

AT WORK FOR DETROIT COLLEGE PROS & STUDENTS



2019-2020
ANNUAL REPORT

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FROM THE EXECUTIVE DIRECTOR



Ashley Johnson, Ph.D

Executive Director,
Detroit College Access Network

DEAR COLLEGE ACCESS CHAMPIONS AND PARTNERS,

I hope you are safe, healthy and happy. 2020 was a tough year for all of us, yet college access champions like you made it an easier and a more hopeful year for our youth. I am very lucky to be able to work with each of you as we support our students with gaining postsecondary degrees and achieving their career goals and passions. DCAN's impact report is a reflection of your diligent work with our youth. We hope you find the information throughout this report helpful and encouraging.

IN PARTNERSHIP WITH YOU, THIS YEAR WE:

- Increased the number of high schools with high-quality college advising and supports;
- Expanded our staff from two full-time employees to four full-time employees and two AmeriCorps VISTAs
- Expanded our capacity building and training opportunities
- Created deeper partnerships with schools and out-of-school organizations
- Launched our second cohort of the College Bound Fellows
- Responded quickly to the pandemic and created new student support services
- Supported the expansion of summer melt support to Macomb, Wayne and Oakland counties with the Detroit Regional Chamber
- Removed barriers to college enrollment through systemic level changes:
- In partnership with College Spring, there will be SAT prep and college readiness courses at every DPSCD high school
- In partnership with MCAN and The Institute for College Access and Success, DCAN supported the removal of the application for the MI Tuition Incentive Program

Although 2019-20 was an unpredictable year, we still achieved great success together.

THIS UPCOMING YEAR, WE WILL:

- Expand our capacity building and training opportunities through monthly Detroit STRIVES, FAFSA cohorts and our second College Bound Fellows cohort trainings;
- Expand DCAN supports for out-of-school partners through a partnership with Youth Development Resource Center
- Continue student webinars, workshops and one-on-one advising
- Launch virtual Senior Success College Transition events
- Expand our summer transition support
- Host a second virtual citywide Decision Day
- Make our annual Detroit College Day virtual

We hope you will continue to partner with us. Thank you for all you do to inspire and empower Detroit students.

-Ashley Johnson and the DCAN Team

DCAN AT WORK FOR COLLEGE ACCESS PROS

Focusing on capacity building

Good, quality college counseling and advising is the foundation to creating an effective college going culture for first generation students. At DCAN, we know that many college access professionals don't have access to ongoing, formal training. To have the impact we need on students, our college access professionals need this type of training. DCAN's goal is to improve outcomes for Detroit students through capacity building for those professionals.



COLLEGE BOUND MICHIGAN

College Bound Michigan is designed to support students and schools with the often complex and complicated college application process. The campaign kicks off with Michigan College Month, where students focus on solidifying where and what they want to study and submitting college applications. It then transitions into the College Cash Campaign, where students work to complete the FAFSA and secure scholarships, grants and additional aid opportunities. Finally, the campaign wraps with Decision Day, a time to celebrate students and their postsecondary education decisions. When all three components are brought together, students—and all of Michigan—are more likely to succeed.



2,971

Michigan College Month/College
Application Month seniors participants



7,950

College applications



56.45%

FAFSA completion rate

“

“DCAN can be adorned in many dimensions, but the greatest for me would be the power of eagerness and ease. Being a new educator, I was nervous of where and what to do for my scholars. I shared my concerns with DCAN, and they propelled my confidence and knowledge for what I can, will, and have done for Mumford. The support I have received for College Application Month has promoted and progressed our students to be proactive and successful in their college-going plans. WE CAN because of DCAN.”

- College Bound Michigan adviser

PROFESSIONAL DEVELOPMENT

DCAN provides high quality professional development and resource education for Detroit college access professionals. In response to the pandemic, DCAN shifted its typical bi-monthly sessions to regular weekly offerings, meeting the changing needs of college access professionals during challenging times.



5

Professional development and training sessions



439

Counselors served in COVID-19 and summer support sessions



84

Average professional development session attendees



7

COVID-19 counselor webinars

SESSION TOPIC HIGHLIGHTS:

- Road to Matriculation
- 4th Annual Metro Detroit College & Career Access Summit
- Scholarships
- Working with unique populations
- FAFSA verification
- Selecting best fit
- Time management skills

“

“Every encounter that I have with DCAN is a quality encounter. DCAN always produces quality events with valuable and quality information. Thank you for setting a high standard and producing at high-quality—every time!”

