



The California State University  
OFFICE OF THE CHANCELLOR

# STUDENT ACADEMIC OUTREACH PROGRAMS

2016-2017  
ANNUAL REPORT



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# INTRODUCTION

The California State University (CSU) is the largest four-year university system in the country, with 23 campuses, approximately 479,000 students and 50,000 faculty and staff. The CSU's mission is to provide high-quality, affordable education to meet the ever-changing needs of the people of California. Since the system's creation in 1961, it has awarded over 3 million degrees.

The CSU plays a critical role in preparing outstanding candidates for the job market. Nearly half the bachelor's degrees and a quarter of the master's degrees awarded each year in California are from the CSU. CSU graduates help drive California's aerospace, healthcare, entertainment, information technology, biomedical, international trade, education, and multimedia industries. The CSU sustains 150,000 jobs in the state and one in 10 employees in California is a CSU graduate. For more updated information on facts of the CSU and systemwide degrees granted, visit [www2.calstate.edu/csu-system/about-the-csu](http://www2.calstate.edu/csu-system/about-the-csu) and [www.calstate.edu/value/systemwide](http://www.calstate.edu/value/systemwide).

One key feature of the CSU is its affordability. For 2016-2017, the CSU's systemwide fee for full-time undergraduate students was \$5,472. With individual campus fees added in, the CSU's total fees averaged \$6,819, which is the lowest among any of the CSU's comparison public institutions nationwide. 80 percent of the students who attend CSU receive financial aid, and 63 percent of CSU undergraduates receive enough financial aid to cover mandatory fees. As of 2016-2017, CSU students who borrowed money owed 37 percent less than the state average and 49 percent less than the national average.

# EXECUTIVE SUMMARY

CSU outreach and student academic preparation programs provide information and academic support to California's diverse population of elementary, middle, secondary and post-secondary students.

Student academic outreach programs target students who are educationally and economically disadvantaged, who are enrolled in public schools that have low college-going rates, and who need assistance in strengthening basic skills in mathematics and English. These programs provide services that raise aspirations and improve the academic performance of students, advise students about courses needed to meet admission requirements, help students acquire English and mathematics skills needed to succeed in college, provide instructional programs for students requiring academic support before they matriculate at a CSU campus, and provide retention services to students after they enroll in the CSU. All of these services are offered through a variety of systemwide and campus-based initiatives and programs that are described in this report, *The CSU Student Academic Outreach Programs 2016-2017 Annual Report*.

Additionally, CSU is raising awareness of college opportunities by reaching future students where they are - in their homes, their churches, and their communities. Partnering with community leaders and the state's K-12 system, administrators are targeting low-income and minority students and putting higher education within their reach.

An informative "How to Get to College" poster available in English, Spanish, Chinese, Hmong, Khmer, Korean, Lao, Tagalog, and Vietnamese outlines the step-by-step process students and parents can begin to get ready for college as early as the eighth grade. These posters have been distributed to the state's middle and high schools and contain helpful information on the admission process, applying for financial aid, and appropriate courses to take in high school to best prepare students for collegiate-level learning. To complement this "How to Get to College" poster, an interactive website has been developed to assist prospective students and families with relevant college preparation information. In addition, the "Think College" poster was designed to introduce middle school students on how to prepare to take rigorous coursework as they move up through high school. The poster introduces students to commonly used college terms, provides guidance on what they should be thinking about while in middle school to prepare for the rigors of a high school curriculum, and offers a "to do" list for career exploration, setting goals and planning. The "Think College" poster is the first step towards having students think about long term academic goals. Students who follow these guidelines will help the CSU meet its ambitious Graduation Initiative 2025 goals.

Finally, the system has a dedicated website, [www.calstate.edu/apply](http://www.calstate.edu/apply) to help students and families navigate the college admission and financial aid application processes. Additional information regarding CSU outreach and recruitment may be obtained at [www.calstate.edu](http://www.calstate.edu) or [www2.calstate.edu/attend/counselor-resources](http://www2.calstate.edu/attend/counselor-resources).

