Reading Between the Lines of College Access

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Atlanta, Georgia
Hello!

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Reading between the lines of access for...

STUDENTS

FAMILIES

COUNSELORS
Q20 Does your institution maintain a particular imperative to visit high schools with students from historically under-represented or marginalized backgrounds?

Q22 What percentage of your travel would you estimate is dedicated to these types of visits?

The clearest finding from our study is that public high schools in more affluent neighborhoods receive more visits than those in less affluent areas.

Only about a third of households across the country earn more than $100,000 annually, but nearly half of high schools receiving visits by private colleges and universities were in neighborhoods where average incomes were higher.
"In order to be good stewards of our funding, we consistently recruit at schools that have historically given us applications," said Colleen Newman, admissions director at Boulder. “Given our limited funding, we are unable to expand our traditional recruitment efforts to all regions and all high schools that have academically talented students.”

The App Fee

- Reached out to 380 schools that did not have app fee information
  - 69% responded
  - 78% would grant a fee waiver
  - Almost all gave a code for institutional app or didn’t charge a fee
  - 10 colleges would refer students to a counselor
  - “Submit a fee waiver form” or NACAC form without a link.
  - Asked for financial aid information and 70% didn’t say anything
  - “Unfortunately, we only offer fee waivers for our alumni.”
  - “We’ll actually waive your fee waiver for a campus visit.”
  - Fee waiver after committee review
Counselor Calls

Example 1
NE Private
*Entire Office*
100% Need Met
Need Blind
Access Mission

Example 2
MA & LA Privates
1 AO
Invitation Only

>90% = Private HS

100% = Private HS
Family Focus

- One size does not fit all.
- Individualization may not always be feasible.
- It is often a family decision -- often because of financial fit.
- Fit is often a privilege.
Counselor Conundrum

“David Hawkins [Executive Director for Educational Content and Policy] of the National Association of College Admissions Counselors identifies counseling as the third and most-neglected component of increasing access to college....”

“A 2013 study by the College Board...calculated that adding one counselor to a high school’s staff predicted a 10-percentage-point increase in its 4-yr-college enrollment.”

“...NACAC showed that meeting one-on-one with a counselor to discuss financial aid or college triples students' chances of going to college and increases by sevenfold the likelihood that they'll apply for federal financial aid.”
When reflecting on your formal education, which of the following best describes how college counseling topics were integrated into your curriculum?

- College Counseling not covered
- One class
- Many classes
- UCLA

Governed by...

School Counselors

Degree Program: CACREP

Policy: DOE

School Leaders: NASSP

Cont. Ed: ASCA
Fix it, Lord!

(AKA: Solutions, Best Practices, Suggestions)
Solution: The App Fee

- Resource of 1,500+ colleges and universities
- Schools that do it well:
  - Boise State
  - WashU in St. Louis
Application Fee

The $73 nonrefundable application fee is required to complete your application. You may pay the

Fee Waiver

Fee Waiver Due to Financial Circumstances

As part of Washington University's commitment to meeting 100 percent of demonstrated financial need for all admitted students, we are happy to waive our $73 application fee when it presents a financial hardship. Please review the information below to see if you qualify for an application fee waiver. If you do qualify, simply indicate on the Common Application or Coalition Application that you qualify for a fee waiver.

Fees are waived for:

1. Students who come from families whose income is $75,000 or less. Families with incomes of $75,000 or less are also included in our no loan policy, which means that loans are not part of the financial aid award to eliminate student debt.

2. Students who participate in a college access organization such as College Bound, Houston EMERGE, LEDA, QuestBridge, A Better Chance, Target H.O.P.E., and many other local, national, and international organizations.

3. Students who meet any of the requirements listed on the Common Application or Coalition Application:

   1. Students using the Common Application can request a fee waiver on the Profile screen in the Common Application Fee Waiver section. Applicants must meet at least one of the following indicators of economic need:

      a. You have received or are eligible to receive an ACT or SAT testing fee waiver.

      b. You are enrolled in or eligible to participate in the Federal Free or Reduced Price Lunch program (FRPL).

      c. Your annual family income falls within the Income Eligibility Guidelines set by the USDA Food and Nutrition Service.

Boise State University is committed to providing fee waivers to students who demonstrate financial need. Please review the information below to see if you qualify for a fee waiver. If you do qualify, you can apply for a fee waiver by submitting the requested information.

High School Students

High school students wishing to use an Admissions Application Fee Waiver must demonstrate financial need and provide supporting documentation.

The student must meet at least one of the following indicators of economic need:

- Student has received or is eligible to receive an ACT or SAT testing fee waiver.
- Student is enrolled in or eligible to participate in the Federal Free or Reduced Price Lunch Program (FRPL).

