

Changing the Mindset of College and Career Readiness

Brandy Johnson, Executive Director

Sarah Anthony, Deputy Director for Partnerships & Advocacy

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Our Mission

To *increase college readiness, participation and completion* in Michigan, particularly among low-income students, first-generation college-going students, and students of color.

College is POSTSECONDARY EDUCATION

MCAN uses the term "college" to refer to the attainment of valuable postsecondary credentials beyond high school, including professional/technical certificates and academic degrees.

College is A NECESSITY

Postsecondary education is a prerequisite to success in a knowledge-based economy. Everyone must pursue and complete a postsecondary credential or degree beyond high school.



College is FOR EVERYONE

The postsecondary education attainment rates among low-income students and students of color are significantly lower than those of other students. MCAN is committed to closing these gaps.



College is A PUBLIC GOOD

Postsecondary educational opportunity and attainment are critical to a just and equitable society, strong economy, and healthy communities.

Our Goal

Increase the percentage of Michigan residents with degrees or postsecondary certificates to 60 percent by 2025.



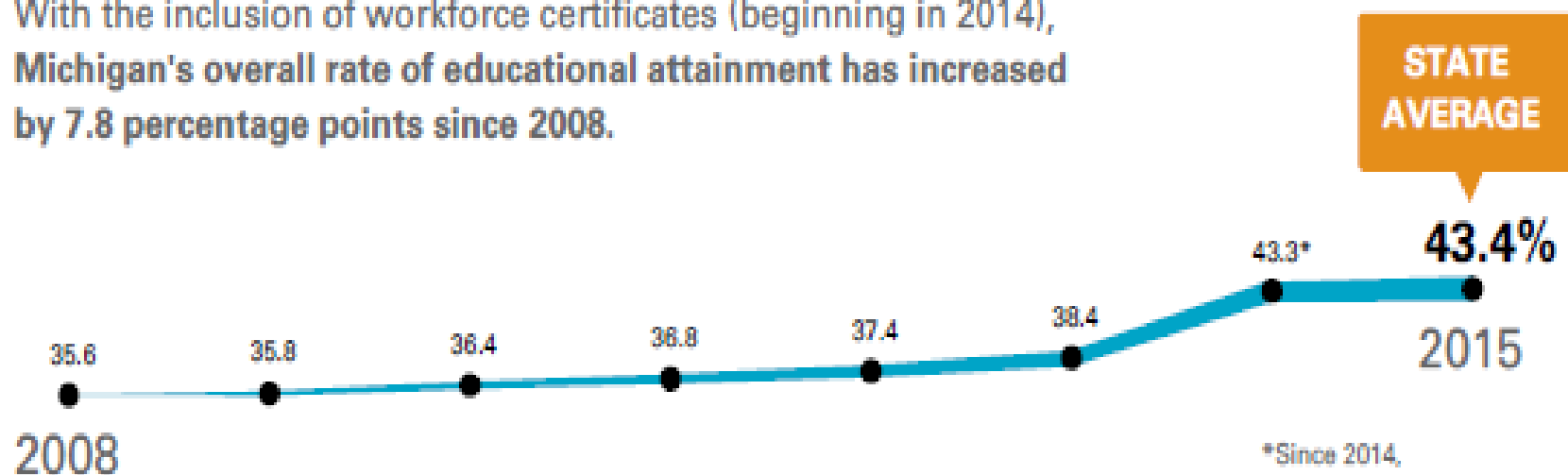
Meeting Labor Market Needs

By the year 2020, 70% of the new jobs in Michigan will require formal postsecondary education.

