

# GWI: Early Outreach, Our Social Responsibility?

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Presenters:

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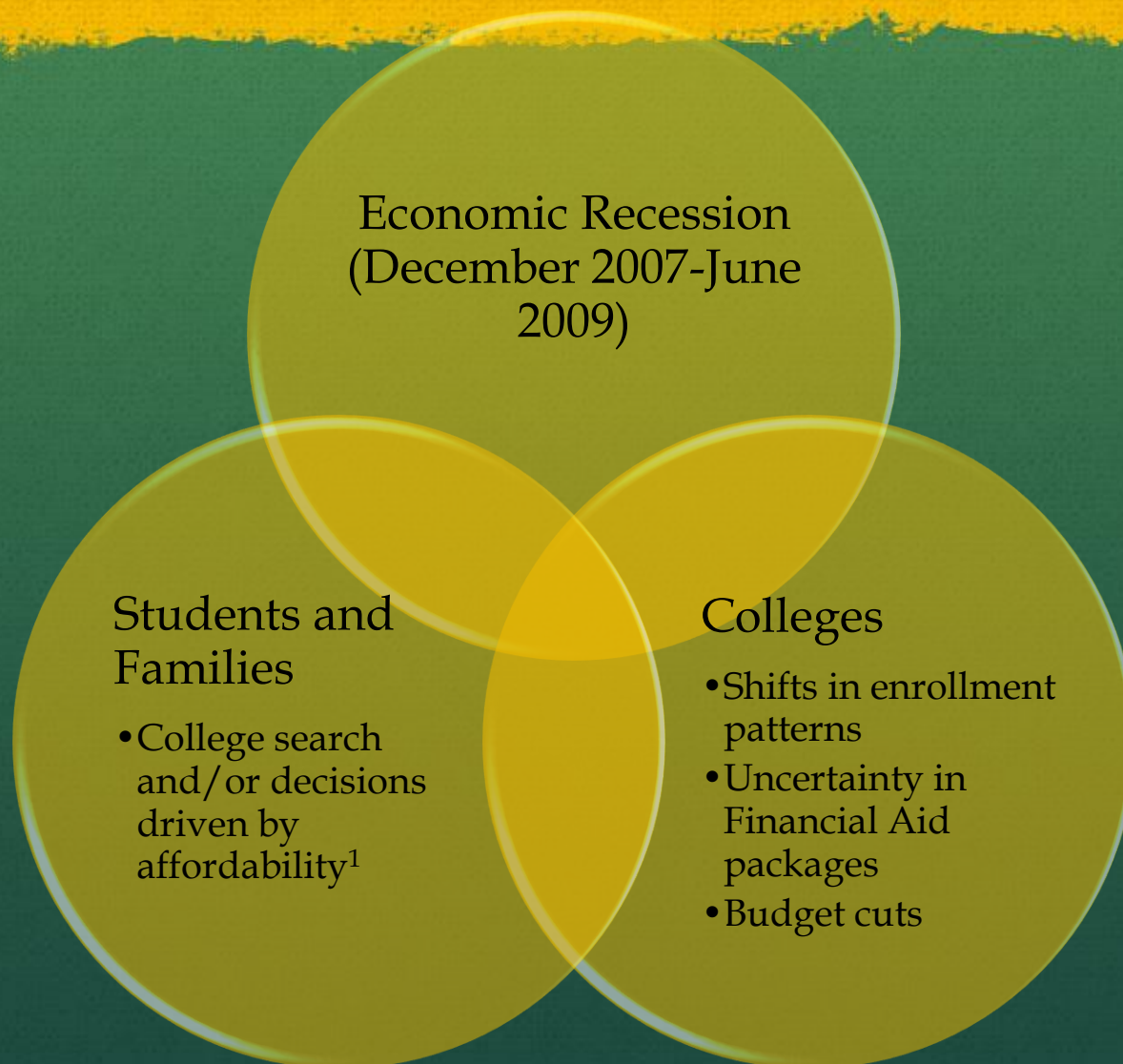
# Why Early Outreach

