

A large background image of a diverse group of graduates in black gowns and caps, celebrating with their caps raised in the air against a bright, cloudy sky. In the foreground, a young woman with long brown hair and glasses smiles broadly, and next to her, a young man with a beard also smiles. Other graduates are visible in the background, some holding their caps high.

Information for College Partners

Creating college opportunity together

- Purpose & Mission
- Our Students
- I'm First!
- UStrive Platform
- Partnership Options



UStrive 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 do this by connecting mentees to mentors through our virtual mentoring platform.

We are a non-profit that supports better college access and career outcomes for first-generation and low-income students.

We **partner with sponsors and donors** who provide mentors and help us distribute our resources to under-resourced populations.

We **partner with colleges and universities** across recruitment, retention, career, and alumni services.

We believe that together we can improve first-gen and low-income student outcomes by:

- Providing **free mentorship** from college graduates
 - Helping students identify the **best college fit**
 - Helping colleges **communicate their resources** in a variety of meaningful ways
 - Offering colleges **opportunities to enhance their career services** and engage alumni
-

We engage with over 500,000 unique students/yr. During the '22-'23 school year:

- Over 55,000 students registered for and accessed the UStrive platform to utilize our tens of thousands of mentors and our college/career resources
- Over 95,000 students subscribed to our newsletters to learn about colleges, careers, and mentoring

Students who connected with mentors in UStrive:

- 80% were from households making less than \$50,000 in annual income
 - 85% students of color
 - 67% first generation

We like to call our students “Strivers.”

Last year: 97% of Strivers went to college, and they persist at rates 10% higher than the national average

Partnership Opportunities

For Colleges & Universities



I'm First Partners receive:

- Printed profile in the I'm First! Guide to College
- Showcase first-gen stories on the I'm First! Website
- Nominate a first-gen student to contribute to the I'm First! Blog
- Opportunity to engage with students directly through our UStrive Live webinar series
- Discounts on I'm First! merchandise and guidebooks

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

The I'm First benefits, PLUS:

- Enhanced UStrive web profile featuring editable content
- Opportunities to promote your resources and programs in UStrive branded newsletters
- An allotment of I'm First! guidebooks to share with target high schools or organizations
- Connect your enrolled students with college persistence and career support on UStrive

