

COLLEGE FOUNDATION OF WEST VIRGINIA

ADMINISTERED BY THE WEST VIRGINIA HIGHER EDUCATION POLICY COMMISSION

ECONOMIC IMPERATIVE:



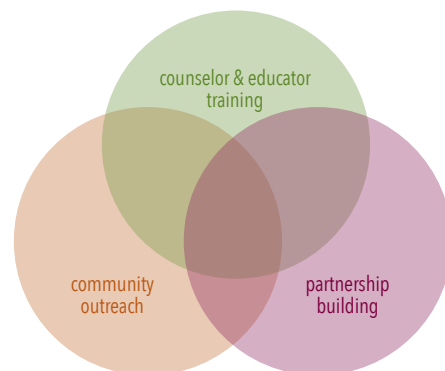
26%

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:



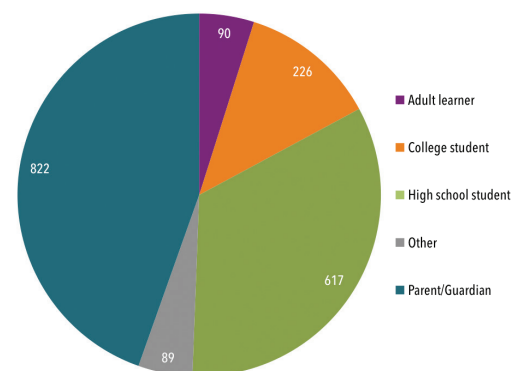
Great conference! Thanks for bringing educators from across the education pipeline together to share information and partner!



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.



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, cfww.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



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.⁴



FAFSA

56% of WV 12th graders completed a FAFSA in 2013, up seven percentage points from 2012.⁵

73,000

73,000+ college applications have been submitted through the cfww.com portal since the site's launch in October 2009. More than 17,400 applications were processed through the site in 2013.³

A central component of the CFWW initiative is WV's one-stop college access web portal, cfww.com. In 2013, more than 232,000 individuals⁶ visited cfww.com, which features information about colleges, scholarships, and more.

VISITORS:

232,000

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

1. United States Census (2009)

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

3. WVHEPC, College Goal Sunday Participation Data (2013)

4. WVHEPC, College Application & Exploration Week Data (2013)

5. WVHEPC and U.S. Department of Education, FAFSA Completion Data (2013)

6. Google Analytics, College Foundation of West Virginia (2013)

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!

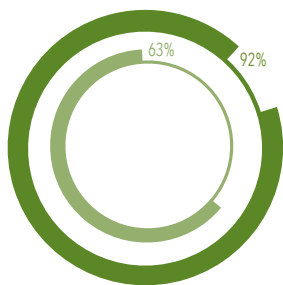


When you turn your dreams into goals, they can become a reality.



12th grade student, describing his takeaway from a GEAR UP student leadership workshop
River View High School, McDowell Co.

COLLEGE ASPIRATIONS



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

Can we talk?

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

TARGET AUDIENCES:

- First-generation students
- Low-income students
- Parents of these students
- Educators, counselors, administrators, and community leaders working with these students

2013 SERVICE GROUPS:

- In 2013, GEAR UP provided services to nearly 3,600 11th and 12th grade students and their families.
- Counties served include Boone, Clay, Lincoln, McDowell, Mingo, Roane, Summers, Webster, Wirt and Wyoming.

86%

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:

STUDENT events	Participants	Avg. Hours Per Student
College Campus Visit	1,055	2.97
Academic/Career Counseling	2,869	3.69
Family or Cultural Event	1,336	3.17
Financial Aid Counseling	1,287	2.22
Job Site Visit	509	1.92
Mentoring Activities	2,218	3.7
Rigorous Academic Curricula	69	73.91
Summer Program	70	66.30
Tutoring	1,565	13.6

PARENT events	Participants	Avg. Hours Per Student
College Campus Visit	36	0.93
Counseling and Advising	291	3.36
Family Events	752	2.9
Financial Aid Workshop	390	2.09

EDUCATOR events	Participants	Avg. Hours Per Student
Professional Development	287	7.11
Curriculum Development	45	1.67

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 CFWW!

