Improving College Enrollment with District Collaborations

WACAC and RMACAC Share Model Programs with School Districts and Colleges

WACAC Session Overview– Topics & Presenters

Welcome and Introductions

1. Program Overview, Components & Outcomes – Esther Hugo
2. College Involvement and Retreat Activities: Gregg Murray
3. Action Plan Implementation – Guadalupe Navarrete

Presentation Purpose:
Share a Collaborative & Scalable Model

WACAC

District Directions Program Purpose

Intentionally link Western Association for College Admission Counseling (WACAC) programs, members, and services with an underserved public high school district.

WACAC

WESTERN ASSOCIATION
FOR COLLEGE
ADMISSION COUNSELING

CollegeBoard Connection

Western Region

April 2009

Counselor Fall Retreat features Needs Assessment, Data, and Cheesecake !

- Program Description
- Data Presentation
- Discussion
- Identified Needs:
  - Admission Process
  - Using Data and Evaluation
  - Creating a College-Going Culture

Counselors Connected with Professional Development Events

Share-Learn-Connect

San Diego Miramar College – March 2015

WACAC Annual Spring Conference

NACAC National Conference – San Diego

UCLA Researcher Organized School-Specific Data

- Graduation rates
- Free and reduced Lunch
- Students taking AP, PSAT, SAT
- Curriculum Completion
- College Enrollment rates to public university systems and community colleges

How can counselors analyze and use data to promote achievement?

Maximize Counselor Impact through Coordination and Training

8 State Priorities and Related Data Elements

Needs Assessment → Goals → Resource → Alignment → Services → Outcomes

Student Achievement
- Performance on assessments
- Academic Performance Index
- College and Career Readiness
- English learners becoming reclassified and proficient
- Advanced Placement Exams passage
- Prepared through Early Assessment Program

School Climate
- Student suspension rates
- Student expulsion rates
- Other local measures

Student Engagement
- School attendance rates
- Chronic absenteeism rates
- Middle School dropout rates
- High School dropout rates
- High School graduation rates

Implementation of CCSS
- CCSS implementation results for all students, including English learners

Parental Involvement
- Efforts to seek parent input
- Promotion of parental participation and leadership

Basic Services
- Rate of teacher mis-assignments
- Student Access to standards-aligned instructional resources and materials
- Facilities

Other Student Outcomes
- Other indicators of student performance in courses of study. May include performance and other exams.

Course Access
- Student access and enrollment in courses of study

Vista USD Goal #3 and Action Plan #9

- "We will design a district-wide college awareness campaign.
  - Vista USD Action Plan 9 - LCAP
- "We will refine, adjust and implement our plan based on data and feedback."
  - Vista USD Action Plan 9
- "Our students will graduate from high school ready for college and career."
  - Vista USD Blueprint

VISTA UNIFIED SCHOOL DISTRICT
EXCELLENCE ★ INNOVATION

Who's Missing? – Data Question

- Analyze your college-going patterns
- Are all students being served?
- What interventions will have impact?
- How do you measure impact of your services?
- Data is School-Specific

College Board Outcomes: Increase in AP Exams and PSATs

	Before DD - 2011	After DD - 2012
Advanced Placement Tests	1302	1391
PSAT - Sophomores	847	1088
PSAT - Juniors	1053	1324

District Action Plan Focus: PSAT as a Counseling Tool

PSAT Test-Takers	Overall District Increase	Overall Increase Hispanic Students
PSAT Sophomores	+ 28.5%	+ 59.4%
PSAT Juniors	+ 25.7%	+ 52%

College Applications Increase

College/ University	2010	2013	% Increase
Cal State University, East Bay	60	71	+ 18%
Notre Dame de Namur University	22	43	+ 95%
Santa Clara University	49	114	+ 133%
University of San Francisco	29	68	+ 134%

Two-Day Retreat Provides Info and Time to Develop School Teams

- Program designed around Needs Assessment
- NOSCA Goal-Setting and Data information
- Dinner with the Principals
- Every counselor and at least one Administrator in attendance

Retreat Activities Based on Counselor Needs

- College Board Data Presentation
- School-specific Data from Colleges
- Trends in College Admissions
- Case Studies Exercise
- Speed Dating with Colleges
- Planning Time for Action Plan development
- Presentation to Principals and Administrators

