

Raising Awareness

Promoting College Access in Wisconsin



Helping Students and Families Find Their Way

- Discovering that college is possible
- Learning the steps needed to get to college
- Knowing how to get money for college





Wisconsin Programs

Teacher Loan Forgiveness Program

- Federal program created to encourage talented individuals to become teachers and then teach at schools serving low-income communities
- Helps schools with students in need retain staff
- Up to \$17,500 of federal student loans can be forgiven
- Through key promotions, Great Lakes has helped 443 WI teachers receive more than \$3 million in loan forgiveness



College Access Champion Program

- Great Lakes developed the award as a way to reward teachers, librarians, counselors, and administrators in schools serving low-income communities who promote college access outside their normal duties
- Ultimately benefits students who need the help
- Winners receive up to \$5,000 applied to federal student loans
- Since inception, more than \$600K has been applied to 125 winners' loans



Local College Access Programs

- Colleges and universities
- Community-based organizations
- Faith-based organizations



Supporting What Works

- Programs rely on grants and private funding
- Great Lakes seeks to help successful college access programs sustain, grow, and replicate their efforts
- Focus our support on programs with measurable goals, objectives, and outcomes
- Cumulative support in WI > \$58 million



The College Access Challenge Grant (CACG) Program

- Originally included in the 2007 College Cost Reduction and Access Act and renewed in 2010 Student Aid and Fiscal Responsibility Act
- Created to increase the number of low-income students who access higher education
- Department of Administration (DOA) named the grant recipient
- Great Lakes chosen to administer the grant program in 2008



The College Access Challenge Grant (CACG) Program

- Grant Year 3
 - August 14, 2010 to August 13, 2011
- Current Wisconsin funding = **\$2.45 million**
 - \$1.63 million from federal funds
 - \$819,000 in non-federal matching funds from Great Lakes



Challenge in Wisconsin

301 high schools included on ED's low-income directory for 2009-2010

34% of all Wisconsin high schools

129,069 students attend these schools

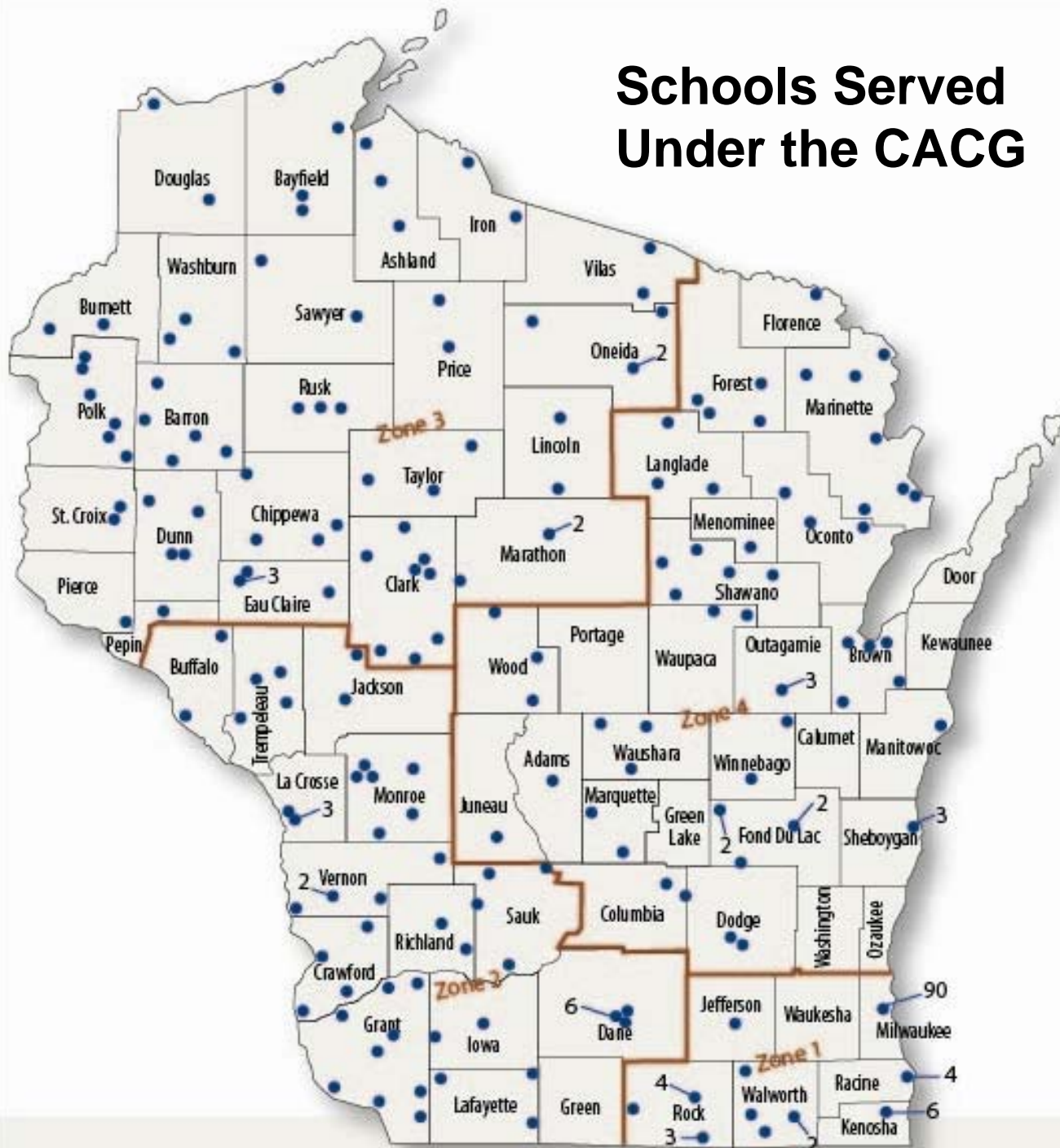
43% of all Wisconsin high school students

