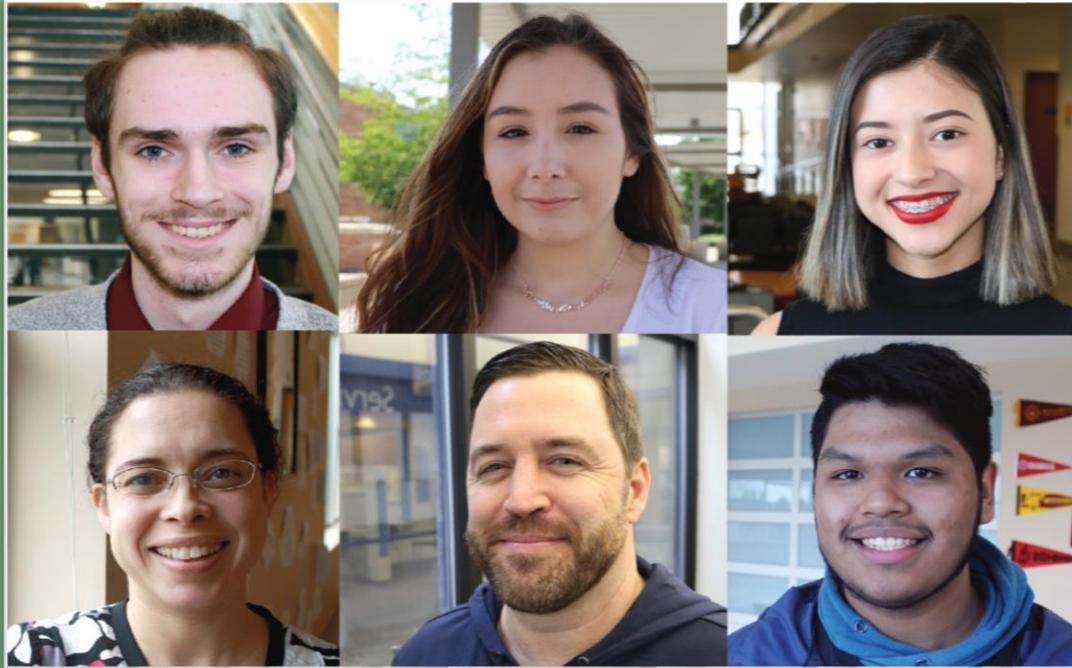


EXPANDING OPPORTUNITY THROUGH OUTREACH



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April 12, 2018

Presented to: HECC Commission

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1. Why Outreach?
 2. What are we currently doing?
 3. What can we be doing?
 - A. Target populations
 - B. Barriers (4 themes)
 - C. Interventions (4 themes)
 4. Questions

WHY DO OUTREACH?

STRATEGIC FRAMEWORK

D Expanding Opportunity through OUTREACH

HECC will develop a comprehensive outreach plan to ensure all Oregonians have access to affordable, relevant options for postsecondary training.

Too few Oregonians today receive relevant and comprehensive information about options for affordable postsecondary education and training. To significantly improve the successful transition of Oregon's youth and adult population to postsecondary education, while closing gaps in access, achievement, completion and employment, we must better connect Oregonians with affordable options for postsecondary education and training.

In partnership with PK-12, nonprofit, and regional partners, HECC will develop and advocate for a plan that expands access to effective college/career planning tools and services. This plan will apply the Equity Lens as a guide for expanding our network of partnerships and services to areas of the state that have the least amount of postsecondary participation, infrastructure, and support networks. In doing so, we will expand upon existing agency strengths—including K-12 partnerships, financial aid and planning resources, FAFSA completion efforts, mentorship, adult training, and workforce development. When implemented, we will open doors of opportunity for thousands of youth and adults who have been least engaged in postsecondary education and training, including those who are unemployed or underemployed.

Too few Oregonians today receive relevant and comprehensive information about options for affordable postsecondary education and training.

HECC COMMITMENT TO OUTREACH

“In partnership with PK-12, nonprofit, and regional partners, HECC will develop and advocate for **a plan** that **expands access** to effective college/ career planning tools and services. This plan will **apply the Equity Lens** as a guide for **expanding our network** of partnerships and services to areas of the state that have the **least amount of postsecondary participation**, infrastructure, and support networks.”

