

**raise.me** + WACAC

Promoting Student Access and  
Success with Micro-scholarships

2016 WACAC ANNUAL CONFERENCE

**SEACHANGE**  
IN COLLEGE ADMISSIONS

LOYOLA MARYMOUNT UNIVERSITY, LOS ANGELES • JUNE 1-3, 2016



# Our Charming Panelists

Abdul Duso

College Readiness Teacher

Summit Public Schools

Beatriz Zayas

Head Counselor

Southwest High School

Travis Fox

Director of Partnerships

Raise.me

Who do we have in attendance??

High School/Independent Counselors, or CBOs?



College?



Other?





# High Schools Students + College Prep



What my friends think I do



What my parents think I do



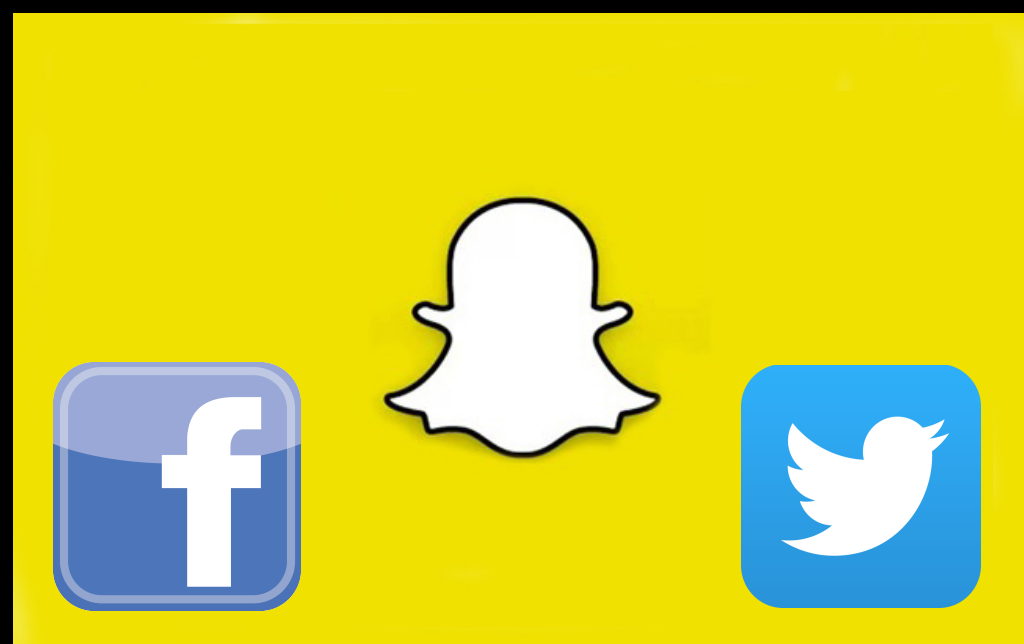
What society thinks I do



What my counselor and colleges think I do



What I think I do



What I actually do

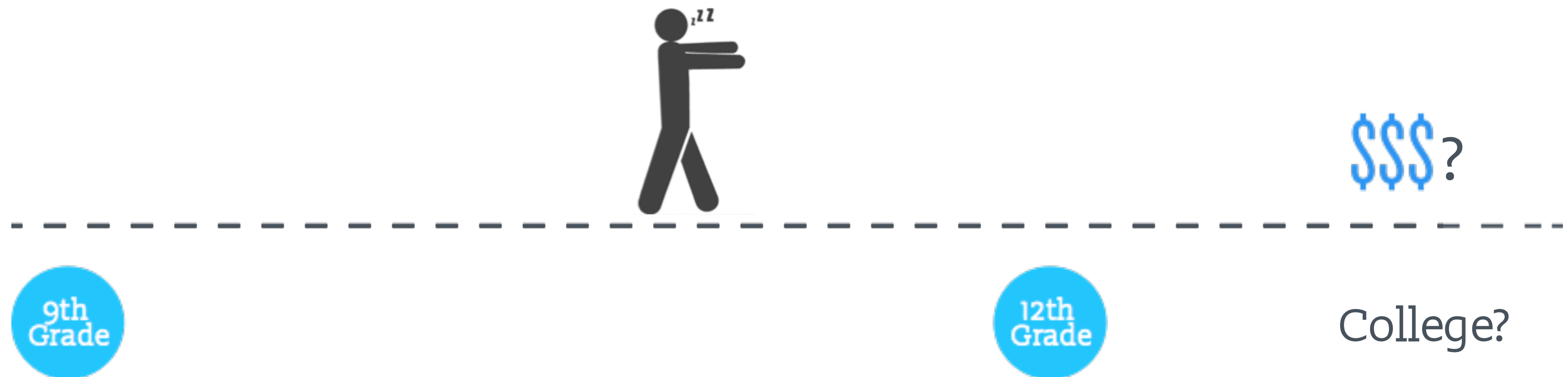


# Financial Aid is a Key Part of the College Search Process

Enrollment Factor	4yr Private	4yr Public	Community College
Financial Aid	82%	78%	78%
Academic Reputation	79%	74%	71%
Cost	77%	83%	84%
Personalized Attention	65%	58%	59%
Geographic setting	60%	63%	63%
Size of Institution	59%	56%	52%
Campus appearance	59%	58%	53%

## The Problem

Institutional grants are awarded at the end of high school -- **too late** to impact students' college ambitions or application decisions.





## Solutions?

There are many successful programs and initiatives focused on narrowing the achievement gap. They combine working with students earlier in high school and providing earlier access to financial aid.

The logo for Posse, featuring the word "Posse" in a stylized, orange, handwritten-style font.

