

College Ready Florida

Highlights from Around the State

Amy Bolick, FCAN, Community Engagement and Programs Manager

Anthony Cook, Poinciana High School, College and Career Counselor

Holly Bullard, United Way Suncoast, Director of Financial Stability

Warren Smith, HCC, Pre-Collegiate Liaison Officer

Kenneth Ray, HCC, Vice President of Student Services and Enrollment Management

Welcome!



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Anthony Cook
College and Career Counselor
Poinciana High School



**APPLY
YOURSELF
FLORIDA**





Holly Bullard
Director, Financial Stability
United Way Suncoast



United Way Suncoast



**FLORIDA
FAFSA
CHALLENGE**





Warren Smith
Pre-Collegiate Liaison Advisor
Hillsborough Community College



Dr. Kenneth Ray
Vice President, Student Services & Enrollment Management
Hillsborough Community College



HCC



**FLORIDA
COLLEGE
DECISION DAY**



College Ready Florida



**APPLY
YOURSELF
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**PLAN IT
FLORIDA**



Resources

- Site Coordinator Toolkits
- Student College Application Kit
- Parent letters in English and Spanish
- Webinars
- Podcasts
- Posters and stickers
- Host site stories/blogs
- Email updates

**The Registration
Sheet is Circulating:
Sign Up Today!**



College Applications

APPLY YOURSELF



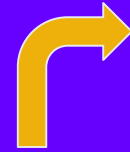
1. Every student will have a
“confirmed” post-secondary
plan

2. Increase post-secondary
acceptances.

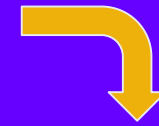
ULTIMATE GOALS



Got College



VALENCIA COLLEGE



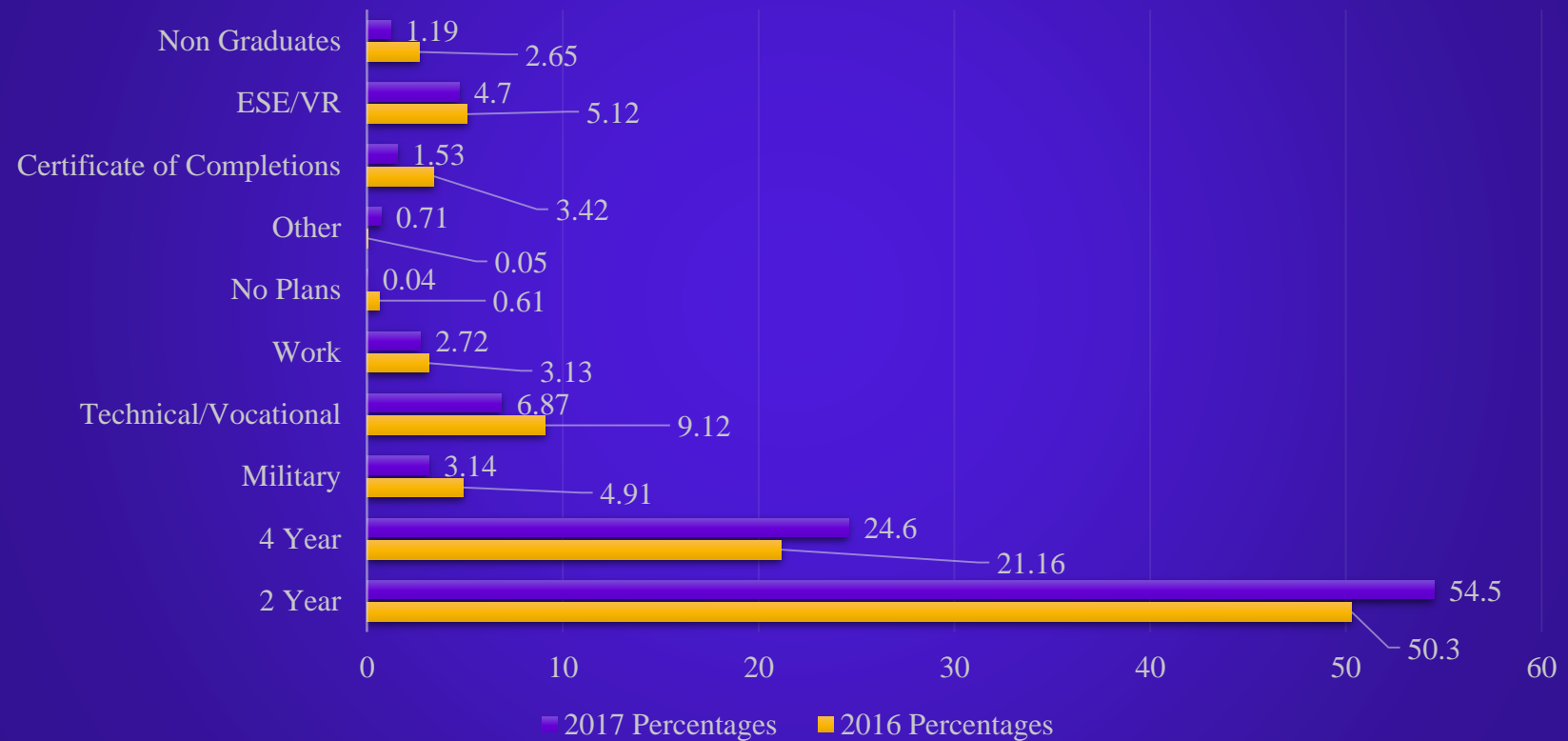


Changes

- College & Career Counselors
- Valencia Coaches
- Summer Hours
- Intentional Cultural Shift
- College Application Days
- Data Clarification

