



Information for College Partners  
Creating college opportunity together

# Strive for College

Information for College Partners



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# The Problem

Barriers to College Access



Too many qualified students miss out on college simply due to a lack of access to adequate college guidance and information.

Every year,

**500,000**

academically qualified, lower-income students who should go on to college fail to do so.

---

**1:1,000**

counselor per students in high schools serving predominantly low-income and minority students.

# Who's Missing Out?

A Closer Look



Counselors spend the majority of their time...

Lifting up

the highest achieving students



Keeping afloat

the lowest achieving students



# Who's Missing Out?

A Closer Look



## The Majority

of students will graduate high school without much extra support, but pursuing college is harder to tackle alone.



# Who's Missing Out?

A Closer Look



A college degree provides the greatest likelihood of full-time employment & higher earnings.

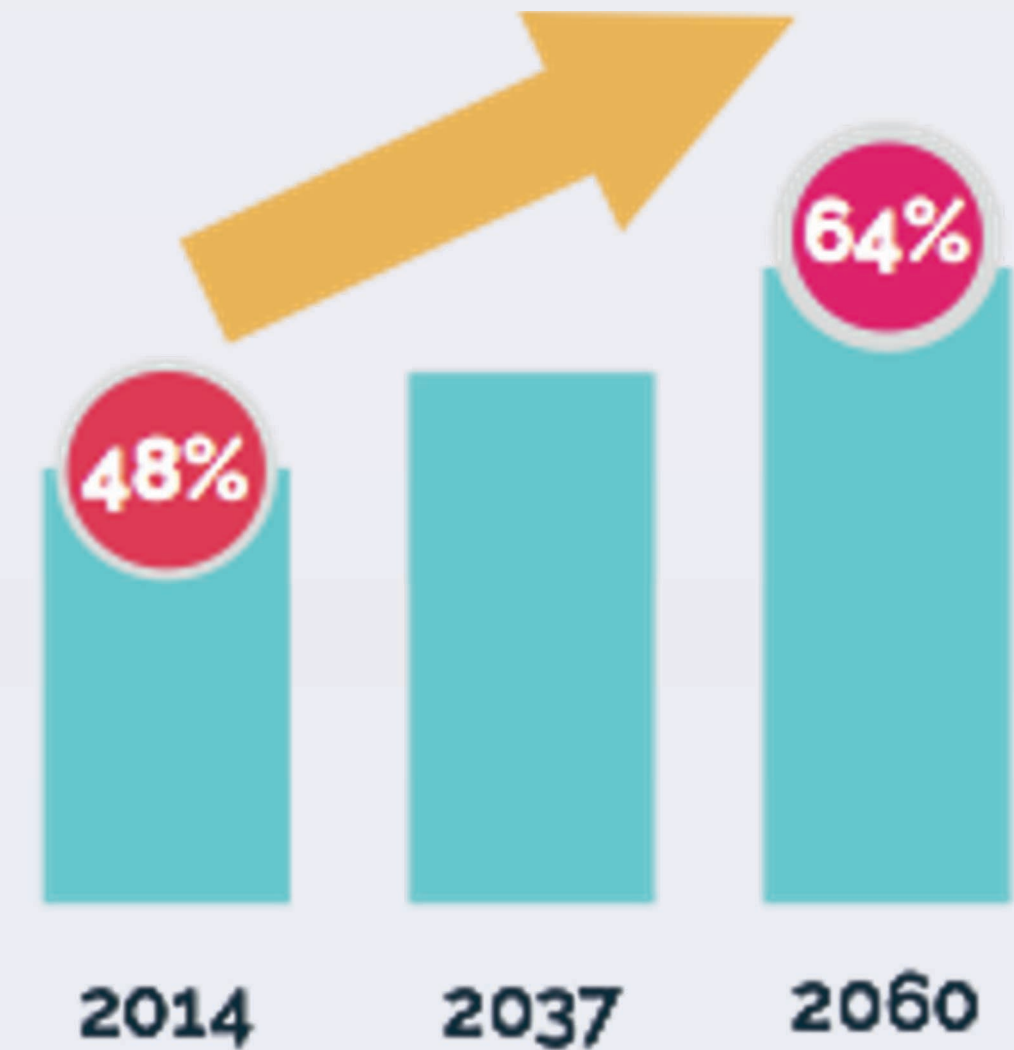


**1** out of **3**  
Americans have a  
Bachelor's degree



**1-2%**

And there is a steady annual decline in full-time college enrollment.



Yet enrollment among minority students is growing!



**Focus on serving low-income, first-gen, & minority students.**

# Strive for College

Our History



2020

## Strive creates partnerships and expands

Strive mentors from Corporate Partners like Deloitte and American Express and College Partners alike are assisting thousands of aspiring and current college students annually. We are also distributing 6,000 copies of the I'm First! Guide to College to low-income serving schools and community organizations every year.

2016

## Growing interest and impact

Strive merged with the national I'm First! project and began a partnership with The Common Application, integrating I'm First's College Partners and begins seeing hundreds of thousands of students referred to Strive for mentoring assistance via Common App.

2012

## UStrive takes mentoring virtual

A grant from the JA and Kathryn Albertson Foundation helped Strive pilot virtual mentoring in Idaho and build a proprietary technology platform, UStrive, to scale Strive's virtual mentoring program nationally.

2007

## Strive begins

Michael J. Carter founded Strive for from his dorm room at Washington University in St. Louis as an in-person mentoring program serving one local high school. Over the next few years, Strive expanded to serve multiple high schools in St. Louis and to twenty different campus chapters across the country.

# Strive for College

Our History



## In the Press

**Forbes**

*The Atlantic*

*The New York Times*

**INSIDE**  
HIGHER ED

THE CHRONICLE OF  
HIGHER EDUCATION

**U.S. News** & WORLD REPORT

**n p r**

## Our Partners



*Michael & Susan Dell*  
FOUNDATION



Deutsche Bank

**Deloitte.**

THE COMMON  
APPLICATION



**EY**

Building a better  
working world





# Strive for College

Our Mission



Strive for College exists to ensure that every qualified student who wants to attend college has the opportunity to do so. **We call these students "Strivers."**



# Strivers

Who are they?



**Strivers** are talented and motivated college-bound students. Often they are from low or middle-income families and many are the first in their family to go to college.

They have fewer opportunities to get help at home, in school, or in their community.

Finding someone to assist them with researching best-fit colleges, raising test scores, or making sense of their financial aid options can mean the difference between realizing their college goals and falling short.

