



# EARLY COLLEGE AWARENESS PROGRAM

## APRIL 19, 2017

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**Larry Kahn AB '83**

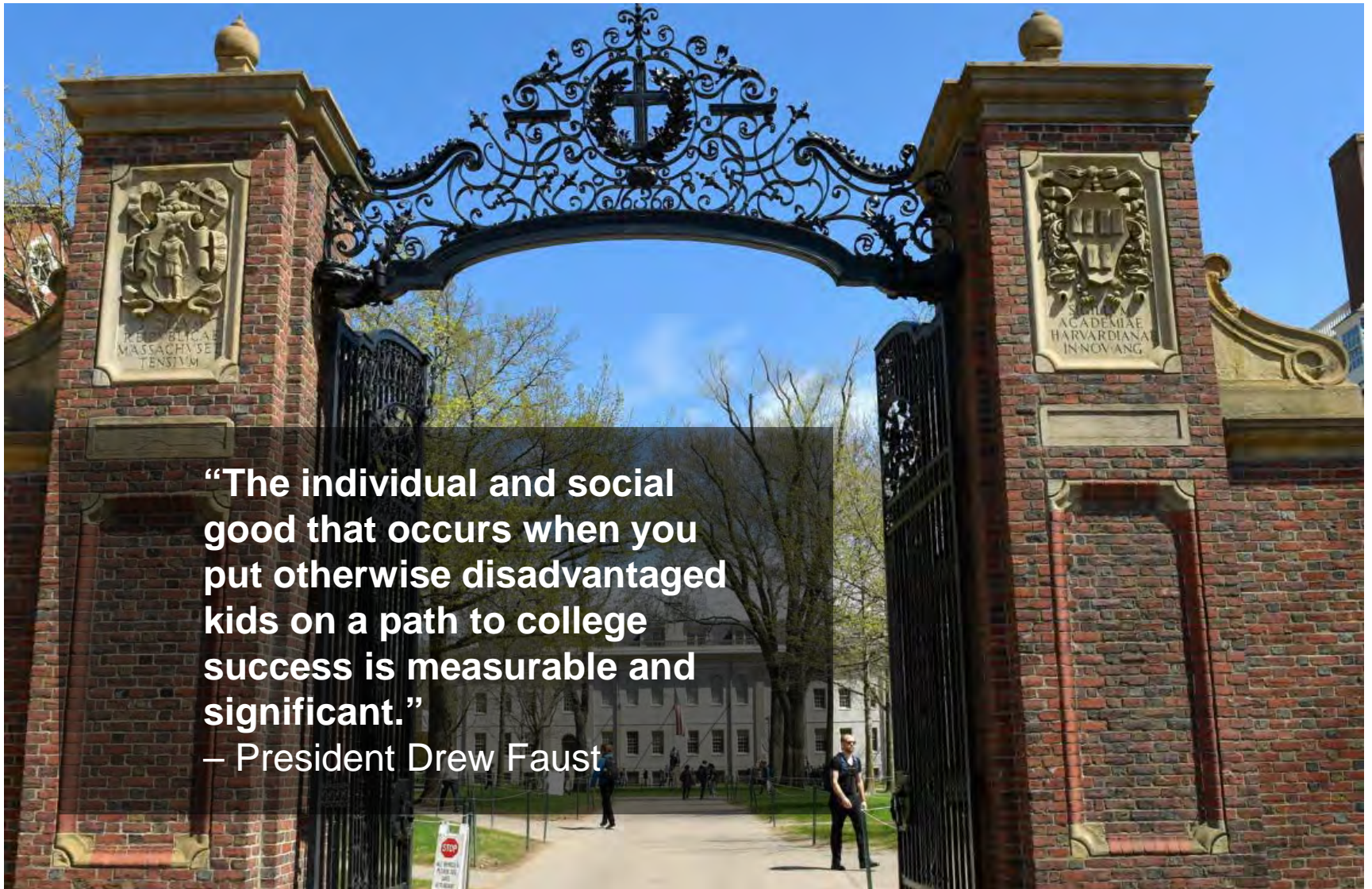
Early College Awareness Program Co-Chair

