How College Access Programs are Helping Students Navigate This Summer

Voices of Summer Webinar Series
Welcome!

- Your phone line is muted.
- The webinar is being recorded.
- A link to the recording and slides will be made available.
Welcome!

Leslie Gabay-Swanston
Director of Program and Systems Quality
National Summer Learning Association
Webinar Overview

- About NSLA
- Panel
  - Georgia State University
  - MERIT
  - Urban Assembly
  - Partnership for LA Schools
- Audience Questions
- Announcements & Follow-up
Welcome!
About NSLA

NSLA is a national, non-profit organization focused on the powerful impact of one achievable goal: investing in summer learning to help close the achievement gap. NSLA uses the power of research, advocacy, training, and policy to transform America’s neighborhoods and communities, one child at a time.

Our work is based on the simple idea that summer—a time that is easily overlooked yet critical to educational development—is bursting with possibility, and instrumental in closing the achievement gap between privileged children and our most vulnerable children.
Summer is the time of greatest inequity for young people. When schools are closed, many low income young people lack access to meals, books and other learning resources, and physical activity.
Panelists

Lindsay Page
Associate Professor of Research Methodology
University of Pittsburgh School of Education
Summer melt & how an artificially intelligent virtual assistant helps students navigate the road to college

Lindsay C. Page
Georgia State University Partnership

University-specific effort to reduce summer melt

• GSU context
  • High rates of summer melt among recent cohorts
  • Majority of incoming students are Pell eligible
  • 1/3 admitted students are first-generation college goers

• Research collaboration with AdmitHub
Meet Pounce

- Reminders
- Guided Tutorials
- Surveys
Building Pounce

Separate workflows pertaining to all steps in the GSU college transition process

- Intent to enroll form submission
- FAFSA submission/verification, accepting loans, paying tuition bill
- Orientation registration & attendance
- Transcript and test scores submission
- Housing deposits
- Immunization records submission
- Placement test sign-up
- Planning for transportation
- Meal plan sign-up
Hey {First Name}, do you plan to park a car on campus? 🚗

Yes

Cool! Would you like me to help you get a parking permit?

No

Visit bit.ly/parking to see parking fees and rates, and to figure out what option will best fit your needs. To register your vehicle and get a permit, please create an account here: bit.ly/parkpermit.

No

OK. For future reference, visit bit.ly/parking for parking info. 🚗 For other modes of transportation (shuttles 🚌, the metro 🚉, bike shares 🚴, Zipcar, etc.) go to bit.ly/transit.
Hi Mike! Congrats on being admitted to Georgia State! 🎉 I'm Pounce -- your official guide. I'm here to answer your questions and keep you on track for college. (Standard text messaging rates may apply.) Would you like my help?

Can I bring my dog to the dorm?

Fish are allowed in tanks no larger than 10 gallons, but all other pets are prohibited. Visit bit.ly/1SiBe6R to see what you should and shouldn’t bring.

Chatbots

Computer programs that mimic conversation with people using artificial intelligence
Implementing Pounce

- **Target sample (Summer 2016)**
  - Admitted students with a US cell phone
  - 1,948 committed to GSU
  - 5,541 admitted but not committed

- **Randomized controlled trial, stratified by GSU commitment status at time of randomization**

- **Pounce integrated with GSU student data systems**
  - Specific workflows targeted only to students who needed them
Implementing Pounce

Reduced need for human input over time
Pounce impacts on pre-enrollment steps & GSU matriculation

**Impacts for GSU-committed students**

<table>
<thead>
<tr>
<th></th>
<th>Control mean</th>
<th>Treatment effect</th>
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</thead>
<tbody>
<tr>
<td><strong>Enrollment outcomes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enroll in GSU</td>
<td>84.6%</td>
<td>3.3 pp *</td>
</tr>
<tr>
<td>Enroll in two-year college</td>
<td>1.7%</td>
<td>-1.3 pp **</td>
</tr>
<tr>
<td><strong>Financial aid outcomes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verification hold</td>
<td>17.8%</td>
<td>-3.0 pp ~</td>
</tr>
<tr>
<td>Complete loan counseling</td>
<td>42.2%</td>
<td>6.3 pp **</td>
</tr>
<tr>
<td>Accept Stafford loan</td>
<td>37.5%</td>
<td>6.9 pp **</td>
</tr>
<tr>
<td><strong>Other process outcomes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Submit final transcript</td>
<td>68.8%</td>
<td>4.3 pp *</td>
</tr>
<tr>
<td>Attend orientation</td>
<td>85.7%</td>
<td>2.8 pp ~</td>
</tr>
<tr>
<td>Immunization hold</td>
<td>51.3%</td>
<td>-4.8 pp *</td>
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\[\sim p<0.10, \ * p<0.05, \ ** p<0.01\]
Thank you.

