

COLLEGE FOUNDATION OF WEST VIRGINIA

ADMINISTERED BY THE WEST VIRGINIA HIGHER EDUCATION POLICY COMMISSION

ECONOMIC IMPERATIVE:



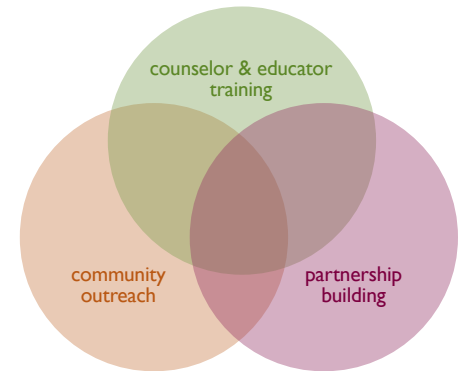
26%

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

SERVICES & OBJECTIVES:



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.

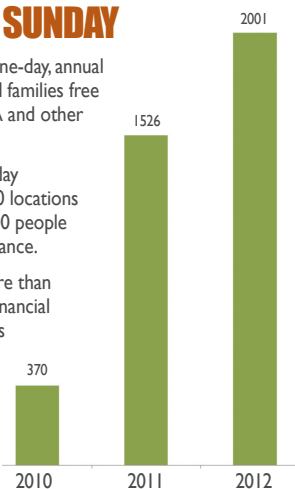
COLLEGE GOAL SUNDAY

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.

Student & Family Attendance by Year →



TARGET AUDIENCES:

- First-Generation Students
- Low-Income Students
- Adult Learners
- Counselors, Teachers, Community Leaders

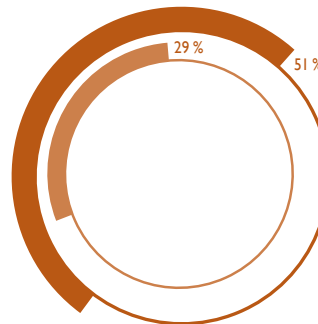
KEY PARTNERS:

- 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:

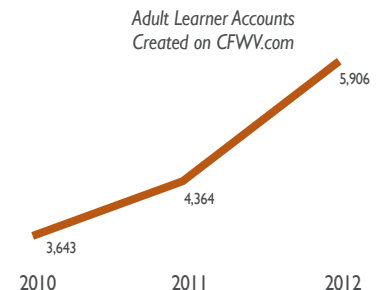
- One-Stop College Planning Web Portal, CFVW.com
143,800* ACCOUNTS CREATED
- Counselor and Educator Training Programs
1,100* INDIVIDUALS TRAINED
- "College Application and Exploration Week"
4,400* STUDENTS APPLIED
- "College Goal Sunday" FAFSA Workshops
1,000 FAFSAS COMPLETED IN A SINGLE DAY
- Statewide Student Success Summit
400 EDUCATION STAKEHOLDERS CONVENED
- College Access Outreach and Marketing Campaign
STATEWIDE OUTREACH

INTEGRATION IN PK-12 SCHOOLS:



Since the site's launch in 2010, CFVW.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.⁵

ADULT LEARNER OUTREACH:



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 CFVW.com has climbed steadily since the site's launch — as has adult enrollment.

1,185

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

A central component of the CFVW initiative is WV's one-stop college access web portal, cfv.com. In 2012, more than 205,000 individuals⁶ visited cfv.com, which features information about colleges, scholarships, and more.

VISITORS: 205,000

1. United States Census (2009)

2. Georgetown University, Center on Education and the Workforce (2010)

3. Mortenson, T. (2009)

4. West Virginia Higher Education Policy Commission (2010)

5. West Virginia Higher Education Policy Commission (2012)

6. Google Analytics, College Foundation of West Virginia (2012)

WEST VIRGINIA GEARUP

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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.

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%

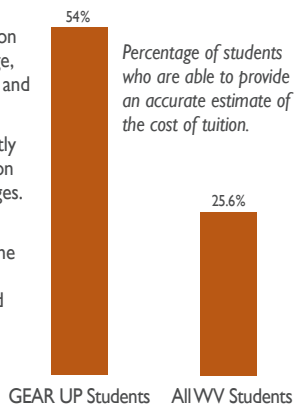
85% of GEAR UP students in the class of 2014 report having spoken with someone at their school or from GEAR UP regarding the availability of financial aid to help pay for college.¹

COLLEGE KNOWLEDGE

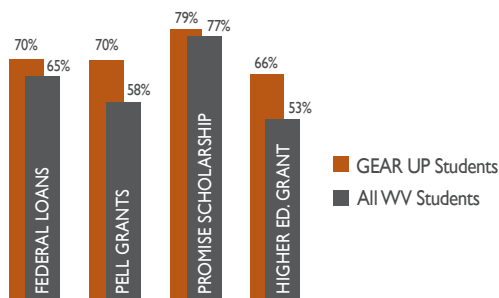
GEAR UP provides information sessions on the cost of college, the availability of financial aid, and financial planning and literacy.

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.³



Percentage of students who feel informed about financial aid resources.³



PARTICIPATION IN GEAR UP SERVICES:

STUDENT events			PARENT events		
	Participants	Avg. Hours Per Student		Participants	Avg. Hours Per Student
College Campus Visit	1,704	2.78	College Campus Visit	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			
Rigorous Academic Curricula	177	73.73			
Summer Program	88	33			
Tutoring	2,148	15.61			

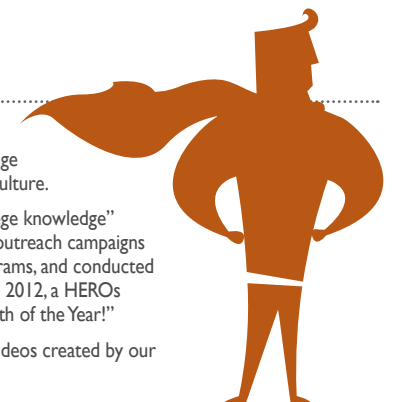
EDUCATOR events		
	Participants	Avg. Hours Per Student
Professional Development	290	8.48

Reporting period: August 1, 2011 through July 31, 2012²

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!



1. West Virginia Higher Education Policy Commission, GEAR UP Annual Survey (2012)
2. West Virginia Higher Education Policy Commission, GEAR UP Participation Records (2012)
3. West Virginia Higher Education Policy Commission, Senior Opinion Survey (2012)