Results

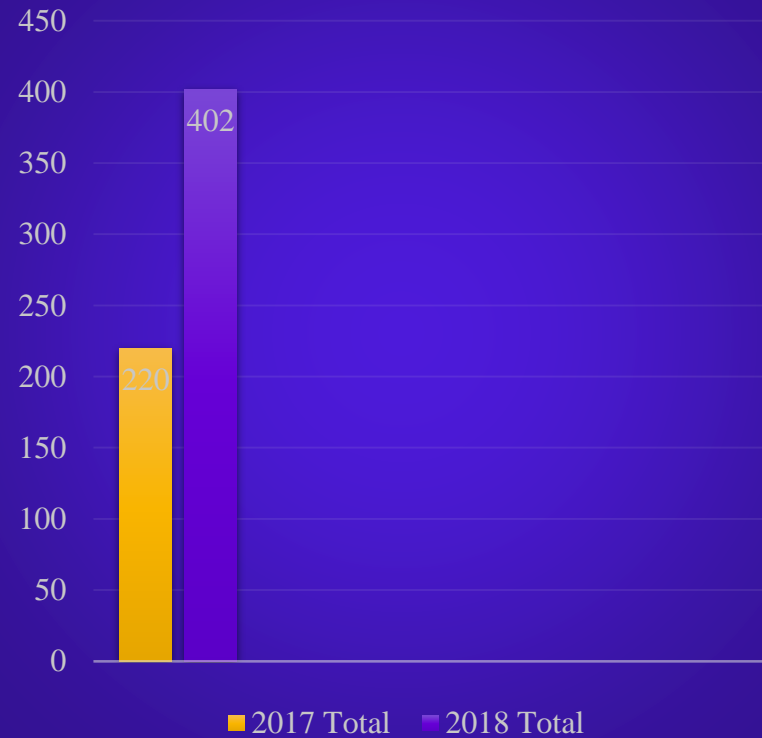
Confirmed Post-Secondary Plan Percentages Comparison By Year



