

# SEUCS



College & Career Success Coaching





In a recent survey conducted by CSAC

# 64%

of students cited either **Cost of College** or **Balancing School and Work Responsibilities** as the biggest perceived obstacle to succeeding in college.

## College Affordability

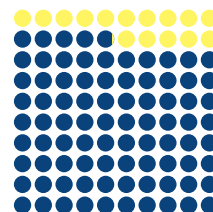
The issue of college affordability is at the forefront of the conversation in our nation and state. The **California Student Aid Commission** (CSAC) recently conducted a **Student Expenses and Resource Survey** (SEARS) to look at the perceived obstacles students face affording higher education. The survey data, which will guide further legislative action for Cal-SOAP revitalization and Cal-Grant reform, found that cost-related factors were by far the largest perceived obstacle to college success. However, **just 45% of Humboldt and Del Norte county seniors completed a FAFSA or CADAA application last year!**

## Where Cal-SOAP Comes In

Given how important financial aid is to college-going rates, a major goal of North Coast Cal-SOAP is to increase the number of students who apply.

National statistics show that 84% of high schoolers who complete the FAFSA go directly on to college, compared to only 55% of those who don't. But currently, only about half of North Coast high school seniors complete a FAFSA/CADAA.

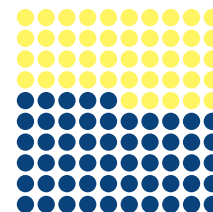
Cal-SOAP (Student Opportunity and Access Program) is a project of CSAC, and is being positioned and supported to take the lead in assisting schools throughout the state to improve their financial aid numbers and college going rates.



# 84%

of high school seniors who complete FAFSA attend college directly from high school

Compared to just



# 55%

of high school seniors who **do not** complete FAFSA attend college directly from high school

- National Center for Education Statistics

## Make FAFSA/CADAA submission a graduation requirement?

**Assembly Bill 469**, commencing with the 2022-23 school year, requires high schools to "ensure that a grade 12 pupil who has not opted out, completes and submits a Free Application for Federal Student Aid (FAFSA) or [the California Dream Act Application (CADAA)]." Evidence that this works can be seen at **Val Verde Unified School District**, which found that low-income students were not completing and submitting financial aid applications. After making financial aid application completion a graduation requirement, FAFSA/CADAA completion **increased 14%** from 69% to 83% in the first year of implementation alone. Each year since they started in 2018, they have had less than 10% of seniors opt-out.

# LOCAL DATA

Includes schools where Cal-SOAP Success Coaches are placed

**After students submit the FAFSA/CADAA, they still need support on the road to accepting their financial aid offer. North Coast Cal-SOAP Success Coaches will be there to support students through all four steps of the process: submitted, completed, awarded, and accepted.**

2021-2022 FAFSA/CADAA Application and Cal-Grant Award Rates\*

2020-2021 College Going Rates\*\*

	Seniors Enrolled	Applications Submitted	Applications Completed	% of Apps Completed	% of Apps Awarded	High School Graduates	% UC/CSU Eligible	Enrolled in College	College Going Rate
Arcata High	236	132	123	52%	43%	187	56%	144	74%
Eureka Senior High	233	162	153	67%	65%	219	38%	148	64%
Ferndale High	35	27	26	74%	54%	48	23%	26	53%
Fortuna High	217	117	113	52%	60%	175	36%	94	52%
McKinleyville High	110	89	87	79%	46%	101	48%	64	62%
South Fork High	58	23	23	40%	65%	38	56%	24	5%
Alder Grove Charter	39	21	21	54%	62%	37	8%	13	35%
Six Rivers Charter	26	16	15	58%	60%	28	46%	13	25%
Cal-SOAP Success Schools Totals	955	577	573	60%	53%	833	39%	526	63%
Humboldt County Totals^	1244	673	633	51%	50%	1,195	33%	628	53%
Del Norte High	199	96	89	45%	44%	173	-	70	41%
Del Norte County Totals^	337	95	84	25%	41%	243	-	82	34%
Humboldt/Del Norte Cal-SOAP Totals	1,154	673	662	57%	52%	1006	-	596	59%
Humboldt/Del Norte Totals^	1,581	768	717	45%	47%	1370	29%	710	52%
California Totals^	472,751	272,295	251,962	53%	47%	439,211	47%	282,740	64%

\*CSAC Webgrants for Institutions Database unless otherwise noted

\*\* National Student Clearinghouse Database unless otherwise noted

^ Race to Submit Dashboard

(Most recent CA Statewide totals for CGRs is from CDE Dashboard 2017-2018)

## SUCCESS PROGRAM SUCCESS STORY: MCKINLEYVILLE HIGH

Since joining our Success Program in 2020, McKinleyville High School's FAFSA/CADAA completion rate has skyrocketed from 57% to

**80%**



# Best Practices for Increasing FAFSA/CADAA Completion Rates

## FAFSA/CADAA submission is only the beginning

Submitting a FAFSA or CADAA is just the first of four steps toward unlocking the funding students need to make college affordable. After Submission comes Completion, then a Financial Aid Offer, and finally Award Acceptance. Cal-SOAP financial aid technicians and success coaches can help!

