



The College Bound Scholarship at Year Four: New Evidence about the Effectiveness of Outreach Efforts across Washington's Schools

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Introductions

- How does the College Bound Scholarship touch your work?
- What are you hoping to learn today?

Presentation Overview

- **Welcome and Presentation Goals**
- **The College Success Foundation (CSF) and the College Bound Scholarship (CBS)**
- **Developing the CBS logic model**
- **Key evidence about outreach efforts**
- **Lessons learned, next steps, and discussion**



College Success Foundation and the College Bound Scholarship

College Success Foundation

- **The College Success Foundation has over 10 years of proven experience, inspiring underserved, low-income students to finish high school, and providing the unique integrated system of supports and scholarships they need to graduate college and succeed in life.**

Focus

- **Middle School: Early Engagement**
- **High School: College Advising and Mentoring**
- **College: Scholarships and Mentoring**
- **Alumni: Post-Graduation Support and Giving Back**

Strategy

- **We provide innovative scholarships, mentoring and support programs to assist low-income students and students of color attain a college degree.**
- **We develop public-private partnerships to enable low-income students to attend college.**
- **We advocate at the state and federal level on behalf of increased college access opportunities.**

The College Bound Scholarship

Offers an early promise of financial aid to qualifying 7th and 8th graders in Washington.

- **College Bound is essentially an early commitment of an enhanced State Need Grant award.**
- **This scholarship combines with State Need Grant to cover tuition (at public college rates), plus a small book allowance.**

The College Bound Scholarship

Offers an early promise of financial aid to qualifying 7th and 8th graders in Washington.

- **The program was created in 2007 for the purpose of improving high school graduation and college enrollment rates for students from low-income families.**
- **There are nearly 16,000 students in their senior year who may begin receiving the scholarship in the fall of 2012.**
- **To date, more than 91,000 students have applied to the program**
- **The CBS is essentially an early commitment of an enhanced State Need Grant award.**

Who is Eligible To Apply

- **Students who meet one of these requirements**
 - **Are eligible for free- and reduced-price lunch**
 - **Are a foster youth**
 - **Family receives TANF benefits**
 - **Meet the income requirements**
- **Students may sign up in 7th or 8th grade**
 - **Deadline: June 30 of student's 8th grade year**

Student Pledge

- **Do well in middle school and high school, and graduate with a cumulative high school grade point average of 2.0 or higher.**
- **Be a good citizen and not be convicted of a felony.**
- **Apply for financial aid by submitting the Free Application for Federal Student Aid (FAFSA) during their senior year of high school.**

Program Administration and Outreach

- **Program is administered by the Higher Education Coordinating Board (HECB).**
- **CSF provides outreach to districts, schools, community-based organizations and eligible students/families for sign up, support, and FAFSA completion.**
- **One CSF CBS Counselor is located in each ESD. In four school districts, staff provide direct service to students in middle and high school.**

