

DIVISION OF STUDENT SUCCESS
AND P-20 INITIATIVES

West Virginia Higher Education Policy Commission

*Pictured below: Alex Barlas, Charleston; Quentin Murphy, Grantsville;
Zack Runyon, Delbarton*

2011

YEAR *in* REVIEW



*Helping students **PURSUE** and **ACHIEVE**
education and training beyond high school*

Nearly 60 students attended the second annual
"GEAR UP U!" summer academy.

*The 2011 summer academy was hosted by Southern
West Virginia Community and Technical College.*





ABOUT THE

Division of **STUDENT SUCCESS** *and* **P-20 INITIATIVES**

The Division of Student Success and P-20 Initiatives strives, through a series of projects, to facilitate and create a statewide culture that values education and actively cultivates the advanced academic achievement of all citizens, regardless of age or income. The division coordinates several college access and completion initiatives, including:

THE COLLEGE FOUNDATION OF WEST VIRGINIA (CFWV): a college access and awareness outreach initiative aimed at helping students and families learn how to plan, apply, and pay for college. CFWV provides a one-stop college- and career-planning website, cfwv.com, which features information about all of the state's colleges and universities, as well as state and federal financial aid programs, and career and degree programs.

WEST VIRGINIA GEAR UP: a federally funded, six-year grant program aimed at increasing college-going rates among students in ten high-need counties. West Virginia GEAR UP provides academic preparation and college readiness services to approximately 5,500 students each year.

COLLEGE ACCESS CHALLENGE GRANT PROGRAM: a federally funded five-year grant program aimed at increasing the educational attainment rates of all citizens, particularly those from high-need areas. The College Access Challenge Grant program supports the development and maintenance of the state's college access web portal, cfwv.com, and provides additional resources to assist in the CFWV outreach initiative, including professional development opportunities for counselors and other educators.

COLLEGE GOAL SUNDAY: a one-day financial aid event designed to offer students and families the opportunity to receive free help in completing the Free Application for Federal Student Aid (FAFSA). College Goal Sunday workshops are held at approximately 20 locations across the state. The program is funded by a grant from the Lumina Foundation for Education.

Additionally, the division supports the work of the Commission's Division of Financial Aid in informing students of the availability of financial aid and the efforts of various divisions working toward helping adult students complete college degrees. The division works closely with the West Virginia Department of Education, the West Virginia Council for Community and Technical College Education, the West Virginia Department of Education and the Arts, and various other educational organizations and college access providers to promote the development of seamless, lifelong learning systems.

Above: GEAR UP students at **MINGO CENTRAL COMPREHENSIVE HIGH SCHOOL** participated in a one-day student leadership academy aimed at empowering students to build a college-going culture in their communities.

I didn't plan on going to college — I didn't think I could go. But I applied during College Application Week... and was accepted... they even helped me find financial aid. Now I'm going!

- A **SHERMAN HIGH SCHOOL** student describing her experience with the College Foundation of West Virginia's "College Application and Exploration Week" initiative.

Our communities are small. You think you know everyone and that every student has someone they can turn to. But in reality there are students out there that we've been overlooking — that have no one. We've made it a goal to find those kids and reach out.

- A **SUMMERS COUNTY HIGH SCHOOL** teacher describing a change in perspective among school staff, following a GEAR UP professional development workshop.

I think my students just enjoy having someone to come to...it's a chance for them to feel comfortable knowing they can talk to an adult.

- A West Virginia GEAR UP mentor from the former **MATEWAN HIGH SCHOOL** talking about the importance of the mentoring program.

TABLE of CONTENTS

EXECUTIVE SUMMARY - 9

2011 HIGHLIGHTS - 10

COLLEGE FOUNDATION OF WEST VIRGINIA INITIATIVE

About the Program - 19
Outcomes - 20
For More Information - 24

WEST VIRGINIA GEAR UP PROGRAM

About the Program - 27
Service Area - 27
Outcomes - 28
Challenges - 33
About the Measures and Reports - 36
For More Information - 36

COLLEGE GOAL SUNDAY PROGRAM

About the Program - 39
Service Area - 39
Outcomes - 40
For More Information - 40

Pictured
Staff members from the **WEST VIRGINIA CLEARINGHOUSE FOR WORKFORCE EDUCATION** visited high schools across the state to assist students in utilizing cfvw.com and in applying for financial aid, such as the PROMISE Scholarship. (Pictured: **RAVENSWOOD HIGH SCHOOL**).





Left: GEAR UP "HERO's" at **WESTSIDE HIGH SCHOOL** hosted a "Community College Access Forum" to discuss issues such as dropout prevention and access to postsecondary education. Nearly 300 community members, teachers, students, and parents attended the forum.



Above Left: At the age of 37, Amy Nunn went back to school to **PIERPONT COMMUNITY AND TECHNICAL COLLEGE** and then **FAIRMONT STATE UNIVERSITY** to earn a nursing degree. Amy's story is featured in newly created advertisements for the CFVW outreach initiative.

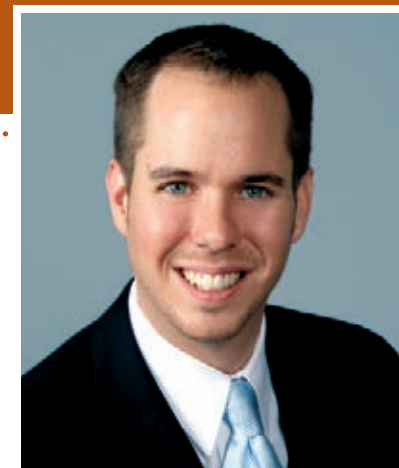
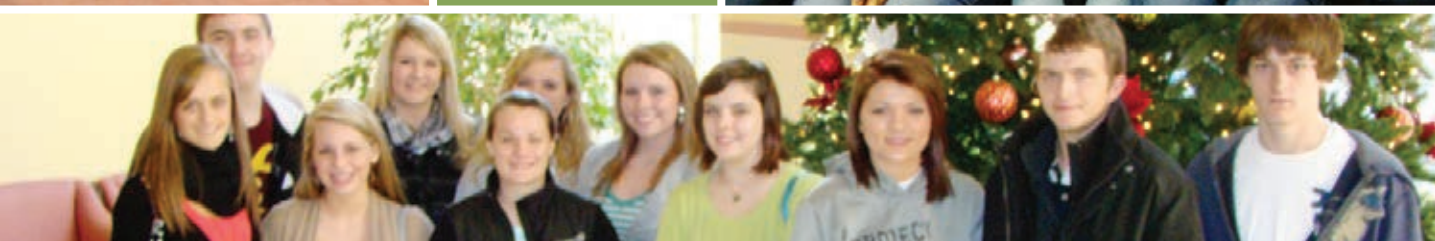
Above Right: To inform their peers about the college-planning process, GEAR UP "HERO's" at **WIRT COUNTY HIGH SCHOOL** organized a "Strengthen Your College Knowledge" event featuring Phil Pfister, the 2006 "World's Strongest Man."



Below: GEAR UP students from **WYOMING EAST HIGH SCHOOL** visited **MARSHALL UNIVERSITY** to tour campus and learn more about their options for postsecondary education.

Right: "HERO's" at **SCOTT HIGH SCHOOL** share college information through videos, social media, and pep rallies.

Below: GEAR UP students from **CLAY COUNTY HIGH SCHOOL** toured the **UNIVERSITY OF CHARLESTON** and participated in the annual Student Leadership Academy.



EXECUTIVE SUMMARY

ADAM S. GREEN, Ed.D.

Director

Division of Student Success and P-20 Initiatives

As I reflect on our division's achievements of the past year, I am reminded that our accomplishments are fueled by the energy and vision of partnerships that extend well beyond the walls of the Higher Education Policy Commission. 2011 is a year characterized by meaningful and extensive collaboration. It has been a year in which our staff joined forces with individuals and organizations all across the state to begin building what none of us could possibly create on our own — a true college-going culture in West Virginia.

We began 2011 by hosting the state's second annual College Goal Sunday event, a series of financial aid workshops that are made possible only through the efforts of nearly 250 volunteers and the generosity of dozens of donors. Prior to the 2011 event, we set a goal of doubling the number of students served during College Goal Sunday 2010. I am pleased to report that we not only doubled, but tripled the number of students and families receiving free financial aid assistance. College Goal Sunday is an excellent example of the feats that can be achieved when we engage the full force of our partnership network, ranging from our state's college access providers to our state education agencies, community organizations, the news media, faith-based organizations, and our students themselves.

The spirit of teamwork continued throughout the year. In early spring, we partnered with Southern West Virginia Community and Technical College to host "GEAR UP U!," our annual summer academy that allows students from central and southern West Virginia to spend four days experiencing life on a college campus. In late summer, we joined forces with the West Virginia Department of Education, the West Virginia Council for Community and Technical College Education, and the West Virginia Department of Education and the Arts to host the state's first Student Success Summit. The Summit provided a unique opportunity for professionals working at all levels of the education system to collaborate with community leaders and workforce representatives to develop innovative and effective ways to serve our state's students. And this past fall, we recruited nearly 100 individuals from across the state to create an original advertising and outreach campaign aimed at helping more West Virginians pursue the dream of earning a college degree.

These efforts have begun to yield positive results. We have seen a significant increase in the number of students and families utilizing the CFVW website, and surveys within our GEAR UP communities indicate that students and their families possess a greater awareness of their options for college — and what it takes to get there. As we continue to build momentum within our communities, I am confident that we will see continued growth and development among our students in 2012 and beyond.



Governor's Honors Symposium for West Virginia GEAR UP Graduates: West Virginia GEAR UP held the third annual "Governor's Honors Symposium for West Virginia GEAR UP Graduates," an awards ceremony to honor the accomplishments of the program's high school seniors and encourage them to pursue education and training beyond high school. The event was held on April 2nd at the [Clay Center for the Arts and Sciences](#) in Charleston. In addition to the ceremony, the event featured a series of college awareness interventions, including a college fair, a mobile financial aid lab, and motivational presentations from [First Lady Joanne Tomblin](#) and Mr. James Skidmore, Chancellor of the [West Virginia Council for Community and Technical College Education](#). Additionally, [Governor Earl Ray Tomblin](#) declared the day of the event to be "GEAR UP Day" in the state of West Virginia. Nearly 200 students and 250 parents attended.

2011 HIGHLIGHTS

JANUARY 2011

West Virginia GEAR UP Incentive Award: The West Virginia GEAR UP program launched its third GEAR UP Incentive Award program, which provides students graduating from a West Virginia GEAR UP high school with a one-time financial aid award to help offset the costs of attending college. More than \$640,000 was awarded to nearly 500 applicants in the class of 2011.

FEBRUARY 2011

College Goal Sunday: The Division of Student Success and P-20 Initiatives partnered with the Commission's [Division of Financial Aid](#), the [West Virginia Association of Student Financial Aid Administrators](#), the [YMCA](#) and other college-access and community organizations to host College Goal Sunday. College Goal Sunday is a one-day financial aid awareness event designed to offer students and families free assistance in completing the Free Application for Federal Student Aid (FAFSA). More than 700 students completed a FAFSA during College Goal Sunday, and nearly 1,500 individuals attended the workshops, which were held at 18 locations across the state.