Discounts are available for federally designated minority-serving institutions

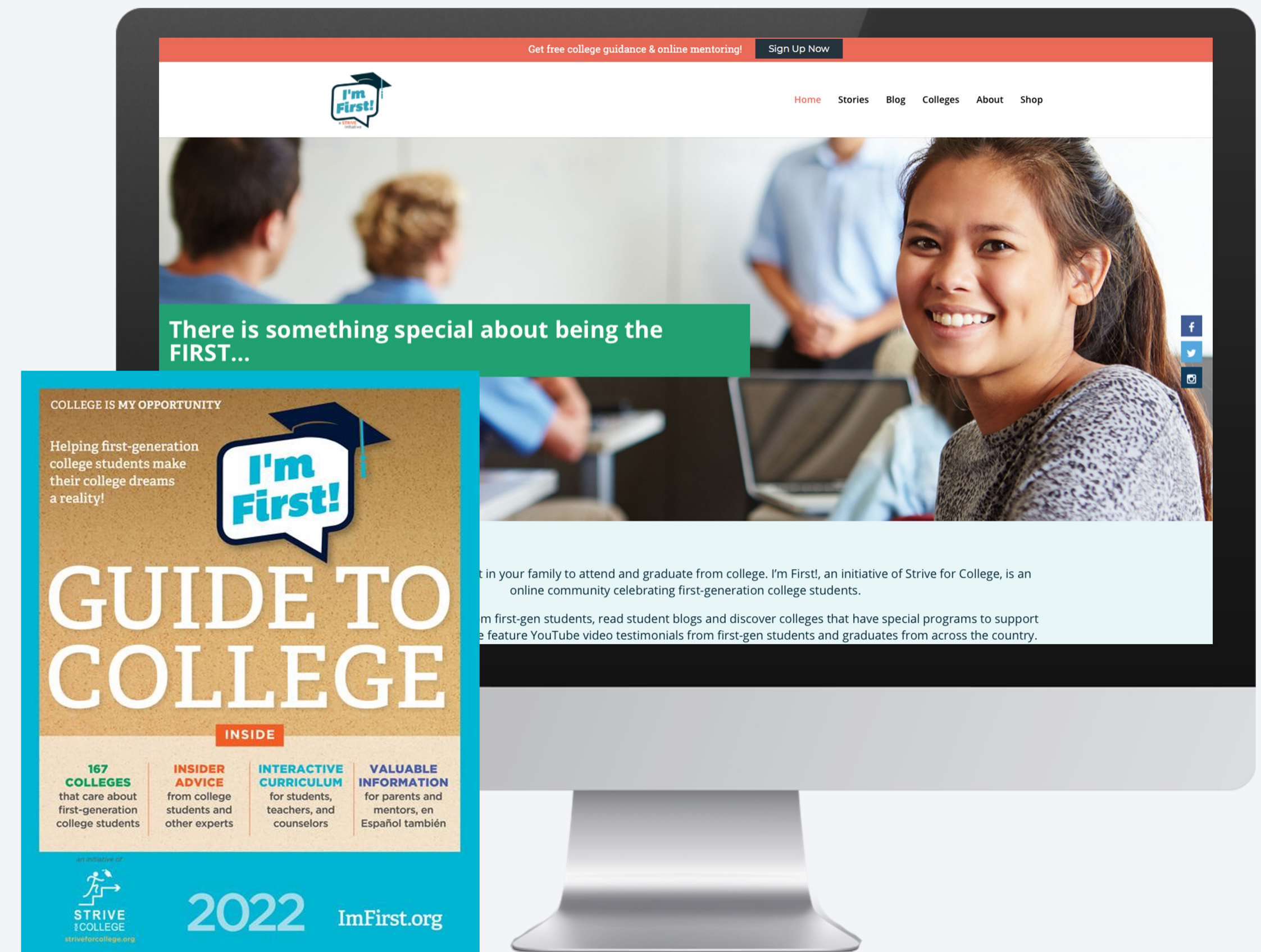
I'm First! Platform and Guide



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

Resources include:

- The annual **Guide to College** publication, shared with high schools, access organizations, counselors, and students nationwide
- A website featuring video stories and blogs from first-gen students and grads
- Branded merchandise featuring the “I’m First!” logo



I'm First! Platform and Guide



I'm First! Guide to College:


- First half: comprehensive college-guidebook w/engaging college planning curriculum and worksheets, tailored to unique needs of first-generation students
- Second half: college profiles of partner schools

College Partners receive a printed profile highlighting their campus programs and support services for first-generation and low-income college students

ILLINOIS

www.ustrive.com/colleges/southern-illinois-university-carbondale

Southern Illinois University



Southern Illinois University
Carbondale, IL
www.siu.edu
Public
City

Fast Facts

| | |
|---------------------------------------|-------|
| STUDENT BODY | |
| Undergraduate Students | 9,447 |
| Acceptance Rate | 72% |
| Students Receiving Federal Pell Grant | 46% |

As real as it gets. That's a Saluki. Hands on. Work one-on-one with top-notch faculty. Join on-going research or launch your art project. Ask questions and find answers. Make yourself heard. Do your own thing. We believe in know-how, not know-about. Internships, publications, portfolios, research or academic presentations, you'll do as you learn. In every major. That's what you can do at SIU.

Mentoring First Saluki Center

The First Saluki Center provides peer mentoring, books and tuition assistance to support, guide, and encourage all first-generation students so they will succeed academically, persist in their education, and graduate from SIU Carbondale. SIU student mentors are Saluki upperclassmen and graduate students, who assist and connect first-generation students to resources on- and off-campus.

Pre-College Prep & Outreach Project Upward Bound

Project Upward Bound is designed to assist qualifying high school students in developing the skills and motivation necessary for successful completion of post-secondary education or training. Upward Bound's goal is to provide students with all the tools to help build a strong foundation for academic life.

Academic Advising & Support Student Success Center

TRIO Student Support Services (SSS) utilizes services for students by focusing on the academic experience. Through academic counseling, workshops, career exploration, and social activities, students build a solid foundation for academic success.

First-Year Experience & Transition New Student Programs

New Student Programs helps connect students through various programs including New Student Orientation, New Student Welcome, and New Student Startup. These connections facilitate the integration of new students into the social climate of SIU and Carbondale.

Mentoring McNair Scholars Program

The McNair Scholars Program helps students gain educational experiences for low-income, first-generation students in higher education. McNair provides educational and professional development and academic skills.

Scholars & Leadership University Honors Program

The University Honors Program (UHP) was established in 1960 to honor the fundamental values of SIUC as a public access, comprehensive research university. The Honors Program offers students opportunities for academic and personal growth to develop and sustain them as future leaders and world citizens.

Student Life & Support Achieve Program

For the past 40 years, the comprehensive supplemental support program Achieve has helped students with learning disabilities, attention deficits, processing disorders, and neurodiverse learning styles to attain academic success and make degree progress.

| | |
|------------------------------------|-------------------|
| FINANCIAL AID & DEBT | |
| Students Receiving Federal Loans | 66% |
| Median Total Debt After Graduation | \$12,000-\$32,334 |
| Typical Monthly Loan Payment | \$125-\$338/mo |
| EARNINGS AFTER SCHOOL | |
| Salary After Completing | \$18,800-\$61,100 |

Data is from the U.S. Department of Education's College Scorecard (last updated June 1, 2020), unless the college has supplied more recent figures. For more details see page 43.