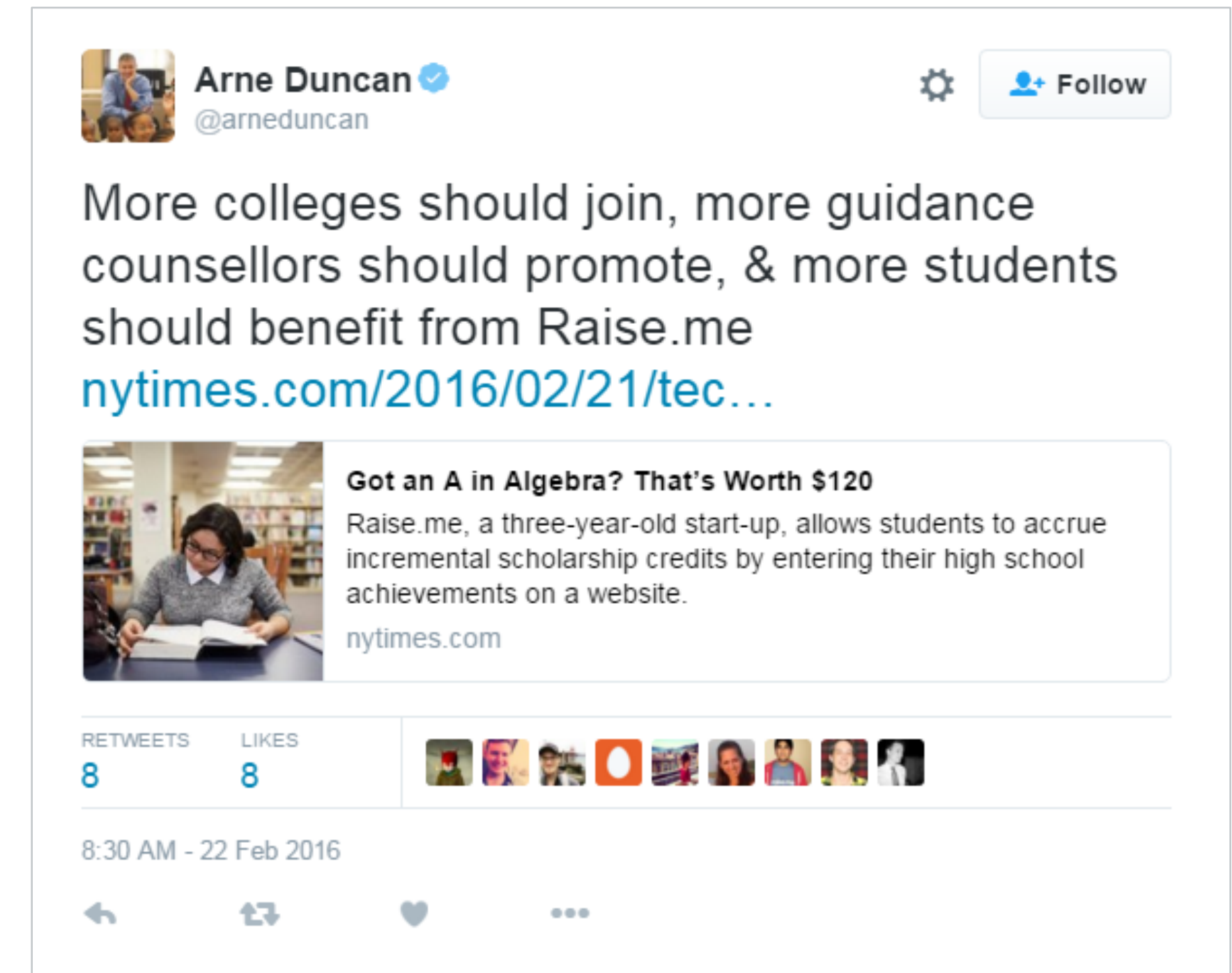
*"Starting to think about college earlier reduces some of the pressure of the application process... There are so many talented students who should aim for a great school, but they often don't understand the path to get there."*

*- Seth Allen, Pomona*

# Raise.me Overview

Raise is a social enterprise supported by the Bill & Melinda Gates Foundation and the Penn Graduate School of Education.

We are focused on improving how high school students access financial aid and facilitating earlier engagement between high school students and colleges.





Julie Vivian  
Miami-Dade Public Schools



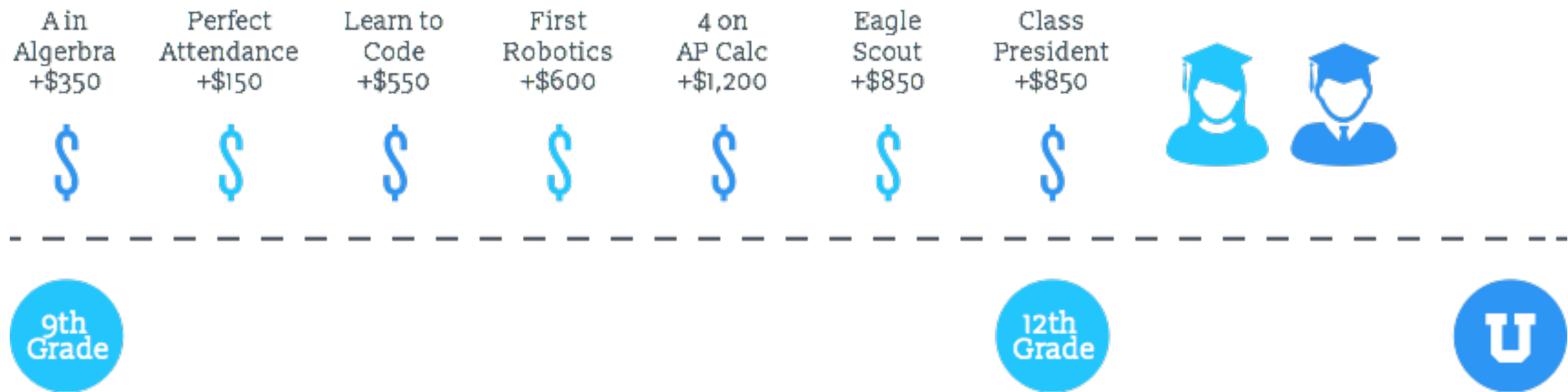
raise.me

Powering the next generation of financial aid

raise.me

# What Raise.me Does

Raise.me allows students to build an online profile and earn institutional aid **throughout** high school based on their **personal** progress and achievements.