WHY DO OUTREACH?



“Social change efforts are more successful when they directly engage and are led by community members”

- November 2017 OCF Report



Current Communications

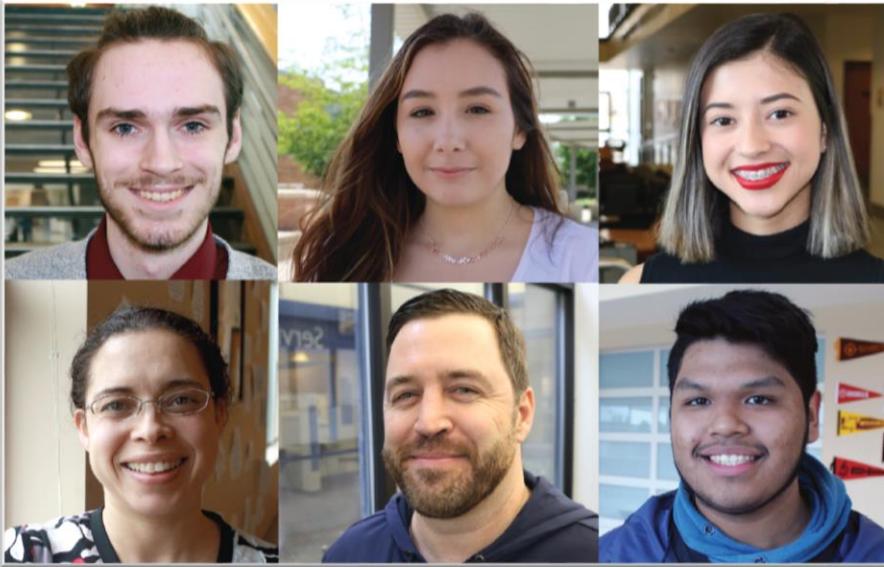
[Facebook: @OSACscholarships](#)

[YouTube Channel: #OSACOregon](#)



