

Scaling College-Going Outreach Efforts in West Virginia



Leading the Way: Access, Success, Impact

March 31, 2014

Statewide Marketing and Community Outreach Initiatives

- Statewide web portal – www.cfwv.com
- College Application and Exploration Week
- College Goal Sunday and FAFSA Completion Campaigns
- CFWV Text Message Counseling Project

CFWV.com Web Portal

College Foundation of West Virginia **cfwv.com** SEARCH: En español cuando disponible
Sign In | Create an Account | Talk to Us | Need Help?

CAREER PLANNING **HIGH SCHOOL PLANNING** **COLLEGE PLANNING** **FINANCIAL AID PLANNING** **YOUR PORTFOLIO**



SIGN IN
Account name:
Password:
SIGN IN

New to this site? [Create an Account](#)
Forgot your account name or password?

Who Are You?

 **MIDDLE SCHOOL STUDENT**  **HIGH SCHOOL STUDENT**  **COLLEGE STUDENT**  **ADULT LEARNER**  **PARENT**  **EDUCATION & OUTREACH**

CASH FOR COLLEGE
LEARN ABOUT & APPLY FOR FINANCIAL AID, INCLUDING PROMISE >>>

Scholarship Finder
Find scholarships that match your skills and accomplishments using the CFWV Scholarship Finder!

Get financial aid updates!
Join our email list.

FINISH your DEGREE  **STUDENT SUCCESS SUMMIT** 

TRAINING RESOURCES
Brochures, curriculum guides, workshops & more!

CALENDAR
Check out our calendar of upcoming community events!

STAY IN TOUCH!
   

S: 192,000+
accounts have been
created on CFWV.com.

CFWV.com Web Portal

Career Planning

- Interest Assessments
- Career Profiles
- Career/Program Links

High School Planning

- Plan of Study
- High School Readiness

College Planning

- College Match
- Programs and Majors
- Applications
- Test Prep
- Community Outreach Calendar

Financial Aid Planning

- State-level Financial Aid
- Scholarship Database
- Financial Literacy
- Financial Aid Workshop Calendar

College Application and Exploration Week

In 2013...

- 150 schools participated.
- 6,300+ students applied.
- 75,000+ students learned about college options.



