

Opening Doors To Families through Future Centers

with

Pamela Ellis, MBA, PhD



5th Annual AHEN Conference
June 19–21, 2018
DOUBLETREE BY HILTON • ASHEVILLE, NC



impossible





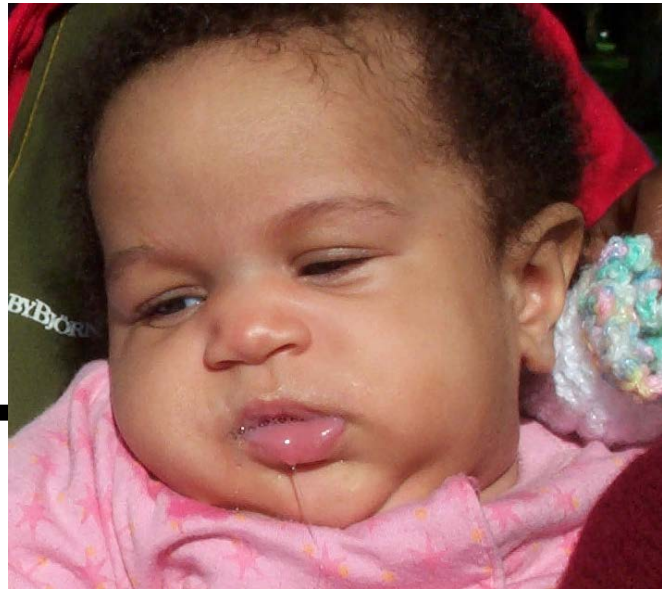
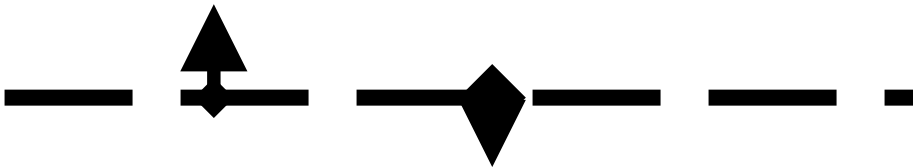






Lucent Technologies
Bell Labs Innovations





I BECAME

Obsessed

WITH SCHOOLING





Guiding Lens



- ✓ Resilience
- ✓ Family engagement
- ✓ Community coaches



Employment Trends

- Rapid pace of change
- Teams
- Entrepreneurial
- Unknown Today

Post-secondary Landscape

- 2-year – Open
- 4-year – Liberal Arts, Selectivity range
- Non-profit vs. For Profit
- Public vs. Private
- Gap or Bridge

College Trends

- Who applies
- How they apply
- Gap or Bridge

College Trends

Who Applies

- In 2014, 68% of high school graduates

College Trends

Who Applies

- Enrollment gaps
 - Race/ethnicity
 - Income (82/66/52)
 - Gender (10%)
 - Private vs Public high school
 - Student-to-counselor ratios

College Trends

- Aggressive recruitment (not admissions) to achieve diversity
- Growing special populations
 - Homeschoolers
 - International

