

# *College Bound Outreach*

## **Statutory and/or Budget Language**

\$1,454,000 of the general fund—state appropriation for fiscal year 2024 and \$1,454,000 of the general fund—state appropriation for fiscal year 2025 are provided solely for contracting with a college scholarship organization with expertise in conducting outreach to students concerning eligibility for the Washington college bound scholarship consistent with chapter 405, Laws of 2007. The office may require the recipient of these funds to report the impacts of the recipient's efforts in alignment with the measures of the Washington school improvement framework.

## **Purpose**

Funding is provided only as a pass through to a college scholarship organization with expertise in providing outreach to students regarding eligibility for the College Bound Scholarship program. OSPI contracts with the College Success Foundation for this purpose.

## **Description of Services Provided**

College Success Foundation (CSF) utilizes four key methods to implement its primary strategies of developing notification and awareness for middle school students receiving the College Bound Scholarship (CBS) and enhancing college and career readiness support services to CBS students in middle and high schools. The four key methods include the following:

- Counselor and practitioner trainings to raise awareness of auto-enrollment to eligible middle school students and their parents or guardian and the importance of filling out the FAFSA/WASFA;
- Practitioner and student-facing resources to introduce CBS requirements, how to access the scholarship, general financial aid terminology, financial aid process, types of financial aid and steps to complete the FAFSA/WASFA;
- Integrate middle school and high school College Bound Scholarship students into existing college and career planning;
- Technical assistance to identify and share resources and partnerships available to support CBS students, including assisting schools with uploading addresses to the Washington Student Achievement Council (WSAC) portal; and
- Campaigns to strengthen outreach to CBS students.

CSF also provides direct student services through our College Bound Regional Officers (CBRO) to support 12<sup>th</sup> grade student/family-facing FAFSA/WASFA workshops and through our AmeriCorps College and Career Coaches (CACCs) middle school programming to notify students with CBS enrollment. College Bound Regional Officers (CBROs) and AmeriCorps College and Career Coaches (CACCs) work and serve respectively and tirelessly during the program year by



providing unflagging support to school, school district and community partners to keep students and families engaged.

This year, CSF provided 163 training sessions for CACCs, CBROs and their supervisors. The training helped CACCs enhance a college-going culture at their middle schools; improved CBRO services to schools, districts, and community-based partners, and strengthened supervisor effectiveness to set up their team members for success.

The CSF pipeline continues to focus on 8<sup>th</sup> grade as the priority group. CSF's standardized college and career readiness five-lesson curriculum incorporated instruction, group discussion and individual student activities to engage all learners. Topics include:

- Lesson 1: College Aspirations – Increases students' awareness of the factors that impact college and career readiness.
- Lesson 2: Career Interests and Values – Allows students to utilize career tools to explore their own interests and career options.
- Lesson 3: College Pathways – Introduces students to higher education paths, including two-year, four-year and technical college alternatives; and the connection between a college degree and obtaining a job.
- Lesson 4: College Affordability and Planning – Increases students' knowledge of college costs, awareness of the different ways to pay for college, and the return on investment of a post-secondary degree.
- Lesson 5: Create Your Future – Reflects on key lessons learned throughout the curriculum and helps students recognize what has impacted their college and career goals and interests.

CACCs participated in a total of 64 activities to promote the College Bound Scholarship to students and parents/family members, including special events and year-long, ongoing efforts. CACCs shared information about the College Bound Scholarship to 823 7<sup>th</sup> graders, 2420 8<sup>th</sup> graders, and 1245 parents/family members.

In addition to delivering College and Career Readiness lessons and promoting the College Bound Scholarship, CACCs participated in 197 activities to strengthen a college going culture at their schools.

CBROs work with school and district staff, along with community-based organizations across Washington state to identify what support, training and/or technical assistance is required and to determine and develop the best strategies to educate and support eligible students on the College Bound Scholarship program and opportunities available in postsecondary education. Five CBROs serve an area roughly corresponding to the state's nine Education Service Districts. Due to time and resource constraints, CBROs provided support to practitioners through virtual presentations, virtual meetings, and resource sharing if they were not able to attend an in-person event. This year, CBROs were able to reach large numbers of students and families to aid

their FAFSA/WASFA completion, strengthen their understanding of the College Bound Scholarship, and obtain general financial aid resources and knowledge. CBROs reached over 13,500 students and family members.