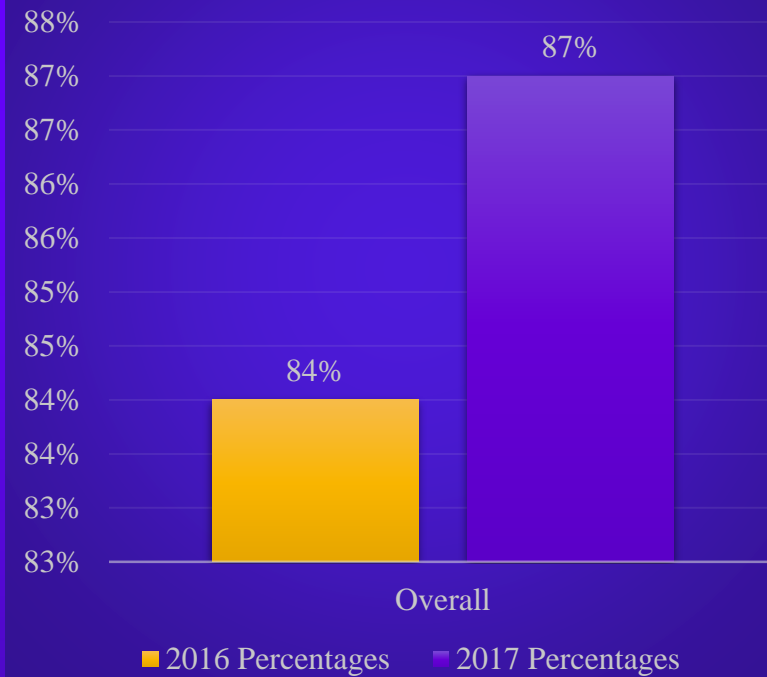
Results



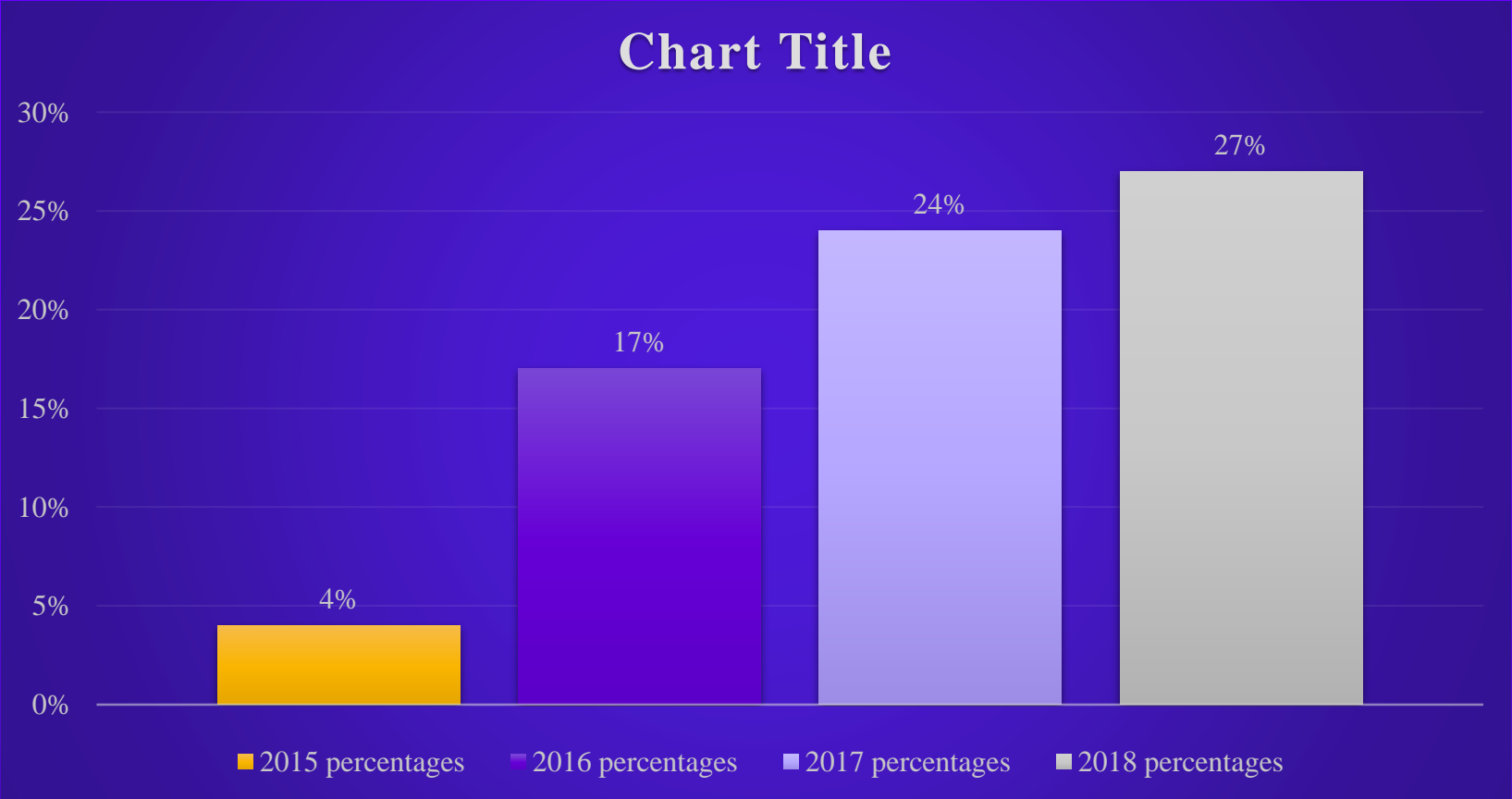
Top 100 Acceptances



Confirmed Post-Secondary Plans



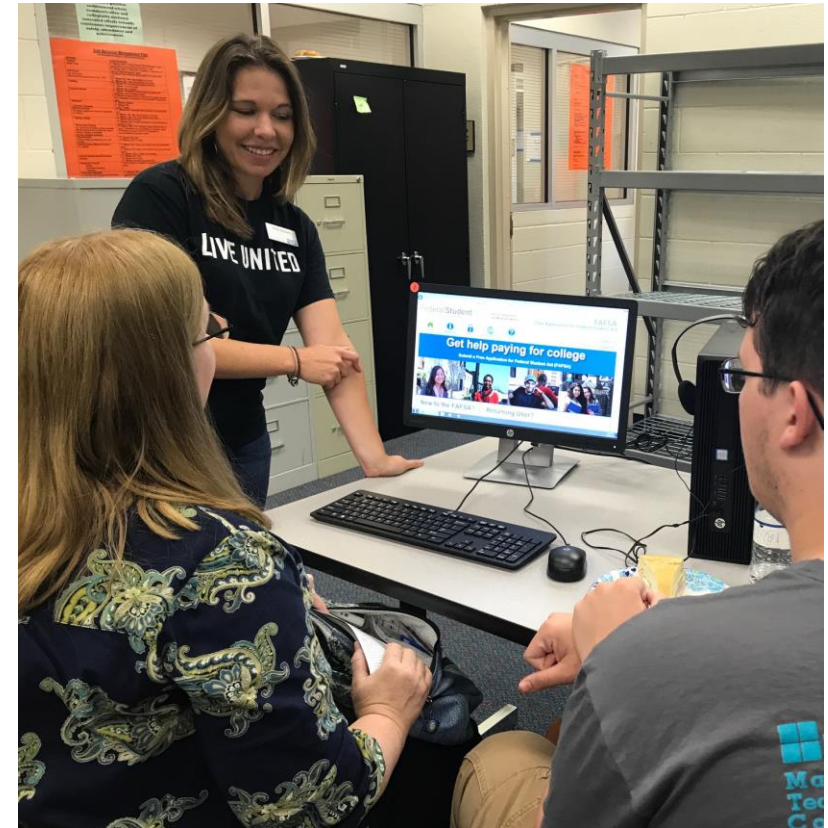
Results



LIVE UNITED

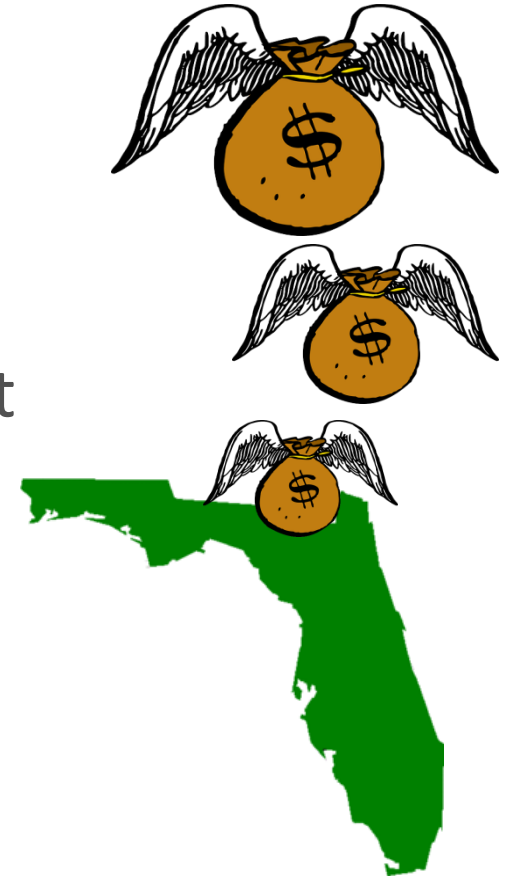
Partner Roles in FAFSA Assistance

- United Way Suncoast – Central West Florida
 - Volunteer Training/Management
 - VITA
- Partnerships are Key
 - School District
 - Colleges
 - Youth-serving organizations
 - Florida College Access Network
 - Talent4Tomorrow (Sarasota County)
 - LEAP (Hillsborough County)



FAFSA Impact

- For every 10% a school increases its FAFSA completion rate, its college-going rate increases 3%.
- Florida ranks 35th in FAFSA completion, but is 5th highest state in Pell eligibility.
- If 5% more Florida students were to complete the FAFSA this year, it would equal an additional \$8 million in Pell dollars being given out.



UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

Pell Grants Left Behind

| County | FAFSAs Completed thru July 3, 2013 | High School Completers: 2012-2013 | FAFSA Completion Rate | Low-income Students | Pell Grants Left Behind |
|----------|------------------------------------|-----------------------------------|-----------------------|---------------------|-------------------------|
| Sarasota | 1,311 | 2,630 | 49.8% | 52.1% | \$2,067,000 |
| Manatee | 1,137 | 2,407 | 47.2% | 55.2% | \$2,125,000 |

Pell Grant Dollars Lost by Florida Public School Completers by County: 2012-13 (*Florida College Access Network*)

FAFSA Volunteers Program

Recruitment

- VITA, Financial Coaches
- Community Members
- Bankers, Chamber Young Professionals
- Youth-serving organizations, Mentors



UWSuncoast Training (3-hours)

- Basic FAFSA Concepts (1.5 hours)
- Online FAFSA FSA Demo site, practice problems (1.5 hours)
 - Developed dummy tax returns for practice scenario
- YouTube video of Training