-DCAN Strategy Institute participant

DETROIT COLLEGE BOUND FELLOWS

In-School Partners

Detroit College Bound Fellows is a professional development and programmatic funding opportunity for Detroit schools to improve their college-going culture

2019-2020: PILOT YEAR



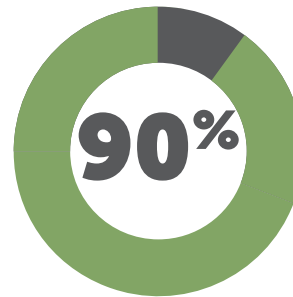
6

High schools
participated

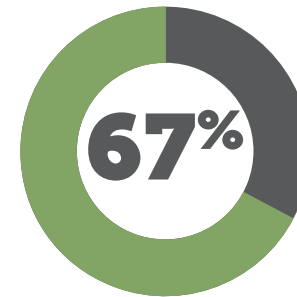


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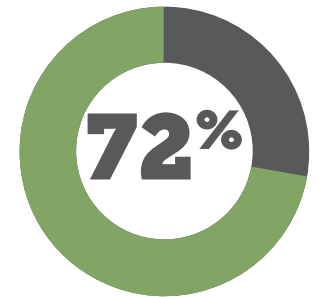
Middle schools
participated



Schools successful
at improving at least
one focus area by 5%



Schools improved
two or more focus areas



Cohort FAFSA
completion rate



“

“Participating in the College Bound Fellowship has given our team direction and support for engaging and educating our students/families through the changing times. My all-embracing experience is astonishing, and I am truly elated for the opportunity to work with DCAN.”

- 2019 College Bound Fellow

COLLEGE SUCCESS LEARNING COMMUNITY (PLC)

Out of School Partners

GradSnapp Strategy Group (College Success Learning Community)—a group of schools and organizations that support students from high school to college—are working to improve their college transition, persistence and graduation metrics. They are using a student intervention/support and data analysis platform called GradSnapp to support their students.



1,506

Students in GradSnapp

82%

College enrollment

89%

Persisted from fall to spring semester

“

“Being part of the PLC community has allowed the space for our business to create a foundation for a college and career readiness/alumni success program. Since joining we have been able to level-up training and support for both students and staff. GradSnapp has helped us to improve our data collection and case management skills.”

- GradSnapp Strategy Group participant

DCAN AT WORK FOR DETROIT STUDENTS

Focusing on virtual student support

Historically, DCAN has only provided direct support to counselors and college access personnel. However, due the pandemic and the abrupt closure of schools in March, we began to offer one-on-one advising and webinars tailored directly to students. We aligned these services with our planned second year of summer melt college transition support services. DCAN will continue to support the class of 2020 and all students who seek one-on-one advising and webinars through December 2020.



GET SCHOOLED

Get Schooled Detroit—a one-stop digital gaming platform for students—provides exposure to all things college. Through video game features, students can learn about college and earn awards for their participation. Over the last three years, DCAN has partnered with Get Schooled to connect digitally with Detroit students.



72,760

Get Schooled texts exchanged



13,798

Get Schooled student engagement accounts

“

“My experience with Get Schooled has truly been a blessing from the help of the text hotline, scholarships page, and support articles that educate about resume building, interview skills, college essay writing, scholarship searching, etc. Get Schooled has inspired and educated me with information that will last a lifetime.”

- Get Schooled student participant

SUMMER STUDENT SUPPORT

COVID-19 put many of our learning institutions in flux as we all worked to serve our students in a confusing and tumultuous time. In response, Detroit Drives Degrees and DCAN teamed up to host a series of webinars to guide students through the remaining critical steps in the college-going process. Additionally, virtual office hours were made available with trained coaches, designed to supplement the work that frontline counselors were doing.



248

Students served in COVID-19 and summer support sessions



15

COVID-19 and summer support student webinars



17

External workshops hosted



114

Students served in external workshops

“

“I was able to secure a scholarship that I found out about from DCAN. I spoke with DCAN about possible scholarships and funding available and people to reach out to. I reached out to some of the organizations they listed and am closer and closer to my debt-free college degree each day. I won the Hartford Scholarship after watching DCAN’s financial aid seminar back in May, then applied. That was great!”

