STATEWIDE RESEARCH: UTAH STUDENTS & PARENTS

86% Believe college is more important than it was 10 years ago

50% Know where to find information about scholarships and grants

50% Believe college is accessible for everyone in Utah

Students and parents want people to help them through the process

2018 Survey and 2016 Focus Groups: Conducted by Cicero
Recent college graduate, full-time, physically in the high school

Helps students on the milestones to college:

- College test prep & registration
- College applications
- Financial aid
- Connection to college campus
- Create a college-going culture
DATA-DRIVEN AND OUTCOME-FOCUSED

New database allows robust and meaningful data collection:

• FAFSA progress and completions
• College applications and college acceptances
• Scholarship applications and awards
• Number of 1:1 meetings with advisors
  • Including type of meeting, what was discussed, etc.
• Number of engagements with parents/families
• College match by GPA/ACT
STATEWIDE EXPANSION IN THREE PHASES

PHASE I: Fall 2019
• 34 high schools
• $1 million

PHASE II: Fall 2020
• 90 high schools
• $3 million

PHASE III: Fall 2021
• 150+ high schools
• $3 million

TOTAL PROGRAM COST:
$7 million
PHASE I: EXPANDED INTO 34 HIGH SCHOOLS IN 4 REGIONS

Weber/Davis Counties

Salt Lake County

Utah County

Washington County
PHASE I COMPLETE: 2019-2020 ADVISORS!

34 advisors in 11 school districts:

1. Salt Lake City School District
2. Granite School District
3. Canyons School District
4. Jordan School District
5. Washington School District
7. Davis School District
8. Ogden School District
9. Alpine School District
10. Provo School District
11. Nebo School District
NEW PROGRAM STRUCTURE

Joint MOU

Program Director
University of Utah

Regional Coordinator
Housed at local postsecondary institution

College Access Advisor
High school

Site Supervisor
Local postsecondary institution

Site Supervisor (counselor)
High school

Utah System of Higher Education
2019-2020 REGIONAL COORDINATORS

Four Regional Coordinators housed at:

1. Dixie State University
2. Utah Valley University
3. Weber State University
4. University of Utah

For the Phase II expansion, we anticipate a Regional Coordinator at every USHE institution + several UTech institutions
ROADTRIP! TOURING UTAH’S COLLEGES
2019-2020 GOALS

1. Collect ACT scores for the entire senior class
2. Percentage of seniors that complete the FAFSA: 45%
3. Percentage of senior that complete one or more college application: 77%
4. Percentage of senior that complete three or more college application: 26%
5. Percentage of seniors that have at least one 1-1 meeting: 70%
6. Average percentage of seniors’ parents or guardians that meet with an adviser at least once: 30%
7. Average percentage of seniors that the adviser assisted with FAFSA: 55%
## 2019-2020 SCHOOL-LEVEL GOALS

<table>
<thead>
<tr>
<th>School</th>
<th>Senior Class Size</th>
<th>ACT</th>
<th>FAFSA COMP</th>
<th>College Apps</th>
<th>College apps +3</th>
<th>1:1 meetings</th>
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</table>
# PHASE II EXPANSION: FALL 2020

## 2019-2020 Schools
- Fremont High
- Weber High
- Roy High
- Bonneville High
- Layton High
- Clearfield High
- Ben Lomand High
- Ogden High
- Mountain View
- Orem
- Westlake
- Timpview
- Provo
- Springville
- Payson
- Cyprus High
- Hunter High
- Kearns High
- Granger High
- Taylorsville High
- Cottonwood High
- Skyline High*
- East High
- West High
- Highland High
- West Jordan High
- Hillcrest High
- Dixie High
- Desert Hills High
- Snow Canyon
- Crimson High
- Hurricane High
- Water Canyon
- Pine View

## 2020-2021 New Schools*
- Bountiful High
- Davis High
- Olympus High
- Northridge High
- Syracuse High
- Viewmont High
- Woods Cross High
- American Fork High
- Cedar Valley High
- Cedar High
- Lone Peak High
- Pleasant Grove High
- Skyridge High
- Timpanogos High
- Maple Mountain High
- Salem Hills High
- Spanish Fork High
- Tintic High
- Juab High
- Alta High
- Corner Canyon High
- Jordan High
- Brighton High
- Murray High
- Bingham High
- Copper Hills High
- Herriman High
- Mountain Ridge High
- Riverton High
- Tooele High
- Grantsville High
- Stansbury High
- Mountain Crest High
- Ridgeline High
- Logan High
- Green Canyon High
- Sky View High
- Bear River High

