

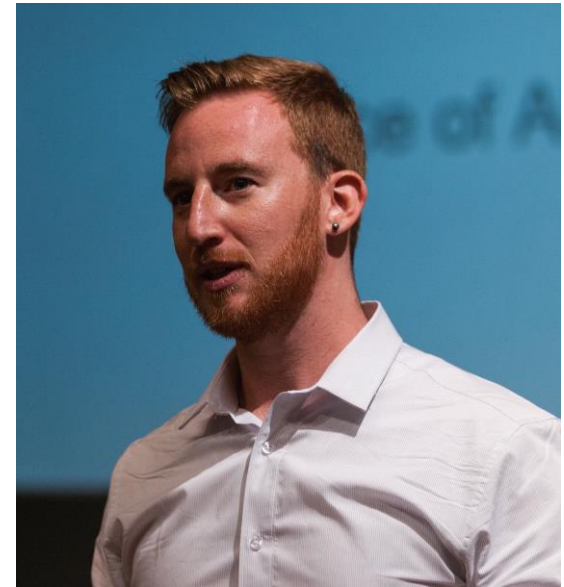
College Access & Preparation (CAP) Forum

Renewing our commitment to student equity, access and achievement

Reach Students Where They Are:
Student-Centered Technology and the
Pre-College Scholars Initiative

Alex Lozanoff, UCOP
Yassi Davoodi, uAspire
Adam Rosenzweig, Beyond 12





Alex Lozanoff

Program & Policy Analyst
UC Office of the President

Yassi Davoodi

Advising Manager

Adam Rosenzweig

Director of Partnerships



Agenda

- About Pre-College Scholars
- About uAspire & Beyond12
- Student-centered strategies
- Technology as a student-centered approach
- Discussion
- Closing

Pre-College Scholars

Objective: Increase the number of low-income, first-generation, and students from underrepresented backgrounds who apply, gain admittance, and yield to the University of California.

Strategy: Build upon and expand UC's current outreach programming by providing targeted information and support to high-achieving students

Tactics: Provide recognition, highlight opportunities available at UC, and offer resources and tips to apply to UC through:

- Mailed, printed materials
- Email and social media
- In-person events
- Technology-based tools – text messaging and mobile apps



PREPARE ★ AFFORD ★ SUCCEED

- National leader in addressing the college affordability crisis
- **Mission:** uAspire works to ensure that all young people have the financial information and resources necessary to find an affordable path to – and through – a postsecondary education.
- Our **vision** is reaching the day when all young people have the opportunity to reach their full potential by graduating from college, regardless of their families' financial resources or college experience.

Rooted in partnerships on both the local and national level, uAspire seeks to scale our impact via **in-person** and **virtual advising** of students, providing **training and technical assistance** to practitioners and through **policy & systems change** efforts.



In-Person Advising

uAspire College Affordability Advisors are in schools helping 12th graders, one-on-one to identify affordable colleges, maximize financial aid, and analyze award letters. We also work with these students after graduation to ensure enrollment and persistence.



Virtual Advising

Via two-way text-messaging, Virtual Advisors support thousands of students across the country to ensure they enroll in college and realize their higher education dreams--right on their phones.



Practitioner Training

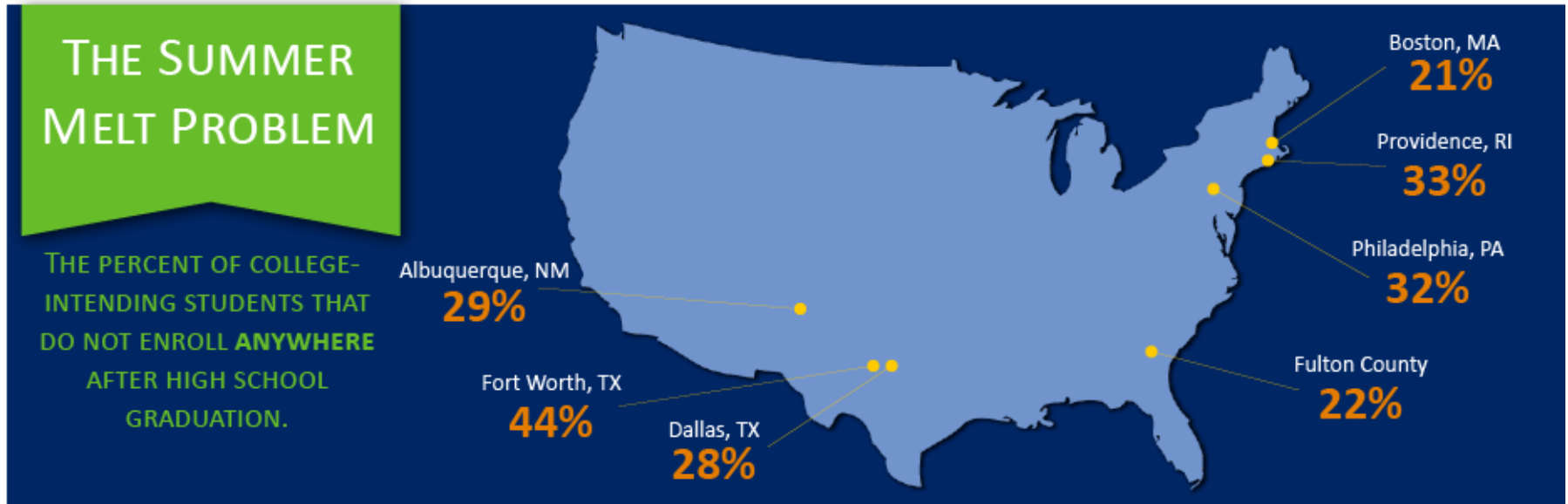
uAspire's trainings, webinars, and ongoing support provide frontline practitioners, like school counselors, with the tools and knowledge needed to help countless students—year after year.



