EARLY COLLEGE AWARENESS PROGRAM
APRIL 19, 2017

Larry Kahn AB ’83
Early College Awareness Program Co-Chair

Peter Mazareas AB ’73
Early College Awareness Program Co-Chair
“The individual and social good that occurs when you put otherwise disadvantaged kids on a path to college success is measurable and significant.”
– President Drew Faust
AGENDA AND OBJECTIVES

To encourage Clubs and SIGs to establish an ECA Program

• Review ECA’s public service mission/broaden alumni engagement
• Review national context and an overview of why ECA can make a difference to underserved students in your community
• Update on ECA programs and models
• Resources available to you
• Q&A
ECA SURVEY RESULTS

ANSWERS TO BRIEF REGISTRATION QUESTIONNAIRE

Percentage of respondents who answered ‘yes’ to the questions below

- Does your Club/SIG participate in or has it had any discussion about trying to present an Early College Awareness program? 50%
- Does your Club/SIG have a Board member in charge of community service or try to produce any kind of public service-related program annually? 70%
- Has your Club/SIG seen the HAA’s research on how to attract and engage more alumni through service-based initiatives - especially ones tied to education? 30%
- Does your Club/SIG allocate funds annually towards a service-based initiative or to recruiting efforts of any kind? 40%
ACCORDING TO THE HARVARD IMPACT STUDY, EDUCATION IS THE #1 FOCUS FOR ALUMNI VOLUNTEER EFFORTS

Volunteering for educational organizations/causes counts for 50% of the total of hours volunteered by Harvard alumni.
The ECA program can increase alumni engagement and public service by offering a “toolkit” guide for the expanded development and implementation of “Early College Awareness” (ECA) Programs suitable for Clubs, SIGs, and Classes.
The Early College Awareness (ECA) sub-committee was established to provide Clubs and 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 in need of inspiration, information, and guidance.
FAMILIES ARE OVERWHELMED, CONFUSED, OR SURPRISED

MANY SOURCES OF PAIN:
- Financial: inadequate savings or cash
- Emotional: pressure to find the right school
- Family: students anxious and pressured
- Process: unfamiliar, confusing and fast
- Information: piece meal, disorganized, generic, marginally helpful

Costs escalating
3 kids
I have no time
Where can I get help?
Who can I trust?
CHANGE IN AVERAGE COST FOR UNDERGRADUATE DEGREE

COLLEGE TUITION: THE INFLATION NIGHTMARE

Break down of the Consumer Price Index,
College Tuition - The Inflation Nightmare,
dshort.com
March 2017
Data through February

Graph showing the inflation of various consumer prices from 2000 to 2018:
- Food & Beverage
- Housing
- Apparel
- Transportation
- Medical Care
- Recreation
- Education & Communication
- Other Goods & Services
- College Tuition & Fees

Not seasonally adjusted
LOW INCOME AND FIRST GENERATION STUDENTS NEED HELP

• The national **student-to-counselor ratio**, according to the National Association for College Admission Counseling is **478 to 1**

• Average time a counselor spends with a high school student over 4 years is 22 minutes.

• And it’s worse….the Federal Education Department’s Office for Civil Rights said this year that **one in five high schools in the country has no school counselor at all**

• When it comes time to apply to college, students who are insufficiently counseled can easily stumble into making poor decisions, especially if no one in their family has gone to college before.
• Most low-income students who have top test scores and grades do not even apply to the nation’s best colleges, according to a recent analysis of every high school student who took the SAT in a recent year.

• The pattern contributes to widening economic inequality and low levels of mobility in this country, economists say, because college graduates earn so much more on average than non-graduates do. Low-income students who excel in high school often do not graduate from the less selective colleges they attend.
THE LEAKY PIPELINE OF HIGHER EDUCATION; DISAPPOINTING RESULTS

- 100 students start high school
- 83 will graduate from high school
- 35 high school graduates will pursue bachelor degrees
- 21 will earn bachelor’s degrees within 6 years
- 10 will find good jobs
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
Unemployment Rate ...

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor's degree or more</td>
<td>3.8</td>
</tr>
<tr>
<td>Two-year degree/Some college</td>
<td>8.1</td>
</tr>
<tr>
<td>High school graduate</td>
<td>12.2</td>
</tr>
</tbody>
</table>
And Share Living in Poverty ...

- Bachelor's degree or more: 5.8
- Two-year degree/Some college: 14.7
- High school graduate: 21.8
WAGE PREMIUM FOR BACHELOR’S DEGREE

Wage Premium = $1.05 million

$1.37 million

$2.42 million

Lifetime earnings for high school degree

Lifetime earnings for bachelor’s degree
THREE BASICS TO IMPLEMENT AN ECA PROGRAM

• Increase alumni engagement through education-based community service.