I'M FIRST! GUIDE TO COLLEGE

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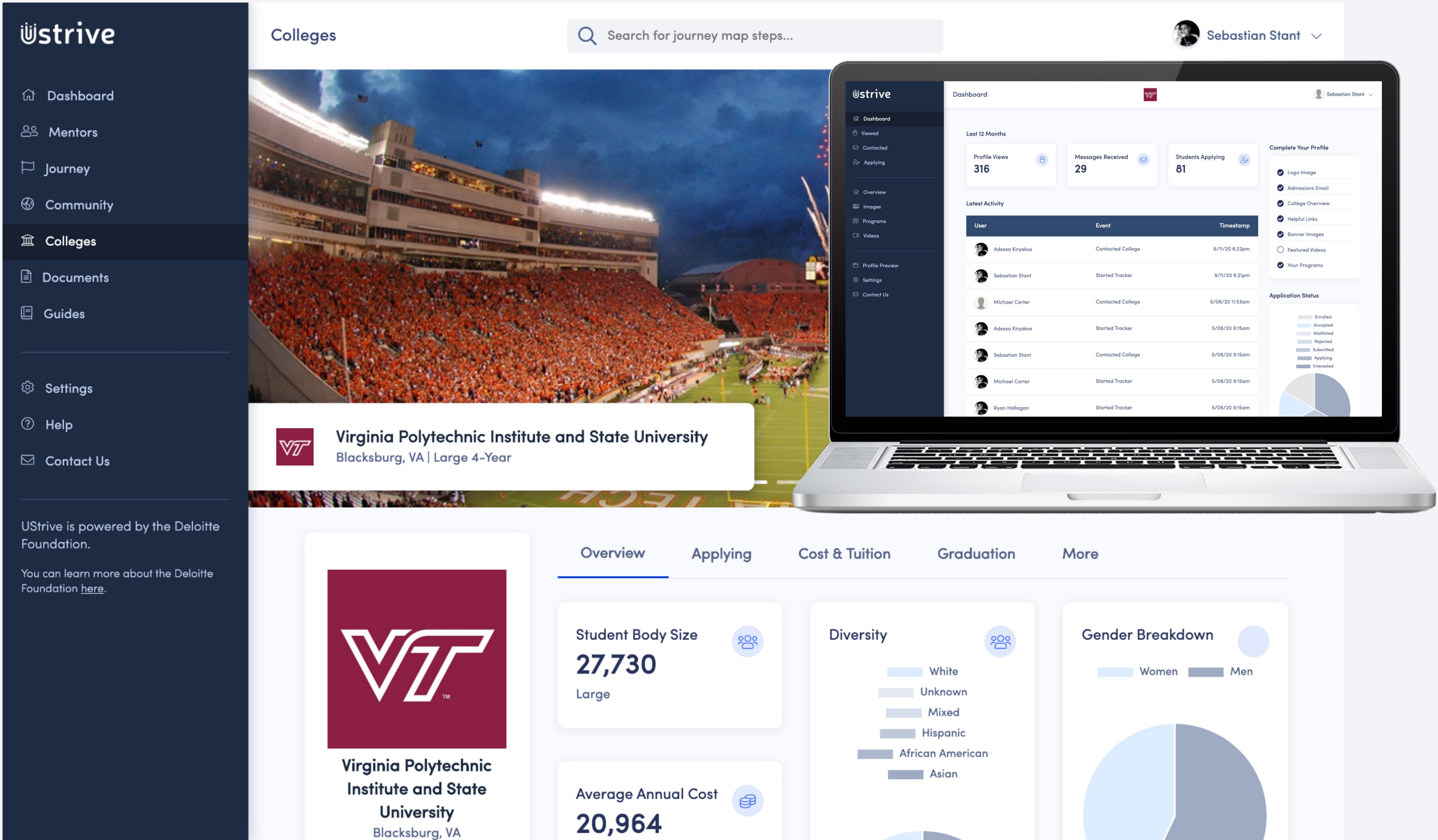
UStrive Platform