Source: Georgetown Center on Education and the Workforce report,
Recovery – Job Growth and Education Requirements Through 2020

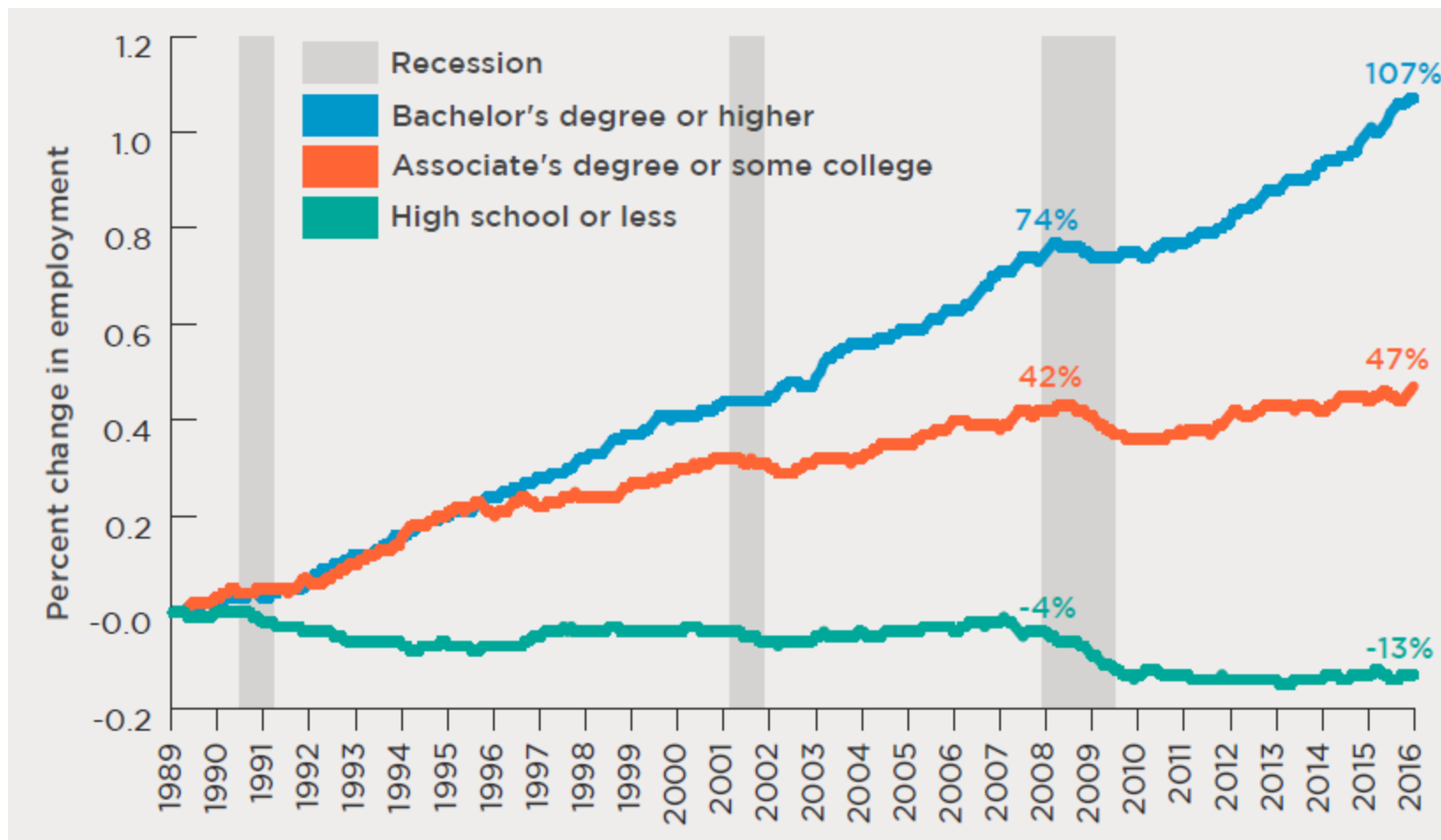
Michigan's Progress

It is important that we measure progress. To reach state goals, the state will not only have to maintain current rates of attainment but also significantly increase the number of people who enroll in programs and earn all types of credentials beyond high school. With the inclusion of workforce certificates (beginning in 2014), Michigan's overall rate of educational attainment has increased by 7.8 percentage points since 2008.



