

My College Dollars Facebook App: A College Board, MTV and Get Schooled Collaboration



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Destination Equity Conference 2012

Friday, April 13, 2012

10:15 am – 11:30 am

Learning Outcomes

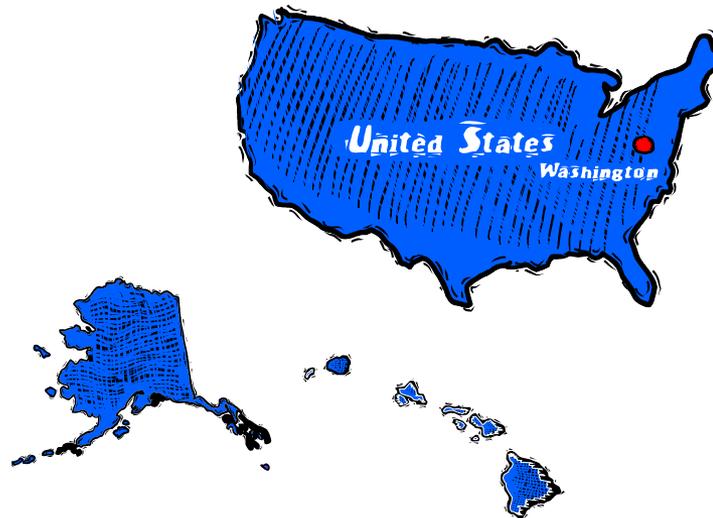
Participants will:

1. Review and learn about the state of the nation regarding the trends in postsecondary education and the 2011 distribution of undergraduate student aid by source and type.
2. Reflect on your role in the college affordability agenda and discuss the importance of positioning yourself as a leader and resource within your school, community, district and state.
3. Learn about the My College Dollars Facebook App and its utilization as a tool for students, parents and families.
4. Develop a plan of action through the tenets of collaboration.

The President's Goal is to lead the world in the number of college graduates by 2020 – moving the college completion rate from 40% to 60% for 25 - 34 year olds.



State of the Nation



The National Urgency for College and Career Readiness

- Between 2008 and 2018, 63% of job openings will require some postsecondary education.
- But only 42% of Americans currently earn an associate degree or higher by the age of 25.

Trends in Higher Education 2011

- Increases in college prices for the 2011-12 academic year reflect the influence of a weak economy and state funding that has not kept up with the growth in college enrollments.
- For the fifth consecutive year, the percentage increase in average tuition and fees at public four-year institutions was higher than the percentage increase at private nonprofit institutions.

Public Four-Year Colleges and Universities

- Over the decade from 2001-02 to 2011-12, published tuition and fees for in-state students at public four-year colleges and universities increased at an average rate of 5.6% per year beyond the rate of general inflation.
- This rate of increase compares to 4.5% per year in the 1980s and 3.2% per year in the 1990s.

