

COLLEGEPOINT

Class of 2021 Virtual Kickoff Convening Handbook

AUGUST 4 – 7, 2020

Bloomberg
Philanthropies

College
Advising
Corps

COLLEGE
POSSIBLE™

MAT
RICU
LATE

ScholarMatch





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CONVENING AGENDA

Tuesday, August 4th , 12:00 – 5:00 PM ET

CollegePoint Mission and Virtual Advising

Wednesday, August 5th, 12:00 – 5:00 PM ET

Student and Family Wellbeing

Thursday, August 6th, 12:00 – 5:00 PM ET

Financial Aid

Friday, August 7th, 12:00 – 3:00 PM ET

Virtual College Fair

Download the full agenda [here](#).

Access the convening pre-reading [here](#).



COLLEGEPOINT OVERVIEW



OUR MISSION

CollegePoint aims to Increase the number of high-achieving low- and moderate-income students who apply to and enroll in top colleges and universities nationwide.

THE CHALLENGE

Each year, tens of thousands of hardworking, high-achieving students from low- and moderate-income families fail to apply to leading colleges and universities that they are qualified to attend. What prevents high-achieving, low- and moderate-income students from applying to top-performing colleges and universities? They lack:

1. personalized guidance about which institutions are a good match given their level of academic achievement
2. accurate information about the real costs of leading institutions, and
3. models of other students like themselves who have successfully made the transition to our best colleges and universities.

OUR RESPONSE

In 2014, Bloomberg Philanthropies and America Achieves launched CollegePoint, a coalition of nonprofit organizations and philanthropic institutions with **the goal of increasing the number of high-achieving, low- and moderate-income students enrolling in top colleges from 1/3 of 75,000 students then to more than 1/2 by 2020.**

CollegePoint partners with four different college access organizations to provide **high-achieving, low- and moderate- income students** nation-wide with the **individualized support** they need to navigate the college application and financial aid process and, ultimately, enroll at an institution that matches their qualifications. Advisors use technology to connect with students virtually.