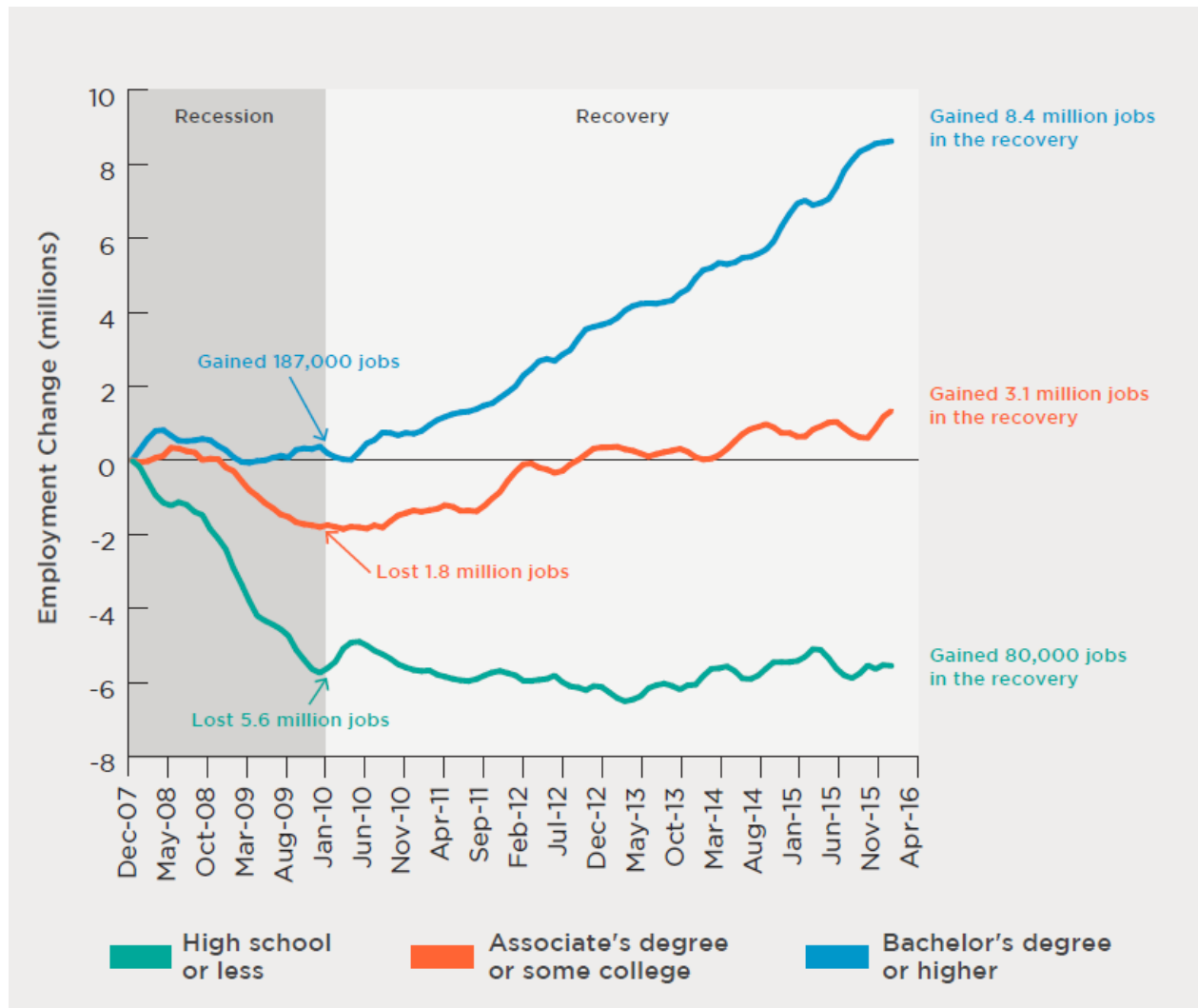
*Since 2014, workforce-relevant certificates have been included in the total of postsecondary credentials.