- **Admissions and Recruitment** provides early access to prospective students and could create positive University correlation and enhance future recruitment and yield
- **High Schools (Secondary partners)** can provide, partner, or create enrichment and career exploration that may not otherwise be available
- **Community Based Organizations** passionately recognized a need in a community that the schools and families may not be able to fulfill



# Let's Take A Look

National Clearinghouse Reported in July 2011 Signature Report\*



# Digging Deeper

National Clearinghouse Reported in July 2011 Signature Report  
continued

Roughly across the nation:

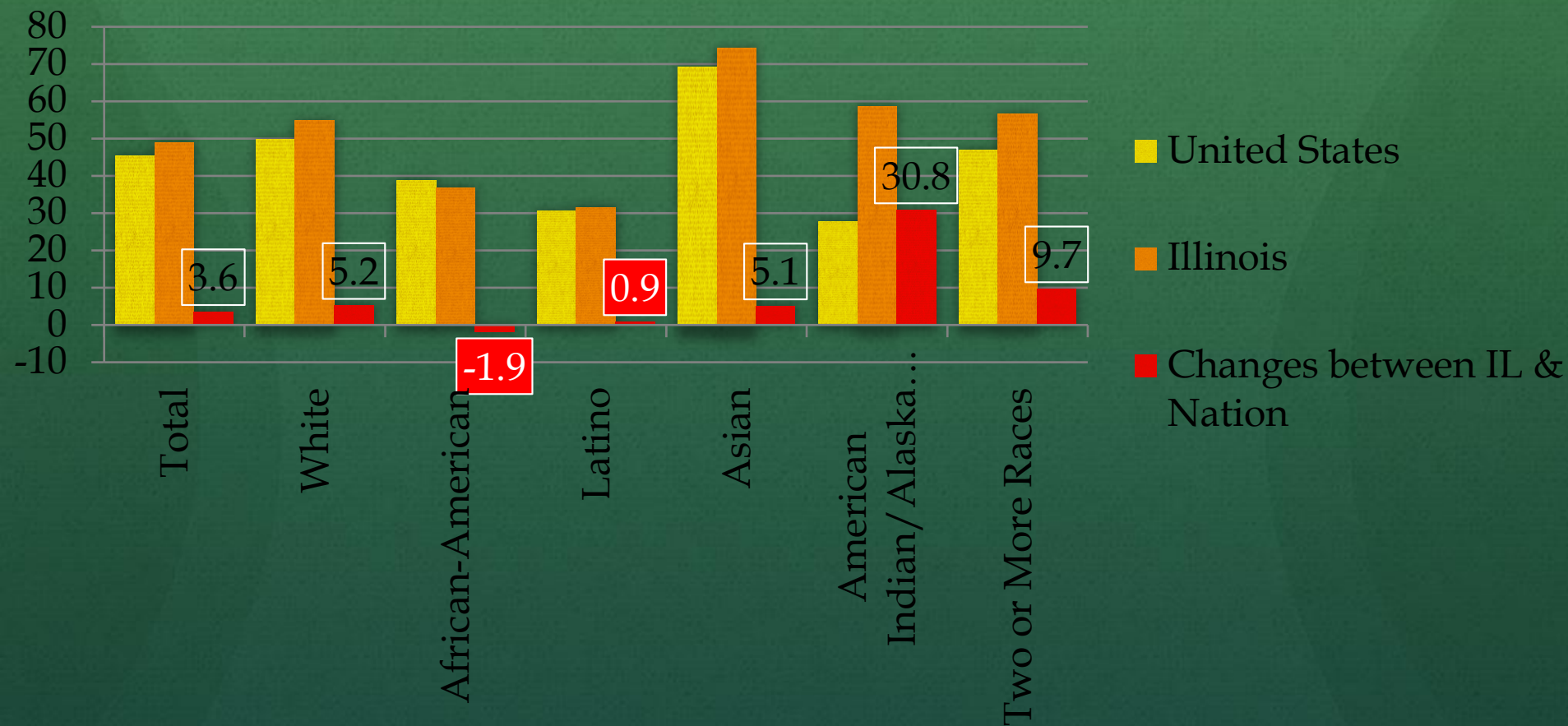
- Northeast enrollment increases were largely concentrated in 2009
- Midwest institution saw less dramatic changes in enrollment but noticeable increases in 2007 & 2008 cohorts
- Enrollments in the South increases steadily through 2009 and dropped in 2010, reflecting the national pattern most closely of all the regions
- The West had greater proportions of students enrolled in public two-years institutions



