



# HECC STRATEGIC OUTREACH

JUAN BAEZ-AREVALO, DIRECTOR,  
Office of Student Access and  
Completion

Presented to: HECC Commission  
Meeting

Date: February 7, 2019



# Agenda

## HECC Outreach Strategic Framework



Equity Lens, Target Populations, and Barriers



Communications and Outreach Events



ASPIRE



Partnerships



HECC Strategic Outreach Policy Package

# Outreach Strategic Framework

In partnership with PK-12, nonprofit, and regional partners, the Higher Education Coordinating Commission (HECC) will develop a comprehensive outreach plan to ensure all Oregonians have access to affordable, relevant options for postsecondary training.

*-HECC Strategic Framework 2017-2021*

# Why is Outreach Important?

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

- Multi-year financial support and strong, culturally appropriate advising can help students enroll and complete higher education programs, and families benefit from support in understanding and navigating the higher education system. \*

Provide students, partners, and community leaders with information and resources on how to access and afford postsecondary education, make informed choices about their college and career future, and succeed in their education goals.

# Equity Lens & Targeted Populations

HECC is dedicated to fostering and sustaining the best, most rewarding pathways to opportunity and success for all Oregonians through an accessible, affordable, and coordinated network for educational achievement beyond high school. Quality education strengthens all Oregon communities and promotes prosperity