# Striver

A Student Story



This is Frances. At the start of her senior year:

- she had many unanswered questions about college
- college counseling in her school was lacking
- but then...Frances discovered Strive thanks to The Common Application.

"It fit perfectly with the type of program that I had been searching for. I never had that person that was always there to answer my college questions," said Frances.

"My amazing mentor, Mr. Copeland, believes in me and is always there to answer my questions about college."

Frances was accepted into her dream school, Brandeis University, with a near-full ride scholarship!

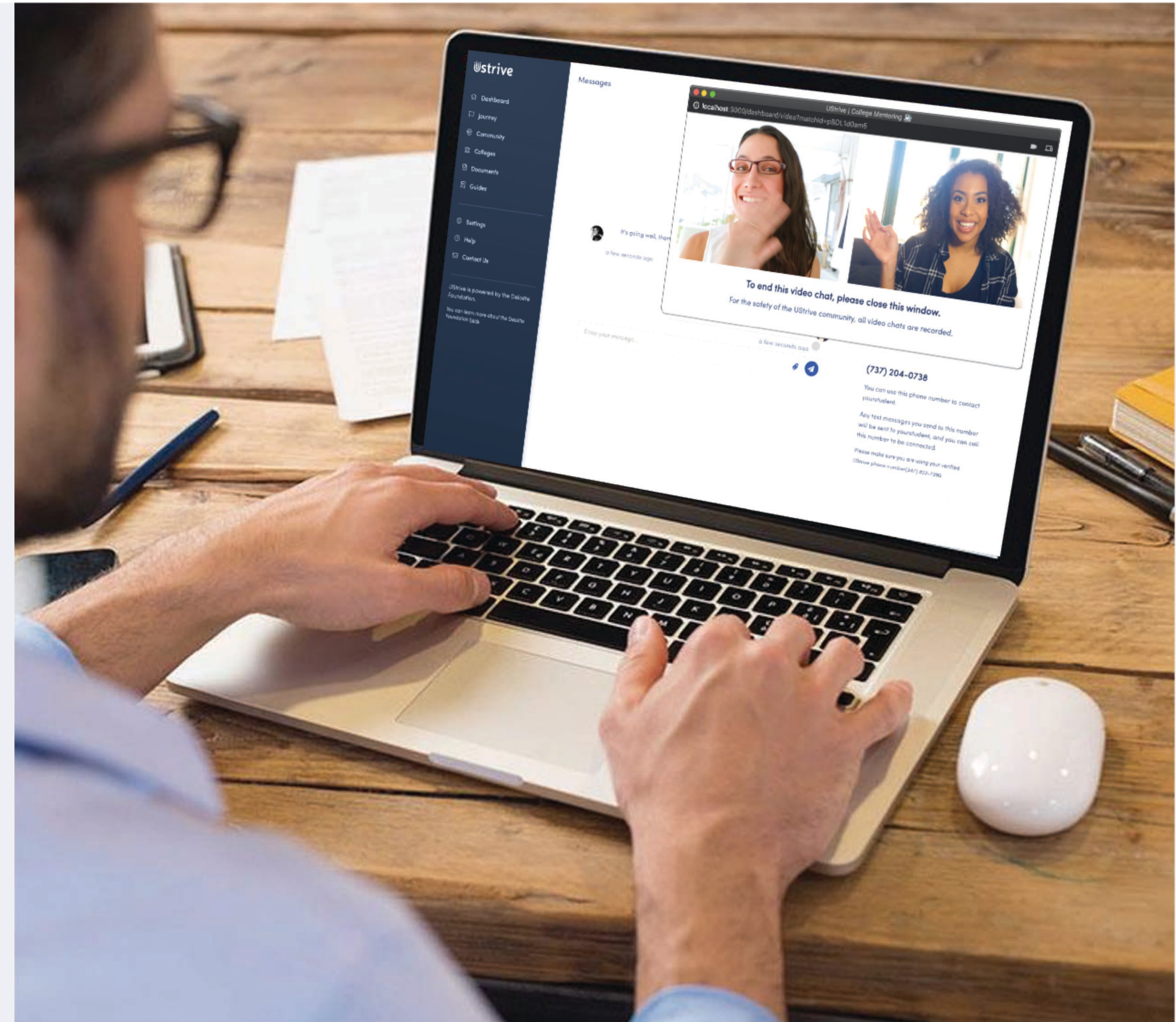
# Strive for College

What is it?



We are a national movement that supports better outcomes for Strivers.

In addition to our programs that help students at each step of the process, **we partner with two and four-year colleges and universities to help institutions recruit and retain Strivers** through targeted marketing opportunities, effective professional development, and collaborative learning.



# Strive for College

What is it?



## For Students:

- Online platform providing mentoring, guidance, college discovery, college success, and career planning
- Tools and resources for first-generation college-bound students

## For Colleges:

- Professional development opportunities through best-practice webinars and a 24/7/365 online learning community
- Opportunities to showcase your institution and connect with prospective students through Strive's online platform
- Participation in the I'm First! online platform
- Inclusion in the annual "I'm First! Guide to College" publication
- And more!