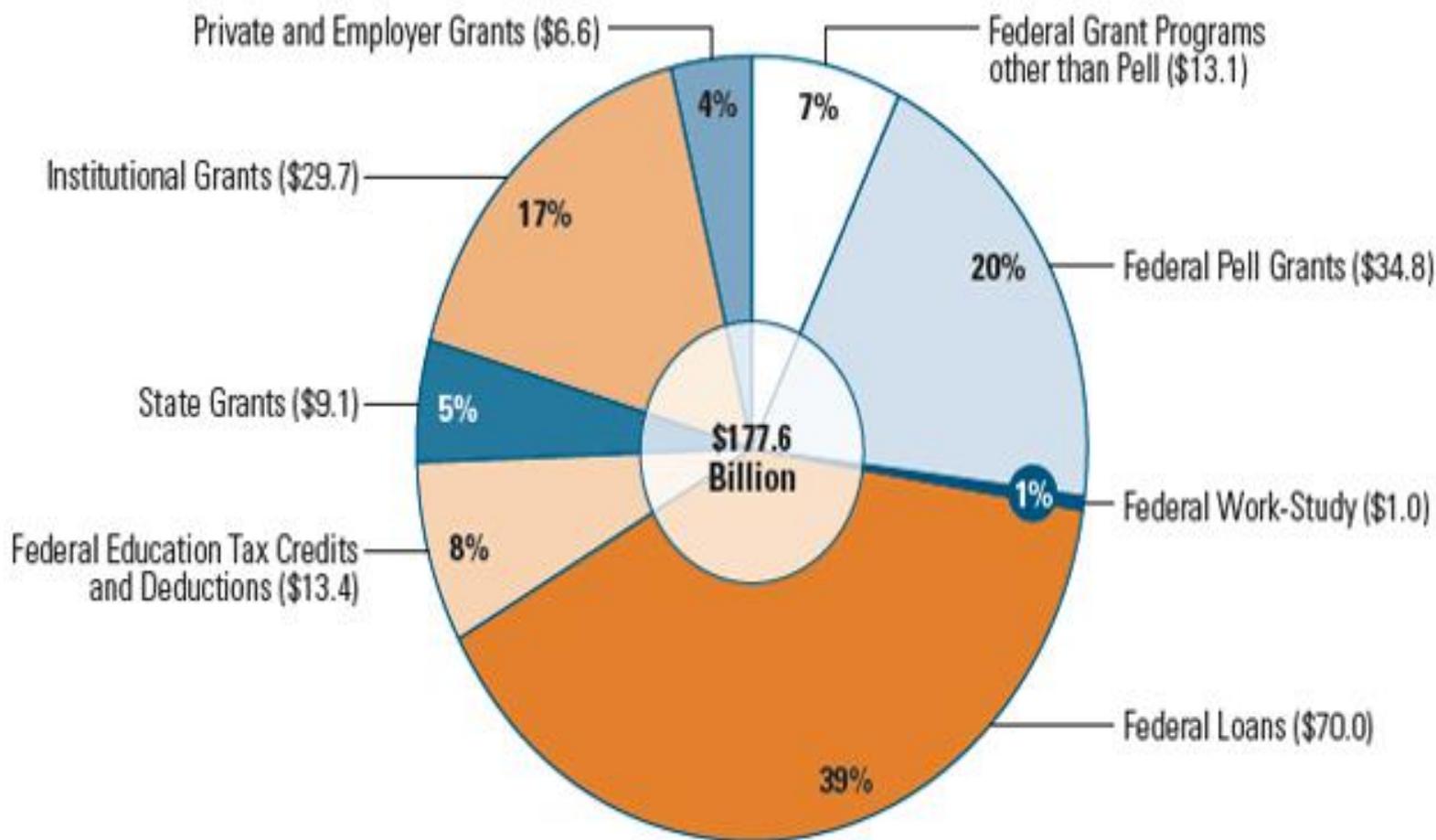
Public Two-Year Colleges

- Over the decade from 2001-02 to 2011-12, published in-state tuition and fees at public two-year colleges increased at an average rate of 3.8% per year beyond the rate of general inflation.
- This rate of increase compares to 6.1% per year in the 1980s and 0.5% per year in the 1990s.

Private Nonprofit Four-Year Institutions

- Over the decade from 2001-02 to 2011-12, published tuition and fees at private nonprofit four-year institutions increased at an average rate of 2.6% per year beyond inflation.
- This rate of increase compares to 4.8% per year in the 1980s and 3.1% per year in the 1990s.

Undergraduate Student Aid by Source and Type (in Billions), 2010-11



Think- Pair- Share



- Reflect on the President's goal and the state of the nation regarding the rising cost in postsecondary education.
- What role do you believe school counselors, business and community members and other education professionals play in the college affordability agenda for all students, especially for underserved populations?

MY COLLEGE DOLLARS

Connect now with the nearly **\$6 BILLION**
in available scholarship aid and
\$45 BILLION in federal and state grants.

