

Find a Way

Five Things School Districts Can Do to Improve College Access for Low-income Students

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Make it Easier

All the tools and resources from today's presentation are publicly **available** from the San Diego County Office of Education Website.



Graduating from College Matters

College graduates have 65% higher earnings compared to a high school graduate (College Board, 2013). Additionally, nearly 93% of students intend to enroll in college in 9th grade, but only 60% attend, and fewer than four in 10 earn a degree.

What prevents students from following through with their intentions to attend college and how do we support them to take the next step in the process?

Behavioral Bottlenecks

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Which college should I apply to and enroll . . .

How can I afford college . . .

What major should I choose . . .

Do I still want to go to college (summer) . . .

Behavioral Bottlenecks

Should I get a degree . . .

Am I ready for college . . .

Am I able to fulfill the admission requirements . . .

Which college should I apply to and enroll . . .

How can I afford college . . .

What major should I choose . . .

Do I still want to go to college (summer) . . .

Should I stay in this college . . .

Bottleneck #1: Which college should I apply to and enroll?

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Choice Conflict

Hurdles

Limited Attention

Low-income students have too many choices and decisions to make. They weigh too many factors and experience choice paralysis.

Bottleneck #1: Which college should I apply to and enroll?

Choice Conflict

Hurdles

Limited Attention

The complexity of the process discourages many from applying to more competitive colleges.

Bottleneck #1: Which college should I apply to and enroll?

Choice Conflict

Hurdles

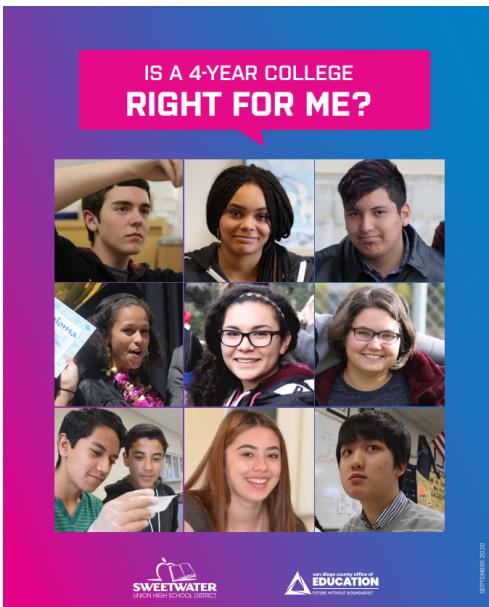
Limited Attention

Any student only has a finite capacity for engaging in the college enrollment process due to its complexity and length. For low-income students, their attention competes with other priorities such as job schedules, taking care of siblings, and others.

College Enrollment Guide

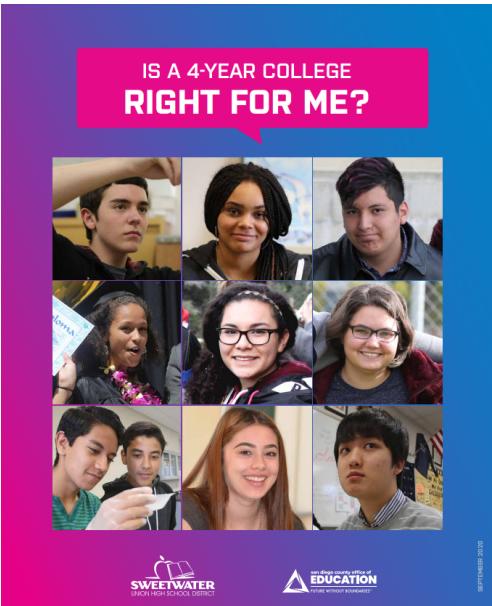
College Enrollment Guide

Use a college enrollment guide.



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NET COSTS BY INCOME LEVELS

FOUR-YEAR COLLEGES	PUBLISHED COST OF ATTENDING	WHAT OTHER STUDENTS ACTUALLY PAID BASED ON HOW MUCH THEIR PARENTS EARNED	ARENTS EARN LESS THAN \$30K PER YEAR	ARENTS EARN BETWEEN \$30K AND \$48K	ARENTS EARN BETWEEN \$48K AND \$75K
San Diego State University	\$28,224	\$7,430	\$9,406	\$13,827	
UC San Diego	\$32,163	\$8,424	\$9,822	\$13,329	
CSU San Marcos	\$24,066	\$6,663	\$8,086	\$11,364	
University of San Diego	\$65,426	\$24,449	\$26,590	\$27,901	

GRADUATION RATE BY RACE AND ETHNICITY

FOUR-YEAR COLLEGES	PUBLIC OR PRIVATE	GRAD RATE	WHITE GRAD RATE	BLACK GRAD RATE	HISPANIC GRAD RATE	ASIAN GRAD RATE
CSU San Marcos	Public	51%	54%	58%	50%	49%
San Diego State University	Public	68%	73%	52%	64%	68%
UC San Diego	Public	87%	88%	78%	78%	90%
University of San Diego	Private	79%	80%	56%	83%	81%
UC Irvine	Public	86%	87%	85%	79%	90%

Include information about college matching, list building, and fee waivers.