MARCH 2011

Student Leadership Academy: West Virginia GEAR UP hosted its first "Student Leadership Academy" at [Concord University](#). More than 100 students participated in the event, which focused on encouraging students to take personal responsibility for their future in order to succeed.

APRIL 2011

Math and Science Expo: West Virginia GEAR UP hosted the first of several "Math and Science Expo"s for GEAR UP students. The events focused on educating students about careers and degree options in the Science, Technology, Engineering, and Math (STEM) fields and featured hands-on activities to engage students in the study of math and science.

Above: Joanne Tomblin, First Lady of West Virginia and President of [SOUTHERN WEST VIRGINIA COMMUNITY AND TECHNICAL COLLEGE](#), served as the keynote speaker for the third annual "Governor's Honors Symposium for West Virginia GEAR UP Graduates." Southern West Virginia Community and Technical College is one of GEAR UP's three college partners.

JUNE 2011

CFWV Adult Learner Marketing and Outreach Campaign: The Division of Student Success and P-20 Initiatives supported the efforts of the West Virginia Higher Education Policy Commission's "Degree Now" grant program by developing and launching a college access marketing campaign aimed at encouraging adults to return to college to earn a two-year or four-year degree. The campaign, which continued through September, incorporated radio, newspaper, mobile, online, and direct mail advertisements.

"GEAR UP U!" Summer Academy: West Virginia GEAR UP hosted its second summer academy for members of the program's student cohort (the class of 2014). The four-day academy was held on the campus of [Southern West Virginia Community and Technical College](#), one of West Virginia GEAR UP's three college partners. Nearly 60 students graduated from the academy. Students participated in core classes — English, math and science — and elective classes, such as health sciences, communications, engineering, and business. Participants also attended workshops aimed at building leadership skills, exploring career options, and learning more about [cfwv.com](#). Current college students led nightly mentoring sessions, which allowed GEAR UP students to learn more about life on campus and the challenges and opportunities of pursuing a college degree through the viewpoints of their near-peer mentors.



Pictured
Students attending the spring GEAR UP "Student Leadership Academy" at [CONCORD UNIVERSITY](#) participated in a variety of activities to build teamwork and communication skills.

JULY 2011

GEAR UP Classroom Enhancements and Academic Enrichment Services: West Virginia GEAR UP collaborated with local education agencies in the program's service area to identify and address schools' needs for classroom enhancements and academic enrichment programs. The program funded classroom technology upgrades, such as interactive white boards, course recovery software, and computer labs, and academic enrichment programs, such as dual-credit courses and ACT preparation classes.

AUGUST 2011

College Access and Student Success Summit: The Division of Student Success and P-20 Initiatives partnered with the [West Virginia Department of Education](#) to coordinate the state's first Student Success Summit. The two-day event focused on encouraging collaboration among the state's education and workforce systems to build a more seamless, cradle-to-career educational pipeline for West Virginia's students. More than 350 individuals participated in the event, including PK-12 educators, counselors, and administrators; higher education faculty, counselors, and administrators; community members; college access providers; and workforce counselors. The 2012 Student Success Summit will be held August 2 through 3 in Morgantown.

West Virginia State Fair: The Division of Student Success and P-20 Initiatives partnered with the [West Virginia University Extension Service](#) to coordinate a college access outreach event at the West Virginia State Fair. Staff members spent ten days at the fair providing information about the state's financial aid programs and the resources available on [cfwv.com](#).

Higher Education Readiness Officer (HERO) Program: West Virginia GEAR UP expanded the Higher Education Readiness Officer (HERO) program in West Virginia GEAR UP schools. The HERO program is a peer-to-peer outreach program in which participating students work to help all students in their community attend and succeed in college. "HERO"s assist West Virginia GEAR UP site coordinators in organizing and promoting GEAR UP activities and services, and they plan and coordinate several of their own outreach initiatives each year. For example, the "HERO"s at [Westside High School](#) in Wyoming County organized a coat drive for those in need. "HERO"s at [Wyoming County East High School](#) organized a freshman orientation event for rising eighth graders. More than 275 students have joined the HERO program.

SEPTEMBER 2011

College Foundation of West Virginia (CFWV) Campaign: The Division of Student Success and P-20 Initiatives developed new marketing and outreach materials for the CFWV statewide college access marketing campaign. The campaign features the faces and stories of students and families from West Virginia, and incorporates television, radio, web, and print advertisements, along with billboards, event sponsorships, in-theater advertising promotions, and social media strategies.

College Foundation of West Virginia (CFWV) Counselor Kits: The Division of Student Success and P-20 Initiatives and the [Division of Financial Aid](#) developed counselor kits containing college-planning materials. The kits were sent to counselors at every public high school in West Virginia and were designed to aid counselors in informing students and families of postsecondary opportunities and the resources available on [cfwv.com](#).

Left to Right:

MINGO CENTRAL COMPREHENSIVE HIGH SCHOOL, SCOTT HIGH SCHOOL, and TUG VALLEY HIGH SCHOOL students participated in a series of "Math and Science Expo"s designed to encourage students to explore Science, Technology, Engineering, and Math (STEM) fields.

Students in the HERO and mentoring programs at **WYOMING EAST HIGH SCHOOL** organized a book drive to provide local children and youth centers with books for their libraries.

To announce the selection of students chosen to star in the new CFWV marketing and outreach campaign, CFWV hosted a series of "star-studded events." Students dressed as celebrities and were encouraged to "reach for the stars" in pursuing their dreams for postsecondary education. (Pictured below: students from **CALHOUN COUNTY HIGH SCHOOL**).

GEAR UP HERO students from **WYOMING EAST HIGH SCHOOL** coordinated a freshman orientation event to welcome incoming freshmen to the high school and offer support in adjusting to high school life.

This is the first [conference] I've attended with my heart, soul, and body...This event gave me the boost I needed to begin my 39th year in education!

- A **CLAY COUNTY** educator describing her experience at the 2011 Student Success Summit, a PK-20 collaborative event co-sponsored by the Commission and the **WEST VIRGINIA DEPARTMENT OF EDUCATION**.



West Virginia GEAR UP Mentor Program: West Virginia GEAR UP implemented the second year of its comprehensive mentor program in all of the program's service schools. The program, which was developed by the division's regional GEAR UP coordinators, has enabled site-level coordinators to build successful mentor programs in their schools. Mentors utilize pre-packaged session guides, which incorporate college- and career-planning activities within self-development exercises. The program allows mentors to focus their energies on building more meaningful relationships with students.

2011 College Fair Tour: Staff members from the Division of Student Success and P-20 Initiatives participated in the annual West Virginia College Fair Tour, which provides opportunities for public high schools in the state to participate in a local college fair. Staff members provided information about the state's financial aid programs and the resources available on cfwv.com to students at more than 130 high schools.

Regional Community Workshops: Staff members from the Division of Student Success and P-20 Initiatives conducted a series of community engagement workshops in conjunction with five regional public forums hosted by the Commission. The workshops focused on informing the college and university community about the college access and student success initiatives of the division and outlined ways community members and campus staff can collaborate in these efforts. [Bluefield State College](#), [Fairmont State University](#), [Glenville State College](#), [Shepherd University](#), and [West Liberty University](#) hosted the workshops.

OCTOBER 2011

College Foundation of West Virginia Training Workshops: The Division of Student Success and P-20 Initiatives coordinated a series of training workshops across the state. The workshops are designed to help educators — particularly secondary education counselors — utilize cfwv.com and other college-planning resources in their work with students. The workshops will continue throughout the academic year and are held at regional locations, including [Regional Education Service Agency \(RESA\)](#) offices and college campuses across West Virginia.

Family College Night: West Virginia GEAR UP hosted its annual family college event at [Southern West Virginia Community and Technical College](#). "Family College Night" provided families with the opportunity to tour [Southern's Lincoln County campus](#) and learn more about the college admissions process and the availability of financial aid. The event featured activities for individuals of all ages, including games to keep younger children occupied while parents and older students explored campus and learned more about postsecondary education.

"From Burnout to Breakthrough" Professional Development Workshop: West Virginia GEAR UP sponsored a one-day professional development workshop for educators at [Mingo Central Comprehensive High School](#) and [Sherman High School](#). Participants learned about strategies to "recharge" and "refocus," in order to do their best in their work with students. They also learned about ways to help students become more excited about learning.

ACT Test Preparation Workshops: West Virginia GEAR UP hosted a series of ACT test preparation workshops for students. The workshops helped students learn about why college admissions tests, such as the ACT, are important and provided tips to help them prepare. Additionally, cfwv.com offers free ACT, SAT, and GRE test preparation tools year-round, including practice tests, study skills tips, and vocabulary building tools.

Right: Students and families from across West Virginia are featured in the new CFWV advertising campaign.



AMARA YOAK ::: Grantsville



ERICA PATTERSON ::: So. Charleston



QUENTIN MURPHY ::: Grantsville



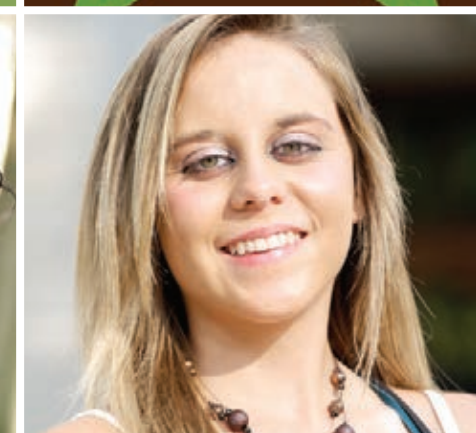
NADIA MILLER ::: Seth



KeANNA GEORGES ::: So. Charleston



LESLIE GILMORE ::: So. Charleston



NEVADA MILLER ::: Seth



ALEX BARLAS ::: Charleston



CHELSEY CURRY ::: Delbarton



AMY NUNN ::: Fairmont



ZACK RUNYON ::: Delbarton



..... *Pictured*

GEAR UP students from **SUMMERS COUNTY HIGH SCHOOL** took a ride on the PRT during a tour of **WEST VIRGINIA UNIVERSITY**.

NOVEMBER 2011

College Application and Exploration Week: The College Foundation of West Virginia, in partnership with West Virginia GEAR UP, the **Fairmont State GEAR UP Partnership Program**, **West Virginia TRiO** programs, the **YMCA**, and other college access and community organizations, hosted the state's first statewide College Application and Exploration Week. **Governor Earl Ray Tomblin** proclaimed November 14 through 18 as "College Application and Exploration Week" in West Virginia. Events were held at more than 65 locations across the state. During the week, schools and **YMCAs** organized a variety of college awareness activities, including "college spirit days," and "ask me about college" events that encouraged students to talk to their teachers or mentors about their college experience. Students were provided lab time to explore postsecondary institutions on cfwv.com and to complete college applications. More than 2,600 students applied to college at a College Application and Exploration Week event,¹ and 1,398 students utilized the CFWV web portal to complete their applications.² All of West Virginia's four-year public colleges and all but one of the state's two-year public colleges now offer an online application through cfwv.com.