Get Schooled

College Affordability Challenge



The Challenge: Difficulty paying for school is significant barrier to college enrollment and success

The Competition: Use technology to simplify financial aid process & increase awareness of funding sources

Collaboration Across Multiple Innovative Partners



October 2010

- ❑ The Challenge is kicked off at Howard University with an announcement from Grammy-winning singer John Legend



- ❑ Arne Duncan and Gaston Caperton interviewed by college newspaper editors at kickoff

January 2011

- ❑ Over 200+ submissions received from high school and college students – an MTV record!
- ❑ 3 finalists announced at a briefing on Capital Hill



February 2011

- ❑ 3 finalists worked with innovative design firm Frog to refine and bring their ideas to life
- ❑ Voting online – close to 6,000 votes received



April 2011

- ❑ Devin Valencia, UNLV, announced as the Challenge winner at the Clinton Global Initiative



Winning Social Media Tool

- Use social networking to reduce financial barriers to college enrollment and success
 - Present scholarship opportunities on Facebook
 - Provide FAFSA help
 - Debunk myths about financial aid
 - Increase comfort level related to intelligent borrowing
- Target audience
 - High school seniors
 - Students enrolled in higher education

January 2012

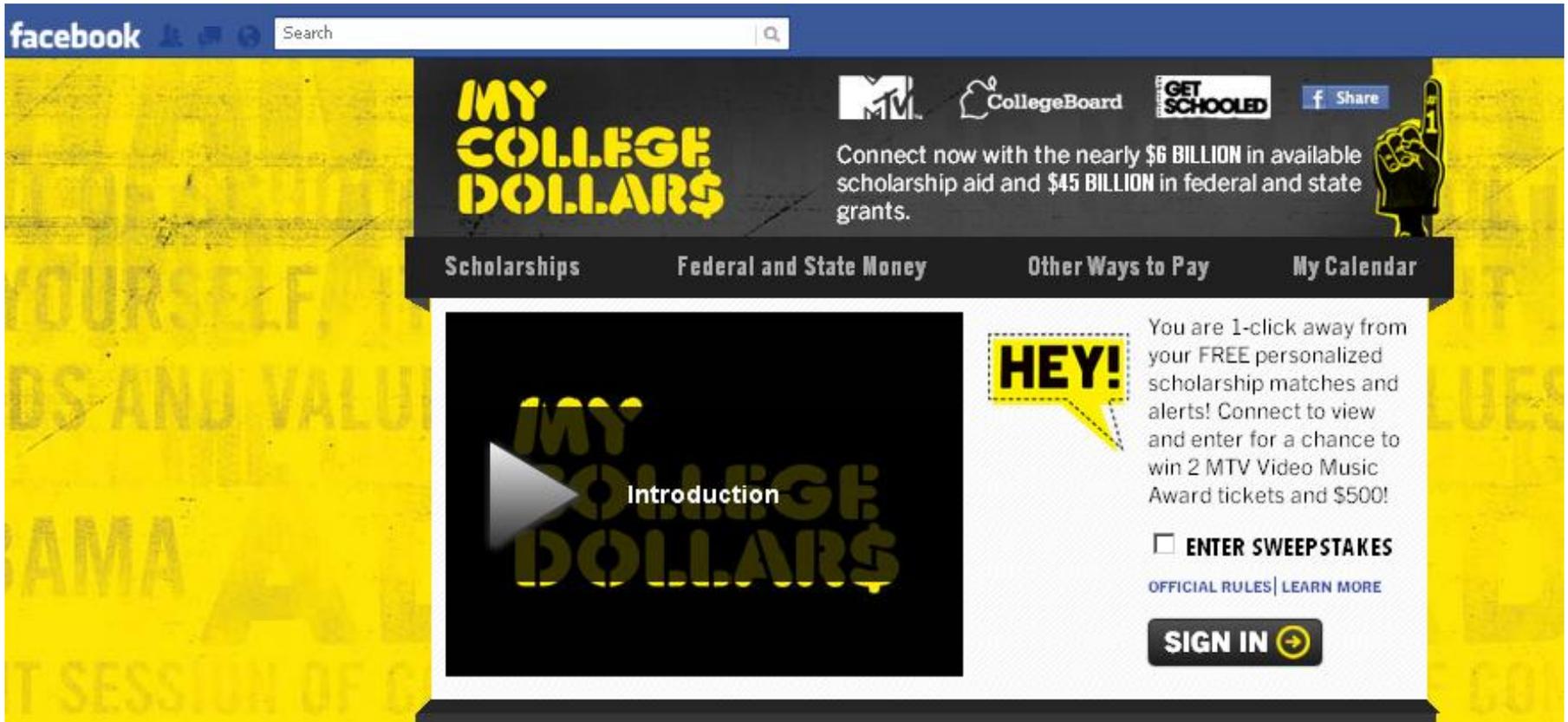
- ❑ Launch date of new Facebook app: January 18, 2012
 - ❑ 6-week sweepstakes sponsored by MTV
 - ❑ Part of national Get Schooled College Dollars Challenge



