

Happy
**NATIONAL SCHOOL
COUNSELING WEEK**



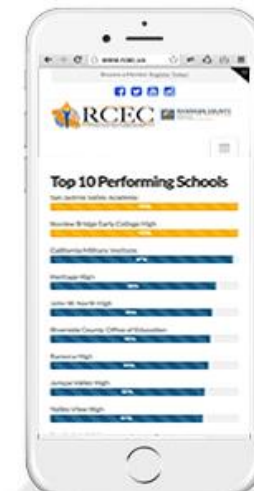
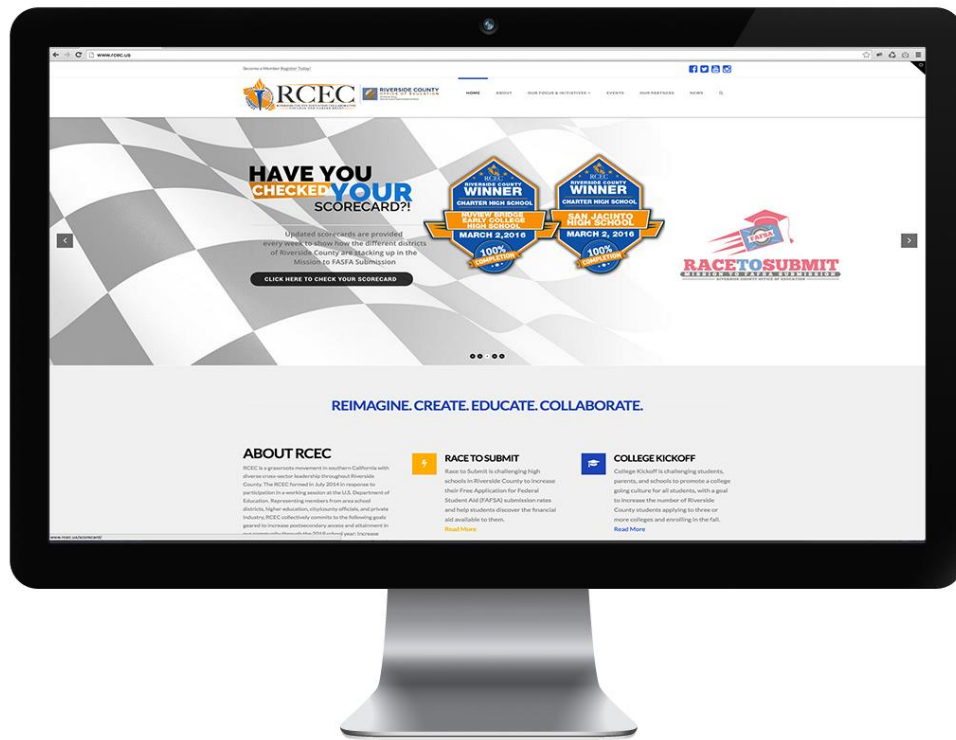
RCEC
RIVERSIDE COUNTY EDUCATION COLLABORATIVE
COLLEGE AND CAREER READY



RIVERSIDE COUNTY
OFFICE OF EDUCATION

FOR MORE INFORMATION ON OUR INITIATIVES PLEASE VISIT US @

www.rcec.us





REACH HIGHER

Complete your education. Own your future.



Inspired by her own experience as a first-generation college student, former First Lady Michelle Obama wanted to help more young people go to and graduate from college.



In 2014, Mrs. Obama started **Reach Higher** to inspire every student in America to take charge of their future by completing their education past high school, whether at a professional training program, a community college, or a four-year college or university.

REACH HIGHER



In 2015, Reach Higher launched the **Better Make Room** campaign to engage underserved, college-aspiring students, giving Gen Z the space and the tools they need to define their future and create their own movement toward higher education.



BETTER MAKE ROOM



Together, Reach Higher and Better Make Room promote college access and celebrate college attainment for low-income, minority, and first-generation youth through events like **National College Signing Day** and the **Beating the Odds Summit**.

We champion the important work of school counselors through the **School Counselor of the Year** ceremony, and 40+ states now have **Reach Higher State Teams** coordinating their college access efforts.

And we reach students where they are — through a robust social media presence, creative media, and **Up Next**, a text-messaging tool that sends students reminders and tips on the path to college graduation.





Not for distribution or press purposes.

And the response has been staggering.



SOCIAL MEDIA

Better Make Room harnesses social media to spread a college-going, college-persisting, and college-graduating culture across the country, giving young people the space to tell the story of their journey to and through higher education.

Students and celebrities drive our digital impressions, which have exploded in the 1+ year of Better Make Room's existence.



SOCIAL MEDIA

871,691,797

#BetterMakeRoom hashtag
(Twitter + Instagram)

6,549,744

Facebook Impressions

136,170

BetterMakeRoom.org unique
page views

29,119

Commitments made to
BetterMakeRoom.org

+505

Submissions to the website just
last month

1,116

Number of press hits
(approximately)



