

College Bound

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Purpose

- ✓ Bridge the education gap between first generation college students and higher education
- ✓ Simplify and provide information for the college and financial aid application



Research

- ✓ A first generation student is a student whose parent(s) / guardian(s) did not attend a four year university in the US
- ✓ Difficultes in professional development, financing, psychological needs, and academics

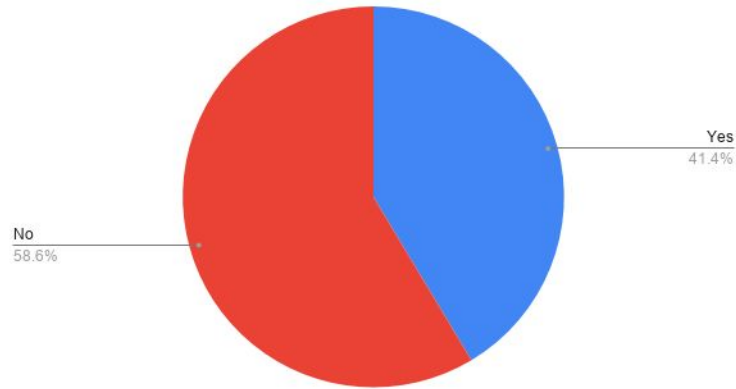


Survey Results

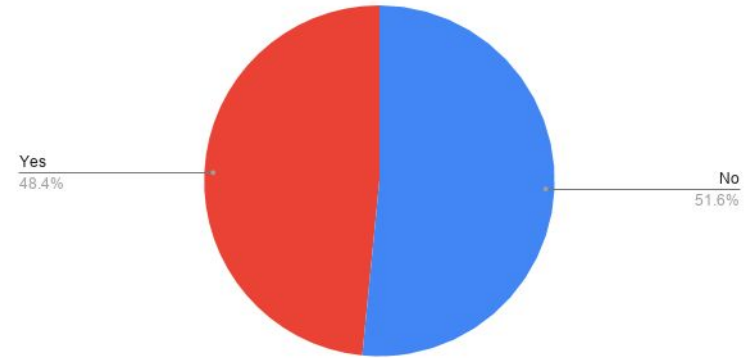
- ✓ 128 respondents
 - 41.4% self-identified as first-gen
 - 51.6% technically fall under definition
 - Either parent(s) / caregiver(s) did not attend 4-year in USA
 - Some chose not to identify / did not know
 - 60.2% either in high school or college



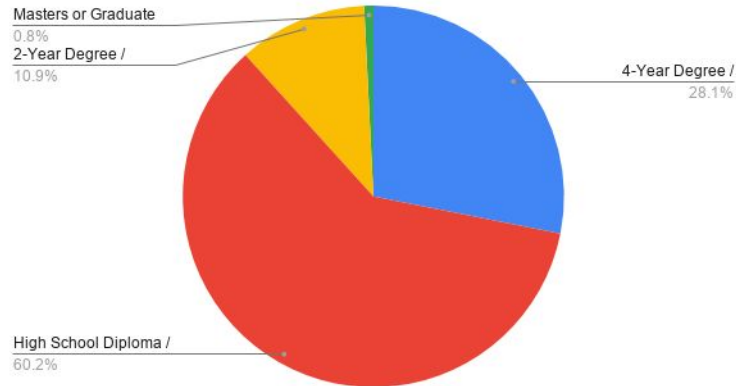
People that Self-Defined as First-Generation in Responses



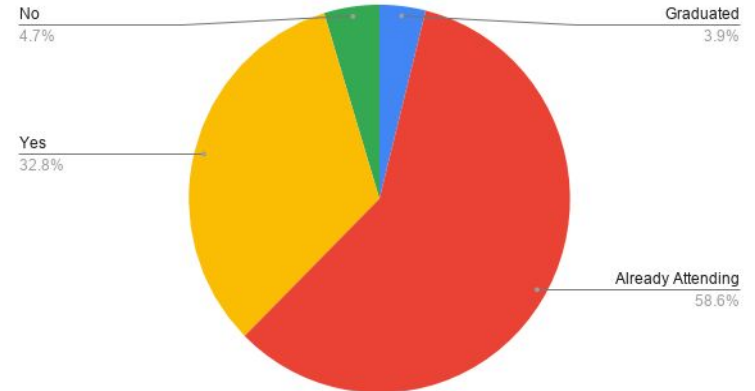
Responders whose Parent(s) / Caregiver(s) who Attended 4-Year University in the United States