# College Partner Benefits

Expanding College Opportunity Together



Strive  
Platform



I'm First! Platform  
& Guide



Best-Practice  
Webinars



Online Learning  
Community



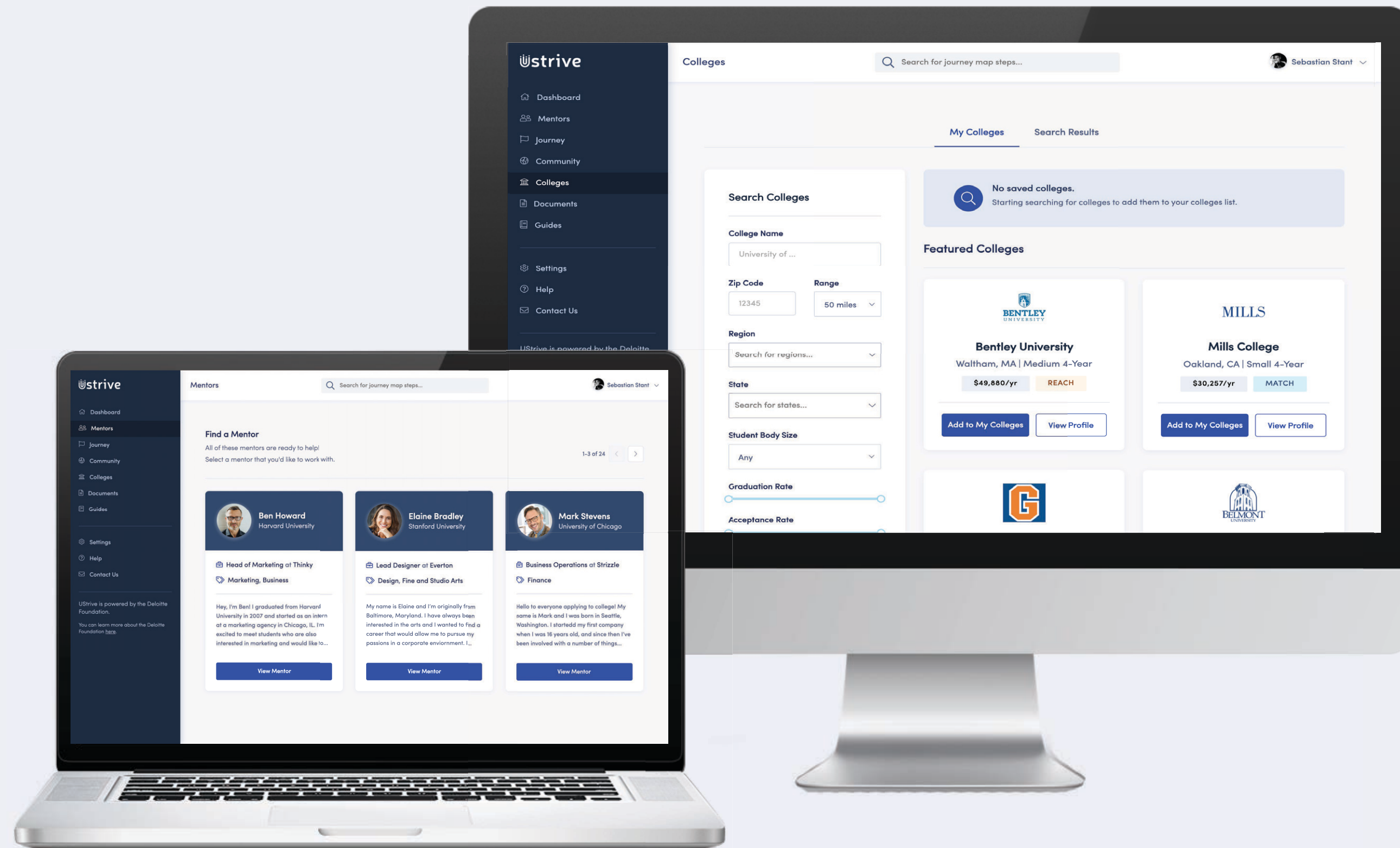
Marketing Opportunities  
& Technical Assistance