**Peter Mazareas AB '73**

Early College Awareness Program Co-Chair



**HARVARD**  
Alumni Association



**“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

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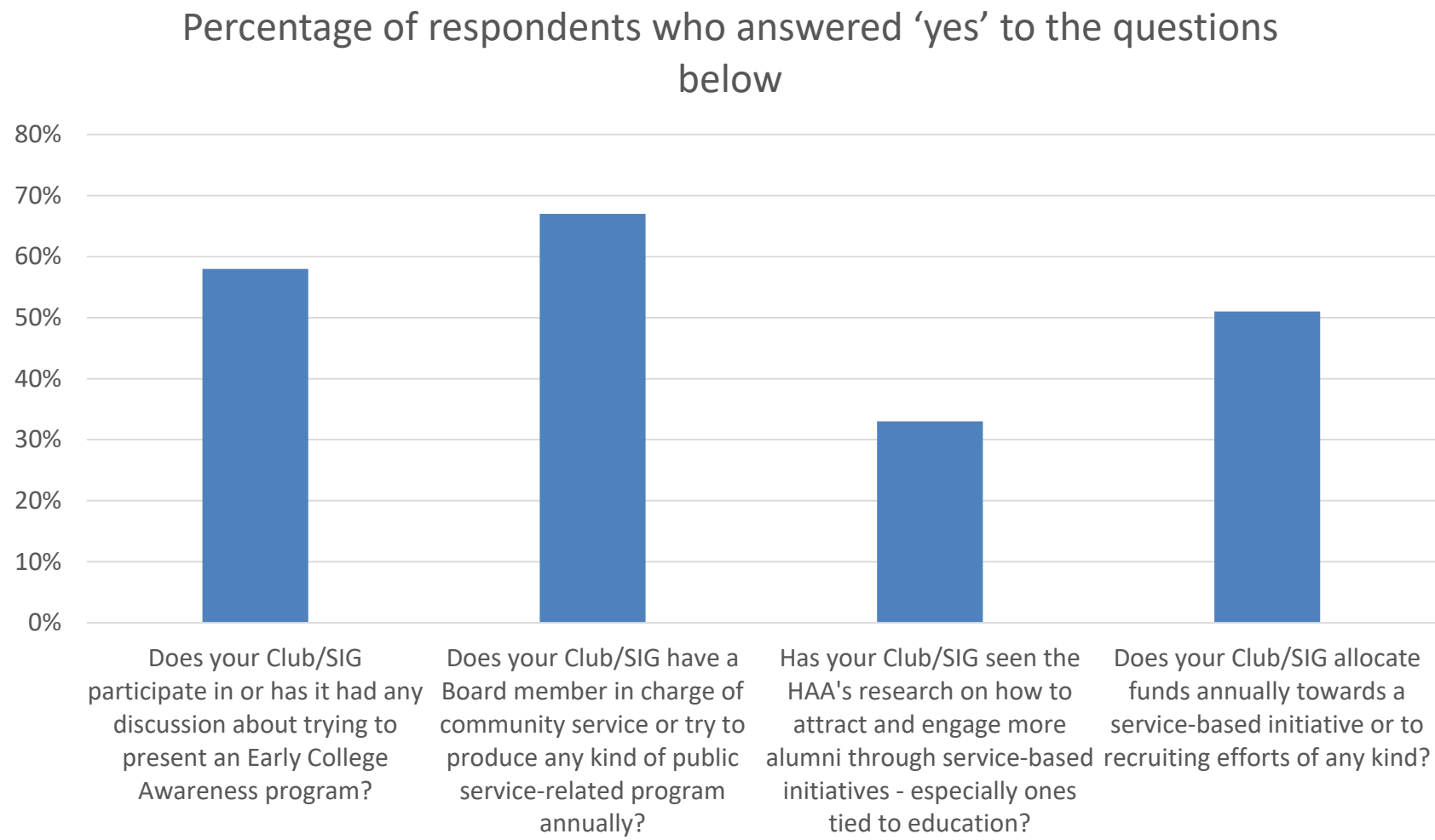
### To encourage Clubs and SIGs to establish an ECA Program

