

"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...
 - -65×25
- 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 collegegoing 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

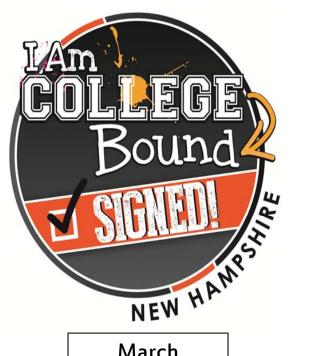




November is "I Am College Bound" month in NH for K-12



October through February



March and April





Questions?



Tori Berube

Vice President, College Planning & Community Engagement

The NHHEAF Network Organizations

Office Telephone: 603.225.6612, ext. 117

Email: tberube@gsmr.org