College Trends

Internet role

- Online applications
- Online notifications
- Social media

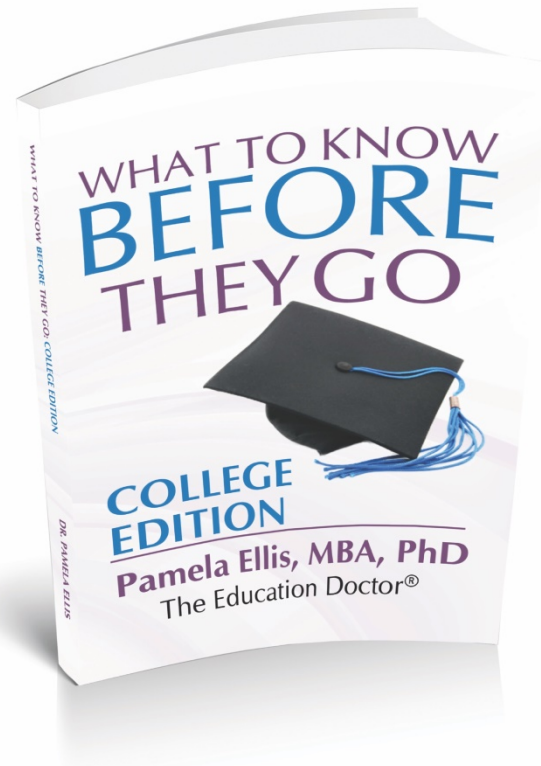
College Stats worth Knowi

- Freshman to Sophomore Retention
- Time to completion
- Completion rate



419







FUTURE CENTERS

Work and Role

- Dedicated college and career counseling
- Extended, aligned curriculum
- Community partnerships



Impact

- College-going: 57% to 92%
- FAFSA: 47% to 92%

More Information

- 7th, 8th, 9th, 10th, 11th Roadmaps
- FB Live on Tuesdays at 1 pm ET



Like us on Facebook: The Education Doctor



02 Module two

- ▶ LAYING THE FOUNDATION

Q2 discover

- What transcript informs
- Standardized tests for college
- Available inventories to consider

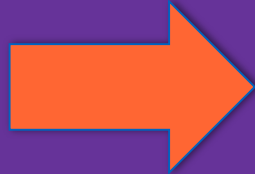


Aha

- 3 types of FIT
- **Academic**
 - **Social**
 - **Financial**

Why Fit Matters

- Academic
- Social
- Financial



Completion

An aerial photograph of a large crowd of graduates at a commencement ceremony. The graduates are wearing black caps and gowns, and their caps are visible as a dense pattern of dark squares with light-colored tassels. The text is overlaid on the image.

CROSSING THE FINISH LINE

Completing College at America's Public Universities

William G. Bowen | Matthew M. Chingos | Michael S. McPherson



Transcript

- Courses
- Rank
- Teacher comments
- Marks and Grading scale
- Attendance
- Credits earned
- GPA (term and cumulative)

Tests

- ACT
- SAT I
- AP
- SAT II
- IB

Inventories

- Do What You Are
- Strengths Explorer
- Birkman
- Career Clusters
- Who R U?
- Drive of your Life

Where students may
get Stuck

Doesn't know it "counts"