- 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

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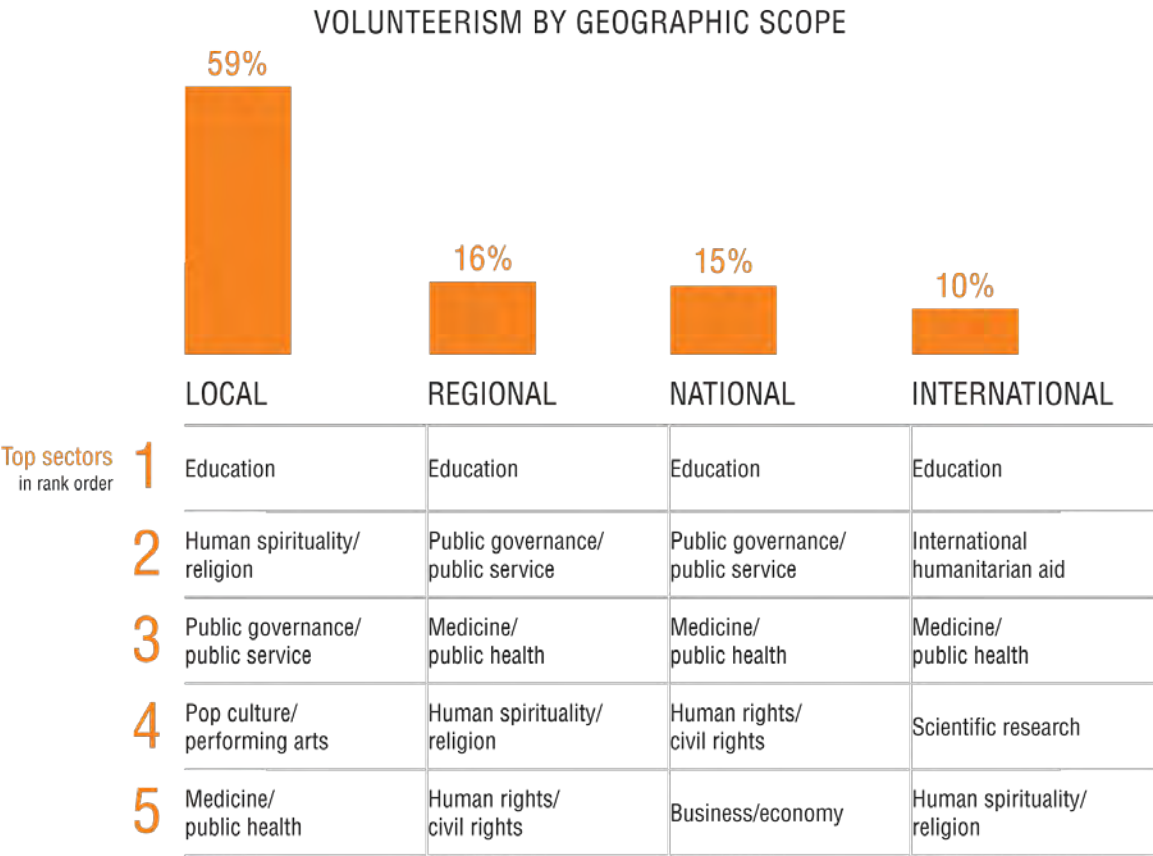
## ANSWERS TO BRIEF REGISTRATION QUESTIONNAIRE



# HAA ALUMNI IMPACT STUDY

## 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.



## INCREASE ALUMNI ENGAGEMENT THROUGH EDUCATION AND PUBLIC SERVICE

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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

## MISSION STATEMENT

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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

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### 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