# Raise.me Grounded in Research on Student Engagement & Motivation

## Pedagogy

## Practice

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### Rewards Inputs not Outputs

- Many students do not understand how their actions today impact their final GPA. Effective programs must reward the things that students can control - attendance, homework, and quizzes - rather than final grades.<sup>1</sup>

### Shorten the Feedback Loop

- Students strongly discount future rewards, and respond more effectively to immediate feedback and incentives. Raise gives students instant feedback about their performance and adds consequence to their daily efforts.<sup>2</sup>

### Make Financial Aid Predictable

- Helping students with financial aid applications can significantly increase enrollment. Raise tackles the unpredictability of aid both by making awards predictable and by “game-ifying” the traditional aid process.<sup>3</sup>

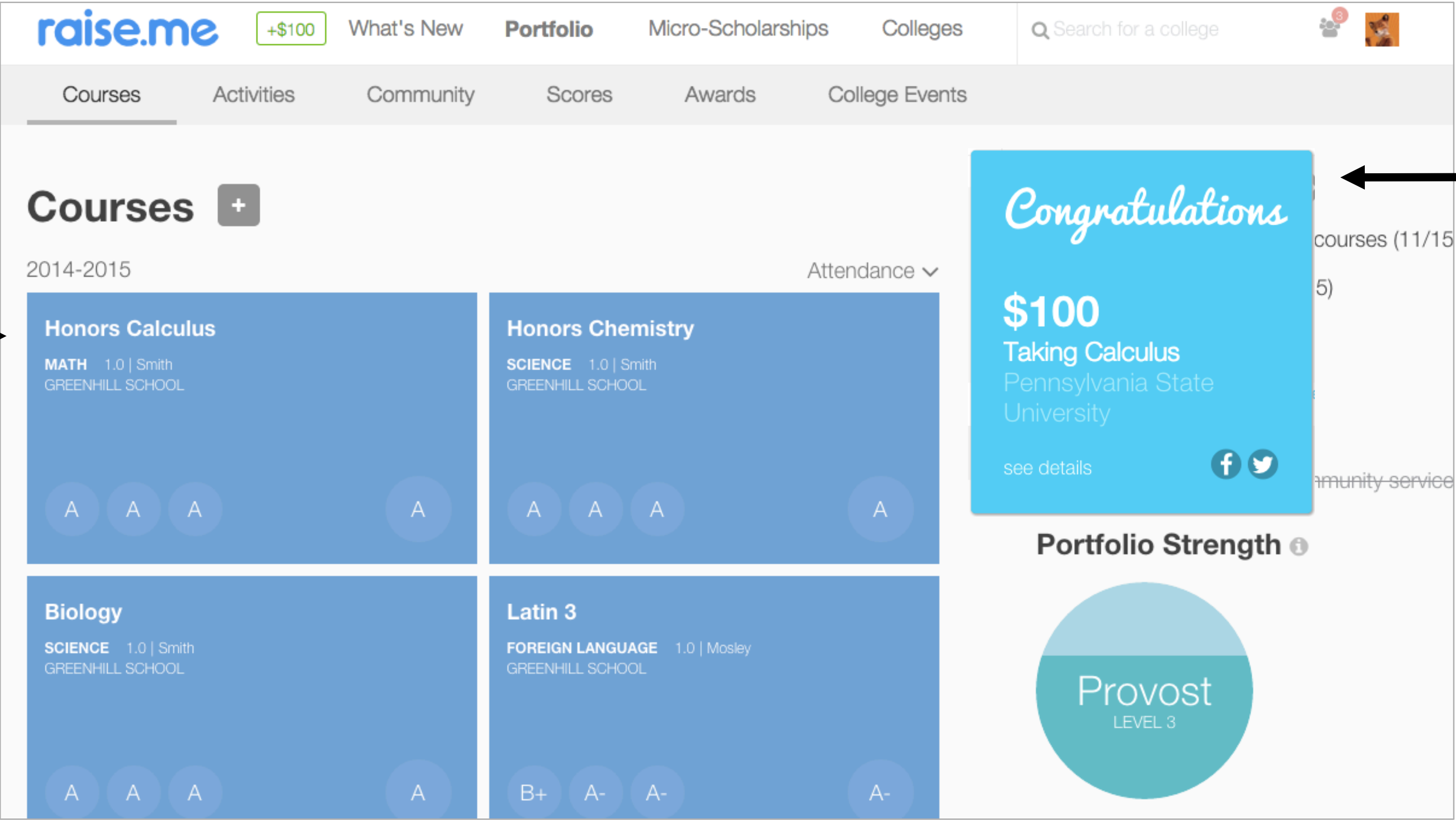
1. Fryer 2011

2. Levitt, List, Neckermann & Sadoff 2011

3. Bettinger 2009

# How it Works - Students Add Achievements in their Portfolio

Students add in all achievements to their portfolio



Students get immediate feedback on their achievements from the colleges they're following