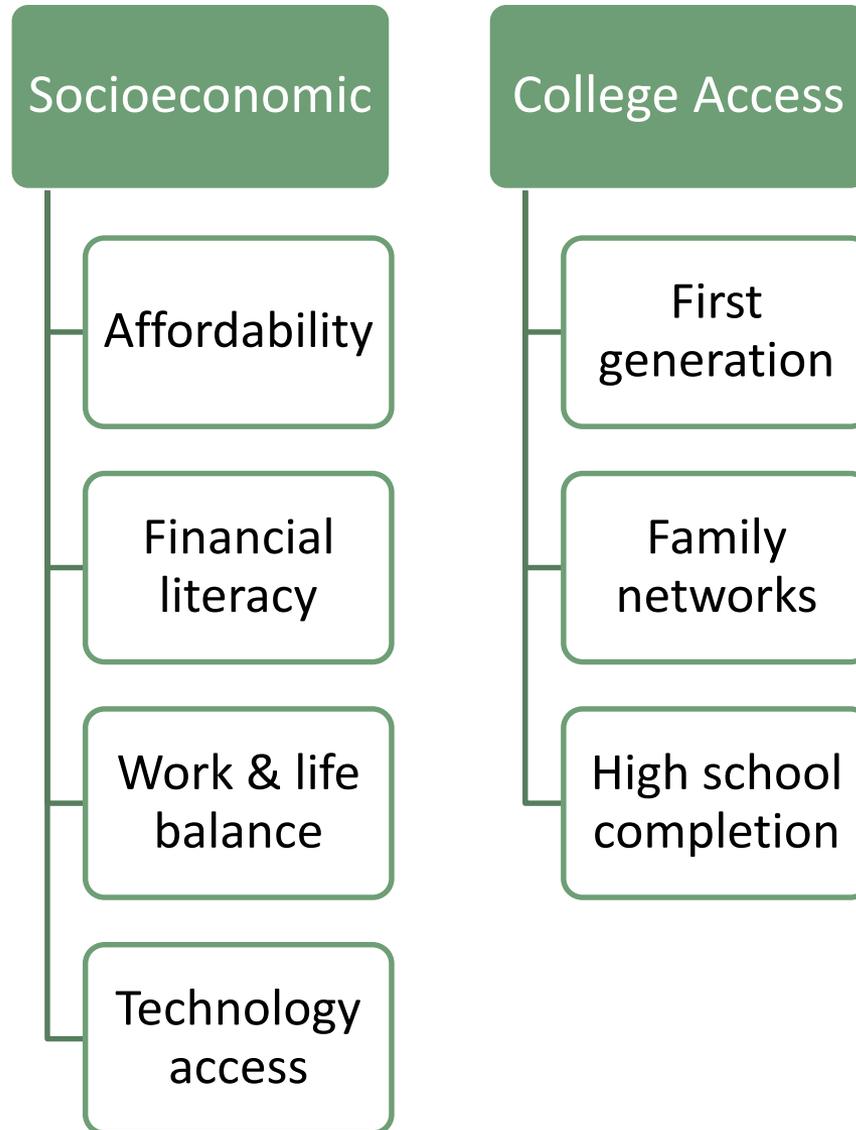
Rural  
Communities

Adult  
Learners

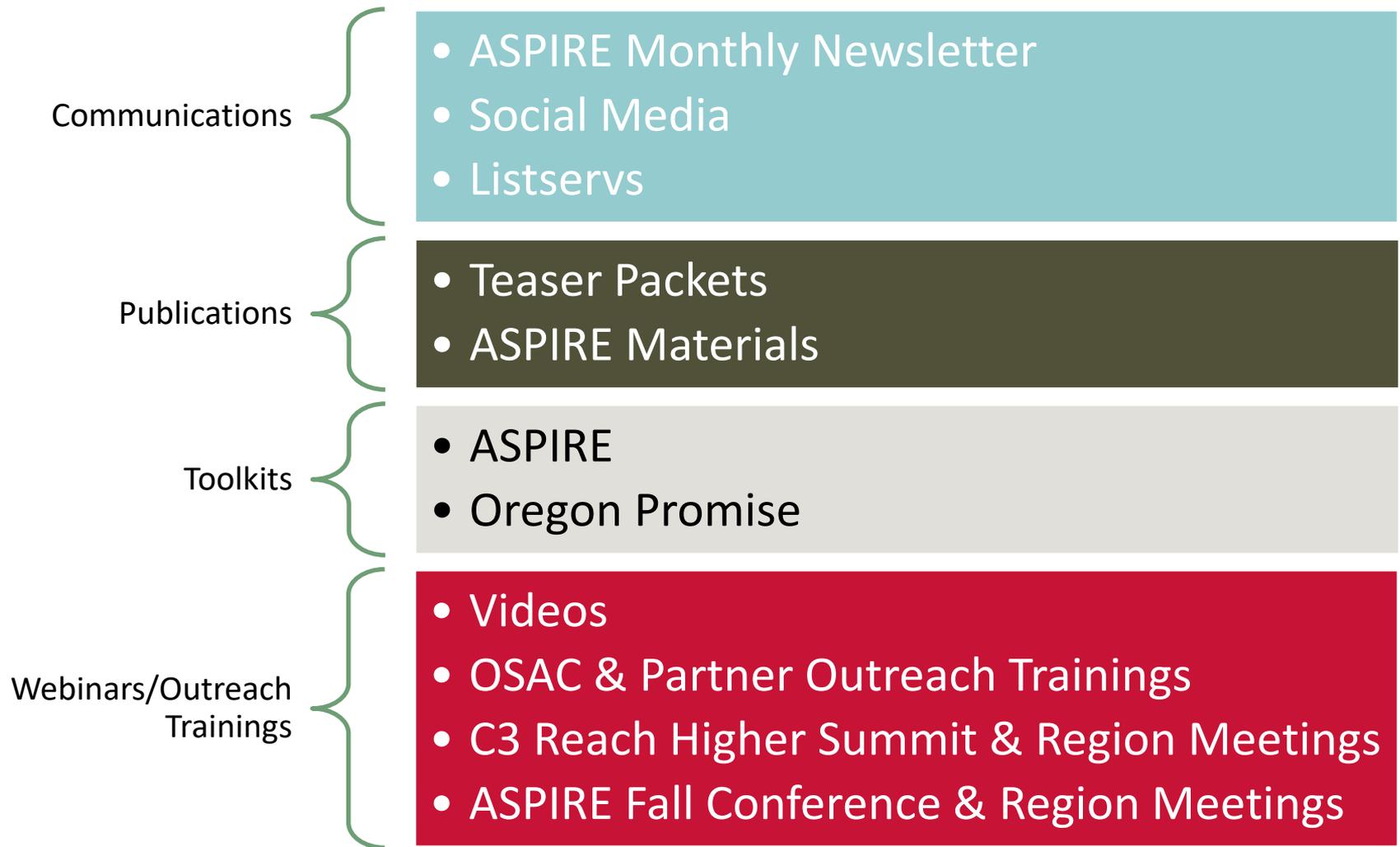
Latino  
Communities

Tribal  
Communities

# Barriers



# Communications, Publications, Toolkits



# Outreach Events

## Traditional OSAC Outreach Events

- College & Transfer Fairs
- Finding Funds for Oregon Students
- Financial Aid Nights
- FAFSA/ORSAA Completion Events