# CHANGE IN AVERAGE COST FOR UNDERGRADUATE DEGREE

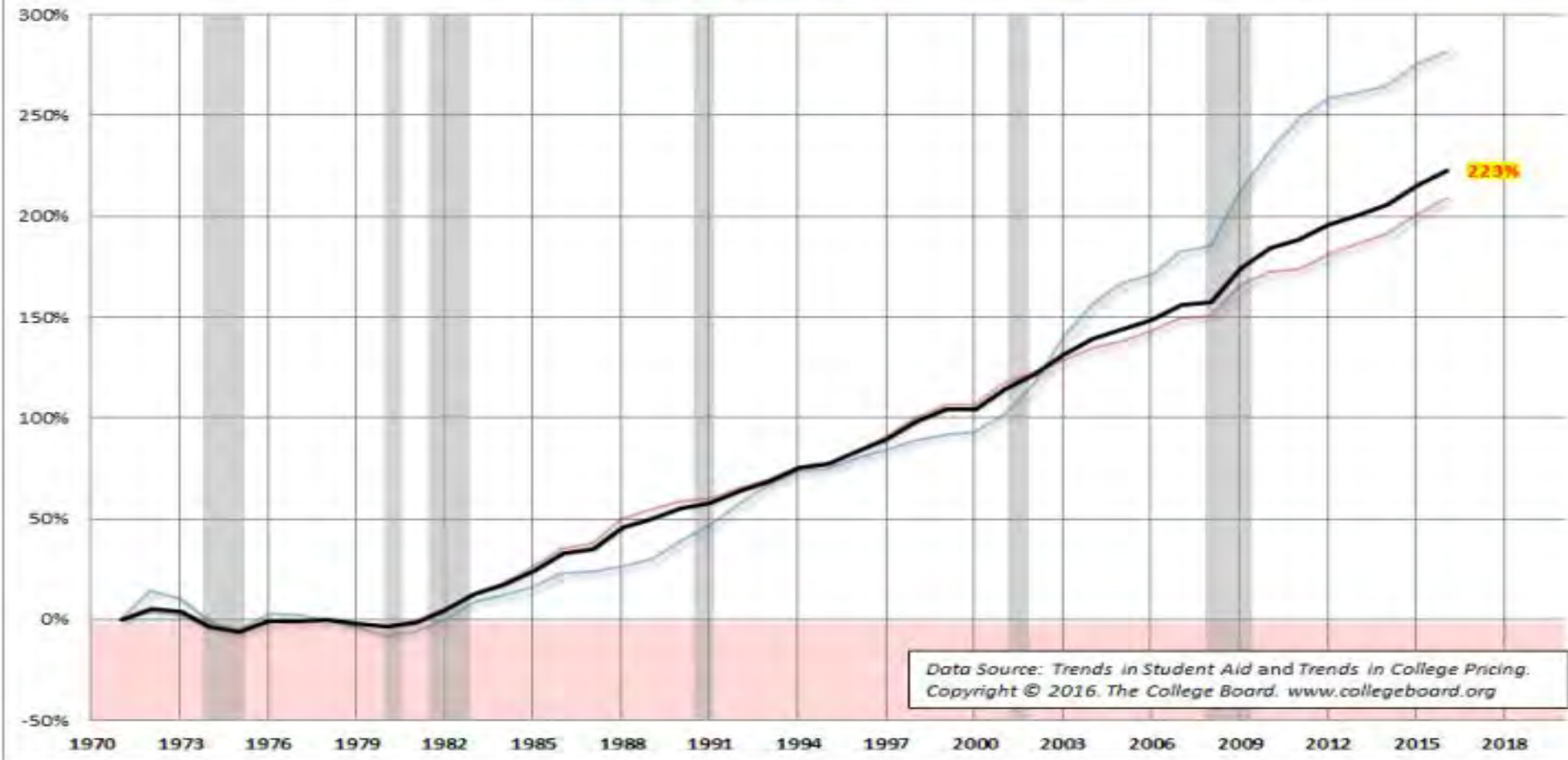
dshort.com

March 2017

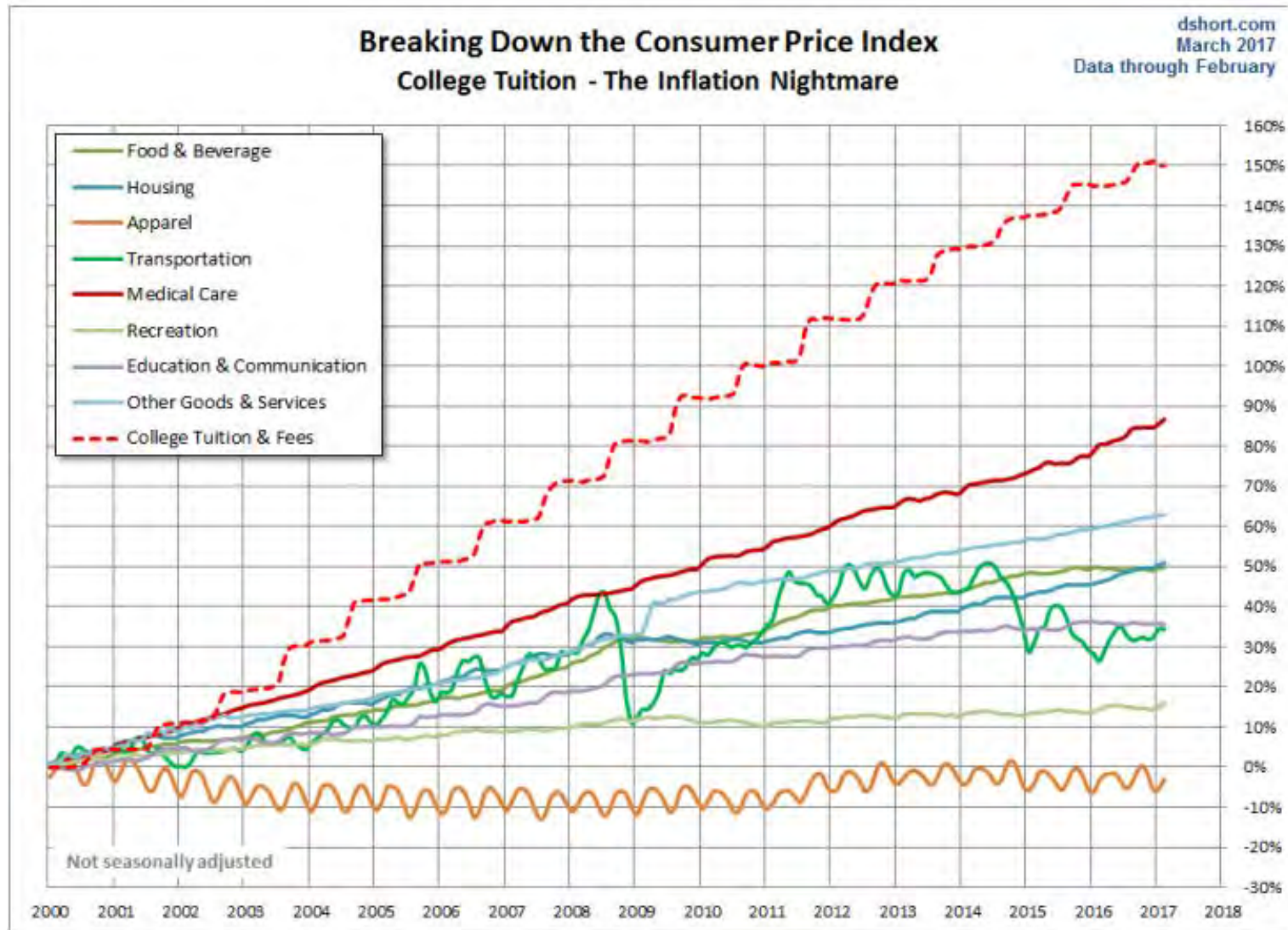
Data through 2016

Change in Average Cost for Undergraduate Degree  
1971 to present

Recessions Private Nonprofit Four-Year Public Four-Year Average



# COLLEGE TUITION: THE INFLATION NIGHTMARE



## LOW INCOME AND FIRST GENERATION STUDENTS NEED HELP

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- 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.

