

COLLEGE FOUNDATION OF WEST VIRGINIA

ADMINISTERED BY THE WEST VIRGINIA HIGHER EDUCATION POLICY COMMISSION

WHO WE ARE

The College Foundation of West Virginia (CFWV) provides free resources to help students and families plan, apply, and pay for education and training beyond high school. A central component of the CFWV initiative is WV's one-stop college access web portal, CFWV.com.

476,855 accounts have been created on CFWV.com since the program's inception in 2009.⁵

VISITORS: **476,855**

WEST VIRGINIA'S CLIMB



The goal of the West Virginia's Climb initiative is to encourage more West Virginians to pursue some form of credential-bearing education or training beyond high school and to assist the state's public institutions of higher education with the tools and resources they need to help students succeed.

31%

West Virginians aged 25-64 held at least an associate degree in 2016¹

55%

recent WV high school graduates enrolled in college in the fall of 2017

60%

will need a certificate or degree to meet future workforce demands²

WHO WE SERVE



STUDENTS

Explore careers, practice for tests and plan for the future



PARENTS

Learn how to help their children plan for their education



ADULTS

Find out how to return to school and balance their lives



EDUCATORS

Track students' progress and help explore educational options

COLLEGE APPLICATION & EXPLORATION WEEK

College Application and Exploration Week serves as an opportunity to receive one-on-one assistance to complete college applications and to prepare for postsecondary education. For all students, the week serves as an exploration opportunity to learn about the plan for postsecondary education.⁴

46,630+

STUDENTS PARTICIPATED IN 2020



6,476

Elementary School Students



12,462

Middle School Students



26,692

High School Students



1,068

Parent Participation

CHAMPION OF COLLEGE ACCESS AND SUCCESS

In 2020, 18 schools completed the 3 annual college-planning milestones to become Champions of College Access and Success.⁶



THE THREE MILESTONES

College Application & Exploration Week



FAFSA Completion Campaign

College Decision Day

TXT 4 SUCCESS

20+
THOUSAND

Students Subscribed



29+
THOUSAND

Messages Delivered

The Txt 4 Success program allows college-bound students from all over the state can sign up to participate in a free two-way college counseling service via text message. The text messages sent to students provide general college reminders and advice.³

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

1. United States Census
2. Georgetown University, Center on Education and the Workforce
3. WVHEPC, Text Messaging Project Participation Data (2020)

4. WVHEPC, College Application & Exploration Week Data (2020)
5. Google Analytics, College Foundation of West Virginia (2020)
6. WVHEPC, Champion of College Access and Success (2020)