Policy & Systems Change

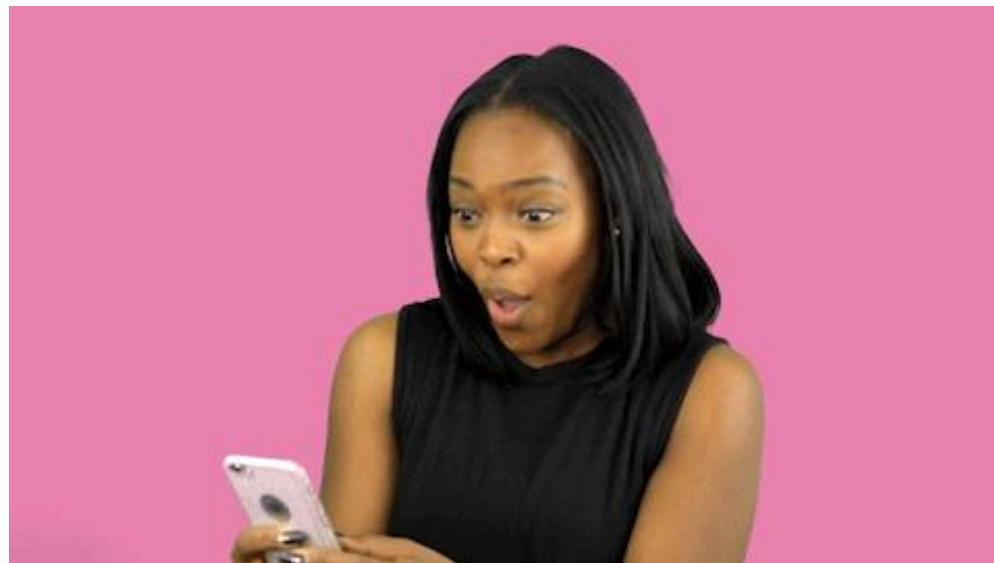
uAspire works to drive systemic change to decrease student debt and increase degree completion for American students.

Technology as a Student-centered Approach



- **Starting Summer 2010:** identified *summer melt* and partnered with Dr. Lindsay Page and Ben Castleman to assess and address
- **Summer 2011:** programming tried proactive advisor outreach model
- **Summer 2012:** Peer Mentor model (with texting)
- **Summer 2012-14:** Texting model

Texting both proved statistically significant impact on addressing summer melt and was a cost effective approach to reach more students across MA (not just in-person in Boston)



Student Feedback

- 86% reported that texts prompted them to complete a task they hadn't yet
- 85% reported that the texts informed them about something they hadn't realized they needed to do
- 70% reported that texts helped make the tasks to enrollment less overwhelming (language and bite-size)
- 72% responded that the texts causes them to reach out to uAspire for follow-up help (networking)
- 84% responded that overall, they found the texts useful in helping them get everything done for college



PREPARE ★ AFFORD ★ SUCCEED

President's Pre-College Scholars

Piloted texting year with
~500 Pre-College Scholars
from UC Davis, UCLA and
UC Riverside

11th grade topics:

- Types of Financial Aid
- Sticker price and UC affordability
- Financial Aid applications
- Standardized testing
- 2016 taxes
- Loan comfort
- College lists

78% of PCS have engaged with texting
22,000 texts sent
9,600 texts received

I don't really think my family qualifies for any financial aid, which is a little worrying for me because I don't want to end up with massive amounts of student loan debt

That's definitely a valid concern to have. Filling out the correct financial aid applications will be important because you never know what types of financial aid you might be offered!