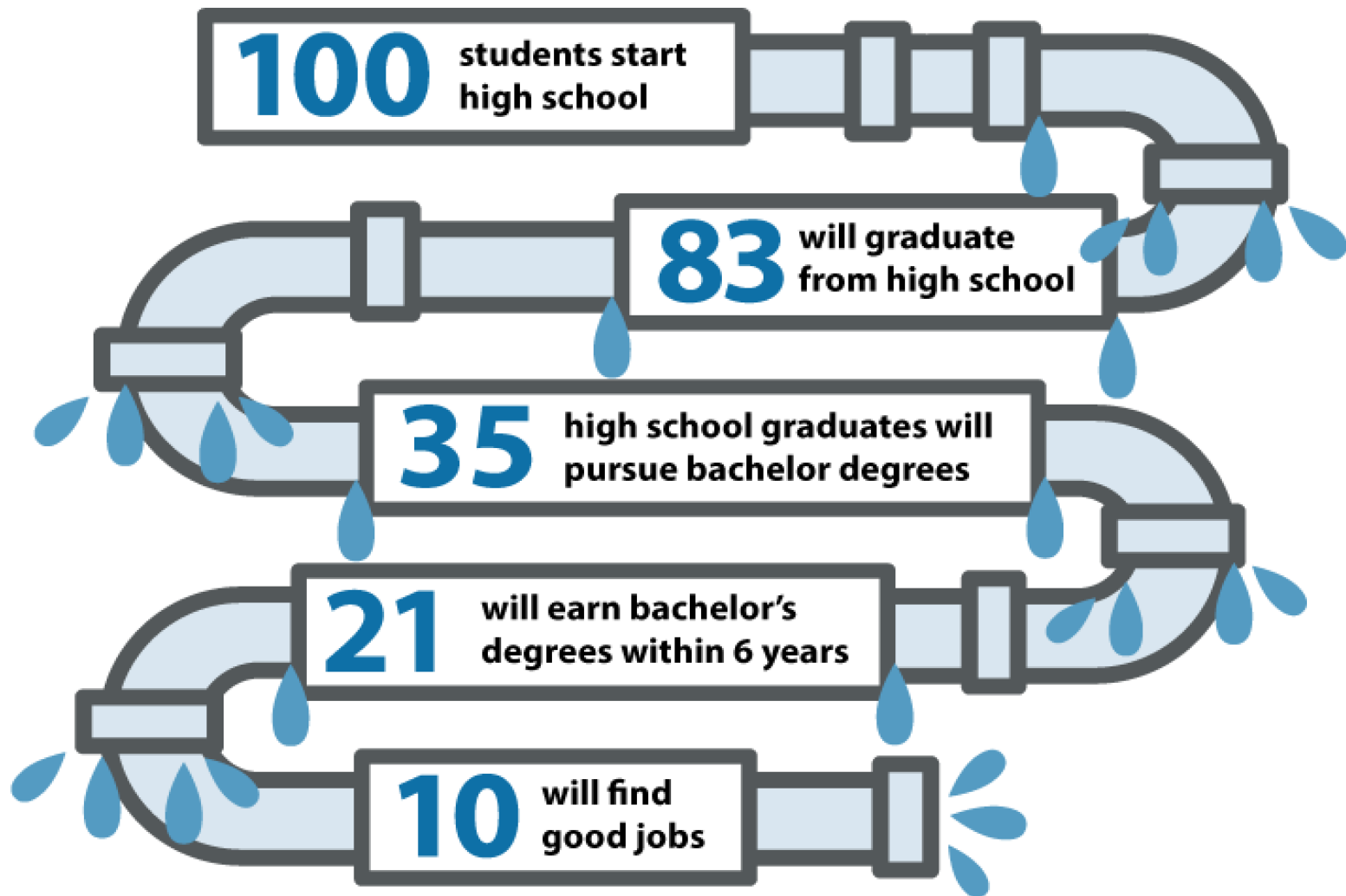
## LOW INCOME AND FIRST GENERATION STUDENTS NEED HELP

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- 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.

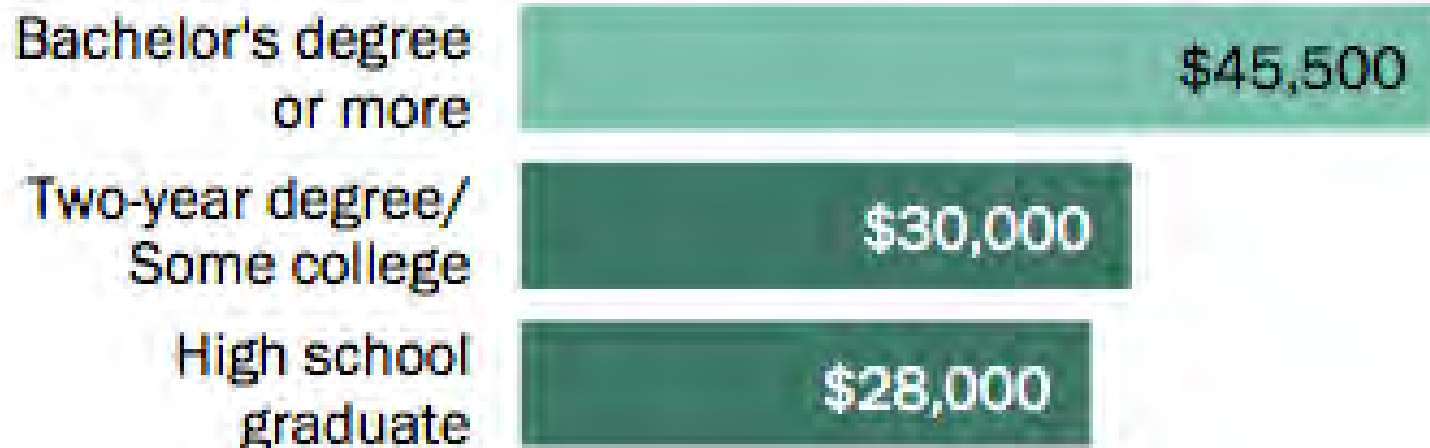
## THE LEAKY PIPELINE OF HIGHER EDUCATION; DISAPPOINTING RESULTS

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## **Disparity among Millennials Ages 25-32 By Education Level in Terms of Annual Earnings ...**

