

DIVISION OF STUDENT SUCCESS  
AND P-20 INITIATIVES

*West Virginia Higher Education Policy Commission*

*Pictured below: Amy Nunn - Fairmont, WV*

# 2012

**YEAR *in* REVIEW**



*Helping students of all ages **PURSUE** and **ACHIEVE**  
postsecondary education and training*



GEAR UP U! SUMMER ACADEMY

*Glenville State College*





## ABOUT THE DIVISION OF STUDENT SUCCESS *and* P-20 INITIATIVES

The Division of Student Success and P-20 Initiatives strives, through a series of projects, to facilitate and create a statewide culture that values education and actively cultivates the advanced academic achievement of all citizens, regardless of age or income. The division coordinates several college access and completion initiatives, including:

**THE COLLEGE FOUNDATION OF WEST VIRGINIA (CFWV):** a college readiness outreach initiative aimed at helping students learn how to plan, apply, and pay for college. CFWV provides a one-stop college-planning website, CFWV.com, which features information about all of the state's colleges and universities, as well as financial aid programs, and career and degree programs.

**WEST VIRGINIA GEAR UP:** a federally funded, six-year grant program aimed at increasing college-going rates among students in ten high-need counties. West Virginia GEAR UP provides academic preparation and college readiness services to approximately 5,500 students each year.

**COLLEGE ACCESS CHALLENGE GRANT PROGRAM:** a federally funded, five-year grant program aimed at increasing the educational attainment rates of all citizens, particularly those from high-need areas. The College Access Challenge Grant program supports the development and maintenance of the state's college-readiness web portal, CFWV.com, and provides resources to assist in the CFWV outreach initiative.

**COLLEGE GOAL SUNDAY:** a one-day financial aid event designed to offer students and families the opportunity to receive free help in completing the Free Application for Federal Student Aid (FAFSA). College Goal Sunday workshops are held at approximately 20 locations across the state.

Additionally, the division supports the work of the Commission's Division of Financial Aid in informing students of the availability of financial aid and the efforts of the Commission to help adult students complete college degrees. The West Virginia Department of Education, the West Virginia Council for Community and Technical College Education, the West Virginia Department of Education and the Arts, and various other educational organizations and college access providers are strong partners in these efforts.



## EXECUTIVE SUMMARY

ADAM S. GREEN, Ed.D.

*Senior Director*

*Division of Student Success and P-20 Initiatives*

At the end of each year, I try to take a moment to reflect on our division's achievements. Each time, I am reminded that our accomplishments are fueled by the energy and vision of partnerships that extend well beyond the walls of the Higher Education Policy Commission. The meaningful and extensive collaboration our state has put forth in order to help more students pursue and succeed in postsecondary programs is truly inspiring. We join forces with individuals and organizations all across the state who are committed to building what none of us could possibly create on our own — a true college-going culture.

We began 2012 by hosting the state's third annual College Goal Sunday event, a series of financial aid workshops that are made possible only through the efforts of more than 300 volunteers and the generosity of dozens of donors. College Goal Sunday is an excellent example of the feats that can be achieved when we engage the full force of our partnership network, ranging from our state's college access providers to our state education agencies, community organizations, the news media, and our students themselves.

The spirit of teamwork continued throughout the year. In early summer, we partnered with Glenville State College to host "GEAR UP U!," our annual summer academy that allows GEAR UP students to spend four days experiencing life on a college campus. In late summer, we joined forces with the West Virginia Department of Education, the West Virginia Council for Community and Technical College Education, and the West Virginia Department of Education and the Arts to host the state's second Student Success Summit. The Summit provided a unique opportunity for professionals working at all levels of the education system to collaborate with community leaders and workforce representatives. And this past fall, the state's secondary schools and colleges and universities worked together to host our second annual College Application and Exploration Week event. More than 4,400 students applied to a postsecondary program during the week-long event — bringing those students that much closer to achieving the dream of earning a college diploma.

These efforts are so important. At the individual level, completing higher education is the surest path to ensuring economic mobility and opening the doors to career and personal opportunities. At the state level, increasing the educational attainment rates and skills of our workforce is crucial for economic development and the growth of vibrant communities. So as we close 2012, I'd like to extend a special "thank you" to our many partners who are working not only on behalf of our students, but for the prosperity of our entire state.