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My College Dollars Facebook App



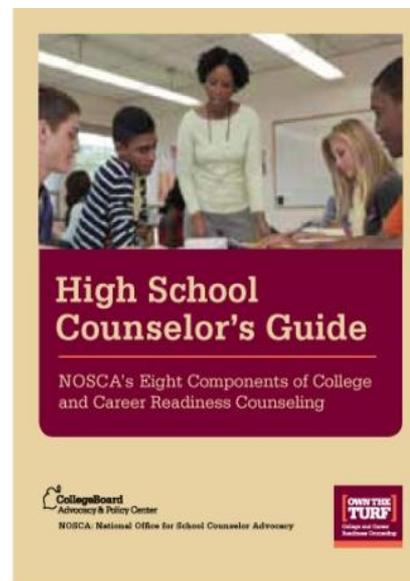
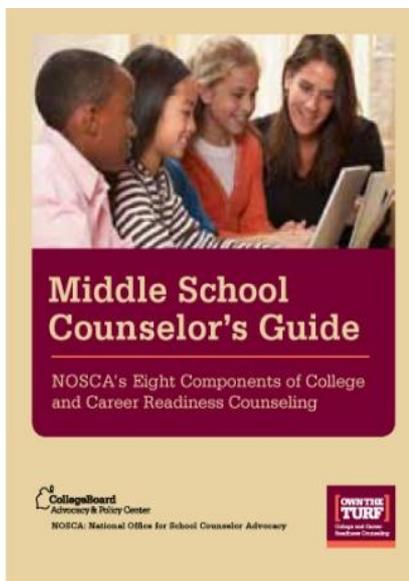
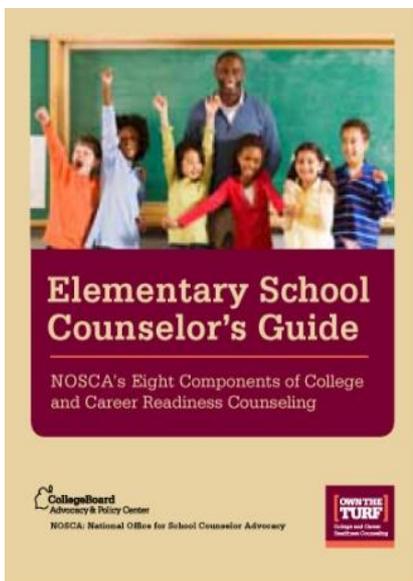
The screenshot shows the Facebook app interface for 'My College Dollars'. At the top, the Facebook navigation bar is visible with the 'facebook' logo and a search bar. Below this, the app header features the 'MY COLLEGE DOLLARS' logo in large, bold, yellow letters. To the right of the logo are logos for MTV, CollegeBoard, and 'GET SCHOOLED', along with a 'Share' button. A central text block reads: 'Connect now with the nearly \$6 BILLION in available scholarship aid and \$45 BILLION in federal and state grants.' To the right of this text is a hand icon pointing upwards. Below the header is a navigation menu with four items: 'Scholarships', 'Federal and State Money', 'Other Ways to Pay', and 'My Calendar'. The main content area is split into two sections. On the left is a video player with a play button and the text 'Introduction' over a background with the 'MY COLLEGE DOLLARS' logo. On the right is a promotional message in a yellow speech bubble that says 'HEY!' followed by the text: 'You are 1-click away from your FREE personalized scholarship matches and alerts! Connect to view and enter for a chance to win 2 MTV Video Music Award tickets and \$500!'. Below this message is a checkbox labeled 'ENTER SWEEPSTAKES' and a link for 'OFFICIAL RULES | LEARN MORE'. At the bottom right is a prominent 'SIGN IN' button with a right-pointing arrow.