DECEMBER 2011

Student Leadership Academy: West Virginia GEAR UP hosted its second annual "Student Leadership Academy." The academy was held at the **University of Charleston** and incorporated a college admissions presentation. Workshops conducted during the academy focused on helping students develop their leadership skills to enact positive change in their communities and in their lives. More than 500 students participated in the one-day event.

Student Service Projects: Students in the West Virginia GEAR UP mentoring program completed a series of community service projects. The community service component of the mentoring program is designed to help students develop leadership, critical-thinking, and teamwork skills while further integrating GEAR UP activities into the communities the program serves. Students across the program's 14 schools chose a variety of projects, including organizing food, book, toy, and coat drives; coordinating events to raise funds for breast cancer research; and volunteering in hospitals and nursing homes. Students at **Wyoming County East High School**, for example, wrote a grant to secure board games for residents of a local nursing home, and students at **Westside High School** joined forces with elementary school students to launch a county-wide "teddy bear drive" for hospitalized children. Students then log their community service hours on cfwv.com — and one group even applied for (and won) college scholarships for their work in feeding the hungry!

I realized *that* I am something *and* I will be something.

- A **WEBSTER COUNTY HIGH SCHOOL** student talking about her experience at the GEAR UP "Student Leadership Academy" held at the **UNIVERSITY OF CHARLESTON**.

¹ Source: Survey of College Application and Exploration Week Site Coordinators (2011)

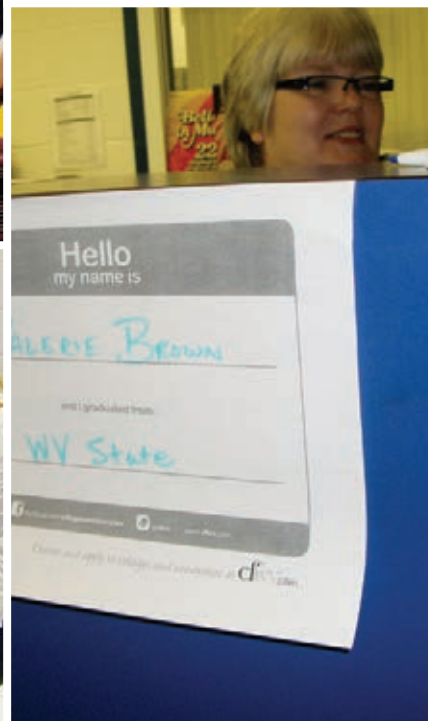
² Reporting period: November 14-18, 2011; Source: College Foundation of West Virginia Utilization Statistics



Left: Students at **SHERMAN HIGH SCHOOL** dressed as their favorite celebrity during CFVW's "Reach for the Stars" college awareness event. CFVW hosted the event to announce that students from Sherman were selected to star in the new advertising and outreach campaign.



Below: Amara Yoak, a **CALHOUN COUNTY HIGH SCHOOL** graduate and current **GLENVILLE STATE COLLEGE** student, starred in a CFVW ad encouraging students to create solid plans to achieve their dreams.



Above Left: A staff member from the **FAIRMONT STATE GEAR UP PARTNERSHIP PROGRAM** assists a student from **ELKINS HIGH SCHOOL** during CFVW's statewide "College Application and Exploration Week," which was held November 14-18 at nearly 70 locations across West Virginia.

Above Right: During "College Application and Exploration Week," administrators, teachers, and school staff shared their college experience with students by hanging signs inviting students to ask them about their Alma mater.



Right: "HERO's" at **SCOTT HIGH SCHOOL** spread the message and show off their CFVW gear.

Below: Students at **SCOTT HIGH SCHOOL** learned about a variety of careers, their options for postsecondary education, and the resources and tools available on cfv.com during a schoolwide Career Day.



COLLEGE FOUNDATION *of* WEST VIRGINIA

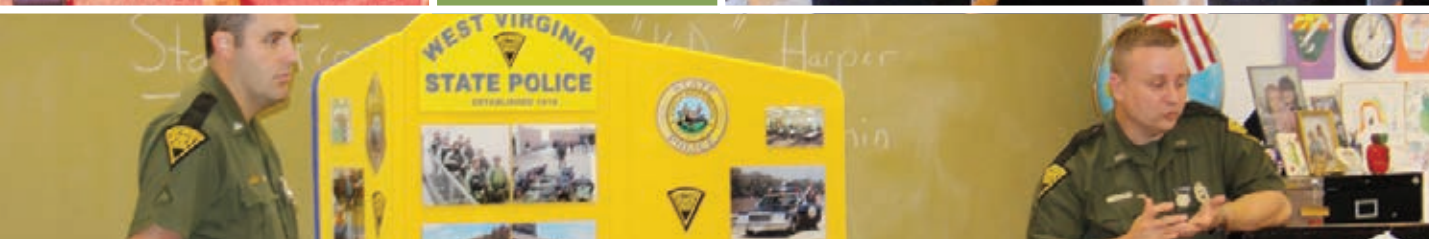
ABOUT CFVW

The College Foundation of West Virginia is a statewide outreach initiative designed to help students and families prepare for and succeed in college. The central component of the initiative is cfv.com, a one-stop college- and career-planning web portal designed to consolidate previously decentralized resources and offer a comprehensive guide to planning, applying, and paying for college in West Virginia. CFVW was created through the vision of the West Virginia Legislature, which provided a \$2 million one-time appropriation to launch and market the website and broader outreach initiative.

COLLEGE ACCESS CHALLENGE GRANT PROGRAM

The CFVW campaign has been sustained through the utilization of federal funds, primarily those monies provided through the federal College Access Challenge Grant (CACG). The CACG program is a five-year grant program aimed at increasing the educational attainment rates of all citizens, particularly those from high-need areas. Utilizing CACG program funds, the College Foundation of West Virginia:

- coordinates and maintains the state's free college- and career-planning web portal, cfv.com;
- provides training and professional development opportunities for middle and high school counselors and other educators to aid them in integrating college- and career-readiness activities within the secondary education system;
- fuels the development of sustainable community support programs through the creation of college- and career-planning curricula and kits that will enable community organizations to assist students and families in the college planning process;
- provides outreach services and develops college access informational tools and programs; and
- supports college completion initiatives, such as adult degree-completion programs and student transition programs.



2011 PROGRAM OUTCOMES

Progress and outcomes achieved in 2011 through the CACG program and the CFVW initiative include:

Greater PK-12 Collaboration and Alignment: Staff members from the Division of Student Success and P-20 Initiatives are working to provide training on the cfv.com web portal and other college access resources to college students enrolled in school counseling preparation programs.

Additional Online College Applications: CACG monies funded the development of additional online applications housed on the cfv.com portal. All public four-year institutions in West Virginia and all but one of West Virginia's public two-year institutions now offer an application through cfv.com.

Additional Outreach Materials and Tools: CACG funds were used to support the Commission's "Degree Now" adult learner initiative, which is funded by a grant from the Lumina Foundation for Education. CACG provided for the development of additional informational materials for adult learners, including an enhanced adult learner section on cfv.com and radio, online, print, mobile, and outdoor advertisements aimed at encouraging adults to return to the classroom.

College Access Marketing and Outreach Initiatives: During the fall of 2011, staff members partnered with the West Virginia Association of Collegiate Registrars and Admissions Officers (WVACRAO) to host outreach and informational displays at every college fair on the WVACRAO College Fair Tour, reaching students, and sometimes parents, at more than 130 schools. Additionally, staff participated in various community events, including fairs and festivals, financial fitness workshops, and military family counseling seminars. To date, nearly 9,000 individuals have opted to receive e-mail and other updates from CFVW as a result of the program's community outreach efforts.

2011 CACG funds are also being utilized to support the statewide CFVW marketing campaign initially funded by the West Virginia State Legislature. CACG funded the creation of new advertising materials, including four radio advertisements, four television advertisements, print advertisements, online and mobile advertisements, and outdoor advertisements.

Below: The division coordinates a comprehensive public information campaign to help students and families learn more about the college-going process.



Quick fact:

More than 700 PK-20 stakeholders have been trained to utilize the CFVW web portal.¹

Counselor and Educator Training: Since the site launched in October of 2009, more than 700 educators, counselors, and community volunteers have received in-depth training on the use and application of the cfv.com portal.¹ During the 2010-11 academic year, CACG program staff focused particularly on training counselors with the goal of providing a half- or full-day training workshop to at least two counselors per county. The first map in Chart 1 illustrates progress toward that initial goal.¹ The second map illustrates the program's progress toward training additional college access stakeholders.¹ The Division of Student Success and P-20 Initiatives has partnered with Regional Education Service Agency 7 and the West Virginia Center for Professional Development to offer statewide training events.

Counselors Trained

Total PK-12 Educators Trained

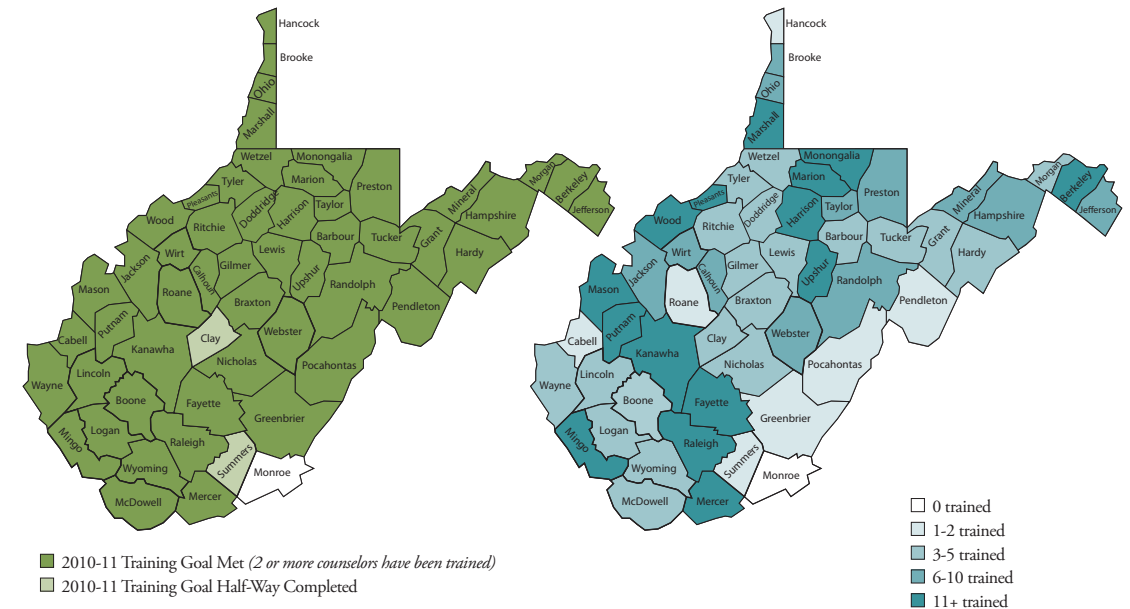


Chart 1: PK-12 counselors and other PK-12 educators by county who have been trained using funds from the CACG program. Training workshops will continue through the spring and summer of 2012.