454:1 high school students per school counselor in Wisconsin (2007 - 2008)

350:1 in 2005-2006



Schools Served Under the CACG



CACG Goals

1) Raise awareness about the steps needed to prepare for college

2) Increase understanding of the importance of and opportunities to complete the FAFSA

3) Increase counselors' awareness of college financial aid and admissions options & processes

4) Increase access to and preparedness for ACT and SAT

5) Promote early awareness about preparing for and accessing higher education

Collaboration is Key

- Department of Public Instruction
- UW System
- WAICU
- Wisconsin Technical College System
- Office of the Wisconsin Covenant
- HEAB



Collaboration is Key

- WASFAA
- Wisconsin School Counselor Association
- Association of Wisconsin School Administrators
- Community-based organizations



College Access Challenge Grant Support Services

- Staffed by ten College Access Advisors
- Free to schools, students and families
- Provides support at critical steps on the path to college
- The *College Access Advising Support Services* brochure lists services available to schools served through the Great Lakes program—mailed to all TCLI schools in WI



Preparing Students and Parents for College

Instruction Workshops

- Plan Your Collegeland Adventure Early
- Financial Aid for Your Collegeland Adventure
- From Good Grades to Skateboarding, There's a College Scholarship for You
- What Every Parent Needs to Know About Getting Their Kid Into College
- Applying to College and Acing the Admissions Process
- Money 411



Preparing Students and Parents for College

Engagement Workshops

- Exploring College Majors
- Finding the Right College for You
- Creating an Academic Portfolio
- Creating a Personal Assessment
- College Q&A



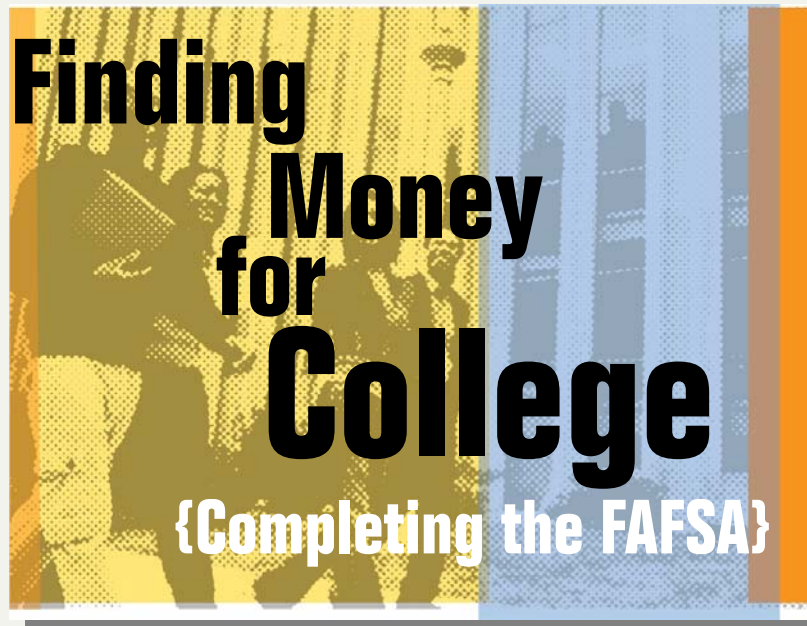
Preparing Students and Parents for College

- One-on-one college access advising



Helping Students and Families Understand & Complete the FAFSA

- FAFSA Completion Day Event
- FAFSA4Caster



Getting Students Ready for the ACT and SAT

- ACT/SAT Test Preparation Workshop



- Free Test Prep available online at KnowHow2GOWisconsin.org

The image is a graphic for 'KnowHow2GO Wisconsin'. It features a large '1234' with a 'START' button over the '3'. To the left is a vertical list: 'MIDDLE SCHOOL', 'FRESHMEN', 'SOPHOMORES', 'JUNIORS', 'SENIORS', and 'MENTORS'. To the right, it says 'the 4 steps to college'. At the bottom, it says 'FREE TEST PREP' and 'Improve your SAT, ACT, or GRE test scores with FREE tutorials, practice sessions, test-taking tips, and a vocabulary builder.' There is also a 'FREE' button and a 'TEST PREP' button. At the very bottom, it says 'See news release: KnowHow2GOWisconsin to offer free test preparation'.

Offering Training for School Staff

- Counselor and Advisor Workshops



College Access Advising Print Resources



College Access Advising Print Resources



College Access Advising Print Resources



CACG Results

- 2008-2009
 - 1,446 students served by one-on-one advising
 - 3,259 students attended free workshops
 - 2,448 student registrations for Test Prep
- 2009-2010
 - 3,571 students served by one-on-one advising
 - 12,456 students attended free workshops
 - 4,068 student registrations for Test Prep





Thank You