With the implementation of **AB 469** this year, our **Success Coaches** can help reduce the number of students who opt-out of submitting a financial aid application. And remember, **84% of high school seniors** who complete a FAFSA/CADAA attend college directly from high school vs. only **55%** if they don't!

## Best practices for helping students through the process

### 1 • SUBMISSION

#### Create FSA ID and submit FAFSA/CADAA application

- FSA ID and Financial Aid Application Workshop for **all** seniors during class time
- Cash for College Workshop in evening for parents
- Utilize customized webgrants reports provided by Cal-SOAP to provide targeted FAFSA/CADAA follow-up support.
- Ensure students set up a Webgrants4Students account
- Financial Aid Parent Night (April or May of junior year) to obtain FSA ID and learn about senior year deadlines

### 2 • COMPLETION

#### Error/Unmatched Corrections

- Identify students who are unmatched from Webgrants
- Meet with students to correct errors or missing information

### 3 • AWARDED

#### Financial Aid Offer Review and Analysis

- Help students understand their financial aid offer letter and compare financial aid packages
- Provide best practices for students selected for verification process

### 4 • ACCEPTED

#### Summer Transition and College Success

- Assist students with submitting college acceptance, transcripts, enrollment, and acceptance of their Financial Aid Offer
- Provide student support to prevent summer melt
- Ensure students understand ongoing requirements and application renewal if receiving a Cal Grant
- Continue support during the first year of college





# Best Practices for Increasing College-Going Rates

Choose your priorities and let us do the work!

North Coast Cal-SOAP Success Coaches work with school counseling staff to implement activities that best fit your high school's needs.

- Provide FSA ID/FAFSA/CADAA/ Webgrants4Students workshops in senior classes
- Cash for College workshops – after school and evenings so parents can also attend
- Utilize customized Webgrants reports provide by Cal-SOAP to provide targeted FAFSA/CADAA follow-up support.
- Utilize California's Official College and Career Planning Platform - [CaliforniaColleges.edu](https://calcolleges.edu) (AB 132)
- Family Nights
- College Signing Day
- College & Career Club
- College & Career Center at each high school
- Workshops/Presentations/Assemblies
- One-on-one and small group coaching (*college and career searches, timelines, financial aid, placement exams*)
- College application assistance (CCC, CalState, and UC apply workshops)
- Educate on financial literacy and financial aid options
- Get Ready, Stay Ready
- College Connect Observation Field Trips to Cal Poly Humboldt and College of the Redwoods
- SAT/ACT sign-up & follow-up
- Senior Survey

## Our Top Pick

### Hold an annual school-wide College & Career Day

**Each grade has its own track; include options for students to choose from\***

- 9th** 4-year plan, career exploration
- 10th** PSAT, career & trade assessments
- 11th** Financial aid literacy/application information (AB 2015), FSA ID workshop, college and career searches
- 12th** Financial Aid Application Workshops (AB 469), college applications, review timelines, trades industry panels

*\*Suggested tracks*

- Bulletin Boards with college/career information
- Text messaging & emails for students and families
- Phone calls to households who have not submitted FAFSA/CADAA
- Targeted robo-calls
- Incentivizing FAFSA/CADAA completion
- North Coast Cal-SOAP social media on Facebook and Instagram to help keep seniors and parents informed of deadlines and resources



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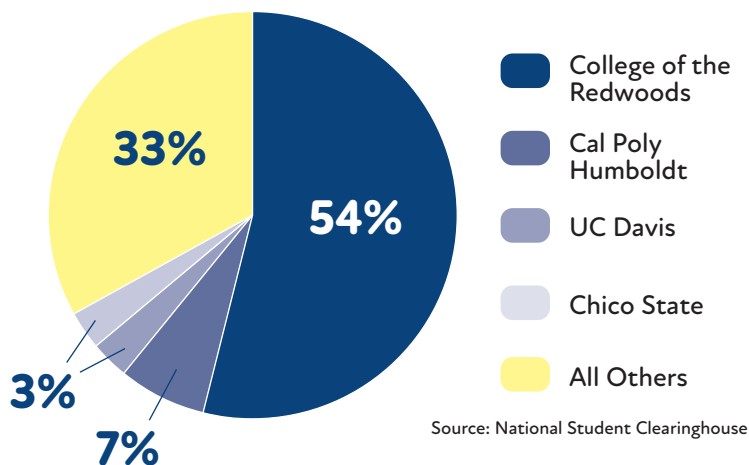