Recognition  
Program

# The Strive Platform

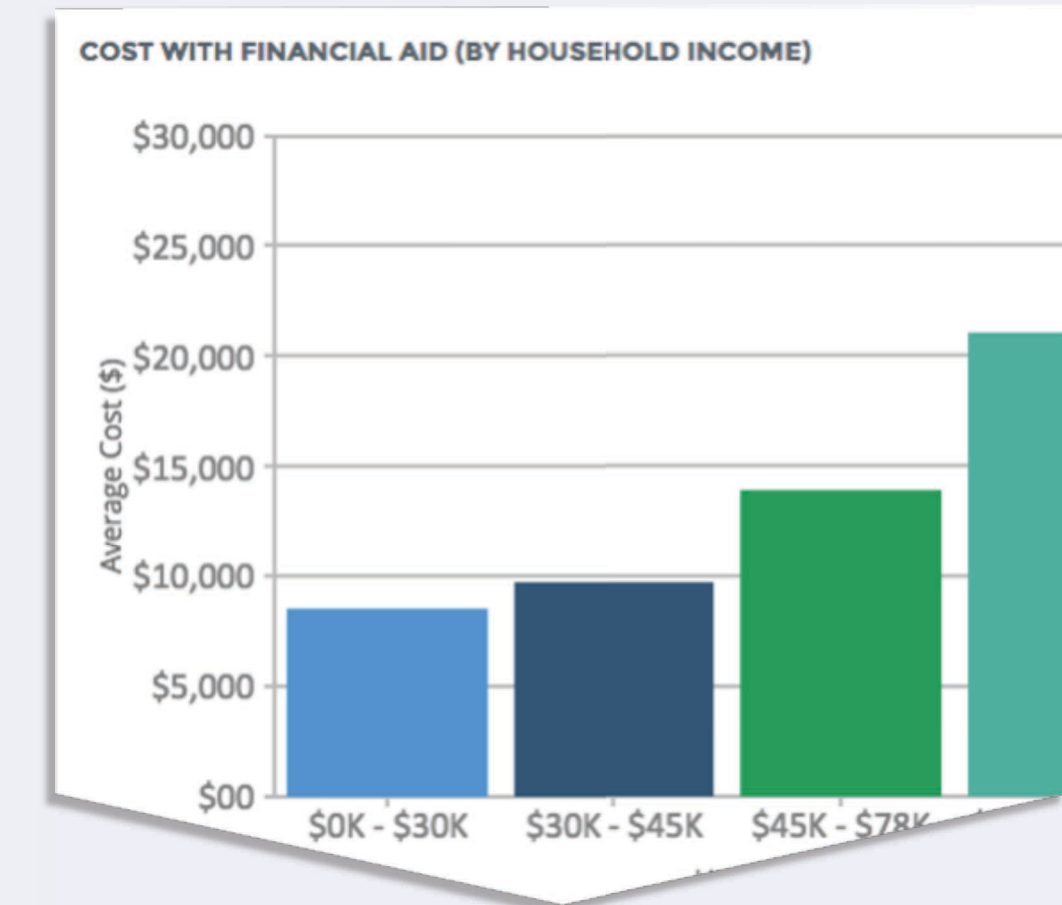
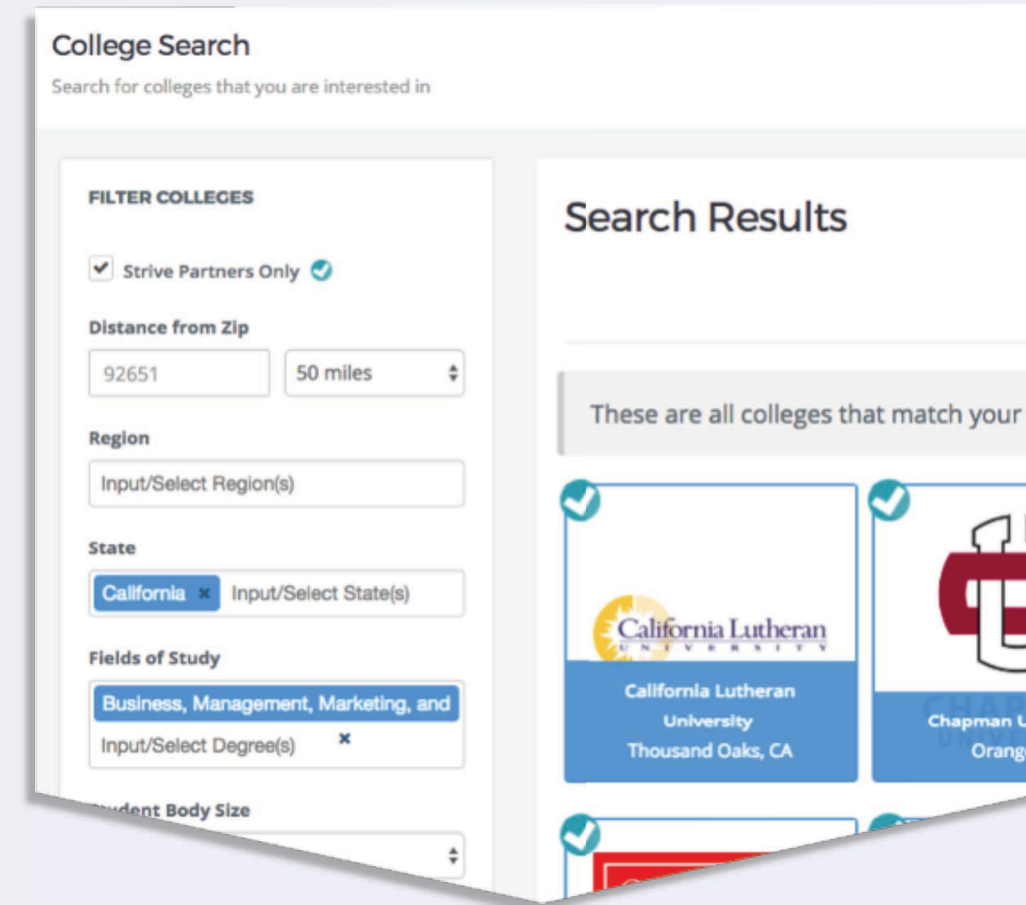
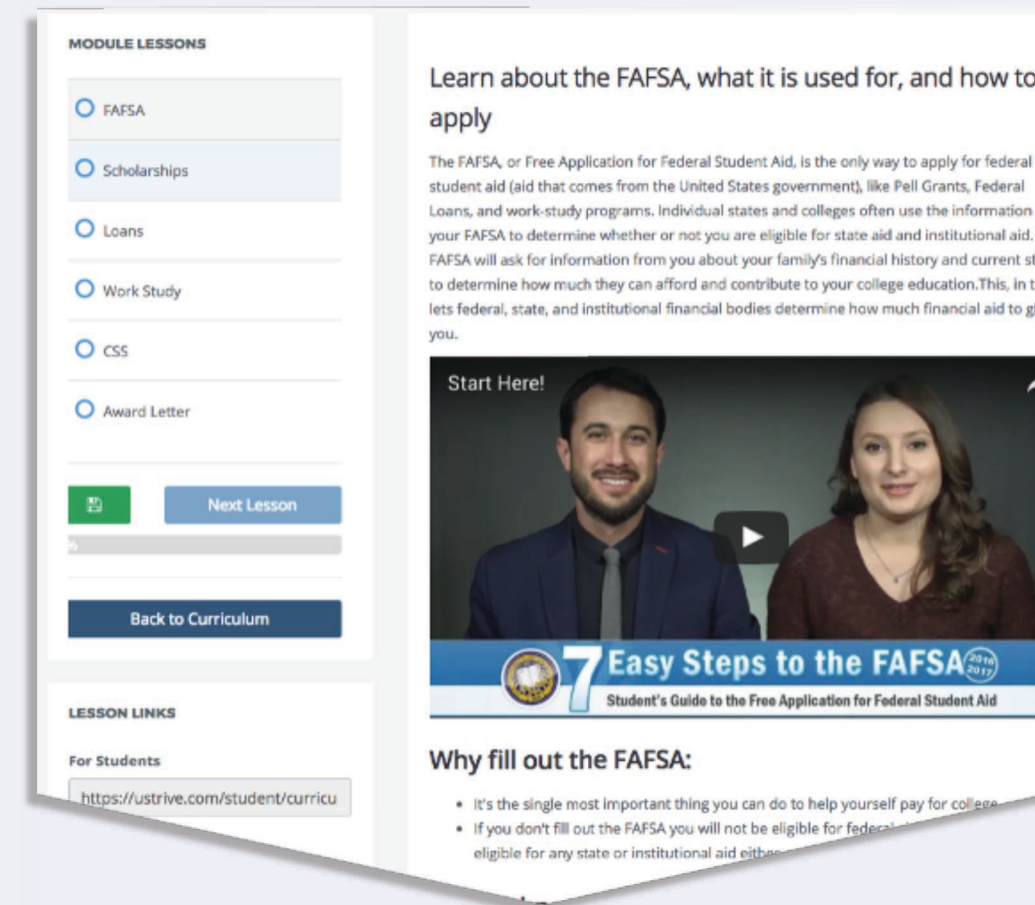
Connecting Students with College Guidance



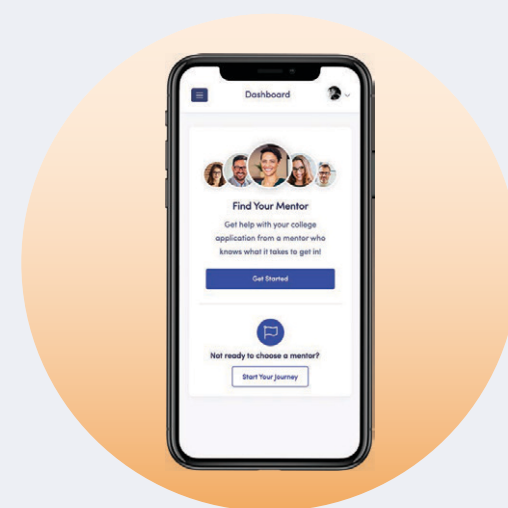
**Big data, smart technology.** Strive for College connects students with dedicated online mentoring on its custom-built platform.

# The Strive Platform

## Tools and Features



The Strive Platform provides students and mentors with access to a best-in-class college planning curriculum, sophisticated communications tools, smart college search, task generator, and a community Q&A forum.