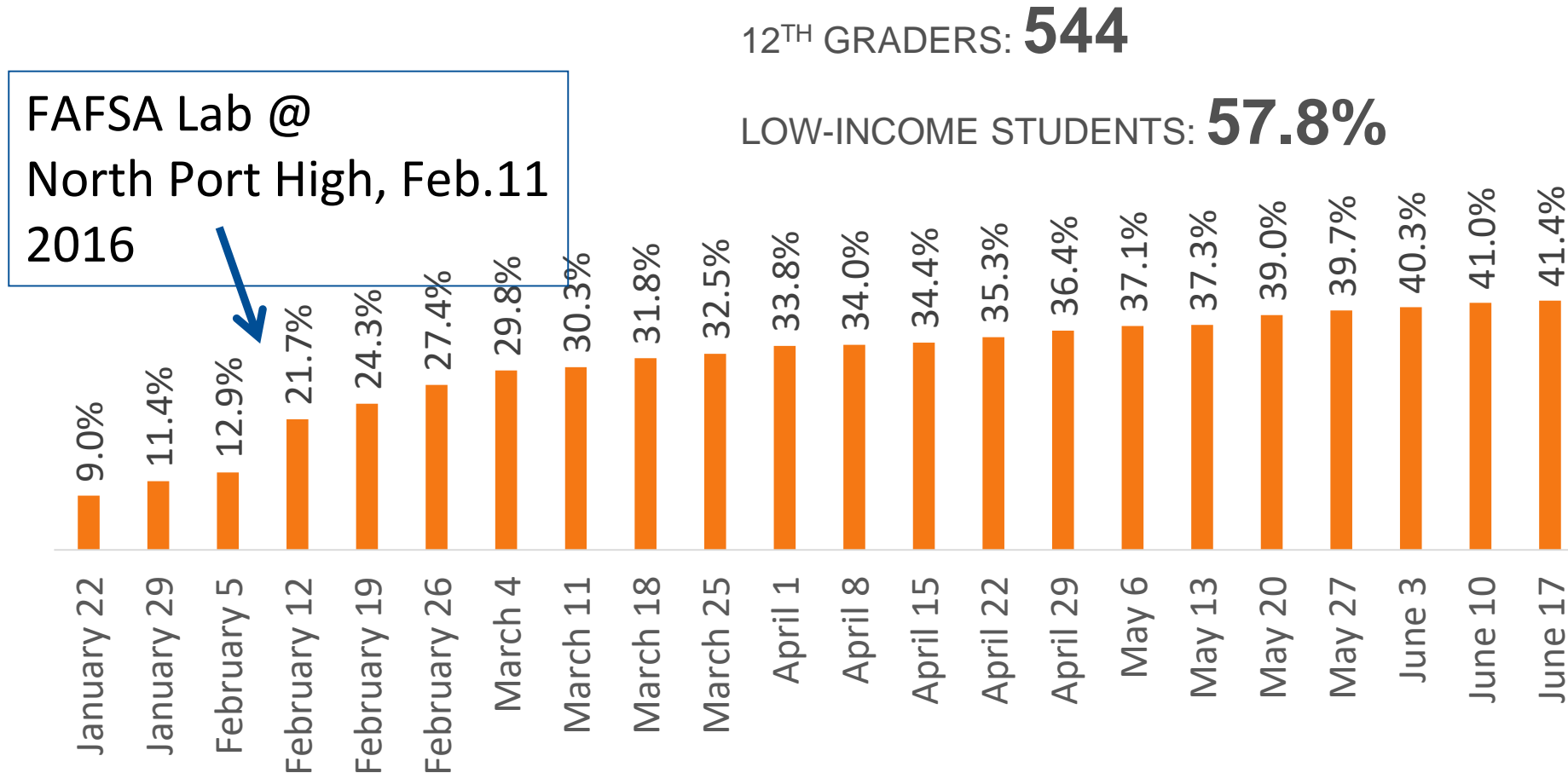


FAFSA Labs

- On-site at high schools' computer labs
- Schools help to push out information
- Food
- “Labs” versus volunteer preparation
- Survey
- UW Volunteers, College Financial Advisors, School Counselors