## GEAR UP U! SUMMER ACADEMY

### *Forensic Science Class*



COLLEGE APPLICATION AND EXPLORATION WEEK

*Wirt County High School Students*

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GEAR UP U! SUMMER ACADEMY

Mingo County Students



COLLEGE APPLICATION WALL | Webster County High School

COLLEGE FOUNDATION of WEST VIRGINIA

ABOUT CFWV

The College Foundation of West Virginia is a statewide outreach initiative intended to help students and families prepare for and succeed in college. The central component of the initiative is CFWV.com, a one-stop college- and career-planning web portal designed to consolidate previously decentralized resources and offer a comprehensive guide to planning, applying, and paying for college in West Virginia. CFWV was created through the vision of the West Virginia Legislature, which provided a \$2 million one-time appropriation to launch and market the website and broader outreach initiative.

COLLEGE ACCESS CHALLENGE GRANT PROGRAM

The CFWV campaign has been sustained through the utilization of federal funds, primarily those monies provided through the federal College Access Challenge Grant (CACG) program. CACG is a five-year grant program aimed at increasing the educational attainment rates of all citizens, particularly those from high-need areas.

FOR MORE INFORMATION

(304) 558-0655

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/collegefoundationofwv

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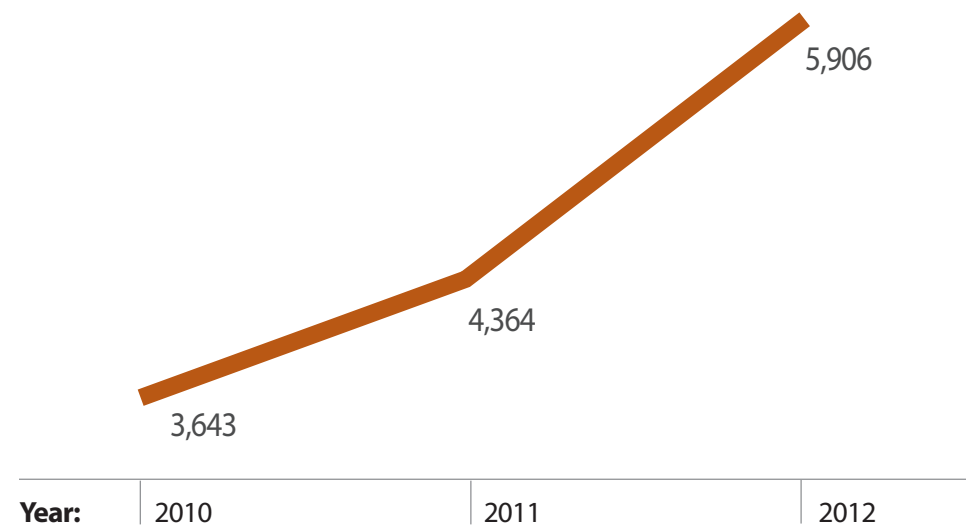
## 2012 PROGRAM HIGHLIGHTS

Progress and outcomes achieved in 2012 through the CFWV initiative and College Access Challenge Grant program include:

**College Access Marketing and Outreach Initiatives:** The Division of Student Success and P-20 Initiatives conducted a statewide college access marketing campaign aimed at increasing students' and families' awareness of postsecondary opportunities and the processes associated with postsecondary enrollment and completion. The campaign features the faces and stories of students and families from West Virginia, and incorporates television, radio, web, and print advertisements, along with billboards, event sponsorships, in-theater advertising promotions, and social media strategies.

**Adult Learner Outreach:** The Division of Student Success and P-20 Initiatives supported the Commission's "Degree Now" adult learner initiative, which is funded by a grant from the Lumina Foundation for Education. Staff helped develop informational materials for adult learners and coordinated a statewide marketing campaign aimed at encouraging adults to return to the classroom.

