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## **Maryland Higher Education Commission**

### **FY 2018 Annual Report**

**MSAR #10612**

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

**December 2018**

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Governor

**Boyd K. Rutherford**  
LT. 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 focused nonprofit organizations to enhance college and career awareness and college completion for low-income Maryland high school students.

MD HEOCAP supports and aligns with Maryland's college access and completion goals as defined in the State's 2017-2021 State Plan for Postsecondary Education, and the *College and Career Readiness and College Completion Act of 2013*. Maryland has taken significant measures to move the State forward with enhancing college and career awareness and college completion.

Through this grant, nonprofits receive funds 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 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 and known throughout the community for providing outreach efforts that 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:

- Located in Maryland;
- Have established partnership(s) with a local school system or higher education institution;
- Provide college access activities, communication, and services with a 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 FY 2017 pilot program's grant period was two-years from September 1, 2016 through August 31, 2018. The maximum grant award was up to \$50,000 and grant payments were disbursed in two increments, up to \$25,000 a year over two-years.



With the program continuing, FY 2018 grantees have one-year awards from June 18, 2018, through July 18, 2019. The maximum grant award is up to \$50,000, and payments are disbursed in two increments, at the beginning and mid-point of the grant period.

Due to new legislation in 2018, MD HEOCAP was extended from a two-year pilot program to a five-year program. As a result of the extension, all new grant awards will be one-year awards.

At the end of the program, along with other goals and objectives, grantees must provide outcomes data for two 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.

Grantees submit two reports over the grant period, an interim progress report and a final report.

**FY 2018 and FY 2017 Grant Awards**

Request for Proposals (RFP) were issued for FY 2018 and FY 2017 in March 2018 and June 2016, respectively.

A review panel was convened for both funding periods, FY 2018 and FY 2017, to review the grant applications. The panel representatives were from the Maryland Higher Education Commission (MHEC) and the Maryland State Department of Education (MSDE). After each reviewer read the applications independently, the panel met for a debriefing to discuss final funding recommendations.

Grantees received their grant award notification in June 2018 (FY 2018) and August 2016 (FY 2017).

**FY 2018**

MHEC received six applications for the FY 2018 funding period, and successfully funded all six projects.

**FY 2018 Maryland Higher Education Outreach and College Access Pilot Program Grantees (MD HEOCAP).**

Grant Number	Organization (Grantee)	Project Title	Award
18101	CASA de Maryland, Inc.	Escalera College Access Initiative	\$47,345.66
18102	College and Career Pathways, Inc.	CCP Scholars Program (Northwestern HS)	\$25,000.00
18103	Collegiate Directions, Inc.	CDI Scholars Program	\$42,000.00
18104	The CollegeBound Foundation	Expanded College Access and Completion for Baltimore City Schools' Students	\$47,345.67
18105	First Generation College Bound	College Access	\$47,345.67
18106	Sisters Circle, Inc.	To & Through College: Awareness, Access, Advancement & Advocacy	\$40,963.00

## FY 2017

Nine nonprofits submitted an application for the FY 2017 grant period. Of the nine, five projects were funded.

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 submit a new application each year.

### **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>
17103	CASA de Maryland, Inc.	Baltimore Latino College Access Program	\$50,000.00
17104	The CollegeBound Foundation	Expanded College Access and Completion for Baltimore City Schools' Students	\$50,000.00
17105	Collegiate Directions, Inc.	CDI Scholars Program	\$50,000.00
17106	First Generation College Bound	College Access	\$50,000.00
17108	Montgomery College Foundation	ACES Parent Engagement Groups	\$45,183.00

### **FY 2018 Project Summaries**

The interim progress reports for FY 2018 are due in January 2019. A summary of each project is below.

#### ***CASA de Maryland, Incorporated***

Escalera College Access Initiative (\$19,727.35 expenditures to date) – This continuation project now includes Langley Park High School in Prince George's County. The College Access Initiative is a crucial component to CASA's broader Mi Espacio Program which strives to build the next generation of Latino and immigrant leaders by preparing low-income immigrant and Latino youth to attend college. CASA achieves this goal by combining afterschool programming with an intensive college prep curriculum that includes college access workshops and intensive assistance in completing college and financial aid applications. In conjunction with CASA's Mi Espacio Program, students receive support in daily homework and life skills including workforce development, financial literacy, health education, leadership development, and community service. Wraparound services are provided for students and parents to encourage and promote high school graduation and postsecondary education.

#### ***College and Career Pathways, Incorporated***

CCP Scholars Program (Northwestern HS) (\$6,504.44 expenditures to date) – CCP was designed to help at-risk students achieve educational and vocational success by offering the resources and guidance they need to fulfill their real potential. CCP provides support by placing an adult at the program site who is consistently available to students each day to help them successfully graduate from high school and enroll in a postsecondary program. As CCP students begin their junior year, their work begins in earnest. Students start the college application process early and complete approximately 60 to 70 percent of the process before their senior year. Students sit for their SAT/ACT exams, complete their academic resume, develop several college essays, identify their recommenders, complete their first college application, and learn in detail their options for paying for college.



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

CDI Scholars Program (\$20,834.00 expenditures to date) – This continuation project continues to build on successful outreach conducted over the past two years to support low-income students in Montgomery County. CDI students' participant in college application and FAFSA workshops, and through these workshops, students will increase their awareness of the steps required to complete their college and financial aid applications. Additionally, the students will have comprehensive resource lists to guide their progress, will take meaningful steps towards the completion of these applications, and will have made an in-person connection with trained adult mentors.