# Students Can Search Colleges

raise.me

+\$100

What's New

Portfolio

Micro-Scholarships

Colleges

Search for a college

Colleges

Following

Micro-Scholarships

following

location

type

size

cost

admission

majors

6 Results

Close to Me

\$10,900

\$2,725 per year

7 Credits required

TCU

Texas Christian University

Fort Worth, TX

\$9,300

\$2,325 per year

7 Credits required

Tulane University

New Orleans, LA

\$2,500

\$625 per year

7 Credits required

University of Notre Dame

Notre Dame, IN

\$41,640

\$10,410 per year

7 Credits required

Rollins College

Winter Park, FL

\$3,860

\$965 per year

7 Credits required

University of Minnesota

Duluth

Duluth, MN

\$8,325

\$2,081 per year

7 Credits required

Colby College

Waterville, ME

Students accumulate different amounts of awards to each schools depending on their fit and academic qualifications. Awards are show as a four year total and on a per year basis.

raise.me



# Students Can See a Roadmap for Each College

raise.me

+\$100

What's New

Portfolio

Micro-Scholarships

Colleges

Search for a college

Tulane University

New Orleans, LA

\$9,300 Earned

\$2,325 per year

7 more credits required to redeem your scholarships

Your Scholarships

About Tulane University

FOLLOWING

Get an A

Earn \$500 for each A in any course, excluding Fine Arts and Non-Core classes

\$4,000

8 As

Perfect Attendance for a year

Earn \$100 for each year of perfect attendance.

Take an AP or IB course

Earn \$200 for each AP or IB course completed with a minimum grade of C.

Participate in an Extracurricular Activity

Earn \$250 for each extracurricular activity per school year (at least 4 hrs/wk and 2 years of participation, up to \$750 maximum).

Participate in a Sport

Earn \$250 for each sport played per school year (at least 4 hrs/wk and 2 years of participation, up to \$750 maximum).

Leadership role in an Extracurricular Activity or Sport

Earn \$1,000 for each leadership position in an activity or sport (at least 4 hrs/wk of participation, up to \$3,000 maximum).

Eligibility Requirements

DURING 9th-12th GRADE

Minimum GPA to earn Micro-Scholarships on Raise.me

3.0

Minimum credits required

15.0

Application for Admission Due Date

Jan 15th

Ongoing Requirements

ONCE ENROLLED IN COLLEGE

Maintain a College GPA of 2.7

Take a minimum of 12 credit hours per semester

About Your Earnings

Your Micro-Scholarships represent a minimum amount of grant aid or scholarship you will receive from Tulane University if you apply, are admitted, and enroll.

You may be eligible for more aid based on your formal application for admission and financial aid forms. If you receive a higher amount of grant aid in your final award letter from Tulane University, note that this includes the amount you earned on Raise and is not in addition to your earnings on Raise.

Students can track their earnings for each achievement

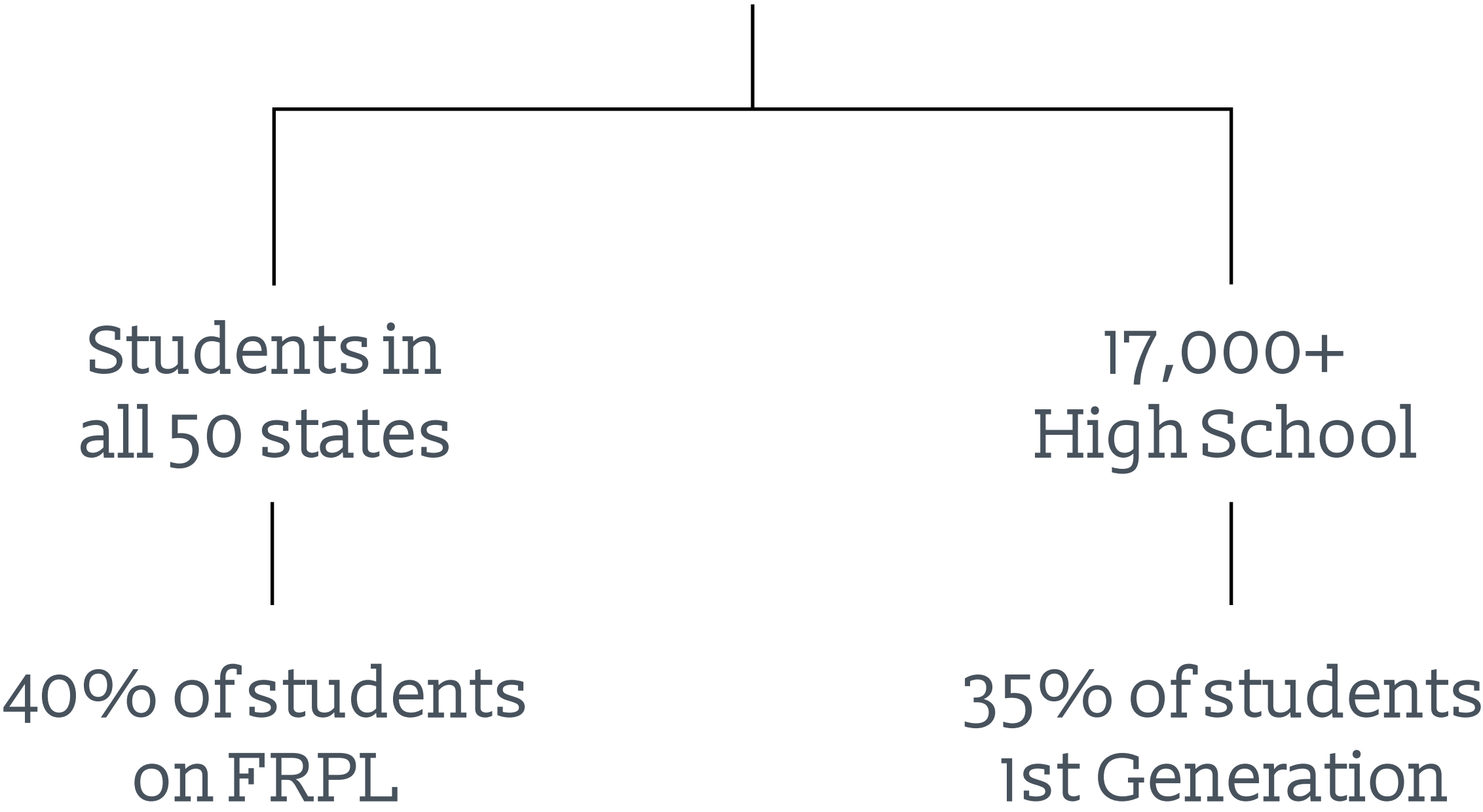
Students can see each micro-scholarship offered by the college

