



Information for College Partners
Creating college opportunity together



The Problem

Barriers to College Access & Success



Too many qualified and motivated lower-income students continue to miss out on college or persist to degree completion

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.

11%

Only ~1 of every 10 students in the bottom quarter for income earn a bachelor's degree within six years, compared to ~6 in 10 of those in top quarter for income

UStrive.org exists to ensure that every student who wants to attend and graduate from college — and go on to a living wage career — has the opportunity to do so.



UStrive.org

What we do

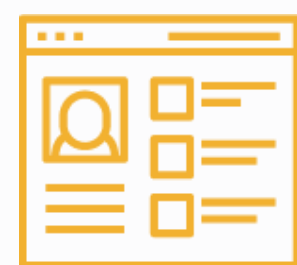


We are a national movement that supports better outcomes for students.

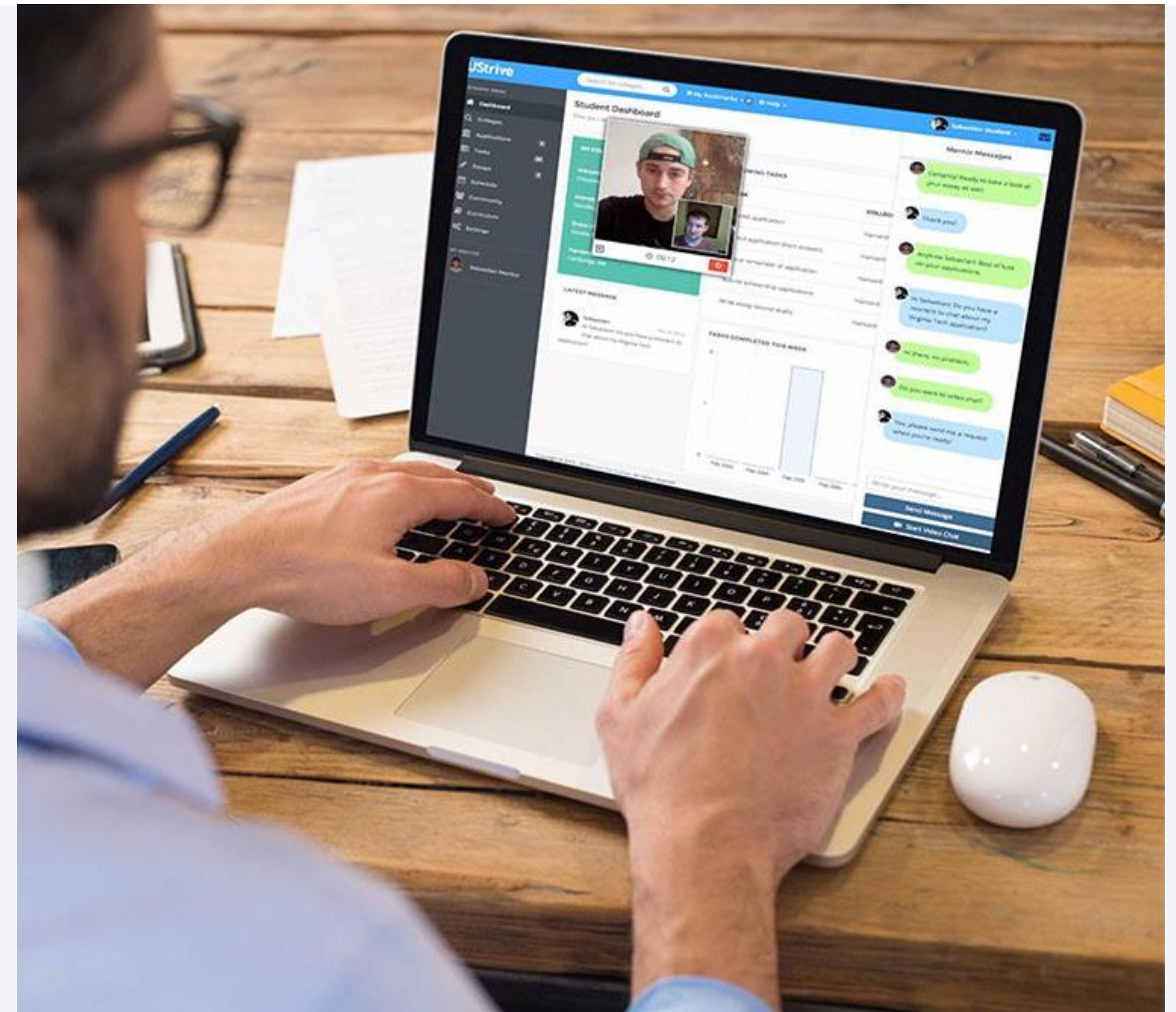
But in addition to our programs that help students at each step of the process, we also **partner with two and four-year colleges and universities** across marketing, recruitment, retention, career, and alumni services.