* Tentative schools
<table>
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<td>Encourage Utah high school students to accelerate their education by earning an associate degree in high school.</td>
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<td>Awards</td>
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<td>Appropriation</td>
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<td><strong>Aim</strong></td>
<td>Encourage Utah high school students to accelerate their education by earning an associate degree in high school.</td>
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<td>$1,983,900</td>
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<tr>
<td><strong>Awards</strong></td>
<td>391</td>
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</table>
Taskforce Recommendations

1. Discontinue the New Century and Regents’ Scholarship programs.
2. Split the funding allocation—30% to institution merit awards and 70% to the Utah Access Promise program.
3. Institutions determine eligibility of merit scholarships based on ACT and GPA.
4. Institutions to administer awarding of the merit funds.
5. Make technical adjustments to the Utah Access Promise Scholarship to provide stronger financial support to students.
6. Regularly assess the effectiveness of state scholarship programs in meeting their stated purposes.
As part of the Utah System of Higher Education, UHEAA’s focus is to help Utah students and their families plan, prepare, and pay for college.
Importance of FAFSA
What is the FAFSA?

• Free Application for Federal Student Aid

• October 1 senior year and every year of college

• Student must complete to be considered for:
  >> Title IV federal grants, work-study, loans
  >> Some forms of state aid
  >> Some institutional aid
  >> Some private scholarships
Why FAFSA Matters

More than half of Utah students receive gift-aid.¹

The average gift-aid package in Utah covers 75% of USHE tuition and fees; one of every five Utah students can cover full tuition and fees using gift-aid.¹

Non-filers on average miss out on nearly $1,300 in Pell Grant funds and over $1,000 in institutional gift-aid.²

Why FAFSA Matters


Utah’s FAFSA Performance
Trailing but on the rise...

- 8.7% of seniors through 10/25/2019
  >> 50th of 51 (above AK)

- Increasing annually while many other states experienced decrease
  >> Approx. 35% Class of 2017
  >> Approx. 37% Class of 2018
  >> Approx. 40% Class of 2019

- Featured by National College Access Network

---

What factors affect FAFSA completion?

• *Deferring enrollment*
• *Ineligibility based on immigration status*
• Assumption of not qualifying for need-based aid
• Lack of information¹
• Complexity of application²
• Personal, political, or philosophical objections
• FAFSA verification process³

---

¹ (De La Rosa, 2006; Grodsky & Jones, 2007; MacAllum et al., 2010; Plank & Jordan, 2001; Tierney & Venegas, 2009)
² (Dynarski & Scott-Clayton, 2006; Kofoed, 2016)
³ (DeBaun, 2017).
UHEAA’s Programmatic FAFSA Approach
Engage Partners

- **Institutions of Higher Education**
  - Financial Aid Directors and staff
  - College access entities (UCAC, TRIO, GEAR UP, and more)

- **National College Access Network**
  - 2018-19 FAFSA Completion Challenge Grant ($40K)

- **United Way**
  - Promise Partnership Regional Council
Training (T-3)

• Audience
  >> Counselors/educators
  >> Community partners

• Formats
  >> In-person or online “FAFSA Boot Camps”
  >> Live or on-demand webinars
  >> Email and phone coaching

UHEAA received $10,000 award from National College Access Network for “Excellence in Training and Professional Development”
FAFSA Completion
Open Houses

• High schools & community centers

• Expert assistance
  >> High school staff
  >> UHEAA Outreach staff
  >> College & University staff (over 500 hours/year, 86 volunteers in October 2019 alone)

• Six $500 scholarship drawings

• Growth
  >> Started Fall 2008 with 4 participating schools
  >> 136 participating schools in Fall 2019

• Snapshot: October 2019 events
  >> 1,115 students completed survey
  >> 65% of students finished FAFSA at event
  >> 35% of students identified as first-generation
Online and Print Materials

• Paying for College Guide
  >> Savings, scholarships, FAFSA
  >> English & Spanish
  >> Over 35,000 distributed last school year

• YouTube content
  >> “FAFSA Walk-Through Video”
    -- Over 100,000 views last 2 FAFSA cycles
  >> Verification How-To videos
FAFSA Data for Key Stakeholders