## HECC Partnerships

- GED Summit
- Student Success & Retention Conference
- C3 & Workforce

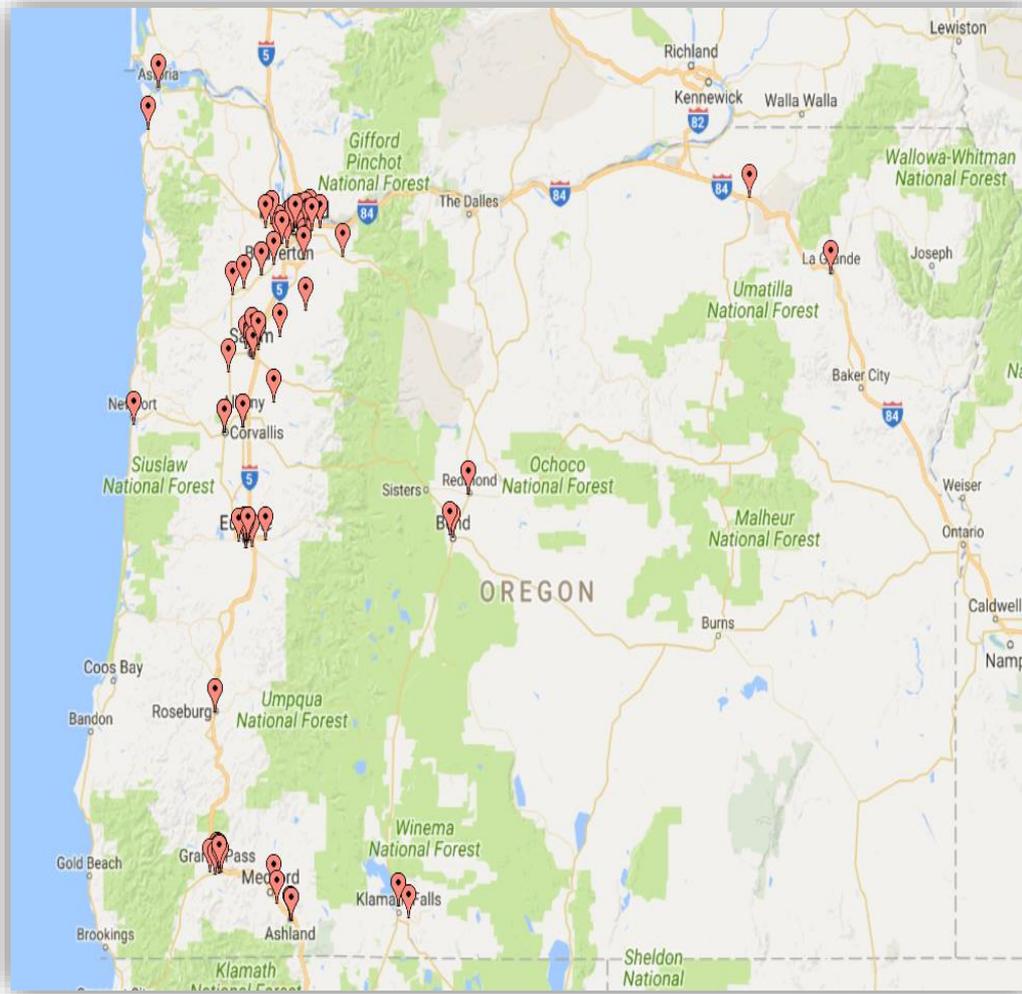
## Career, College, Collaborative (C3)

- Reach Higher Summit
- Region Meetings
- Listening Sessions

## External Partners

- Conexiones
- College Access Programs
- Community-based Organizations

# Outreach Events Statewide



**300+ events** in rural and urban communities throughout Oregon during 2017-19

**Types of Events:** College and career fairs, financial aid outreach events, conferences

**Venues:** Colleges and universities, high schools, community libraries, social service agencies, and others

**Audiences:** Middle and high school students, current college students, adult learners, families, school counselors, and other educators