raise.me

# Students on Raise

350,000+

Students on Raise.me



1,000-2,000k students join Raise.me everyday

~7,000 Title I High Schools with students on Raise.me




# High School Counselors and CBO Admins Have Free Portal

Counselors can invite students through the portal

raise.me

DashboardStudentsMicro-ScholarshipsColleges



Hi, Kerri Loury  
Counselor

Invite Students

Pending Invitations2

Connections91

Educator Profile

Verified ID

✓ LinkedIn

✓ Upload Photo

✓ Offline ID

✓ Raise High

About Raise High

87

Students on Raise.me

\$4,061,090

Micro-Scholarships Eamed

Have other analysis you would like to see? [Send us a request!](#)


Educator Resources

raise.me

About Raise.me (1 page)

Use this document to share with other teachers & parents to learn about the value of Raise.me.


download pdf 518KB



Classroom Guide (23 pages)

Step-by-step guide that you and your students can use to immediately start earning Micro-Scholarships.


download pdf 4.0MB



Easy ways to use Raise.me at your school (1 page)

Teachers, counselors & administrators can use this action list to easily introduce students to Raise.me.


download pdf 36KB



PA Announcement (1 page)

Read this document over the PA to the students in your high school.


download pdf 44KB



FAQs for High Schools (7 pages)

Basic questions and answers about Raise.me.

download pdf 88KB



Letter for Parents (1 page)

Enable parents to learn more about Raise.me and easily help to keep their teens on track.

download english docx 24KB

download spanish docx 24KB

High School counselors can track their students' achievements, view their profiles, and send messages

Free resources and webinars are provided to help counselors along the way

raise.me

# More than 160 Select College & University Partners



## Raise.me College Partners Aim to



Play a pivotal role in students' development throughout high school.



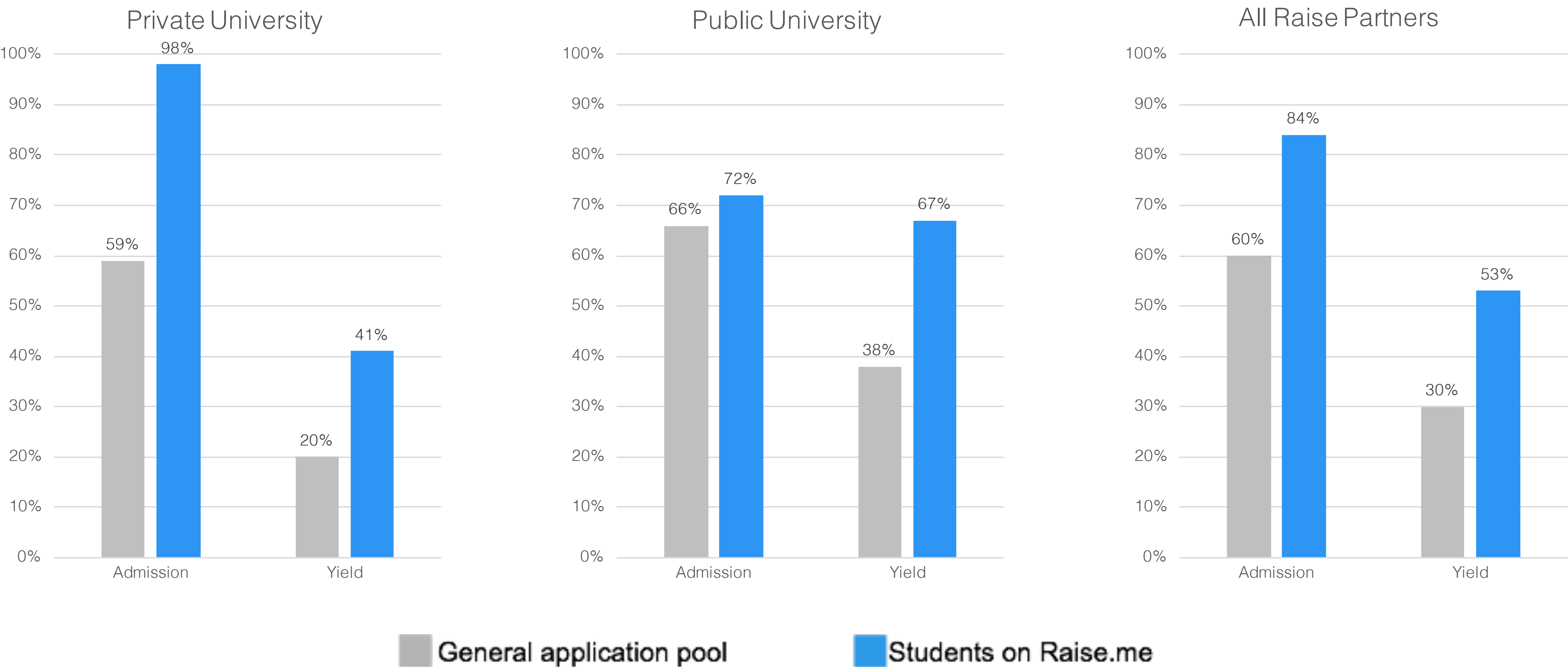
Identify and engage high potential students earlier in high-school, in a personal and constructive way.