Okay that's good to know. I don't really have any knowledge of how any of this works, so I'm glad someone is helping me.

I hear you that thinking about having to pay them back can be off-putting. The trick is to be a responsible borrower (aka take only what you need). It's an important investment for you to make in yourself!

My dad

It is but my mom doesn't have income

Yup

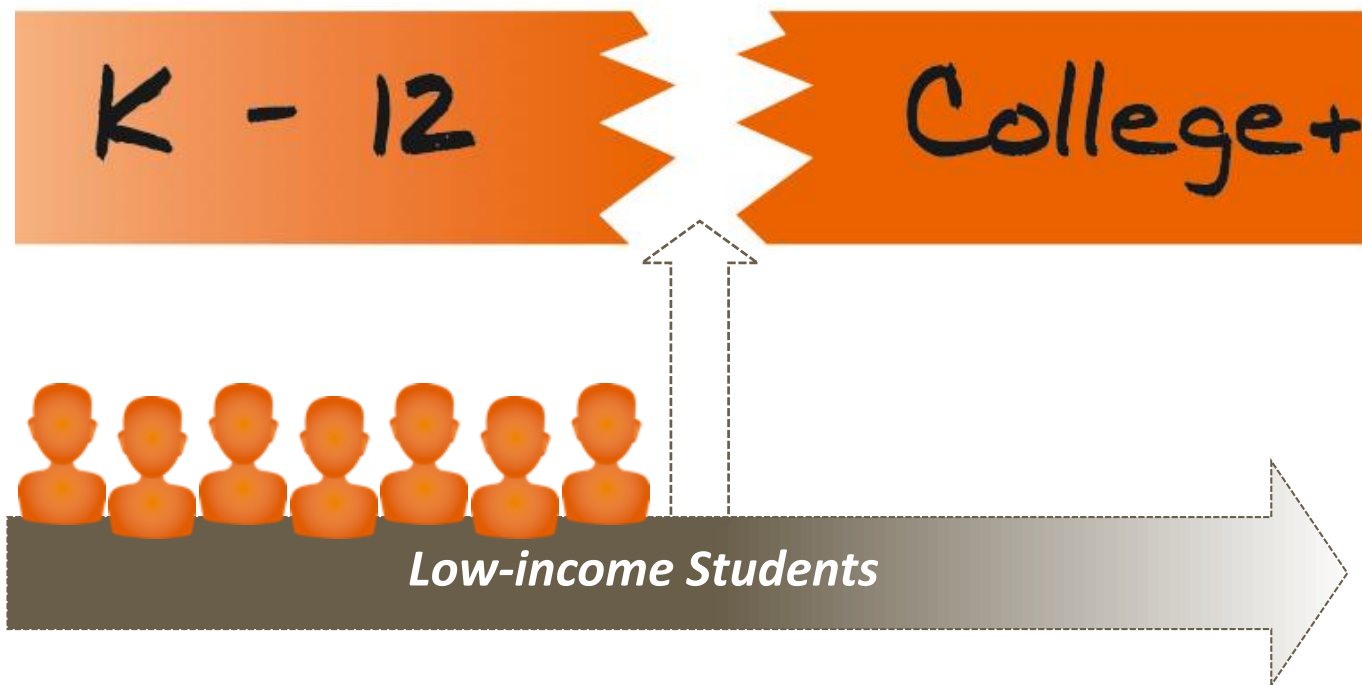
For now, no. That's Simran. You are always keeping me on my feet with these things. Appreciate it man.