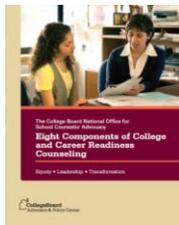
My College Dollars



www.mycollegedollars.com

School Counselor's Guide Series to the Eight Components of College and Career Readiness





NOSCA's Eight Components of College and Career Readiness Counseling A Systemic K-12 Approach

The Eight Components of College and Career Readiness Counseling should be applied in elementary, middle and high schools.

Component	Elementary	Middle	High
College Aspirations	•	•	•
Academic Planning for College and Career Readiness	•	•	•
Enrichment and Extracurricular Engagement	•	•	•
College and Career Exploration and Selection Processes	•	•	•
College and Career Assessments	•	•	•
College Affordability Planning	•	•	•
College and Career Admission Processes			•
Transition from High School to College Enrollment			•

Component 6

College Affordability Planning

THE GOAL

Provide students and families with comprehensive information about college costs, options for paying for college, and the financial aid and scholarship processes and eligibility requirements, so they are able to plan for and afford a college education.

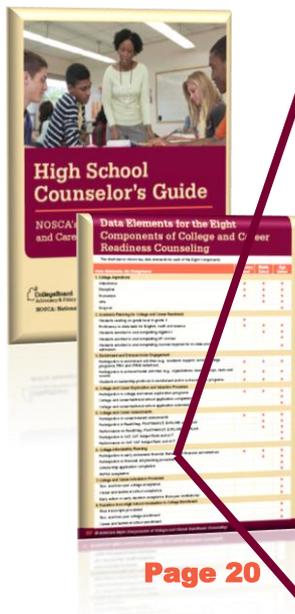
Component 6

College Affordability Planning

Data Elements for the Eight Components of College and Career Readiness Counseling

The chart below shows key data elements for each of the Eight Components.

Data Elements, By Component	Elementary School	Middle School	High School
6. College Affordability Planning			
Participation in early awareness financial literacy and financial aid initiatives	●	●	●
Participation in financial aid planning processes		●	●
Scholarship application completion			●
FAFSA completion			●



Component 6

College Affordability Planning

WHAT TO LOOK FOR

Data by student groups break down the data to assess performance of student groups, paying close attention to traditionally underserved populations.

For example:

- Do students from low socioeconomic backgrounds participate in financial literacy/financial aid opportunities at the same rates as their more advantaged peers?
- How do scholarship application completion rates for 12th-grade Latino students compare to those of 12th-grade Native American students?
- How do participation rates in financial aid planning processes of eighth-grade white students compare to those of eighth-grade Latino students?
- How do participation rates in early awareness financial literacy initiatives of African American students and their families compare to those of Asian students and their families?

Component 6

Working Systemwide

Elementary

- Provide students with information about college/career/technical school scholarships and grants that are awarded to elementary school students. Cover application criteria and parental responsibilities.

Middle

- Teach students how to research and apply for (with parental consent) age- and grade-appropriate scholarships and grants from various funders. Ensure that students know how to identify and adhere to various financial aid application deadlines and requirements.

High

- Familiarize students with financial aid publications and applications, including FAFSA, state agency applications, scholarship/grant applications, and financial literacy glossaries.

My Turf Collaborative Community

Directions:

Identify two or more potential TCC partners that you can invite to join you to advance the college affordability agenda within your school, community, district and/or state. Describe your initiative that includes the TCC partner(s), the goal, location, audience/invited guests, potential outcomes, etc.).

Part I:

- Credentialed School Counselors-
- K-12 Professionals-
- College Access & Success Professionals-
- Higher Education Professionals-
- Non-profit and Community Leaders-
- Students-
- Parents and Families-
- Business and Civic Leaders -
- Policy Makers and Legislators-
- Other Supporters-

Part II:

College and Career Readiness Initiative: _____

Goal of Initiative: _____

Location: _____

Audience/Invited Guests: _____

Tools & Resources: My College Dollars Facebook App: _____

Potential Outcome(s): _____

Additional Information: _____

Questions?

Thank You

For further information, visit:

www.mycollegedollars.com

<https://bigfuture.collegeboard.org/>

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Email: nosca@collegeboard.org