



# The Toolkit

## The HAA Early College Awareness Program

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## THE TOOLKIT

### 1. INTRODUCTION: THE TOOLKIT FOR EARLY COLLEGE AWARENESS

According to the Harvard Impact Study, Education is the #1 focus for alumni volunteer efforts. In support of its recent Public and Community Service Initiative, the HAA wants to help connect Harvard University alumni to a meaningful and easily doable community service program designed to help students and parents from underserved communities understand that a college education is an achievable goal

The ECA program is not an admission recruitment program for Harvard. ECA's message is to inform, educate, and encourage all students and families to consider and then plan early for a college education.

The purpose of the program is two-fold. ECA motivates young students and gives greater assurance to parents who don't think college is an option. ECA provides further purpose to alumni/ae seeking to extend their involvement in education beyond Harvard-centric efforts such as interviewing and Prize Book.

This Toolkit outlines ECA program options that range from one-day Saturday seminars held jointly with local community partners to in-school assembly and classroom speaker programs that “make the curriculum real” through alumni personal stories. ECA can work at a single school, or across a wider geographic area; and in ways that require little or no expense to Clubs, SIGS, or classes.

We look forward to supporting your efforts and to receiving your feedback.

Good luck!

Signed by HAA President or HAA Director

## **2. SIX STEPS TO IMPLEMENT AN ECA PROGRAM**

An Early College Awareness program can take many forms as long as it accomplishes the dual mission of alumni engagement and delivering 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. This Toolkit outlines the six steps and four basic models to consider:

### **STEPS:**

- 1) Decide which ECA model or combination you wish to implement
- 2) Establish an ECA Committee and Chair
- 3) Identify any contacts/relationships with specific school or school district administrators that your alumni may have.
- 4) Reach out to the school administrators, discuss options, and schedule a date.
- 5) Reach out to potential partner organizations.
- 6) Develop communication strategy and presentation format.

### **FOUR MODELS AVAILABLE**

- 1) Half-day/One-day Community-Wide Program
- 2) In School Assembly
- 3) In Classroom Speakers that "Make The Curriculum Real"
- 4) Partner w/ local school outreach ("Teach-In Day")

# 1) Half-day/One-day Community-Wide Program in partnership with an area school, college, and/or non-profit organization.

Examples currently and in prior years include: Seattle, Baltimore, Phoenix and St. Louis



## 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, [kca@harvardseattle.org](mailto:kca@harvardseattle.org)



**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
  - Re "Right School": Phoenix used a Summer Community Service fellow, working at Teach for America, to ID a district and make initial contacts

## 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
- ✓ Your state university and your local community colleges will be HAPPY to help. (For most of the target audience, these ARE the first line choices for college!)

## 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.
- ✓ Example of a typical program is here:

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	<table border="1"> <tr> <td><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</td> <td><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</td> </tr> </table>	<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	Courtney McMinn Eric Macias <i>Access ASU</i> Current ASU students ASU SPARKS
<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			
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 ASU <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			

## TIPS GUIDE FOR DAY OF EVENT

- ✓ Establishing initial connection is key.
- ✓ Follow up with USEFUL information and assurances that HELP IS AVAILABLE
- ✓ Remember that keeping the parents' attention sometimes requires different messaging than that required for students
- ✓ The how-to's need to be in the MIDDLE of the program.
- ✓ Close with the keynote inspirational speaker
- ✓ Follow the close with provision for after-session meet & greet (food works better here at end than breakfast before program start)

## 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

**2) In School Assembly Schools regularly schedule school assembly periods so this model does not impose additional timing or financial requirements on the Clubs or Schools. Simply schedule a date for the assembly with the school Principal, solicit up to 5 speakers, and develop a power point presentation. (see link on ECA site for power point presentation )**

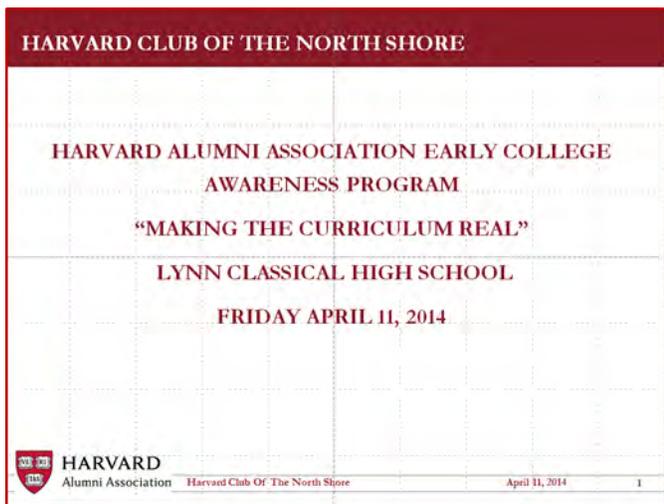
### **Greater Boston Lynn Classical High School**



