

Digitizing College Access: Developing, Implementing, and Testing a Technological Platform

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Michigan State University

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Presentation Outline

- Background on the College Ambition Program
- Research Question
- Development of Digitized Program
- Testing through Randomization
- Playlist examples

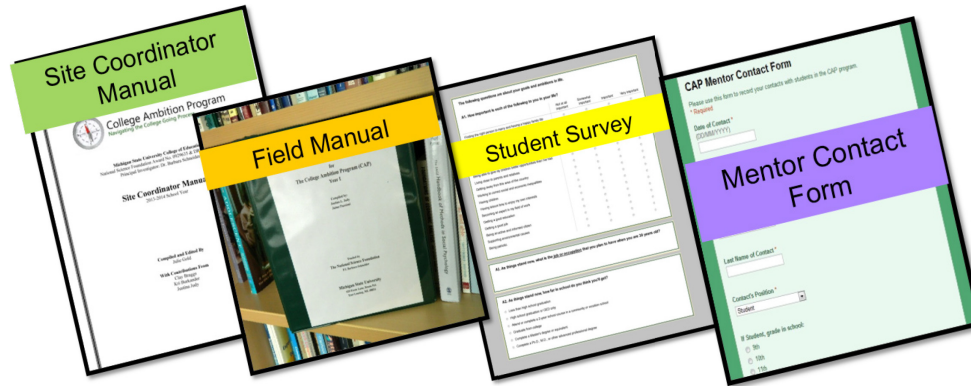
Research Question

Does augmenting an existing, moderately successful college access intervention with an innovative technological component increase program effectiveness?

Background: The College Ambition Program (CAP)

The **traditional CAP Program** places halftime Site Coordinators in schools to:

- Provide general college knowledge
- Coordinate college visits
- Provide tutoring and mentoring
- Assist the college application process
- Assist in completion of financial aid forms
- Ease post-graduation transition from high school to college



CAP Student Population

	Leslie	Ovid-Elsie	Denby	Mumford	Pershing	Robichaud	Sexton
Urbanicity	Rural	Rural	large city	large city	large city	large suburban	large city
Student count	458	482	713	861	400	456	872
Full-time teacher	25	25	31	38	18	31	40
Teacher-student ratio	18::1	19::1	23::1	22::1	22::1	15::1	22::1
Graduation rate	96.00%	92.00%	70.00%	67.00%	60.00%	92.00%	74.00%
Economically disadvantaged	42.00%	34.00%	74.00%	67.00%	67.00%	61.00%	52.00%
American Indian/Alaska Native	1.00%	0.00%	0.00%	20.00%	0.00%	1.00%	1.00%
Asian	1.00%	1.00%	0.10%	0.30%	2.00%	94.00%	9.00%
Black	0.00%	0.00%	99.00%	98.00%	99.00%	0.00%	58.00%
Hispanic/Latino	4.00%	0.00%	0.00%	0.10%	0.00%	0.40%	12.00%
Two or More Races:	2.00%	3.00%	0.00%	0.00%	0.00%	0.00%	5.00%
White	93.00%	95.00%	0.40%	0.00%	0.00%	4.00%	15.00%
Native Hawaii/Other Pacific Isl	0.00%	0.00%	0.00%	0.00%	0.00%	0.20%	0.00%
Sources: US NEWS/ and MDE Website							
	https://www.usnews.com/education/best-high-schools/michigan/districts/education-achievement-authority-of-michigan/						
	https://www.mischooldata.org/DistrictSchoolProfiles2/PostsecondaryOutcomes/TheEnrollmentByHighSchool2.aspx#						

Many of our students will be **first-generation college students**, which poses challenges for college access:

- Lower household income than the national and state average (Keatom, 2014)
- Parents reluctant to send their students to four-year residential colleges (Burkander, 2014)
- In order to overcome these challenges, a **dynamic approach to college access** has to be developed

Can we *optimize* our **impact**?

