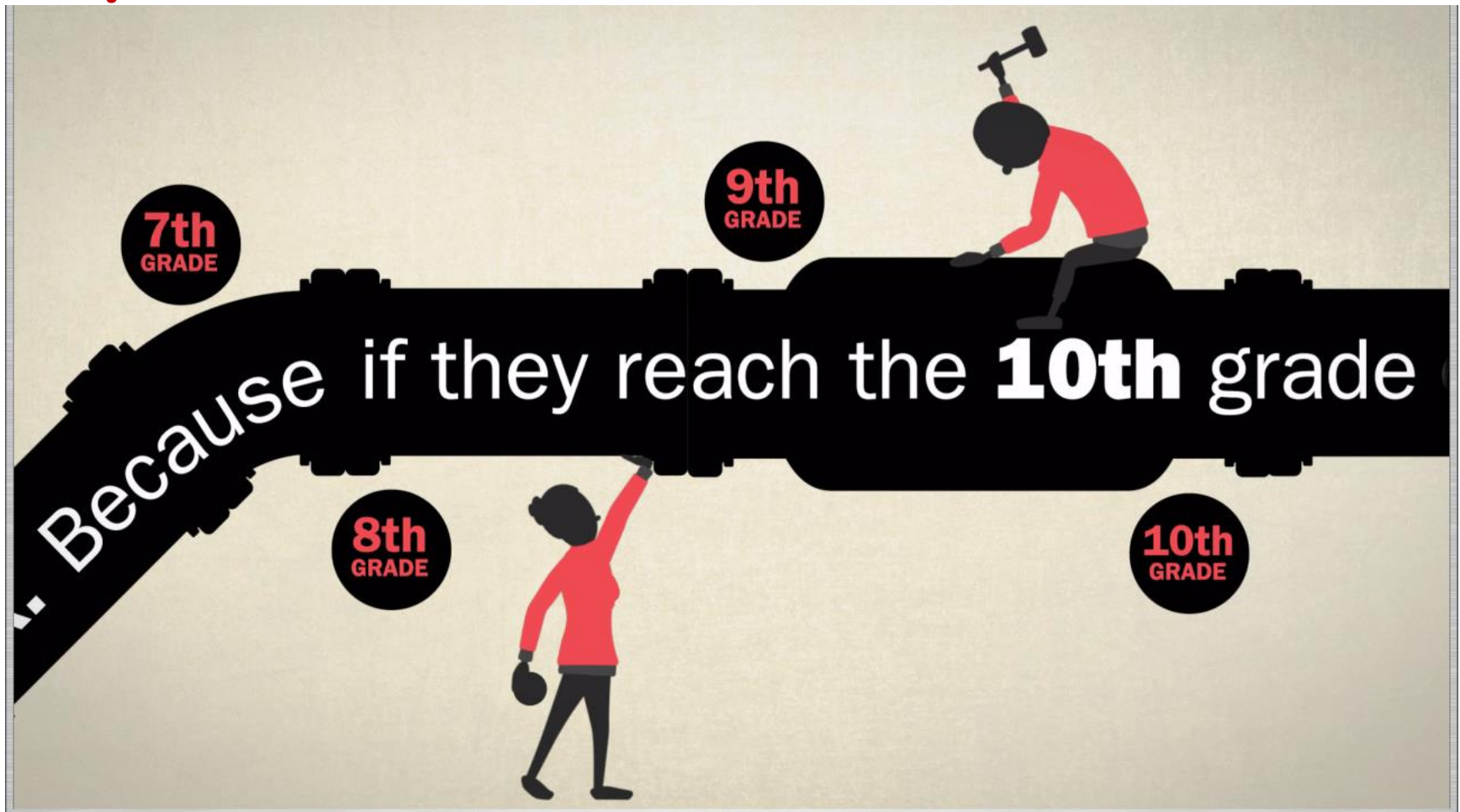
## MISSION STATEMENT:

- 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.



# EARLY COLLEGE AWARENESS

- Why Talk About This Now ? – One Word: Potential.