Current or Highest Completed Education Among Responses



People who want to attend a 4-year University

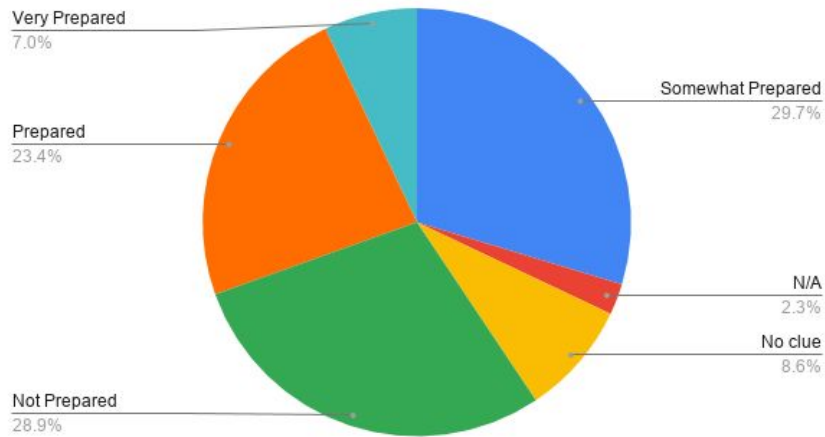


Survey Findings

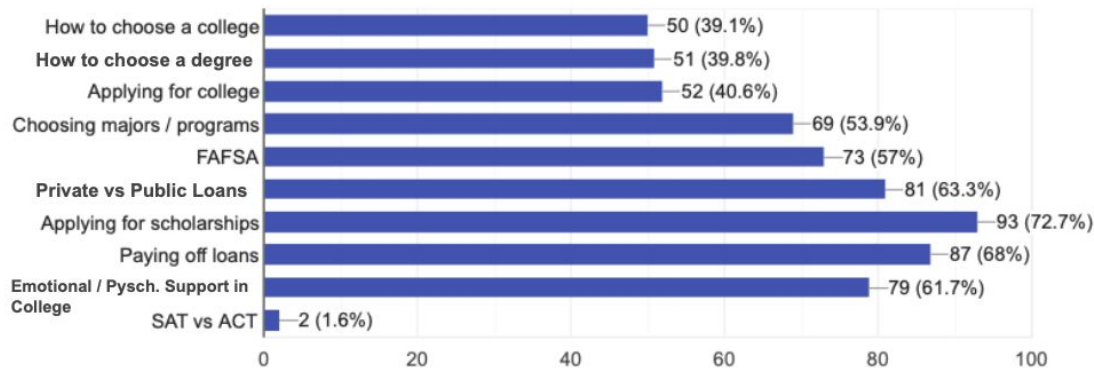
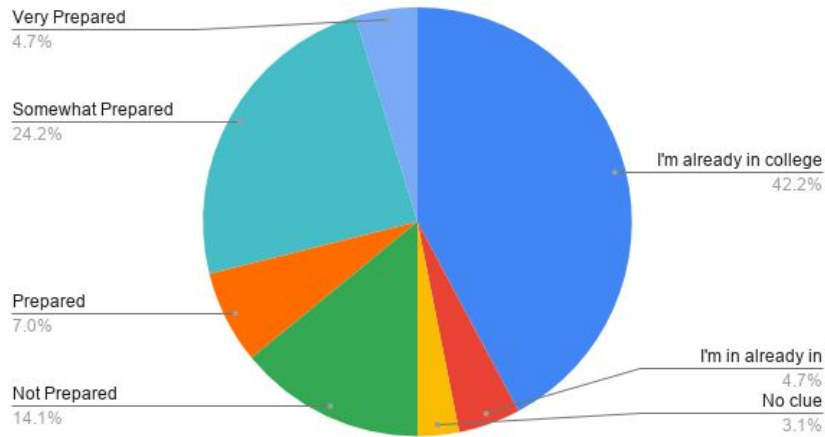
- ✓ 67.2% unprepared for financial aid process
- ✓ If not in college already, 41.4% unprepared for college application process
- ✓ In general, respondents wanted more info / wish they had more info on
 - Scholarships
 - Financial aid (loans, FAFSA, etc.)
 - Emotional and Psychological support on campus
 - Choosing majors or programs



Feelings of Preparedness Towards Financial Aid



Feelings of Preparedness Towards College Application Process



Target Users

- ✓ First generation college students already attending
- ✓ Rising first generation college students
- ✓ Parent(s), caregiver(s), or guardian(s) of an attending or rising first generation student



Target Users

- ✓ Rising college students who will not be a first generation student
- ✓ International students
- ✓ Parent(s), caregiver(s), or guardian(s) of international students and rising college students who aren't first generation



Task Analysis

Solution would need to include:

- ✓ User obtaining information about colleges ~ choosing a pathway
- ✓ User obtaining information about college applications
- ✓ User obtaining information about finances (scholarships, FAFSA, loans, grants, etc.)
- ✓ Any additional information: mental health services/ACT vs SAT/etc



Gaps in existing solutions

- ✓ High school counselors and college career centers vary depending on the school and aren't accessible to the students' parent(s)/guardian(s)/caregiver(s)
- ✓ Resources may be biased, unhelpful, or not have all the information needed for target users



Solutions

- ✓ In general, our survey showed that respondents (first generation or not) do not feel prepared for financial aid / college applications
- ✓ What would College Bound do?
 - Source for all this info
 - Simple, accessible, free
 - Ensure confidence in users



Conclusion

- ✓ A system does not exist to support these our users
- ✓ College Bound will aim to fill the educational gap and provide free supports
- ✓ College Bound will be the one-stop source for all our user's inquiries