Students who meet these criteria should submit the following information to:

Boise State University
Mail: 1910 University Drive, Boise, ID 83725-1130
Email: Transfer.admissions@boisestate.edu
Phone: 208-426-3763

Please note that the application fee waiver is only effective prior to application submission.

Boise State University does not refund the application fee if you choose to pay in advance.

Request for Admissions Application Fee Waiver for High School Students

Submit the completed form to:

Boise State University Admissions
Mail: 1910 University Drive, Boise, ID 83725-1130
Email: Transfer.admissions@boisestate.edu
Phone: 208-426-3763

or upload the completed form on the Payment page within your application.

Please note that the application for fee waiver must be approved prior to application submission.

Boise State University does not refund the application fee if you choose to pay in advance.

STUDENT: Please type the required information:

Name: [Full Name]
Email Address: [Email Address]
Mailing Address: [Mailing Address]
Income of Applicant: [Income]
Signature: [Signature]

Date of Birth: [Date of Birth]
Phone Number: [Phone Number]

By signing, I certify that I understand and meet the eligibility requirements to request an admission application fee waiver.

Guidelines set by the USDA Food and Nutrition Service.
Counselor ED Solution: The Hustle

“Put your ear to the ground.” - Maria Bucio, Network College and Career Specialist, CPS

- Find your Admission Counselor friend(s).
  - What are your institutional priorities?
- Fly-ins: make friends, exchange numbers. This is like speed dating, y’all!
- Counselor Calls (next slide)
- Partnerships for data
  - Compass Education Group, Adam Ingersoll
  - James Murphy when at Princeton Review
- Google Docs (shared notes at conference) & Google Sheets (newsletter data, Counselor Call data)
- Reach out to your local U grad program for practicum.
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<th>For Counselors:</th>
<th>For Admission Representatives:</th>
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<td>For Counselors:</td>
<td>For Admission Representatives:</td>
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<tr>
<td>● Reach out to your favorite rep and ask if they do:</td>
<td>● Proactively reach out to counselors not on your usual radar.</td>
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<td>○ Advocacy calls.</td>
<td>○ Remember: They might not even know that counselor calls exist -- 30% of counselors in our survey did not know about counselor calls!</td>
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<td>○ Heads-up calls.</td>
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<td>○ Timing for ED, EA, RD.</td>
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<td>● One person sets them up, adds to all calendars.</td>
<td>● Identify applicants from underrepresented backgrounds and schools in your territory.</td>
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<td>○ Student’s counselor tries to be present on call.</td>
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<td>● Start a spreadsheet that helps guide each conversation.</td>
<td>● Ascertain the needs of the counselor -- might range from an update about your pool and process to education about holistic admission.</td>
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<td>○ Take newsletters and add spreadsheet.</td>
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<td>● CONFIDENTIALITY is paramount.</td>
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<td>○ “What can I share with the student?”</td>
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Solution: The High School Visit

For Admission Representatives:
- Follow through with your institution’s recruitment imperative and align recruitment with goals -- that is, visit the schools with students you say you care about.
- Consider digital recruitment -- Skype sessions, email updates, etc.
- Reference the federal F&R lunch and rural list.
- Join the NACAC Rural & Small Town SIG.

For College Counselors:
- Connect with colleges and request visits.
- Join RepVisits -- it’s free!
- Consider helping your colleagues!
Family Solutions

For Admission Counselors

• Programs in centrally located schools
• Programs near transportation
• Provide translation. If you cannot, partner with the school.
• Work with local clubs (e.g., NHS, Beta, etc.) for baby sitting and other support services.
• Communicate, communicate, communicate!
Solution: Cultivate Impactful Partnerships

- Invited all reachable counselors from throughout Tennessee.
- Hosted at central location at downtown Nashville CBO.
- Minimal cost event -- even the breakfast bagels were unnecessary!
- Approximately 30 counselors from throughout TN attended.
- 5 different colleges and universities represented.
Solution: Cultivate Impactful Partnerships

- 30+ colleges each year that represent a myriad of institution types.
- Partnered with 3 local schools that work with traditionally underserved students.
- Supplied admission representatives with additional tools to inform their recruitment (e.g., list of area schools with high populations of SOC, and F/R lunch and rural students).
- Reallocated representative gift to purchase test prep materials.
Solution: Cultivate Impactful Partnerships

- Includes college counselors and CBO advisors primarily serving underrepresented students from the Mid-Atlantic area.
- All expenses (e.g., train tickets) covered by Swarthmore.
- Focused on access, not individual institutions.

Session Examples:
- Removing Barriers & Working Together: Financial Aid for Underserved Students
- Writing Letters of Recommendation and School/CBO Profiles
- The Empowered Student: Inspiring Self-Advocating and the Impact of the College Essay