Where students may
get Stuck

Doesn't know it matters

Where students may
get Stuck

Not having access
to inventories

03 Module three

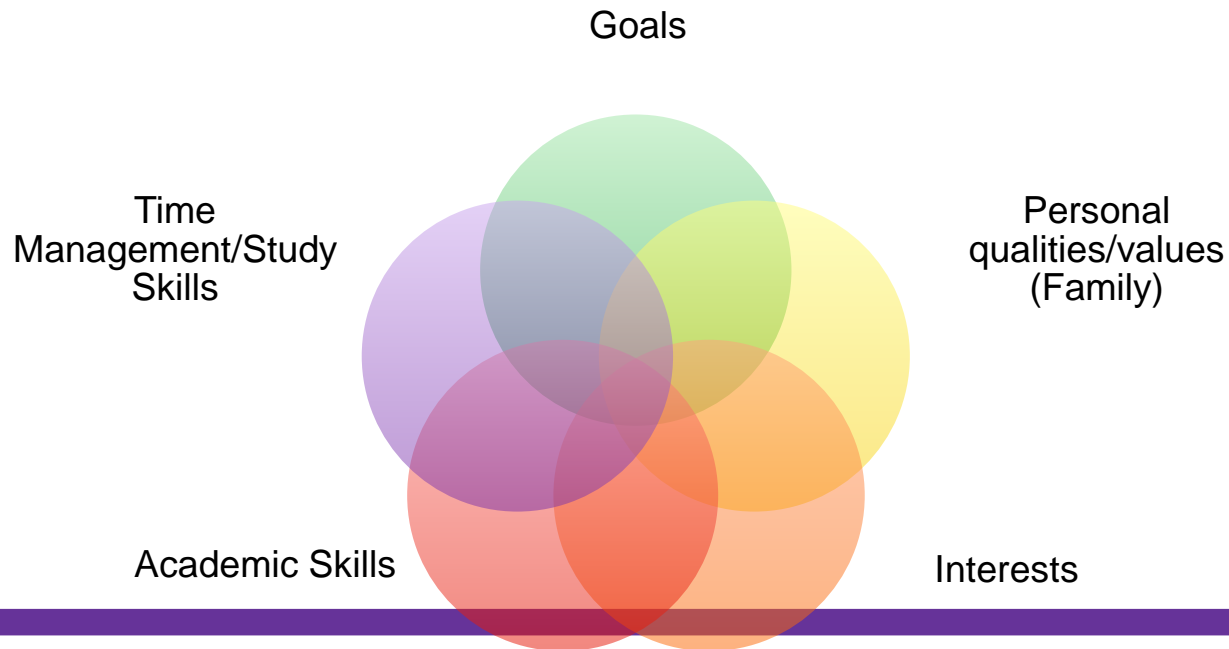
- ▶ SELECTING THE RIGHT COLLEGE

Q3 discover

- Student-centered college list
- Guided research
- Ways to refine college list



STUDENT FIRST



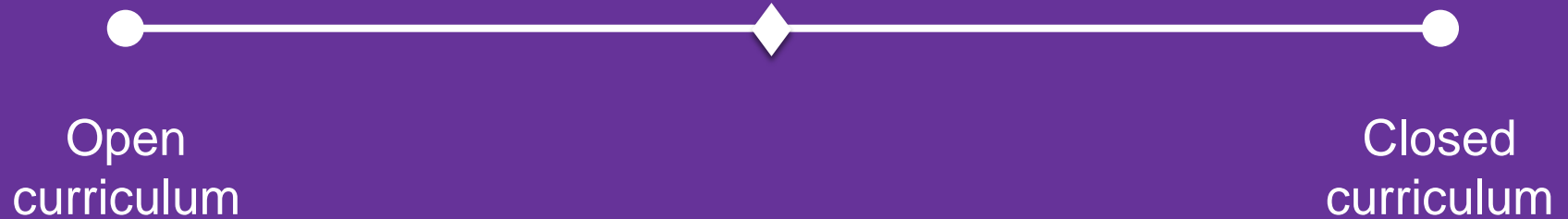


Aha

FIT MATTERS

Academic fit

Distributed
curriculum





Which curriculum did
your college have?

Social fit

- Campus lifestyle
- Diet
- Extra-curricular
- Greek life
- Political climate
- Sports and Spirit

Financial fit

- 4-year guarantee
- 5th year free
- Books covered each year
- Co-op
- No loans
- No tuition increase
- Research grants



Student Challenge

Develop College List



MICRO-DEVELOPMENT

- ▶ Region
- ▶ Urbanicity
- ▶ Average class size (note: Freshman year)
- ▶ UG enrollment size
- ▶ Academic program and/or services

MACRO-DEVELOPMENT

- ▶ Standardized test scores
- ▶ GPA range
- ▶ Social/Cultural
- ▶ College style
- ▶ The “Spread”



Student Challenge

Research each College



RESEARCH NOT BROWSE

- ▶ Share websites to help with research
- ▶ Challenge students to go beyond the surface
- ▶ Encourage note-taking
- ▶ Perhaps a checklist



Student Challenge

Refine College List



REFINING

- ▶ College fairs
- ▶ Campus visits
- ▶ Time

Where students may
get Stuck

Shallow, incomplete Search

Where students may
get Stuck

Missing out on campus visits

Where students may
get Stuck

Not preparing Activities Resume
ahead of when needed

04 Module four

- ▶ APPLYING FROM THE
ADMISSIONS OFFICER'S SEAT

Q4 discover

- Insight on student experiences of applying
- Your role in the application



Aha

SCHOOL PROFILE AND TEACHER RECOMMENDATIONS MATTER

Application Options

- Non – restrictive
- Restrictive

Application Options

Non – restrictive

- Regular
- Rolling
- Early Action

Application Options

Restrictive

- Restrictive Early Action
- Early Decision



Ways to Apply

Application Types

- School-specific
- Universal College Application
- Common Application

Where students may
get Stuck

Not planning ahead for deadlines

Where students may
get Stuck

Students list is moving target

Where students may
get Stuck

Last-minute Panic

Where students may
get Stuck

Fast Apps

05 Module five

- ▶ UNPACKING FINANCIAL AID AND AFFORDABILITY

Q5 discover

- How colleges determine need
- A framework for determining a Family Financial Profile
- What questions to now ask a Financial Advisor



