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## **Maryland Higher Education Commission**

### **FY 2017 Annual Report**

Maryland Higher Education Outreach and College Access Pilot Program  
(MD-HEOCAP)

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Governor

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# Maryland Higher Education Outreach and College Access Pilot Program



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# Maryland Higher Education Outreach and College Access Pilot Program

## Executive Summary

The Maryland Higher Education Outreach and College Access Pilot Program (MD-HEOCAP) was established By Chapters 200/201 of the Acts of 2015 (Section 11-1101, Education Article, Annotated Code of Maryland). MD-HEOCAP is a State grant program that provides funding for college access nonprofit organizations to enhance college and career awareness and college completion low income and scholastically prepared students Maryland high school students. The program supports and aligns with Maryland's college access and completion goals as defined in the soon to be released 2017-2021 Maryland State Plan for Postsecondary Education, and the *College and Career Readiness and College Completion Act of 2013*. Maryland continues to progress with enhancing college and career awareness and college completion.

Through this grant, seed monies were awarded to nonprofits that focus on college access to carry out statewide outreach efforts on college access and completion. These outreach efforts support and encourage low-income high school students to attend and complete college. For buy-in and support of the program, nonprofits provide one-to-one matching funds equal to the grant award.

## Program Summary

The overarching goal of MD-HEOCAP is to:

- Encourage low income and scholastically prepared students Maryland high school students to attend and complete college;
- Connect potential college and university students with nonprofit organizations that have a history of successful higher education outcomes for low-income high school students;
- Create a matching fund for nonprofit organizations to increase outreach efforts for low-income students;
- Provide funds for nonprofit organizations that are established in the community as organizations that carry out outreach efforts to encourage college enrollment for low-income students;
- Track Maryland high school students from high school to college; and
- Enhance and increase college and career awareness.

An eligible nonprofit meets the following criteria:

- Established 501(C)(3) nonprofit with five or more consecutive years of business;
- Located in Maryland;
- Partnership(s) with a local education agency and/or higher education institution;
- Provide college access activities, communication, and services with a proven track record of success; and
- Offer services to enhance and increase college access and completion for low-income 11<sup>th</sup> and 12<sup>th</sup>-grade Maryland high school students.

The pilot program is a two-year program, September 1, 2016 through August 31, 2018. The maximum award amount is \$50,000.00. At the end of the program, along with other goals and objectives, grantees must provide outcomes data for the two following mandatory goals:

Goal 1: Students will demonstrate a greater awareness of postsecondary opportunities and college admission requirements through surveys and/or pre- and post-assessments.

Goal 2: Students will demonstrate a greater awareness of the FAFSA and financial aid through surveys and/or pre- and post-assessments.

Over the two-year grant period grantees are required to submit two reports, an annual progress report and a final report.

**FY 2017 Grant Awards**

Nine nonprofits submitted an application for the FY 2017 grant period. Of the nine applications, five nonprofits were selected for funding through a competitive grant process. A Request for Proposals (RFP) was issued in June 2016, and notifications of grant awards were announced in August 2016. A review panel was convened to review the applications. Representatives from the Maryland Higher Education Commission (MHEC) and the Maryland State Department of Education (MSDE) served on the review panel. After each reviewer read the applications independently, the panel met for a debriefing to discuss final funding recommendations.

See the table below for FY 2017 Maryland Higher Education Outreach and College Access Pilot Program Grantees (MD-HEOCAP).

<b>Grant Number</b>	<b>Organization (Grantee)</b>	<b>Project Title</b>	<b>Award</b>
17-103	CASA de Maryland, Inc.	Baltimore Latino College Access Program	\$50,000.00
17-104	The CollegeBound Foundation	Expanded College Access and Completion for Baltimore City Schools' Students	\$50,000.00
17-105	Collegiate Directions, Inc.	CDI Scholars Program	\$50,000.00
17-106	First Generation College Bound	College Access	\$50,000.00
17-108	Montgomery College Foundation	ACES Parent Engagement Groups	\$45,183.00

BDPA Education and Technology Foundation, Boys and Girls Club of Frederick County, Latin American Youth Centers-Maryland Multicultural Youth Centers, and Southern Maryland College Access Network, Incorporated were not recommended for funding.