# Accessing Federal and State Financial Aid: The Importance of The FAFSA

FAFSA completion is strongly associated with postsecondary enrollment: 90% of high school seniors who complete FAFSA attend college directly from high school, compared to just 55% of FAFSA noncompleters

To be eligible for federal aid such as the Pell Grant, students must complete the Free Application for Federal Student Aid (FAFSA), or the Oregon Student Aid Application (ORSAA) so FAFSA/ORSAA completion is critical to affordability.

For the 18-19 FAFSA cycle, Oregon ranked 39<sup>th</sup> nationally for the percent of high school seniors completing the FAFSA.

<http://www.collegeaccess.org/WhyInvestFAFSA>

<https://public.tableau.com/profile/bill.debaun.national.college.access.network#!/vizhome/FormYourFutureFAFSATracker-2018-19FAFSACycleThroughJune292018/CurrentWeekRanking>

# Accessing Federal and State Financial Aid: Oregon Student Aid Application (ORSAA)

The ORSAA is an alternative to the FAFSA for undocumented Oregon students, including students who have Deferred Action for Childhood Arrivals (DACA) status or Temporary Protected Status (TPS). Eligible undocumented and DACA students in Oregon can get help to pay for college.

Some resources offered by OSAC include:

- ORSAA Tip Sheets (PDF): English | Español
- 5 Tips to Complete the ORSAA (Video): English | Español
- Presentations/webinars; February 2019 “Helping Undocumented & DACAdmented Students Navigate Financial Aid”. Webinar scheduled for Monday, February 11<sup>th</sup>, 2019 at 10:00 am – 11:00 am. Register at: <https://oregonstudentaid.gov/Webinars.aspx>

# FAFSA Plus+: Partnership and Outreach Program

252 sites across Oregon

- A statewide initiative, from 2013-14 to present day, participation grew from 4 to 252 sites including high schools, districts, community-based organizations and access programs, Oregon GEAR UP, Trio programs, and Tribal agencies.

Primary focus: increasing FAFSA & ORSAA completion so that Oregon students access all financial aid for which they are eligible to achieve their postsecondary goals.

FAFSA Plus+ Program: OSAC partnership with high schools and sites to provide targeted support aimed to increase FAFSA & ORSAA completion through: completion events, scholarship resources, FAFSA verification help, and more.

- FAFSA Plus+ sites are provided access to current student-level FAFSA & ORSAA data, allowing educators to provide targeted assistance to high school seniors and their families.



# ASPIRE Oregon: College and Career Mentoring Program



# ASPIRE: College and Career Mentoring Program

ASPIRE is the State of Oregon's mentoring program, helping students statewide to plan for and access education and training beyond high school.

- Provides mentoring for middle school and high school students to develop a plan for meeting their college and career goals.
- Relies on volunteer participation and local community connections across Oregon.

## HECC ROLE

Creates and maintains training resources and facilitates regional and statewide training events for volunteers and program coordinators

Delivers presentations to students and families on financial aid and scholarships

Publishes printed materials for students and families

Provides funding opportunities for sites to support the program

# ASPIRE: Collaboration with schools

School counselors partner with stakeholders, both inside and outside the school, as a part of the comprehensive school counseling program. Through school, family and community collaboration, school counselors can access a vast array of support for student achievement and development that cannot be achieved by an individual, or school, alone.

- Decrease student to staff ratios by providing volunteer mentors for middle school and high school students.
- Increase the diversity of resources and mentors available to students.