## Criteria for Receiving Services and/or Grants

College Bound regional officers serve schools and districts throughout their respective regions. They focus their time based on objective need, primarily low CBS sign-up rates, and also low FAFSA/WASFA completion rates. They also consider subjective criteria including a school's lack of, but desire to, build a college-going culture and lack of other school or community-based service providers or resources.

All middle and high schools with students eligible for the College Bound Scholarship (CBS) are served. Districts and schools can receive: 1) training on the College Bound Scholarship; 2) student workbooks and support to engage eligible and enrolled students in the College Bound Scholarship program; and 3) regional workshops to learn ways to support College Bound students in career and college readiness.

## Beneficiaries in the 2023-24 School Year

<b>Number of School Districts</b>	53
<b>Number of Schools</b>	180
<b>Number of Students</b>	10,960
<b>Number of Educators</b>	2,901
<b>Other</b>	N/A

## Are Federal or Other Funds Contingent on State Funding?

No

## State Funding History

<b>Fiscal Year</b>	<b>Amount Funded</b>	<b>Actual Expenditures</b>
2024	\$1,454,000	\$1,434,103
2023	\$1,454,000	\$1,454,000
2022	\$1,454,000	\$1,441,254
2021	\$1,454,000	\$1,454,000
2020	\$1,454,000	\$1,454,000

## Number of Beneficiaries Per Fiscal Year (e.g. School Districts, Schools, Students, Educators, Other)

Fiscal Year	Number of Beneficiaries
2024	180
2023	161
2022	226
2021	292
2020	292

## Programmatic Changes Since Inception (If Any)

N/A

## Program Evaluation or Evaluation of Major Findings

CBROs worked closely with districts, community-based organizations, and schools to provide FAFSA/WASFA completion support to College Bound seniors in high school. CBROs supported many schools and community events and worked tirelessly to stay aware of updates to the Better FAFSA.

The FAFSA completion rate for students at schools directly served by CBROs is higher than the completion rate at schools not directly served by CBROs. Additionally, the FAFSA completion rate for College Bound students is higher among students at schools served by CBROs.

	Students from schools with CBRO interactions	Students from schools without CBRO interactions	Students from all schools
CB Students	41%	31%	36%
Non-CB Students	49%	45%	47%
All students	45%	38%	41%

## Major Challenges Faced by the Program

Throughout the year, CBROs reflected on how challenging this year's FAFSA/WASFA cycle has been. The delayed release of the Better FAFSA, coupled with technical difficulties and the delayed ability for mixed-status families to complete the FAFSA, resulted in a frustrating year. CBROs noted that they were unable to focus on middle school support as much as they would have liked, and plan to focus their attention more on middle school practitioner support next year.

For the 2023-2024 academic year, CSF reduced its number of AmeriCorps positions from 19 to 11. During the 2021- 22 and 2022-23 academic years, our AmeriCorps program faced significant recruitment, enrollment, and retention challenges despite vigorous and intentional outreach and recruitment efforts.

## Future Opportunities

CSF is in the process of implementing Salesforce for WCAN team members. This will allow CBROs to better maintain their contact lists and track their work in a unified way. This will be an improvement over the current system – each CBRO uses their own Excel sheet to track contacts, but this also leads to duplicated contacts and challenges tracking practitioner turnover.

CBROs reflected on strategies that help increase practitioner participation in trainings and campaigns. CBROs shared that preparing marketing templates for partners, collaborations with local CBOs that serve students and families, support with translation/interpretation services, and providing financial support (such as providing incentives or food during events) all contributes to increased participation.

## Other Relevant Information

N/A

## Schools/Districts Receiving Assistance

[Click here to see a list of all OSPI grant recipients in the 2024 Fiscal Year.](#)

## Program Contact Information

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