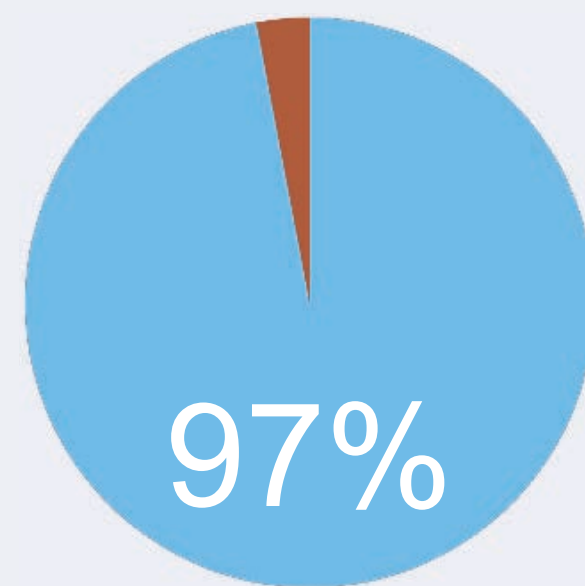
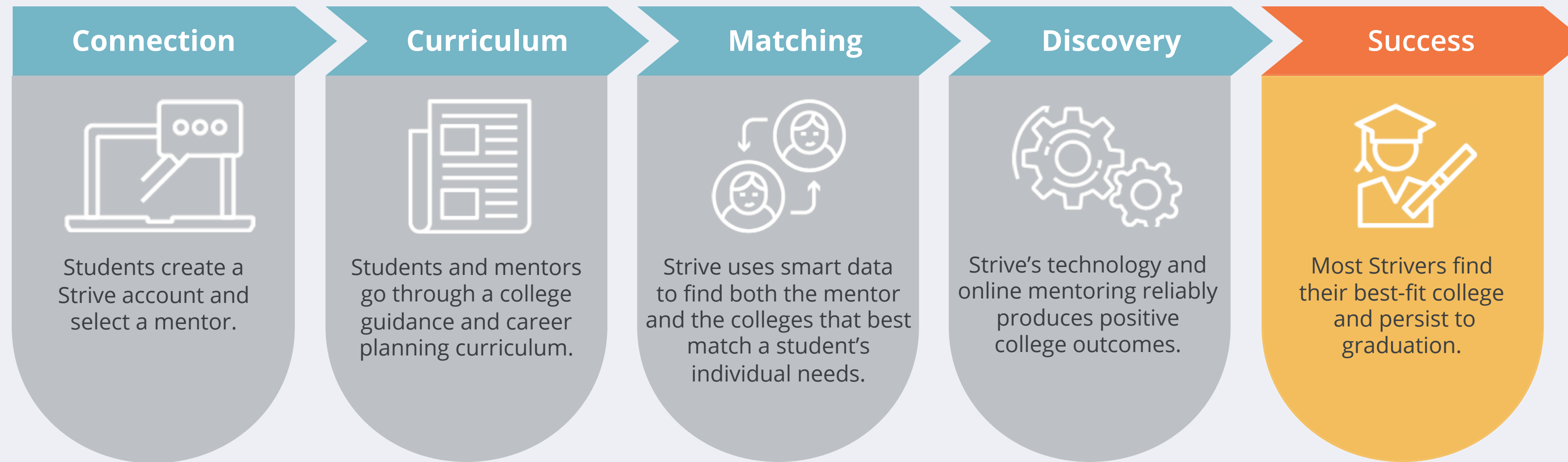


The mobile app allows mentors and students to message and call securely anytime, from anywhere. It's like having a mentor in your pocket!

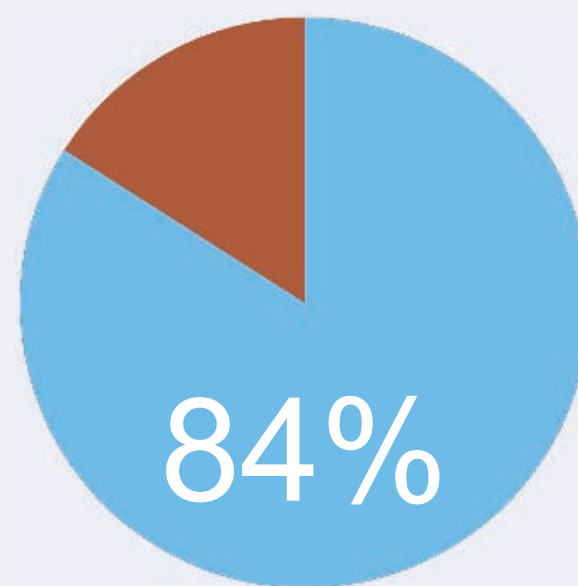


# The Strive Platform

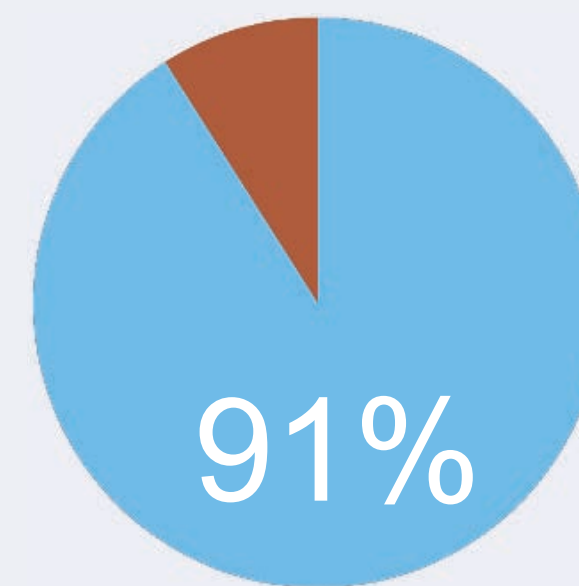
How It Works



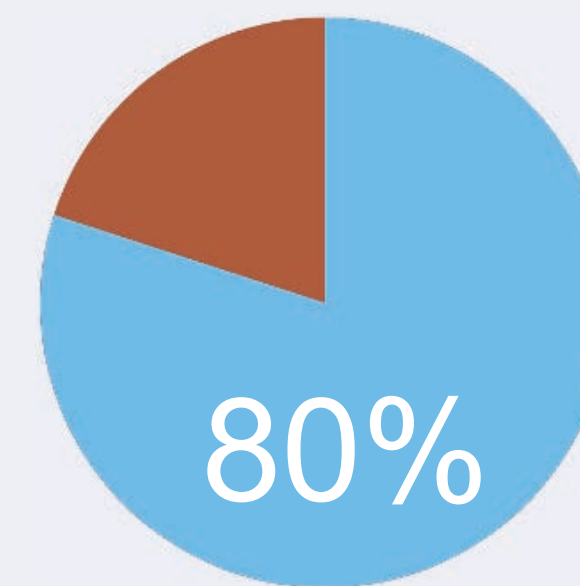
of Strive students served were accepted to and enrolled in college



in a four-year college or university



completed forms to receive financial aid



continue through sophomore year

# Strive Platform

Benefits for College Partners




- Manage an enhanced profile to highlight your campus programs and support services for low-income and first-generation college students. Add photos, videos, and helpful links to make your page stand out.