# COLLEGE PERSISTENCE

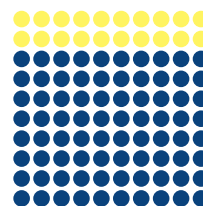
Success Coaches Placed at CR and Cal Poly Humboldt to Increase Local Students' College Persistence Rates

## Where did Humboldt and Del Norte counties' Class of 2021 go?

(Top 4 out of 111 colleges)

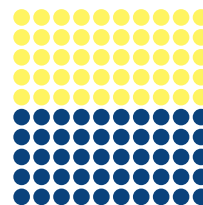


## Persistence Rates - Class of 2018



**80%**

of high school seniors who enrolled in college attended school the first year.



**50%**

of high school seniors who enrolled in college stayed in school for a second year.

## Let's work together to increase persistence!

- Inform students of local efforts to make college more affordable, including Humboldt First Cal Poly Humboldt scholarship, CR College Access Program, and Humboldt Area Foundation Scholarship Finder.
- Create a summer bridge program to assist students in following through with their fall enrollment plans and avoid summer melt.
- Connect local students with resources and supports to be successful in their first year in college.
- Assist students in renewing their FAFSA /CADAA.

**2021  
BY THE  
NUMBERS**

**52%**  
Overall college  
going rate

**94%**  
attended a  
public college

**88%**  
attended college  
in California

**62%**  
attended a  
two-year college



# WHAT WE DO



## North Coast Cal-SOAP works to promote post-secondary success in local students

### Outcome & Goals

- **Increase FAFSA/California Dream Act Application (CADAA) rates in all four areas:**
  - Submitted: FSA ID and Application Submission
  - Completed: Error/Unmatched Corrections
  - Awarded: Financial Aid Offer Letter Review/Analysis
  - Accepted: Summer Transition and College Success
- **Increase College Going Rates**
- **Reduce Summer Melt**
- **Increase College Persistence**  
(student retention in first year of college)

### Our Program Model

**Student Success Coaches** placed at high schools, Cal Poly Humboldt, and College of the Redwoods will have two roles:

- **FAFSA/CADAA support** – Assisting students and parents through the four areas to receive financial aid
- **Implement and lead college and career activities/services/events** – Working with your school's designated staff, Success Coaches will organize and lead the activities you decide are most appropriate and beneficial for your students and parents

### Methods

- **Activities, Services & Events** in high schools and colleges
- **Messaging** to students and families
- **Incentives** to encourage student/family participation

#### Summary of Cal-SOAP

View a PDF summary of our services and initiatives at <https://hcoe.org/cal-soap>



#### Other Cal-SOAP Services:

- Events such as Cash for College Workshops, North Coast College and Career Expo, Cal Poly Humboldt's I've Been Admitted to College, Making College Happen, College of the Redwoods' Redwood Days, and more
- Financial Aid training and resources for high school counselors, college access staff, and success coaches



## Who will the Success Coaches be?

North Coast Cal-SOAP recruits its team of College Success Coaches from the local college community. They participate in extensive training and we work closely with them to ensure a high-quality experience for students, parents, and school staff.

## North Coast Cal-SOAP Board Members

### Jen Burtram

College and Career Coordinator,  
Alder Grove Charter School

### Rianne Connor

Dean of Enrollment Services,  
College of the Redwoods

### Aaron Coyle

School Counselor,  
Eureka High School

### Alison Eckart

Principal,  
Del Norte High School

### Anna Frary

School Counselor,  
Arcata High School

### Megan Freitas\*\*\*

Department Secretary,  
HCOE Career & College Resources

### Sheri Jensen

District Instructional Coach School  
Climate, Eureka City Schools

### Stephanie Nabors

School Counselor,  
Fortuna Union High School District

### Monica Rivera

School Counselor,  
South Fork High School

### Anne Sahlberg\*\*

School Counselor,  
McKinleyville High School

### Carol Stewart\*\*\*

Principal Account Technician,  
HCOE

### Kathy Thornhill\*

Director of Undergraduate Advising,  
Career Services, and Community Based  
Learning, Cal Poly Humboldt

### Tanya Trump

Department Manager,  
HCOE Career & College Resources

### Craig Woods

Director of Grant Making and  
Scholarships, Humboldt Area Foundation

\*Board Chair \*\*Vice Chair \*\*\*Non-voting

## North Coast Cal-SOAP Program Staff

### Cindy Porter

HCOE Higher Education Pathways  
Manager/Cal-SOAP Program Director

### Rebecca Asbury

Program & Events Technician

### Rachel Perry

Financial Aid & College Access Technician

## North Coast Cal-SOAP

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Humboldt County  
Office of Education



CALIFORNIA  
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