### ***The CollegeBound Foundation***

Expanded College Access and Completion for Baltimore City Schools' Students (\$47,345.67 expenditures to date) – The CollegeBound Foundation seeks to further expand its scope through two programs made possible by the MHEC Outreach and College Access Pilot Program: (1) broaden its advising efforts to more Baltimore City Schools' high schools through the Roving Advisor Program; and (2) continue advising a cohort of Baltimore City Schools' graduates during college through the College Completion Program. The Roving Advisor Program, funded through the first MD-HEOCAP grant, positively impacted over four hundred juniors and seniors across four Baltimore City public high schools that did not previously have a CollegeBound advisor.

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

College Access (\$7,568.00 expenditures to date) – The College Access program recruits first generation high school seniors from low to moderate-income families. These seniors are paired with college access coaches who follow the student through their postsecondary matriculation. Coaches review students' report cards and arrange meaningful weekly and monthly one-on-one sessions, in school and out of school, for students and their families. Coaches address any issues through social work skills and ensure youth and their families are connected to appropriate non-academic services, while at the same time encourage school success, monitor academic progress and make college recommendations. The program provides matriculation support after students are accepted to college. Coaches also work one-on-one with families to ensure all necessary forms are sent in, and all financial requirements are met for the chosen college.

### ***Sisters Circle, Incorporated***

To & Through College: Awareness, Access, Advancement & Advocacy (\$20,481.50 expenditures to date) – Sisters Circle addresses the increasing need to keep low-income youth, specifically girls, connected to education and the labor market. Sisters Circle builds and supports such relationships, while also offering out-of-school time activities that prepare girls and young women for life-long success. With the MD HEOCAP Grant, Sisters Circle will focus on expanding its college and career programs, services and outreach for students who are graduating from high school and transitioning to college, postsecondary training, or direct entry into the workforce. The 11<sup>th</sup> and 12<sup>th</sup>-grade students will have group sessions with a postsecondary counselor four times per semester. In the sessions, students will focus on financial aid, financial literacy, SAT prep, campus resources, and essay writing.

## **FY 2017 Final Report Summaries**

### ***CASA de Maryland, Incorporated***

Baltimore Latino College Access Program (Total expenditures, \$49,997.00) – The program was successful. CASA engaged 56 students in afterschool programming and over 1,100 in workshops on college and career readiness and financial aid over the two-year grant period. Of the 17 seniors who participated, 14 matriculated to college. 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, 256 high school counselors were educated on college readiness and financial aid.



### ***The CollegeBound Foundation***

Expanded College Access and Completion for Baltimore City Schools' Students (Total expenditures, \$50,000.00) – The CollegeBound Foundation expanded its scope in two ways under this project; (1) broadened its advising efforts to assist more city school students by way of the Roving Advisor Program; and (2) developed and implemented the College Completion Program to advise graduates during college. The Roving Advisor Program was implemented during the 2016-2017 school year, and the College Completion Program was officially implemented in the 2017-2018 school year.

Over the two-year grant period, a total of 231 seniors received support and advising through the Roving Advisor Program. As a participant of the Roving Advisor Program, students were encouraged to complete college applications. As a result of the program, students submitted 368 college applications in 2016-2017 (approximately three applications per student) and 562 college applications in 2017-2018 (about five applications per student). Of the 368 applications submitted by 120 students, 32 students reported receiving 57 acceptance letters to 23 "selective colleges." CollegeBound advises 99 students who matriculated to college through the College Completion Program. On average these students receive a \$2,938.00 CollegeBound Last Dollar Grant.

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

CDI Scholars Program (Total expenditures, \$50,000.00) – Collegiate Directions, Inc. provided services to 251 students in 6 Montgomery County high schools and 2 Prince George's County high schools. Students participated in group sessions and workshops on financial literacy and financial aid, career readiness, and SAT and ACT Prep. Of the 251 students, 43 were selected for the CDI Scholars Program. This wraparound program works closely with select students on a year-round basis. These students receive additional support and receive continued engagement throughout college. While in college, a Collegiate Directions counselor visits the students' college campuses for personal check-ins, and they have monthly phone conversations. Outstandingly, 100 percent of the scholar program students matriculated to college with over \$32,000.00 each in grants and scholarships; 97 percent of the 251 students served are on track for high school graduation.

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

College Access (Total expenditures, \$50,000.00) – First Generation College Bound (FGCB) provided services to 358 seniors and 130 juniors over the two-year grant period. During the first year of the grant, 217 seniors matriculated to college. In the final grant year, 136 students entered college in fall 2018 and two students will start in spring 2019. Students attend two- and four-year colleges and universities in Maryland; 60 percent attend a four-year university, and 40 percent attend a two-year college.

As participants of the program, students participated in weekly college access coaching sessions, workshops on completing college applications and the FAFSA, which including creating an MDCAPS account (Maryland College Aid Processing System), and SAT awareness sessions. FGCB also offered evening workshops to accommodate various school and work schedules.

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

ACES Parent Engagement Groups (Total expenditures, \$45,183.00) – The Montgomery College Foundation provided resources and services to over 1,309 students during the two-year grant period. In the 2016-2017 school year, 99.1 percent (561 of 566) of the seniors who participated graduated high school, and 94 percent (528 of 561) reported their plans to attend college. In the next year, 2017-2018, 98 percent (754 of 769) graduate high school, and 93.4 percent (704 of 754) reported their plans to attend college.

Parents and students attend workshops on Parental Involvement Enhancing Academic Success, College and Career Readiness, Final College Decision, and Summer Transitions. Based on participants' evaluations and feedback, workshops were in Spanish and English.



## **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 \$250,000.00 was awarded to six nonprofits in FY 2018, and a total of \$245,183.00 to five nonprofits in FY 2017. As a result of the two-year pilot grant program, over 3,000 students received support and more than 1,000 parents were engaged. With the one-year FY 2018 grant awards, the nonprofit organizations are on track to provide services to an additional 2,000 students and about 700 parents.