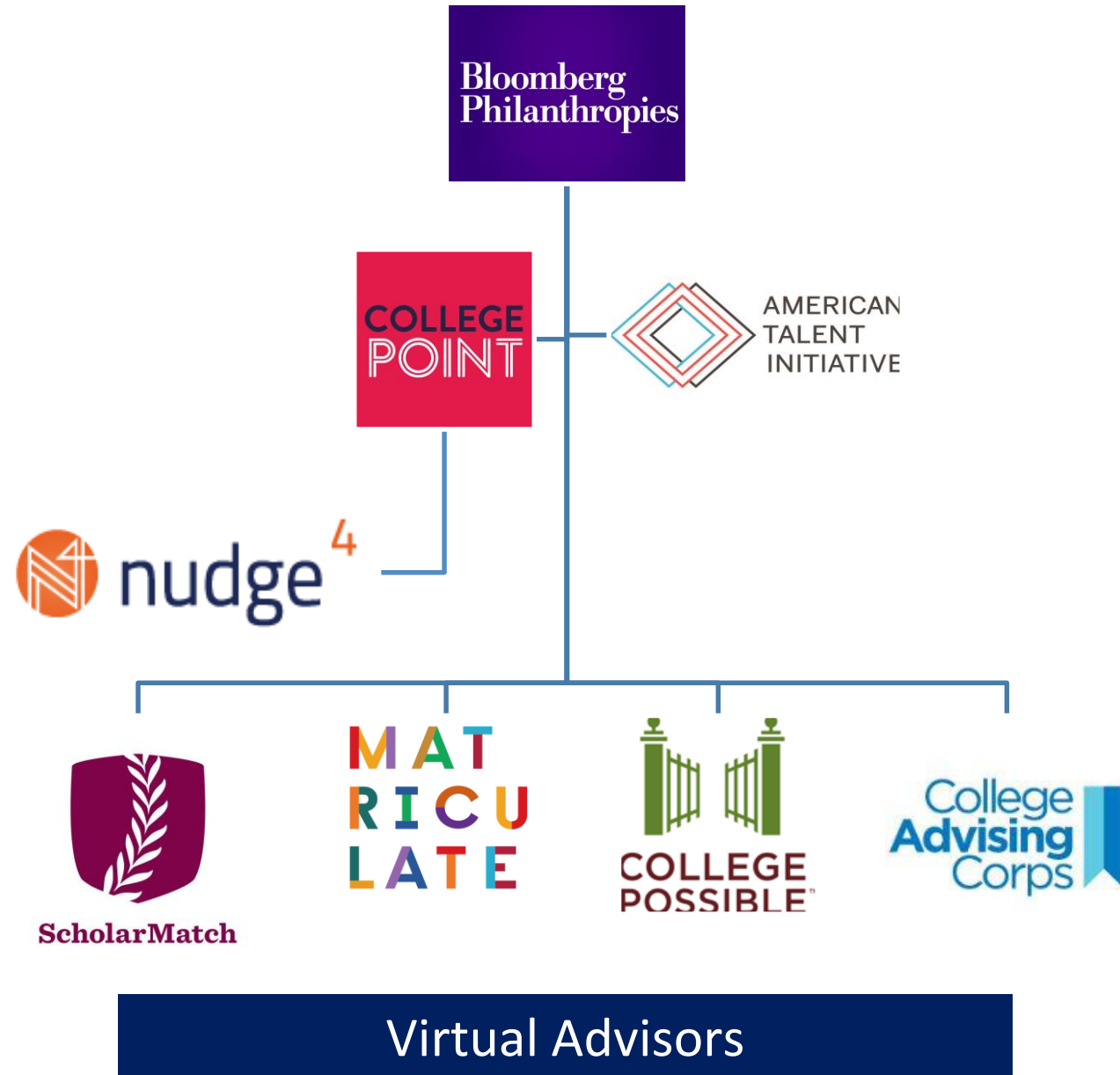
OUR RESPONSE

To date, **CollegePoint** has served over **70,000 students**, and in 2020-2021, CollegePoint will serve over 10,000 students.

CollegePoint partners with respected national organizations, including ACT, College Advising Corps, College Board, College Possible, Jack Kent Cooke Foundation, Matriculate, ScholarMatch and uAspire to give these students personalized information on their college options and the associated costs, and, ultimately, to **support high-achieving, low- and moderate-income students to apply to and enroll in top-performing colleges when they would not otherwise.**¹

¹ We define **top colleges** as schools that have a six-year graduation rate of 70% or higher and undergraduate enrollment of greater than 500 students. Currently, 319 institutions meet this criteria. The full list can be found at collegepoint.info/schools.

ORG CHART



COLLEGEPOINT TEAM



**DIMITY
PALMER-SMITH**

She/Her/Hers
Director of Strategic
Partnerships
BP Education Team



**JENNY
KANE**

She/Her/Hers
Program Officer
BP Education Team



**JESSE
FOSTER**

She/Her/Hers
Data Manager
EASE



**JHENIELLE
REYNOLDS**

She/Her/Hers
Program Manager
BP Education Team



**GETZAMANY
CORREA**

She/Her/Hers
Summer Intern
Bard College



**NICK
WATSON**

He/Him/His
CollegePoint Director
BP Education Team

OUR APPROACH



Identify Eligible Students

- GPA ≥ 3.5
- A score ≥ 90 th percentile on the PSAT, SAT, or ACT
- An earned family income \leq \$80,000 per year
- Partner with mission-aligned organizations such as ACT, the College Board, Jack Kent Cooke Foundation



Recruit Students

Reach out to students via diverse outreach channels, including phone calling, emails, SMS, digital ads and direct mail.