Employment 1989-2016



Source: Georgetown University Center on Education and the Workforce analysis of Current Population Survey (CPS) data, 2007-2016

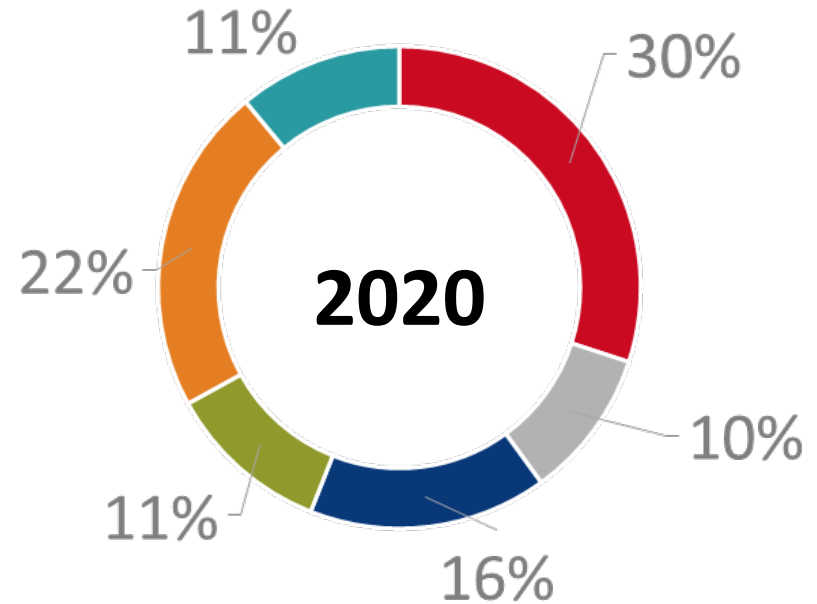
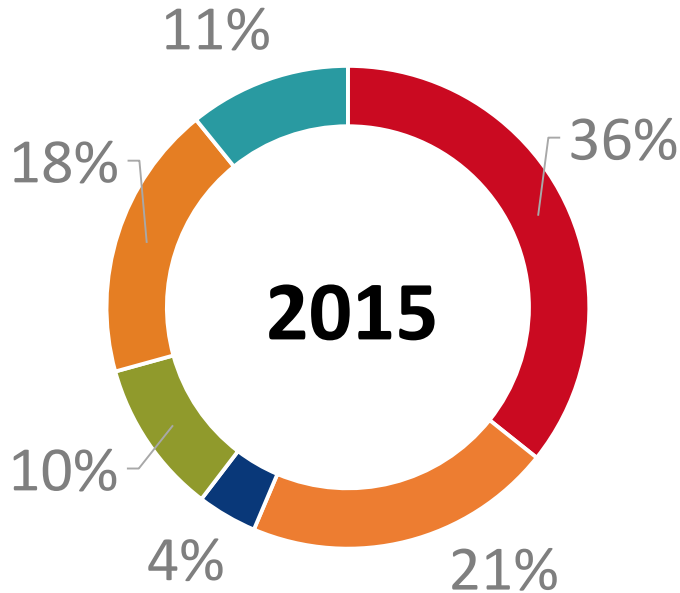
Job Loss and Gain



Source: Georgetown University Center on Education and the Workforce analysis of Current Population Survey (CPS) data, 2007-2016