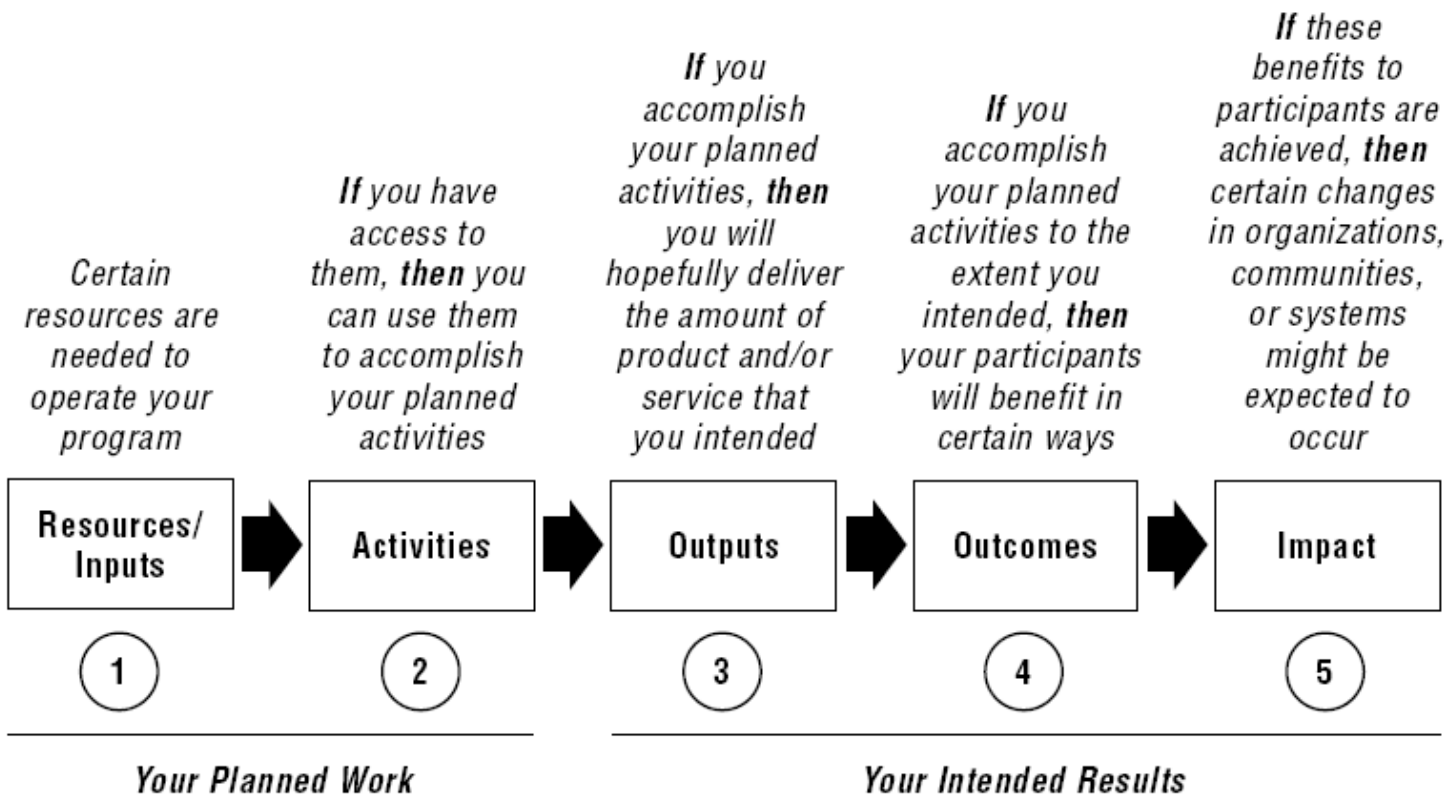


Developing the CBS Logic Model

Project Questions

- What resources, activities, outputs, and outcomes should be priorities for the CSF's outreach efforts for the College Bound Scholarship?
- How should outreach efforts be differentiated in schools, non-profits, and other agencies serving students in seventh and eight grades?
- What are the elements of an effective nonprofit-university partnership?

Rationale for a Logic Model



Source: W.K. Kellogg Foundation Evaluation Handbook 2004

UW Daniel J. Evans School of Public Affairs Degree Project

- **Links the skills and services of Master of Public Administration students with the real-world needs of nonprofit and public agencies**
- **Key elements**
 - **Project plan defined in late fall 2010**
 - **Support in Public Service Clinic course and CSF**
 - **Application of knowledge developed through graduate study**

Inquiry Methods

- **Literature review on early commitment scholarship programs**
- **Survey of Washington middle schools**
- **Focus group of CSF staff engaged in College Bound Scholarship sign-ups or student support**