Engage Students

Each student receives a virtual advisor from one of our advising partners who provide students with the support they need to navigate the college application process



Assess and Improve

By working with researchers at UVA and Stanford we are able to continually improve advising for students

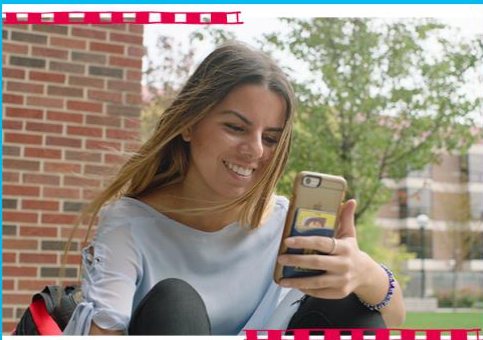
STUDENT OUTREACH

Through partnerships with the College Board and ACT, students learn about CollegePoint through three main channels:

1. Phone Calls
2. Email
3. Digital Advertising

CollegePoint reaches out to students in three cycles beginning in March of students' junior years through the end of September of their senior years. Examples of student outreach are included on the next few pages.


EMAILS




YOUR *FREE* PRE-COLLEGE ADVISOR

Hi <<First Name>>!


Choosing a college can be a stressful decision, but you don't have to make it on your own. CollegePoint is a **totally free** virtual college advising program designed for students just like you. We're here to help with everything college-related – from completing applications to finding scholarships to securing financial aid and more. You'll get tips, advice and one-on-one assistance from someone who knows the process inside and out. All for free. Seriously.

 **SIGN-UP**

[Head to our website](#) to sign up for free advising. The info you provide helps us decide exactly what support you need. Don't wait — spots fill up quickly!

 **GET MATCHED**

After you're accepted, you'll be matched with an advisor who will provide you with all of the support you need throughout the entire application process. They'll even help you choose where to go!

 **ENROLL**

With CollegePoint's help, you can enroll in a top-performing school where you'll learn, grow and set the foundation for an incredible future.

SIGN UP NOW



WATCH VIDEO

TAKE IT FROM THE FLOTUS
CollegePoint knows you've got exactly what it takes to get into the best schools in the country! Enrolling in college is one of the most important steps you can take toward a lifetime of success, which is why we are here to help you navigate the process. But don't take it from us. Listen to former FLOTUS, attorney, education advocate and first-generation college graduate Michelle Obama. We can't wait to see just how much more you achieve in the years to come.

You got this!
Alysha, Director of Program and Operations at CollegePoint



COLLEGEPOINT

CollegeBoard

COLLEGEPOINT

Your Free Pre-College Advisor

Sign Up Now

Hi, Lisa,

Choosing a college can be a stressful decision, but you don't have to make it on your own. CollegePoint is a totally free, virtual college-advising program designed for students just like you. We're here to help with everything college-related—from completing applications to finding scholarships to securing financial aid and more. You'll get tips, advice, and one-on-one assistance from someone who knows the process inside and out. All for free. Seriously.

Step 1: Sign Up

[Head to our website](#) to sign up for free advising. The info you provide helps us decide exactly what support you need. Don't wait—spots fill up quickly!

Step 2: Get Matched

After you're accepted, you'll be matched with an advisor who'll provide you with all the support you need throughout the entire application process. They'll even help you choose where to go!

Step 3: Enroll

With CollegePoint's help, you can enroll in a top-performing college or university where you'll learn, grow, and set the foundation for an incredible future.

Sign Up Now

Take It from the FLOTUS

CollegePoint knows you've got exactly what it takes to get into the best institutions in the country! Enrolling in college is one of the most important steps you can take toward a lifetime of success, which is why we're here—to help you navigate the process. But don't take it from us. Listen to former First Lady of the United States (FLOTUS), attorney, education advocate, and first-generation college graduate Michelle Obama. We can't wait to see how much more you achieve in the years to come.



You've got this!

Sincerely,

Alysha
Director of Program and Operations at CollegePoint

COLLEGEPOINT

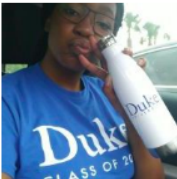
FROM HOUSTON TO DUKE UNIVERSITY

Hi <<First Name>>!

I'm Michelle and I want to tell you a little about my path to college and my experience with CollegePoint! I was raised in Houston, TX in a low-income family, so it was really important for me to go to a college where I would receive a full ride. The summer before my junior year of high school, my mom and I visited Duke University in Durham, NC. I was at the top of my class, but I still had serious doubts about my ability to get into a prestigious college like Duke, let alone afford it.