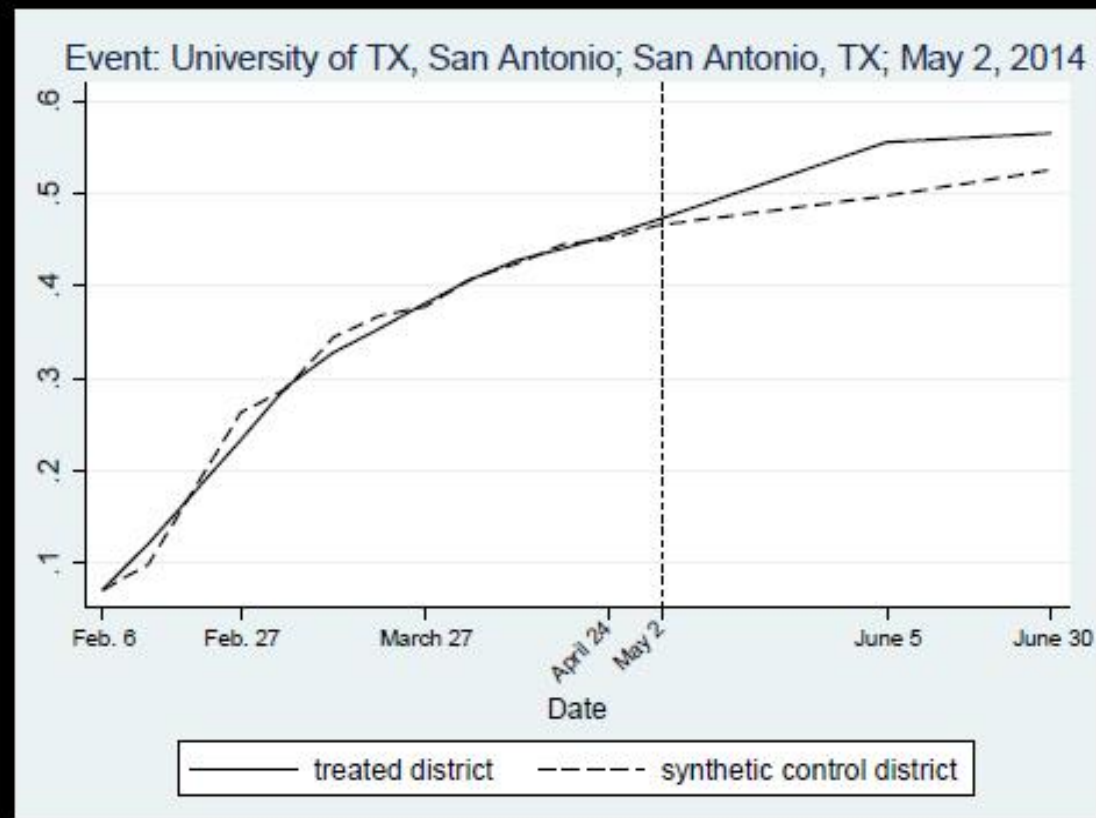
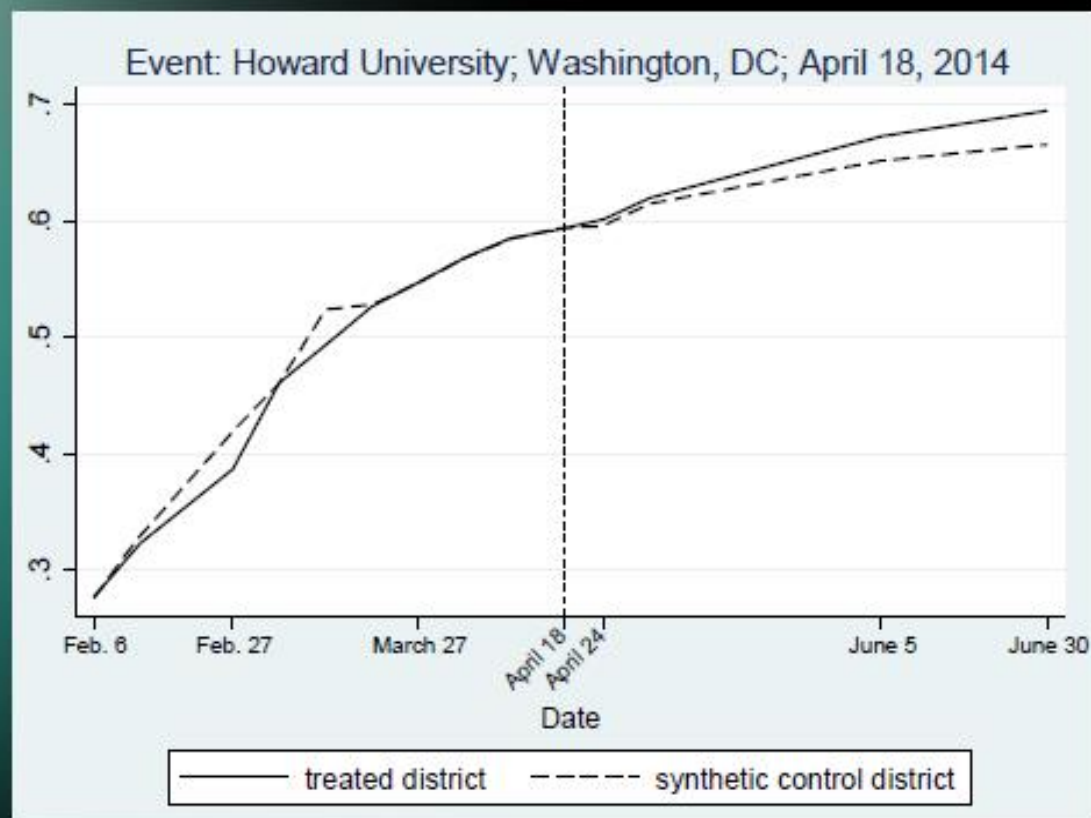
FLOTUS VISITS

Throughout her time as First Lady (FLOTUS), Mrs. Obama spoke at many events and visited many schools. During these **school visits**, which she will continue going forward, Mrs. Obama typically focuses her remarks on information and motivational stories to encourage students on their path to and through college.