Text Message Campaigns

Hi Peter, it's Mrs. Thomas, your counselor. I wanted to make sure you got the Is a 4-year college right for me? guide (<http://bit.ly/2AV0gJt>). I'll be sending reminders about important college app dates this month. Save the # so you know it's me. Reply with STOP to stop receiving messages.

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Hi Peter, it's your counselor! I know you have a lot going on. Save time by creating your list of 4-year colleges at <https://cappex.com/>.

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Hi Peter, it's your counselor! I know you have a lot going on. Save time by creating your list of 4-year colleges at <https://cappex.com/>.

Hi Peter. I know you are the kind of person who wants to get through college. Use <https://cappex.com/> to find out about college matching. It's one of the best things to use when making your college choice. Text if you want to talk.

Bottleneck #2: How can I afford college?

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Identity

Defaults

Low-income students who experience small hurdles in the process can cause disproportionate drop-off and create identity conflict where these students begin asking: Is college right for me?

Bottleneck #2: How can I afford college?

Identity

Defaults

Most students default to the minimum or the status quo. Many of the defaults regarding the FAFSA/Dream Act application bounce students out of process.

Webgrants

Webgrants is a portal that provides information about the college financial aid process.

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Establish a routine to fix webgrant errors.

The screenshot shows the California Student Aid Commission website. At the top, a purple banner reads "2021-22 ANNUAL STATEWIDE FINANCIAL AID WORKSHOPS ARE NOW OPEN. REGISTER TODAY!!!". Below the banner, the California Student Aid Commission logo is visible, along with navigation links for STUDENTS, SCHOOLS & COUNSELORS, PROGRAMS & OUTREACH, DATA & REPORTS, PUBLICATIONS, NEWS & EVENTS, and ABOUT. A "CA.GOV" link is also present. The main content area features a photograph of two people, one labeled "HIGH SCHOOL STAFF", in what appears to be an office or classroom setting. At the bottom, there are links for "SCHOOLS & COUNSELORS" (Communications, WebGrants Access Request) and a "HIGH SCHOOL STAFF" section with a "Race to Submit Dashboard" button.

2021-22 ANNUAL STATEWIDE FINANCIAL AID WORKSHOPS
ARE NOW OPEN. REGISTER TODAY!!!

CALIFORNIA STUDENT AID COMMISSION

STUDENTS SCHOOLS & COUNSELORS PROGRAMS & OUTREACH DATA & REPORTS PUBLICATIONS NEWS & EVENTS ABOUT CA.GOV

HIGH SCHOOL STAFF

SCHOOLS & COUNSELORS

Communications

WebGrants Access Request

HIGH SCHOOL STAFF

Welcome to the High School's page. We hope that schools and administrators find the new website easier to navigate and a useful

Race to Submit Dashboard

Webgrants

Webgrants is a portal that provides information about the college financial aid process.

Establish a routine to fix webgrant errors.

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Contact Us Language ▾ Search

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Welcome to the High School's page. We hope that schools and administrators find the new website easier to navigate and a useful

Race to Submit Dashboard

ESTABLISH A ROUTINE TO FIX OR REPORT ERRORS TO WEBGRANTS

Issue	Solution	WG Report	Student Outreach	Contact CSAC
Name different	Edit GPA record	Non-SSN GPA Status Report	X	
Incorrect DOB	Edit GPA record	Non-SSN GPA Status Report	X	
"No ISIR"	Speak w/ student	Non-SSN GPA Status Report	X	X
No GPA submitted	Add single GPA	Non-SSN GPA Status Report		X

Many students fail to qualify for financial aid because of issues with their applications.

Bottleneck #3: Do I still want to go to college?

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Procrastination

Salience

Most students experience procrastination especially during the summer, where they carry out less urgent tasks in preference to more urgent ones, and thus putting off more impending college enrollment tasks to a later time, sometimes to the “last minute” before the deadline.

Bottleneck #3: Do I still want to go to college?

Procrastination

Salience

Low-income students keep the most pressing information at the forefront of their minds. Important college enrollment task may not be prioritized like other tasks such as paying an electricity bill.

High School Exit Survey

High School Exit Survey

Capture student intentions before they leave high school.

College Checklists

College Checklists

Help students stay on-track with all the college enrollment tasks.

Thank you!

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