UStrive
Platform



I'm First! Platform
& Guide



I'm First! Platform and Guide

Benefits for College Partners



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

- the annual *I'm First! Guide to College* publication
- a website ImFirst.org featuring video stories and blogs from first-gen students and grads

For College Partners

- **Printed profile** in the *I'm First! Guide to College* highlighting your campus programs and support services for low-income and first-generation college students



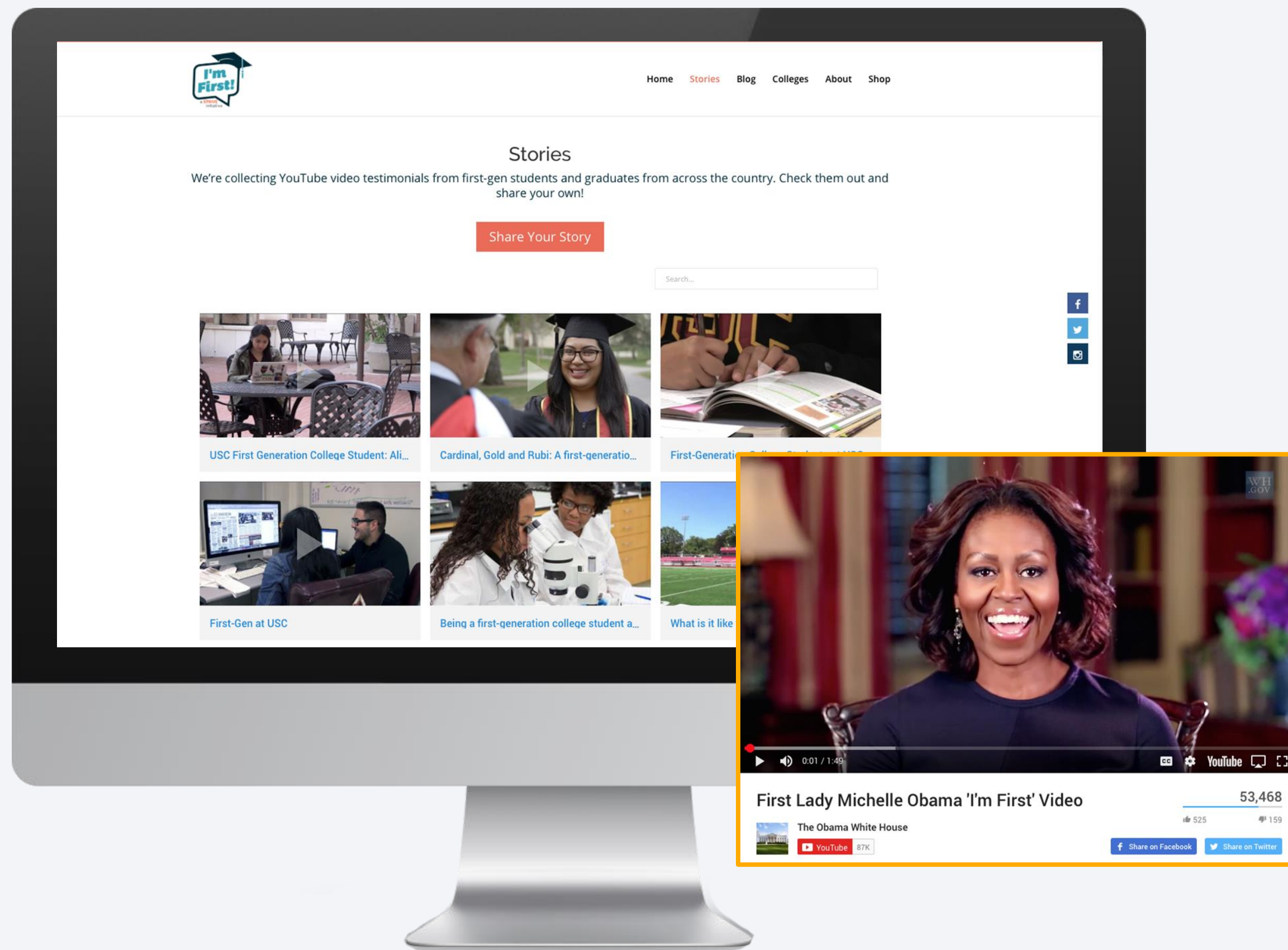
I'm First! Platform and Guide