Rationale for the Digitized Program

- Due to budget constraints, **college counselors are more burdened** and less able to give one-on-one attention to students
- Our platform **provides a self-guided, remixable program** that provides college access information to students
- Transferring existing CAP ten step program to a digitized environment, deliverable via smartphone
 - Financial aid, course selection, resumé building, standardized testing, college visits and interviews, tips on writing college essays, college application writing



Development of the Digitized Program

- Designed by CAP team: writing expert, well-versed in community issues
- Site Coordinator Feedback
 - Cognitive Interviews with Site Coordinators
 - School culture
 - Training meetings with Site Coordinators to walk through, receive feedback

Research Design: Student Randomization

- Site Coordinators record each student who has received CAP Center services this year:
 - Students who **have received** CAP Center services were randomized into control and treatment conditions
 - Student who **have not received** CAP Center services were randomized into control and treatment conditions

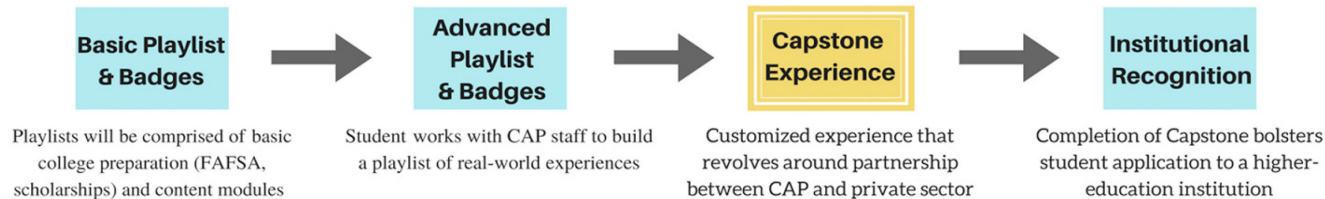
Control Condition: Traditional CAP Services

Four conditions of treatment:

(1) CAP Attendees+ Playlist user Total students= 344	(2) CAP Attendees+ non-Playlist user Total students= 343
(3) CAP remainder+ Playlist user Total students= 1411	(4) CAP remainder+ non-Playlist user Total students= 1410

Uniqueness of the Digitized Program

- Delivered via smartphone (accessible anywhere)
- Large amount of resources available in re-mixable format
 - Websites, videos, additional resources accessible through modules
 - Informational encyclopedia
- Adopted playlist/badge system; developed action-based rewards system

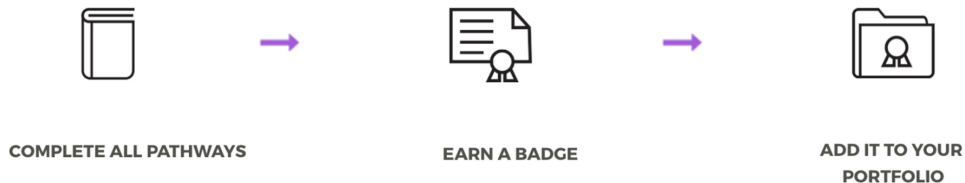


Structure: Pathways, Playlists, and Primers

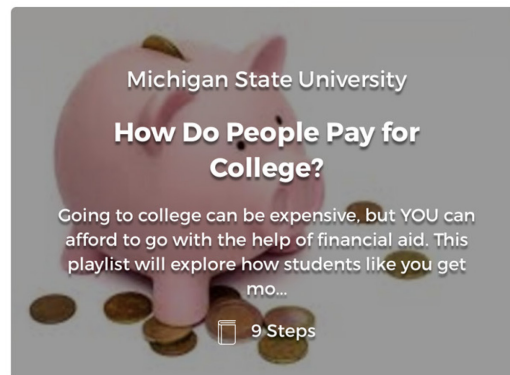
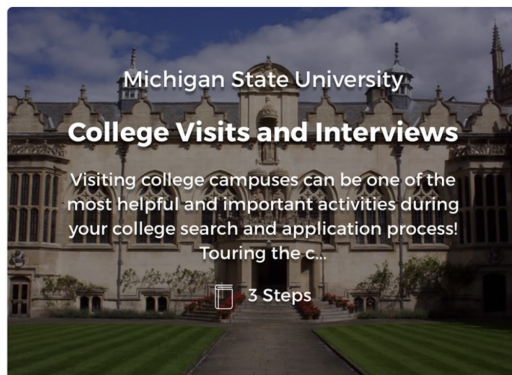
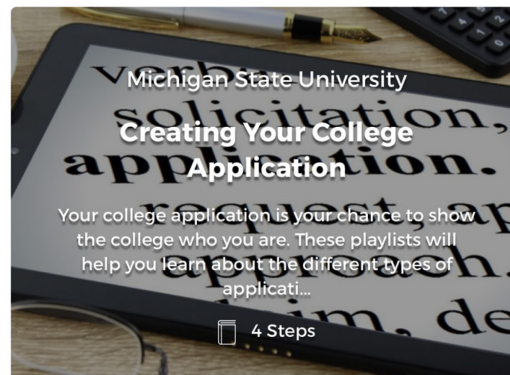
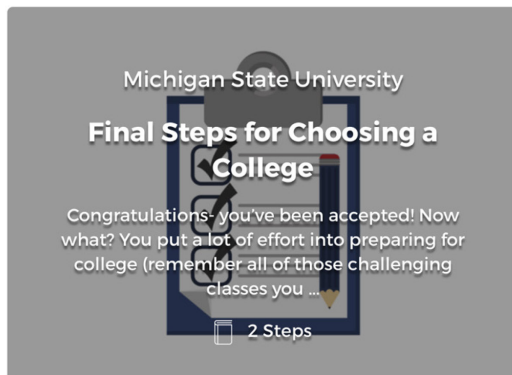