Aha

LIST MATTERS

3 phase financial aid process

- College costs
- Expected family contribution
- Need



College costs



Cost of Attendance

DIRECT
(to the college)

Tuition

Room and Board

INDIRECT
(to family)

Books and fees

Personal expenses

Transportation



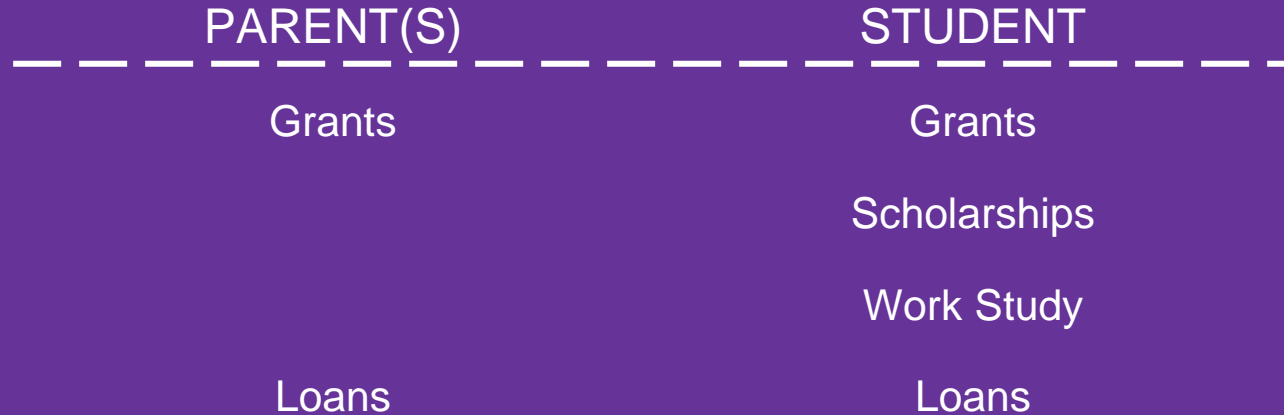
Expected FAMILY contribution



College funding types

- Grants
- Scholarships
- Work-Study
- Loans

College funding types (con





Work Study Caveat




Funding Sources

- Federal Government
(incl Military & Veteran)
- State
- Private sources
- Non-profit orgs
- Colleges

Follow the Money

	Federal	State	External	Colleges
Grant	\$	\$	\$	\$
Scholarship	\$	\$	\$	\$
Work-study	\$			
Loan	\$	\$		\$



How do the colleges
determine what
family contributes?



Financial Aid forms

- Free Application for Federal Student Aid (FAFSA)
- College Scholarship Service (CSS Profile)

Financial aid forms (con't)

FAFSA

CSS

Federal and state

College specific (institutional)

All colleges

Private colleges



Expected Family Contribution





How Federal is Calculated

Parent's income

- + Parent's assets
- + Student's income
- + Student's assets

Expected Family Contribution



What you must know



Protected vs. Available



What influences Parent Contribution

- Income (protected allowance)
- Family size (no kids, no money)
- Assets (ex. home equity, qualified retirement, portion of business/farm)
- Age
- Number in college

What influences Student Contribution

- Income (protected allowance)
- Assets (20% available)
- Independent/dependent status



It's a Family
thing



Institutional Calculation

- After federal
- Determined by college-specific funds and "need"
- Different calculation = different EFC

Institutional Differences for Parent(s)

- Business losses
- Non-custodial
- Proportional distribution per child
- Other, i.e. home equity



Financial Need

How Need is Calculated



Cost of
attendance

- Family
Contribution

Financial Need

What to know about “Need”

- Need blind –vs- Need aware
- Percent of Need met

Where students may
get Stuck

Determining list based on
“sticker prices”

Where students may
get Stuck

Meeting priority deadlines

Where students may
get Stuck

Being focused on 1 college