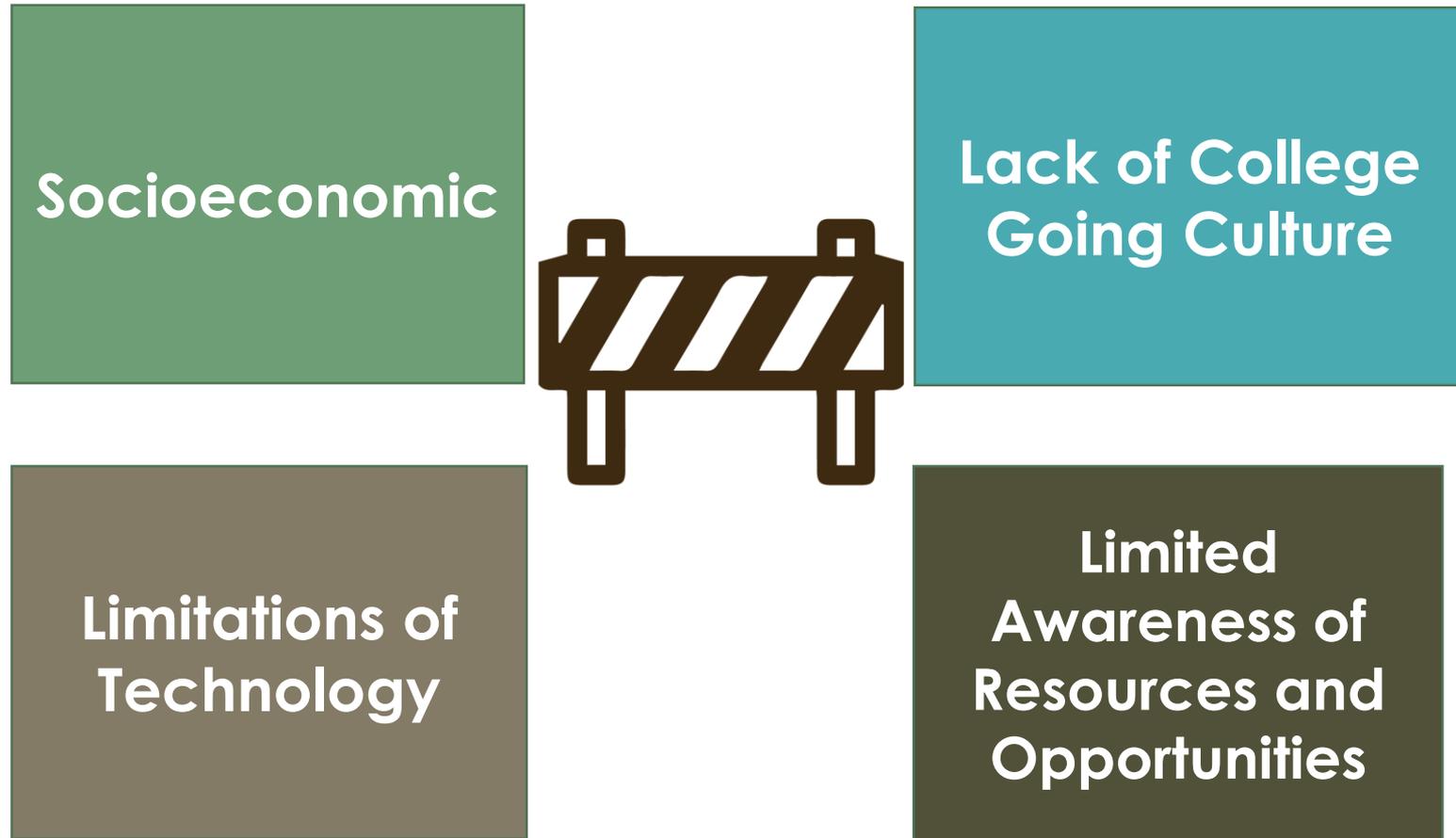
Strategic Outreach

STRATEGIC OUTREACH: TARGET POPULATIONS



- 1) Rural Communities
- 2) Adult Learners
- 3) Latino Communities
- 4) Tribal Communities

STRATEGIC OUTREACH: COMMON BARRIERS



STRATEGIC OUTREACH : COMMON BARRIERS

Socioeconomic

Barriers

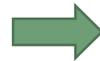
Cannot afford the cost of college

Child/family care responsibilities & cost

Lack of financial literacy

Student loan debt - already a burden

Work/school life balance and financial constraints



Interventions

Expand partnerships to organizations addressing financial literacy

Expand FAFSA Plus+ to additional sites

Increase grant award amounts

Increase scholarships that allow part-time attendance

Increase Student Child Care Grant funding

Increase the number of tuition grants and scholarships for students from specific populations

Work with community colleges/workforce/VA - to strategize how to engage students they serve

STRATEGIC OUTREACH : COMMON BARRIERS

Lack of College Going Culture

Barriers

Distance from home to programs of study

Lack of cultural representation among teachers and mentors

Lack of family support to pursue education

Struggle to understand the complex higher education system



Interventions

Encourage colleges to provide summer bridge programs- focused on social factors

Increase ASPIRE sites that serve students in specific communities

Provide targeted outreach events for students in specific communities

Recruit and train more representative ASPIRE mentors

STRATEGIC OUTREACH : COMMON BARRIERS

Limitations of Technology

Barriers

Interventions

Computer/device/laptops

Create mobile-friendly applications

Internet access

Develop application support & help tools

Improve sorting and filtering so applicants can quickly see scholarships for their area



STRATEGIC OUTREACH : COMMON BARRIERS

Limited Awareness of Resources and Opportunities

Barriers

Lack of public presence/knowledge

English is a second language

Not connected to an organization that promotes or is aware of OSAC

Interventions

Create more general marketing to students in specific communities

Expand work to additional partner organizations

Increase ASPIRE sites that serve students in specific communities

Translate all OSAC information including paper items, websites, webinars, etc.



STRATEGIC OUTREACH : INTERVENTIONS

Socioeconomic



**Expand
partnerships**



**Increase
award
amounts**



**Increase
diversity of
awards**

STRATEGIC OUTREACH : INTERVENTIONS

Lack of College Going Culture



STRATEGIC OUTREACH : INTERVENTIONS

Limitations of Technology

Mobile-friendly applications

Application support and help tools

Improve sorting and filtering of scholarships



STRATEGIC OUTREACH : INTERVENTIONS

Limited Awareness of Resources and Opportunities



Increase Partnerships

General Marketing

Translations



Questions ?