26% of West Virginians have earned an associate’s degree or higher.¹

49% of jobs in West Virginia will require postsecondary education by 2018.²

1,185 PK-20 education stakeholders have participated in CFVV training workshops, which help participants integrate college and career readiness activities into their work with students and families.

1,185 visitors visited cfwv.com, which features information about colleges, scholarships, and more.

It was an energy boost for the students and it motivated our staff to start great conversations with them about postsecondary education.

Counselor, describing her school’s experience with College Application and Exploration Week Morgantown High School, Monongalia Co.

COLLEGE GOAL SUNDAY
College Goal Sunday is a one-day, annual event offering students and families free help completing the FAFSA and other financial aid forms.

In 2012, College Goal Sunday workshops were held at 20 locations across WV. More than 2,000 people received financial aid assistance.

The event is staffed by more than 300 volunteers, including financial aid experts from the state’s colleges and universities.

Since the site’s launch in 2010, CFVV.com has quickly become an important tool in helping students prepare for college. In spring 2010, 29 percent of high school seniors indicated that the site was important to them in planning their education. In 2012, 51 percent thought so.³

The College Foundation of West Virginia coordinates a statewide marketing and outreach effort aimed at helping adult students return to the classroom. The number of adult learners creating accounts on CFVV.com has climbed steadily since the site’s launch — as has adult enrollment.

A central component of the CFVV initiative is WV’s one-stop college access web portal, cfwv.com. In 2012, more than 205,000 individuals¹ visited cfwv.com, which features information about colleges, scholarships, and more.
West Virginia GEAR UP
ADMINISTERED BY THE WEST VIRGINIA HIGHER EDUCATION POLICY COMMISSION

West Virginia GEAR UP is a six-year federal grant program aimed at assisting students in “Gaining Early Awareness and Readiness for Undergraduate Programs.”

The program helps students in ten counties plan, apply, and pay for education and training beyond high school.

Hear about the program from the students, parents, and teachers participating! Visit our video channel at www.vimeopro.com/cfwv/in-their-words or scan the code to the right!

You have encouraged me to step up and be a leader — and to not be ashamed of who I am.

10th grade student, describing his experience at a GEAR UP Student Leadership Workshop
Mount View High School, McDowell Co.

COLLEGE KNOWLEDGE

GEAR UP provides information sessions on the cost of college, the availability of financial aid, and financial planning and literacy.

Students statewide consistently over-estimate the cost of tuition at West Virginia’s public colleges. However, GEAR UP students are far more likely to know the true cost of pursuing higher education and to be informed about financial aid resources and opportunities.1

Percentage of students who are able to provide an accurate estimate of the cost of tuition.

54% GEAR UP Students
25.4% All WV Students

Percentage of students who feel informed about financial aid resources.

70% FEDERAL LOANS
65% PELL GRANTS
79% PROMISE SCHOLARSHIP
66% GERAR UP Students
33% ID  GRANT
53% All WV Students

TARGET AUDIENCES:
• First-Generation Students
• Low-Income Students
• Parents of these Students
• Educators, Counselors, Administrators, and Community Leaders Working with these Students

2012 SERVICE GROUPS:
• In 2012, GEAR UP provided services to nearly 5,500 10th, 11th, and 12th grade students and their families.
• Counties served include Boone, Clay, Lincoln, McDowell, Mingo, Roane, Summers, Webster, Wirt and Wyoming.

85% of GEAR UP students in the class of 2014 report having spoken with someone at their school or from GEAR UP regarding the availability of financial aid to help pay for college.1

PARTICIPATION IN GEAR UP SERVICES:

<table>
<thead>
<tr>
<th>STUDENT events</th>
<th>Participants</th>
<th>Avg Hours Per Student</th>
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</thead>
<tbody>
<tr>
<td>College Campus Visit</td>
<td>1,704</td>
<td>2.78</td>
</tr>
<tr>
<td>Academic/Career Counseling</td>
<td>3,419</td>
<td>2.83</td>
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<tr>
<td>Family or Cultural Event</td>
<td>2,291</td>
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<tr>
<td>Financial Aid Counseling</td>
<td>1,164</td>
<td>3.06</td>
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<tr>
<td>Job Site Visit</td>
<td>702</td>
<td>1.87</td>
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<tr>
<td>Mentoring Activities</td>
<td>2,055</td>
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<tr>
<td>Rigorous Academic Curricula</td>
<td>177</td>
<td>73.73</td>
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<tr>
<td>Summer Program</td>
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<td>33</td>
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<tr>
<td>Tutoring</td>
<td>2,148</td>
<td>15.61</td>
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<table>
<thead>
<tr>
<th>PARENT events</th>
<th>Participants</th>
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</thead>
<tbody>
<tr>
<td>College Campus Visit</td>
<td>65</td>
<td>3.02</td>
</tr>
<tr>
<td>Counseling and Advising</td>
<td>473</td>
<td>2.49</td>
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<tr>
<td>Family Events</td>
<td>1,478</td>
<td>2.70</td>
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<tr>
<td>Financial Aid Workshop</td>
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<table>
<thead>
<tr>
<th>EDUCATOR events</th>
<th>Participants</th>
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</thead>
<tbody>
<tr>
<td>Professional Development</td>
<td>290</td>
<td>8.48</td>
</tr>
</tbody>
</table>

Reporting period: August 1, 2011 through July 31, 2012

Students in GEAR UP schools can be part of the Higher Education Readiness Officers (HEROs) program. HEROs is a peer-to-peer college readiness initiative that engages students in building a college-going culture.

HEROs have organized college-preparation workshops, hosted “college knowledge” segments on local media channels, planned in-school marketing and outreach campaigns to build excitement and awareness, developed student support programs, and conducted community service campaigns to strengthen their leadership skills. In 2012, a HEROs student at Scott High School was named the national GEAR UP “Youth of the Year!”

Visit www.vimeopro.com/cfwv/in-their-words to watch videos created by our HEROs and learn more about West Virginia GEAR UP and CFWV!

West Virginia Higher Education Policy Commission, Division of Student Success and P-20 Initiatives • (304) 558-0655 • gearupinfo@hepc.wvnet.edu