• Deliver a ‘college-possible’ message to students in 7\textsuperscript{th} through 11\textsuperscript{th} grades who may not think it is possible or worthwhile.

• No One Way to ECA
SIX STEPS TO IMPLEMENT AN ECA PROGRAM

• Decide which ECA model or combination you wish to implement
• Establish an ECA Committee and Chair
• Identify any contacts/relationships with specific school or school district administrators that your alumni may have
• Reach out to the school administrators, discuss options, and schedule a date
• Reach out to potential partner organizations
• Develop communication strategy and presentation format
EARLY COLLEGE AWARENESS WORKSHOP

Four ways to ECA

• Half-day/One-day Community-Wide Program
• Partner w/ local school outreach
• In-School Assembly
• In-Class Speakers that “Make the Curriculum Real”
The Harvard Club of Southern California & The Harvard Latino Alumni Alliance SIG In Collaboration with The Lynwood Unified School District Present The Early College Awareness Program

The purpose of the Early College Awareness Program is to motivate secondary school students to pursue higher education at top colleges and universities across America. The program includes presentations on the college application process, financial aid options, academic opportunities, and the challenges of campus life.
THE HARVARD CLUB OF SOUTHERN CALIFORNIA
AND THE HARVARD LATINO ALUMNI ALLIANCE SIG
ECA WORKSHOP: ONE-DAY/WEEKEND CONCEPT

PROGRAM TYPE A: COMMUNITY-WIDE – MODIFIED TO EVENING PROGRAM

THE HARVARD LATINO ALUMNI ALLIANCE
THE HARVARD CLUB OF SOUTHERN CALIFORNIA
In Collaboration With
THE LYNWOOD UNIFIED SCHOOL DISTRICT
Present
THE EARLY COLLEGE AWARENESS PROGRAM

April 6, 2017
Program 6:00 – 7:30 p.m.

AGENDA

WELCOME AND ACKNOWLEDGMENTS 6:00-6:10
Dr. Gudiel Crosthwaite
Deputy Superintendent, Lynwood Unified School District
Hector Preciado
Principal, Firebaugh High School, Lynwood Unified School District

THE ROAD TO COLLEGE 6:10-6:30
Presenters: Dr. Gus Frias, HGSE
Ms. Anahi Godines, HGSE

PARENTS AS PARTNERS 6:35-7:00
Presenter: Ms. Cynthia Torres, HBS
Emeritus President of the Harvard Alumni Association

PANEL OF COLLEGE GRADUATES 7:00-7:30
Moderator: Dr. Maria Covarrubias, HGSE
Panelists: Mr. Leonard Cueva, HBS
Ms. Juana Hernandez, HKS
Ms. Anne Kim, Harvard College
Ms. Mirla Urzua, Harvard College/USC
Mr. Nati Vazquez, USC

OUR PLEDGE 7:30-7:35

CONCLUSION 7:35-7:40
Hector Preciado, Principal
Principal, Firebaugh High School, Lynwood Unified School District
### ECA WORKSHOP: ONE-DAY/WEEKEND CONCEPT

#### PROGRAM TYPE A: HALF DAY/ONE DAY COMMUNITY-WIDE

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</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? 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.</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>10:55 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>

**Speakers:**
- Terah Crews
- Ubaldo Escalante
- Jacklyn Angel
- Courtney McMinn
- Eric Macias
- Current ASU students
- ASU SPARKS
- David Rodriguez
- ASU Co-founder of DREAMzone
- Terah Crews
- Harvard Club of Phoenix
Early College Awareness for Middle School Students and Families

Saturday, March 5, 2016
8:30am – 12:10pm
Mary Gates Hall, Room 241
University of Washington Campus
Seattle, WA

Cost: FREE

Please join us for an opportunity to learn about the benefits of college, how to pay for college, and how to prepare for any 2-year or 4-year college. Students, parents, and guardians are welcome. Bus transportation will be provided from Alki, Magnaros, and Washington departing at 8:00am from the school loading zone. The attached permission slip must be completed and turned in your school in order to ride the school bus.

8:15am: Registration & Welcome

9:00am – 9:30am: PART ONE: What is college like? Is it hard work? Is it fun? Will I make new friends? What do you do after college? We'll have a conversation with recent college graduates from a variety of colleges who will speak about how college has broadened their horizons and created important opportunities for them.