## ASPIRE ROLE

Strategically partner with school administrators and districts to implement ASPIRE in schools with limited college access resources

# ASPIRE: College and Career Mentoring Program

## Mentoring Works



### Students who receive mentoring:

Miss fewer days of school

---

Are more likely to go to college

---

Are more likely to volunteer in their communities

---

Are more likely to hold leadership positions

<https://www.mentoring.org/why-mentoring/mentoring-impact/>

# ASPIRE: College and Career Mentoring Program

## Supporting the 40-40-20 Goal

### **Students who receive ASPIRE mentoring will:**

Understand long-term financial impact of post-secondary decisions

---

Receive help exploring post-secondary and financial aid options

---

Receive help applying for post-secondary and financial aid options

# ASPIRE: Tools and Resources

## For Volunteers and Coordinators



Online Trainings and Resources



Statewide and Regional Training



Funding for sites to develop program

## For Students and Families



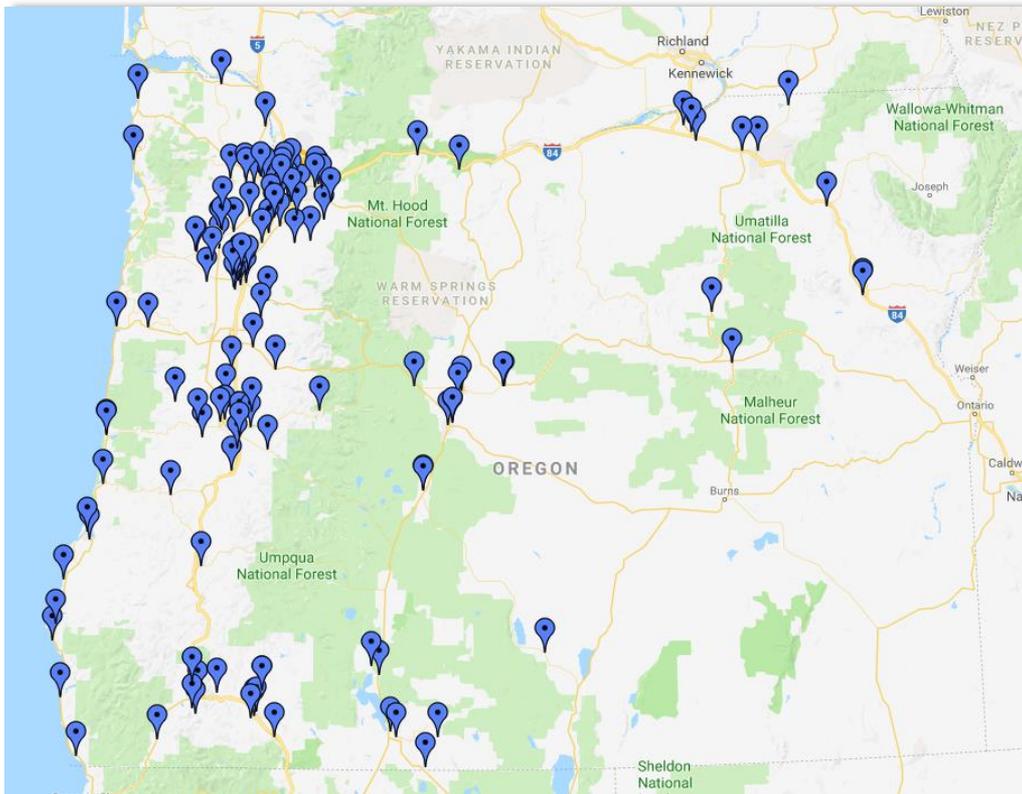
Presentations and training



Published resources

# ASPIRE: Sites and volunteer resources, 2017-18

ASPIRE facilitates volunteers efforts valued at over a **MILLION dollars** each year



Over **150** middle school, high school, and community-based sites

Over **1,700** mentors donated more than **45,000** hours to support students, valued at more than **\$1,100,000\***

\* Based on an evaluation by *Independent Sector*

For a list of participating sites: [www.OregonStudentAid.gov/ASPIRE](http://www.OregonStudentAid.gov/ASPIRE)

# ASPIRE: Student Outcomes, 2017-18

More than  
**11,000**  
students  
served

- **33%** identified as students of color
- **61%** had at least one parent who did not attend college

**Student  
achievements**

- **69%** applied for at least one scholarship
- **87%** applied for financial aid
- **91%** applied to or are planning to attend at least one college, university, or technical/vocational program within one year of high school



# Partnerships

# Expanding Partnerships – Increasing Results

“Social change efforts are more successful when they directly engage and are led by community members [partnerships]”\*

- Oregon Tribes and Tribal Councils
- Community Based Nonprofit Organizations
- Workforce Boards
- Local School Districts
- Education Service Districts
- State Agencies
- Higher Education Institutions

\*Source: Ruffenach, Caitlin. “Tracking Oregon’s Progress: Toward a thriving future: closing the opportunity gap for Oregon’s kids.” The Oregon Community Foundation. November 2017

# Career, College, Collaborative (C3)

Through collaboration and outreach, C3 builds capacity for educators, community organizations, and the public to help them better support youth and adults who are engaged in learner pathways.