**New Adult Learner Accounts Created on CFWV.com Each Year<sup>1</sup>**



**Chart 1:** Adult learner accounts created on CFWV.com, by year. 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 CFWV.com has climbed steadily since the site's launch — as has adult enrollment.<sup>2</sup>

<sup>1</sup> Source: College Foundation of West Virginia, Account Holder Data (2012)

<sup>2</sup> Source: West Virginia Higher Education Policy Commission, Enrollment Data (2011-12)

**College Application and Exploration Week:** The College Foundation of West Virginia, in partnership with West Virginia GEAR UP, West Virginia TRiO programs, and other college access and community organizations, hosted the state's second statewide College Application and Exploration Week. Governor Earl Ray Tomblin proclaimed October 1-5 as "College Application and Exploration Week" in West Virginia. During the week, nearly 100 middle schools, high schools, and colleges organized a variety of college awareness activities, including "college spirit days," and "ask me about college" events that encouraged students to talk to their teachers about their college experience. **More than 4,400 students applied to college during the week long event.<sup>1</sup>**

## 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.

**Financial Aid Awareness:** Staff from the Division of Student Success and P-20 Initiatives, in collaboration with staff from the Division of Financial Aid, developed grassroots marketing and outreach toolkits to assist high school counselors in increasing students' and families' awareness of financial aid opportunities and the importance of completing the Free Application for Federal Student Aid (FAFSA).

**CFWV.com Utilization<sup>2</sup>**



**VISITORS:** 205,000+ individuals visited CFWV.com during 2012.



**ACCOUNTS:** 143,800+ accounts have been created on CFWV.com.



**APPLICATIONS:** 55,000+ college applications have been submitted through CFWV.com.

**Table 1:** CFWV.com utilization statistics.

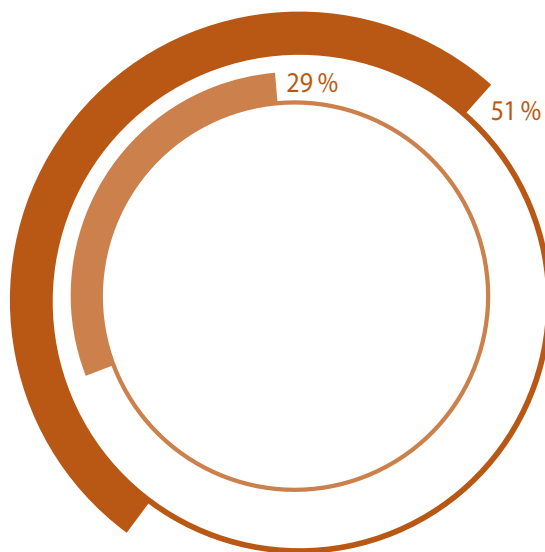
<sup>1</sup> Source: Survey of College Application and Exploration Week Site Coordinators (2012)

<sup>2</sup> Source: College Foundation of West Virginia, Account Holder Data and Google Analytics Reports (2012)

**College Access and Student Success Summit:** The Division of Student Success and P-20 Initiatives partnered with the West Virginia Department of Education to coordinate the state's second Student Success Summit. The two-day event focused on encouraging collaboration among the state's education and workforce systems to build a more seamless, cradle-to-career educational pipeline for West Virginia's students. **Nearly 400 individuals participated in the event**, including PK-12 educators, counselors, and administrators; higher education faculty, counselors, and administrators; community members; college access providers; workforce counselors; and PK-12 and postsecondary students.

**PK-12 and Community Collaboration:** Staff members from the Division of Student Success and P-20 Initiatives provided training workshops for PK-12 staff, higher education staff, college students majoring in education programs, and representatives from community organizations. **Nearly 1,200 PK-20 education stakeholders have participated in a College Foundation of West Virginia training workshop.**<sup>1</sup> Staff members also work directly in PK-12 schools to inform students of college opportunities. CFWV representatives participated in the annual statewide fall college fair tour and staff members offered in-school and after-school presentations throughout the year. **The division also helped support the work of the West Virginia Clearinghouse team, whose outreach counselors met with thousands of students and parents over the course of the year** to provide financial aid and college-planning assistance.