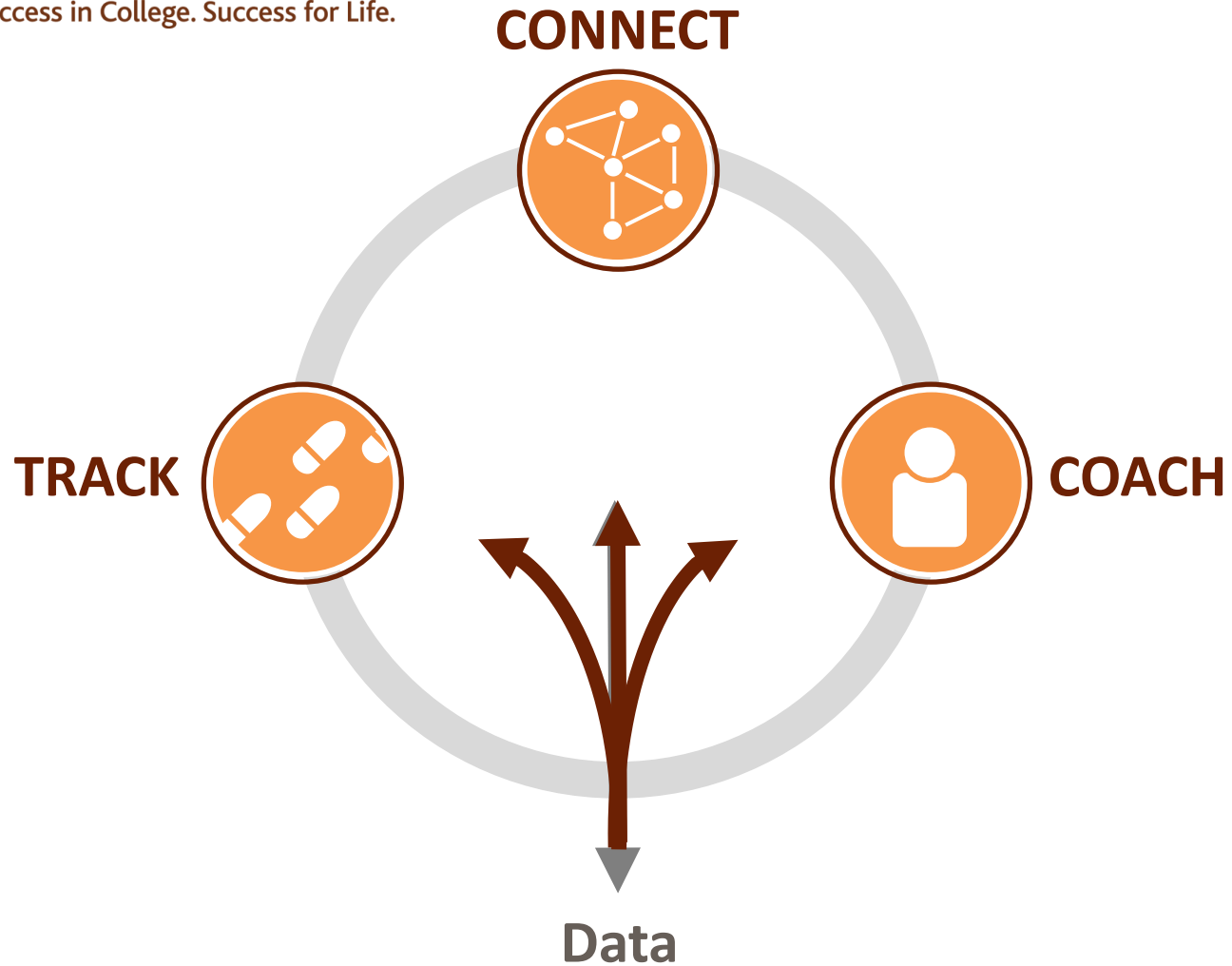
For most students, financial aid applications will require parent tax info. Do you know whose 2016 taxes you will need? YES / NOTSURE

From the info you submitted before, you noted you live with both your dad and mom. Is this still the case?

That's okay. It's likely she and your dad file taxes together (or jointly). That means all their financial info will be put with his. If that's not the case, that's something we can talk about. Does this make sense?

Cool, any other questions at the moment?