9:40am – 10:15am: PART TWO: How much does it cost to go to college? How will I pay for college? Can I afford to go to college? We’ll focus on how to pay for college, including scholarships, grants and loans, plus other types of financial assistance available for college students and families. Our speaker is Alexis Wheeler, who graduated from UW and Harvard Law School.

10:20am – 10:55am: PART THREE: How do I prepare and plan for college? We’ll discuss how best to prepare for college during middle school and the four years of high school. Our speaker is Susanna Caruso, Founder and CEO of CollegeFinder.com, college preparation expert, and Harvard alum.

11:00am – 11:30am: PART FOUR: What was my journey to college and how did it affect my life? Seahawks Wide Receiver, Doug Baldwin, Stanford ’11 will talk about his experience before, during, and after college.

11:40pm – 12:10pm: Optional walking tour of some of the highlights on the UW campus
12:10pm: Yellow school buses begin loading for return trip. Bus departure is at 12:30pm.

Contact: Kelly Cochrane, eca@harvardseattle.org
FOUR WAYS TO ECA: PARTNER WITH LOCAL SCHOOL OUTREACH
FOUR WAYS TO ECA: PARTNER W/ LOCAL SCHOOLS

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
ECA WORKSHOP – NATIONAL TEACH-IN DAY MODEL

Case Study: Central Florida
Partner w/ Seminole County Tues 11/17 and Orange County Wed 11/18
In-School Assembly: Agenda and 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
In-Class Speakers Agenda and 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.
FOUR WAYS TO ECA

• In-School Assembly and In-Class Speakers that “Make the Curriculum Real”
EARLY COLLEGE AWARENESS WORKSHOP

VARIATIONS AND ALTERNATIVES

• NYC Charter School Program
• First Generation SIGS
• International Models
• Other Ideas?
The Toolkit Consists of:

Table of Contents:

- Introduction – Why should Harvard alumni promote Early College Awareness
- Six Steps to Implement ECA
- Four ECA Models Available
- Frequently Asked Questions
- Post-event Survey
- Related Ideas and Program Extensions
- Contact information for Club & SIG Partnering
- Appendices
ADDITIONAL IN-STATE RESOURCES AND PARTNERS AVAILABLE

- There are many state agencies and non-profit groups in your state that will partner with you and provide subject matter expert speakers on college planning, financial aid and scholarships.
- Most States with 529 College Savings Plans have a public service outreach mission focusing on helping low income families. Peter Mazareas can connect you.
- Many states have student loan agencies that provide public service outreach programs.
- Peter Mazareas can connect you – he ‘wrote the book’.
Help Families Achieve Their College Dreams
A resource for Harvard Clubs and SIGS to help plan and present an Early College Awareness Program

Expert grade-by-grade guidance on college admissions, financial aid, student loans, and scholarships including explanations of college application and financial aid forms. Useful scholarship and college search engines and college related calculators including a financial aid (Expected Family Contribution –EFC) and college admissions probability indicator.

For one time log in credentials, email Peter Mazareas, peter@inviteeducation.com
Contact info to explore instate partnerships and resources:

- [www.collegesavingsfoundation.org](http://www.collegesavingsfoundation.org) National association of 529 program managers. Kathy Hamor, Executive Director, 804 786 0832, khamor@capcondc.com

- [www.collegesavings.org](http://www.collegesavings.org) State run association, National Association of State Treasurers, Chris Hunter, Deputy Executive Director, 859 721 2181, Chris@StateTreasurers.org

- [www.collegeaccess.org](http://www.collegeaccess.org), National College Access Network, Kim Cook, Executive Director, 202 347 4848, cook@collegeaccess.org. NCAN’s mission is to build, strengthen, and empower communities committed to college access and success so that all students, especially those underrepresented in postsecondary education, can achieve their educational dreams
Larry Kahn:  lmkahn@post.harvard.edu

Peter Mazareas:  Peter@inviteeducation.com

Sara Aske, HAA Senior Associate Director and ECA staff liaison:  sara_aske@harvard.edu

Jen Flynn, HAA Director for Clubs and SIGs:  jen_Flynn@harvard.edu
THANK YOU

HARVARD
ALUMNI ASSOCIATION
Q&A
• Additional websites
• Further detail on the Half-day/One day Community-wide model
HAA Early College Awareness Website:  
https://alumni.harvard.edu/haa/clubs-sigs/programs/eca

Harvard Admissions Office First Generation and ECA site:  
http://www.imfirst.org/harvard-university/#.WNvf6IXytEY
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
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
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.)
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.
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