- FAFSA Data Site
  >> Student-level completion data
  >> 2 out of 3 public schools currently utilizing

- Annual Report Card
Direct Service

• Phone calls, emails, appointments
  >> Approx. 250 families received support in 18-19 school year

• YouTube Comments
  >> Approx. 300 individuals received support in 18-19 school year
Incentivize Innovation

• FAFSA Cup
  >> For counseling teams
  >> Trophy & $750 professional development grant
  >> Holistic grading: completion % and qualitative reporting of best practices
  >> Winners
    -- 2017: UCAS
    -- 2018: Ben Lomond HS
    -- 2019: Cottonwood HS
Early Awareness

• Classroom presentations

• Prepare for College Costs Scholarship
  >> 10th & 11th grade

  >> Two $500 scholarships annually

  >> Student explores Net Price Calculator or FAFSA4Caster to write essay about preparing for college costs

"Despite being aware of my family's financial insecurities....I am determined to seek many opportunities to help me pay for my college tuition."

-- Prepare for College Costs 2018 Winner, 11th Grade, Park City HS
The Human Impact
Utah FAFSA Success Stories
References


Post-Secondary Readiness
College Access Impact & Improvement Network

November 14, 2019
The 5 Conditions of Collective Impact

1. Common Agenda
   - Common understanding of the problem
   - Shared vision for change

2. Shared Measurement
   - Collecting data and measuring results
   - Focus on performance management
   - Shared accountability

3. Mutually Reinforcing Activities
   - Differentiated approaches
   - Coordination through joint plan of action

4. Continuous Communication
   - Consistent and open communication
   - Focus on building trust

5. Backbone Support
   - Separate organization(s) with staff
   - Resources and skills to convene and coordinate participating organizations
ROADMAP TO SUCCESS

Transforming the educational environment at scale will take many years. While there is still work to do to see significant gains, our work together over the last several years has demonstrated that we can succeed. Where we have the deepest partnerships, data about what works, and a commitment to addressing system barriers, we are making progress. This deepens our confidence that we can help every child achieve their potential.

Students Proficient in Math by the End of 8th Grade

Students Grading High School in Four Years

STUDENTS WHO GRADUATE HIGH SCHOOL
are less likely to experience poverty, receive public assistance, or become involved in the criminal justice system.16

ADULTS WHO EARN CERTIFICATES OR DEGREES
are more likely to be financially stable, live longer, healthier lives, and be more civically engaged.17 College Students Enrolled in a 2-Year Institution Graduating within 150% of Length of Program

STUDENTS WHO ARE PROFICIENT IN READING IN 3RD GRADE
are more likely to graduate from high school.18

STUDENTS WHO ARE PROFICIENT IN MATH IN 8TH GRADE
are more likely to complete college and be prepared for the workforce.19

CHILDMREN WHO ARE KINDERGARTEN READY
are more likely to have a foundation that supports future learning and health.20

Children with Sufficient Knowledge and Skills to Succeed in Kindergarten

High School Seniors with a Composite ACT Score of 18 or Higher

FINANCIALLY STABLE FAMILIES
have the resources needed to ensure children’s learning isn’t disrupted by things like hunger or frequent moves.

Students Changing Schools Mid-Year

HEALTH
is important for children, so they don’t miss school and are ready to learn when in school, and for parents, because parents’ health status, insurance, and behaviors influence their children.21

Adults Reporting Good, Very Good, or Excellent Health

Due to page constraints, graphs throughout the report will differ from the actual text. Consideration of group differences and changes over time.

LOW-INCOME STUDENTS
ELL STUDENTS
## Collaboration vs. Collective Impact

<table>
<thead>
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<th>Traditional Collaboration</th>
<th>Collective Impact</th>
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<tbody>
<tr>
<td>Convene to implement programs/initiative</td>
<td>Convene to move a population-level outcomes</td>
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<tr>
<td>Addition to what you do</td>
<td>IS what you do</td>
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<tr>
<td>Data used to report/prove</td>
<td>Data used to target and improve</td>
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<tr>
<td>Impact comes from expanded services</td>
<td>Impact comes from changed behaviors, practices, alignment, and strategies</td>
</tr>
<tr>
<td>Results measured at the individual/program level</td>
<td>Results measured at the community/whole population level</td>
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Our Process

1. **Desired Outcome**
2. **Choose Indicators**
3. **Draw the baseline (identify current situation)**
4. **Review**
5. **Choose partners**
6. **Decide what works**

**Means (Performance Accountability)**
- Performance Measures
  - How much?
  - How well?
  - Better off?
  - (community outcomes)

**Ends (Population Accountability)**

**Contributory Relationship**
Factor Analysis

Indicator:

High school senior FAFSA Completion

[Blank cells]
Population Level Result: FAFSA completion rate for high school seniors in the Promise Partnership region will go up 5% in one school year (2019 - 2020).

