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 each year

Who connected with UStrive mentors in Fall 2023?

- **85%** from households making less than $50,000 in annual income
- **82%** students of color
- **65%** 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.

- **Over 30,000** students from **175** different countries registered for mentoring and used our college/career resources.
- **Over 100,000** students opted in to learn about colleges, careers, and mentoring in our newsletters.
- **Over 2,000** engaged students registered for our fall webinars on the college search and application process.
### 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
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/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 register/year)

I’m First Plus:

- You manage an enhanced web profile in our UStrive platform (over 30,000 students access/year)
- We promote your resources/programs in our newsletters (over 100,000 unique subscribers/year)
- We help you build relationships by allotting guidebooks you can share for free with counselors or organizations (over 2,000 distributed for free/year)
- We connect your enrolled students with college persistence and career support on UStrive
**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!

Learn more online
https://ustrive.org/college-partners/
Questions?

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