Utilization and Adoption: Since the site's launch in early October 2009, nearly 100,000 individuals have created accounts on cfv.com, and more than 38,000 college applications have been submitted through the CFVW web portal.² Overall, use of the site's college-planning features has grown steadily and spikes in user activity have typically correlated with major marketing or outreach activities. Chart 2 on the following page shows account creation trends by month.² Chart 3 features accounts created disaggregated by target audience.² Charts 4 through 6 provide year-to-year comparisons of utilization of the site's various features.²

¹ College Access Challenge Grant Professional Development Summaries (2010-2011)

² CFVW Site Analytics and Utilization Reports (2009-2011)

Accounts Created - Total: 97,170

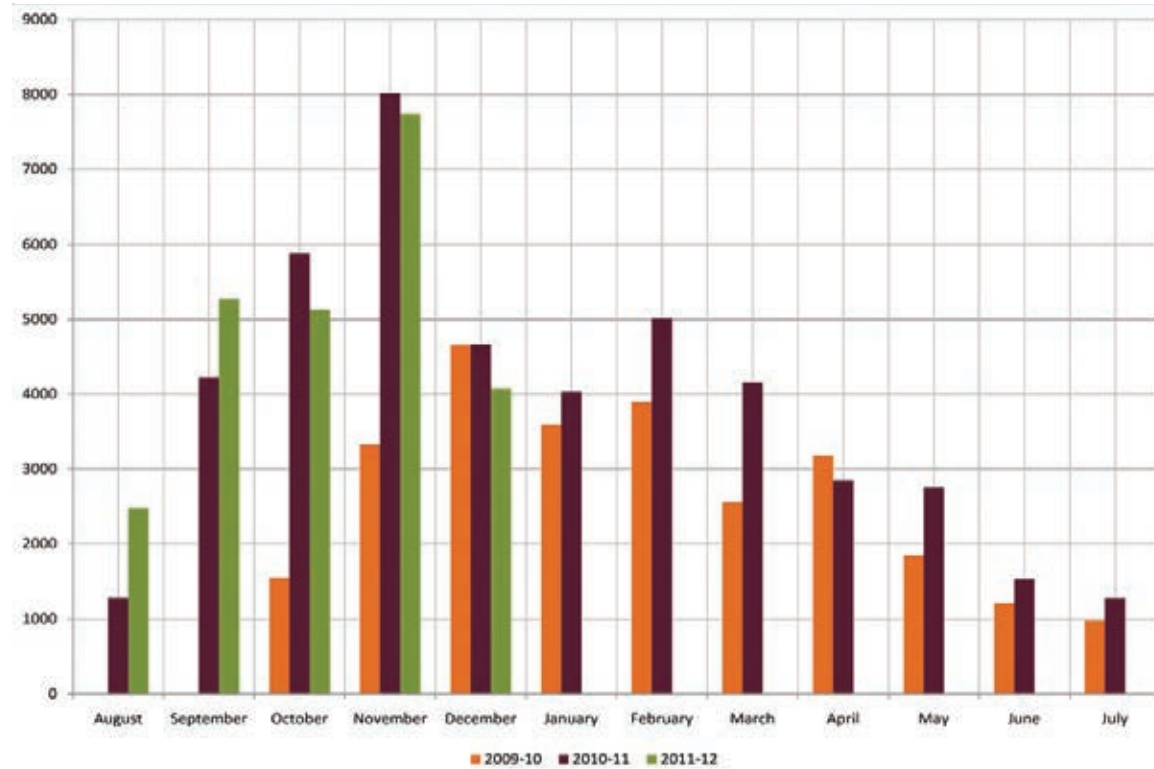


Chart 2: Accounts created on cfvw.com by month, October 2009 through December 2011.

Accounts Created by Self-Reported User Role

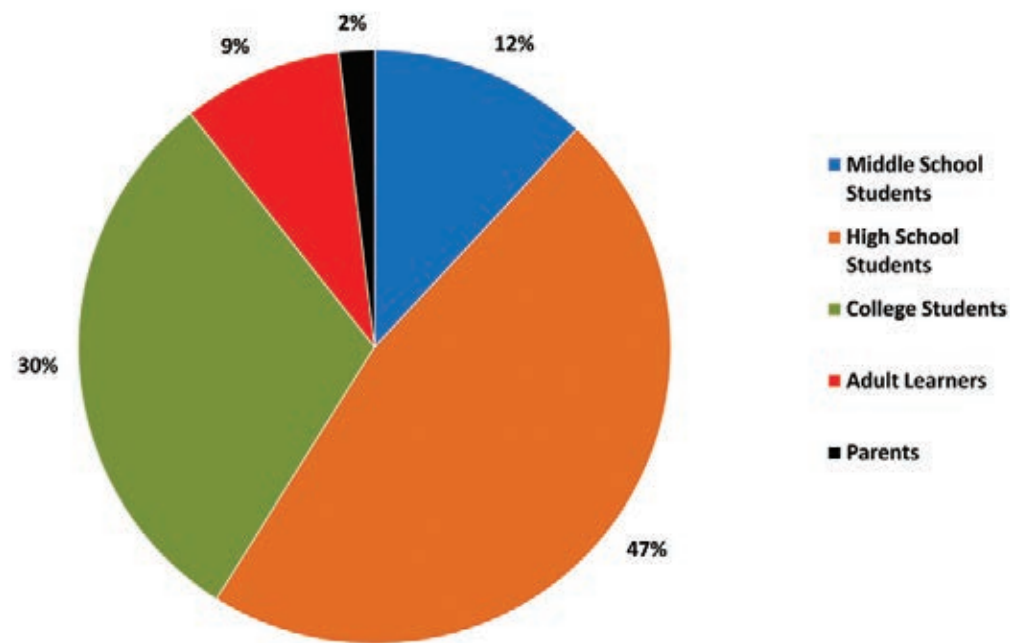


Chart 3: Accounts created on cfvw.com disaggregated by user role (role is self-reported by account holders).

Adult Learner Accounts Created - Total: 8,480

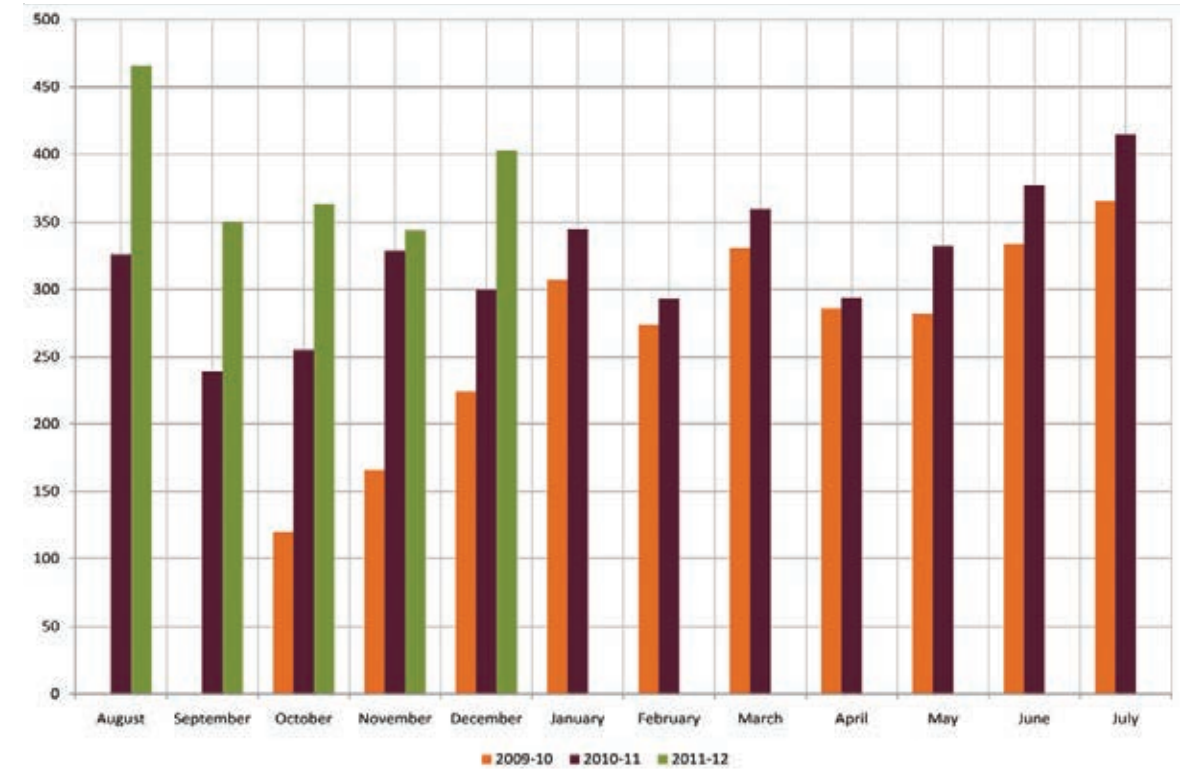


Chart 4: New account holders who have self-identified as adult learners, October 2009 through December 2011.

College Applications Submitted - Total: 38,385

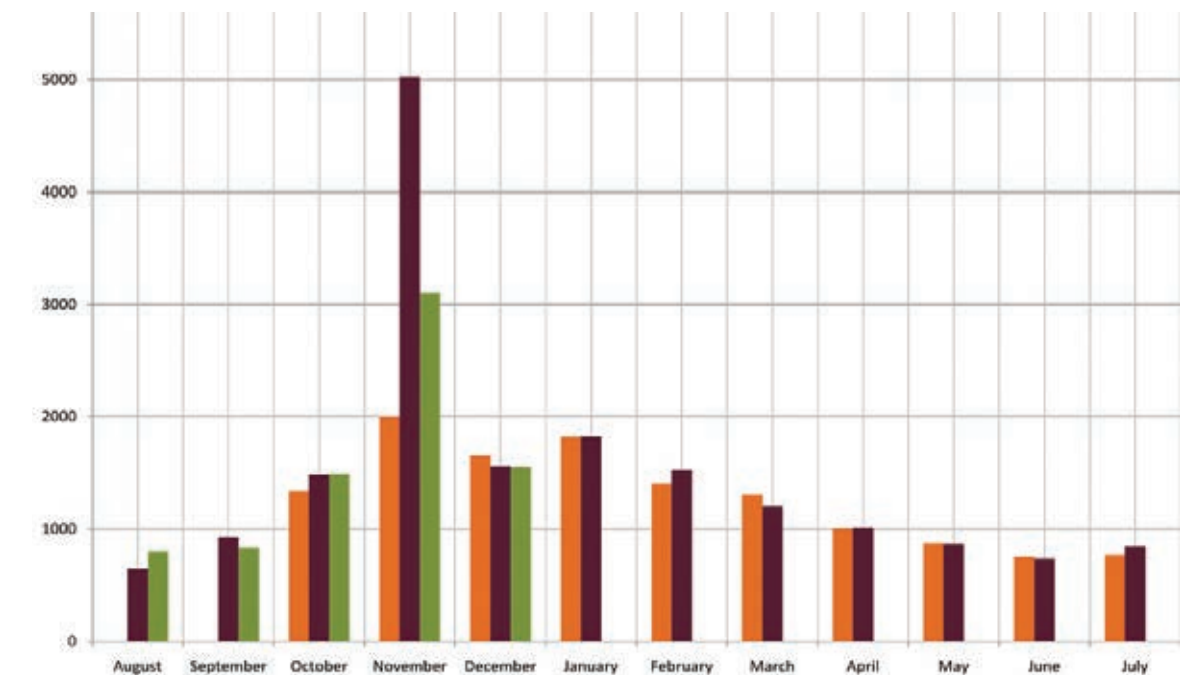


Chart 5: College applications submitted through cfvw.com by month, October 2009 through December 2011.