The screenshot displays the Strive platform interface. On the left is a dark navigation sidebar with the 'strive' logo and menu items: Dashboard, Mentors, Journey, Community, Colleges (highlighted), Documents, Guides, Settings, Help, and Contact Us. Below the menu, it states 'UStrive is powered by the Deloitte Foundation' and provides a link to learn more. The main content area is titled 'Colleges' and includes a search bar and a user profile for Sebastian Stant. The featured college is Virginia Polytechnic Institute and State University, Blacksburg, VA, a Large 4-Year institution. The profile includes a large photo of a football stadium at night with fireworks. Below the photo are tabs for Overview, Applying, Cost & Tuition, Graduation, and More. The Overview tab is active, showing the VT logo, student body size of 27,730 (Large), and average annual cost of 20,964. It also features a diversity chart with categories: White, Unknown, Mixed, Hispanic, African American, and Asian. A gender breakdown pie chart shows the distribution between Women and Men.

# Strive Platform

Benefits for College Partners



**strive** Dashboard  Sebastian Stant

**Last 12 Months**

- Profile Views: **316**
- Messages Received: **29**
- Students Applying: **81**

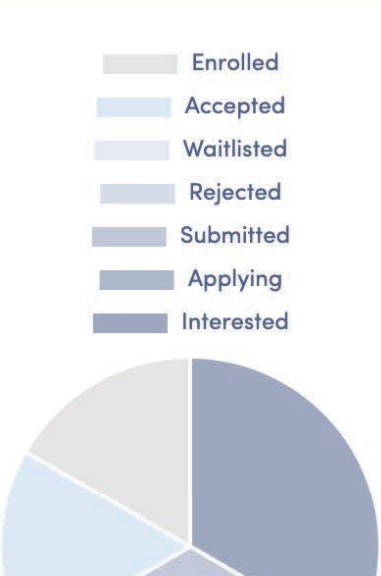
**Complete Your Profile**

- Logo Image
- Admissions Email
- College Overview
- Helpful Links
- Banner Images
- Featured Videos
- Your Programs

**Latest Activity**

User	Event	Timestamp
Adessa Kiryakos	Contacted College	6/11/20 6:22pm
Sebastian Stant	Started Tracker	6/11/20 6:21pm
Michael Carter	Contacted College	5/06/20 11:53am
Adessa Kiryakos	Started Tracker	5/06/20 9:15am
Sebastian Stant	Contacted College	5/06/20 9:15am
Michael Carter	Started Tracker	5/06/20 9:15am
Ryan Hallagan	Started Tracker	5/06/20 9:15am

**Application Status**



- Enrolled
- Accepted
- Waitlisted
- Rejected
- Submitted
- Applying
- Interested

- Access a dashboard to view and export prospective students who have demonstrated an interest in your institution through the platform.

# Strive Platform

## Benefits for College Partners



- Mobilize your campus community and alumni network to be mentors with Strive. We'll customize outreach materials to help you promote the opportunity and create a custom mentor branch so you can track all of your mentors' activities.
- Now, with the help of a grant from the Michael and Susan Dell Foundation, you can also connect your currently enrolled college students to receive college persistence, transfer and career mentoring on the Strive Platform.



*Note: Mentoring with Strive requires every volunteer mentor to pass a background check and pay a nominal Background Check and Safety Fee. Though not required, we invite College Partners to sponsor the costs for your mentors.*

# I'm First! Platform and Guide

Benefits for College Partners



I'm First! is a Strive initiative celebrating and supporting first-generation college students. Resources include:

- the nationally distributed Guide to College publication
- a website featuring video stories and blogs from first-gen students and grads