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 to **contribute to the I'm First! blog**



Partnership Opportunities

For Colleges & Universities



I'm First Partners receive:

- Printed profile in the *I'm First! Guide to College*
- Complimentary copies for your institution, and special discounts to purchase more
- Showcase first-gen stories on the I'm First! website
- Nominate a first-gen student to contribute to the I'm First! blog
- \$2,500/year*

I'm First Plus (I'm First+) Partners receive:

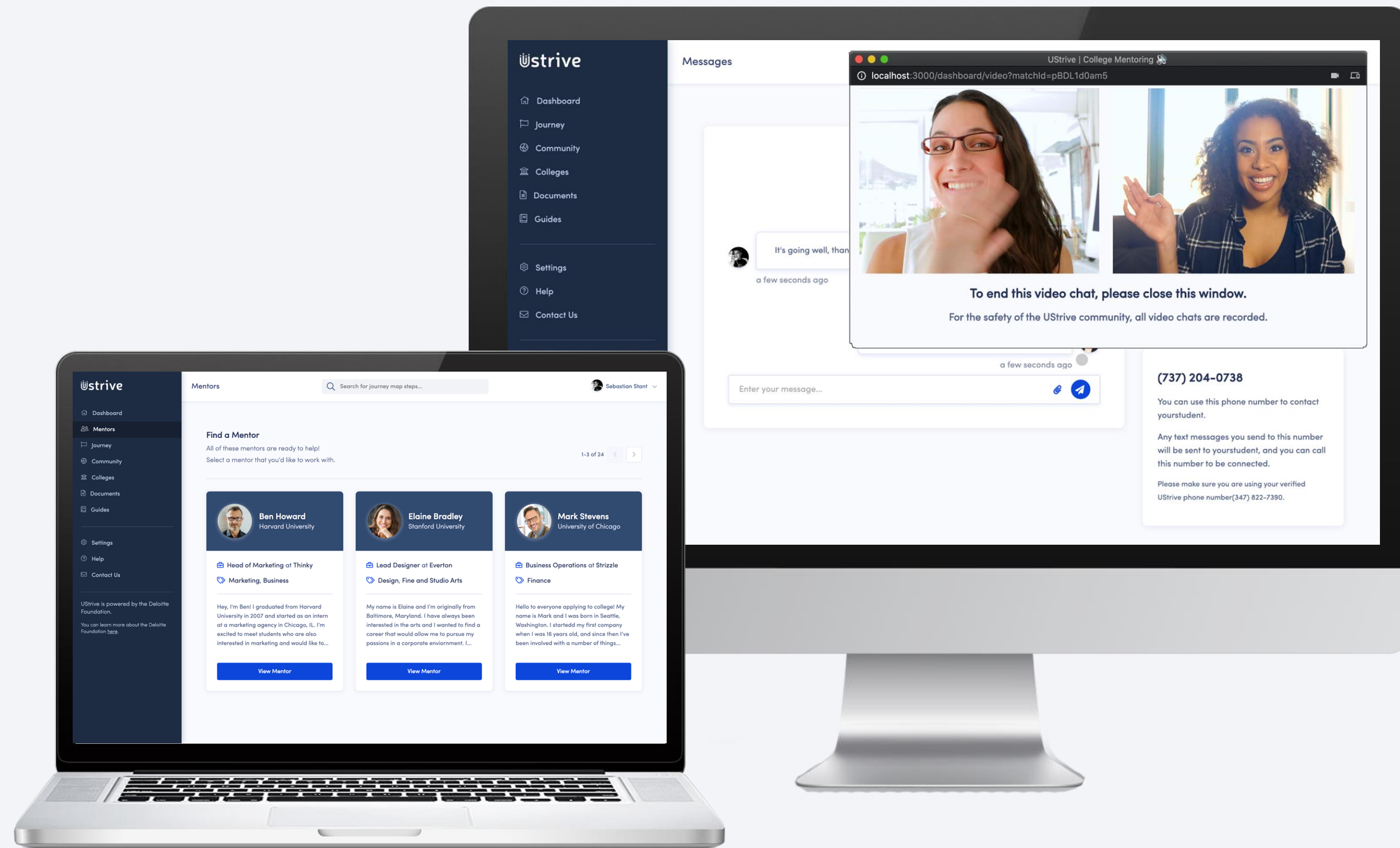
The I'm First benefits PLUS:

- Sponsor 25 copies of the I'm First! Guide to College for distribution to target high schools or organizations
- Enhanced web profile and connections with interested students on UStrive
- Connect your enrolled students with college persistence and career support on UStrive
- Reporting dashboard to manage your account and track students
- Eligible for UStrive add-on services
- \$4,500 for one year, \$8,000 for two years, or \$11,500 for three years*

**Discounts are available for federally designated minority-serving institutions*

UStrive Platform

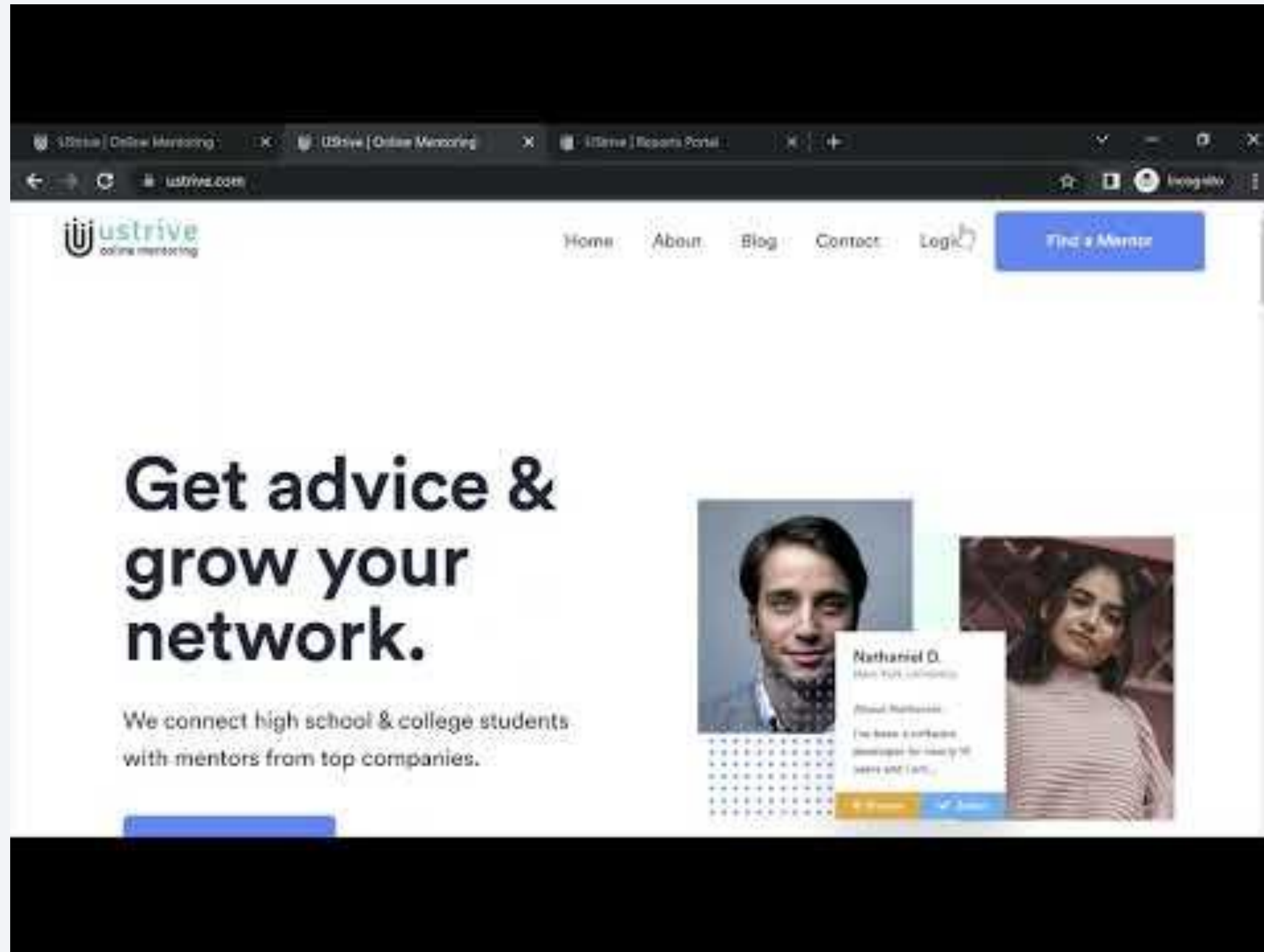
Connecting students with college and career mentoring