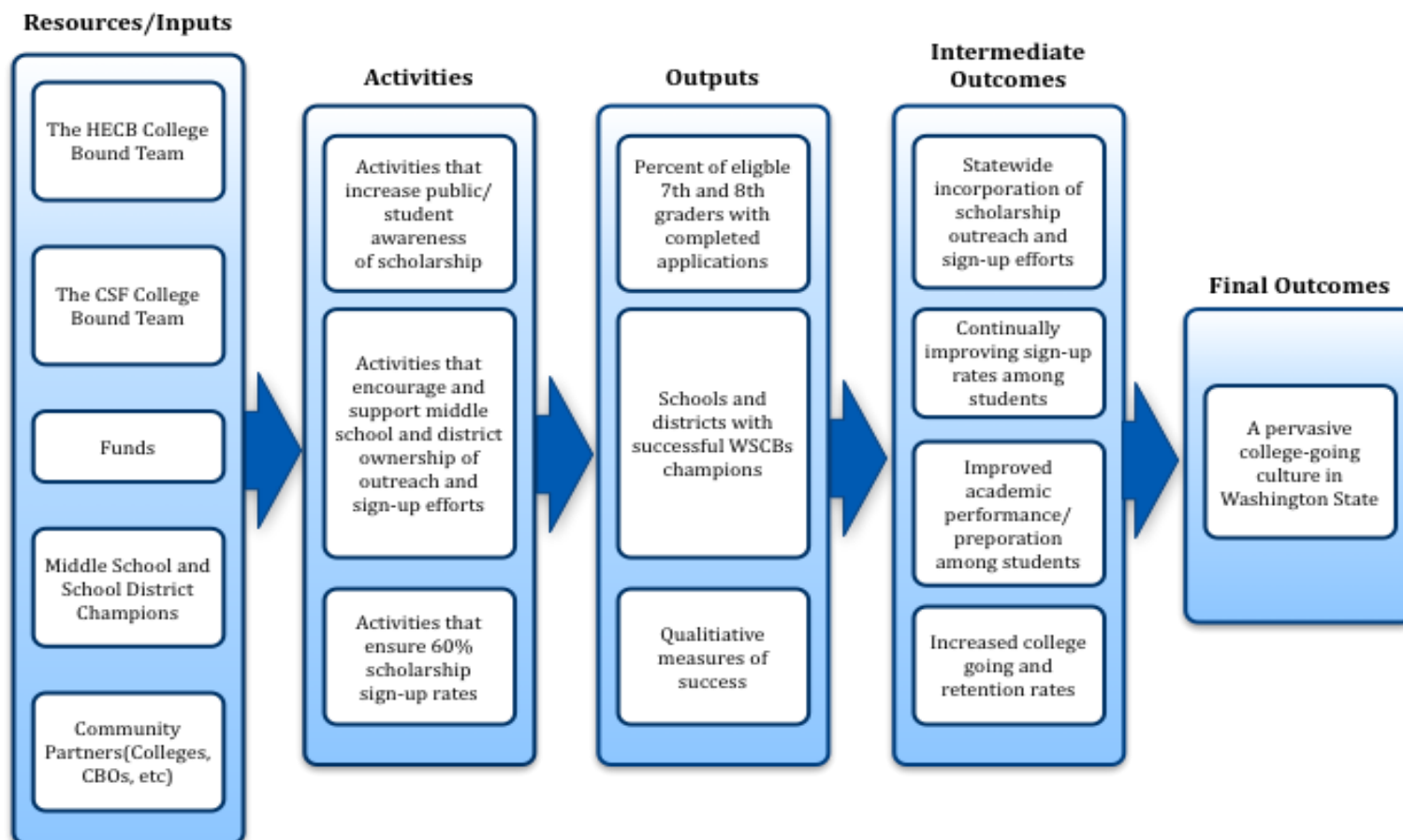
Inquiry Methods

- **CBS Counselor and Director interviews**
- **Higher Education Coordinating Board team interviews**
- **Oklahoma Promise and Indiana Twenty First Century scholarship representative interviews**



Key Evidence about Outreach Efforts

Logic Model



Resources/Inputs and Activities

- **Resources/Inputs**
 - Focus on Middle School and School District Champions

- **Activities that encourage and support middle school and district ownership of outreach and sign-up efforts**
 - Building relationships and trust
 - Finding champions
 - 3-tier champion system

Activities that Ensure 60% Scholarship Sign-up Rates

- Importance of personalized and targeted efforts
- Conference approach
- Multi-pronged approach

Activities—School and District Staff and Administration Perspectives

- **Most Commonly Used Outreach Strategies**
 - Information posted throughout school
 - Conference approach
 - Newsletter
 - Letter and application sent home

- **Most Commonly Used Sign-up Strategies**
 - Multiple reminders
 - Meeting individually with students
 - Conference approach

Activities—Outreach and Sign-up Efforts Year-to-Year

- **Significant decreases in majority of techniques**
- **Why?**

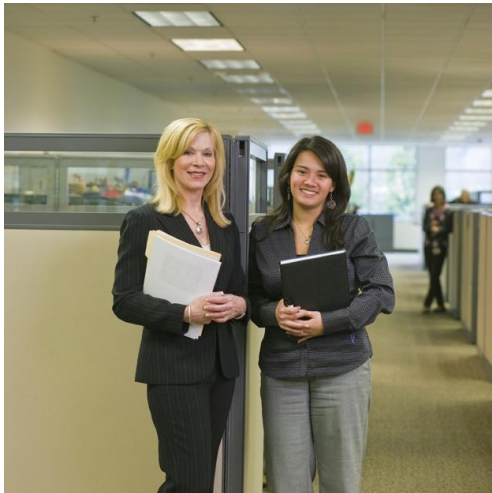
Outputs: Qualitative Measures of Success

- How do you measure success?
- Exploring the *quality* of sign-ups

Outcomes

- **Intermediate Outcomes**
 - Statewide incorporation of outreach and sign-up efforts in middle schools
 - Continually improving sign-up rates
 - Improved academic performance
 - Increased college going and retention rates

- **End Outcome**
 - A pervasive college-going culture in Washington State



Lessons Learned, Next Steps, and Discussion

Lessons Learned: Priority Resources Activities, Outputs and Outcomes

- **Most effective activities are personalized and targeted**
- **Critical role of schools and districts**

Lessons Learned: Collaboration with Stakeholders

- **We need to learn more about collaboration with parents, caregivers and community based agencies**
- **Ensure stakeholder involvement**
- **Explore beyond sign-ups-how does CBS inform other work supporting low income students' college readiness?**

Lessons Learned: Nonprofit-University Partnership

- **Valuable to have someone who is external who is not intimately acquainted with CSF's work**
- **Investment of time was significant on all ends**
- **CSF CBS and Programs team really appreciated being interviewed**

Next Steps

- **Implementation matrix: What strategies and resources are in place to support sign-ups**
 - Sign-ups
 - Support
 - Transition to college
- **Washington College Access Network gap analysis**

Discussion