Partners  
and  
Members

- Workforce
- Oregon Dept. of Education
- Colleges/Universities
- Community-based Orgs.
- High Schools
- Educational Service Districts

# Students Served - College Access Programs

## ASPIRE

- Open to ALL students

## AVID

- Underserved (first generation, underrepresented in college; desire and determination to attend college; GPA 2.0-3.5)

## College Dreams

- Low-income, first generation, underrepresented youth in Southern Oregon

## College Possible

- Low-income students

## GEAR UP

- Low-income middle and high school students

## TRiO

- Students from disadvantaged backgrounds

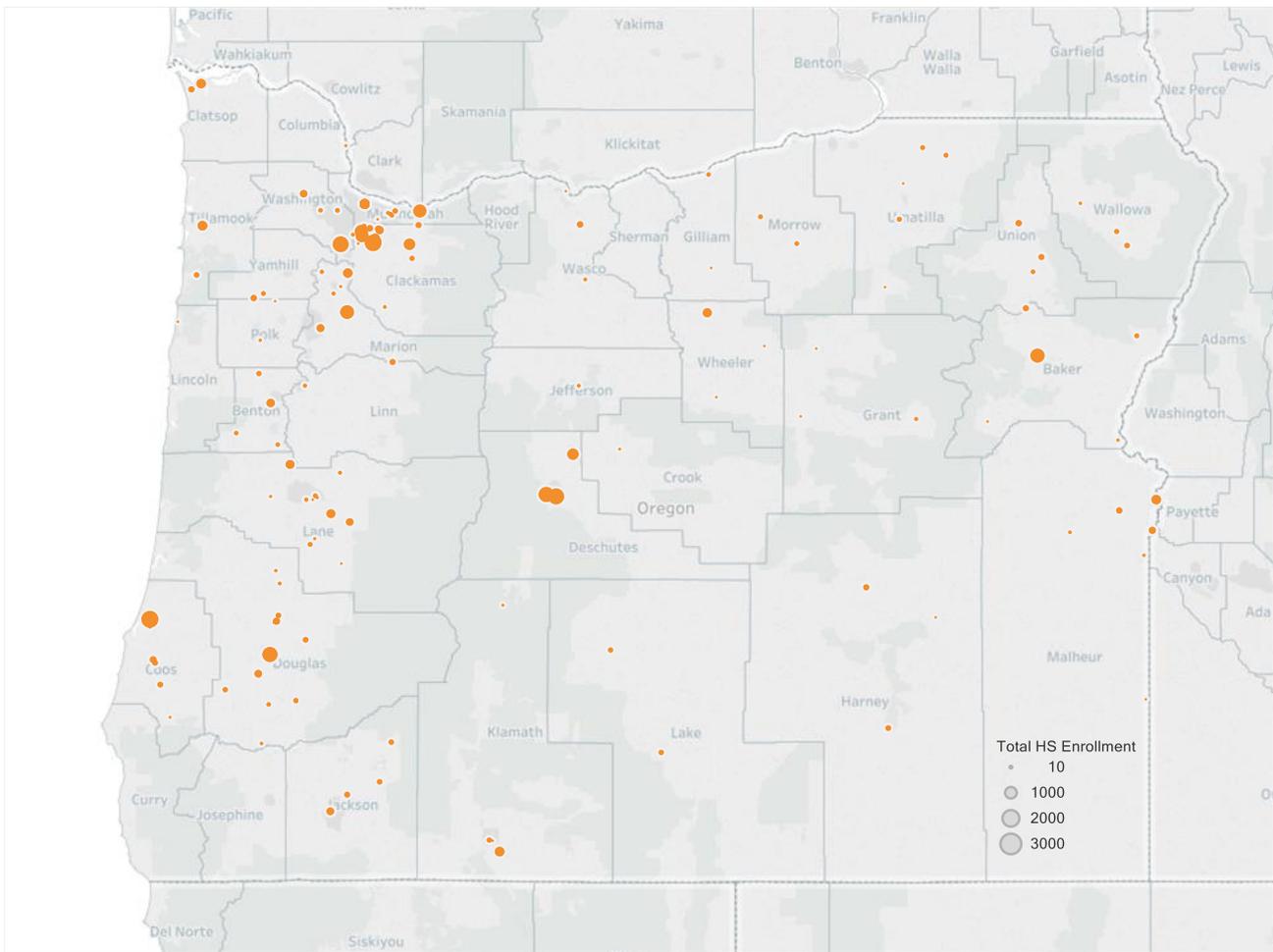


# High Schools – without a College Access Program (2017-18)

High Schools without a College Access Program (2017-18 Academic Year)

**139** public or charter high schools do not have a college access program.

Over **45,000** 9<sup>th</sup>-12<sup>th</sup> grade students go without a college access program.





EXPANDING  
OPPORTUNITIES  
THROUGH  
OUTREACH POLICY  
PACKAGE

The background image for the text is a woman with short dark hair, wearing a purple long-sleeved shirt, smiling and looking towards the right. She is seated at a table with a document in front of her. The text is overlaid on this image in a clean, black, sans-serif font.

# ASPIRE & STRATEGIC OUTREACH

## POP 202 Expanding Opportunities through Outreach

| Activity  | Description  | 2017-19 LAB    | 2019-21 GRB    | POP 202                    |
|---|--|----------------|----------------|----------------------------|
| <b>Continue Oregon ASPIRE</b>                   | Continue ASPIRE program to help students plan their post-high school educational career through mentoring in more than 157 locations statewide.                                  | \$2,090,074 GF | \$1,992,319 GF |                            |
| <b>POP 202 \$ 2.6M</b>                          | Partnership grants to organizations that work with underserved populations.  | NA             | NA             | \$1,000,000 GF<br>+1.0 FTE |
| <b>Expanding Opportunities through Outreach</b> | Increase the number of ASPIRE sites in underserved regions and increase partnership grant funding for middle and high schools, community-based organizations, tribal sites, etc. | NA             | NA             | \$400,000 GF<br>+ 2.0 FTE  |
| <b>Revised budget: \$2.6M</b>                   | Improve outreach materials and publications, website, student portal, applications, and social media for targeted groups.  | NA             | NA             | \$200,000 GF               |
| <b>Special Payments \$1.4M</b>                  |  |                |                |                            |
| <b>Services &amp; Supplies \$543,534</b>        | Improve communication tools, including translated materials and a texting service to support students.   | NA             | NA             | \$200,000 GF               |
| <b>Personal Services \$656,466</b>              | Increase outreach events focused on the targeted populations. Increase FAFSA PLUS+ sites and ORSAA support   | NA             | NA             | 1.0 FTE                    |
| <b>Staffing: 4.0 FTE</b>                        |  |                |                |                            |

NOTE: This slide focuses primarily on General Fund (GF) LAB: Legislatively Adopted Budget, GRB: Governor's Recommended Budget, CSL: Current Service Level, M: Millions. POP 202 \$2.6M budget is a revised estimate from the original \$4.6M request.

# Community Grants

Provide community grants to regional and statewide entities who are working with priority populations to expand opportunities in career and college: Adult, Rural, Latino and Tribal students.

