

# COLLEGE FOUNDATION OF WEST VIRGINIA

ADMINISTERED BY THE WEST VIRGINIA HIGHER EDUCATION POLICY COMMISSION

## ECONOMIC IMPERATIVE:



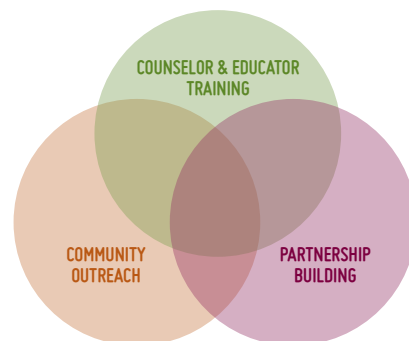
**27%**

of West Virginians have earned an associate's degree or higher.<sup>1</sup>

**49%**

of jobs in West Virginia will require postsecondary education by 2018.<sup>2</sup>

## SERVICES & OBJECTIVES:



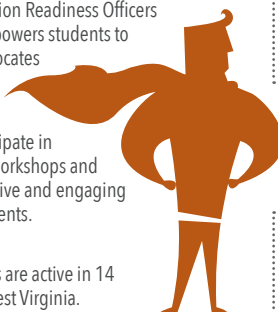
## 15 to FINISH WEST VIRGINIA

Through its CFWV initiative, the Higher Education Policy Commission launched "15 to Finish," a system-wide effort to support on-time graduation and timely degree completion. 15 to Finish is a call to action encouraging students to take a full course load every semester. All public four-year colleges are supporting the awareness campaign.

CFWV's Higher Education Readiness Officers (HEROs) program empowers students to be postsecondary advocates in their communities.

HEROs students participate in intensive leadership workshops and learn to support inclusive and engaging educational environments.

HEROs student groups are active in 14 high schools across West Virginia.



## MAJOR INITIATIVES:

- One-stop college planning web portal, cfww.com  
**243,000+ ACCOUNTS**
- Counselor and educator training programs  
**NEARLY 500 INDIVIDUALS TRAINED IN 2014**
- College Application and Exploration Week  
**3,900+ STUDENTS APPLIED, OCT. 20-24, 2014**
- College Goal Sunday FAFSA workshops  
**1,850 RECEIVED FINANCIAL COUNSELING, FEB. 9, 2014**
- Statewide Student Success Summit  
**300+ EDUCATION PARTNERS CONVENED, JULY 2014**

Hi! It's Jess w/ CFWV. Did u know WV 4-year colleges require either the ACT or SAT? Need to take the ACT? Reg. by Jan 9 for the Feb test - <http://bit.ly/1o49xmn>

CFWV system

Do you have to take it for 2 year colleges?

Student

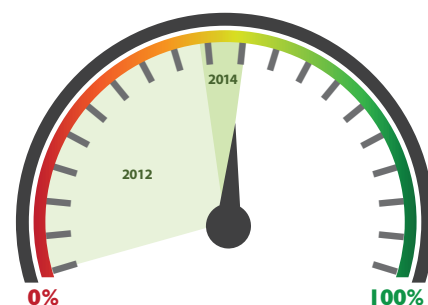
No - it's not required for admission. But did you know you can use the PROMISE scholarship at 2 year colleges? You might want to take it to try to qualify for that. CFWV.com offers free test prep!

Counselor, J.Kennedy

In 2014, CFWV launched an innovative pilot project to provide students with personalized reminders and college counseling by text message. 900+ students received counseling via text in the project's first year.<sup>3</sup>



More than 60,000 students learned about college options during College Application and Exploration Week. More than 225 elementary, middle, and high schools, and adult basic education classes participated.<sup>4</sup>



# FAFSA

55% of WV 12th graders completed a FAFSA in 2014, up six percentage points over the past two years.<sup>5</sup>

# 87,000

87,000+ college applications have been submitted through the CFWV.com portal since the site's launch in October 2009.<sup>3</sup>

A central component of the CFWV initiative is WV's one-stop college access web portal, CFWV.com. In 2014, more than 290,700 individuals<sup>6</sup> visited CFWV.com, which features information about colleges, scholarships, and more.