#### Integration in PK-12 Schools<sup>2</sup>



**Chart 2:** Since the site's launch in 2010, CFWV.com quickly has 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 the site was an important planning resource.<sup>2</sup>

<sup>1</sup> Source: College Foundation of West Virginia Training Logs (2012)

<sup>2</sup> Source: West Virginia Higher Education Policy Commission, Senior Opinion Survey (2012)





## GEAR UP U! SUMMER ACADEMY

### *Chemistry Class*



CAMPUS VISIT: WVU INSTITUTE OF TECHNOLOGY | *Summers County High School Students*

## WEST VIRGINIA GEAR UP

### ABOUT THE PROGRAM

West Virginia GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs) is a federally funded grant program aimed at increasing the academic preparation and college readiness of students within ten under-served counties in West Virginia. The program is funded by a six-year, \$18 million federal grant awarded in 2008 to the West Virginia Higher Education Policy Commission by the United States Department of Education. The program operates within 14 schools and provides college access services to a cohort (the class of 2014), and a priority group (students in the 11th and 12th grades). West Virginia GEAR UP provides college-planning and academic enrichment services to approximately 5,500 students each year. The program is projected to serve more than 13,000 students over the life of the grant.

### SERVICE AREA

West Virginia GEAR UP's service counties are Boone, Clay, Lincoln, McDowell, Mingo, Roane, Summers, Webster, Wirt, and Wyoming. The program collaborates with three college partners: Concord University, Glenville State College, and Southern West Virginia Community and Technical College.

### FOR MORE INFORMATION

(304) 558-0655

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PEER-TO-PEER MENTORING | *Clay County High School Students*

## 2012 PROGRAM HIGHLIGHTS

West Virginia GEAR UP provides intensive programming and services to help students prepare for and succeed in college.

**Governor's Honors Symposium for West Virginia GEAR UP Graduates:** West Virginia GEAR UP held the fourth annual "Governor's Honors Symposium," an awards ceremony to honor the accomplishments of the program's high school seniors and encourage them to pursue education and training beyond high school. The event was held at the Clay Center for the Arts and Sciences and featured a college fair and mobile financial aid lab. Governor Earl Ray Tomblin declared the day to be "GEAR UP Day" in the state of West Virginia.

**West Virginia GEAR UP Incentive Award:** West Virginia GEAR UP launched its fourth GEAR UP Incentive Award program, which provides students graduating from a West Virginia GEAR UP high school with a one-time financial aid award to help offset the costs of attending college. **More than \$700,000 was awarded** to more than 500 eligible applicants in the class of 2012.

**"GEAR UP U!" Summer Academy:** West Virginia GEAR UP hosted its third annual summer academy for GEAR UP students. The four-day academy was held on the campus of Glenville State College, one of West Virginia GEAR UP's three college partners. **More than 85 students graduated from the academy.** Students participated in core classes — English, math, and science — and elective classes, such as health sciences, communications, engineering, and business. Current college students led nightly mentoring sessions, which allowed GEAR UP students to learn more about life on campus and the challenges and opportunities of pursuing a college degree. **Glenville State College awarded students who completed the academy a \$500 scholarship,** renewable up to four years, to cover the cost of tuition and other fees should students choose to attend Glenville State.

**West Virginia GEAR UP Mentor Program:** West Virginia GEAR UP implemented the third year of its comprehensive mentor program in all of the program's service schools. The program incorporates college- and career-planning activities within self-development exercises and facilitates meaningful, supportive relationships between school personnel and community volunteers and the students they mentor.

**Student Leadership Academy:** West Virginia GEAR UP hosted its third annual "Student Leadership Academy" on the campus of Marshall University. **More than 500 students participated in the event,** which focused on encouraging students to take personal responsibility for their future in order to succeed.

**College Awareness Interventions:** West Virginia GEAR UP provides funding for college awareness activities, such as parent and family nights and college tours. Campus visits have been particularly successful. **During the 2011-12 academic year, 1,704 students toured a college campus as a result of the GEAR UP program.**<sup>1</sup>

**Parent and Family Events:** West Virginia GEAR UP emphasizes parent and family involvement as a key component in increasing the educational attainment rates of students. GEAR UP coordinates and funds family college and financial aid awareness nights throughout the year and encourages parents to work with their students to build a college plan on CFWV.com.

**WE ARE SO THANKFUL TO HAVE GEAR UP HERE  
TO HELP US MAKE THE RIGHT CHOICES FOR  
OUR DAUGHTER'S FUTURE.**



Parent, talking about the support the  
GEAR UP program provides  
Wirt County High School, Wirt Co.

**Classroom Enhancements and Technology Upgrades:** West Virginia GEAR UP has funded numerous technology upgrades, including smart boards, computer labs, and learning software.