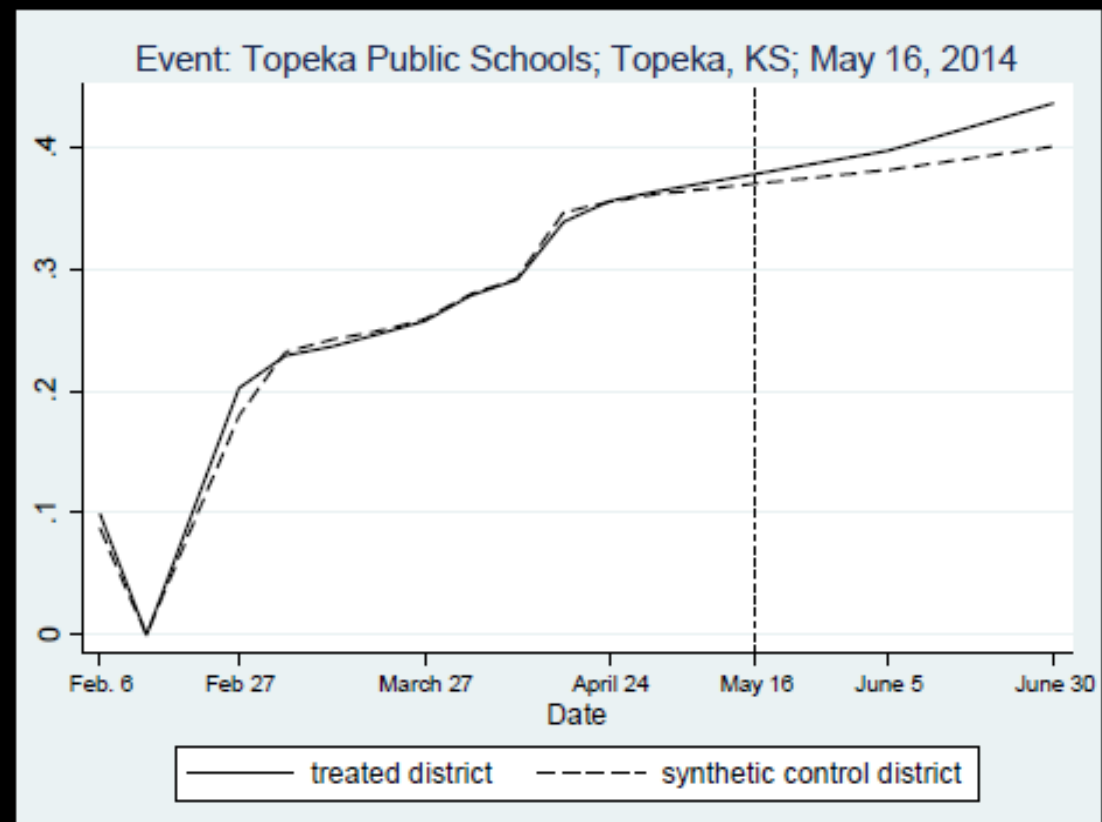
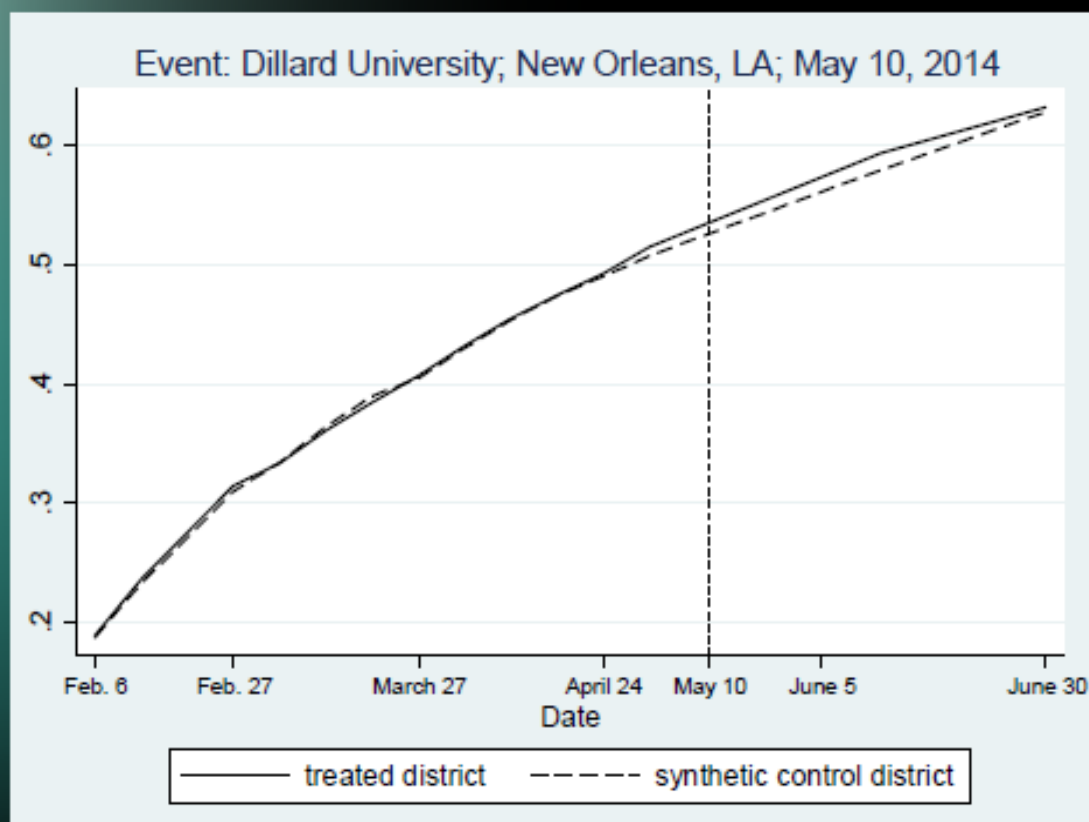
FLOTUS VISITS