Let students know about their institutional aid before they apply and help them see past their school's list price



# Raise.me College Partners Admit and Enroll Students at Higher Rates



# West Coast Focus – Increasing access for students in CA and NV

## Students & Educators

1,800+ High Schools  
27,000+ students  
700+ New Students/Week

## Current Partners



## College Access



## More to Come...

Evaluating 3-5  
New College Partners

# High School Educator Case Study

Abdul Duso

College Readiness Teacher

Summit Public Schools

500+ Students Using Raise.me across 5 high school campuses

San Jose, Redwood City, Daly City



## Raise.me Implementation & Management

- Summit Public Schools and College Readiness
- Student Impact (Survey)
- Reflections on Implementation
- Feedback



# High School Educator Case Study



## Summit Public Schools and College Readiness

- Leading charter management organization serving communities in the SF Bay Area and Washington State
- Mission. *To prepare a diverse student population for success in a four-year college or university, and to be thoughtful, contributing members of society*
- 99% of Summit graduates have been accepted into at least one 4-year college

### Summit Public Schools

serves an intentionally diverse student population  
that reflects its local communities



2,500 Students

50% Free & Reduced Lunch

10% Special Education

12% English Language Learners

# High School Educator Case Study



## College Readiness Course at SPS

- All 11<sup>th</sup> grade students are required to take College Readiness, a course to prepare students for not only college applications, but college life and beyond
- Best Fit Colleges, Diversity in higher education, Test Prep, Majors and Careers, Financial Aid, and Financial Literacy

## Implementing Raise.me in College Readiness course

- Raise.me introduced during Financial Aid/Financial Literacy unit as part of scholarship lessons
- At least two days of class time dedicated to scholarship research and applications
- Resources. Cappex, Unigo, DREAMer's Roadmap (undocumented students), Raise.me

# High School Educator Case Study



## Student Impact

- Raise.me serves as an additional resource to researching Best Fit Colleges (alongside Naviance, College Scorecard, College Board Big Future)
- Students can immediately see evidence of the financial benefits of perfect attendance, good grades, test scores, community impact, and extracurricular activities

## Student Survey

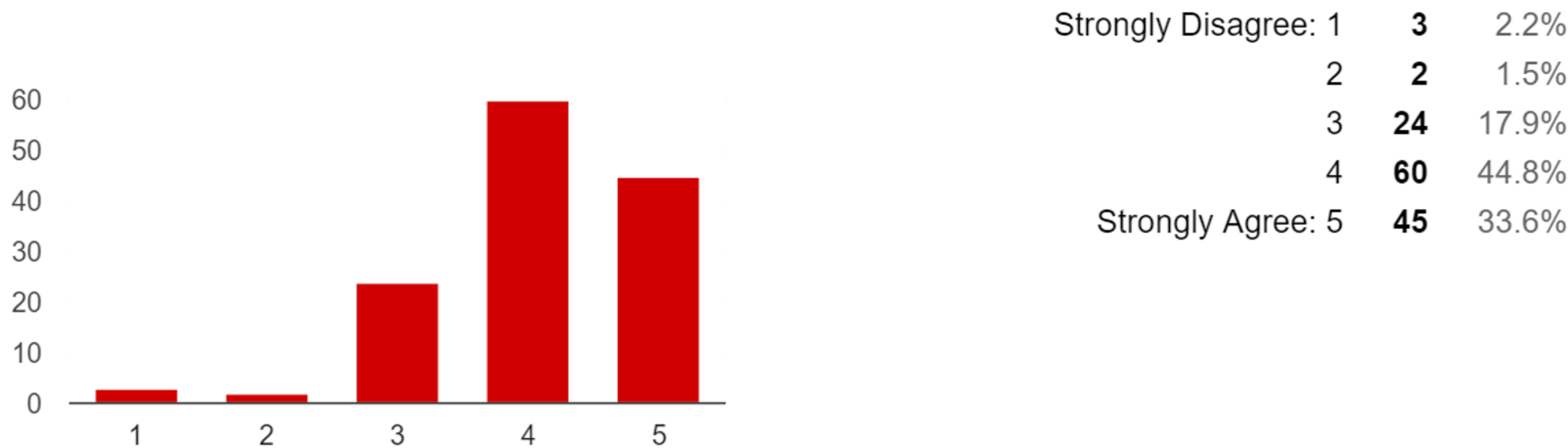
- Optional survey given after using scholarship lesson and research
- 134 student responses. Everest (Redwood City), Tahoma and Rainier (San Jose), Shasta (Daly City)
- Responders' profiles. **37%** receive Free/Reduced Lunch, **41%** first in family to attend college



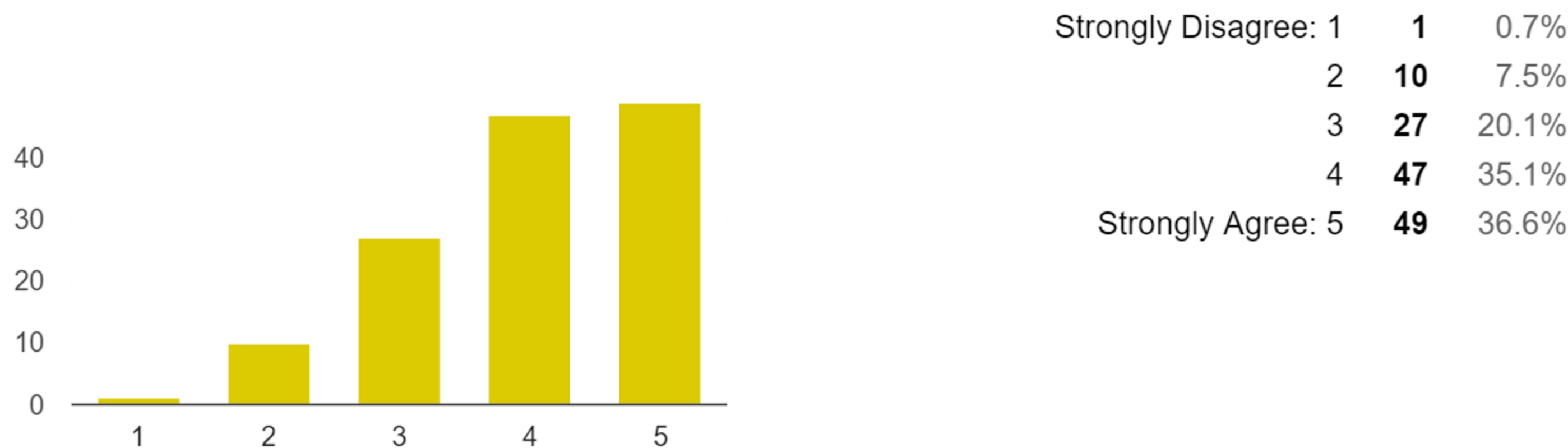
# In their own words! Student Impact (Survey)