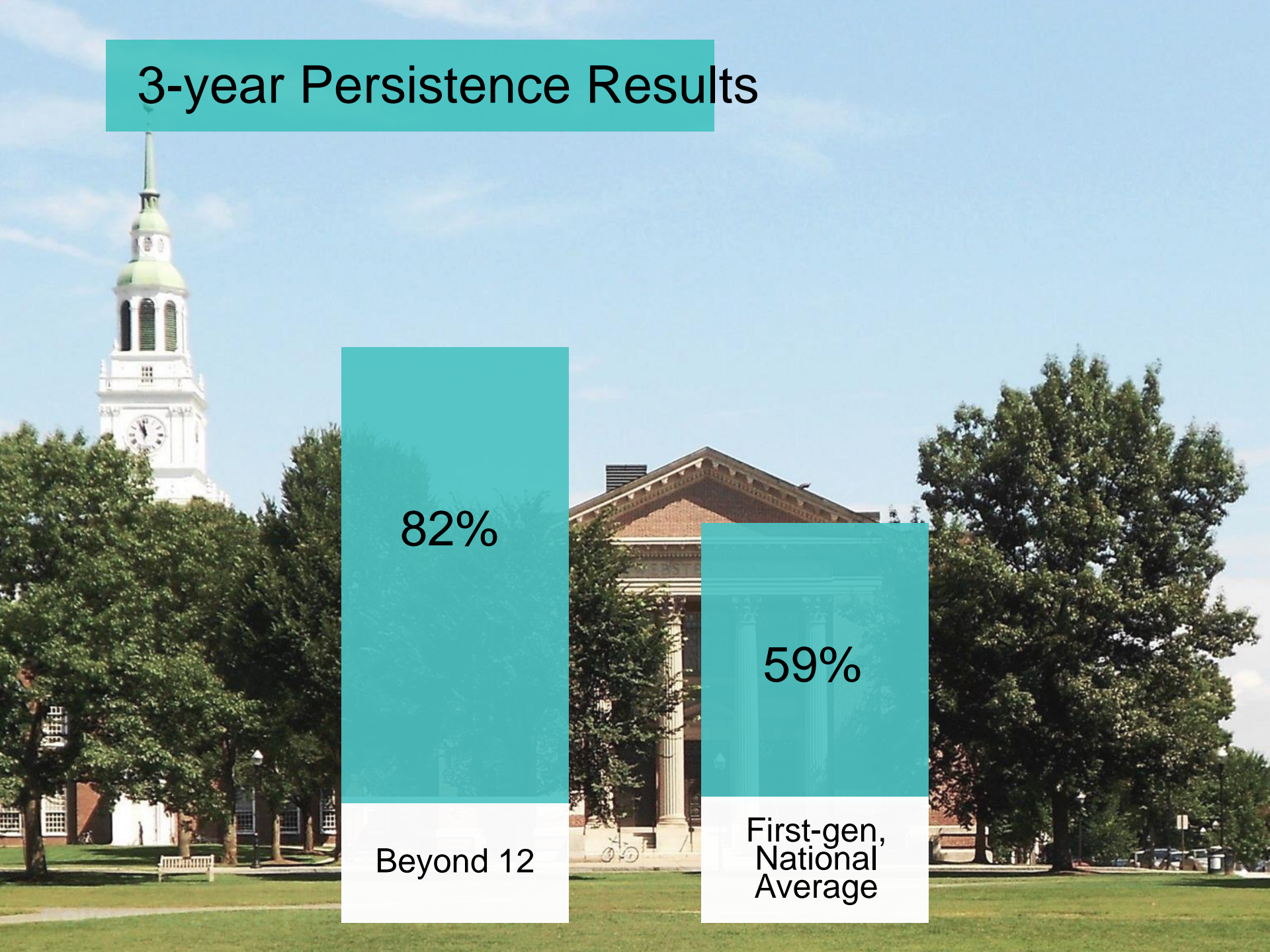
3-year Persistence Results

82%

Beyond 12

59%

First-gen,
National
Average





Success in College. Success for Life.



President's
Pre-College
Scholars

- Began in 2016
- MyCoach for 1,000+ EAOP and EOP students
- Bridging the gap between high school and college
- Opportunities for all college access programs!

5 Student-Centered Strategies

1. Language and Tone (authenticity)
2. Bite-sized (breaking it down)
3. Nudges (reminding)
4. Badges (positive reinforcement)
5. Network (community)

1. Language and Tone (authenticity)



IDK what that means

Yes but I didn't understand they said I need to send tax return and w-2

I don't have taxes, for my parent

Hi! Congratulations on submitting FAFSA!
Do you need to complete any verification steps? YES / NO / IDK

No worries. "Verification" is other financial documents that colleges may require in addition to FAFSA to award you financial aid.

Have you checked each college's portal to see if they have any requirements for you?

Okay! That means they want to see the documents you used to help you fill out your FAFSA. Were they asking you to send your taxes or a parent?

Great. You'll need to order the tax transcript from 2015. The easiest way to get it is my mail. You can order it here:
[irs.gov/individuals/get-transcript](https://www.irs.gov/individuals/get-transcript)

Feeling pumped and a little anxious.

Bc i gotta take tests. They said math, reading and writing. Then they said just to know where we are

Nah it don't but I don't like tests regardless. And still an interview day from 9-3 it's pretty tiring

Yeah, no doubt

For sure fam. All the best on your interview today! How're you feeling for it?

That's super real. I imagine there's a lot to be excited about. Why anxious do you think?

Got you got you. Sounds like the tests won't determine admissions?

I feel that. I think an all day event is always going to be tiring but when you consider what can come of it, it's likely worth it, you know?

2. Bite-sized (breaking it down)



Not yet

Ok, I see it. How do I add schools there is only space for 10

I'll try and let you know if I have issues

Hi! Have you checked your Student Aid Report (SAR) to make sure all of your colleges are listed? YES / NOT YET

I can help! Log into your FAFSA at fafsa.gov --> "My FAFSA" → View or Print your Student Aid Report (SAR). Then scroll to the bottom to see that the colleges your FAFSA was sent to. Are those all the schools?

Good question. The schools that are listed there were sent your FAFSA. So if you want to add schools, log back into your FAFSA, go to the tab that says school selection. From there you will *remove* the old schools and *add* the new ones.