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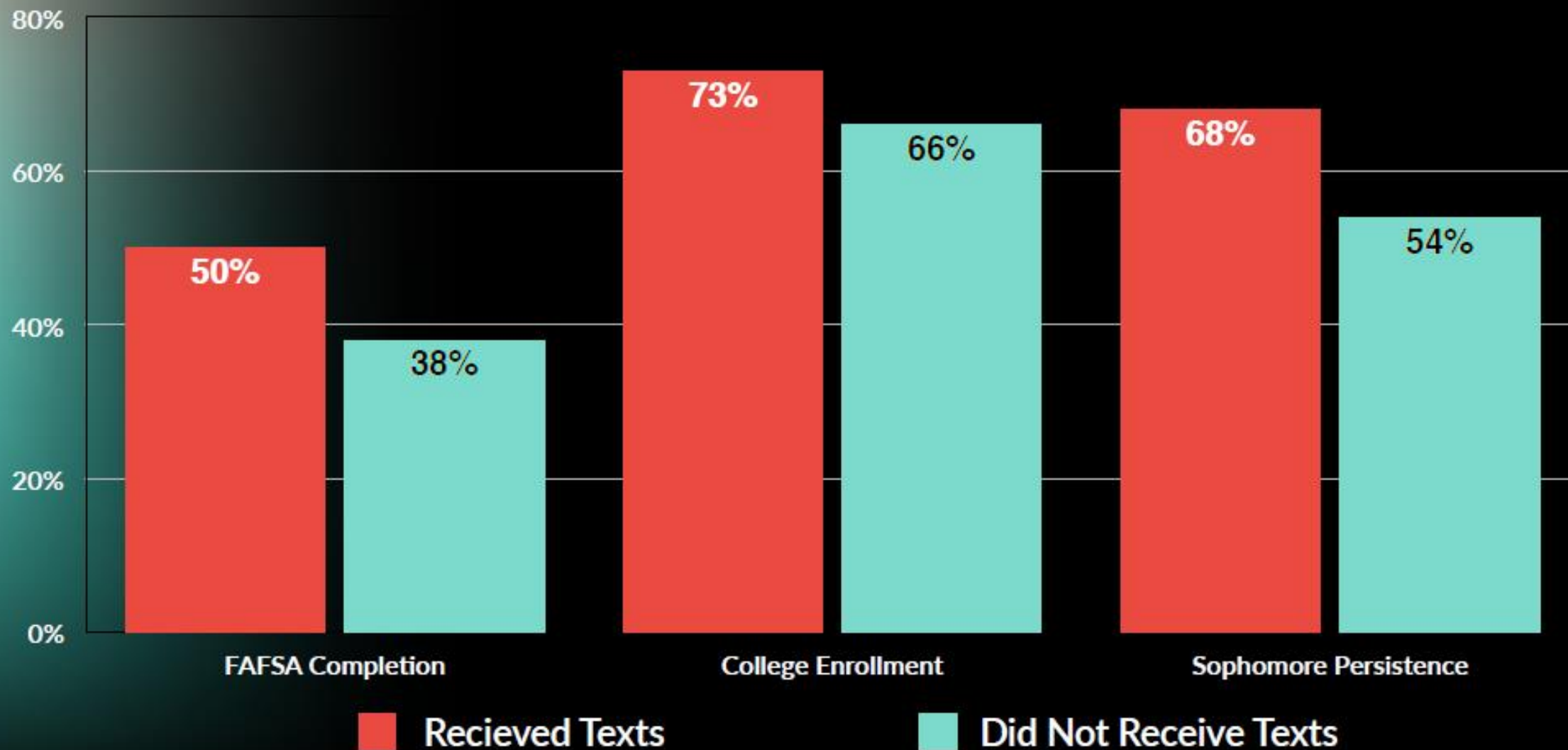


Like a college-support genie in your pocket, Up Next sends students text messages about things like applying for college, filling out the FAFSA, and paying back student loans after graduation.

- **High school students:** Up Next guides students through the college search, FAFSA completion and college applications.
- **College students:** Up Next guides students through their transition to college, making use of campus resources and FAFSA renewal.
- **College graduates:** Up Next guides students to make informed loan repayment decisions.



Previous texting programs by the same program creator have produced remarkable results.



