



ijustrive.org
mentoring for a
better tomorrow

**I'm
First!**

Information for College Partners
Creating college opportunity together

UStrive.org

Agenda



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



UStrive.org

Our Mission



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.

UStrive.org

Our Mission



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.

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	8,447
Undergraduate Students	72%
Acceptance Rate	49%
Students Receiving Federal Pell Grant	49%

As real as it gets. That's a Saluki. Hands on. Work one-on-one with top-notch faculty. Join questions and find answers. Make yourself not know-about. Internships, publications, p do as you learn. In every major. That's what

Mentoring First Saluki Center
The First Saluki Center provides peer ment and encourage all first-generation students education, and graduate from SIU Carbond and graduate students, who assist and con off-campus.

Pre-College Prep & Outreach Project Upward Bound
Project Upward Bound is designed to assist the skills and motivation necessary for succ training. Upward Bound's goal is to provide foundation for academic life.

Academic Advising & Support Studer TRIO Student Support Services (SSS) utili services for students by focusing on the ac experience. Through academic counseling, workshops, career exploration, and social a students build a solid foundation for acaden

First-Year Experience & Transition N New Student Programs
New Student Programs helps connect stud through various programs including New Shi Startup. These connections facilitate the int social climate of SIU and Carbondale.

Mentoring McNair Scholars Program
The McNair Scholars Program helps studen educational experiences for low-income, fir underserved groups in higher education. Me educational and professional development a 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 civic 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.

As real as it gets. That's a Saluki. Hands on. The opportunity to explore, discover and create. 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.

FINANCIAL AID & DEBT	
Students Receiving Federal Loans	95%
Median Total Debt After Graduation	\$12,000-\$13,334
Typical Monthly Loan Payment	\$125-\$36/mo
EARNINGS AFTER SCHOOL	
Salary After Completing	\$18,900-\$61,100

Data is from the U.S. Department of Education's College Cost and Debt Report, July 1, 2020, unless the college has supplied more recent figures. For more details see page 43.

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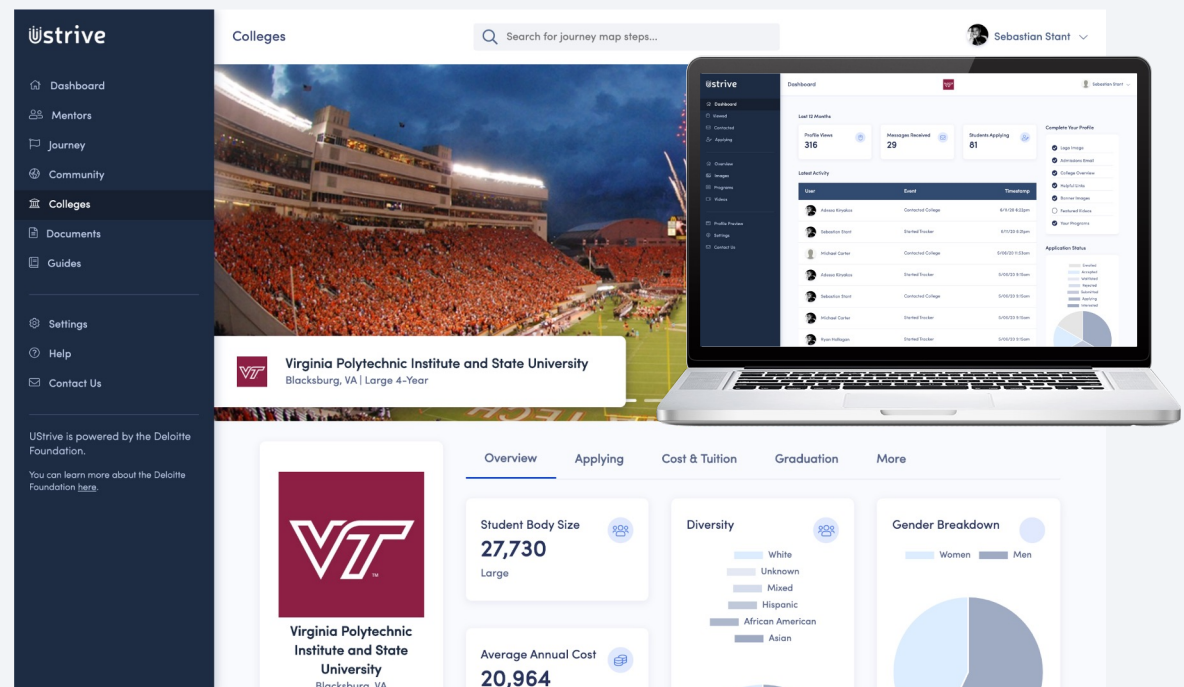
UStrive Platform

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



ustrive Mentors Search for journey map steps... Sebastian Slant

Find a Mentor

All of these mentors are ready to help!
Select a mentor that you'd like to work with. 1-3 of 24

- 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
- Access reporting to track student activity and engagement



UStrive Platform

Results & Testimonials



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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