Big data, smart technology. We connect students with one-to-one mentoring on our custom-built online platform, UStrive.

UStrive Platform

Connecting students with college guidance



← Watch our demo.
Right click to Open Link
in New Tab.

UStrive Platform

Results & Testimonials



Last year: 97% of Strivers went to college, 84% to a four-year institution, and they persist at +10% rates higher than the national average



MENTOR TESTIMONIAL

"I want to provide whatever is most helpful for my mentees. Whether it's just sharing my experiences, answering questions, providing advice, or connecting mentees to other professionals, I want to make sure my mentees are getting what they need."



STUDENT TESTIMONIAL

"Having a mentor is important because they can give you perspective based on their own experience. It's good to have help outside of professors and other classmates."



MENTOR TESTIMONIAL

"Other websites are asking for money while UStrive cares about the students and pairs them with professional mentors to get the help they need."



STUDENT TESTIMONIAL

"With my mentor's guidance, I've defied my own expectations and have proven that first-gen and low-income students can break the generational curses of poverty and lack of college education in their families."

UStrive Platform

Benefits for College Partners



For Marketing & Recruitment

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

The image shows a composite of two screenshots from the UStrive platform. On the left is a dark blue sidebar menu with the UStrive logo at the top. The menu items include: 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 on the right shows a 'Colleges' page. At the top, there's a search bar and a user profile for 'Sebastian Stant'. Below this is a large image of a stadium at night. A card for 'Virginia Polytechnic Institute and State University' is displayed, showing its logo, name, and location. Below the card are tabs for 'Overview', 'Applying', 'Cost & Tuition', 'Graduation', and 'More'. The 'Overview' tab is active, showing a 'Student Body Size' of 27,730 (Large) and an 'Average Annual Cost' of 20,964. To the right of these cards are two charts: 'Diversity' (a horizontal bar chart showing White, Unknown, Mixed, Hispanic, African American, and Asian) and 'Gender Breakdown' (a pie chart showing Women and Men). On the far right, a laptop screen displays a user dashboard for 'Sebastian Stant'. The dashboard includes a 'Last 12 Months' summary with 'Profile Views: 316', 'Messages Received: 29', and 'Students Applying: 81'. Below this is a 'Latest Activity' table with columns for User, Event, and Timestamp. The table lists several users and their actions, such as 'Contacted College' and 'Started Tracker'. To the right of the table is a 'Complete Your Profile' section with checkboxes for 'Logo Image', 'Admissions Email', 'College Overview', 'Helpful Links', 'Banner Images', and 'Featured Videos'. At the bottom right of the dashboard is an 'Application Status' section with a legend for 'Enrolled', 'Accepted', 'Waitlisted', 'Rejected', 'Submitted', 'Applying', and 'Interested', and a corresponding pie chart.

