

College Advising Corps (CAC)

SCALING PLAN OVERVIEW

Key Factor: College-Going Culture

Headline

CAC works to increase the number of low-income, first generation college students, and underrepresented high school students who enter and complete higher education. CAC places well-trained, recent college graduates as full-time college advisers in high schools across the country. These advisers help students complete college access milestones including researching fit and match colleges, applying to colleges, registering for and taking college entrance exams, completing the FAFSA, reviewing financial aid award letters, and searching for and applying for scholarships.

Project description

- CAC advisers help students complete college access milestones including:
 - Researching fit and match colleges,
 - Applying to colleges,
 - Registering for and taking college entrance exams,
 - Completing the FAFSA,
 - Reviewing financial aid award letters, and
 - Searching for and applying for scholarships.
 - Provide more college information to parents so that students will be more likely to apply to college, take the ACT/SAT, submit the FAFSA, and ultimately enroll in college.
 - Use student-level FAFSA completion data to target outreach and support
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1. Measures of Effectiveness:

- The % of students who:
 - Apply to 2-year or 4 year colleges
 - Enroll in 2-year or 4 year colleges
 - Complete the FAFSA
 - Register and complete college entrance exams

2. Results achieved in the past 12 months:

- Metro Atlanta results
 - 5% increase in college enrollment across APS (Meadowcreek HS increased by 2.5%)
 - 25% more likely to visit a college;
 - 36% more likely to take the ACT;
 - 34% more likely to submit the FAFSA;
 - 51% more likely to apply to 3 or more colleges;
 - 36% more likely to apply for a scholarship.



- 90% of seniors at CAC partner high schools in Georgia said their CAC adviser influenced their college decision.
- CAC just reached its 10-year anniversary. It’s CEO and leadership staff have successfully scaled to 650 advisers across 14 states in rural, urban and suburban communities.
- Advisers in Georgia helped more than 3,400 seniors submit 16,000+ college applications in 2016-17.
- The gap in FAFSA completion between first generation students and their non-first-generation peers is 13.7%. When both groups of students meet with an adviser, that gap is reduced to 2.9%.

3. How do you collect data on your student’s success and challenges?

- GRACE: Student Information Tracking Platform
- Annual Senior Student Surveys
- National Student Clearinghouse

4. Milestone Scaling Targets

List of Milestones	2018	2019	2020	2021	2022
Increase Students served	0	1500	1500		
Add additional school district partners	0	1	1		

5. Potential Barriers of growth

Type of Barrier	Description	Impact	Strategy
School districts’ unawareness of the CAC	CAC is not widely known by high level administrators in Metro Atlanta school districts	Without visibility to high level administrators it will be challenging to get partnership/funding commitments	Utilize relationships developed via Learn4Life to begin outreach to district leadership
Access to potential college graduates to serve as advisers	The recruitment strategy targets the university partner’s graduates. Though the position is open to other university grads, they are not aggressively targeted	With greater expansion we may have challenges with recruiting for all open positions	Employ a recruitment strategy that extends to college campuses across the state
Funding to support adviser placement	The cost per adviser placement may present challenges to some schools/districts	Without additional matching funding we will not be able to expand	Identify corporate and foundation matches for

6. Current Metro Atlanta Partners

- Atlanta Public Schools
- Gwinnett County Public Schools (Meadowcreek HS)

7. Key Talking Points: What are the three-to-six most important things we should say or show?

- CAC provides underrepresented HS students with near-peer college advisers full-time in high schools
 - 80% of advisers are low-income, first-generation college and/or underrepresented themselves
 - Two-year service opportunity for recent college graduates
 - Intensive pre- and in-service training
- CAC employs a research-based, “college match” strategy
 - Helps students enroll in schools that will serve them well
 - Open-door, whole school approach
 - No cost to students and families
- Proven results in Metro Atlanta High Schools
 - Meadowcreek High School saw a 20 percent (8 percentage point) increase in their college enrollment rate just 5 years after having a CAC adviser.
 - From 2015-16 to 2016-17, Atlanta Public Schools (APS) saw a 10 percentage point increase in the FAFSA completion rate.

8. Deliverables/Schedule

- Fall, 2018: Outreach to up to three metro Atlanta schools districts to discuss interest in CAC partnership, projected timelines, and funding opportunities
- Spring, 2019: Finalize district/high school commitments
- Fall, 2019: Place advisers in committed high school; continue partnership conversation in uncommitted districts
- Spring 2020: Finalize district/high school commitments