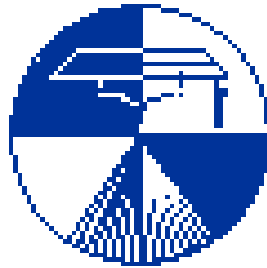


Pathways to College Network Update



National Access to Success Conference
September 5, 2003
Indianapolis, Indiana

Introduction

- Alliance of 34 organizations and funders
- Launched in 2001 to advance college access and success for under-served students
- Emphasis on using data and research to improve policy and practice



Short-Term Goals

- Compile, disseminate research-based knowledge re effective policies and practices
- Engage stakeholders in implementing needed changes - state, local, institutional, national
- Link college access programs with school reform
- Encourage programs and school reform initiatives to be more data-driven



New Definition of College Access

- All students leave high school with knowledge, skills attitudes for postsecondary success
- Clear pathways for students to go as far in higher ed as they desire
- Timely progress towards a student's postsecondary goals



Funders

Daniels Fund

Ford Foundation

Bill & Melinda Gates Foundation

GE Fund

The James Irvine Foundation

W.K. Kellogg Foundation

KnowledgeWorks Foundation

Lucent Technologies Foundation

Lumina Foundation for Education

Nellie Mae Education Foundation

The Sallie Mae Fund

U.S. Department of Education: FIPSE, OVAE
Occidental College (Convener)



Partners

American Association of Community Colleges (AACCC)
American Council on Education (ACE)
American College Testing, Inc. (ACT)
American Youth Policy Forum (AYPF)
Association of American Colleges & Universities (AACU)
The Aspen Institute
The College Board*
Council for Opportunity in Education (COE)*
Education Commission of the States (ECS)
Institute for Educational Leadership (IEL)
National Association for the Advancement of Colored People (NAACP)
National Association for College Admission Counseling (NACAC)
National Association of Secondary School Principals (NASSP)
National College Access Network (NCAN)
National Council for Community and Education Partnerships (NCCEP)*
National Urban League
Pacific Resources for Education and Learning (PREL)*
State Higher Education Executive Officers (SHEEO)
The Education Resources Institute (TERI)*
University of California System - EMP Collaborative
Western Interstate Commission for Higher Education (WICHE)*

* Lead Partners



Focus Areas

- Policies that affect college preparation, enrollment and completion
- Building school capacity to prepare under-served students for college
- Outreach programs and practices
- College persistence, achievement, success attainment
- Social marketing campaigns to change college going behavior
- Parent, family & community engagement to increase college readiness
- Financial aid



Research Scholars Panel

- 12 national experts who:
 - Identify relevant research and resources
 - Review and assess research studies for quality and relevance
 - Assist with developing and disseminating a research agenda



Pathways to College Clearinghouse

- Reference and referral – professional librarian
- Research papers, reports, bibliographies
- State Policy Inventory Database Online(SPIDO)
- Links to reports, studies, tools
- Presentations
- Slide shows and tutorials

www.pathwaystocollege.net



Shared Agenda

- Guiding principles for improving college access and success
- Actions for key stakeholders
- Annotated bibliography of over 500 studies, reports
- 125 profiles – policies, practices, programs



Six Guiding Principles

- 1. Expect all students are capable of being prepared for postsecondary education**
- 2. Provide full range of high quality, college preparatory tools**
 - complete sequence - college prep courses
 - college credit courses (AP, Tech Prep, Dual Enrollment)
 - early college awareness/intervention
 - support services
 - language accessible college/financial aid info
- 3. Honor, embrace, respect cultural, social, learning style differences**
 - learning environments, teaching approaches
 - family involvement
 - student assessment
 - climates that foster positive inter-group relations



Six Guiding Principles (cont.)

4. **Involve all stakeholders in creating policies, programs, structures that facilitate successful student transitions**
 - Elementary to middle school
 - Middle to high school
 - High school to college
 - College to graduate school
5. **Maintain adequate, sustained, equitable funding, staffing, leadership**
 - Robust need-based financial aid
6. **Assess policy, practice, program, institutional effectiveness regularly**
 - Ensure stated outcomes are achieved
 - Assessment models that reflect issues of under-served
 - Focus on learning/feedback and improvement
 - Use diverse analytical tools



Actions for State Officials

- Designate college prep curriculum 'default' curriculum for h.s. graduation
- Align h.s. graduation and college entrance requirements
- Align m.s. math and language arts with 9th grade college prep courses
- Create predictable, easy-to-understand need-based aid policies - reinforce college preparation



Actions for State Officials (cont)

- Mandate teacher training re students' cultural, social backgrounds, learning issues
- Integrate state data systems to track students from middle school through college completion, transition into work force
- Make goals and results public through annual report cards



Actions for Higher Ed Leaders

- Provide h.s. leaders specific, clear information about knowledge and skills needed for first-year college courses
- Partner with h.s. and c.b.o.'s to assist students, families with college, financial aid planning
- Provide dual enrollment, bridge programs to help students make successful transitions
- Develop systems to identify and monitor under-prepared students in college
- Integrate academic support with learning and teaching
- Provide social support that affirms students' backgrounds



Actions for Outreach Leaders

- Place high priority on students taking, succeeding in rigorous college prep courses
- Align instruction, support with state/district standards, skills required for first-year college courses
- Establish structures to accelerate students' learning, school achievement
- Implement structures to limit student attrition and provide continuous support over time and from one program to another
- Create structures to facilitate family use of support services and college planning resources



Social Marketing

- Definition: changing behavior of a target audience in order to benefit society
- Extensive use in public health
 - Truth Campaign: anti teen smoking
 - Designated Driver: drunk driving
- College access context: change behavior of students who do not attend college



Problems: Current Campaigns

- Not well-coordinated or planned
- Lack clear, compelling, frequently repeated messages
- No message delivery in popular culture
- Not aimed at changing attitudes, behavior
- Limited evidence of effectiveness



Marketing Recommendations

- Conduct research to determine interests, attitudes, values of target students
- Use hard-hitting, factual, motivational messages
 - repeat frequently, build sense of unity around going to college
- Test materials with target audiences
- Get messages directly to students, families – multiple paid media outlets, mailings
- Bolster messages with specific actions students can take
- Long-term commitment – least 3 yrs.
- Evaluate effectiveness in changing college-going behavior





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NETWORK

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