Working Together to Pave the Way for College Success
Speakers

Jody Glassman
Director of Admissions
Florida International University
Panelist

Monique Byrd
District Resource Specialist Trainer
Polk County Public Schools -- FL
Panelist

Eduardo Prieto
Vice President of Access and Enrollment Management
Winthrop University – SC
Panelist

Katie Zellner
Director of Partnerships
RaiseMe
Moderator
Every year in the US we award over $100,000,000,000 in scholarships and grants to students.

But do high school and community college students understand what they need to do to access available scholarships and grants?
The Opportunity with Scholarships Today

Only awarded after the application decision has been made

Too late to influence students’ college ambitions or application decisions
A New Approach: **Micro-Scholarships**

Impact throughout high school as students progress

![Image of scholarship opportunities]

- **9th Grade**: $200 for a score of 1350 on SATs, $100 for an "A" in Calculus
- **10th Grade**: $40 for being a soccer captain
- **11th Grade**: $50 for a campus visit
- **12th Grade**: $20 for student government participation

**Total Earned**: $4+ Billion in micro-scholarships earned so far...

*"RaiseMe levels the college playing - and paying - field”*  
**The New York Times**
Shortening the Feedback Loop for Students with Transparency

Students enter courses taken, grades received, and extracurricular achievements, much like a LinkedIn profile for HS students.

Students express interest by “following” a university — those appear to the right, along with a sum of micro-scholarship earnings from each followed college university.
Working in Tandem for Student Outcomes

Financial transparency through micro-scholarships “I CAN afford college!”

Motivate students to stay on-track from the beginning of high school

College discovery through the lens of personal fit and life outcomes

STUDENTS

SCHOOLS

HIGHER ED
81% of students said their confidence towards their own likelihood to succeed in college increased as a result of earning micro-scholarships on RaiseMe.

59% of students have applied to certain colleges they previously thought out of reach after discovering they award micro-scholarships for their achievements.
Students felt more motivated to engage in various actions as a result of earning micro-scholarships on RaiseMe...

- 85% of students have felt more motivated to get better grades
- 62% of students have felt more motivated to take on additional leadership roles in high school
- 62% have felt motivated to join certain activities or sports at school
- 61% have felt motivated to visit a college campus or attend a college informational session/event
- 74% of students have felt more motivated to enroll in honors, AP or IB courses

*based on survey data from 900 high school students (excluding outgoing seniors) registered to the RaiseMe platform
78% of educators agree that micro-scholarships are an effective tool to help create an understanding of college readiness among their student bodies.

More than half of educators say that their students begun to view college as a financially viable option after earning micro-scholarships for colleges.

58% of educators say that their students have discovered new college options while using RaiseMe’s discovery tool.

85% of educators believe that RaiseMe is most effective when introduced in their freshman or sophomore year.

*based on a survey data from 870 high school educators registered to the RaiseMe platform
What College Access & Student Success Looks Like for Our Partners
District serves approximately ~30,000 HS students

- A “B” school district (75.4% score 2016-17’ → 80.4% 2017-18’)
- Below the state's graduation average of 86.1%
- 10% of HS students are earning micro-scholarships

<table>
<thead>
<tr>
<th>Identity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>White</td>
<td>40.7%</td>
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<tr>
<td>Hispanic</td>
<td>33.7%</td>
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<td>Black</td>
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<td>Asian</td>
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<tr>
<td>American Indian, Alaska Native or Pacific Islander</td>
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Over 60 school counselors in the district using RiaseMe

- 63 educators, both counselors and teachers, using RaiseMe with approximately 125 counselors across high schools
- Middle & High School College & Career Coordinator place at each school but not a paid position
  - Average HS Counselor Caseload: 450:1
  - Average MS Counselor Caseload: 400:1 (Traditional MS)
  - Average College & Career Coordinator caseload: All students

7th largest district in Florida
150 Schools (PreK-12) & 17 traditional HS

Polk County Schools, FL

12th largest district in Florida
150 Schools (PreK-12) & 17 traditional HS

White 40.7%
Hispanic 33.7%
Black 20.7%
Multi-Racial 2.8%
Asian 1.6%
American Indian, Alaska Native or Pacific Islander 0.5%
College Access & Student Success Initiatives

- **Reach Higher Polk**: Part of a national initiative by former First Lady Michelle Obama to inspire and encourage all students to complete post-secondary education or training
  - Inaugural year: 2016-2017
  - All district schools, K-12, promoted college and career awareness week
  - Fun and innovative way to get students excited about the future
  - A **school-wide** initiative with teachers, coaches, club/organization sponsors involved in planning and executing activities

- **Florida College Access Network (FCAN) Initiatives**
  - College Application Day/Week
  - FAFSA Workshops & Completion labs
  - College Decision Day

- **RaiseMe Rollouts**: PD for Counselors, Remind, Class Meetings, Lunch & Learns, Counselor Corner
Enrollment: 56,718 (47,629 undergraduate)