**Tutoring and Academic Enrichment:** West Virginia GEAR UP provided funding and resources for services such as ACT preparation classes and credit recovery courses. West Virginia GEAR UP has also funded dual enrollment courses, typically in the subjects of math and English. Additionally, every West Virginia GEAR UP school provides free tutoring services to students in the 2014 cohort.

**Professional Development:** To ensure sustainability of the college-readiness initiative, West Virginia GEAR UP funds professional development activities for educators at every GEAR UP school each year. During the 2011-12 academic year, the program funded several professional development opportunities, including training workshops designed to help GEAR UP counselors utilize CFWV.com.

<sup>1</sup> Reporting period: August 1, 2011 through July 31, 2012; Source: West Virginia GEAR UP Participation Summary Report



## IN THE SPOTLIGHT

### WEST VIRGINIA GEAR UP

#### HIGHER EDUCATION READINESS OFFICERS (“HEROS”)

In early 2010, West Virginia GEAR UP created the Higher Education Readiness Officer (HEROs) program. The HEROs program is a student-led, peer-to-peer outreach effort in which GEAR UP students work to build and grow a college-going culture in their schools and communities. The HEROs initiative is based on the concept of student leadership and engagement. The program works to develop students’ non-cognitive abilities, such as resilience, dependability, self-regulation, self-efficacy, and social comfort — skills many researchers now believe are absolutely essential for academic success and college persistence.<sup>1</sup>

HEROs assist West Virginia GEAR UP site coordinators in organizing and promoting GEAR UP activities and services, and they plan and coordinate several of their own outreach initiatives each year. HEROs participate in extensive leadership-training and self-development exercises and then apply those skills by designing and leading programming and activities to promote college readiness and academic achievement. For example, the HEROs at Scott High School organized a clothing drive for students in need and the HEROs at Lincoln County High School hosted “college knowledge” segments on their high school television station. **Nearly 300 students have joined the HEROs program.**

The program has been so successful that college access programs across the nation have taken notice. HEROs students and program staff have been invited to present at multiple national conferences, and at least five other states are considering or planning on implementing a student leadership program based on West Virginia’s HEROs model. **In 2012, a HEROs student at Scott High School, Kendyl Ryan, was named the national “GEAR UP Youth of the Year.”** Kendyl traveled to Washington D.C. to receive the award, where she was honored in front of several thousand education professionals from across the United States and its territories and had the opportunity to meet Senator Jay Rockefeller and Congressman Nick Rahall. She was quick to point out, though, that this achievement was not hers alone.

**THIS WOULDN’T HAVE BEEN POSSIBLE WITHOUT MY FELLOW HEROS. MY ACCOMPLISHMENTS ARE OUR ACCOMPLISHMENTS... WE ARE FAMILY.**



**Kendyl Ryan, national “GEAR UP Youth of the Year” winner**  
Scott High School, Boone Co.

<sup>1</sup> Sources: Heckman & Krueger (2005); Duckworth et al (2007); Tough (2012); Savitz-Romer (2012); Gore (2012)



HEROs MET WITH  
WEST VIRGINIA  
UNIVERSITY  
PRESIDENT JIM  
CLEMENTS  
*Westside High School  
Students (left)*

HEROs STUDENT LEADERSHIP  
ACADEMY AT MARSHALL UNIVERSITY  
*Roane County High School Students (right)*



**YOU HAVE ENCOURAGED ME TO STEP UP  
AND BE A LEADER — AND NOT BE  
ASHAMED OF WHO I AM.**



**Student, talking about his experience at  
a HEROs Student Leadership Workshop**  
Mount View High School, McDowell Co.



HEROs SERVICE PROJECT:  
NURSING HOME VISIT  
*Wyoming East High School Students (above)*



NATIONAL COUNCIL FOR COMMUNITY & EDUCATION  
PARTNERSHIPS (NCCEP), GEAR UP CONFERENCE  
*Kendyl Ryan, Scott High School Student and  
National “GEAR UP Youth of the Year” (above)*



West Virginia GEAR UP's efforts have yielded positive results for the communities the program serves. Highlights include:

**A Positive Shift in Parents' Aspirations for their Children:** At the program's start, 76 percent of students in the West Virginia GEAR UP cohort (class of 2014) indicated that they expected to complete a four-year college degree or higher, but only 44 percent of cohort parents indicated that they thought their student would achieve a bachelor's degree or more. By the program's fourth year, those numbers had shifted dramatically. Surveys of GEAR UP parents and students during the 2011-12 academic year indicated that cohort parents now have higher expectations for their children; 66 percent now believe their student will complete a four-year degree.<sup>1</sup>