Benefits for College Partners



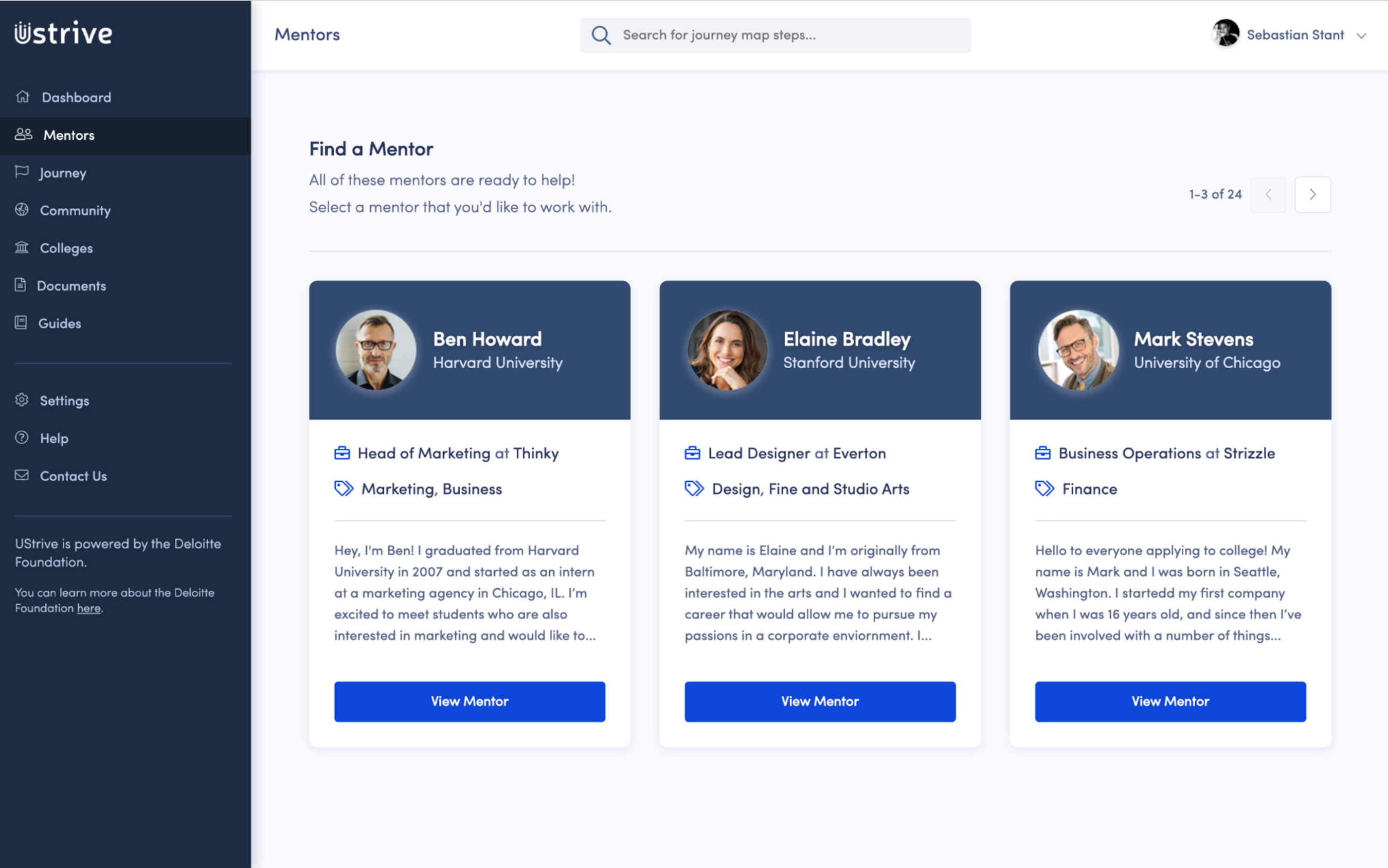
For Recruitment:

- Manage an enhanced profile to highlight campus programs and support services for low-income and first-generation college students.
- Add photos, videos, links, and special programs and resources (prospective student fly-ins, pre-college programs, transition programs, advising, etc.).



UStrive Platform

Benefits for College Partners



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
- Access reporting to track student activity and engagement



Last year: 97% of Strivers went to college, and they persist at rates 10% 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."

Partnership Opportunities

For Colleges & Universities



I'm First:

- We showcase your college in print in the *I'm First! Guide to College* (**over 10,000 distributed last year**)
- We promote your college as a first-gen-friendly institution online with first-gen stories on the I'm First! Website and student bloggers on the I'm First! Blog
- We provide you the opportunity to engage directly with prospects in our UStrive Live webinars (**over 2,000 registered last fall**)

I'm First Plus:

- Manage an enhanced web profile in our UStrive platform (**55,000 students accessed last year**)
 - We promote your resources/programs in our newsletters (**95,000 unique subscribers last year**)
 - We help you build relationships by allotting guidebooks you can share for free with counselors or organizations (**over 2,000 distributed free last year**)
 - We connect your enrolled students with college persistence and career support on UStrive
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Partnership Opportunities

For Colleges & Universities



Go further with UStrive (add-on services)

Enable Mentor Accounts

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

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.



Join Us



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

Please reach out by September 1 to ensure your inclusion in the next printing of the I'm First! Guide to College.

Learn more and apply online
<https://ustrive.org/college-partners/>



Questions?

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