- 49% pell-eligible
- 25,900 HS students and 1,200 community college students follow FIU’s micro-scholarship programs
- 56% of FIU HS followers are Juniors or younger

69% Admit Rate compared to 53% IPEDS reported admit rate
60% Yield Rate compared to 39% IPEDS reported yield rate

College Access & Student Success Initiatives

- Admission pathways
- Connect4Success
- Golden Promise
- Emergency Aid Lab
- Personal roadmaps for graduation success using high-tech/high-touch
- Transformation of gateway courses curriculum and teaching
- Wrap-around student support services
- ComPASS--Communication Protocol for Accountability and Strategic Support
Enrollment: 6,073 (5,014 undergraduate)

- 41% pell-eligible
- 42,300 students follow Winthrop’s micro-scholarship program
- 62% are Juniors or underclassmen

College Access & Student Success Initiatives

- Inclusive excellence via the Winthrop Plan - which is the institution’s strategic plan
- Additional services and support for first-generation students
- Bilingual staff additions and community outreach coordinator to work with community-based organizations

RaiseMe Student Follower Outcomes

<table>
<thead>
<tr>
<th>2018 APPLICATIONS</th>
<th>ADMITS</th>
<th>DEPOSITS</th>
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<tbody>
<tr>
<td>652</td>
<td>532</td>
<td>180</td>
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</table>

82% Admit Rate compared to 75% IPEDS reported admit rate
34% Yield Rate compared to 32% IPEDS reported yield rate
The mean admit rate of students earning micro-scholarships from colleges is **6.4% higher than that of** students not earning micro-scholarships from colleges.

*based on aggregate data from 100 college partners*
The mean deposit rate of students earning micro-scholarships from colleges is 17% higher than that of students not earning micro-scholarships. *based on aggregate data from 100 college partners*
Micro-scholarships played a very big role not only in the [college] decision-making process but, they also aided in giving me a financial boost towards my educational goals!

Jaylanna

Winthrop University Applicant, 2018
Voices from the RaiseMe Community

Raise me made me really pay attention to my grades. It reminded me to enter them in and was really organized and easy. I loved the way the site handled the colleges that were being considered and showed the amounts rise with the grades or activities added.

Vanessa
FIU Applicant, 2018
RaiseMe gave me an idea about the financial commitment schools had for students; I am a low-income, first-gen student that needs 100% of my need covered. RaiseMe allowed me to obtain a scholarship to my university and successfully build a portfolio that reflected my accomplishments.

Amy

University of Chicago Applicant, 2018
RaiseMe played a huge role because I learned some colleges that I never even heard of. Also, with my college choice, I never even thought that I would get a scholarship, so I feel blessed to have the scholarship through RaiseMe.

Daren

William Peace University Applicant, 2018
A Network Supporting Each Other

38,000+ educators & district admin

1.7M+ students all-time and counting

~1M active high schools students

300 college partners

+$4B in scholarships earned

Adding students **earlier** in high school

<table>
<thead>
<tr>
<th>Year</th>
<th>2020 Grad Adds</th>
<th>2021 Grad Adds</th>
<th>2022 Grad Adds</th>
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<tbody>
<tr>
<td>2016</td>
<td></td>
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</tr>
<tr>
<td>2017</td>
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<td></td>
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<tr>
<td>2018</td>
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[Image of bar chart showing student sign-ups by year]
Panel Discussion
Free Resources from RaiseMe
(As Time Allows)
RaiseMe Supports Educators with Free Resources

**Distribution:** RaiseMe emails lesson plans on the first Wednesday of every month to all educators in our database. Educators from our partnered districts receive the 9-12th grade detailed lesson plans.

**Most-Downloaded Lesson Plans**

**Overall: Interpreting PSAT Scores**

1. **Think and Share**
   1. Is this student stronger in math or reading/writing?
   2. What specific skills should the student work on before taking the SAT?
   3. What can the student do to get more practice in the skill areas that challenge him or her?

**9th: Mid-Year Reflection**

Reflect on your first semester in high school and your academic goals.

**10th: Pre-College Summer Programs**

Get college ready with summer study in your community or on college campuses.

**11th: College as a Vehicle to Career**

Learn about the academic fields related to careers you’re interested in.

**12th: Outside Scholarships**

Check out these resources for finding and applying to scholarships beyond those sponsored by universities.
RaiseMe Supports Educators with Free Resources

In order to incorporate RaiseMe more seamlessly into their advising conversations, educators let us know they wanted the ability to more closely track their students’ progress. Specifically, they asked for the ability to:

- Enable educator-provided kudos to motivate students and provide access to student-level data
- Experience “student mode” in order to better advise students and address any questions
- View college-specific micro-scholarship programs to recommend activities and follow-up
Parents Can Now See What Their Students See

- Parent dashboard is live
- 13k+ parents already signed up