How pathways work

To complete a pathway and add to your portfolio, you'll need to:



Structure: Playlists



Structure: Playlists

LEVEL 1



Quick Links: How Do People Pay For College Playlist



Types of Financial Aid

When you go to college, you aren't just paying for classes (tuition). You also have to pay school-based fees for your housing and meal plan (room and board), books, tr...

⌚ 10.0 min



Submission: Scholarship Reflection

What do you need to be able to do to receive the funding? How do you apply? What are the deadlines? Why would you be a good fit for the funding? Will you be filing as ...

SUBMIT



Applying for Aid: The Basics

In the last primer, you learned about the types of financial aid you can receive. In this primer, you will learn how to apply for financial aid.

⌚ 10.0 min



Submission: Financial Aid Forms

Create a short list which lists which financial aid forms are required and when they are due for your top 3 college choices. Don't forget to share this information wi...

SUBMIT

LEVEL 2



Filling Out Your Forms: FAFSA

Filling out financial aid forms is a team effort! This playlist will help you get prepared to fill out the most commonly used form, the FAFSA.

⌚ 10.0 min

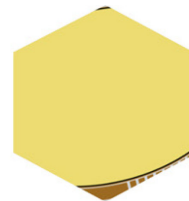


Additional Financial Aid Questions

Write down any additional questions that you have about the financial aid process.

SUBMIT

Earn your badge



Steps Complete

0 / 9

Structure: Primers

Types of Financial Aid > IN THIS PRIMER

page 1 of 15

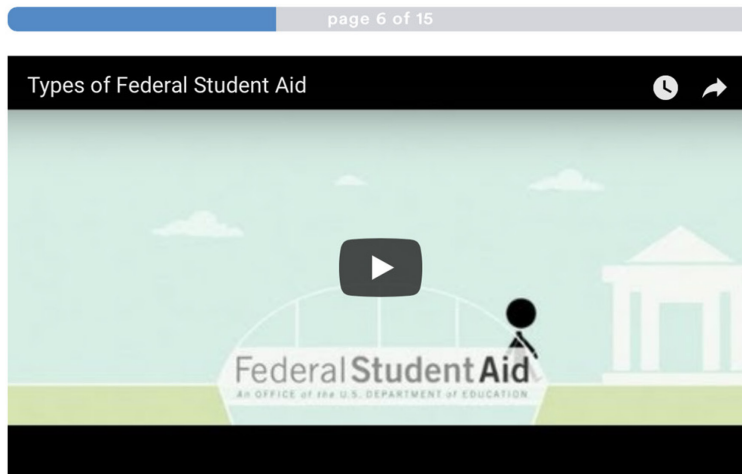


When you go to college, you aren't just paying for classes (tuition). You also have to pay school-based fees for your housing and meal plan (room and board), books, traveling costs (if your college is not local), and your own personal expenses. This primer will teach you about the aid available to help you pay your way.

LET'S GO

Structure: Primers

Types of Financial Aid > PRIMER



There are many different types of federal aid available to you! Some of these are free money, while others require you to pay the government back after you complete your education. Watch the video above for an overview.

[Go back](#)

[CONTINUE](#)

LEVEL 1



Quick Links: How Do People Pay For College Playlist



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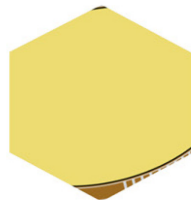


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SUBMIT

Earn your badge



Steps Complete

0 / 9

Closing

- Enhance college-going
- Create persistence for community college programs
- We are currently conducting a trial of our playlists so that we can design a **free app** to provide to all schools in Michigan

Thank You

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