UP NEXT

Engagement

96,144

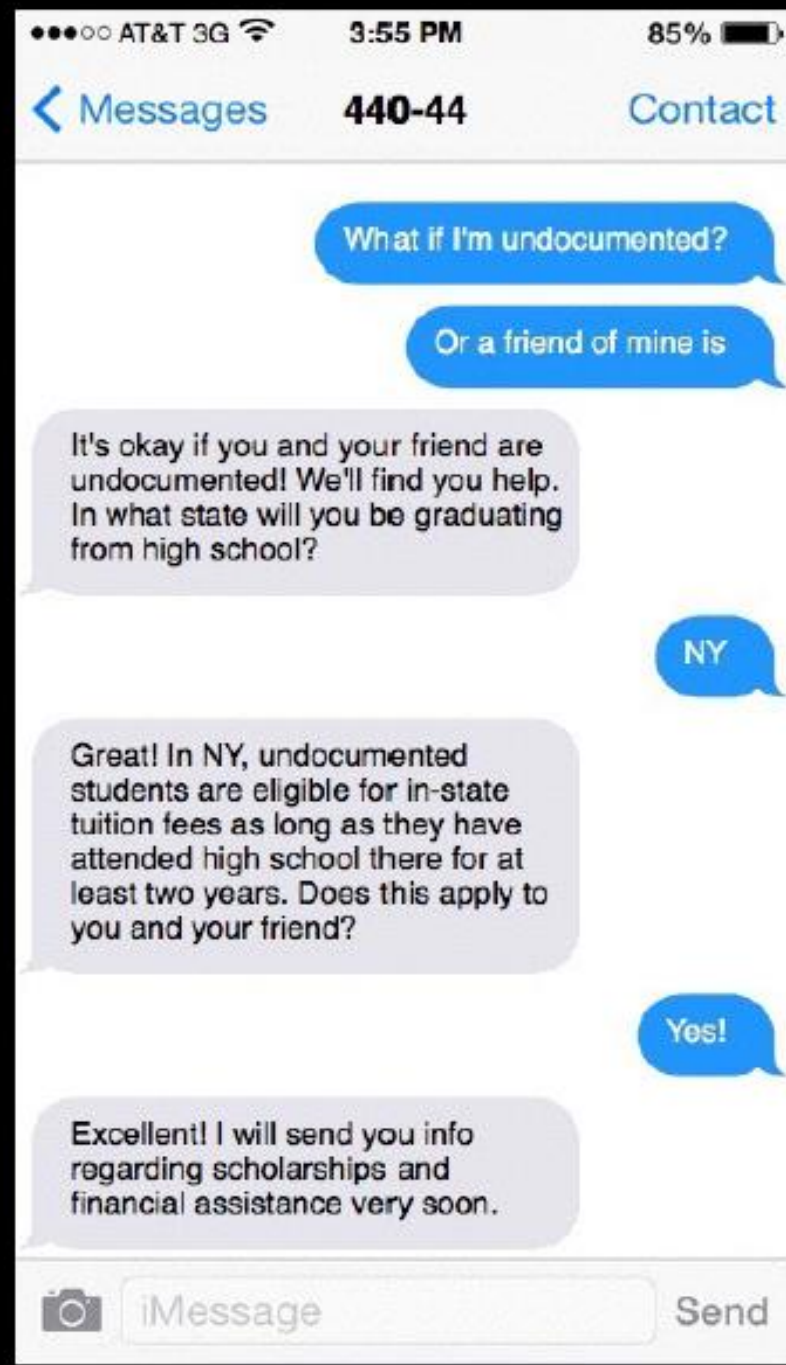
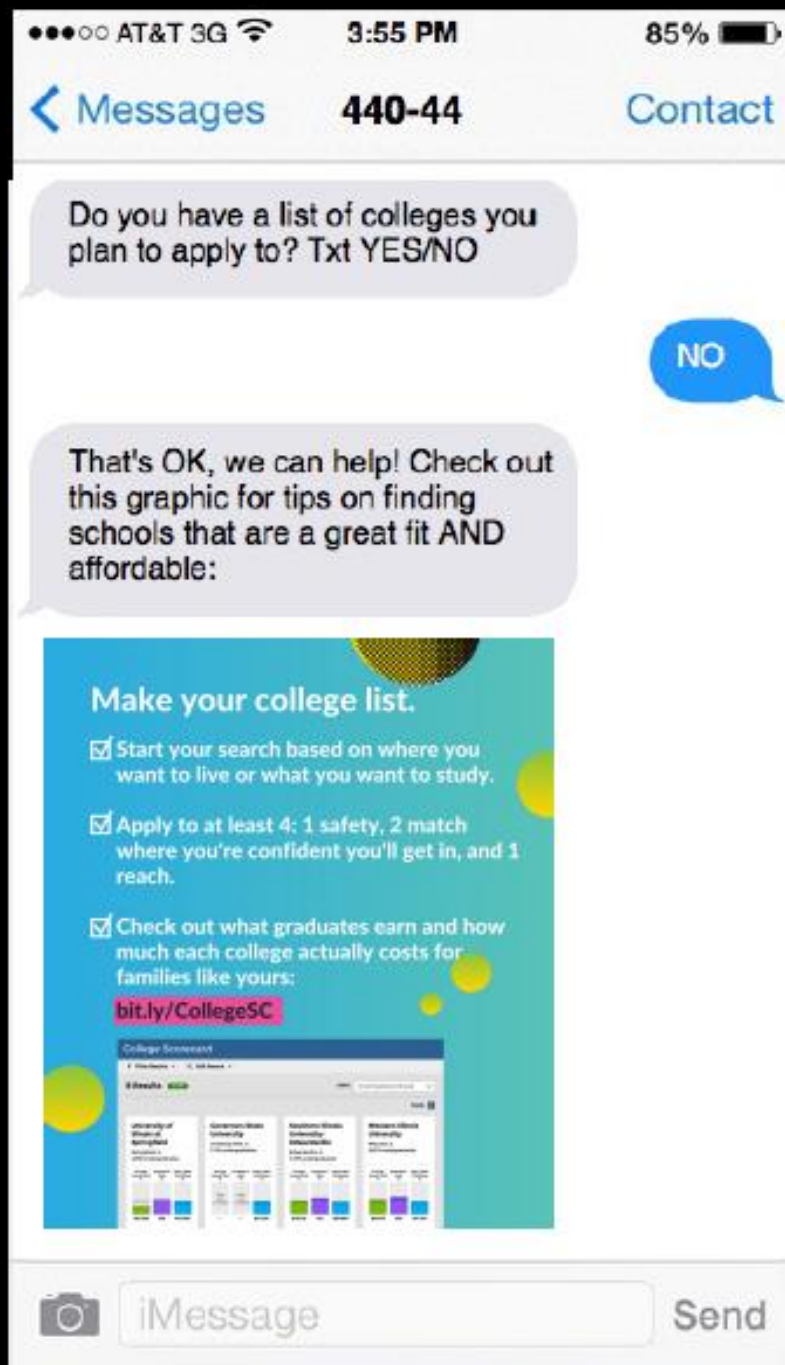
Individuals enrolled

1,257,277

Messages sent

48.9%

Student engagement rate



COLLEGE SIGNING DAY

Just like we celebrate signing days for star athletes, we wanted to celebrate high school seniors' achievement of accepting their offer of admission to a college or university. The first **National College Signing Day** was in 2014, and the movement has grown ever since.

In 2016, produced with MTV, we invited over **5,000** students to the Harlem Armory in New York City to celebrate their accomplishments together. In sync with this event, and continuing over the following weeks, independent College Signing Day events happened at schools in all 50 states.