Percentage of Parents who Expect Their Child to Earn a Two- or Four-Year Degree Versus Only a High School Diploma

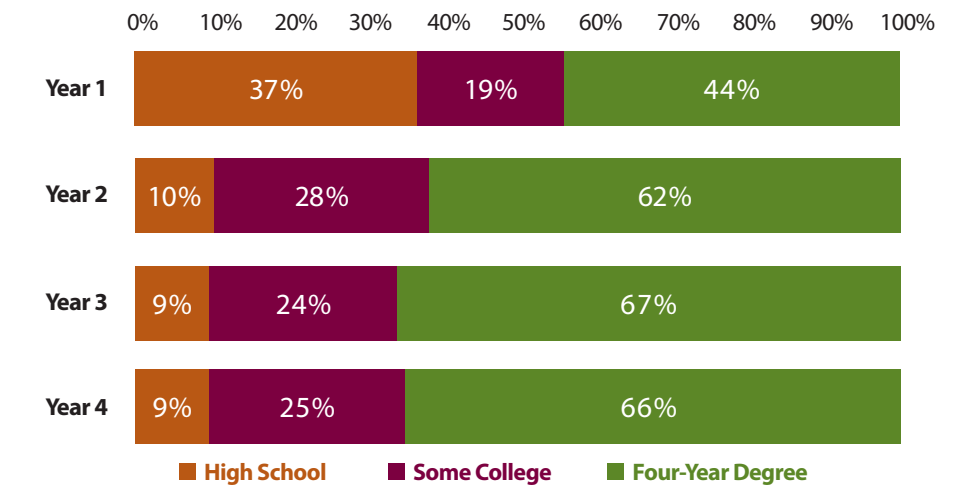


Chart 3: Reporting period: August 1, 2011 through July 31, 2012; Source: West Virginia GEAR UP Participation Summary Report

*Quick fact:*  
**85 PERCENT OF GEAR UP STUDENTS IN THE CLASS OF 2014 HAVE SPOKEN WITH SOMEONE REGARDING THE AVAILABILITY OF FINANCIAL AID TO HELP PAY FOR COLLEGE. <sup>1</sup>**

<sup>1</sup> Source: West Virginia GEAR UP Baseline Data Survey (2008); West Virginia GEAR UP Annual Program Survey (2011-12)

**Increased Financial Literacy and College Knowledge:** West Virginia GEAR UP students outpaced their peers across the state in understanding and retaining information critical to preparing for and succeeding in college.

In particular, GEAR UP students demonstrated a far greater awareness of the cost of college and their options for paying for their education. Though students statewide consistently *over-estimate* the cost of tuition at West Virginia's public colleges, GEAR UP students are far more likely to know the true cost of pursuing higher education and to be informed about state and federal financial aid programs.

Percentage of Students who are able to Accurately Estimate the Cost of Tuition at a Public Four-Year College or University in West Virginia

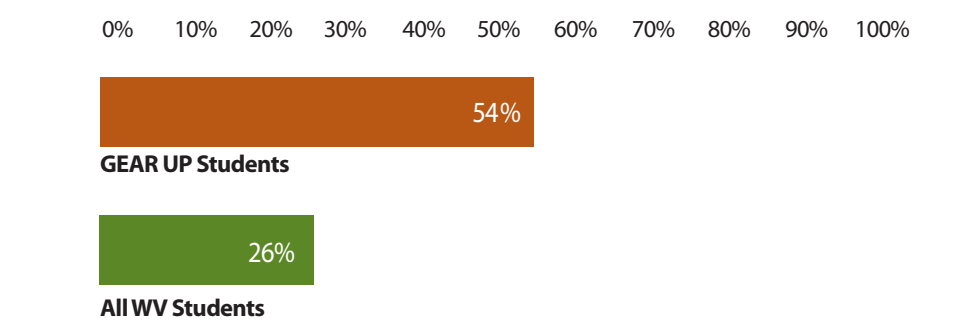


Chart 4: Source: West Virginia Higher Education Policy Commission, Senior Opinion Survey (2012)

