



"If You Build It... They Will Come"

"I Am College Bound/I Applied"
New Hampshire's College Application Week



Getting the Field Ready



- 2011
- June 2014
 - The players changed!
 - Lots of silos...
 - 65 x 25
- November 2014
- November 2015
- November 2016
 - The rules change! - Silos are coming down!



Putting the Managers & Coaches Together



- NH Department of Education – Division of Higher Education (chair)
- University System of New Hampshire
- Community College System of New Hampshire
- NH College & University Council
 - Admissions Directors Workgroup
- Campus Compact of New Hampshire
- NH School Counselor Association
- NH Association of Student Financial Aid Administrators
- NH Charitable Foundation
- NHHEAF Network Organizations' Center for College Planning (*state coordinator*)



Let's Add The Players



- School Counselors
- Volunteers
 - Admissions counselors, TRIO/Upward Bound/Education Talent Search, School Counselors (Retired too), Prep School School Counselors
- ...and the Students!
- Oh – and let's not forget New Hampshire's Governor and a US Congresswoman!



What Obstacles?



- Statewide
 - Greying population/declining high school graduates
 - Ranks lowest in nation for state support of public postsecondary education
 - Among the highest cost public and community colleges
 - No state grant program
 - No state portal for applications
 - No buy-in to waive application fees (*initially*)
 - Strict privacy rules for data benchmarking and analysis





What Obstacles?

- According to Project on Student Loan Debt, NH (published October 2015)
 - second-highest nation in student loan debt \$33,400
 - 76% of students have loan debt
- Small volunteer base to start
 - 4 University System schools
 - 7 Community Colleges
 - 13 private colleges & universities
- Timing for Event
 - “We’d prefer Spring...”

Participation hopefully means acceptance – but may not equal deposit and enrollment.



Stats Check!



Year	Number of Participating High Schools	Number of Participating Students	Number of Applications Submitted	Scholarship Dollars Awarded
2016	23	850	1500	\$11,500
2015	14	534	998	\$7,000
2014	6	264	533	\$3,000
Total		798	1531	\$21,500

Schools selected based on less than state-average for college-going rate and higher percentage of free & reduced lunch.



Switch Up The Game Plan In 2016



- Fee waivers for all participants for NH public and private institutions
- Remind for texting alerts (it's FREE!)
- Americorps VISTA
- Use of EA/ED applicants to be mentors during events
- Capturing of better (more) data from students to help with tracking



Recruiting New Teammates



- Leveraging Partnerships
 - State Scholars Initiative
 - Admissions Directors Group
 - List of students who have applied for follow-up
 - Financial Aid Association
 - NH Coalition for Business & Education
- Exciting School Counselors
 - 85 public high schools in NH
- Telling our Story
 - News Stories, Radio Interviews



Adjusting the Game Plan



- Tracking enrollment - Clearinghouse Data through NH Department of Education
- Turning control over to high schools
- Funding stream





Collaboration Rules!

- School Counselor feedback
- CAW Steering Committee has become de-facto NH-Can
- Quarterly meetings with discussions on:
 - Pathways between community college & university system schools
 - College Savings Accounts
 - College Access & Persistence
 - FAFSA Filing & financial aid needs of participating students
 - Who are we missing at the table?



Living #ReachHigher in #NH



November is "I Am College Bound" month in NH for K-12



October through February



March and April



Questions?



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