COLLEGE SIGNING DAY 2016

110,500,000

#BetterMakeRoom hashtag

315,600,000

#CollegeSigningDay hashtag

18,200,000

#SigningSelfie hashtag

444,300,000

Total impressions

15,816

Total content pieces created on CSD

1,200+

Independent CSD events across US



STUDENT ADVISORY BOARD

In 2017, Better Make Room announced the 17 members of its inaugural **Student Advisory Board**. Members of Mrs. Obama's inaugural Student Advisory Board are committed to making President Obama's North Star goal a reality—that our nation will once again lead the world in college completion.

The Student Advisory Board's mission is (1) to create a college-going, college-persisting and college-graduating culture at their schools, and (2) to connect fellow students to any information and resources they might need to succeed. They wake up every day with a mission, working towards a vision that sees every student at their school enrolling in and completing their education past high school.



STUDENT ADVISORY BOARD



17 student board members
12 high school / 5 college
65% first-generation
76% attend(ed) a Title I school

296 applicants
37 states represented
75% high school / 25% college
average age: 17
56% first-generation



REACH HIGHER CONVENINGS & STATE TEAMS

Through its convening power, beginning with the first Reach Higher convening in 2014, Reach Higher has provided states with the opportunity to be exposed to new evidence-based school counseling practices being used across the country.

As an outgrowth of these convenings, states have formed Reach Higher State Teams representing a coalition of supporters engaged in college opportunity work in conjunction with Reach Higher. Thus far, many of these state teams have made concrete commitments to contributing to Reach Higher's [mission](#).



REACH HIGHER CONVENINGS & STATE TEAMS

9

convenings in 27 months

5 national

2 regional

2 state

1 Harvard

2 San Diego

3 Florida

4 Colorado

5 Washington

6 Oregon

7 Midwest

8 New England

9 Washington, D.C.

Coming soon: AZ

42

State Teams

93

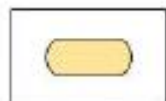
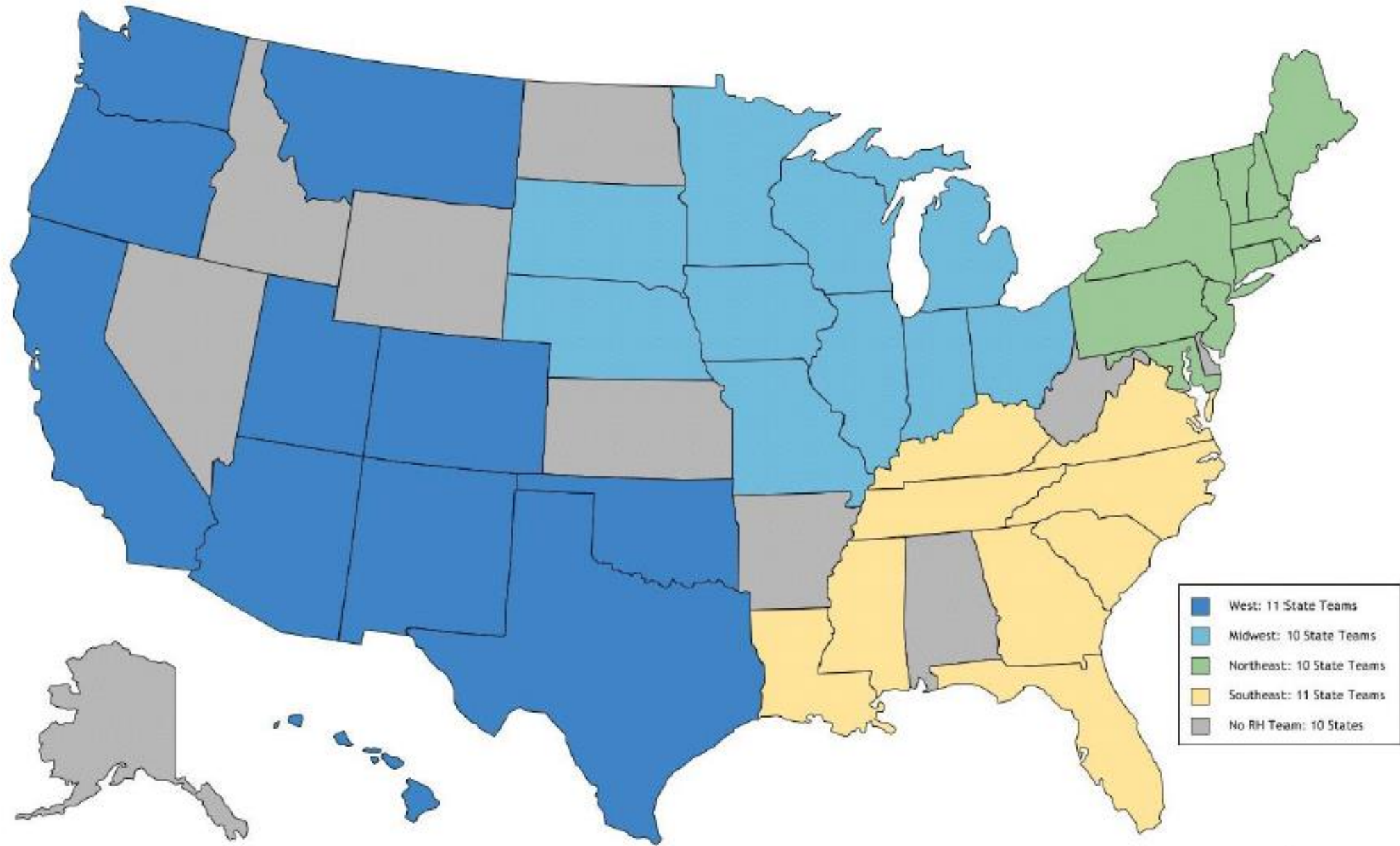
percent of U.S. public school
students who live in a state with a
Reach Higher state team

21

State Teams with
Reach Higher
commitments



Reach Higher State Teams



This is just the beginning.