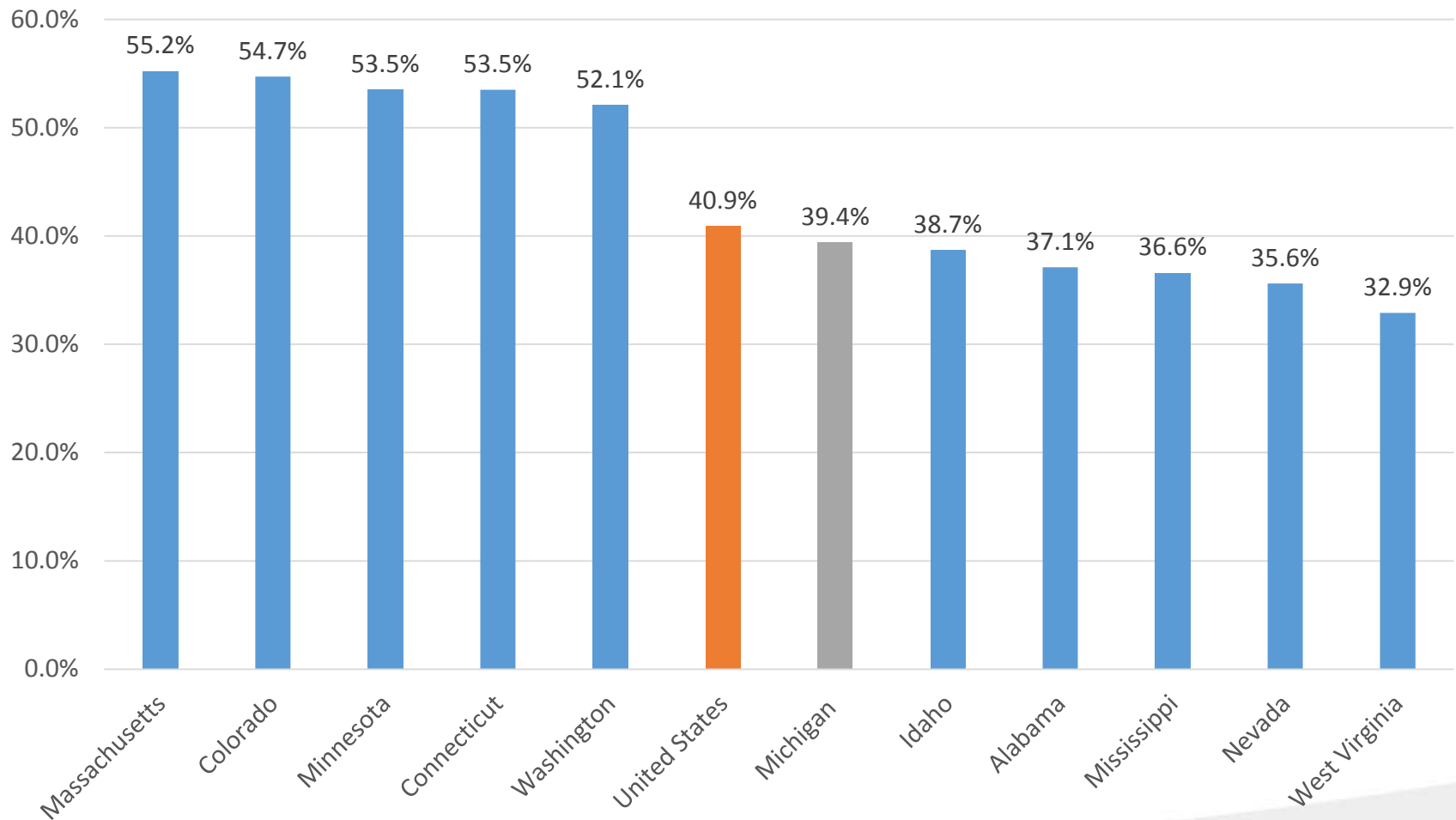
Michigan Attainment Rates: Current vs. Need

