

COLLEGE ACCESS NOW

Need for College Access Now

Lower income kids are far less likely to go to college than middle class kids: 50% v 80%.

If these kids don't go to college and graduate, their income earning potential is nearly a disaster compared to kids who go (and graduate): college graduates earn 70% more over their lifetimes.

Our regional and national economy will perform more poorly if a larger percentage of the nearly 300,000 less affluent kids graduating high school each year are denied college.

Objections

"It's the school's job." Well, they're not doing it and not going to any time soon. Should we let these kids fail? Seattle School District laid off all full-time dedicated college counselors this year. CAN is more needed than ever—high school principals are asking us to work in their schools.

There are so many programs focusing on improving education for lower income kids. Why this one? CAN gets kids to college with almost machine-like precision while being incredibly cost effective. Scholarships are great—let's have more. Intensive early education intervention is great—let's have more. Both are expensive per kid (education intervention: ~\$10,000 / kid; college scholarships: ~\$40,000 / kid and higher). CAN is "cheap": ~\$3800 per kid.

Program

What does CAN do? We're the surrogate "middle class" parents and the college counselors for kids on federally assisted lunch program. We provide free SAT/ACT test prep courses, manage the process of completing financial aid applications, guide students to appropriate financial aid, take kids on college visits, and manage the process of completing college applications. We have a few super-star academic kids but we reach across a broad spectrum of kids.

What's different? We are hands-on in high schools all day and after school 4 days a week with formal training and 1:1 walk-in counseling. This close, ongoing contact and follow-up ensures that nearly all of our kids succeed.

Benefit & Results

98% of CAN kids are admitted to college, most receiving financial aid. Over 80% are still attending 2 years after high school graduation. We've only seen results this good in organizations like CAN, including the organization that inspired CAN.

We provide a college going culture for the kids who don't have exposure to college "encouragement" at home.