**In 2017, we're ramping up the national movement,
while simultaneously activating and empowering local
communities.**

www.bettermakerroom.org



Reach Higher is a collaboration between Civic Nation, a nonprofit 501(c)(3) organization, and The Black Sheep Agency.



01

DROP OUT RATE

20

GRADUATION RATE

12

A-G RATE



SCHOOL COUNSELOR
LEADERSHIP NETWORK
RIVERSIDE COUNTY

012012

JANE
SMITH

ANYWHERE UNIFIED





twitter.com/rcecus



instagram.com/rcecus

Elementary and Middle School Counselor Focus

**Erika Gardner and Pedro Caro
North Mountain Middle School
San Jacinto Unified School District**



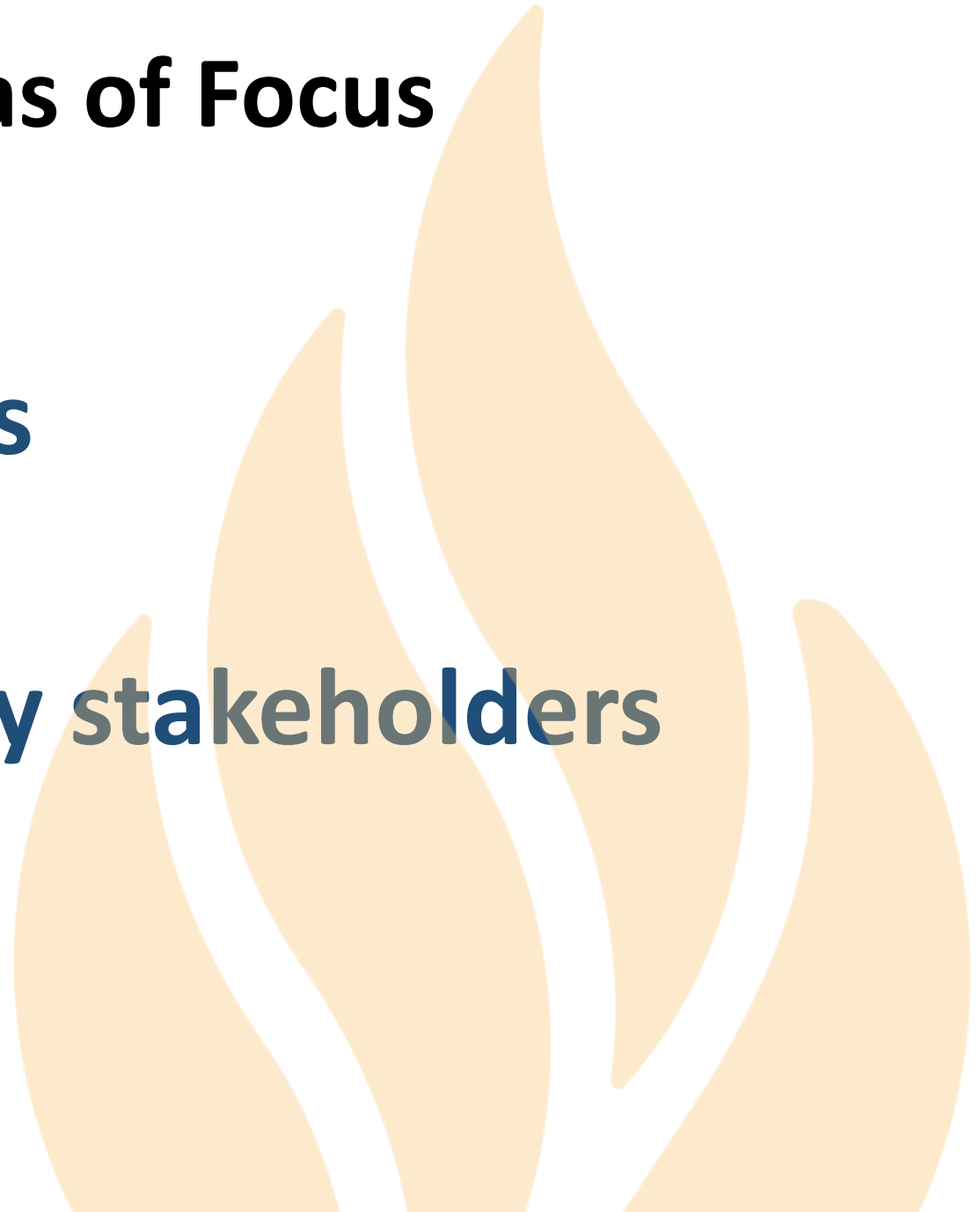
North Mountain Middle School Counseling Program

- Aligned with LCAP and ASCA National Model
- 102 % increase in core curriculum (over 3 years)
- 86% in # of college and career readiness programs (over 3 years)



Upcoming Areas of Focus

- *Creating SMART Goals*
- *Examining data*
- *Collaborating with key stakeholders*