Level of education for Michigan residents, ages 25-64

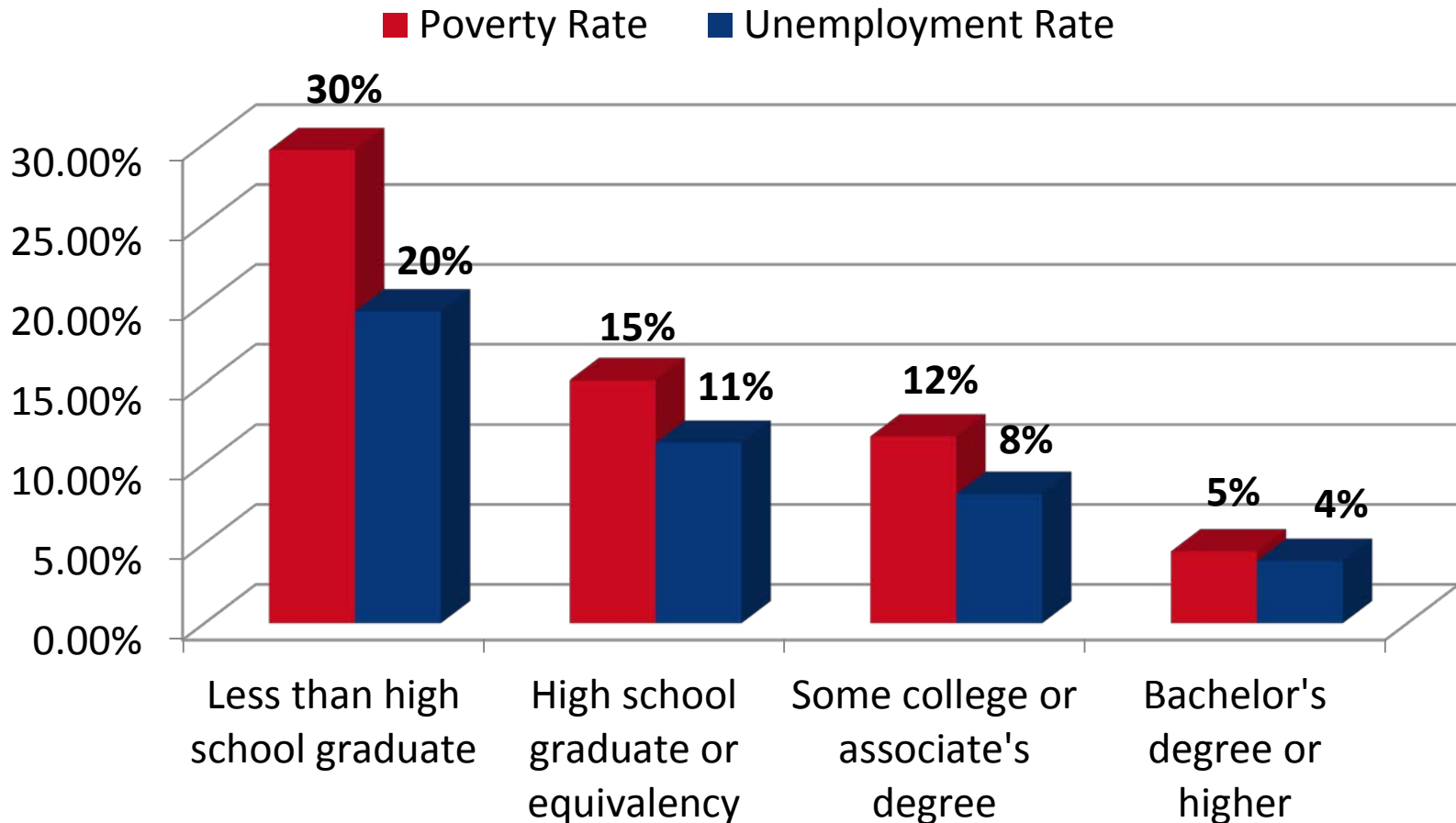


- High school or less
- Some college, no degree
- Certificate
- Associate degree
- Bachelor's degree
- Graduate or professional degree