#### **Agenda & Objectives:**

- ✓ Demonstrate the rising cost of not going to college
- ✓ Demonstrate the economic and personal benefits of going to College
- ✓ Explain the college admissions process and action items required of them at each grade level to enable them to apply to college.
- ✓ Learn about majors, careers and personal challenges from the speakers like you – preferably younger alumni reflecting the ethnic/racial profile of the school and community.
- ✓ Hear how to pay for college, and about financial aid, and resources available to you
- ✓ Questions and answers

**3) In-Classroom Speakers Bureau 'MAKING THE CURRICULUM REAL'** - Classroom teachers are always looking for qualified and competent classroom guest speakers who can share their expertise, speak on a specific or general subject, related career, career path or compelling personal story.



- ✓ Easy to administer as Club provides a list of speakers by expertise and career to the School and the teachers contact speakers directly and schedule a convenient time for the guest speaker.
- ✓ Step 1: Contact Principal and Guidance Counselors at various schools or district wide and offer guest speakers.
- ✓ Step 2: Recruit Alumni as guest speakers thru email and on line registration survey
- ✓ Step 3: Give the list of guest speakers listing fields of expertise, professional position, subject matter interest to the school and teachers.
- ✓ Step 4. Teachers contact guest speakers directly and schedule a convenient time.

### **CASE STUDY: Lynn Classical High School- Partnered in April 2014 and 2015**

#### **Assembly:**

7 Speakers at Assembly

Reached over 400 students

Cost to Club Treasury or school: \$0.00

#### **Classroom Speakers:**

59 Alumni registered to Speak

Guidance counselor and Teachers have speakers list

Alums have served as guest speakers

No Cost or time to manage once list of speakers identified.

#### 4). Partner w/ local school outreach (“Teach-In Day”)

##### Example: Central Florida (Orange County and Seminole County School Systems)



ALTERNATIVE MODEL – consider first two models and then ask:

- Can my Club or SIG pull all this off?
- Is my coverage area centered on one big city or school?

#### NATIONAL TEACH IN DAY MODEL

- ✓ November (usually) – tied to NEA’s American Education Week
- ✓ County School Systems across U.S. - check with local officials to see if yours participate
- ✓ Turnkey to implement. County registers/assigns volunteers and pairs them with interested schools.
- ✓ Alumni Club/SIG targets middle schools and local alums
  - with relevant personal narrative that ‘makes the curriculum real’ OR
  - with interest in spreading “Case for College” with proven effective slides/data
- ✓ Promote in newsletter/website/social media w/ link back to county (is)
- ✓ Great for geographically dispersed Clubs and interested SIGS
- ✓ Alumni Group’s only responsibility is recruitment. The Teach-In Day is happening already.

#### CASE STUDY: CENTRAL FLORIDA

Partnered in November of 2014 and 2015 with Orange County and Seminole County

Nine Harvard alums spoke to 17 classes in 8 area schools.

Reached over 400 students with “Case for College”

Cost to Club Treasury: \$0.00

Issues/Risks:

- County has to participate in “Teach-In Day” or similar concept, but a LOT of schools hold a ‘community participation’ program like this.

- May take some effort to find/target schools with kids who most need “college awareness” and college POSSIBLE message. May not. Counties have built interfaces that put right schools one click away.
- May not be applicable to International Clubs
- Depth of information and level of expertise likely not equal to half-day weekend program or in-school assembly
- Not directly speaking with parents or caregivers. So one of our volunteers handed every student this document:

## HARVARD CLUB OF CENTRAL FLORIDA

### HARVARD ALUMNI ASSOCIATION'S EARLY COLLEGE AWARENESS PROGRAM

#### HELPFUL LINKS

##### CollegeBoard Is A Great Resource!

- CollegeBoard: [www.collegeboard.org](http://www.collegeboard.org) Learn about the PSAT, SAT, and AP tests. Start studying for the PSAT now!
- You Can Go! <http://youcango.collegeboard.org/> Learn about how students were able to go to college despite challenges.
- Big Future: <https://bigfuture.collegeboard.org/> Create a road map for getting into college.

##### College Tuition Is More Affordable Than You Think!

- College Scorecard: <https://collegescorecard.ed.gov/> US Dept. of Education site with 3 key pieces of info on every college and university in the US: \*What families actually paid\*, graduation rate, and average salary after attending.
- FREE College Classes through Dual Enrollment:

### **3. FREQUENTY ASKED QUESTIONS (to be added)**

### **4. POST-EVENT SURVEY**

This draft survey could be adapted to meet your particular event. There are many good questions and the HAA would appreciate your comments about how to improve the survey once you have used it.