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





## Unemployment Rate ...

Bachelor's degree  
or more

3.8

Two-year degree/  
Some college

8.1

High school  
graduate

12.2

## And Share Living in Poverty ...

Bachelor's degree  
or more

5.8

Two-year degree/  
Some college

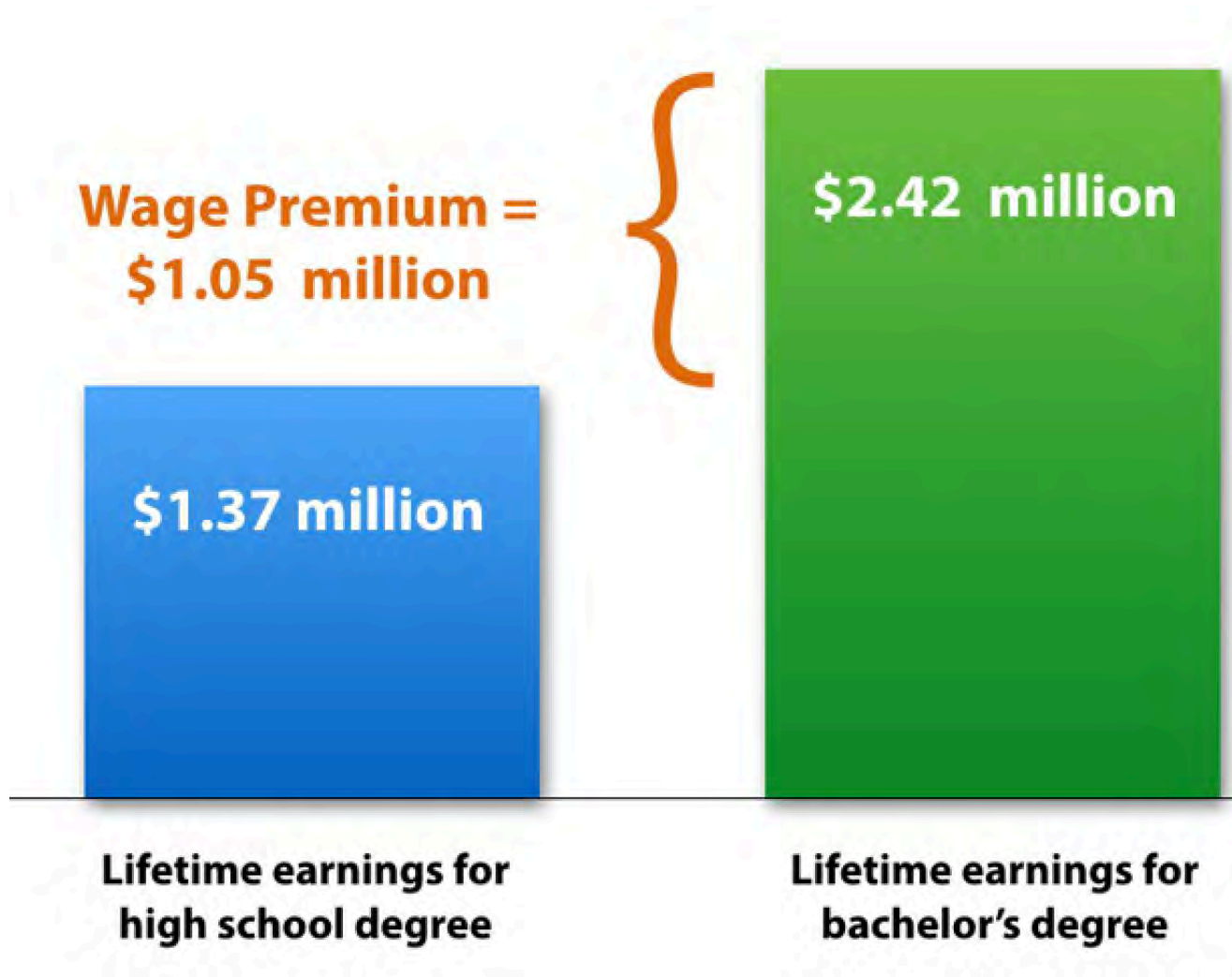
14.7

High school  
graduate

21.8

## WAGE PREMIUM FOR BACHELOR'S DEGREE

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## THREE BASICS TO IMPLEMENT AN ECA PROGRAM

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- Increase alumni engagement through education-based community service.
- Deliver a 'college-possible' message to students in 7<sup>th</sup> through 11<sup>th</sup> grades who may not think it is possible or worthwhile.
- No One Way to ECA

## SIX STEPS TO IMPLEMENT AN ECA PROGRAM

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- 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

### 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

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# ECA WORKSHOP: ONE-DAY/WEEKEND CONCEPT

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## 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. Cythia 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

THE HARVARD CLUB OF SOUTHERN CALIFORNIA  
AND THE HARVARD LATINO ALUMNI ALLIANCE SIG



HARVARD ALUMNI ASSOCIATION

# ECA WORKSHOP: ONE-DAY/WEEKEND CONCEPT

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



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>		<b>Terah Crews</b>
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.		<b>Ubaldo Escalante</b> <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.		<b>Jacklyn Angel</b> <i>Be A Leader Foundation</i>
9:55 AM	<b>Explanation of 10:00 split-session</b>		
10:00 AM	<b>Applications &amp; Aid (Parents)</b> <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 (Students)</b> <i>Will you be able to do this?</i> Smaller group sessions let you ask current students about college life	<b>Courtney McMinn</b> <b>Eric Macias</b> <i>Access ASU</i> <b>Current ASU students</b> <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.		<b>Davier Rodriguez</b> <i>ASU</i> <i>Co-founder of DREAMzone</i>
11:30 AM	<b>Closing Comments</b>		<b>Terah Crews</b> <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		

# ECA WORKSHOP: ONE-DAY/WEEKEND CONCEPT

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



### Early College Awareness for Middle School Students and Families

**Saturday, March 5, 2016**

**8:30am – 12:10pm**

**Cost: FREE**

**Mary Gates Hall, Room 241**

**University of Washington Campus**

**Seattle, WA**

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 Aki, Mercer, and Washington departing at 8:00am from the school loading zones. The attached permission slip must be completed and turned into your school in order to ride the school bus.