lpage@pitt.edu / @linzcpage

Paper:
Panelists

Jake Weinfeld

Executive Director
MERIT
Panelists

Stephanie Fiorelli
Deputy Director of Alumni Success
The Urban Assembly, Inc.
"Students thought they were done with the college process, but when I mentioned certain documents they needed to submit or accounts they needed to create, they were completely unaware."
The Urban Assembly (UA) is a non-profit organization providing leadership and programmatic support to unique, small public secondary schools in high-need neighborhoods in NYC and to the schools’ nearly 12,000 alums. UA schools are open to all students, and our goal is to prepare 100% of UA graduates for success in the 21st-century economy. **The mission of the Urban Assembly is to advance students’ economic and social mobility by improving public education.**
Summer Bridge Overview + Goals

1,500 seniors. 20 high schools. 21 coaches. 75% enroll. 11% melt. 70% persist.

Coach: UA alum who returns to their high school to help seniors secure their postsecondary paths.

PROGRAM GOALS

❖ 90% of students with college plans will matriculate
❖ 85% of students will participate in alumni texting campaign
❖ 40% of coaches will return to coach the following summer

DISTINGUISHING QUALITIES

❖ Summer Bridge vs Bridge to College
❖ Coaches attend variety of colleges
❖ Emphasis on career and professional growth

“Because I have spent my entire summer advocating for others, I have learned how to advocate for myself.”
Summer 2019 Impact + Assessment

❖ Students spoke with their coaches on average 4X
❖ 70% talked to their coach at least once after graduation

89% of students who planned to attend college, did so.

❖ Student / Coach Connection

40% in person
41% by text
11% by phone
6% via email
3% via social media

87% of alumni participated in the UA texting campaign

“She told me that she wouldn’t have been going to college without me, and that I’m always there for her when she needs me.”
Summer Bridge + COVID-19

"I'm learning to use my coaching time more wisely because the virtual shift shows us how to maximize communication platforms. It's something I can teach my students too."

❖ Emphasis on GROW model coaching
❖ Increase of coach / student ratio
❖ Reliance on digital communication
❖ Training around alternative pathways
❖ Concentrated collaboration
NYC Summer Bridge Consortium

❖ Meetings Twice Per Month
❖ Slack Workspace
❖ Google Resources

Collectively serving 25,000 students in NYC
What’s Next?

“Being a part of the UA community has allowed me to make connections, network, be a part of exciting programs, and be introduced to certain opportunities.”
Panelists

Karlo Silbiger
Coordinator of College-Going Culture
Partnership for Los Angeles Schools
Summer Melt Pilot 2020: Creating Community to Strengthen the Transition to College

Dr. Karlo Silbiger
Coordinator of College-Going Culture
About the Partnership

- One of the largest in-district public school transformation organizations in the US
- 13,500 LAUSD students
- 18 schools (9 elementary, 4 middle, 5 high)
- 3 neighborhood feeder patterns (Boyle Heights, South LA, Watts)
- Focus on building the capacity of the adults who surround our kids
- Also focus on systems change to limit the systemic barriers that impact all communities like the ones we serve
## Our Summer Melt Data

<table>
<thead>
<tr>
<th>College System</th>
<th>Total Students Planning to Matriculate</th>
<th>Melt Rate</th>
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<tbody>
<tr>
<td>UC</td>
<td>158</td>
<td>10%</td>
</tr>
<tr>
<td>CSU</td>
<td>488</td>
<td>22%</td>
</tr>
<tr>
<td>Community College</td>
<td>927</td>
<td>28%</td>
</tr>
</tbody>
</table>
Our Pilot Key Components

- Near Peer Advisors
- Focus on high need, high impact destination colleges (partnerships)
- Build community among students
- Start early
- Introduce students to college resources
- Focus on SEL skills (seeking support, managing schedule)
Our Pilot Key Challenges

- Student Recruitment
- Partnering with Colleges
- Bridging to the Fall
- Building Capacity at the School Site for Future
Questions
National Summer Learning Week is a national advocacy day aimed at elevating the importance of keeping kids learning, safe and healthy every summer – all so students return to school ready to soar!

www.summerlearning.org/summer-learning-week
Find NSLA on social media to keep updated on #summerlearning

@SummerLearning

@SmarterSummers

@SmarterSummers

@SummerLearning
Thank you!

www.summerlearning.org