THEN, re-submit the FAFSA again. I know that's a lot of steps – what questions do you have?

YES but I have an issue I've received an email saying my FAFSA is incomplete and I don't know how to resubmit

It said I made a correction but I'm sure I didn't.

Oh, I did change it. My parents divorced as of 2016. FAFSA is asking for their marital status but I'm afraid if I put divorced it might assume my mom made all the money I put on there when it's really both of my parents. Do you know what I should do? Should I just submit it and hope FAFSA understands?

Hi! Have you checked your Student Aid Report (SAR) to make sure all of your colleges are listed? YES / NOT YET

Okay, Did it say what was missing in the email?

That's okay! Can you log into FAFSA now and see what the first page says?

Yeah she is supporting us by herself now.

Okay, thanks for sharing this. I can help! Is your mom the only parent supporting you now? (or supporting you more than 50% of the time?)

So the schools that send me award letters are wrong? Will it jeopardize my admission?

Okay, so on the FAFSA, you should put that they are divorced. BUT since you're using their 2015 taxes to fill out FAFSA this year, you should go into the section for your parent's tax info and subtract the amount your dad made in 2015 from the total.

It will not jeopardize your admission! It just might change some of the award offers you have been given (in this case, meaning you might get more money)

Okay I've fixed the incomes but now I have a bigger problem. It's saying my parent's FSA ID has expired.

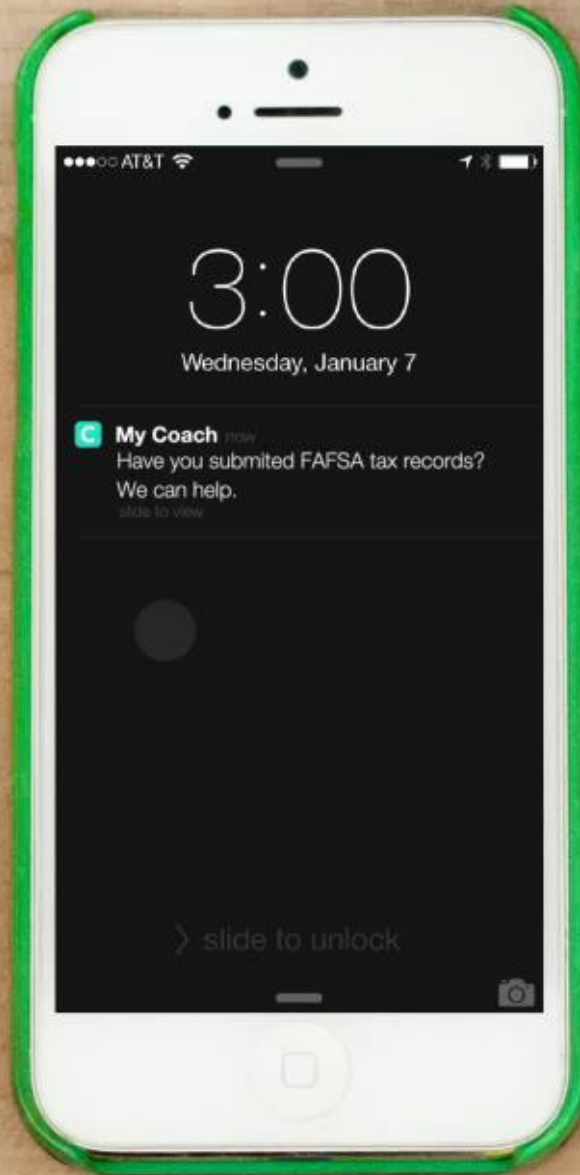
Don't worry! Your parent's FSA ID does not expire exactly. It's just that their password expired. They can make a new password at fsaid.ed.gov. After that, you have to wait 30 mins to use it to log in again and submit with the income corrections.

Okay, I also wanted to submit my cal grant but I don't think I'll make it.

As long as your FAFSA is submitted by tomorrow then you will have successfully applied for Cal Grant. You only need to make a Cal Grant account to access the money later on. Does that make sense?

Okay, I finally made my corrections, did a final check and submitted my FAFSA ... a third time. But it's alright, so long as I got it in. Thanks again.

