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.
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.
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.
Get advice & grow your network.

We connect high school & college students with mentors from top companies.

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

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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.
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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