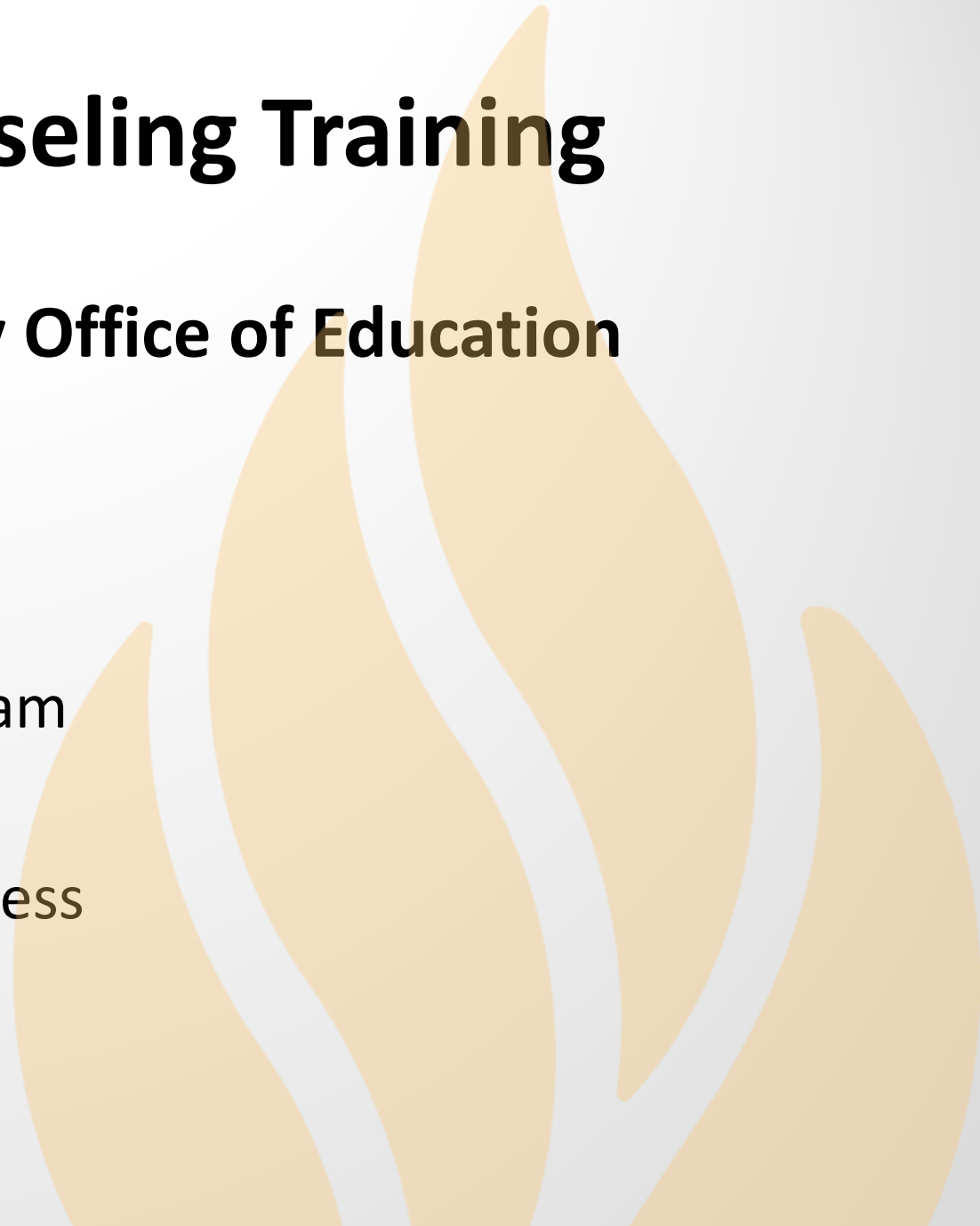


Middle School Counseling Training

- **April 21, 2017 at Riverside County Office of Education Conference Center**

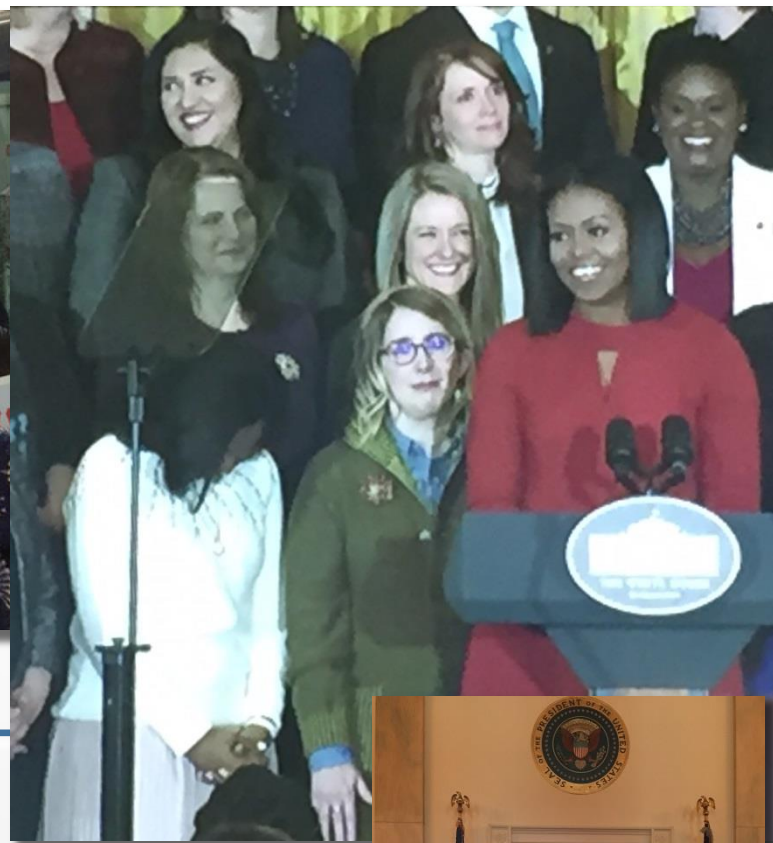
Information offered on:

- Building a comprehensive school program
- Identifying data to drive intervention
- Incorporating college and career readiness



CONGRATULATIONS
DISTRICT SCHOOL
COUNSELORS OF
THE YEAR





Yuridia Nava

Riverside USD

Poly High School

American School Counselor Association

State School Counselor of The Year

National School Counselor of The Year Finalist