Identifying Post-Secondary Barriers

Focus Conversations

Resource Mapping
What Did We Ask Students?
What concerns you about going to college?
What services/programs are available at your schools?
When you talk about going to college what do you talk about?

- Major
- College selection
- Financial
What support do you need from your school to help you get to college?
Best ways to share information...

- Word of Mouth
- Texting
- Flyers
- Saying Nothing
- Email
Our counselors want to LEARN more about...
Topics Not Included

Writing Letters of Recommendation

Transfer Tips and Process

BUT

Tools of

Parent Engagement

College-Going Culture
Next Step
UW Affiliation

Heart of Florida United Way
Going2College Texting Program

- Text reminders for required college tasks
- Opt-in subscribers receive messages from post-secondary institutions of their choosing
- Only seniors can subscribe
Why TEXTING?

According to a study, 92% of students in high school or younger own a cell phone (Pew survey, conducted 9/29-11/6/16).

More and more non-whites, younger, and lower-income adults rely on smart phones for online access (Pew survey, conducted 2013-2016).

76% of surveyed individuals said they prefer to read a text message over an email (Forbes, SMS Marketing-Start with Service and Add Promotion Carefully, 10/06/2014).
Going2College

- Text messaging campaign sends one-way reminders and resources regarding college tasks.
- Can be utilized statewide.
- Beginning year 1 of programming.
  - Targets: 9th-12th graders
  - Campaign starts 3rd week of August & ends July 31 of the following year
- Utilizes existing technology already used by United Way.
  - Messaging platform
  - Short-code: “515-55”
  - For us, all content and posting is done in house.
Who does it serve?
How it works: Opting In

- Keywords represent each graduation class (g2c2017...)
- You can subscribe to one or more keywords.
- Just follow 3 easy steps.
  - Then you’ll start receiving weekly texts
Topics Included 9-12th Grade

Career Exploration
- Resume Building
- Career Interest Inventories
- College Major Exploration
- Volunteer Tips

Admissions
- SAT/ACT Test Registration
- CSU & UC Application Deadlines
- Essays and Personal Insight Questions
- College Match & Exploration
- Placement Testing, Orientation, & Housing

Financial Aid
- Net Price Calculators
- FAFSA & Dream Act Deadlines
- Scholarships
- Application Tips
- Comparing Awards, Web Grants, and Reminders

Undocumented Students
- DACA and Financial aid
- Scholarships
- Application Tips
- Comparing Awards, Web Grants, and Reminders

Inspiration
- Quotes
- Roommate Tips
Content Calendar
High School
Topics Included Middle School

- **Career Exploration**
  - Career Interest Inventories
  - College Major Exploration

- **High School Ready**
  - Novel Citations
  - Learning Styles, Study Techniques

- **Know the Lingo/Glossary**
  - Financial Aid
  - Types of Colleges
  - Types of Degrees

- **Write On**
  - Prompts with link to online journal

- **Inspiration**
  - Quotes
Content Calendar
Middle School
What do the messages look like?
Outreach

1 Page Flyer

Business Card (2 sides)
Lessons Learned

Be *organized*

*Double check* links & deadlines

Use *precise* language
Q & A
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