# EARLY COLLEGE AWARENESS

- 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

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By Janet Lorin | Nov 13, 2014 12:01 AM ET | [12 Comments](#) [Email](#) [Print](#)



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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 Almeida/Getty Images



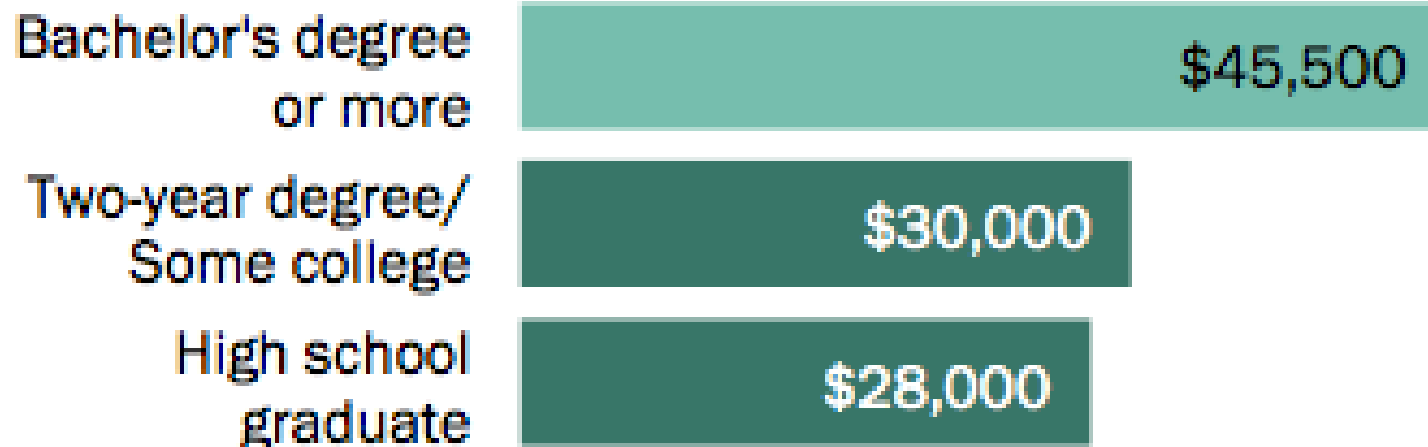
# EARLY COLLEGE AWARENESS

- 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)*



# The Case For College

**“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



# 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.)



## Program Type A: Half Day/One Day Community Wide

### 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

8:30 AM	<b>Sign-In</b> <i>Sign in at the registration tables in the East Lobby</i>		
9:00 AM	<b>Welcome</b>		Terah Crews
9:05 AM	<b>The Value of College</b> <i>Why consider college? Is it "right" for you?</i> Hear from someone who has been where you are now.		Ubaldo Escalante <i>Creighton Teacher and a Graduate of the Creighton District Schools</i>
9:30 AM	<b>Preparing for College</b> <i>How do you "get ready" for college?</i> Counselors discuss 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.		Jacklyn Angel <i>Be A Leader Foundation</i>
9:55 AM	<b>Explanation of 10:00 split-session</b>		
10:00 AM	<b>Applications &amp; Aid</b> <i>(Parents)</i> <i>How to get in? Can you afford it?</i> College reps discuss the admissions process and the opportunities for financial aid	<b>Handling the work</b> <i>(Students)</i> <i>Will you be able to do this?</i> Smaller group sessions let you ask current students about college life	Courtney McMinn Eric Macias <i>Access ASU</i> Current ASU students <i>ASU SPARKS</i>
10:55 AM	<b>Return to main auditorium</b>		
11:00 AM	<b>Featured Speaker</b> <i>Dream It: Do It</i> 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.		Davier Rodriguez <i>ASU</i> <i>Co-founder of DREAMzone</i>
11:30 AM	<b>Closing Comments</b>		Terah Crews <i>Harvard Club of Phoenix</i>
NOON	<b>Lunch / Info Fair</b> <i>Food + a chance to mingle and ask questions</i> Representatives from several support organizations will be able to answer questions in an informal setting		



# 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



# Early College Awareness Workshop

- **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)

The screenshot shows the website for The Foundation for Orange County Public Schools. The header includes the organization's logo, a navigation menu with 'Educators', 'Volunteers', and 'Donors', and a 'Contact Us' button. A 'CLICK to DONATE NOW!' button is also visible. The main content area features a 'Teach-In Speakers' section with a photo of a man presenting to a group. Below the photo is the text 'Be a Teacher for a Day'. A sidebar on the right contains a list of navigation links including HOME, DONORS, ABOUT US, EDUCATORS, GRANTS LOGIN, INSTRUCTIONS, GET ENGAGED, EVENTS, PROGRAMS, VOLUNTEERS, and MEMBER LOGIN. The 'VOLUNTEERS' link is highlighted, and under it, 'Teach-In Speakers' is listed with sub-links for registration and a photo gallery.



# 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



# Early College Awareness Workshop

- **Variations & Alternatives**
  - NYC Charter School Program
  - First Generation SIGS
  - International Models
  - Other Ideas?



# Early College Awareness Workshop

- 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**



# Early College Awareness Workshop

## 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.