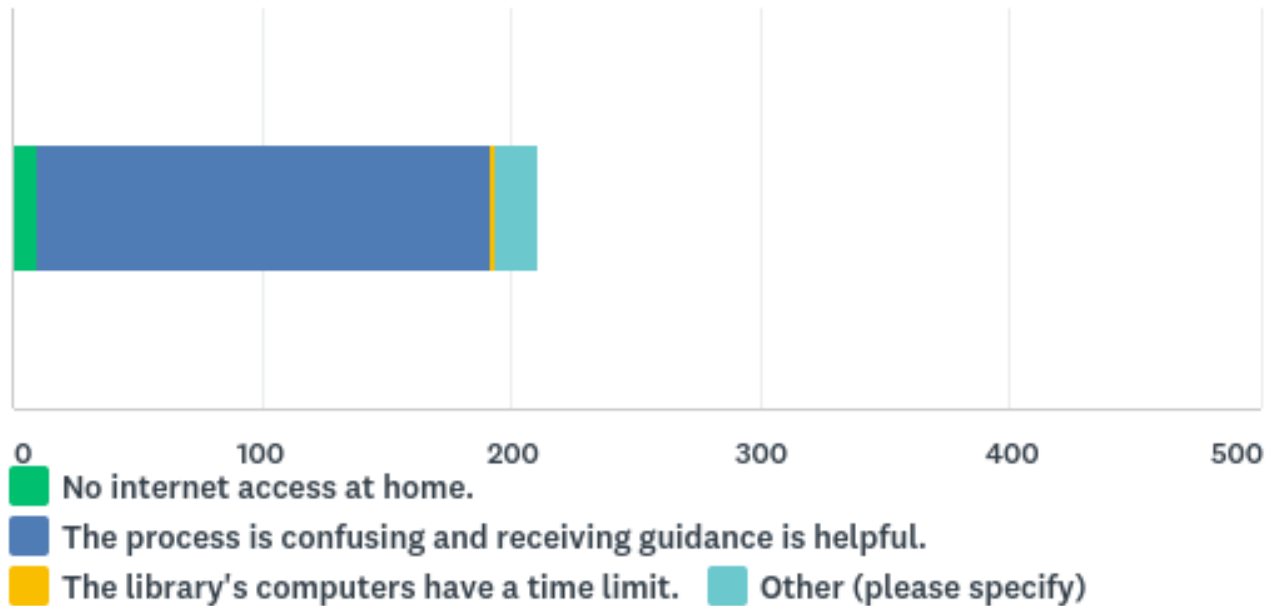


Impact of a FAFSA Lab



Impact of a FAFSA Lab

Why did you seek out assistance with the FAFSA?



- “Chose it in case I ran into problems or had questions”
- “I wanted to be able to speak with a real person for any questions/problems. It was the right thing to do because I did have a problem. He fixed it immediately”

FAFSA as Impact Product

- Upstart costs are minimal
 - Marketing, food, printing
 - VITA/FAFSA Seasons complementary
 - Perfect Americorps, VISTA or intern project
 - Organizations can lead volunteer training, recruitment and partner with community partners to sponsor and promote labs, broad FAFSA integration
- Impact is large
 - High ROI: (Additional Pell \$ / \$ spent on FAFSA Work)
- Workforce, VITA, Adults



UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED™

Reflections, Questions and Answers



**MIDDLETON HIGH SCHOOL
COLLEGE BOUND INITIATIVE
& SIGNING DAY**

COLLEGE BOUND INITIATIVE & SIGNING DAY HISTORY

- The College Bound Initiative began as a partnership between The 100 Black Men of Tampa Bay, Hillsborough Community College (HCC) and George S. Middleton High School (MHS) in 2011.
- The goal of the partnership was to assist graduating seniors from MHS with the completion and submission of their Federal Financial Aid Application (FASFA) and College Admission Application.
- One additional component of the initiative was to offer financial literacy to the students and the parents.
- In 2011-2012 the College Bound Initiative added another component that would recognize students in an academic capacity....Signing Day!

PROJECT GOAL

- The goal was to develop relevant strategic interventions to increase high school graduation rates, FASFA completion and submission rates and Post-secondary enrollment rates among graduating seniors from George S. Middleton High School.
- The initiative was to ensure that 100% of the graduates from Middleton High School apply for FASFA and apply to a post-secondary institution via Hillsborough Community College (A.S. or A.A.), state university/college, private college, career/technical college path.
- Signing Day was designed to promote and celebrate the academic achievements of students by creating a platform to publically acknowledge their post-secondary college bound intentions via Signing Day
- Change the culture at Middleton High School through the College Bound Initiative & Signing Day event

PROJECT SCOPE

- Increase the number of MHS students who meet graduation requirements complete the Admissions application process, the financial aid process (FAFSA), and be admitted to a college/university before graduation day.

EMBEDDED SUCCESS COACH

- Middleton High School seniors could take advantage of enrollment services provided on their high school campus through coordination with the Embedded “Success Coach” and HCC personnel
 - Completion of Application
 - FASFA
 - Admission Application
 - Submission of Transcripts
- The availability of services on campus has made the enrollment process a seamless transition made possible through the Success Coach’s access to seniors, their class schedules, teachers & Middleton High school administrators
- It was through the “Success Coach” that HCC had constant communication and contact with students and parents.
- The Success Coach was on campus 3 times per week for the entire day. The Success Coach worked with the College and Career Counselors.

PRE & POST-INITIATIVE GRADUATION & POSTSECONDARY ENROLLMENT NUMBERS

| Year | Graduating Class | # Enrolled at HCC | % Enrolled at HCC |
|-------------------|------------------|-------------------|-------------------|
| 2008-2009 | 250 | 70 | 28.0% |
| 2009-2010 | 223 | 55 | 24.7% |
| 2010-2011 | 188 | 49 | 26.1% |
| *2011-2012 | 166 | 68 | 40.9% |
| 2012-2013 | 203 | 87 | 42.8% |
| 2013-2014 | 124 | 58 | 46.7% |
| 2014-2015 | 191 | 87 | 46% |
| 2015-2016 | 210 | 92 | 44% |
| 2016-2017 | 284 | 127 | 44% |
| *2017-2018 | 420 | 230 | 54% |

*The 2017-2018 cohort of graduates from Middleton High School yielded the following ethnic/racial breakdown. 77 of the 230 or 33% were identified as Hispanic or Latino, 93 of the 230 or 40% were identified as African American, 47 of the 230 or 20% were identified as Caucasian and the remaining 13 students or 5% were identified as Asian American.