- Summer student webinar participant

VIRTUAL GRADUATION

DCAN collaborated with several local organizations to put together a free virtual photo gallery where graduates and families could submit photos of their high school graduate and receive a special commencement video and a special 24-page commemorative Class of 2020 Salute to Seniors program.



38

Schools participated in virtual graduations



492

Student virtual graduation submissions

COLLEGE DECISION DAY

College Decision Day is Michigan's adoption of National College Signing Day, a program of the First Lady's Reach Higher initiative. This year, DCAN virtually recognized high school seniors for their postsecondary educational plans and encouraged younger students and families to prepare early for postsecondary education.



226

Virtual citywide Decision
Day student participants



7

Schools hosted individual
Decision Days



20

High school
Decision Day submissions



10

Celebrity Decision Day
videos

PANDEMIC-RELATED SHIFTS & CANCELLATIONS

The pandemic required that DCAN shift some of our student initiatives online. We also unfortunately had to cancel a number of events and programs, including the middle school and high school Detroit College Day. Each program touched important parts of our strategic plan, and as such, DCAN is working to make these events virtual in the coming year to best serve our students.



SAT PREP

Score Your Four SAT Prep is an opportunity for students to receive high quality SAT instruction in order to have better access to scholarships, particularly the Detroit Promise. This year, many SAT test sittings were cancelled, but DCAN was still able to offer over 70 students preparation for the SAT.

PANDEMIC RELATED SHIFT



70

students were
prepared for the SAT

HIGH SCHOOL SENIOR COLLEGE ADMITTED DAYS

Senior Admitted Days is an informal high school-to-college handoff. Students are taken to the college of their choice to complete the steps to officially enroll. This year, DCAN planned to partner with five higher education institutions: Eastern University, Henry Ford College, Oakland Community College, Oakland University and Wayne State University. Due to COVID-19, we were able to shift Oakland University's event to virtual and but unfortunately cancelled the remaining events.

PANDEMIC RELATED SHIFT



1

Event was moved to virtual
while others were cancelled
due to COVID-19

DETROIT COLLEGE AMBASSADORS

Detroit College Ambassadors is a pilot peer-to-peer mentoring program for high school seniors. The 2019-20 student cohort encouraged their peers to complete steps to successfully enroll in college. Due to COVID 19, this pilot program could not be completed as anticipated but is shifting to virtual engagement in 2020-21. .

PANDEMIC RELATED SHIFT



1

Program is shifting to virtual engagement for 2020-21

FINANCIALS



\$1,016,848:

Total dollars raised this fiscal year *

*Most of this is to be spent over multiple years.



\$751,420:

Total expenses

DCAN LEADERSHIP TEAM

 John Ambrose, Michigan State University	 Ashley Aidenbaum Skillman Foundation	 Nicole Carter DPS Community District (DPSCD)	 Greg Handel Detroit Regional Chamber	 William Moses The Kresge Foundation	
 Tonya Adair, United Way for SE Michigan	 Dawn Aubry, Oakland University	 Penny Bailer, Detroit Promise	 Elise Buggs, Eastern Michigan University	 Patrick Cooney, Poverty Solutions, University of Michigan	 Melanie D'Evelyn, Detroit Drives Degrees
 Randy Liepa, Wayne RESA	 Kim Lijana, University of Michigan	 Jametta Lilly, Detroit Parents Network	 Ericka Matthews-Jackson, Wayne State University	 Maria Montoya, Grand Valley State University	 Chioke Mose-Telefor, City of Detroit

THANK YOU!

At Detroit College Access Network we have the honor and privilege to serve Detroit college access professionals, partners—and most importantly—students. Because of your dedication, our work is amplified in the lives of Detroit students and families to make college a reality for all. We thank you for your ongoing support of DCAN initiatives and look forward to continuing to serve students together.



HOW WILL YOU GO TO WORK FOR DETROIT STUDENTS?

DONATE.

Chip in what you can, when you can.
www.detroitcan.org/donate

ADVOCATE.

Talk to your legislator about the importance
of a college degree. Get out the vote.

ENCOURAGE.

Support the students in your life through
their fears with positivity and resources.

CONTACT US

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