# VISITORS: 290,700

WEST VIRGINIA HIGHER EDUCATION POLICY COMMISSION, DIVISION OF STUDENT AFFAIRS • (304) 558-0655 • CFWV@HEPC.WVNET.EDU

1. United States Census (2009)

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

3. WVHEPC, Text Messaging Project Participation Data (2014)

4. WVHEPC, College Application & Exploration Week Data (2014)

5. WVHEPC and U.S. Department of Education, FAFSA Completion Data (2014)

6. Google Analytics, College Foundation of West Virginia (2014)

# WEST VIRGINIA GEARUP

ADMINISTERED BY THE WEST VIRGINIA HIGHER EDUCATION POLICY COMMISSION

West Virginia GEAR UP is a federal grant program aimed at assisting students in "Gaining Early Awareness and Readiness for Undergraduate Programs."

The Commission's first GEAR UP project launched in 2008 and continued through the 2014-15 academic year. This fact sheet highlights outcomes achieved during that project.

**Good news!** The Commission received its second GEAR UP grant in fall 2014. This new project will serve upwards of 13,000 students and continue through 2021.



**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.

## TARGET AUDIENCES:

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

## STUDENTS SERVED:

During the Commission's first GEAR UP project (2008-14), the program provided services to more than 13,000 students in Boone, Clay, Lincoln, McDowell, Mingo, Roane, Summers, Webster, Wirt, and Wyoming counties.

# 94%

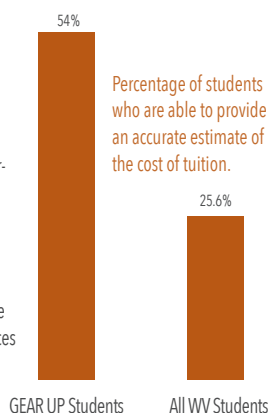
94% of GEAR UP students in the class of 2014 report having spoken with someone regarding the availability of financial aid to help pay for college.<sup>1</sup>

## COLLEGE KNOWLEDGE

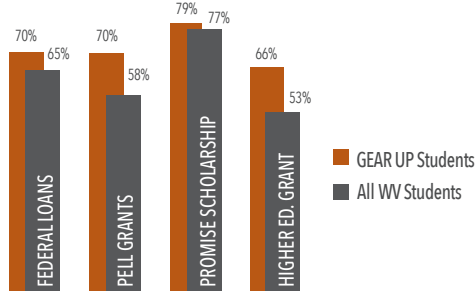
GEAR UP provides information sessions on the cost of college, the availability of financial aid, and financial planning and literacy.

Students statewide consistently over-estimate the cost of tuition at West Virginia's public colleges.

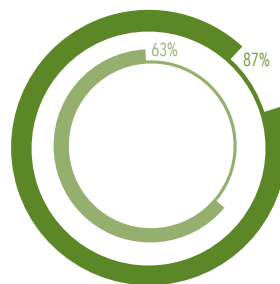
However, GEAR UP students are far more likely to know the true cost of pursuing higher education and to be informed about financial aid resources and opportunities.<sup>2</sup>



Percentage of students who feel informed about financial aid resources.<sup>3</sup>



## 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 87% of those same parents expect their child to earn a degree.<sup>4</sup>

## 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.<sup>5</sup>



# 6,000

Nearly 6,000 students visited a college campus between 2008 and 2014 as a result of the GEAR UP program.<sup>6</sup>

WEST VIRGINIA HIGHER EDUCATION POLICY COMMISSION, DIVISION OF STUDENT AFFAIRS • (304) 558-0655 • GEARUPINFO@HEPC.WVNET.EDU

1. West Virginia Higher Education Policy Commission, GEAR UP Annual Survey (2014)  
2. West Virginia Higher Education Policy Commission, Senior Opinion Survey (2012)

3. West Virginia Higher Education Policy Commission, Senior Opinion Survey (2012)  
4. West Virginia Higher Education Policy Commission, GEAR UP Annual Survey (2012)

5. West Virginia Higher Education Policy Commission, GEAR UP Participation Data (2014)  
6. West Virginia Higher Education Policy Commission, GEAR UP Participation Data (2014)