# Higher Education Enrollment Trends

## Fall 2007-2009

Percentage of 18-24 Years Olds Enrolled in Colleges/Universities



# Urban-Chicago Public Schools Impact

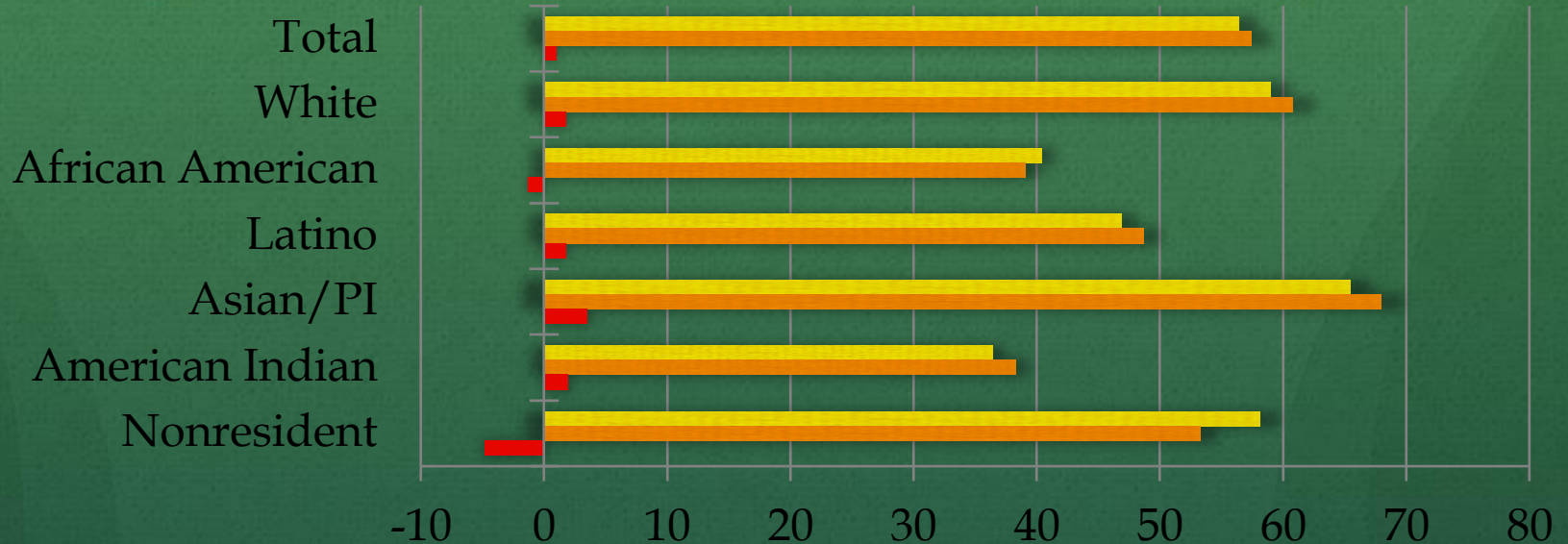
\*Illinois Policy Institute, Special Report: “Trapped in Chicago’s worst schools.....

