

COLLEGE FOUNDATION OF WEST VIRGINIA

ADMINISTERED BY THE WEST VIRGINIA HIGHER EDUCATION POLICY COMMISSION

ECONOMIC IMPERATIVE:



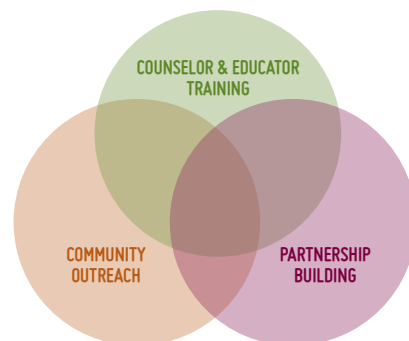
29%

of West Virginians have earned an associate degree or higher.¹

49%

of jobs in West Virginia will require postsecondary education by 2018.²

SERVICES & OBJECTIVES:



15 to FINISH

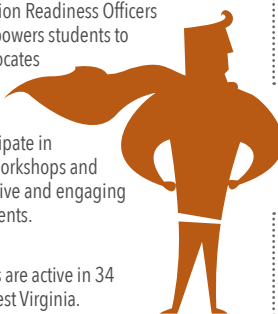
WEST VIRGINIA

Through its CFWW 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. **Since the effort began, the number of first-time freshmen taking 15 credit hours or more has increased by seven percentage points.**

CFWW'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 34 high schools across West Virginia.



CHALLENGE

— ACCEPTED —

In 2015, CFWW issued the "5 Star Challenge," a call to action to colleges to adopt a set of exemplary standards for serving student veterans. All public colleges and universities in WV have since implemented the program.

Hi! It's Jess w/ CFWW. 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>

CFWW system

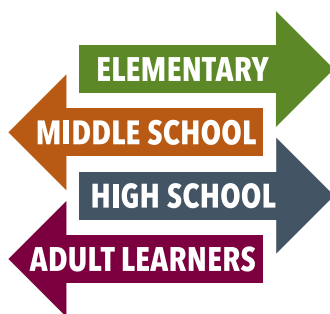
Do you have to take it for 2 year colleges?

Student

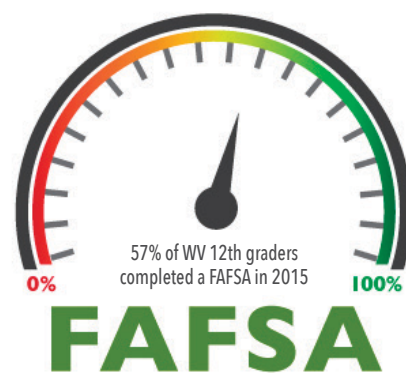
No - it's not required for admission. But did you know you can use the PROMISE scholarship at 2 year colleges? You might want to take it to try to qualify for that. CFWW.com offers free test prep!

Counselor, J.Kennedy

In 2014, CFWW began providing high school seniors and college freshmen with college counseling by text message. Since then, counselors have fielded more than 34,000 text inquiries from students. **Early results indicate participating students complete more credit hours and earn higher college GPAs.**



In July, CFWW hosted its sixth annual Student Success Summit. More than 400 educators and stakeholders from across the Pre-K through higher education continuum participated - ranging from pre-school teachers to college presidents, from students to counselors and principals, and from non-profit directors to private industry leaders.⁴



As of 2016, WV ranks **fourth in the nation** in FAFSA completion, jumping from 10th place in 2015. So far this year, staff from the Commission have coordinated and scheduled more than 200 financial aid workshops.⁵

#CollegeBound

In 2016, CFWW celebrated its seventh annual College Application and Exploration Week, a public awareness initiative to help students plan for postsecondary education and submit college applications. More than 450 schools across the state, from pre-schools to adult learning centers, participated in the initiative. Governor Tomblin also recognized the week through a proclamation.³

A central component of the CFWW initiative is WV's one-stop college access web portal, CFWW.com. In 2016, more than 323,000 individuals⁶ have visited CFWW.com so far, which features information about colleges, scholarships, and more.

VISITORS: 323,000

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1. United States Census

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

3. WVHEPC, College Application and Exploration Week Participation Data (2016)

4. WVHEPC, Student Success Summit attendance records (2016)

5. WVHEPC and U.S. Department of Education, FAFSA Completion Data (2015)

6. Google Analytics, College Foundation of West Virginia (2016)

WEST VIRGINIA GEARUP

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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.

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



TARGET AUDIENCES:

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

COUNTIES SERVED:

The Commission's current GEAR UP project (2014-21) provides services in **Boone, Fayette, Mason, Mercer, Mingo, Nicholas, Summers, Webster, Wirt, and Wyoming** counties.

JOB SITE VISITS



Nearly 2,500 students have participated in job site visits through the WV GEAR UP program.³



FINANCIAL AID

Since 2012, GEAR UP schools have made major gains in increasing the number of students applying for financial aid. FAFSA completion rates among GEAR UP 12th graders jumped eight percentage points – from 50% to 58%.⁵

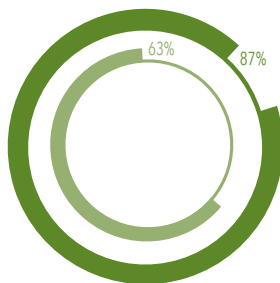
KNOWLEDGE & SUPPORT

95%

Ninety-five percent of GEAR UP students reported having spoken with someone regarding college admissions requirements, compared to only 77 percent of non-GEAR UP students attending comparable WV high schools.

And 70 percent of GEAR UP students reported receiving direct help from a college representative, while fewer than half of non-GEAR UP students said they had received help.¹

ASPIRATIONS



When the GEAR UP program first 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. By the time those students graduated high school, 87% of those same parents said they expect their child to earn a degree.¹



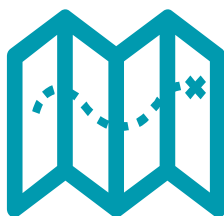
COLLEGE-GOING

The college-going rate in WV GEAR UP schools increased by 3.7% over the course of the Commission's first GEAR UP project – in spite of slight decreases in the statewide rate during the same time period.⁶



APPLICATIONS

A recent survey showed that more than 81 percent of GEAR UP students applied to at least one college or university, while only 71 percent of students from comparable WV high schools completed at least one college application.²



COLLEGE VISITS

10,000

Since WV GEAR UP began in 2008, the program has helped more than 10,000 students visit a college by coordinating free campus tours.³

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

3. West Virginia Higher Education Policy Commission, GEAR UP Participation Data (2016)
4. West Virginia Higher Education Policy Commission, GEAR UP Annual Survey (2014)

5. West Virginia Higher Education Policy Commission, FAFSA Completion Data (2012-2016)
6. West Virginia Higher Education Policy Commission, College-Going Rate Data (2014)