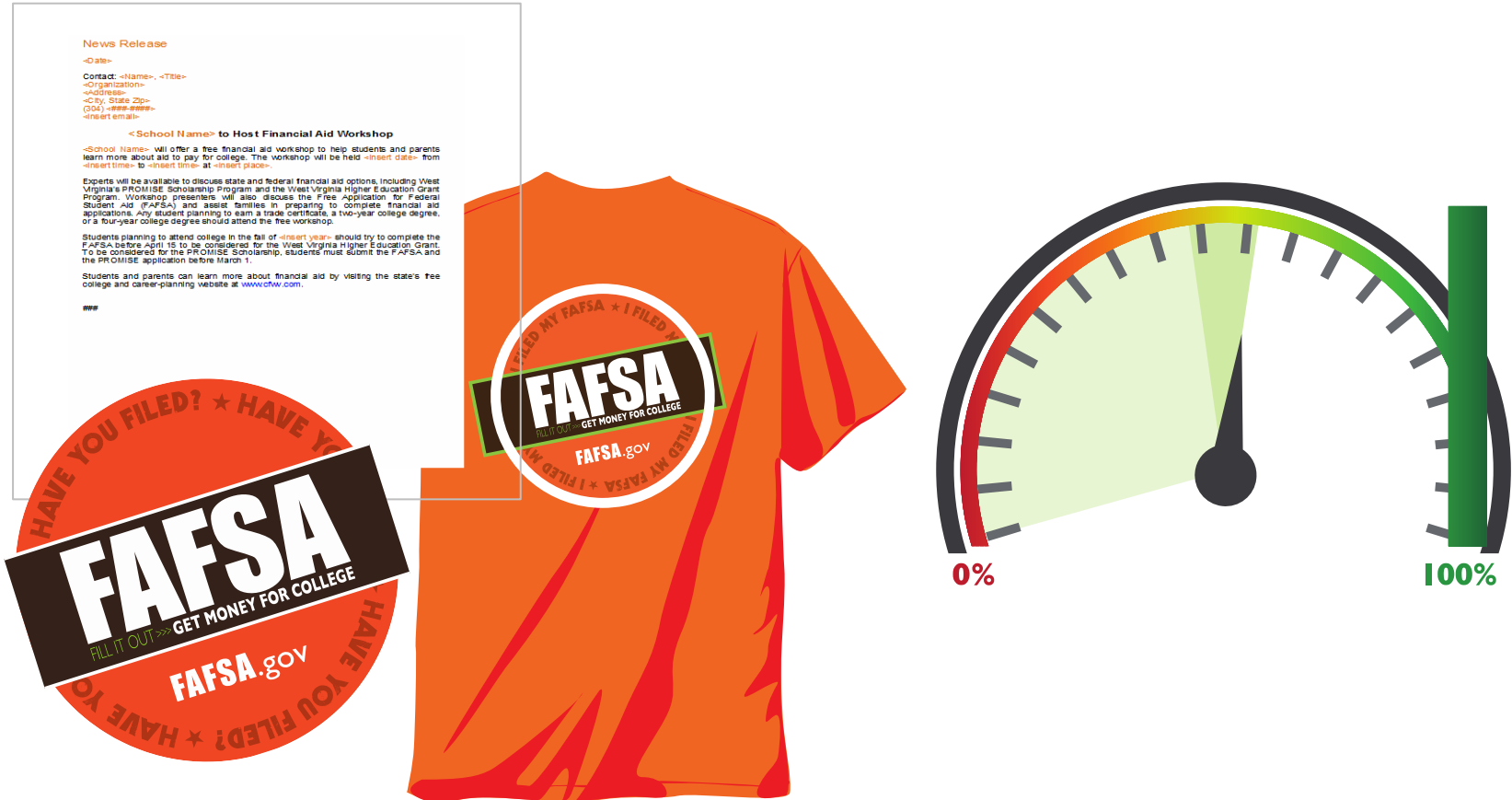
Savana E. @Psych_Girl19

18 Oct

Because of @CFVW 's College week, I was accepted to West Liberty and Fairmont State. Thank you CFVW!

Expand

FAFSA Completion Efforts



Text Message Counseling

- **Goals:**
 - “Nudge” students to act on key college-related tasks
 - Provide students with an additional channel to access college counseling
- **Launched January 2, 2014**
- **1007 initial opt-ins**
 - Over 57 percent of WV GEAR UP students opted to receive messages
 - 7 percent of initial participants (70 students) have since opted out.
- **1,298 student responses (inbound)**

Text Message Counseling

finding . also i went to fill out.my fasva and it saod it costs \$88?

01/02/2014 08:35PM EST ☐ ➔

Ok - definitely sign up for those emails cause we send tons of scholarships in them. The FAFSA is free - there r scam websites that charge. Go here: fafsa.gov

Sender: jkennedy@hepc.wvnet.edu ☐ ⬅ 01/02/2014 08:43PM EST

ahhh thabk u so muxb i almost gave them my creditcard XD

01/02/2014 08:45PM EST ☐ ➔

Campus and Community Collaboration

Best practices from West Virginia GEAR UP:

- College Prep Rally / Academic Day Camp
- Student Leadership Academy
- Senior Success Day Initiative

College Prep Rally Academic Day Camp

- All-in-One Approach
- Holistic Add-on
- Creating Buy-In at the High School & County Level
- Packaging

Student Leadership Academy

- Motivational Speaker/Message/Theme
- Team building and leadership development workshops
- Opportunity for a service learning project
- Help to create high school student leaders/ambassadors for higher education and perhaps specifically for your institution
- Build a partnership between your student leaders and local high school student leaders

Senior Success Day

- Clear, Concise Goal: Matriculate Students
- Timing is Key: April - May Target Date
- Meaningful Collaboration: Institutional Networking
- Incentive: Scholarships

Group Discussion

- What experience have you had in supporting these or similar efforts?
- What other initiatives are already happening on your campuses?
- What opportunities do you see for expanded collaboration? What challenges?
- What ideas are you taking away from this conversation?
- What can HEPC do to support your ideas?

Contact Information



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West Virginia Higher Education Policy Commission

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