Postsecondary Attainment by State

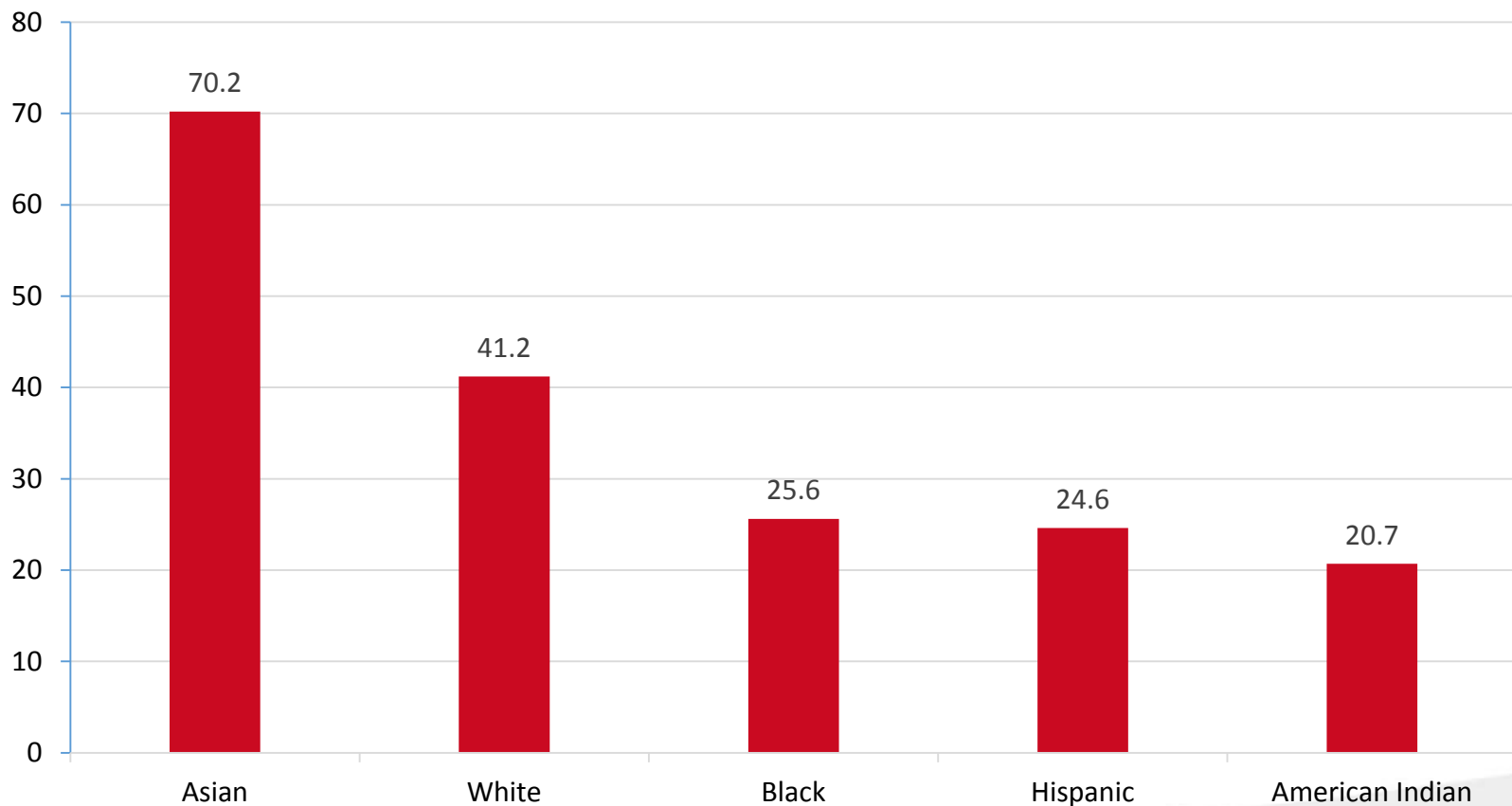


Michigan Poverty and Unemployment Rates



Michigan Attainment Rates

**Degree-attainment rates among Michigan residents
(ages 25-64), by population groups**



2017 Stronger Nation Report

<http://strongernation.luminafoundation.org/report/2017/#state/MI>

MCAN's College Access Strategy

History of MCAN

(plus a little about Brandy & Sarah)

MCAN's Role

- Serve as the “umbrella” or “hub” for Michigan’s college access strategy
- Function as an intermediary organization...
 - Advocate
 - Build Capacity
 - Build Infrastructure
 - Develop Partnerships
 - Disseminate Data and Research
 - Convene
 - Invest



MCAN Opportunities for your schools & communities!