**Raise has given me a better understanding how my grades and extracurricular activities affect my acceptance into colleges.**



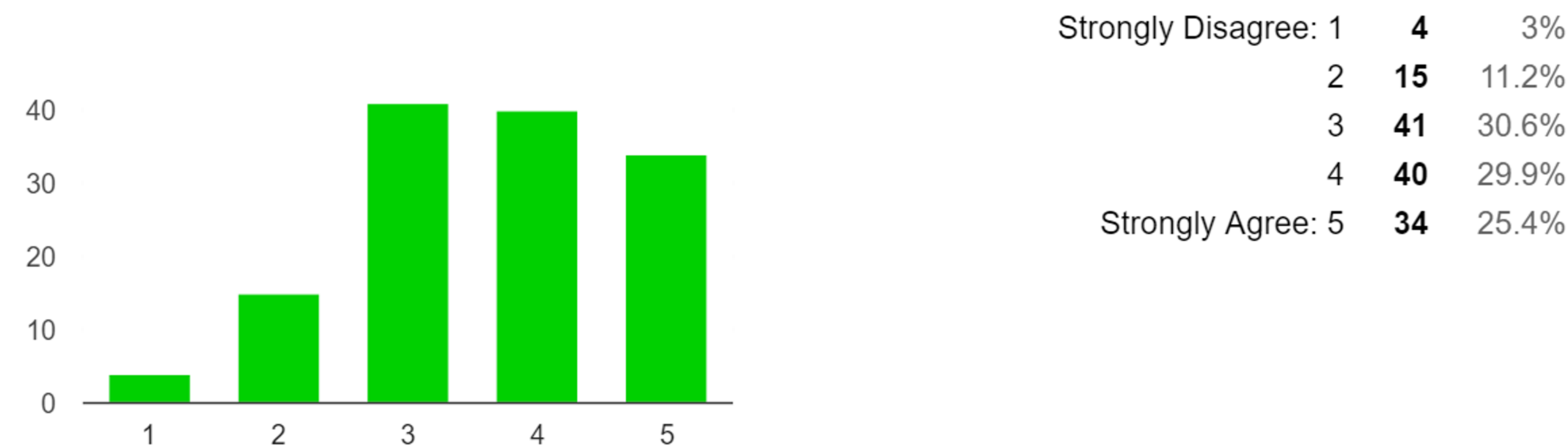
**After using Raise, I want to challenge myself more inside and outside of the classroom to earn scholarships to college.**



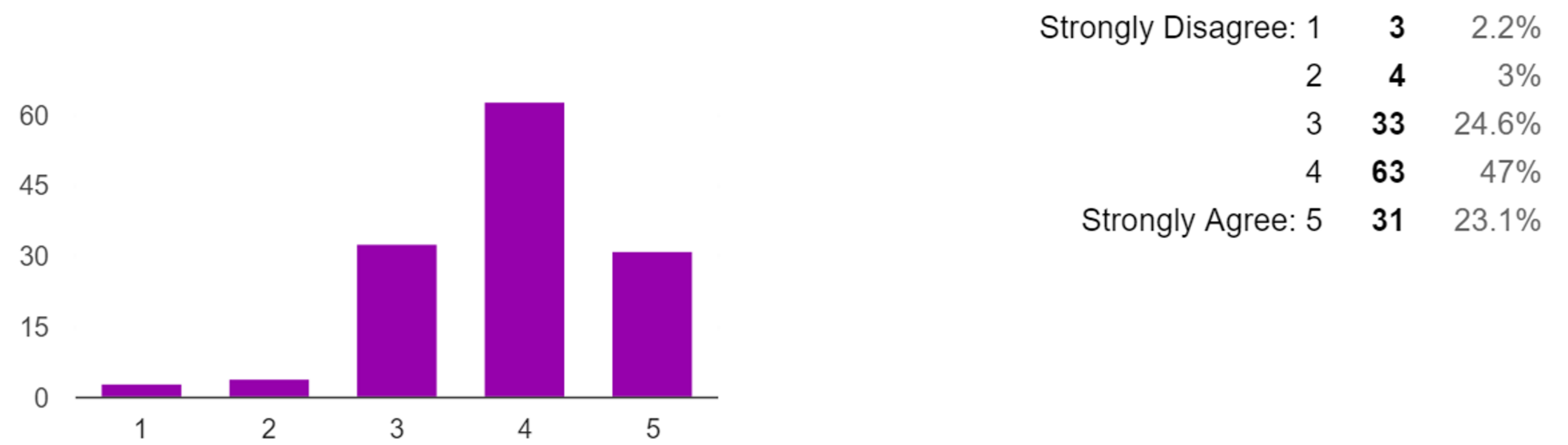
# In their own words! Student Impact (Survey)



I have learned about new colleges by using Raise.



