

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

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**Michigan State University**

Amieris Lavender, Lindsey Young,

I-Chien Chen, Jeffrey Kramer, Christopher Klager

PI: Barbara Schneider

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# Presentation Outline

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

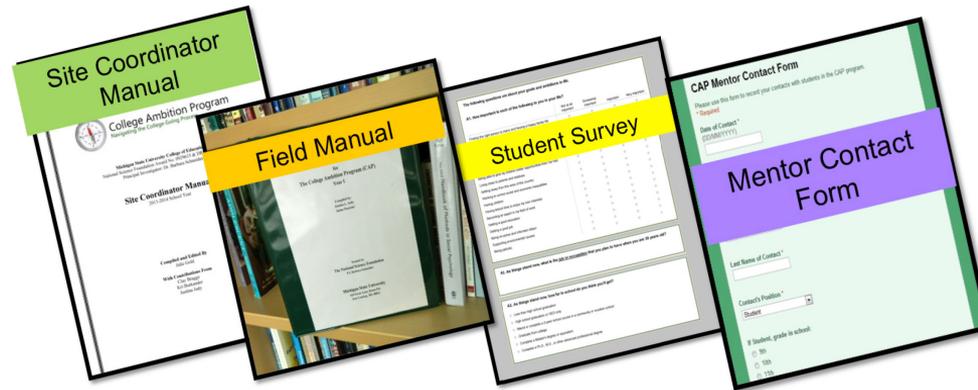
# Research Question

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							
	<a href="https://www.usnews.com/education/best-high-schools/michigan/districts/education-achievement-authority-of-michigan/">https://www.usnews.com/education/best-high-schools/michigan/districts/education-achievement-authority-of-michigan/</a> <a href="https://www.mischooldata.org/DistrictSchoolProfiles2/PostsecondaryOutcomes/TheEnrollmentByHighSchool2.aspx#">https://www.mischooldata.org/DistrictSchoolProfiles2/PostsecondaryOutcomes/TheEnrollmentByHighSchool2.aspx#</a>						

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**?

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# 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

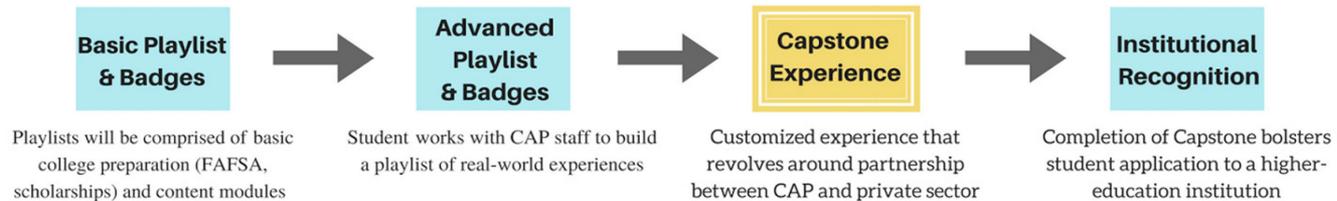
**Control Condition:** Traditional CAP Services

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:



COMPLETE ALL PATHWAYS

EARN A BADGE

ADD IT TO YOUR  
PORTFOLIO

# Structure: Playlists

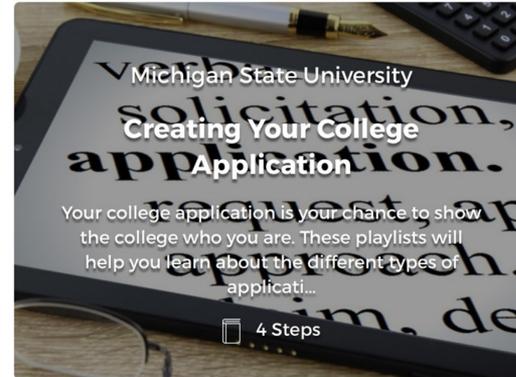


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## Final Steps for Choosing a College

Congratulations, you've been accepted! Now what? You put a lot of effort into preparing for college (remember all of those challenging classes you ...

2 Steps

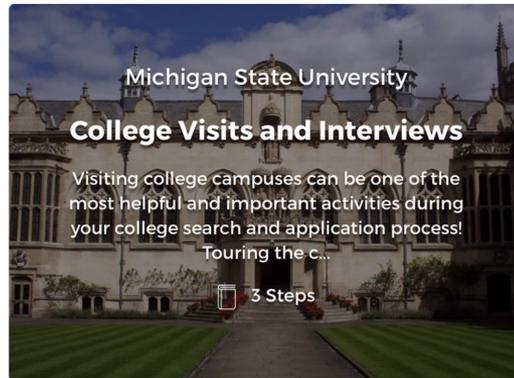


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## Creating Your College Application

Your college application is your chance to show the college who you are. These playlists will help you learn about the different types of applicati...

4 Steps



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## College Visits and Interviews

Visiting college campuses can be one of the most helpful and important activities during your college search and application process!

Touring the c...

3 Steps



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## How Do People Pay for College?

Going to college can be expensive, but YOU can afford to go with the help of financial aid. This playlist will explore how students like you get mo...

9 Steps

# 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

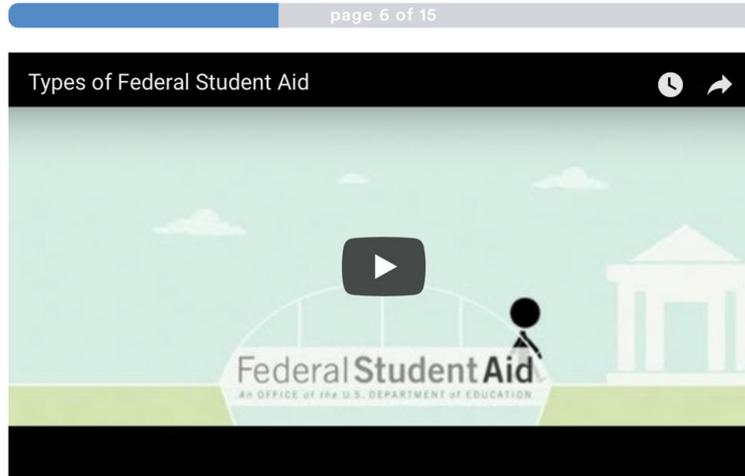


When you go to college, you aren't just paying for classes (tuition). You also have to pay school-based fees for your housing and meal plan (room and board), books, traveling costs (if your college is not local), and your own personal expenses. This primer will teach you about the aid available to help 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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LEVEL 2 



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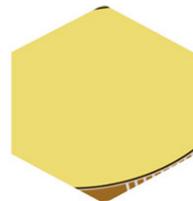


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SUBMIT

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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