#### 8:30am Registration & Welcome

**9:00am – 9:35am - 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 Cerasuolo, Founder and CEO of CollegeMapper.com, college preparation expert, and Harvard alum.

**11:00am – 11:35am - 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.

**11:40am – 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 Charlton, [eca@harvardseattle.org](mailto:eca@harvardseattle.org)



# ECA WORKSHOP: NATIONAL TEACH-IN DAY MODEL

## FOUR WAYS TO ECA: PARTNER WITH LOCAL SCHOOL OUTREACH

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### Teach-In Speakers



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### FOUR WAYS TO ECA: PARTNER W/ LOCAL SCHOOLS

#### National Teach-In Day

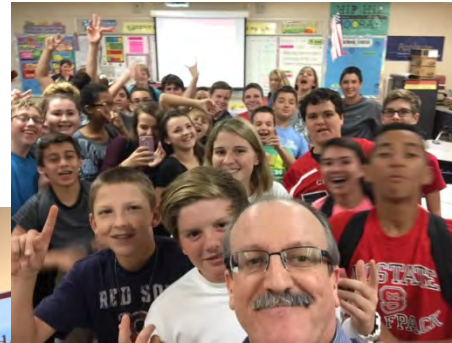
- November (usually) – tied to NEA's American Education Week
- County School Systems across U.S. - check with local officials
- Turnkey to implement. County registers/assigns volunteers and pairs them with interested schools.
- Alumni Club/SIG targets middle schools and local alums
  - Promote in newsletter/website/social 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.

# EARLY COLLEGE AWARENESS WORKSHOP

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## FOUR WAYS TO ECA

- In-School Assembly and In-Class Speakers that “Make the Curriculum Real”



### VARIATIONS AND ALTERNATIVES

- NYC Charter School Program
- First Generation SIGS
- International Models
- Other Ideas?



### The Toolkit Consists of:

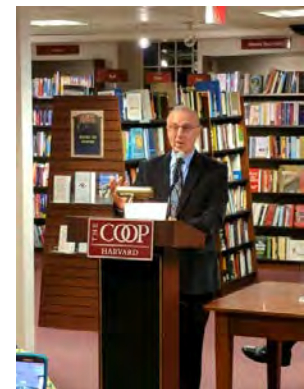
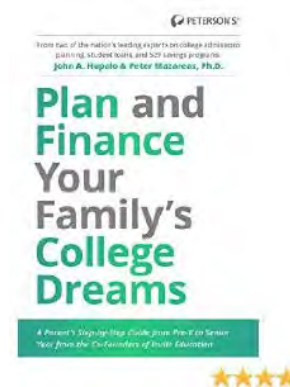
#### Table of Contents:

- 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

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- There are many state agencies and non for 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’.





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.

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**For one time log in credentials, email Peter Mazareas,  
[peter@inviteeducation.com](mailto:peter@inviteeducation.com)**

## ADDITIONAL ECA RESOURCES AND PARTNERS AVAILABLE

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### 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](mailto: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](mailto:Chris@StateTreasurers.org)
- [www.collegeaccess.org](http://www.collegeaccess.org), National College Access Network, Kim Cook, Executive Director, 202 347 4848, [cook@collegeaccess.org](mailto: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

## ECA CO-CHAIRS AND STAFF RESOURCES

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Larry Kahn: [lmkahn@post.harvard.edu](mailto:lmkahn@post.harvard.edu)

Peter Mazareas: [Peter@inviteeducation.com](mailto:Peter@inviteeducation.com)

Sara Aske, HAA Senior Associate Director and  
ECA staff liaison: [sara\\_aske@harvard.edu](mailto:sara_aske@harvard.edu)

Jen Flynn, HAA Director for Clubs and SIGs:  
[jen\\_Flynn@harvard.edu](mailto:jen_Flynn@harvard.edu)

# THANK YOU

**HARVARD**  
ALUMNI ASSOCIATION



# Q&A

**HARVARD**  
ALUMNI ASSOCIATION





- Additional websites
- Further detail on the Half-day/One day Community-wide model

## ADDITIONAL WEBSITES

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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/#.WNvf6lXytEY>

### 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