6 high school teams participating using data science.
Impact & Improvement Network - First Month Results

FAFSA Completion for All Participating High Schools

Source: US Dept of Ed
SUCCESS in EDUCATION
Code to Success is a summer coding boot-camp for high school-aged students – and it’s obsoletely free. Our mission is to bridge the gap between education and industry.

**SIX WEEKS**

**FOUR LANGUAGES**

**INFINITE POSSIBILITES**

Code to Success offers a unique curriculum with a focus on HTML, CSS, Java Script, and REACT which provides a well-rounded coding experience for students.

**24 CAMPUSES**

**16 SCHOOL DISTRICTS**

STATEWIDE ONLINE OPTION AVAILABLE
Road to Success is designed specifically to improve the skills kids need to succeed, the program incentivizes elementary school students to read daily. Our goal is to have 90% of Utah children reading at or above grade level.

As students log their reading, they are rewarded with coins, badges, and opportunities to “level up.” While their parents and teachers can view their students’ progress in real-time.

12,896,460
MINUTES READ SO FAR IN 2019-2020 SCHOOL YEAR
Build to Success is a free five-day summer construction and homebuilding boot camp with a focus to help students find opportunities within the industry.

Partnered with Utah Homebuilder Association, Utah System of Technical Colleges, and Salt Lake Community College.

120 Students Registered

Bridgerland Technical College
Davis Technical College
Mountainland Technical College
Ogden-Weber Technical College
Salt Lake Community College

Students also visited various construction and homebuilding sites and networked with industry professionals who visited the campuses. Internships were offered to students at the conclusions of the program.

Partnered with Utah Homebuilder Association, Utah System of Technical Colleges, and Salt Lake Community College.
Keys to Success

Keys to Success has shown me how easy it is to contact and find opportunities in different colleges. Especially when I am only a sophomore. It helps me plan for my future and get a jump start in my education.

- Madi, Lone Peak High School
The purpose of the Keys to Success App is to motivate students to unlock their future and connect with scholarships, internships, and opportunities. As students are matched with opportunities within their identified career interests, they gain points for awesome rewards—all in the palm of their hands.
HOW IT WORKS:
STUDENTS

1 SIGN UP
Students start their journey when they create a new account on the Keys to Success website or app! Students tell us their school and grade to get started.

2 PICK INTERESTS
Students select the top 5 careers that interest them! Keys to Success takes those choices and provides students with personalized scholarship and internship opportunities.

3 EARN PRIZES
Students gain points by earning Key Cards, exploring internships, applying for scholarships, recommending friends to download the app, and more!
STUDENTS HAVE DOWNLOADED THE APP

AS OF NOV. 8TH 2019

31,150+
WHY STUDENTS SAY THEY USE THE APP

- SCHOLARSHIPS
- OPPORTUNITIES IN THEIR CAREER INTERESTS
- OPPORTUNITIES IN THEIR SCHOOLS
- PRIZES
TOP CAREER FIELDS

- Agriculture, Food, & Natural Resources: 9,465
- Business, Management, & Administration: 9,497
- STEM: 10,123
- Arts, Audio/Video Technology & Communications: 14,716
- Health Science: 18,553

# of students
DISTRICTS

Alpine  Murray
Box Elder Nebo
Cache Ogden
Canyons Provo
Davis County Salt Lake City
Granite Tooele
Jordan Weber

If you want to add your school/district to the KTS waitlist, contact us via our website www.ktsutah.org
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- Madi, Lone Peak High School

HOW YOU CAN GET INVOLVED

1. SIGN UP
   KTSUTAH.ORG

2. UPLOAD
   OPPORTUNITIES

3. FOLLOW UP WITH
   STUDENTS
NEXT STEPS

SIGN UP TODAY TO HELP STUDENTS UNLOCK THEIR FUTURES.
Thank You