- In 2010 Former Senator James Meeks argue for change in regards to “poor performing schools.”
- 95% of juniors at Chicago lowest performing high schools failed to meet the standards of the Prairie State Achievement Exam.
- 25% of CPS graduates begin their senior year not doing well enough to attend a 4-year school<sup>1</sup>



# Impact in Illinois

Illinois Six-Year Graduation Rates at Four-Year colleges by Race/Ethnicity (Fall 1998 and Fall 2003 cohort)



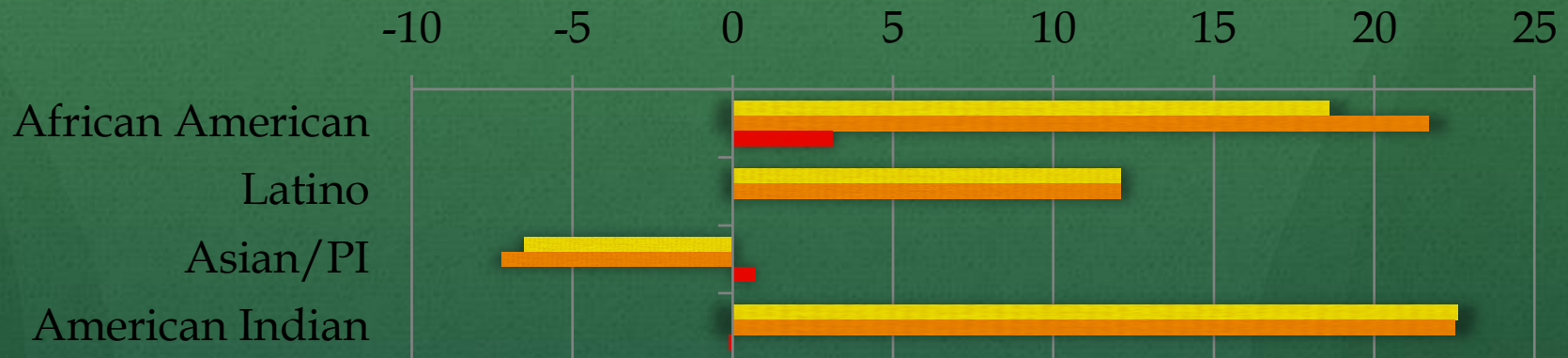
	Nonres ident	Americ an Indian	Asian/ PI	Latino	African Americ an	White	Total
■ Fall 1998 Cohort	58.1	36.4	65.5	46.9	40.4	59	56.4
■ Fall 2003 Cohort	53.3	38.3	68	48.7	39.1	60.8	57.4
■ Change Between Fall 2004 to 2009 Cohorts	-4.8	1.9	3.5	1.8	-1.3	1.8	1

# Impact in Illinois

Continued

(Fall 1998 and Fall 2003 cohort)

Illinois Gap between Whites and AA, Latino, Asian/PI, Or AI



American  
Indian

Asian/PI

Latino

African  
American

■ Fall 1998 Cohort

■ Fall 2003 Cohort

■ Change between 1998 and  
2003 Cohorts

22.6

-6.5

12.1

18.6

22.5

-7.2

12.1

21.7

-0.1

0.7

0

3.1





It takes more than one tree  
to make a forest....

# Barriers do exist....

## Urban-Secondary Educators

- Responsibilities of position
- Administrative permission required to leave
- Scheduling conflicts

## Institutions of Higher Education

- Admission duties versus Outreach
- Days of non-attendance is usually for yield or recruitment events



# Middle Ground



## Both sides of the table share barriers

- ✓ Outside pressures
- ✓ Budget constraint
- ✓ Scheduling conflicts

## Ways to combat barriers to access

- ✓ Maintain open communication
  - ✓ Volunteerism (i.e. create opportunities to network for your institution)
- ✓ Seeking mentors internal & external your organization to develop programs at your institution



# Multi-leveled Approached

Community Based Organizations (CBOs)

Colleges/Universities

High Schools



# Community Based Organizations

- Passionate groups that recognize needs in their communities
- Very different responses to address the gaps the needs of their communities
- All provide academic enrichment, college counseling/access, and mentorship opportunities

# Link Unlimited

Alpachino Hogue, College Counselor  
Dimar Brown, Program Manager

Link Unlimited offers educational enrichment (6-week summer school freshman & sophomore), tutoring, test prep, and mentorship to their freshman and sophomores.