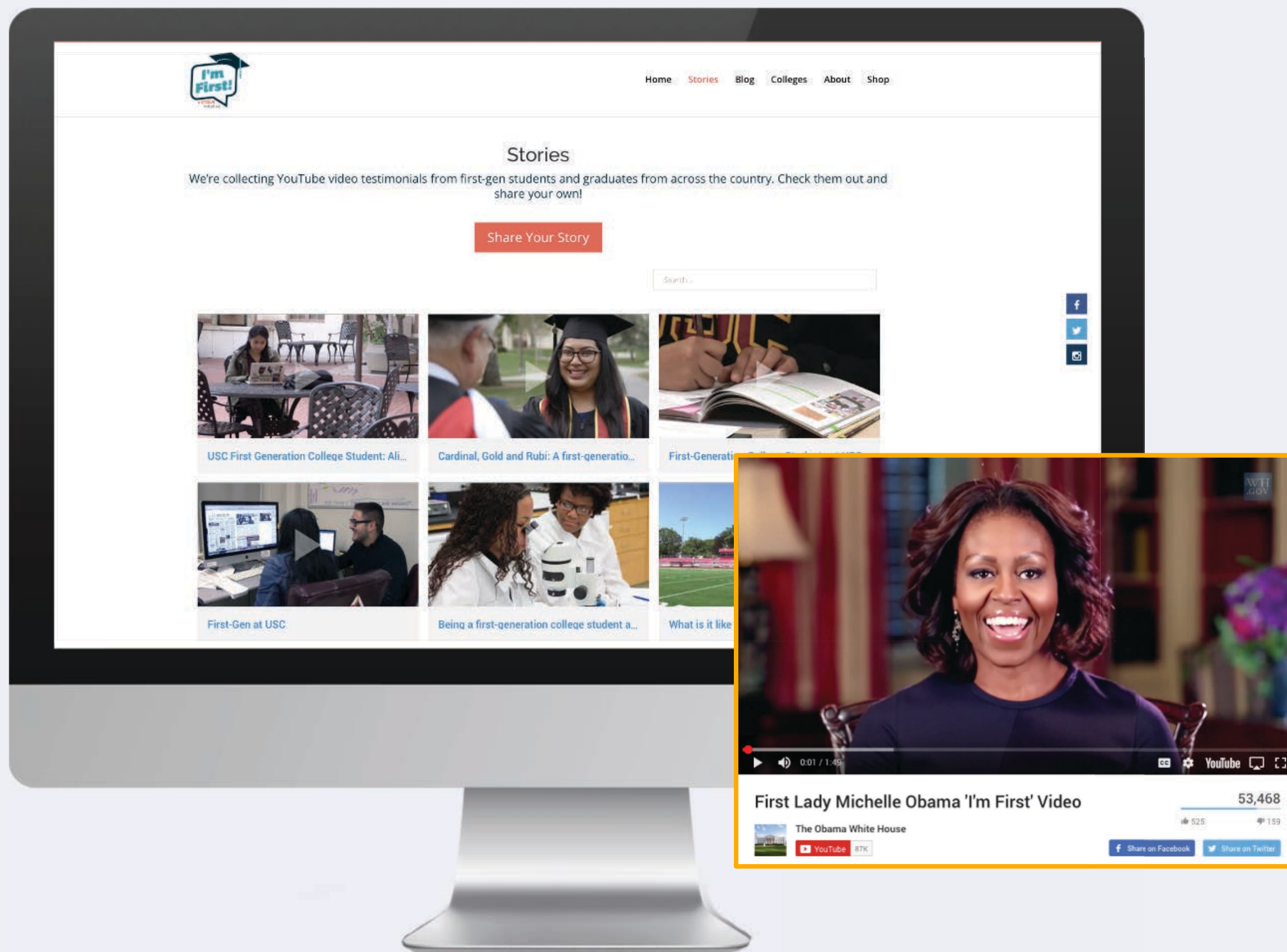
## For College Partners

- Full page profile in the Guide to College highlighting your campus programs and support services for low-income and first-generation college students



# I'm First! Platform and Guide

Benefits for College Partners



## For College Partners (continued)

- Sponsor copies of the Guide for distribution to your target high schools or organizations
- Complimentary copies of the Guide for your institution, and discounts to purchase additional copies for your office, colleagues, and sponsored programs
- Showcase "I'm First!" stories - highly connective and heartfelt YouTube video testimonies - from your first-gen students, faculty, staff, and alumni
- Nominate a first-gen student from your campus to contribute to the I'm First! blog

# Best-Practice Webinars

Benefits for College Partners



- Support your professional development with timely content aimed to inform and inspire
- Topics aligned with academic and admissions calendars to ensure immediate action is possible
- Available both live and on-demand so content is always accessible when you need it

# Online Learning Community

Benefits for College Partners



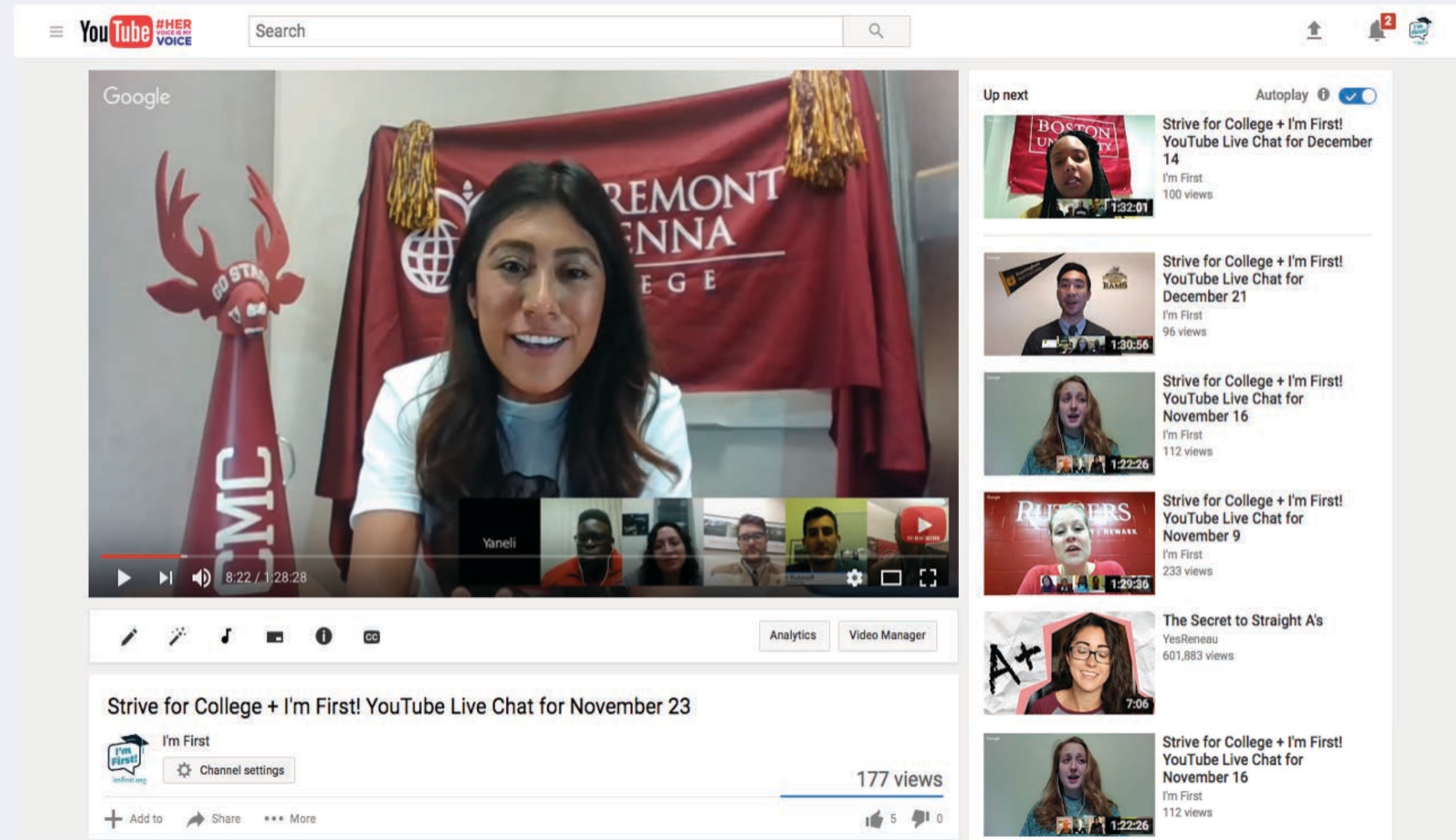
- Access to one of the largest online discussion groups of higher education professionals who share a passion for supporting Strivers
- Timely discussion prompts, easy Q&A, and a searchable archive to help you learn from and share with your peers
- Year-round professional networking without leaving your desk!