**Post-Event Survey Questions to alumni who participated:**

**Questions for Clubs and Harvard organizations that put on Early College Awareness program:**

**Questions for nonprofits that participated in Early College Awareness program**

### **5. RELATED IDEAS AND PROGRAM EXTENSIONS**

**(USE THIS SECTION TO MENTION ALL OTHERS DOING SOMETHING RELEVANT:**

### **CONTACT INFORMATION AND LINKS**

The most up to date contact information for Early College Awareness can be found at <http://alumni.harvard.edu/haa/clubs-sigs/programs/eca>

**Current Early College Awareness co-chairs and ToolKit developers are:**

**Model 1 : Half-Day**

- **Mike Temenski '79** ([mtemenski@post.harvard.edu](mailto:mtemenski@post.harvard.edu)) and **Kelly Charlton AM CSS '82** ([kellycharlton@post.harvard.edu](mailto:kellycharlton@post.harvard.edu))

**Model 2 & 3 : In School Assembly / In Class Speakers Bureau**

- **Pete Mazareas '73** ([pmazereas@gmail.com](mailto:pmazereas@gmail.com))

**Model 4 : Teach-In Day**

- **Larry Kahn '83** ([lmkahn@post.harvard.edu](mailto:lmkahn@post.harvard.edu))

## Email to Alums announcing program soliciting speakers:

**Dear Peter,**

**Are you ready to make a difference in a young person's life?** If you can give just one hour of your time you can inspire and motivate impressionable and underserved high school students about college and careers.

**Join us for an exciting new public service initiative "Making the Curriculum Real" sponsored by the Harvard Club of the North Shore. This innovative program will be used as the national model for the Harvard Alumni Association's Early College Awareness Program to be offered to over 170 Harvard Clubs across the country and world.**

**We are looking for Alumni like you to speak in a classroom and provide real life experience and career advice to students at Lynn Classical High School.** Principal Gene Constantino, guidance counselor Chris Hayward, and teachers are committed to welcoming and working with you.

All you have to do is **click and register at [Classical speakers registration](#)** and fill out several short questions. Classical staff and teachers will then match volunteer interests with classroom subjects and schedules. Volunteers will be contacted directly by Classical staff to coordinate a convenient time to speak and meet students in the classroom.

Lynn Classical is an urban high school with a rich and diverse multicultural student body including immigrants from over 24 countries. U.S. News & World Report has twice ranked **Classical as one of America's "Outstanding Urban High Schools"**. The overwhelming majority of students are first generation college students and as such would greatly benefit from classroom speakers, advisors and mentors like you.

**Special Requirements:** Only an interest in helping educate, motivate and excite needy and deserving students about college and career options.

**When:** Ongoing service activity for the entire year commencing this spring. Dates and times will be flexible to accommodate schedules. Volunteering will occur for one hour during school hours from 8:00AM to 2:30PM.

**Where:** Lynn Classical High School, 235 O'Callaghan Way, Lynn, MA 01905  
Thank you in advance for your help! It will make a difference in a young person's life!

**Peter Mazareas '73**  
**President**  
**Harvard Club of the North Shore**  
**Co-Chair, Early College Awareness**

## Survey and Registration Form

Join us for an exciting new initiative with the Harvard Alumni Association and the Harvard Club of the North Shore that brings together local alumni and Lynn high school students to share college experiences and work expertise. With just a short visit to a classroom, you can inspire impressionable high school students and make a big impact in the local community. Please complete this short survey with your contact information and interests to sign-up for the program. We will then e-mail you with further instructions and match you with a teacher and classroom. Once the volunteer list is delivered to the classroom, the teacher will then connect with you directly to set up a convenient time where you can deliver a short presentation to the class, talk with students about your career and college life, or participate in a school event.

This is a low time-commitment opportunity and the amount of time you want to contribute is entirely up to you. Thank you for helping us "make curriculum real" for public schools students!

\* Required

### **Contact Information** : **What is your name?**

**What school did you attend and in what year(s) did you graduate? \*** ex.  
Harvard College (A.B. 1990), Harvard Business School, MBA 1999)

**What is your e-mail address? \***

**What is your telephone number?** (optional, but please include e-mail)

**When would you be available to speak to students? \*** Select all times you would prefer to speak or visit a classroom

- morning (weekday)
- afternoon (weekday)
- nights
- weekends

### **Interests and Topics for Discussion**

**What was your concentration or major in college? \***

**What is your current occupation?** If retired, please enter previous

occupation

**What subjects would you be interested in talking about? \*** Please select one, then describe in more detail in the next question

History/Social Studies Mathematics Biological Science Physical Science English Language and Writing  
Art Music Other

**What subjects would you be interested in discussing with local students?**

\* Ex. American history, electrical engineering, non-profit management, public speaking, business etc.

**What high school did you attend?** Lynn English, Beverly High School, Phillips Andover, etc.

**Do you know any other people (non-Harvard included) who may be interested in helping or speaking in this initiative?** Please list their name and e-mail address so we can contact them