Quick fact:

In 2011, nearly 195,000 individuals visited the CFWV web portal. The average person visited more than 11 pages on the site.¹

¹ Reporting period: January 1 through December 31, 2011; Source: Google Analytics Unique Visitor and Average Page View Statistics

ACT Test Preparation Tool Unique Users Each Month

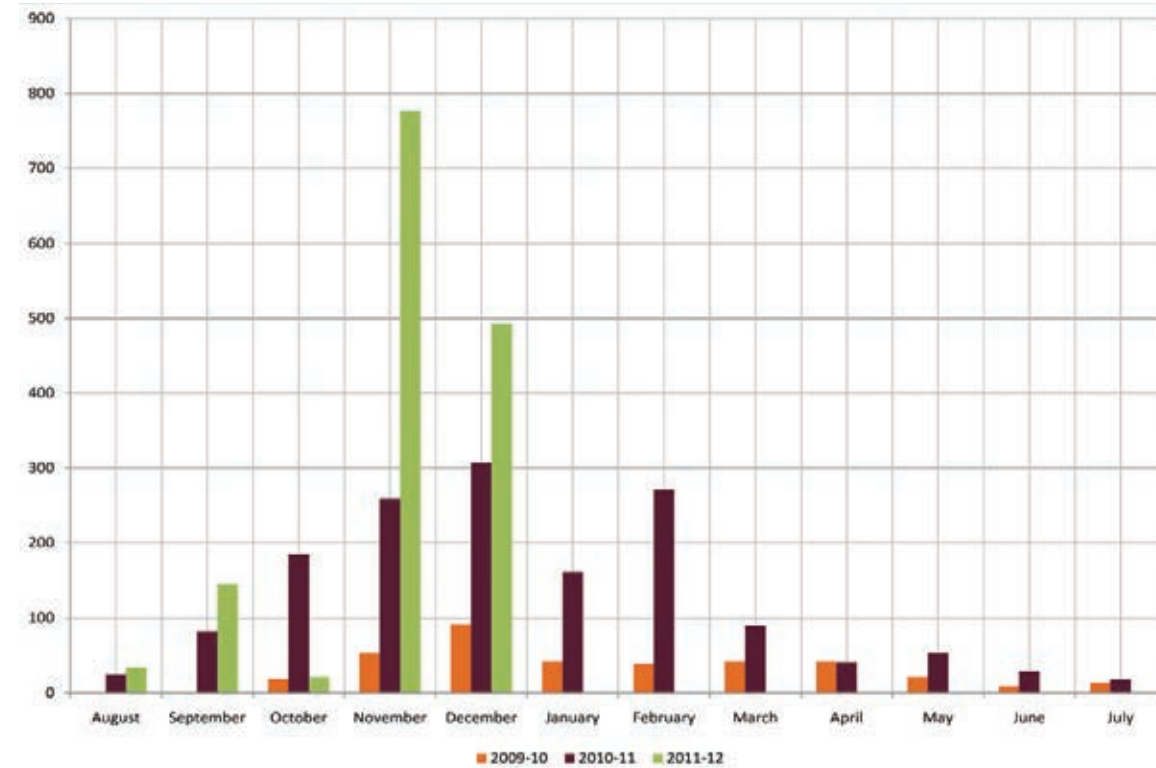


Chart 6: Unique monthly users of the ACT Test Preparation Tool on cfww.com, October 2009 through December 2011.

FOR MORE INFORMATION

The College Foundation of West Virginia (CFWV) is intended to serve as a resource to students, families, educators, and community members. Please feel free to contact program staff via any of the following methods:

 (304) 558-0655

 www.cfww.com

 www.facebook.com/collegefoundationofwv

 @cfww



Left: Staff members attended numerous fairs, festivals, workshops, and other community events to inform West Virginians about the college-going process, including opportunities for financial aid.

Below: One of the youngest stars of CFWV's new advertising campaign poses for a picture.

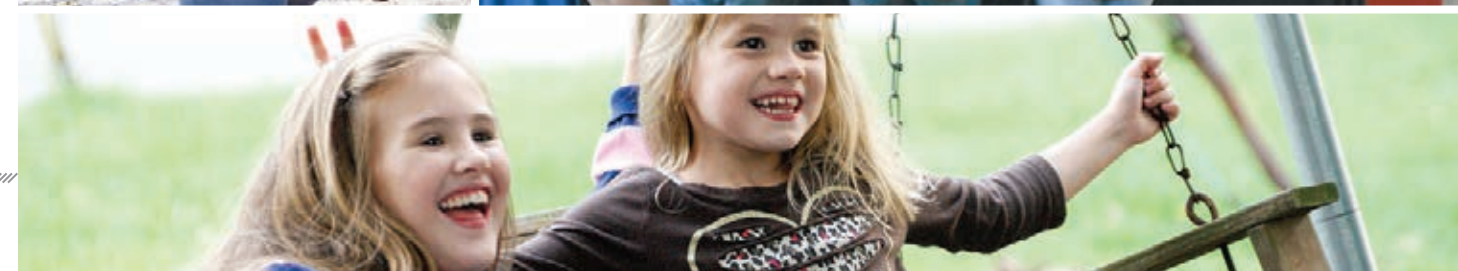


Below & at Bottom: Students from across the state posed for photos and starred in television commercials to help create CFWV's new advertising and outreach campaign.



Above Left: Staff members met with students and families at LINCOLN COUNTY HIGH SCHOOL during Family College Night. Staff provided information to high school students about college and financial aid and offered a special session for parents interested in returning to college.

Below: Staff members partnered with the WEST VIRGINIA UNIVERSITY EXTENSION SERVICE to provide information about all postsecondary opportunities in West Virginia during the 2011 State Fair.



Pictured

Nearly 60 students graduated from "GEAR UP U!," a four-day summer academy held on the campus of **SOUTHERN WEST VIRGINIA COMMUNITY AND TECHNICAL COLLEGE**.



WEST VIRGINIA GEAR UP

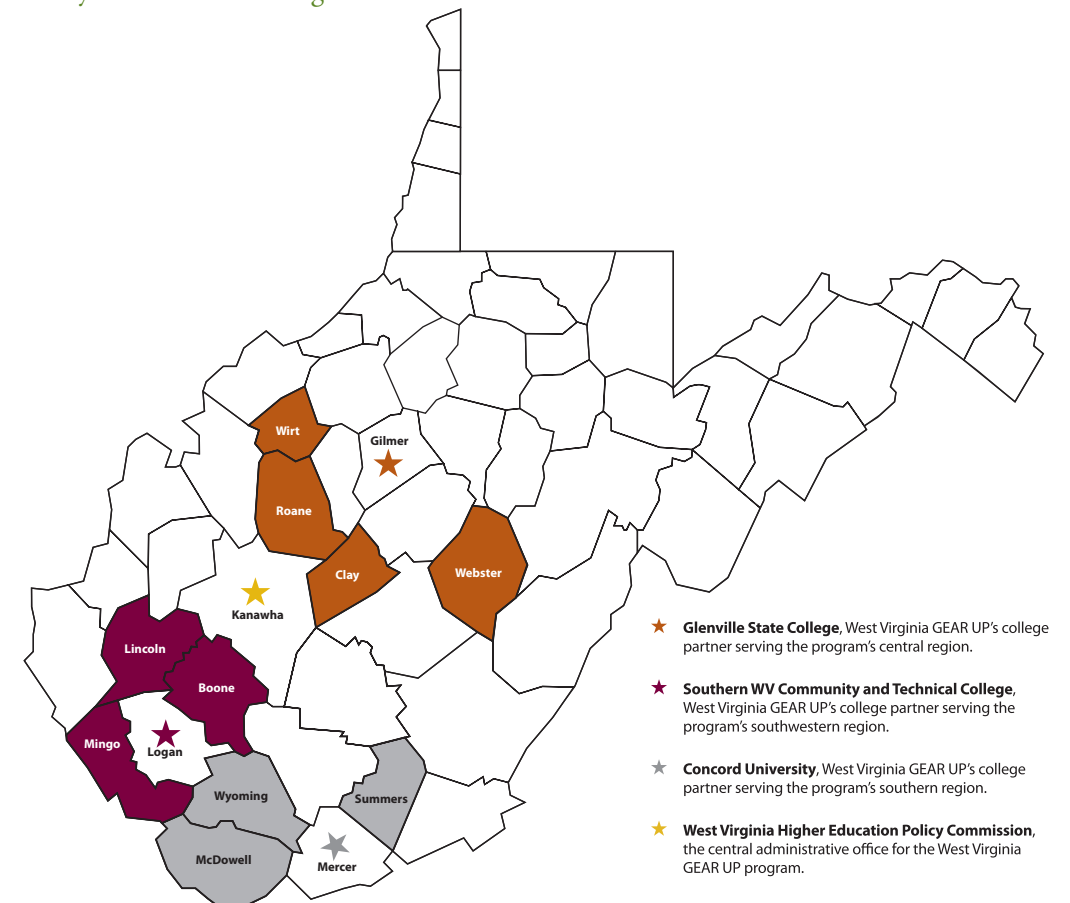
ABOUT THE PROGRAM

West Virginia GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs) is a federally funded grant program aimed at increasing the academic preparation and college readiness of students within ten under-served counties in West Virginia.

The program is funded by a six-year, \$18 million federal grant awarded in 2008 to the West Virginia Higher Education Policy Commission by the United States Department of Education. The program operates within 14 schools and provides college access services to a cohort (the class of 2014), and a priority group (students in the 11th and 12th grades). West Virginia GEAR UP provides college-planning and academic enrichment services to approximately 5,500 students each year. The program is projected to serve more than 13,000 students over the life of the grant.