After using Raise, I have a better understanding of what it takes to be accepted and earn scholarships from colleges.



# In their own words! Student Impact (Survey)



*How would you describe Raise to your friends?*

- “Helpful, clear, simple, and great at providing opportunities”
- “An easy way to rack up money for college and show your parents that [you] can take responsibility for your future”
- “Helpful tool to succeed and decrease the amount of money you will need to pay for college”
- “It’s a place where you can understand more about the sort of colleges you want to go to as well as get some scholarships”



# Reflections on Implementation



## Making Raise.me more effective for Summit students

- Raise serves as a great conversation starter for goal setting, academic improvement, extracurriculars, and buy-in to college
- Intentional conversations and updating portfolio throughout the year - not just during Financial Aid unit
- Key check-in points to set/revise goals, reflect on progress, and update Raise portfolio. beginning of school year, mid-year, before and after taking the SAT/ACT, before summer break
- Although College Readiness Course is limited to 11<sup>th</sup> grade, we hope to have Summit teachers and mentors begin the process in 9<sup>th</sup>/10<sup>th</sup> grades

# Constructive Feedback



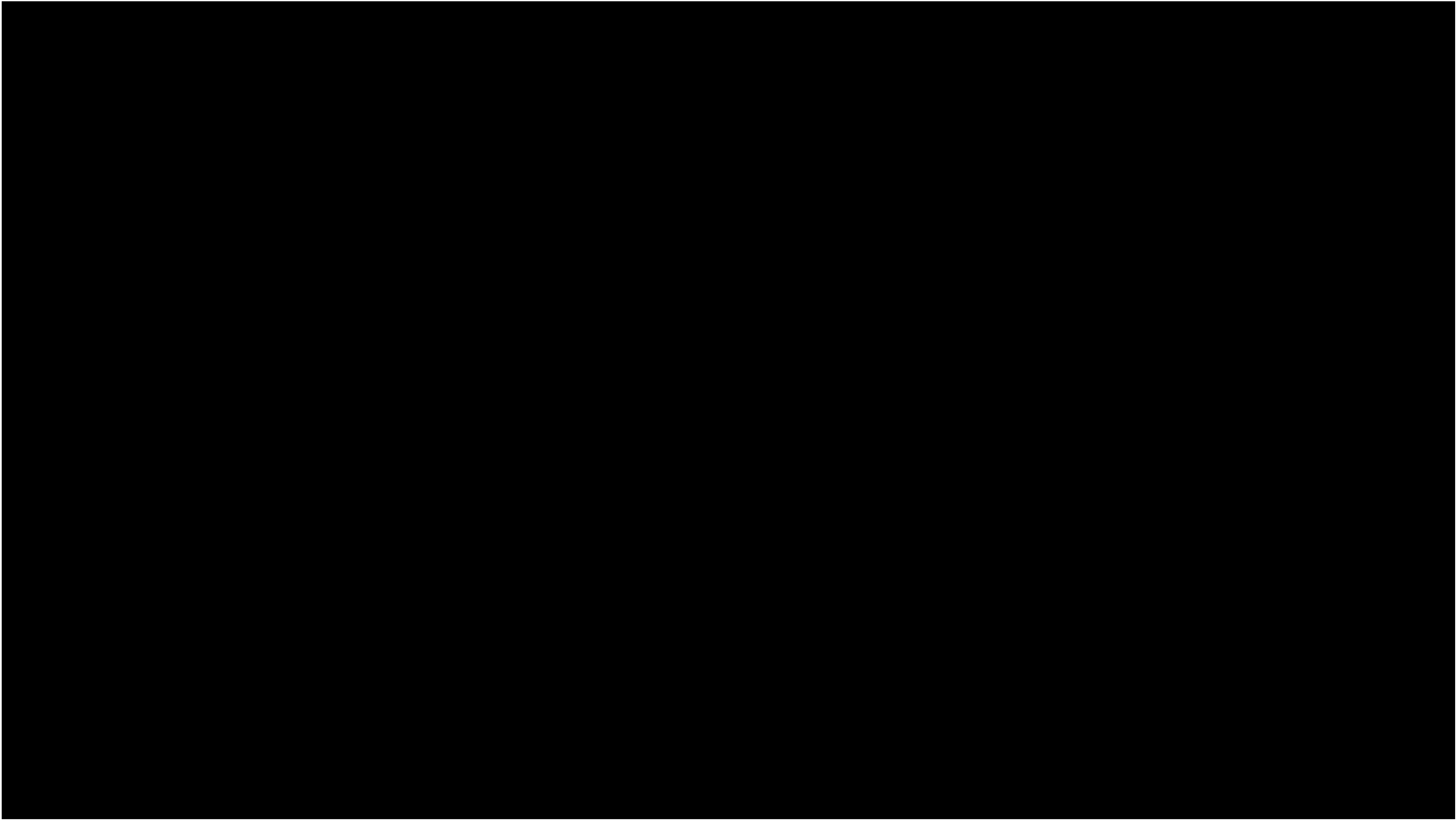
## Additional sections to student portfolio

- Section to set goals. course grades, hours of community service, participation in clubs
- Consider part-time jobs, family responsibilities - many of Summit's students contribute to family's household income
- Academic growth. consider adding rewards for academic improvement throughout high school

## *Survey: What did you like or what would you change about the experience?*

- "ADD more colleges. Liberal arts and private colleges"
- "Add more colleges like UCs"
- "Put more colleges....and make one more slot for outside school work...like part time jobs"
- "I just wish there were more colleges on Raise since I created an account with specific colleges in mind that I am planning on applying to"

Let's hear from Raise.me students!





# Q&A

For more information, contact Travis Fox at [travis@raise.me](mailto:travis@raise.me)

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