Number & Percent of students completing and submitting FAFSA by school

| Free Application for Federal Student Aid (FAFSA) Submissions by High School Applications processed through Week 7 of the first year of each cycle | | | | | | |
|--|-------------------|--------------------------------|---|-------------------|------------------------------|---|
| 2017/2018 Cycle | | | | 2016 / 2017 Cycle | | |
| Through Week 7 | | | | Through Week 7 | | |
| School Name | Seniors Enrolled* | Applications Complete Week 7** | Percent of senior enrollment, completed FAFSA | Seniors Enrolled | Applications Complete Week 7 | Percent of senior enrollment, completed FAFSA |
| ALONSO | 581 | 105 | 18.1% | 606 | 78 | 12.9% |
| ARMWOOD | 440 | 62 | 14.1% | 371 | 32 | 8.6% |
| BLAKE | 359 | 71 | 19.8% | 390 | 86 | 22.1% |
| BLOOMINGDALE | 465 | 103 | 22.2% | 456 | 73 | 16.0% |
| BRANDON | 464 | 40 | 8.6% | 465 | 40 | 8.6% |
| CHAMBERLAIN | 365 | 29 | 7.9% | 375 | 21 | 5.6% |
| DURANT | 554 | 85 | 15.3% | 518 | 67 | 12.9% |
| EAST BAY | 553 | 64 | 11.6% | 523 | 50 | 9.6% |
| FREEDOM | 466 | 79 | 17.0% | 481 | 56 | 11.6% |
| GAITHER | 543 | 104 | 19.2% | 497 | 38 | 7.6% |
| HILLSBOROUGH | 451 | 68 | 15.1% | 377 | 84 | 22.3% |
| JEFFERSON | 359 | 51 | 14.2% | 330 | 25 | 7.6% |
| KING | 424 | 93 | 21.9% | 438 | 86 | 19.6% |
| LENNARD | 488 | 49 | 10.0% | 401 | 43 | 10.7% |
| LETO | 468 | 54 | 11.5% | 435 | 29 | 6.7% |
| *MIDDLETON | 302 | 60 | 19.9% | 284 | 37 | 13.0% |
| NEWSOME | 601 | 128 | 21.3% | 599 | 97 | 16.2% |
| PLANT CITY | 494 | 42 | 8.5% | 511 | 37 | 7.2% |
| PLANT | 625 | 150 | 24.0% | 577 | 113 | 19.6% |
| RIVERVIEW | 618 | 91 | 14.7% | 586 | 59 | 10.1% |
| ROBINSON | 371 | 96 | 25.9% | 360 | 87 | 24.2% |
| SICKLES | 528 | 176 | 33.3% | 508 | 127 | 25.0% |
| SPOTO | 340 | 45 | 13.2% | 351 | 28 | 8.0% |
| STEINBRENNER | 541 | 127 | 23.5% | 561 | 107 | 19.1% |
| STRAWBERRY CREST | 501 | 103 | 20.6% | 479 | 72 | 15.0% |
| TAMPA BAY TECH | 410 | 85 | 20.7% | 461 | 58 | 12.6% |
| WHARTON | 554 | 71 | 12.8% | 460 | 79 | 17.2% |
| District Totals | 12,865 | 2,231 | 17.3% | 12,400 | 1,709 | 13.8% |
| Hillsborough is 30.5% ahead of last FAFSA cycle and approximately 40% of the way toward the total number of students needed to reach our LEAP Goal for a 5% improvement (\$51) | | | | | | |
| *Senior enrollment as of 10/19/2016 | | | | | | |
| **Data downloaded from studentaid.ed.gov | | | | | | |
| LEAP - CFP Grant | | | | | | |
| Schools to Monitor | | | | | | |