SERVICE AREA

During the 2010-11 academic year, the West Virginia GEAR UP program operated within 17 high schools. Due to school consolidation, the program will serve only 14 high schools during the 2011-12 academic year. West Virginia GEAR UP's service counties include **Boone, Clay, Lincoln, McDowell, Mingo, Roane, Summers, Webster, Wirt, and Wyoming**. The program collaborates with three college partners: **Concord University, Glenville State College, and Southern West Virginia Community and Technical College**.





West Virginia GEAR UP's efforts have yielded positive results for the students, families, educators, and communities the program serves. Highlights include:

A positive shift in parents' aspirations for their children: At the program's start, 76 percent of students in the West Virginia GEAR UP cohort indicated that they expected to complete a four-year college degree or higher, but only 44 percent of cohort parents indicated that they thought their student would achieve a bachelor's degree or more. Midway through the program's third year, those numbers had shifted dramatically. Surveys of GEAR UP parents and students during the 2010-11 academic year indicated that cohort parents now have higher expectations for their children; 67 percent now believe their student will complete a four-year degree program.

During the same time period, students' perceptions regarding their likelihood to complete a four-year college degree have declined slightly; however, students' aspirations to achieve a two-year degree have increased since the program's start.¹ This may indicate that students are now more aware of the many options for postsecondary education beyond traditional baccalaureate degree programs.

2011 PROGRAM OUTCOMES

At the site level, West Virginia GEAR UP has provided additional opportunities for students, parents, and educators that may not otherwise have been afforded, including:

College Awareness Interventions: West Virginia GEAR UP provides funding for college awareness activities, such as parent and family nights and college tours. Campus visits have been particularly successful. During the 2010-11 academic year, 2,386 students visited a college campus as a result of the GEAR UP program.¹

Parent and Family Events: West Virginia GEAR UP emphasizes parent and family involvement as a key component of increasing the educational attainment rates of students. GEAR UP coordinates and funds family college and financial aid awareness nights throughout the year and encourages parents to work with their students to build a college plan by creating a parent account on cfwv.com.

Classroom Enhancements and Technology Upgrades: West Virginia GEAR UP has funded numerous technology upgrades, including smart boards, computer labs, and learning software.

Tutoring and Academic Enrichment: West Virginia GEAR UP aims to increase the academic preparation of students in order to prepare them to succeed in postsecondary education. To achieve that goal, the program has consistently provided funding and resources for services such as ACT preparation classes and credit recovery courses. West Virginia GEAR UP has also funded dual credit courses, typically in the subjects of math and English, offered through [Southern West Virginia Community and Technical College](#), one of the program's three college partners. Additionally, every West Virginia GEAR UP school provides tutoring services to students in the 2014 cohort. During the 2010-11 academic year, 2,829 students participated in tutoring or homework assistance at an average of 14.13 hours per participant.¹

Professional Development: To ensure sustainability of the college-readiness initiative, West Virginia GEAR UP funds professional development activities for educators at every GEAR UP school each year. During the 2010-11 academic year, the program funded several professional development opportunities, including training workshops designed to help GEAR UP counselors utilize cfwv.com. During the 2010-11 academic year, 341 educators received professional development training as a result of the GEAR UP program.¹

¹ Reporting period: August 1, 2010 through July 31, 2011; Source: West Virginia GEAR UP Participation Summary Report

Above: Faculty and staff at **MINGO CENTRAL COMPREHENSIVE HIGH SCHOOL** participated in a one-day GEAR UP professional development event titled "From Burnout to Breakthrough." The event focused on helping educators renew their passion for teaching and provided strategies for teachers to use in helping students rekindle a love of learning.

Percentage of Students and Parents who Expect to Earn (or Expect Their Child to Earn) a Two- or Four-Year Degree Versus Only a High School Diploma

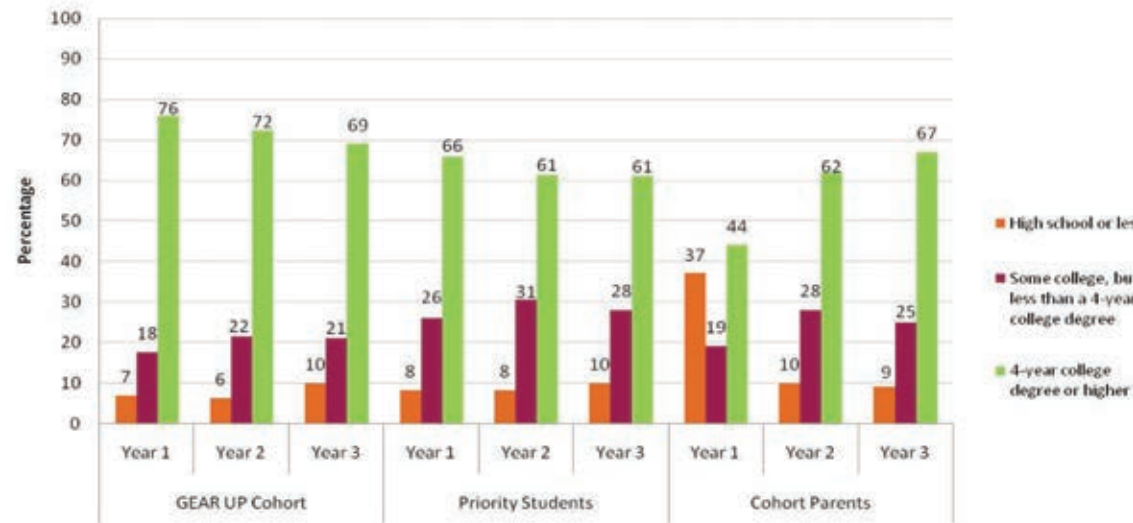


Chart 7: The percentage of cohort students, priority group students, and parents of cohort students who indicate they believe they will achieve (or their child will achieve) a given level of education; comparing survey responses at the program's start to those collected during the project's second and third years of implementation.

Quick fact:
80 percent of GEAR UP 10th grade students reported having spoken with someone about college.¹

¹ Sources: West Virginia GEAR UP Baseline Data Survey (2008); West Virginia GEAR UP Annual Program Survey (2009 and 2010)

I realized that college is right for me. It made me want to do something great with my life.

- A MOUNT VIEW HIGH SCHOOL student talking about a change in perspective after a GEAR UP college-awareness activity during which current college students visited Mount View to offer insight and advice.

Positive changes among students regarding their plans for college: The majority of cohort students (67 percent) indicated that the West Virginia GEAR UP program helped them become more academically prepared. Only 13 percent “did not believe” that the program helped them academically and 20 percent “did not know” whether the program was helpful. Nearly half of the priority students surveyed felt the program increased their academic readiness.

When questioned regarding their satisfaction with West Virginia GEAR UP services, the majority of students participating in any given service indicated that they were “satisfied” or “very satisfied” with the program’s services in all categories. Students were most satisfied with the campus tours the program provides and the campus tour/college visit was also judged to be the most beneficial service among students surveyed.

Many students also said they believed the GEAR UP program had a positive impact on their college plans. Forty percent of cohort students said the program had caused them to change their plans for college by helping them to decide:

- to go to a trade school, college, or university;
- to obtain more education than they had originally planned;
- to determine where they want to attend school; and/or
- to determine what they want to study in school.

Nearly 20 percent of priority group students said they had changed their plans in one of the ways outlined above as a result of the GEAR UP program.¹

¹ Sources: West Virginia GEAR UP Baseline Data Survey (2008); West Virginia GEAR UP Annual Program Survey (2009 and 2010)



Pictured
More than 500 students attended the fall GEAR UP Student Leadership Academy held at UNIVERSITY OF CHARLESTON.

A significant increase in the number of students and parents who report having spoken with someone from their school regarding college admissions requirements and the availability of financial aid: In the program’s first year, only 24 percent of cohort students reported speaking to someone from their school about the availability of financial aid for college. The percentage increased substantially to 81 percent in its third year of implementation.¹ Similarly, at the project’s start, only approximately one fourth of cohort students had spoken with someone from their school about college entrance requirements. By late 2010, however, more than three fourths of cohort students reported having a conversation with someone at their school regarding this topic.¹ The number of priority group students and cohort parents reporting that they had spoken with someone from their school about college entrance requirements and financial aid for college has also increased since the program’s initial year.

The impact of the GEAR UP program is particularly pronounced when one examines survey results of comparable students attending GEAR UP schools in the classes of 2013 and 2015 (one year ahead of and one year behind the GEAR UP cohort). Sadly, these students lag far behind those who have received GEAR UP services in reporting that they have received college admissions or financial aid counseling. This trend demonstrates the severe need for college-awareness interventions and the impact direct, concentrated college-preparation services can yield.

The Percentage of GEAR UP and Non-GEAR UP Students who Report Having Spoken with Someone Regarding Postsecondary Opportunities

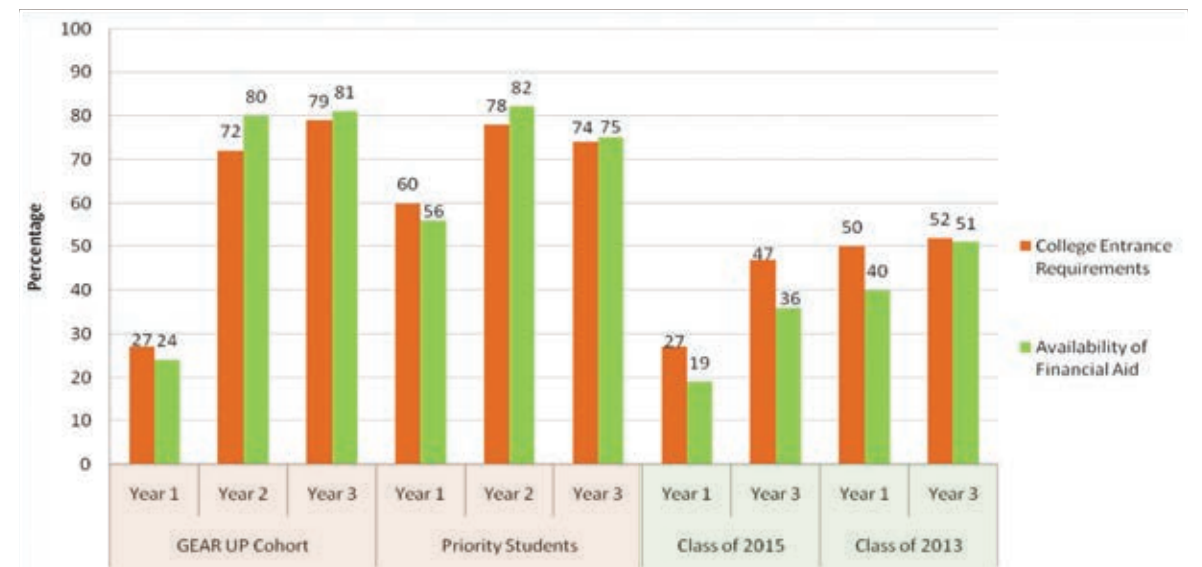


Chart 8: The percentage of cohort students, priority group students, and comparison group students who report having spoken with someone regarding college entrance requirements and financial aid. Students in the class of 2013 and 2015 were surveyed for comparison only, and had NOT received GEAR UP services at the time the survey was administered.