Nudges (reminding)



Ste

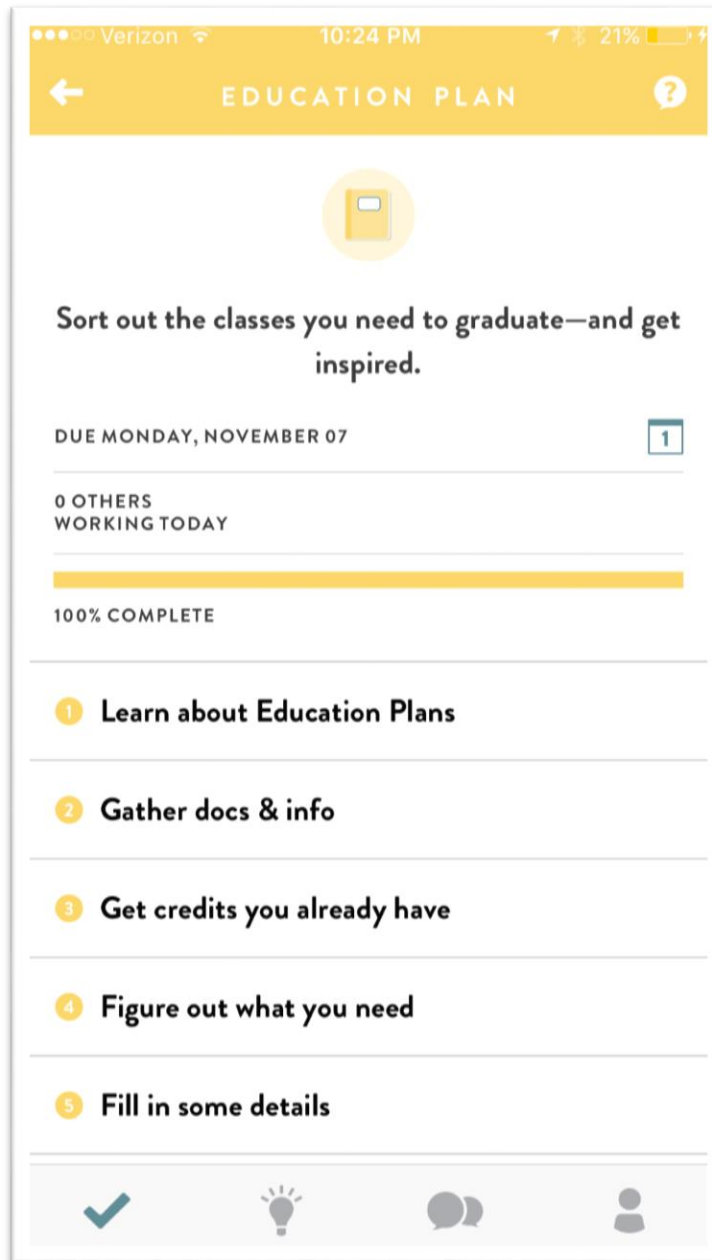
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59.