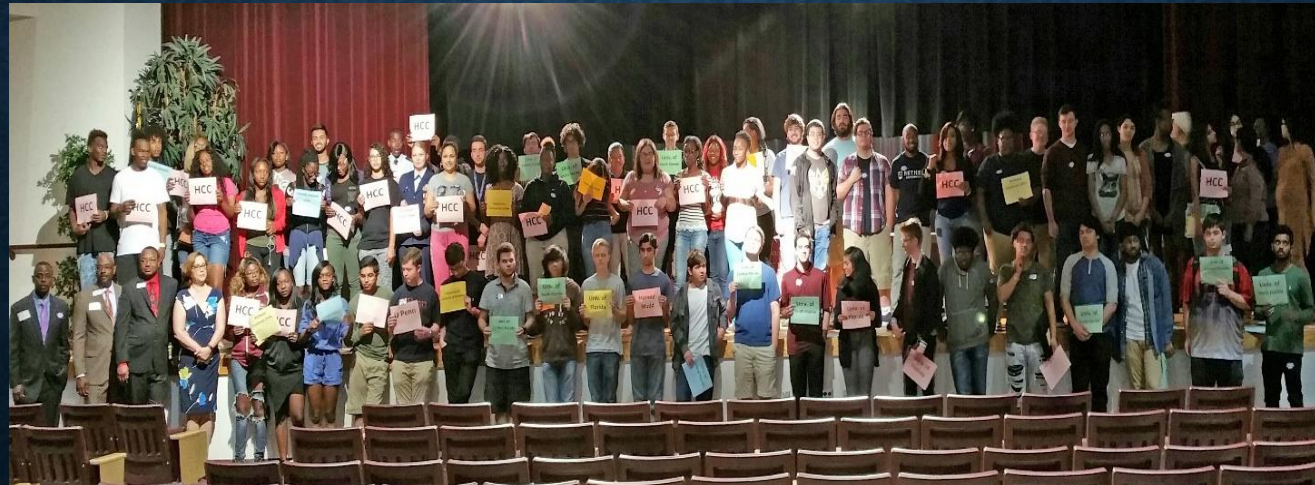
National Academic Signing Day

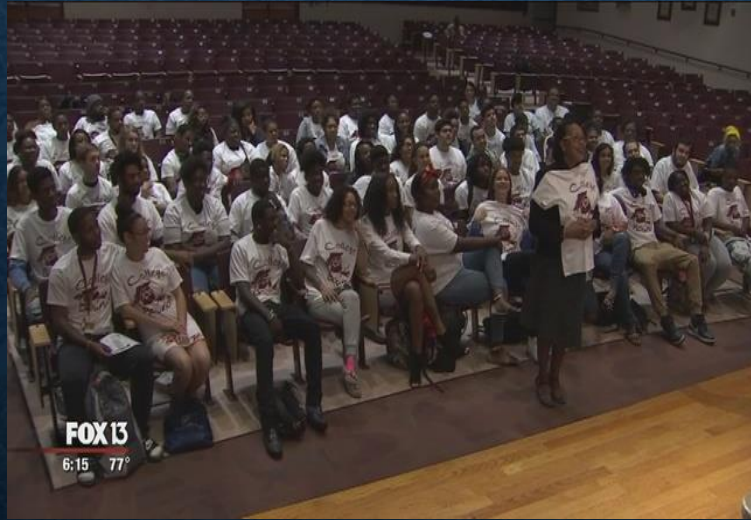
On Tuesday, April 11, 2018 Middleton High School hosted its inaugural Signing Day for graduating seniors. The event was attended by the parents of graduates, Middleton High School faculty, staff, Principal Kim Moore, HCC's President Dr. Atwater, HCC's Vice-President Dr. Ray, SDHC Superintendent Jeff Eakins, HCC's Director of Marketing Ashley Carl, Interim Ybor City Campus President Dr. Keith Berry, and Enrollment Coordinator Mr. Brian Rodriguez. Fox news was there to cover the event. They interviewed students and Middleton Principal Kim Moore. Over 120 graduating seniors participated in the event. Seniors were recognized for their outstanding academic achievement. They also had the opportunity to announce where they will be continuing their education post-graduation with the vast majority selecting HCC.

Dr. Ray introduced Dr. Atwater who addressed the students and congratulated them on their accomplishments. Dr. Atwater also encouraged seniors to "Commit 2 Complete" whatever they start. Dr. Atwater concluded by telling students he would see them in the fall at HCC.



National Academic Signing Day





Middleton High School

Letter of Commitment

I commit to...

- Plan for college completion
- Discuss career-planning with college instructors and staff
- Seek advisement on course selection to ensure timely college completion
- Learn about and using college support networks and resources aiding my college completion
- Serve as role models by attending classes, being prepared, participating in and engaging in discussions with instructors and students
- Complete my chosen program of study
- Exceeding the minimum 2.0 grade point average (GPA)
- Take responsibility for my academic future
- Work to my fullest potential
- Applying for Financial Aid
- Staying Engaged

HCC commits to...

- Every trustee, employee, and student organization to help the student body understand the great value of college completion
- Encouraging the faculty and staff to create meaningful ways of supporting me in the pursuit of scholarly endeavors and career planning efforts
- Working with me toward the pursuit of college completion

Student's Name

Date

COLLEGE BOUND INITIATIVE PLAY IT FORWARD

In 2017-2018 Signing Day has been expanded to 4 additional schools high schools within Hillsborough County. Those schools are Chamberlain High School, Blake High School, Hillsborough High School, Spoto High School,

Middleton High School Testimonial

http://www.tampabay.com/news/education/k12/With-HCC-help-Middleton-High-builds-a-bridge-to-higher-education_167268614

https://www.dropbox.com/sh/u9mz5nf6orme0yn/AAB_ZrVZefoVX3dFtUNxxmZTa?dl=0