We took the tour, and I fell in love. Duke became my goal.

Soon after that trip, I learned about CollegePoint and all of the amazing benefits they provide—and for free!! My advisor, Emily, reminded me about big deadlines, like the FAFSA, and helped me meet them so that I could get the financial aid I needed.



I'm just finishing up my second year at Duke and am pursuing my dream of becoming a doctor. Getting into Duke was one of the greatest accomplishments of my life, but what I didn't realize was that it's just the gateway to a lifetime of achievements.

And guess what? Thanks to the help I received from CollegePoint, I got a full ride and will graduate with ZERO student debt.

If you want to hear more of my story, you can [watch this video](#), but I encourage you to **SIGN UP** for your free advising with CollegePoint. I promise it's worth it.

Michelle Katemauswa
Michelle Katemauswa
Duke, Class of 2021


SIGN UP NOW

COLLEGEPOINT

DIGITAL ADS - Facebook

 CollegePoint
Sponsored · 🌐

Make your college dreams come true with one-to-one advising.




CollegePoint.info
Free Advising from CollegePoint

SIGN UP


 CollegePoint
Sponsored · 🌐

Get personalized help navigating the college process - from applications to enrollment.



COLLEGEPOINT.INFO
Sign Up for Free College Advising

SIGN UP

 CollegePoint
Sponsored · 🌐

Make your college dreams come true with one-to-one advising.

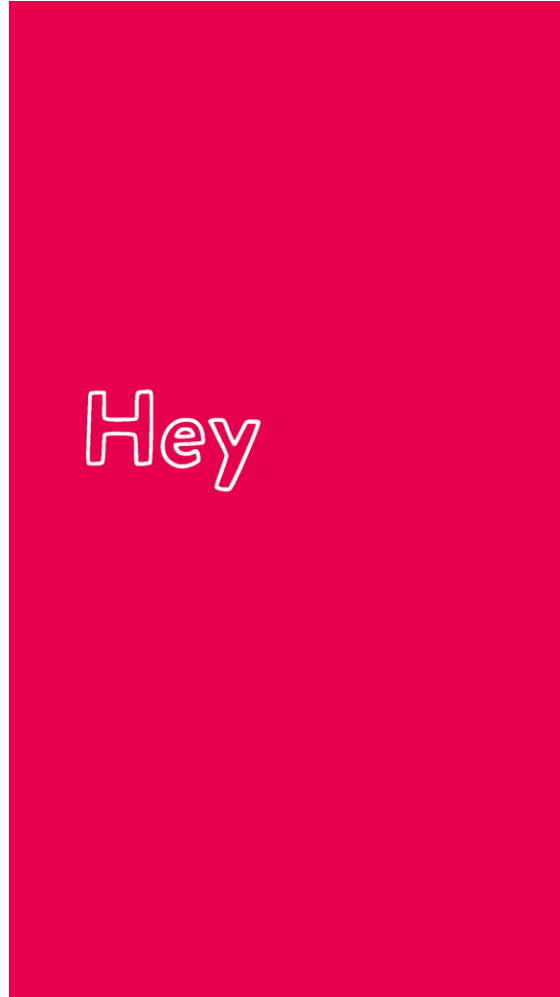


COLLEGEPOINT.INFO
Free Advising from CollegePoint

SIGN UP

DIGITAL ADS – Instagram

Click to play the videos!



ADVISING PARTNERS





COLLEGE ADVISING CORPS MODEL

- **Founded in 2005** at the University of Virginia; founding CollegePoint partner (2014)
- **Mission:** to increase the number of low-income, first-generation college, and underrepresented high school students who enter and complete higher education.
- CollegePoint advisors include **19 full-time eAdvisers** based in Chapel Hill, NC
- **Caseload per eAdvisor** is ~ 165 students.



