

2018 - 2019

# IMPACT REPORT

## Annual Programs

### COLLEGE APP / FAFSA



College Apps

**4572**



FAFSAs

**2244**

### LUNCH & LEARN



Sessions

**4**



Average Attendees

**70**

### DECISION/ SIGNING DAY



Schools

**35**

### GET SCHOOLED DETROIT



Students

**12.4k**



Text Messages

**62k**

### DETROIT COLLEGE DAY



Students

**850**



Partners

**85**



Seniors

**5k**

## New Initiatives

**1**

### DETROIT SUCCESS DAY

**10**

Schools

**175**

Seniors

**2**

### SCORE YOUR FOUR

**14**

Juniors

**90<sup>pt</sup>**

Average Increase

**3**

### DETROIT COLLEGE BOUND GRANTS

**10**

Schools

**4**

Middle Schools

**6**

High Schools

## Network Communications



### OP-ED

**3**

Published



### NEWSLETTER

**7**

Published / **1.8k** average views



### BLOG/ SHOUTOUT

**26**

Published / **655** average views

### SOCIAL MEDIA



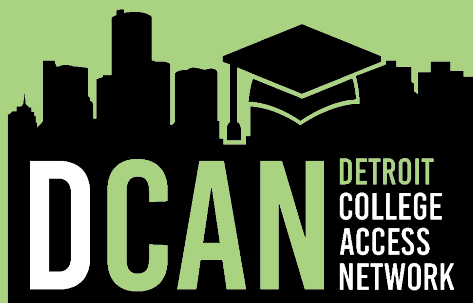
**1k**

Reached



**125k**

Average Impressions



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## Annual Programs

### College Application Month/FAFSA Drive,

**Get Schooled Detroit**, a one stop digital gaming platform for students that provides exposure to all things college. Through video game features, students can learn about college and earn awards for their participation. **19** high schools registered for the Detroit College Challenge, engaging over **12442** students. Students have acquired more than **4275** gaming badges and sent over **62000** text messages.

**DCAN Lunch & Learn**, professional development and resource education for Detroit counselors. Hosted bimonthly to educate counselors on best practice and available resources available for their students. Lunch and Learns are attended by approx. **70** counselors each with four hosted the 2018-19 AY. They featured over 15 local and national partners.

**Detroit College Day**, a college/resource fair for high school students for exploring postsecondary pathways is hosted annually. For the 2018-19 AY, **19** schools registered totaling an attendance of more than **850** students. There were **35** postsecondary pathway partners present; **25** colleges/universities, **5** trade/vocational institutions, and **5** represented pathways to armed forces/military and **15** workshop speakers.

**Decision/Signing Day**, a national initiative to recognize high school seniors for their postsecondary educational plans and encourage younger students and families to prepare early for postsecondary education. College Decision Day is held annually on or around May 1 and is designed to coincide with the date that most seniors must inform a college of their plans to enroll. For the 2018-19 AY, **35** Detroit schools registered, with **5051** seniors participating.

## New Initiatives

**Detroit Success Day**, road to matriculation resource where admitted students were bused to the admitted partner postsecondary schools (Michigan State University, Oakland University, and Wayne State University) to complete the necessary requirements for fall enrollment. Approximately **175** students participated from **10** Detroit Schools.

**Score Your Four (SY4)**, SAT prep course to assist students reach the Detroit Promise 4 Year eligibility score of 1060. **30** students enrolled in the 1st cohort (**15** Juniors, **15** seniors). **14** of the 15 Juniors completed with an average score increase of **90 pts**. The seniors did not complete the course due to the scheduling of the SAT retake. **6** juniors have achieved at or above a 1060 SAT score.

**Detroit College Bound Grants**, are grants being awarded up to \$10,000 for schools to improve their college-going culture during the 2019-20 AY. **10** schools **6** high schools and **4** middle schools. The focuses are graduation rates, postsecondary enrollment/readiness, and postsecondary persistence. **10** schools were selected through a grant application in the Fall. Grantees have participated in **3** professional development trainings for the development of their 2019-20 AY plan with 97% attendance.

## Network Communications

- Op-Ed **3** published
- Newsletters **7** published with **1,877** views average
- Blogs **9** published with **95** views average
- Blog Shout-outs **7** published with **773** views average
- Shout-outs **10** published with **1,126** views average
- Facebook over **7** months **1,000** reached in October and April
- Twitter over **9** months with average **125,309** impression