Tutoring is geared toward students dropping below a 2.8 GPA (offered in 1.5 hour increments one-on-one or small groups).

The students also do group visits to colleges and have access to leadership and spiritual development.



# Daniel Murphy Scholarship Fund



Carol Lee Berry,  
Director of College Counseling

The Daniel Murphy scholars participate in the Academic/Business Language workshop along with the Ideal Student workshop (both a week long).

The students have tutoring support, access to one-on-one mentoring (optional) and affinity groups, they visit local colleges/universities (Northwestern, U of Chicago, Elmhurst, Dominican, DePaul, and Lake Forest), college counseling, and attend the summer opportunities fair.

# Northwestern Academy for Chicago Public Schools

Cassandra Geiger, Program Director

3 -week interdisciplinary academic enrichment program that includes lectures, small group discussions, writing development and field trips.

Students play a role in designing their academic plans. Each student is paired with an advisor for academic and enrichment planning

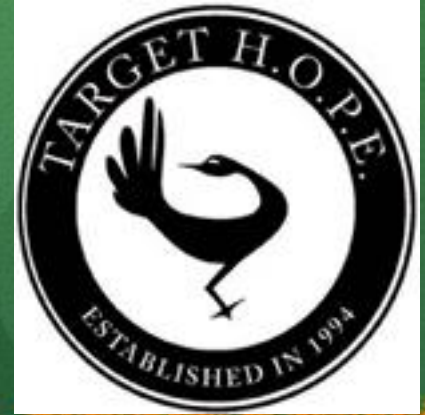
Students do have access to tutoring/small group support and test prep. Program is very personalized and not one-size fits all, serving 120 students.



# Target H.O.P.E.

(H)ealing, (O)pportunity, (P)ride & (E)mpowerment

Euclid Williamson, Executive Director



Target Hope is a program that enhances educational and career opportunities for students attending high schools in the Chicagoland area.

Their goal is to address the academic (under) preparation of minority students by creating (H)ealing, (O)pportunity, (P)ride and (E)mpowerment for students.



Saturday academy enrichment classes for 10-12<sup>th</sup> graders, Journey to Excellence college tours at least twice a school year. Collegiate & post-college/alumni components at partner Universities/Colleges

# HighSight

Patty Hart,  
Development Coordinator and College Counselor

Highsight awards partial, four-year scholarships for eight-graders to attend private high schools in Chicago. College going culture begins at the interview.

5-week Freshman Summer Program. 9th and 10th graders take advantage of summer programs (academic and character development), academic mentoring 3 times a week and Saturday classes. 10<sup>th</sup> grade summer business internship and financial literacy sessions/activity



# Colleges and Universities

- YES, we have to help. We are all looking to recruit the best and brightest....
- Developing partners in the community and high schools
- Recognizing fiscal resources or lack thereof of others and ourselves
- Outreach & Volunteerism has value in building rapport

University of  
Missouri

University of  
Illinois

Knox College

Illinois State

Kenwood  
Academy

- Mini-Med School, MAC Scholars, Kaufman Scholars, Gear-Up, Link Unlimited
- Experience Illinois, One Goal, Chicago Scholars, Link Unlimited
- HighSight, Daniel Murphy Scholars, Link Unlimited, Chicago Scholars, Boeing Scholars, Collegiate Scholars
- Chicago Scholars, Highsight, Daniel Murphy Scholars
- Kenwood Brotherhood, Sister 2 Sister, FOCUS, Gates Millennium Scholars Project (via Kenwood Academy Brotherhood)



# Secondary Partners

## First Line of Defense

- Research and shared common logic tells us that non-cognitive factors play a direct role in student education and positive outcomes<sup>1</sup>
- The National Center for Transforming School Counseling identified 5 areas that are the “new vision” of counselors work<sup>2</sup>
- Leadership
- Advocacy
- Team and Collaboration
- Counseling and Coordination
- Assessment and Use of Data
- Social Justice advocates for your students<sup>3</sup>

Questions?