UStrive Platform

Benefits for College Partners

A screenshot of the UStrive platform's 'Mentors' page. The page has a dark blue sidebar on the left with navigation links: Dashboard, Mentors (highlighted), Journey, Community, Colleges, Documents, Guides, Settings, Help, and Contact Us. The main content area is white and titled 'Mentors'. It features a search bar for 'journey map steps...' and a user profile for 'Sebastian Stant'. Below this is a 'Find a Mentor' section with the text 'All of these mentors are ready to help! Select a mentor that you'd like to work with.' and a pagination indicator '1-3 of 24'. Three mentor cards are displayed, each with a profile picture, name, university, current role, and expertise. Each card also includes a short bio and a 'View Mentor' button.

Ben Howard
Harvard University
Head of Marketing at Thinky
Marketing, Business
Hey, I'm Ben! I graduated from Harvard University in 2007 and started as an intern at a marketing agency in Chicago, IL. I'm excited to meet students who are also interested in marketing and would like to...

Elaine Bradley
Stanford University
Lead Designer at Everton
Design, Fine and Studio Arts
My name is Elaine and I'm originally from Baltimore, Maryland. I have always been interested in the arts and I wanted to find a career that would allow me to pursue my passions in a corporate environment. I...

Mark Stevens
University of Chicago
Business Operations at Strizzle
Finance
Hello to everyone applying to college! My name is Mark and I was born in Seattle, Washington. I started my first company when I was 16 years old, and since then I've been involved with a number of things...

For Retention & Career Services

- Connect your enrolled students with adult professional mentors for **college persistence and career support**
- Receive a unique branded **Student sign-up page**
- **Single sign-on integration** for all eligible students to streamline onboarding
- **Access reporting** so you can track your students' activity

UStrive Platform

Add-ons for College Partners



Go further with UStrive.

Create a "Closed Community"

- Connect your enrolled students (or a pipeline of prospective students) **exclusively with mentors from your institution** on UStrive. We'll create unique branded Student AND Mentor sign-up pages, social content, and provide personalized training and support for staff and users and access to reporting so you can track your community's activity.

Enable Mentor Accounts

- Grow your reach by **mobilizing alumni to mentor** with UStrive. We'll create a unique branded Mentor sign-up page, social content, and provide access to reporting so you can track your mentors' activity.



Partnership Opportunities

For Colleges & Universities



I'm First Partners receive:

- Printed profile in the I'm First! Guide to College
- Complimentary copies for your institution, and special discounts to purchase more
- Showcase first-gen stories on the I'm First! Website
- Nominate a first-gen student to contribute to the I'm First! blog
- **\$2,500/year***

I'm First Plus (I'm First+) Partners receive:

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Partnership Opportunities

For Colleges & Universities



UStrive Add-ons

Closed Community License from \$10,000 for first 500 matches

- Your students (or a pipeline of prospective students) match exclusively with mentors from your institution
- Unique branded Student AND Mentor sign-up pages
- Social content for marketing this opportunity to your community
- Access to reporting so you can track your community's activity
- Personalized training and support for staff and users

Enable Mentor Accounts from \$1,000 for first 100 mentors

- Your mentors are eligible to be matched with the general student pool of prospective high school students and transfers
 - Unique branded Mentor sign-up page
 - Social content for marketing this opportunity to your community
 - Access to reporting so you can track your mentors' activity.
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Join Us