Due to the competitive grant process, there is not an eligible waitlist for funding. Nonprofits are required to submit a new application for every grant cycle.

**FY 2017 Grantee Annual Progress Report Summary**

***CASA de Maryland, Incorporated***

Baltimore Latino College Access Program (\$24,779.00 in expenditures to date) – To date, the program has been very successful. In the 2016-2017 school year, CASA engaged 56 students in afterschool programming and an additional 707 in workshops on college and career readiness and financial aid. Through the program, 35 juniors and seniors completed the year-long Escalera college readiness curriculum and intensive case management in navigating and completing college applications. Additionally, 27 students completed summer internships or career explorations.

***The CollegeBound Foundation***

Expanded College Access and Completion for Baltimore City Schools' Students (\$25,000.00 in expenditures to date) – The program supported 120 seniors across three Baltimore City public high schools (Patterson, Frederick Douglas, and City Neighbors) along with 125 juniors. Ninety-nine students from the Class of 2017 completed applications for CollegeBound's \$2.5 Million scholarship and grant

portfolio, up 41 students from the same three high schools in the Class of 2016. A retention advisor was hired for the College Completion Program, a multi-year support network designed to guide students from college acceptance to graduation. The program's retention advisor will follow a cohort of Baltimore City Schools' graduates to and through college. Forty-five recipients of CollegeBound's need-based Last Dollar Grants who are incoming freshman make up the first cohort of the College Completion Program. These students attend one of five partner schools – Frostburg State University, Morgan State University, McDaniel College, University of Maryland Eastern Shore, or Towson University.

### ***Collegiate Directions, Incorporated***

CDI Scholars Program (\$25,000.00 in expenditures to date) – The project is on track per the approved timeline. Over 231 students were served throughout the spring semester. Students participated in group workshops and presentations at six different high schools in Montgomery County and one at a local library. Examples of workshop topics include college ACT and SAT score requirements, college admissions, and financial aid.

### ***First Generation College Bound***

College Access (\$25,000.00 in expenditures to date) – For the 2016-2017 school year, 217 seniors and 63 juniors were recruited to participate in the program. As part of the program, students participated in weekly college access coaching sessions and financial aid sessions. At Parkdale High School and Laurel High School, students participated in two workshops covering, how to manage your attitude for college bound success and college admissions. Seniors participated in workshops to learn about the Free Application for Federal Student Aid (FAFSA) and the Maryland College Aid Processing System (MDCAPS). With the assistance of First Generation College Bound, 196 seniors completed the FAFSA and 149 successfully created a MDCAPS account. Of the 217 seniors served 212, plan to attend college in fall 2017. Collectively, the 212 seniors received \$2.5 Million in financial aid.

### ***Montgomery College Foundation***

ACES Parent Engagement Groups (\$18,504.63 in expenditures to date) – As planned, the parent workshop series on college and career readiness started in November 2016. In the first year, 180 parents and 66 students attended the workshops. Four workshops were held for parents and students including Parental Involvement Enhancing Academic Success, College and Career Readiness, Final College Decision, and Summer Transitions. Based on participants' evaluations parental awareness increased. Survey results were positive with more than 90 percent (90%) of attendees indicating a better understanding of the topic, and more than 75 percent (75%) of expressing confidence in their ability to review financial award letters.

## **Conclusion**

MD-HEOCAP is a State grant program that provides funding for college access nonprofits to enhance college and career awareness and college completion for low-income high school students in Maryland. A total of \$245,183.00 was awarded to five nonprofits to serve 11<sup>th</sup> and 12<sup>th</sup>-grade high school students and parents in FY 2017. More than 1,585 students and 180 parents were served in the first year of the grant program.