COLLEGE POSSIBLE MODEL

- **Founded in 2000** in St. Paul, MN; founding CollegePoint partner (2014)
- **Mission:** to make college admission and success possible for students from low-income backgrounds through an intensive curriculum of coaching and support.
- CollegePoint advisors include **32 full-time AmeriCorps members** (coaches) based in Portland, OR (12) and St. Paul, MN (14)
- **Caseload per coach** is ~ **165 students**.



MATRICULATE MODEL

- **Founded in 2015** in New York, NY; founding CollegePoint partner
- **Mission:** to empower high-achieving, low-income high school students to make the leap to our best colleges and universities
- CollegePoint advisors include over **800 college students (Advising Fellows)** across **13 campus partners** and **1 virtual fellowship**
- Advising Fellows each serve **~4 students**



SCHOLARMATCH MODEL

- **Founded in 2010** in San Francisco, CA; joined CollegePoint initiative in 2016
- **Mission:** to make college possible for underserved youth by matching students with donors, resources, colleges, and professional networks.
- CollegePoint advisors include over **300 volunteer college coaches** who range from 18 - 75 years old and live around the world.
- ScholarMatch Coaches each serve **~2 students**.

LIFE CYCLE OF ADVISING

1	SPRING <ul style="list-style-type: none">• First wave of outreach to juniors• Some advisors begin working with juniors• College decisions for seniors
2	SUMMER <ul style="list-style-type: none">• Second and third waves of outreach to rising seniors• Some advisors begin working with rising seniors• Seniors transition to college
3	FALL <ul style="list-style-type: none">• All advisors are working with seniors• College Applications, essays and FAFSA
4	WINTER <ul style="list-style-type: none">• Advisors are working with students on finishing applications, applying for financial aid and finding scholarships.• Advisors begin conversations around the transition to college

OUR STUDENTS



OUR STUDENTS

The data below reflects **Class of 2020 student demographics**. Note that the missing variables in this table indicate that the College Board is missing that information for the student. All information presented comes from the College Board except for income, which is collected upon intake into the program.

Eligibility Criteria	
•	GPA \geq 3.5
•	A score \geq 90th percentile on the PSAT, SAT, or ACT
•	An earned family income \leq \$80,000 per year

Data Availability for All Students	
Have Data	72%
No Data	28%

Demographic Breakdown for Students with Data	
Female	52%
Asian	25%
Black	9%
Hispanic/Latino	23%
White	25%
Other Race	5%
Missing Race	13%
First Generation	52%
Non First Generation	35%
Missing Parental Education	13%
Low Income	45%
Middle Income	55%

OUR STUDENTS



Watch this video to hear
four Class of 2017
students share their
stories about how
CollegePoint helped
them enroll in a top
college of their choice.

OUR STUDENTS



SUGGESTED READING



SUGGESTED READING

Below are suggested resources to support your advising practice, understanding of our students and professional development throughout the year.

- [The Privileged Poor](#) by Dr. Anthony Jack
- [Moving Up Without Losing Your Way: The Ethical Costs of Upward Mobility](#) by Jennifer Morton
- Center for Racial Justice in Education [Reading List](#)
- [The Truth about College Admission](#) by Brennan Barnard and Rick Clark
- [Decoding the Cost of College](#), uAspire Report
- [For White Folks Who Teach in the Hood... and the Rest of Y'all Too: Reality Pedagogy and Urban Education](#) by Chris Emdin

COLLEGEPOINT EXCHANGE

The CollegePoint Exchange on Slack is a community for the 1300+ CollegePoint advisors serving Class of 2021. For those attending the Virtual Kickoff Convening, it will be a place to connect, question and discuss with your peers in real time.

[Download the Slack Guide here.](#)

The CollegePoint logo, featuring the word "COLLEGEPOINT" in a bold, sans-serif font. The letters "COLLEGE" are in red, and "POINT" is in white. The logo is set against a dark blue rectangular background.

FOLLOW US!

Our social media aims to amplify the stories, experiences and knowledge of our students and advisors so that other high-achieving, low- and moderate-income students can see what's possible for themselves. Follow us on social media and you and your students to submit their own stories throughout the year!



@collegepoint_advising



@collegepoint



@collegepoint

Students and advisors can
submit stories here:

bit.ly/collegepointfeature