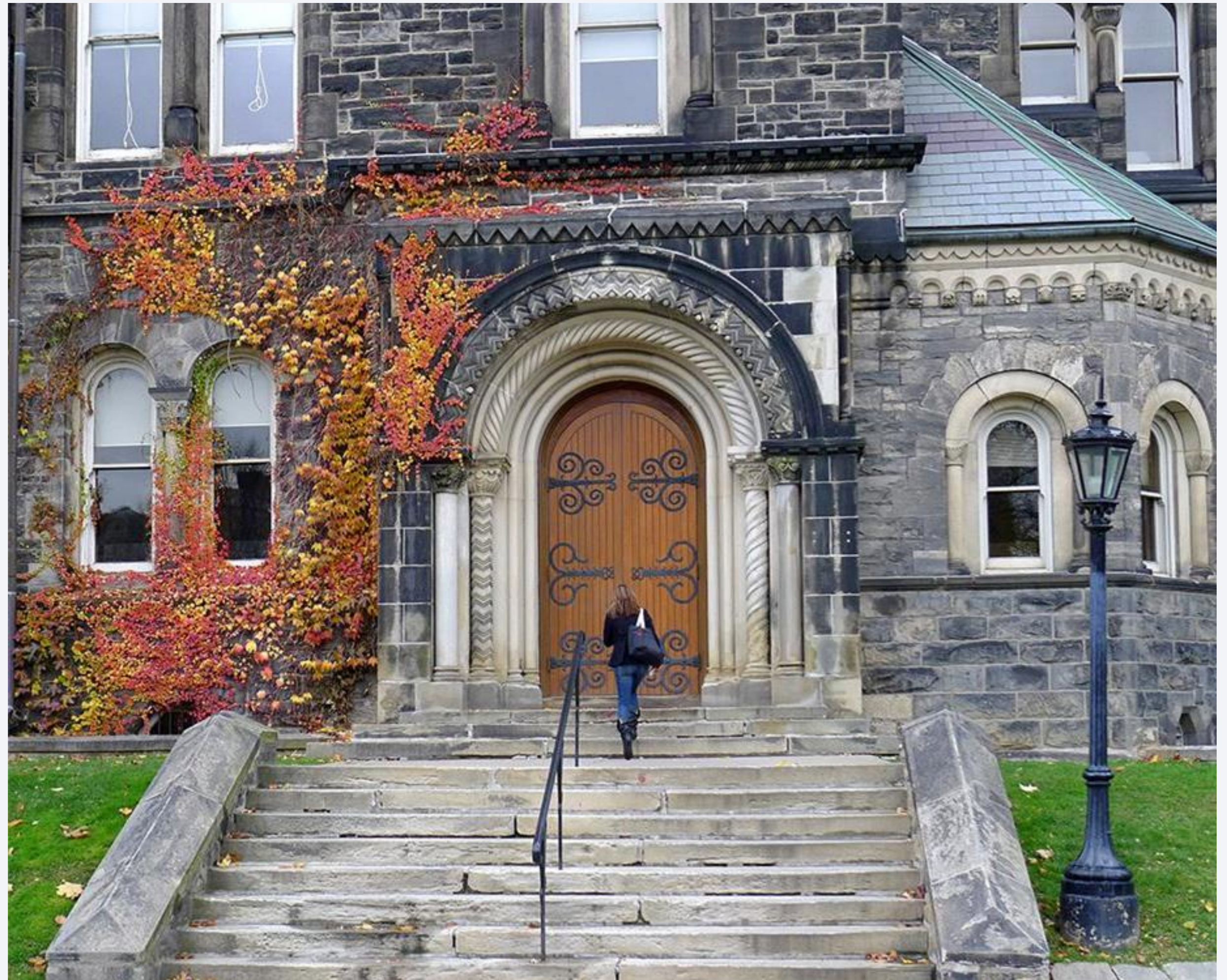
Colleges and universities that share our mission and wish to participate in the UStrive.org and I'm First! programs are invited to apply!

Applications are reviewed on a rolling basis and partnership can begin at any time.

Please apply by August 30 to ensure your inclusion in the next printing of the 2024 I'm First! Guide to College.

Learn more and apply online

<https://ustrive.org/college-partners/>



Questions?



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