Badges



- **Show what you know!**
- **Meaningful accomplishment**
- **Choice**





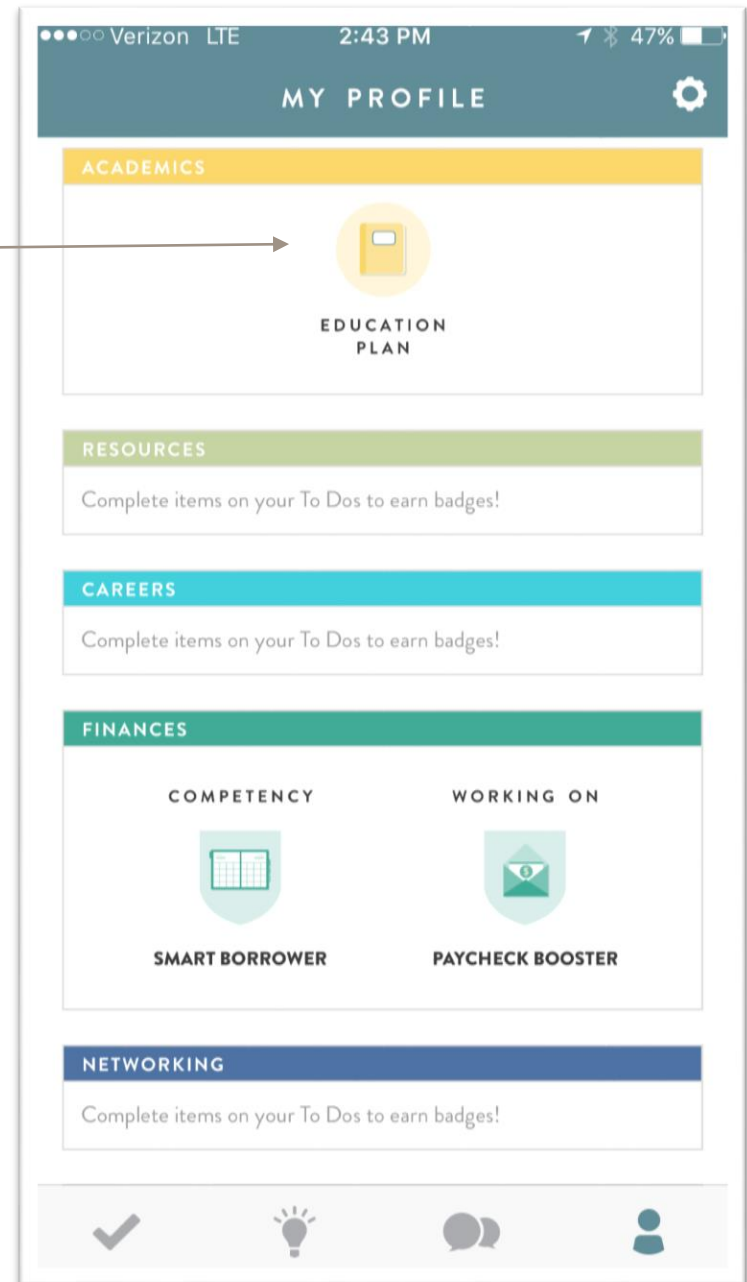
EDUCATION PLAN

You have a plan!

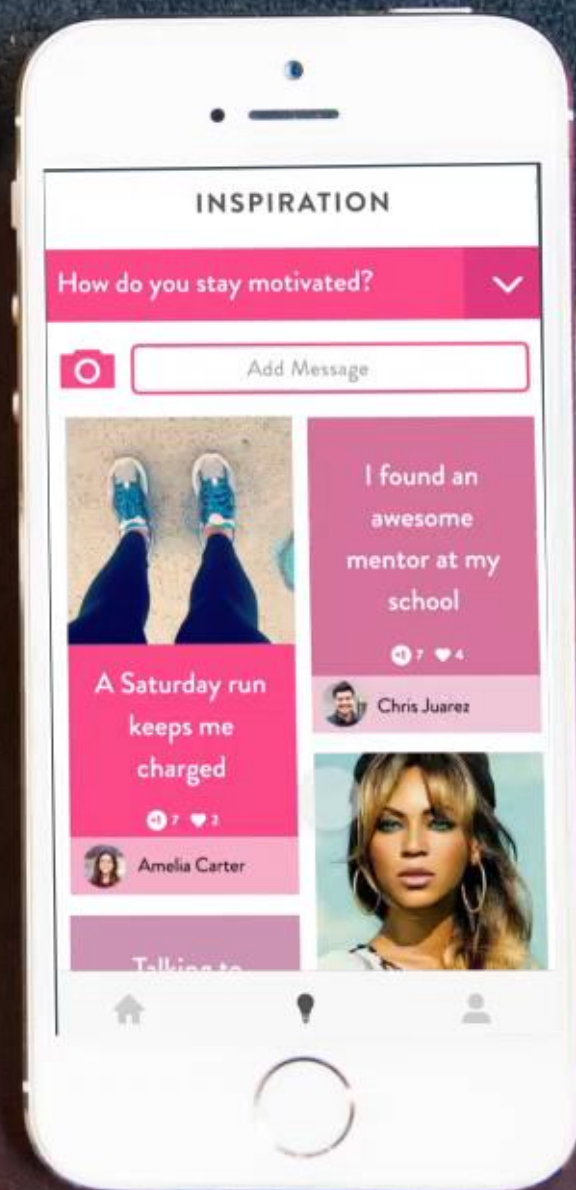
You got info that'll get you to graduation day & have mapped a plan to stay on track. Visit your badge anytime to see how you got it. Nice work!

Submit a Tip

What's Next?



Network
(Community)



5 Student-Centered Strategies

1. Language and Tone (authenticity)
2. Bite-sized (breaking it down)
3. Nudges (reminding)
4. Badges (positive reinforcement)
5. Network (community)

Based on your experience working with young people, what are your reactions to these strategies?

Into Action!

1. What technology do you use to reach students?
2. What do you use technology to communicate with students and families about?
3. What has worked well?
4. What hasn't been as effective?
5. Based on our discussion, in what ways might you modify how you currently use technology?

Questions?



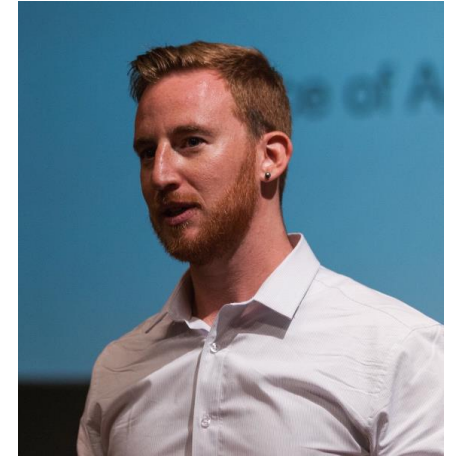
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