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

49% of jobs in West Virginia will require postsecondary education by 2018.  

ECONOMIC IMPERATIVE:  

Great conference! Thanks for bringing educators from across the education pipeline together to share information and partner!  

Educator, describing her appreciation for the Student Success Summit, a collaborative P-20 education conference.  

COLLEGE GOAL SUNDAY  

College Goal Sunday is a one-day, annual event offering students free help completing the FAFSA and other financial aid forms. In 2013, College Goal Sunday workshops were held at 23 locations across WV. More than 1,800 people received financial aid assistance.  

Nearly 40,000 students learned about college options during College Application and Exploration Week. More than 150 elementary, middle, and high schools, and adult basic education classes participated.  

FAFSA  

56% of WV 12th graders completed a FAFSA in 2013, up seven percentage points from 2012.  

73,000+ college applications have been submitted through the cfwv.com portal since the site’s launch in October 2009. More than 17,400 applications were processed through the site in 2013.  

SERVICES & OBJECTIVES:  

TARGET AUDIENCES:  
  • First-generation students  
  • Low-income students  
  • Adult learners  
  • Counselors, teachers, community leaders  

KEY PARTNERS:  
  • Higher Education Policy Commission  
  • Department of Education  
  • Council for Community & Technical College Education  
  • Department of Education and the Arts  
  • Community organizations (TRiO, 4-H, faith-based)  

MAJOR INITIATIVES:  
  • One-stop college planning web portal, cfwv.com  
  • 192,000 ACCOUNTS CREATED  
  • Counselor and educator training programs  
  • 1,400 INDIVIDUALS TRAINED  
  • College Application and Exploration Week  
  • 4,200+ STUDENTS APPLIED  
  • College Goal Sunday FAFSA workshops  
  • 1,800+ RECEIVED FINANCIAL AID COUNSELING  
  • Statewide Student Success Summit  
  • 350 EDUCATION STAKEHOLDERS CONVENED  

CFMV.com  

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

1. United States Census (2009)  
2. Georgetown University, Center on Education and the Workforce (2010)  
3. WVEPC, College Goal Sunday Participation Data (2013)  
4. WVEPC, College Application & Exploration Week Data (2013)  
6. Google Analytics, College Foundation of West Virginia (2013)
When you turn your dreams into goals, they can become a reality.

When the GEAR UP program started in 2008, only 63% of parents of students in the class of 2014 expected their child to earn a two-year degree or higher. Now 92% of those same parents expect their child to earn a degree.¹

MENTOR PROGRAM

Since 8th grade, 38% of GEAR UP students in the class of 2014 have participated in WV GEAR UP’s mentoring program. GEAR UP mentors have dedicated over 5,953 hours of extra support to these students.²

86% of GEAR UP students in the class of 2014 report having spoken with someone 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>
</tr>
</thead>
<tbody>
<tr>
<td>College Campus Visit</td>
<td>1,055</td>
<td>2.97</td>
</tr>
<tr>
<td>Academic/Career Counseling</td>
<td>2,869</td>
<td>3.69</td>
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<tr>
<td>Family or Cultural Event</td>
<td>1,336</td>
<td>3.17</td>
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<tr>
<td>Financial Aid Counseling</td>
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<td>2.22</td>
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<tr>
<td>Job Site Visit</td>
<td>509</td>
<td>1.92</td>
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<tr>
<td>Mentoring Activities</td>
<td>2,218</td>
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<tr>
<td>Rigorous Academic Curricula</td>
<td>69</td>
<td>73.91</td>
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<tr>
<td>Summer Program</td>
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<td>66.30</td>
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<tr>
<td>Tutoring</td>
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<table>
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<tr>
<th>PARENT events</th>
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<tbody>
<tr>
<td>College Campus Visit</td>
<td>36</td>
<td>0.93</td>
</tr>
<tr>
<td>Counseling and Advising</td>
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<td>3.36</td>
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<tr>
<td>Family Events</td>
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<tr>
<td>Financial Aid Workshop</td>
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<td>2.09</td>
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<table>
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<tr>
<th>EDUCATOR events</th>
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<tbody>
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<td>Professional Development</td>
<td>287</td>
<td>7.11</td>
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<tr>
<td>Curriculum Development</td>
<td>45</td>
<td>1.67</td>
</tr>
</tbody>
</table>

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 outreach campaigns, and conducted community service campaigns to strengthen their leadership skills.

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!

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