Strong program participation rates: The majority of school personnel in West Virginia GEAR UP schools indicated that they believe the project is being implemented as intended in their school.² Program activities and services are constant and ongoing in all service schools, and the program provided more than 116,500 service hours to students during the 2010-11 academic year, along with more than 8,200 hours to parents and more than 2,500 to educators.³ A summary of key services and participation rates is provided in Table 1.³

¹ Sources: West Virginia GEAR UP Baseline Data Survey (2008); West Virginia GEAR UP Annual Program Survey (2009 and 2010)

² Source: West Virginia GEAR UP School Personnel Survey (2011)

³ Reporting period: August 1, 2010 through July 31, 2011; Source: West Virginia GEAR UP Participation Summary Report

Quick fact:

2,386 students visited a college campus during the 2010-11 academic year as a result of the West Virginia GEAR UP program.¹

Participation Rates of Students, Parents, and Educators within Key GEAR UP Service Categories

STUDENT events			PARENT events		
Participants	Avg. Hours Per Student		Participants	Avg. Hours Per Parent	
College Campus Visit	2,386	3.62	College Campus Visit	65	2.89
Academic and Career Counseling	3,862	4.61	Counseling and Advising	888	2.92
Family or Cultural Event	2,804	4.23	Family College-Awareness Events	1,561	3.19
Financial Aid Counseling and Advising	988	1.57	Financial Aid Workshop	247	2.05
Job Site Visit	502	3.01			
Mentoring Activities	1,909	2.16			
Rigorous Academic Curricula	223	62.90			
Summer Program	94	170.91			
Tutoring	2,829	14.13			

EDUCATOR events		
Participants	Avg. Hours Per Educator	
Professional Development Activity	341	7.56

Table 1: Reporting period: August 1, 2010 through July 31, 2011; Source: West Virginia GEAR UP Participation Summary Report

¹ Reporting period: August 1, 2010 through July 31, 2011; Source: West Virginia GEAR UP Participation Summary Report

CHALLENGES

Though West Virginia GEAR UP has demonstrated a high level of success, the project has not been without challenges, including:

Skewed perceptions of costs and affordability: Students and parents continue to overestimate the cost to attend college. In fact, almost one fourth of all GEAR UP students and parents estimate that one year of tuition at a public four-year college or university in West Virginia exceeds \$15,000 — nearly three times more than the actual average. Not surprisingly, given the misperception regarding the cost of tuition, the number of students who think they can “definitely” or “probably” afford college has decreased slightly since the program’s start.¹ The number of parents who think college is affordable has increased since the program’s start, despite the fact that most parents still overestimate the price of tuition. This may be due to the fact that a high number of parents report having spoken with someone about the availability of financial aid.

To better inform students and parents of the actual cost of tuition, the GEAR UP program has strengthened its focus on providing informational resources regarding financial aid programs and college costs. These efforts include public information campaigns conducted by students in the GEAR UP HERO program, and an emphasis on college costs within the program’s outreach materials. Additionally, the program has provided professional development sessions for GEAR UP counselors and site coordinators to provide these individuals with knowledge and resources to help them inform their students of the financial aid opportunities available.

¹ Sources: West Virginia GEAR UP Baseline Data Survey (2008); West Virginia GEAR UP Annual Program Surveys (2009 and 2010)

Accuracy of Students’ and Parents’ Responses When Questioned Regarding the Approximate Cost of One Year of Tuition (Only) at an In-State Public Four-Year College

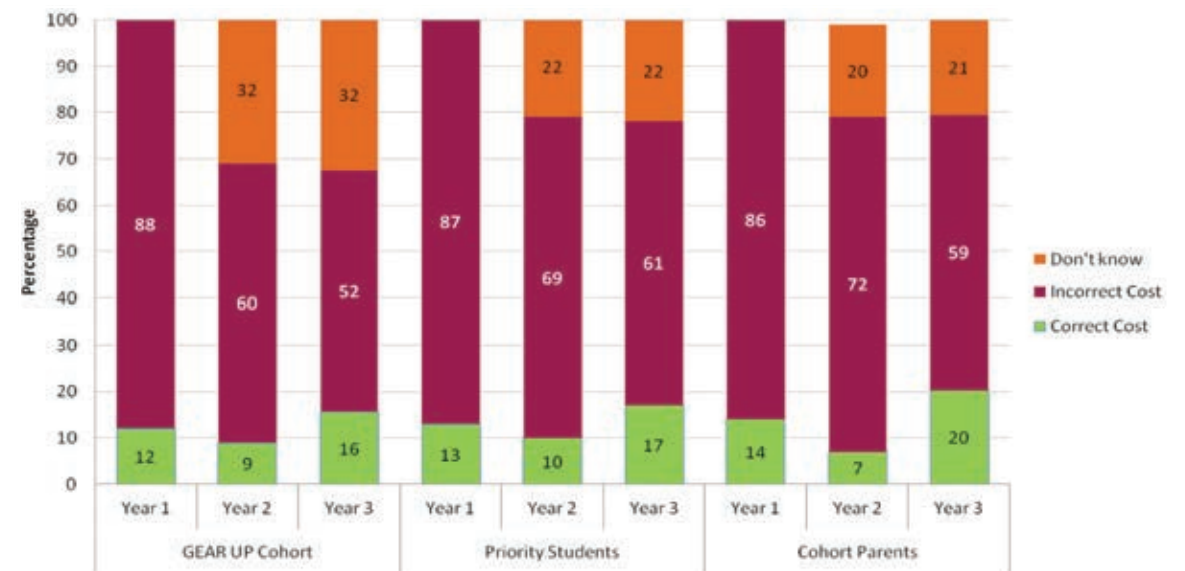


Chart 9: The percentage of cohort students, priority group students, and parents of cohort students responding in each category when asked to estimate the cost of one year of tuition at an in-state public four-year college; comparing survey responses at the program’s start to those collected during the project’s second and third years of implementation. Note: survey respondents were told specifically NOT to consider the cost of books, room and board, transportation, etc.

Pictured
WIRT COUNTY HIGH SCHOOL
 students exhibited their school spirit during the West Virginia GEAR UP Student Leadership Academy.



Perceptions of Students' and Parents' Regarding Whether or Not They Think They Can Afford the Cost of Attendance at an In-State Public Four-Year College Using Both Financial Aid and Family Resources

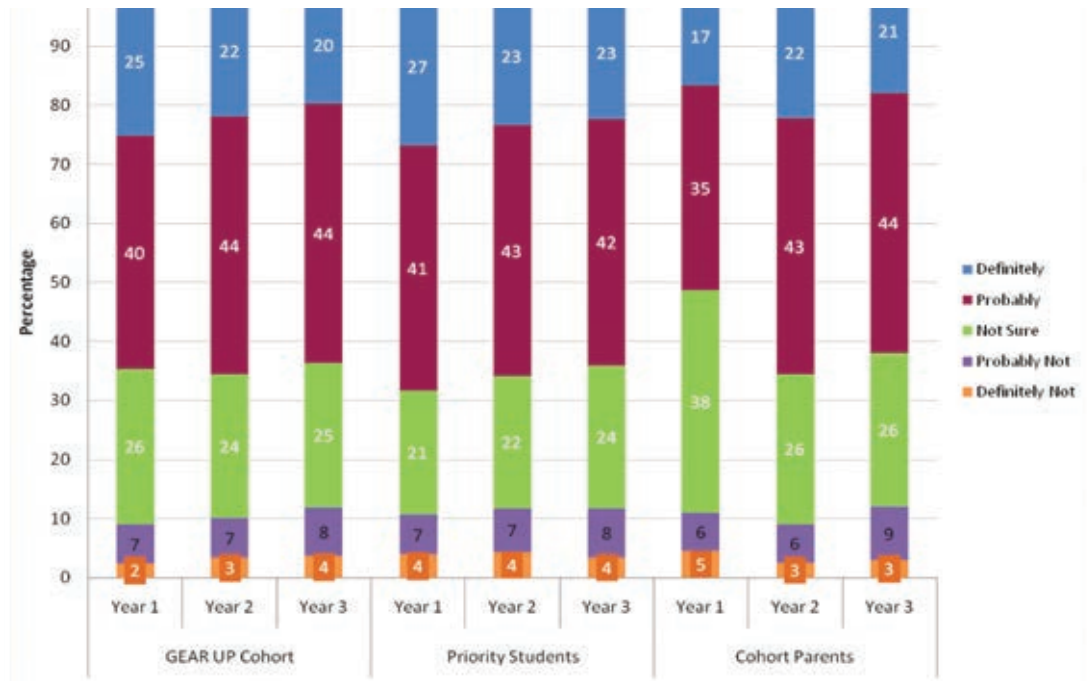


Chart 10: The percentage of cohort students, priority group students, and parents of cohort students responding in each category when asked whether or not they think they can afford the cost of attendance at an in-state, public four-year college or university; comparing survey responses at the program's start to those collected during the project's second and third years of implementation.

Percentage of Students' and Parents' Responding in Each Category When Questioned Regarding the Approximate Cost of One Year of Tuition (Only) at an In-State Public Four-Year College

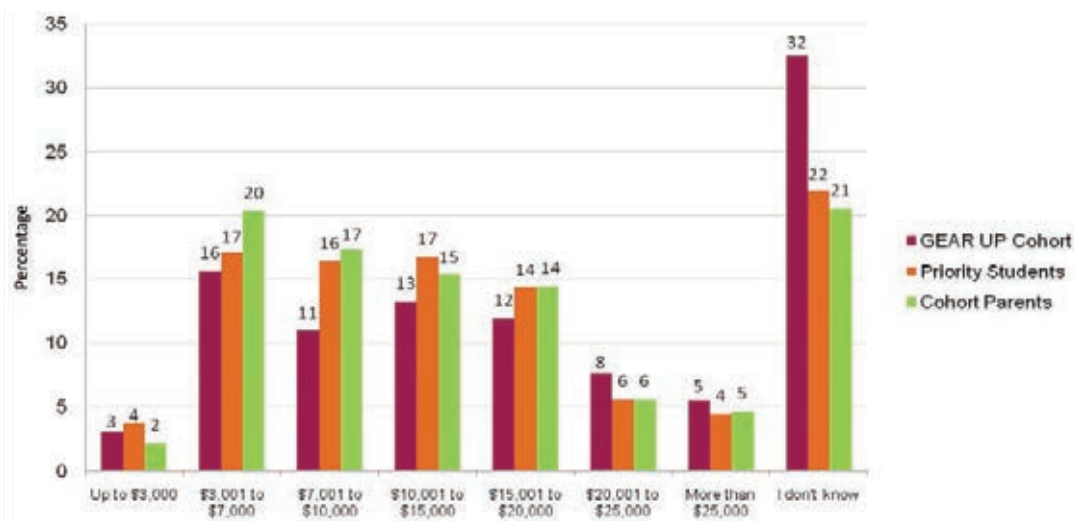


Chart 11: The percentage of cohort students, priority group students, and parents of cohort students responding in each category when asked to estimate the cost of one year of tuition at an in-state public four-year college; survey responses collected during the project's third year of implementation. Note: survey respondents were told specifically NOT to consider the cost of books, room and board, transportation, etc.