Percentage of GEAR UP Students vs. All WV Students who Report Being Informed about Financial Aid Resources

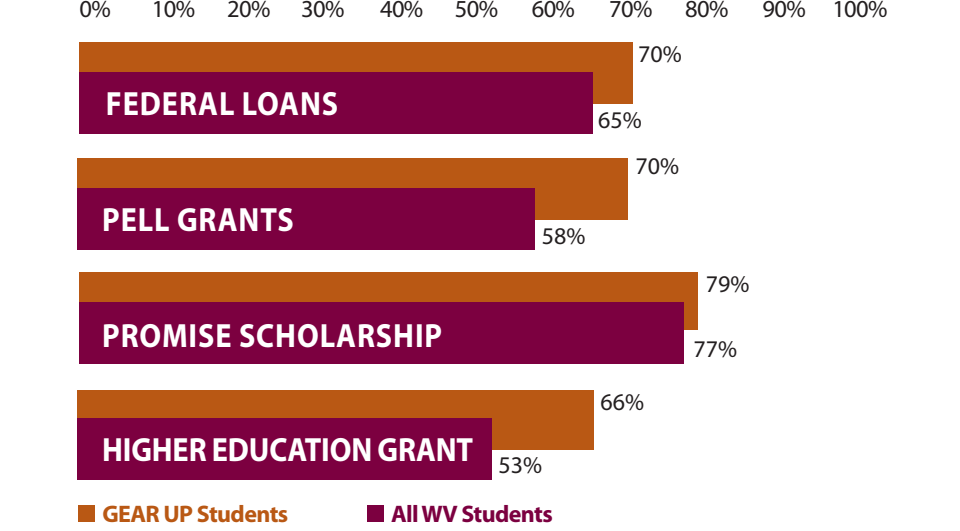


Chart 5: Source: West Virginia Higher Education Policy Commission, Senior Opinion Survey (2012)



**Strong Program Participation Rates:** The majority of school personnel in West Virginia GEAR UP schools indicated that they believe the project is being implemented as intended in their school.<sup>1</sup> Program activities and services are constant and ongoing in all service schools, and **the program provided more than 81,944 service hours to students during the 2011-12 academic year, along with more than 5,894 hours to parents and more than 2,450 to educators.**<sup>2</sup>

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**Participation Rates in Key GEAR UP Services**

STUDENT events			PARENT events		
	Participants	Avg. Hours Per Student		Participants	Avg. Hours Per Student
College Campus Tour	1,704	2.78	College Campus Tour	65	3.02
Academic/Career Counseling	3,419	2.83	Counseling and Advising	473	2.49
Family or Cultural Event	2,291	2.68	Family Events	1,478	2.70
Financial Aid Counseling	1,164	3.06	Financial Aid Workshop	284	1.87
Job Site Visit	702	1.87			
Mentoring Activities	2,055	3.34	EDUCATOR events		
Rigorous Academic Curricula	177	73.73		Participants	Avg. Hours Per Student
Summer Program	88	33	Professional Development	290	8.48
Tutoring	2,148	15.61			

**Table 2:** Reporting period: August 1, 2011 through July 31, 2012; Source: West Virginia GEAR UP Participation Summary Report

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*Quick fact:*

**1,704 STUDENTS TOURED A COLLEGE CAMPUS DURING THE 2011-12 ACADEMIC YEAR AS A RESULT OF THE WEST VIRGINIA GEAR UP PROGRAM. <sup>2</sup>**

1 Source: West Virginia GEAR UP School Personnel Survey (2012)

2 Reporting period: August 1, 2011 through July 31, 2012; Source: West Virginia GEAR UP Participation Summary Report

**ABOUT THE MEASURES AND REPORTS PROVIDED**

West Virginia GEAR UP follows a rigorous evaluation plan, as outlined on the program’s website at [www.wvgearup.org/research](http://www.wvgearup.org/research). The program conducts an annual survey among students and parents in order to measure the project’s progress toward meeting its annual and long-term objectives. The program only collects surveys from students who have been given permission by their parents to participate in the program evaluation process.