## Criteria:

CBOs serving students from diverse backgrounds

## Priority:

CBOs serving underserved, first-gen, low-income students

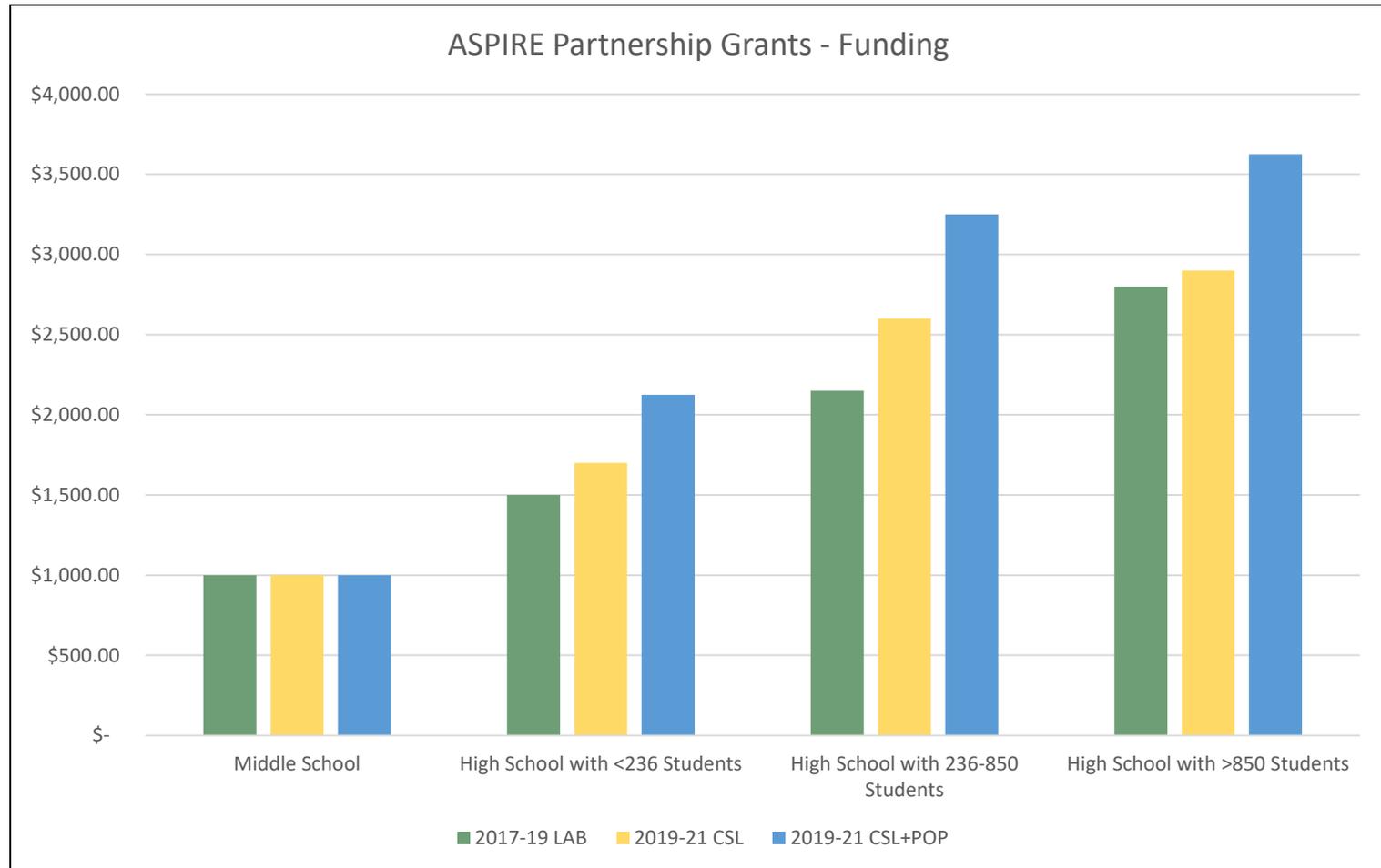
## Application Process:

Request for Proposal, scoring rubric

## Award Amounts:

To be determined

# ASPIRE: College and Career Mentoring Program



# ASPIRE: College and Career Mentoring Program

| Budget                          | Regions Served   | Access Specialist Positions | Number of Sites |
|---------------------------------|--|-----------------------------|-----------------|
| 2019-21 CSL                     | Portland Metro<br>Mid-Willamette Valley<br>S. Willamette Valley<br>Central/Eastern<br>Southern   | 3.5 FTE                     | 190             |
| <b>2019-21 CSL + Investment</b> | Portland Metro<br>Mid-Willamette Valley<br>S. Willamette Valley<br><b>Central</b><br><b>Southern</b><br><b>Eastern</b><br><b>Coast/PDX Metro</b> | <b>5.0 FTE</b>              | <b>311</b>      |





Thank you for your support