# Marketing Opportunities and Technical Assistance

Benefits for College Partners



- Participate in virtual events and live chats with prospective students






- Promote your college on Strive for College and I'm First! social media channels
- Feature your programs in Strive and I'm First! newsletters sent to students and supporters
- Access special technical assistance services to improve student recruitment and retention

# Strive Five Recognition

Benefits for College Partners



Strive for College has identified benchmarks in five critical areas—the “**Strive Five**”—that we believe all postsecondary institutions should strive to achieve to mark a true commitment to college opportunity and success for all students.

-  1. Inclusion - high % Pell-eligible student enrollment
-  2. Diversity - high % underrepresented minority enrollment
-  3. Affordability - low net-price and high financial aid
-  4. Completion - high retention and graduation rates
-  5. Outcomes - improving economic mobility among graduates



College Partners that meet any of these five criteria receive special recognition by way of a customized Badge and press release to highlight their exceptional achievements.

# Partnership Opportunities

For Colleges and Universities



## Opportunity Partners

- Printed profile in the I'm First! Guide to College
- Showcase first-gen stories on the I'm First! Website
- Access to best-practice webinars and online learning community for up to three staff
- Institutional participation on the Strive platform, including an enhanced web profile and connections with interested students
- Mobilize mentors from your campus community and alumni network on the Strive platform
- Strive Five recognition



**\$1,800/year**

Add additional professional development seats for \$400/each

## Success Partners

- Printed profile in the I'm First! Guide to College
- Sponsor 25 copies of the I'm First! Guide to College for distribution to target high schools or organizations
- Showcase first-gen stories on the I'm First! Website
- Nominate a first-gen student from your campus to contribute to the I'm First! Blog
- Access to best-practice webinars and online learning community for up to six staff
- Institutional participation on the Strive platform, including an enhanced web profile and connections with interested students
- Mobilize mentors from your campus community and alumni network on the Strive platform
- Marketing and technical assistance services
- Strive Five recognition



**\$3,200 for one year;**

**\$6,000 for two years; or**

**\$8,400 for three years**

Add additional professional development seats for \$400/each

\* Discounts are available for two-year colleges and federally-designated minority-serving institutions

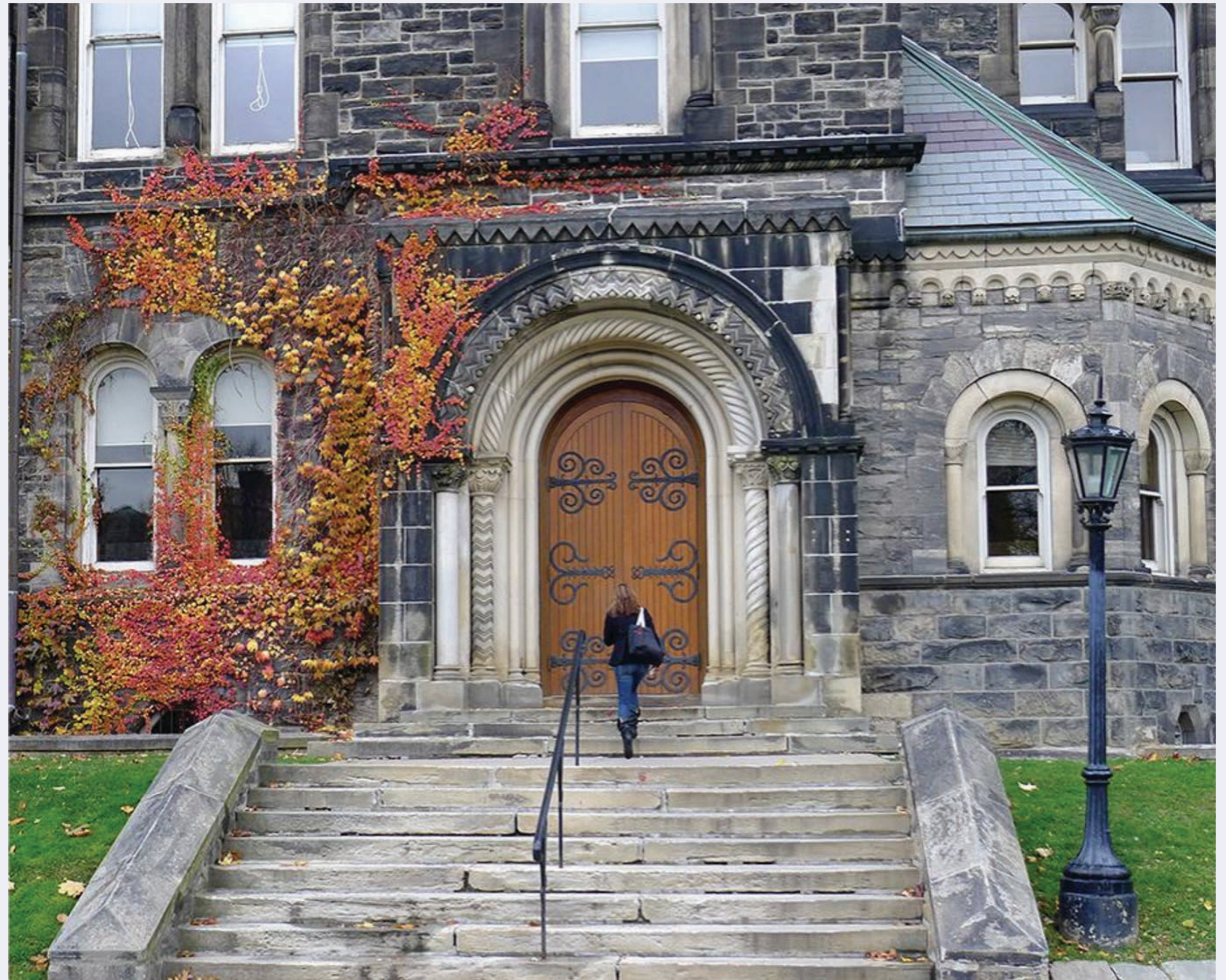
# Join Us



Two and four-year colleges and universities that share our mission and wish to participate in the Strive and I'm First! programs are invited to apply! Applications are reviewed on a rolling basis and partnership can begin at any time.

**Learn more and apply online**

<http://striveforcollege.org/colleges.html>



# Questions?



**Matt Rubinoff**

Chief Strategy Officer

[matt@striveforcollege.org](mailto:matt@striveforcollege.org)

(949) 329-8291