Due to discrepancies between the program’s annual reporting period and its annual service period (the latter is aligned with the academic year, the former begins and ends in March of each year), data and measures presented in this report represent varying time frames. For this reason, reporting periods are frequently listed in the footnotes. Much of the data regarding the GEAR UP program encompasses multiple academic years and multiple federal performance reporting years. This report is intended to provide a glimpse of the accomplishments achieved through the GEAR UP program as it relates to the work of the Division of Student Success and P-20 Initiatives during the 2012 traditional calendar year.

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**MENTOR RECOGNITION CEREMONY | GEAR UP Mentors**







COLLEGE GOAL SUNDAY | Mountwest Community and Technical College

## COLLEGE GOAL SUNDAY

### ABOUT THE PROGRAM

College Goal Sunday is a one-day event offering students and families the opportunity to receive free, one-on-one support in completing the Free Application for Federal Student Aid (FAFSA). The College Goal Sunday program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from the Lumina Foundation for Education.

The Division of Student Success and P-20 Initiatives, along with partner organizations such as the West Virginia Association of Student Financial Aid Administrators, TRiO, GEAR UP, and others, is responsible for organizing the event and marketing the services available.

### SERVICE AREA

In 2012, College Goal Sunday workshops were held at the following locations: Bluefield State College; Braxton County High School; Capital High School; Concord University; Davis and Elkins College; Erma Byrd Higher Education Center; Fairmont State University and Pierpont Community and Technical College Gaston Caperton Center; Glenville State College; Lincoln County High School; Marshall University Mid-Ohio Valley Center; Mountwest Community and Technical College; New River Community and Technical College; Potomac State College of West Virginia University; Ripley High School; Southern West Virginia Community and Technical College; Shepherd University; West Virginia Northern Community College; West Virginia University; and West Virginia University Institute of Technology.

### FOR MORE INFORMATION

Information regarding College Goal Sunday can be found on CFWV.com.

## 2012 PROGRAM HIGHLIGHTS

On February 12, 2012, the Division of Student Success and P-20 Initiatives and its partners coordinated the third annual statewide “College Goal Sunday” event. More than 300 volunteers from various college access organizations and higher education institutions across the state joined forces to offer students free, confidential assistance in completing the FAFSA. In the program’s third year, workshops were held at 19 locations statewide and more than 2,000 students and family members received help during the event.<sup>1</sup>

Participation by Role: 2012 Event

■ Parents & Family Members  
■ Students Who Completed the FAFSA

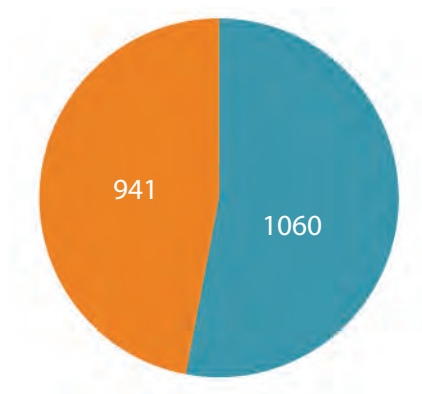


Chart 6: College Goal Sunday 2012 participants by role.

Participation by Year: 2010-2012



Chart 7: College Goal Sunday participation by year.

## Quick fact:

**62 PERCENT OF 2012 COLLEGE GOAL SUNDAY PARTICIPANTS WERE FROM A POPULATION IDENTIFIED AS UNDER-SERVED, INCLUDING FIRST-GENERATION, LOW-INCOME, AND MINORITY STUDENTS.<sup>2</sup>**

<sup>1</sup> Source: College Goal Sunday Workshop Registration Forms and Location Summary Report

<sup>2</sup> Source: College Goal Sunday West Virginia Participant Survey (2012)



GEAR UP U! SUMMER ACADEMY

*Health Sciences Class*





STUDENT SUCCESS *and* P-20 INITIATIVES  
*West Virginia Higher Education Policy Commission*

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**WVGearUP.org**  
**CFWV.com**



TEACHER APPRECIATION DAY | *Wirt County High School Students*



**HEAR MORE ABOUT THE IMPACT OF OUR PROGRAMS  
FROM THE STUDENTS, FAMILIES, AND EDUCATORS  
WHO ARE PARTICIPATING!**

Visit our video channel at [www.vimeopro.com/cfwv/in-their-words](http://www.vimeopro.com/cfwv/in-their-words)  
or scan the bar code to launch student- and teacher-made videos  
on your smart phone or mobile device!