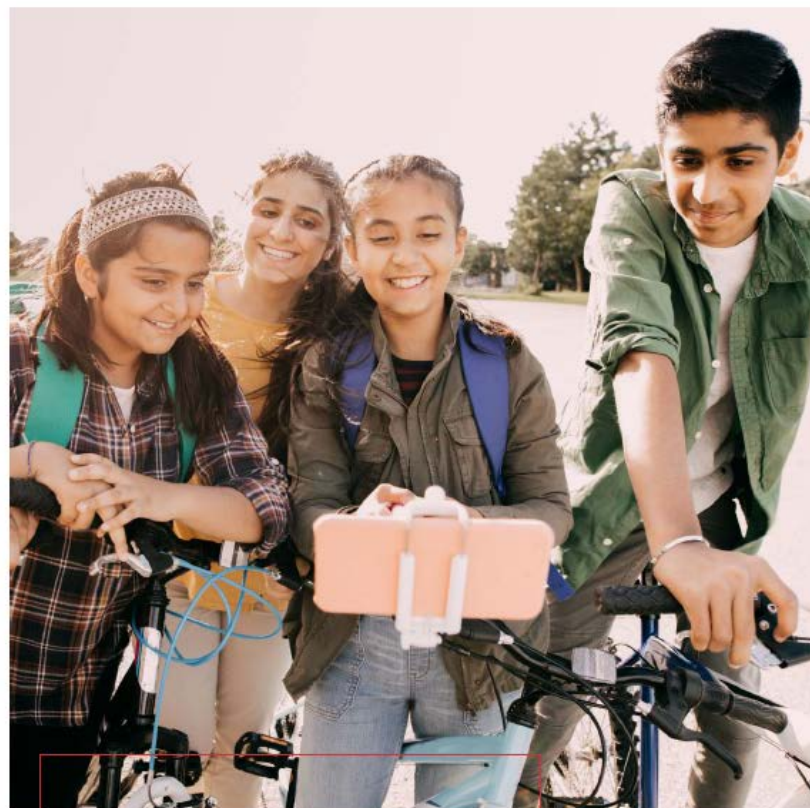
Professional Development

School Counselors
Annual Conference
Webinars

School Counselor Postsecondary Planning Training Course(s)

- Key priority for MCAN – 550 Counselors have taken course statewide
- 65 SCECHs taught over 6 months in hybrid format
- FREE
- 2018-19 Course:
 - Registration in March
 - 125 seats available
- Should know about HB4181 before course begins
- Advanced Content available

K-12 Toolkit



**K-12 COLLEGE-GOING
CULTURE TOOLKIT**
JANUARY 2018

MICHIGAN
COLLEGE ACCESS NETWORK

MICHIGAN
COLLEGE ACCESS NETWORK

Data Expertise

[MISchoolData](#)

[Regional Labor Market](#)

[FAFSA Completion](#)

[Legislative One-Pagers](#)

Statewide Campaigns

Michigan College Month

Michigan College Cash Campaign

Michigan College Decision Day

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College Month

- Annual campaign in October
- High schools plan and implement events to help all students apply to college and complete the FAFSA
- Partner sites receive promotional materials, trainings, resources, media releases



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College Cash Campaign

School-wide rally to help all students complete the FAFSA

MCAN provides incentives, ongoing data monitoring, and social media recognition

ON THE ROAD TO COLLEGE...

...completing the FAFSA is one of the most important steps.

From failing to complete a FAFSA, it's estimated Michigan students left **\$58.6 million** on the table in unclaimed Pell Grants in 2017 alone*. Let's change that!

* According to a report by NerdWallet.

Michigan Results  **5%***

Class of 2018: 16,291 Applications Completed

As of 01/19/18

* Compared to the same time in the previous cycle. Only schools in the MCAN College Cash Campaign counted.

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College Decision Day



Goal is to recognize high school seniors for their postsecondary educational plans (think NCAA Signing Day)

More host sites than any other state in the country

AdviseMI

AdviseMI



Innovative Program Grants

<http://www.micollegeaccess.org/grants/innovative-program-grants>

Advocacy & Policy



Discussion and Questions



Contact

Brandy Johnson or Sarah Anthony

Michigan College Access Network

brandy@micollegeaccess.org

sarah@micollegeaccess.org

517.316.1713

www.micollegeaccess.org