Academic Achievement: Cohort students earned a slightly lower overall grade point average in the program's second and third years than in its first, and students' GPAs in all four major content areas — English, mathematics, science, and social studies decreased slightly.¹

West Virginia GEAR UP is currently examining ways the program can help address these deficiencies. For example, to further engage students in math and science and stress core concepts, the program coordinated "Math and Science Expo"s for students in several schools. Additionally, the program has begun coordinating a series of job site visits for students, aimed at helping teens link classroom learning with career skills.

Transportation and Time Constraints: Transportation and time constraints continue to serve as barriers to participation for after-school tutoring and mentor programs, along with evening workshops and other activities. Students and parents frequently report that they are unable to participate due to lack of transportation, while others have other evening or afterschool commitments.² Activity buses are limited in the counties the program serves, and many students must travel long distances to and from school. When possible, GEAR UP coordinators have worked to provide services before school or during school, such as during lunch periods or elective periods. Additionally, coordinators often pair college-planning activities with other after-school events, such as parent-teacher conferences or sporting events. Time constraints may be reduced in coming years, as many West Virginia schools are considering a return to a seven-period-a-day schedule, which would allow greater flexibility for schools to structure their schedules to offer class periods dedicated to ACT preparation, tutoring, or credit recovery.

Leadership and Staff Turnover: The West Virginia GEAR UP program is hindered in some counties by frequent turnover among local education agency and school leadership, along with frequent changes in program site coordinators and mentors. Frequent personnel changes disrupt service implementation, reduce the consistency of program delivery, and halt momentum in building support among school staff, the community, and students. Though these issues are difficult to prevent, GEAR UP administrative staff will look for opportunities to increase schoolwide knowledge of and support for GEAR UP activities in order to prevent interruptions in activity as a result of staff turnover. Finding a solution to this problem will also play a key role in the program's efforts to build sustainable college access initiatives that continue beyond the grant's lifespan.

¹ Source: County Boards of Education within the West Virginia GEAR UP program's service area (2011)

² Source: West Virginia GEAR UP Site Coordinator Focus Group Interviews (2011)

³ Reporting period: August 1, 2010 through July 31, 2011; Source: West Virginia GEAR UP Participation Summary Report

Quick fact:

More than 500 students participated in a job site visit during the 2010-11 academic year.³

ABOUT THE MEASURES AND REPORTS PROVIDED

West Virginia GEAR UP follows a rigorous evaluation plan, as outlined on the program's website at www.wvgearup.org/research. The program conducts an annual survey among students and parents in order to measure the project's progress toward meeting its annual and long-term objectives. The program only surveys students who have been given permission by their parents to participate.

Due to discrepancies between the program's annual reporting period and its annual service period (the latter is aligned with the academic year, the former begins and ends in March of each year), data and measures presented in this report represent varying time frames. For this reason, reporting periods are frequently listed in the footnotes on each page. Much of the data regarding the GEAR UP program encompasses multiple academic years and multiple federal performance reporting years. This report is intended to provide a glimpse of the accomplishments achieved through the GEAR UP program as it relates to the work of the Division of Student Success and P-20 Initiatives during the 2011 traditional calendar year.

FOR MORE INFORMATION

West Virginia GEAR UP strives to be accessible to students, families, educators, and community members. Please feel free to contact program staff via any of the following methods:

 (304) 558-0655

 www.wvgearup.org

 gearupinfo@hepc.wvnet.edu

 www.facebook.com/wvgearup

 @wvgearup

 I love *this* college! I learned *so* much...

- A ROANE COUNTY HIGH SCHOOL student talking about a GEAR UP-funded college tour of ALDERSON-BROADDUS COLLEGE.



Left: GEAR UP students from SUMMERS COUNTY HIGH SCHOOL toured WEST VIRGINIA UNIVERSITY.

Below: Students attending "GEAR UP U! 2011", a four-day summer academy held at SOUTHERN WEST VIRGINIA COMMUNITY AND TECHNICAL COLLEGE, participated in a variety of hands-on classes in the subjects of science, mathematics, and English.

Right: Students and families attending the 2011 "Governor's Honors Symposium for GEAR UP Graduates" were able to meet with college representatives before and after the ceremony.

Below: "GEAR UP U!" summer academy students participated in elective classes, including health sciences.



Below: GEAR UP coordinators at CLAY COUNTY HIGH SCHOOL collaborated with the financial aid staff at WVU INSTITUTE OF TECHNOLOGY to host a financial aid workshop for students and families.

At Bottom: James Skidmore, Chancellor of the WEST VIRGINIA COMMUNITY AND TECHNICAL COLLEGE SYSTEM, encouraged students to consider the opportunities a two-year college degree can provide during the third annual "Governor's Honors Symposium for West Virginia GEAR UP Graduates."



Pictured

Staff members and students from the **HEART OF APPALACHIA TALENT SEARCH PROGRAM** were part of a group of more than 200 volunteers who worked together to make the 2011 College Goal Sunday event possible.



COLLEGE GOAL SUNDAY

ABOUT THE PROGRAM

College Goal Sunday is a one-day event designed to provide students and families with the opportunity to receive free, one-on-one support in completing the Free Application for Federal Student Aid (FAFSA).

The College Goal Sunday program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from the **Lumina Foundation for Education**. In 2009, the West Virginia Higher Education Policy Commission received a grant to implement the program in West Virginia.

The Division of Student Success and P-20 Initiatives, along with partner organizations such as the **West Virginia Association of Student Financial Aid Administrators**, the **YMCA**, **TRiO**, **GEAR UP**, and others, is responsible for organizing the event and marketing the services available to students and families.

SERVICE AREA

College Goal Sunday workshops are held at the following locations:

Bluefield State College; Braxton County High School; Capital High School; Concord University; Davis & Elkins College; Erma Byrd Higher Education Center; Fairmont State University Gaston Caperton Center; Glenville State College; Lincoln County High School; Marshall University Mid-Ohio Valley Center; Mountwest Community and Technical College; New River Community and Technical College; Potomac State College of West Virginia University; Ripley High School; Southern West Virginia Community and Technical College; Shepherd University; West Virginia Northern Community College; West Virginia University; and West Virginia University Institute of Technology.

2011 PROGRAM OUTCOMES

On February 13, 2011, the Division of Student Success and P-20 Initiatives and its partners coordinated the second annual statewide "College Goal Sunday" event.

More than 200 volunteers from various college access organizations and higher education institutions across the state joined forces to offer students free, one-on-one confidential assistance in completing the FAFSA. In the program's second year, workshops were held at eighteen locations statewide and nearly 1,500 students and family members received help during the event.¹

Participation in the event increased substantially from the program's first to second years, and program staff have added an additional site at **West Virginia University Institute of Technology** for College Goal Sunday 2012, bringing the number of site locations up to nineteen.

2011 Participants by Role

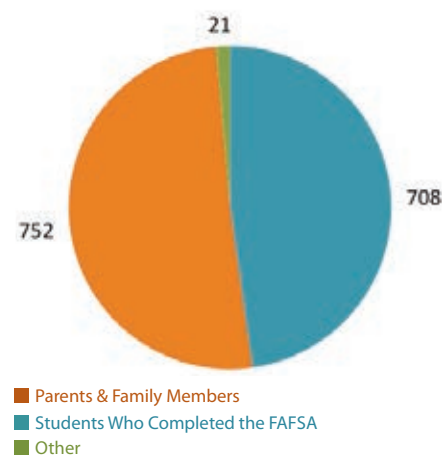


Chart 12: College Goal Sunday 2011 participants by role.

Year to Year Growth: 312%

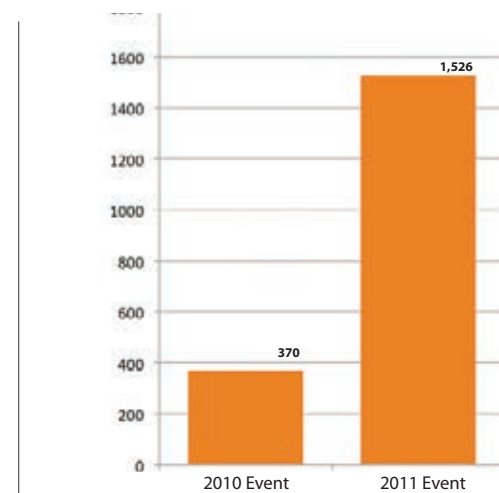


Chart 13: Year-to-year growth rates in participation from the program's first to second year of implementation.

Quick fact:

62 percent of those receiving services during College Goal Sunday 2011 were from a population identified as under-served, including first-generation college students, low-income families, and minority students.²

¹ Source: College Goal Sunday Workshop Registration Forms and Location Summary Report

² Source: College Goal Sunday West Virginia Participant Survey (2011)

FOR MORE INFORMATION

Information regarding College Goal Sunday can be found on cfwv.com.



Left: In addition to assisting with the FAFSA, volunteers from **NEW RIVER COMMUNITY AND TECHNICAL COLLEGE** provided an overview of state and federal financial aid during their College Goal Sunday workshop.

Below: **CONCORD UNIVERSITY** engaged the entire campus community — including staff, faculty, and students — in coordinating and promoting College Goal Sunday.

Right: Staff members from the **WEST VIRGINIA CLEARINGHOUSE** assisted at the **RIPLEY HIGH SCHOOL** College Goal Sunday workshop.

Below: Staff members from the financial aid office at **SHEPHERD UNIVERSITY** worked with area students to find sources of financial aid and complete the FAFSA.



Below: Financial aid and admissions staff at **GLENVILLE STATE COLLEGE** collaborated with the **FAIRMONT STATE GEAR UP PARTNERSHIP** and the West Virginia GEAR UP programs to ensure that GEAR UP students throughout the central part of the state received help in completing the FAFSA.

At Bottom: **FAIRMONT STATE UNIVERSITY** hosted one of the state's largest College Goal Sunday workshops at the University's Gaston Caperton Center in Clarksburg.





Students and families from across the state helped create a new outreach and advertising campaign aimed at helping more West Virginians go to college.

The students pictured served as the stars of the campaign.



..... Pictured

MINGO CENTRAL COMPREHENSIVE HIGH SCHOOL students share college information with their classmates through the "HERO" program.

Division of STUDENT SUCCESS and P-20 INITIATIVES
West Virginia Higher Education Policy Commission

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Charleston, WV 25301

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www.cfww.com

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College Foundation of West Virginia

GEARUP
WEST VIRGINIA