Principals Invited to Dinner & Counselor Presentations

- Counselors and Principals discussed Plans
- Principals returned at end of retreat for Action Plan
- Networking during Dinner
- Counselors Work in Teams
- Action Plans linked to overall School Improvement Plan

College Involvement is Key

HOLY NAMES UNIVERSITY

CollegeBoard

CALIFORNIA STATE UNIVERSITY · EAST BAY · 1957 · PER ASPERA AD ASTRA

STANFORD UNIVERSITY

USF UNIVERSITY of SAN FRANCISCO

SLUG · SANTA CRUZ

NOTRE DAME DE NAMUR UNIVERSITY

Santa Clara University

FOOTHILL COLLEGE
www.foothill.edu Upgrade. Advance.

SAN FRANCISCO STATE UNIVERSITY · 1899

Networking with Colleges: Critical Component

Speed Dating with Colleges

Counselor Comments:

- We never have time to plan and network
- Loved the time to goal set with other counselors
- We were given knowledge and tools that made sense to our field
- Using data to drive changes in our counseling curriculum

Professional Development Retreat Helps Counselors Update College Info

Action Plans Focused on Student Success

Action Plans Presented: Examples

- Increase College Prep curriculum completion
- Increase number of Latino students to the University of California system
- Increase involvement of Teachers and Administrators
- Rebuild the 9th Grade year to Infuse College Information

Strategic Plan Tool & Accountability Report: Summary

Adapted from The College Board's National Office of School Counselor Advocacy (2010)

ACTION PLAN FOR SEQUOIA HIGH SCHOOL

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BASELINE DATA:

Number of Latino students accepted to CSU is proportionate to the Latino general population at Sequoia High School. However, the number of Latino students accepted into the UC's is not representative of the general population of Latino students.

GOAL STATEMENT:

Increase the number of under-represented students accepted to the UC campuses and competitive private colleges and universities by doing the following: 1. Raise student awareness of the importance of and participation in community service and leadership activities. 2. Teach students how to better utilize the personal statement section in order to present themselves in their best light.

Impact of Levels of Interventions and School Counselor's Role:

Individual Level	Increase students' understanding of connection between course subjects, careers and majors. Increase use of Naviance by students to encourage college preparedness. Increase the number of personal statements read.*
Group Level	Collab w/ Eng. Dep, Academies, Dream club, BUILD, AVID re. working together to help students understand sustained commitment of leadership positions & working up to it. (Counselors are program based)
Classroom Level and Grade Level Support	Request Faculty to: Invite professionals to speak about their career & its connection w/ course subject & major. Reinforce information from Naviance's weekly emails. Ie., putting up-coming meetings on the board. Connect A-G to subject area. Connect grades to scholarships and grants. Encourage students to commit early to community service(connect to scholarships), extra curricular activities and leadership opportunities. Encourage sustain commitment. See Four Year Plan hand-out. Naviance grade level activities.
School-wide Level	Present statistics & concerns 1st to principal & administration, later to faculty. Share what we want to change, why it's need it & plan to make it happen. Show how we will measure success.
Family Level	Hold College Information Meetings for parents at each grade level & present at ELAC, Dream Club, etc. Share w/ them information and tools to help student w/ early, consistent and intentional preparation for college admission.
Community Level	Talk w/ feeder schools and present to middle school parents about how to help create a college going mentality in students by encouraging college awareness, Invite outside agencies to come talk re. extra curricular activities, et

RESULTS/OUTCOME STATEMENT:

We will see a significant increase of Latino students applying and attending UC and private universities. We hope to see a growth from the present 12.9% to 17% in the first year of implementation and to 25% in the second year.

*Form a committee of faculty from various subjects/programs and train them on how to read personal statements. Use case studies to train them.

