Course to College and Course to College Corps
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Agenda

Iowa’s Educational Goals
Course to College
Course to College Corps
Questions
Iowa’s Education Goals
Current Education Levels in Iowa

High school diplomas

#1

No. 1 in the U.S.

Associate degrees

#22

No. 22 in the U.S.

Bachelor’s degrees

#30

No. 30 in the U.S.
GOAL 2025

Iowa’s educational attainment goal

70%
Iowa’s Workforce
Current Shortage

2025 Workforce (projected need)
- High School or Less: 32%
- Some College: 27%
- Associate Degree: 12%
- Bachelor’s Degree: 21%
- Graduate/Professional Degree: 8%

All Iowa (2016)
- High School or Less: 40%
- Some College: 21%
- Associate Degree: 11%
- Bachelor’s Degree: 19%
- Graduate/Professional Degree: 9%
Education Level by Age

Percentage of population with a bachelor’s degree or higher

- 18-24
- 25-44
- 45+

Iowa
U.S.
Iowa’s Average: 39.6%
Course to College
Creating a College Going Culture

Students who attend high schools with a strong college-going climate are more likely to take the steps toward college enrollment.
College Application Campaign
For students applying to only one or two colleges, the addition of one college application greatly increases the probability of enrollment.
College Application Campaign

Provide time *during the school day* for students to *apply* to colleges *with assistance that they may not receive at home.*
Applying for College

Number of students who would NOT have completed a college application without assistance at the College Application Campaign (CAC) event

35%  
2017

31%  
2016
Applying for College

Number of students who would like more information about college admission and financial aid processes. 54% 2017
College Application Campaign

Iowa College Aid provides:

Training
Resources & Materials
Reporting/Data
Consultation
BEST PRACTICES

Event Planning

Get all school staff involved
Recruit volunteers
Promote, promote, promote!
Incentives
Use of data
BEST PRACTICES

Avenues to include applications:

Incorporate in classes
Competitions
Visuals
Food
BEST PRACTICES

Coordinate with FAFSA Completion
FAFSA available on October 1

- Schedule Financial Aid Nights and FAFSA Completion Workshops
- Promote FAFSA events at College Application events (flyers, social media reminders, text messages, etc.)
College Application Campaign

College Scavenger Hunt
Resource: I Went to College Sign
Goal: Find specific schools
Goal: Start a conversation
Goal: Write an essay
FAFSA Completion Initiative
Free Application for Federal Student Aid (FAFSA)

- Available October 1st
- Strong correlation between FAFSA completion and college enrollment
- 90% of seniors who complete a FAFSA proceed directly to college
FAFSA Completion Initiative

Iowa College Aid provides:

Student-specific data
Data evaluation
Consultation
Technical Assistance
Best FAFSA Outreach Practices

One-on-one appointments
Classroom visits
FAFSA nights
Visuals
Social Media
Influencers
FinancialAidToolkit.ed.gov
FAFSA Ready Iowa
College Decision Day
College Decision Day

Celebrate and recognize seniors
On or around May 1
Inspired by NCAA’s National Signing Day
College Decision Day

Iowa College Aid provides:

Banner & signing certificate designs
Planning timelines and consulting
Site Coordinator Guide
Resources: Iowa College Aid Resources
College Decision Day

Format and Planning:

Week-long activities
Full or half-day recognition event
Involve family, community members, younger students
Tie in with other events taking place for senior class
College Decision Day

Types of Activities:

Banner Signing
Graduation walk at other schools
Business sponsor or community recognition
College reps and mascots
Pep rally
College Decision Day

Abraham Lincoln High School: Decision Day Celebration
Early Awareness

Planning for our Future Publication
Preparing your student in elementary, middle and high school
Types of schools to attend
Saving for college and financial aid sources
Summer Transition

Prevent the “Summer Melt”

- Nationally, 10 - 40% of college intending students don’t make it to class in the Fall
- Higher for students intending to attend a community college
- Most affected students are minority, low-income, and 1st generation
Summer Transition

Prevention Methods

- Resource distribution
- Digital outreach campaign
- Personal outreach
  - Summer office hours
  - Consistent contact with students
Timeline and Goals for GUI Schools

Year 1 (7th grade) Participation Goal: 20%
Year 2 (8th grade) Participation Goal: 30%
Year 3 (9th grade) Participation Goal: 50%
Year 4 (10th grade) Participation Goal: 80%
Year 5 (11th grade) Participation Goal: 100%
Year 6 (12th grade) Participation Goal: 100%
Year 7 (post-secondary) Participation Goal: 80%
Course to College Registration

2018 - 2019 School Year

www.IowaCollegeAid.gov
Course to College Corps
Course to College Corps

Direct support to students
FAFSA completion and summer transition assistance

Course to College programming
- College Application Campaign
- College Decision Day
Course to College Corps

Paid Volunteers
Part-time AmeriCorps State members
   Hours requirement
   Service term requirement
October 2018 - September 2019
Course to College Corps

2018 - 2019 Host Site Application: March 19, 2018
Questions?
IowaCollegeAid.gov