Sequoia High School

CREATING A COLLEGE-GOING CULTURE
A COLLABORATIVE EFFORT

GOAL	Role of Guidance Dept.	Suggested Role of Teacher	Resources Needed
Students will know and understand A-G requirements	▪ Will teach students what are the A-G via Power Points and Naviance	▪ Talk w/ students about the A- G related to your course and its relevance.	Every room needs A-G Poster
Students will understand the value of grades	▪ Through yearly PP will address grades and GPA and their connection to college admission and scholarships	▪ Help remind and affirm the connection between grades, college admission and scholarship opportunities	
Increase use of Naviance by students to encourage college preparedness.	▪ Train students at every grade level on various uses of Naviance ▪ Send weekly emails to students via Naviance ▪ Use Naviance for all communication between Guidance, students & parents	▪ Encourage students to read weekly emails they receive through Naviance. ▪ Post up coming events ○ Evening Meetings ○ College rep speakers ○ Testing dates ▪ PSAT/SAT/ACT/IB/AP ▪ College Placement Exams	
Increase students' understanding of connection between course subjects, careers and majors.	▪ Hold workshops with students at every grade level and have them do various career assessments, search for majors, college searches	▪ Invite one speaker per year, whose profession is connected to your subject area. ▪ Have speaker speak about the relationship between his/her career, his major and your subject area	Need help finding speakers
Increase the number of personal statements read	▪ Hold trainings for juniors and seniors on how to write personal statement	▪ Volunteer to be a reader ▪ Give assignments that will help students w/personal statement	
Increase # of students that participate early in community service, extra curricular activities & sustained commitment	▪ In yearly PP presentations will address w/ all grade levels importance of this goal and explain value of sustained commitment	▪ Reinforce importance of early commitment to community service & how it can create scholarship opportunities ▪ Encourage students to participate in contests/internships in your subject area	

Data-Based Action Plans Shared with District and Principals & Counselors

SUPERACAC II!

COLLEGE BOARD OUTCOMES

	Before DD - 2011	After DD - 2012
Advanced Placement Tests	1302	1391
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SUPERACAC II!

STATISTICS FROM THE NATIONAL CLEARING HOUSE

Class of	Total in the Class	Total Enrolled	Total in Public	Total in Private	Total in 4-Year	Total in 2-Year	Total In-State	Total Out-of-State
2009	269	154	148	6	72	82	144	10
2010	304	173	157	16	65	108	157	16
2011	318	195	172	23	91	104	172	23
2012	371	240	205	35	137	103	201	39
2013	414	297	230	67	175	122	235	62

Class of	Total in the Class	%Total Enrolled	%Total in Public	%Total in Private	%Total in 4-Year	%Total in 2-Year	%Total In-State	%Total Out-of-State
2009	269	57	39	2	27	30	54	4
2010	304	57	52	5	21	36	52	5
2011	318	61	54	7	29	33	54	7
2012	371	65	55	9	37	28	55	11
2013	414	72	56	16	42	29	57	15

SUPERACAC II!

STATISTICS FROM SELF REPORT SURVEY IN NAVIANCE

NATIONAL CLEARING HOUSE			EXIT SENIOR SURVEY - Where Seniors Are Going- SELF REPORT NUMBERS				
Class of	Total in the Class	Total Enrolled in college	Total completed SURVEY	Total in 4-Year	Total Latino in 4-Year	Total Latino in Private	Total Latino in UC
2010	304	173	145	91	54	27(89)	5(36)
2011	318	195	176	107	60	22(118)	4 (39)
2012	371	240	233	149	57	24(109)	9 (34)
2013	414	297	242	181	73	25(151)	8 (38)
2014	492		378	217	94	29(203)	9(36)

(number of Latinos admitted)

Action Plan Case Study: FAFSA/Dream Act Completion

- Lincoln High School
- 60% Free/Reduced Lunch
- Cost of College huge issue
- **Action Plan Goal:**
- Increase FAFSA/Dream Act Completion by 10%

Case Study: FAFSA/Dream Act Completion

- Dream Act Students didn't want to be "outed"
- Dream Act passage made is possible to say: "Everyone Needs to do This."
- Counselor involved faculty members, who made FAFSA/Dream Act Completion a homework assignment
- Counselor recruited Deloitte Accounting, who helped as part of their community service

San Jose Lincoln HS Action Plan Focus: FAFSA/Dream Act Completion

FAFSA Submissions	2013	2014
Seniors	33% Submitted FAFSA	62% Submitted FAFSA