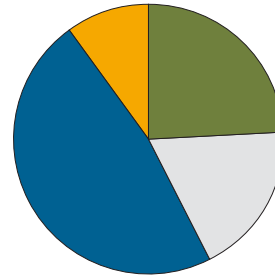


# SUMMARY OF OUTREACH ACTIVITY REPORT

*(Note: The number of schools and students served is duplicated due to CSU campuses hosting multiple programs at the same schools, and some students may participate in more than one program.)*

## K–14 Students Served: 1,259,945

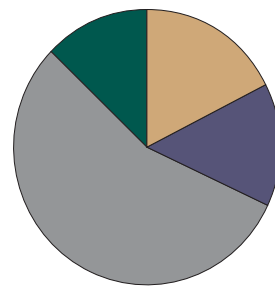
Elementary School Students	<b>306,817</b>
Middle School Students	<b>231,581</b>
High School Students	<b>596,539</b>
Community College Students	<b>125,008</b>



■ Elementary School Students  
■ Middle School Students  
■ High School Students  
■ Community College Students

## K–14 Schools Served: 13,014

K – 5	<b>2,159</b>
6 – 8	<b>1,831</b>
9 – 12	<b>7,343</b>
Community Colleges	<b>1,681</b>



■ K – 5  
■ 6 – 8  
■ 9 – 12  
■ Community Colleges

Parents, Families, Community Members and Organizations served: **223,621**

Early Assessment Program (EAP) Tests Administered in California High Schools:

CSU Early Assessment Program (EAP) English: **444,860**

CSU Early Assessment Program (EAP) Mathematics: **443,213**

2016-2017 Funds Invested in Outreach Activities:

State General Funds: **\$21,868,871**

Lottery Funds: **\$6,615,430**

Federal Funds: **\$34,203,611**

Other: **\$11,387,381**

Total: **\$74,075,293**

A statistical summary by program is provided on page 7 followed by a description of each CSU student academic outreach program. Questions about this report may be directed to Carolina C. Cardenas, Director, Academic Preparation Policies and Programs, Academic Affairs, Student Academic Services, 401 Golden Shore, Long Beach, CA 90802. Carolina Cardenas may also be reached at (562) 951-4724 or [ccardenas@calstate.edu](mailto:ccardenas@calstate.edu).

# STUDENT ACADEMIC OUTREACH PROGRAMS SUMMARY 2016–2017

	America Reads-Counts	CAMP Outreach	College Making it Happen	Community Service Learning (CSL)	ETS (Talent Search)	GEAR UP	MESA	PIQE <sup>1</sup>	CSU Initiatives	Troops to College	Upward Bound <sup>2</sup>	Upward Bound Math & Science <sup>2</sup>	Transitional Programs	All Other K-12 Programs <sup>3</sup>	All Other Community College Programs	Total
<b>Schools Served<sup>4</sup></b>	<b>168</b>	<b>348</b>	<b>363</b>	<b>1,083</b>	<b>188</b>	<b>34</b>	<b>169</b>	<b>107</b>		<b>113</b>	<b>78</b>	<b>26</b>	<b>2,361</b>	<b>6,855</b>	<b>1,121</b>	<b>13,014</b>
K-5	146	12	99	737	1	0	1	38		0	0	0	3	1,122	0	2,159
6-8	14	31	205	207	70	10	78	18		0	0	0	16	1,182	0	1,831
9-12	8	304	59	135	117	24	79	51		16	78	26	2,102	4,328	16	7,343
CCC <sup>5</sup>	0	1	0	4	0	0	11	0		97	0	0	240	223	1,105	1,681
<b>Students Served<sup>4</sup></b>	<b>11,285</b>	<b>19,709</b>	<b>3,640</b>	<b>80,733</b>	<b>14,390</b>	<b>13,959</b>	<b>8,052</b>	<b>5,019</b>		<b>1,894</b>	<b>1,994</b>	<b>428</b>	<b>22,106</b>	<b>976,678</b>	<b>100,058</b>	<b>1,259,945</b>
K-5	8,875	64	161	56,074	1	0	30	1,708		0	0	0	283	239,621	0	306,817
6-8	1,436	297	3,325	13,407	2,799	2,667	4,157	1,459		0	0	0	1,026	201,008	0	231,581
9-12	974	19,339	154	11,152	11,590	11,292	3,333	1,852		178	1,994	428	17,363	515,868	1,022	596,539
CCC <sup>5</sup>	0	9	0	100	0	0	532	0		1,716	0	0	3,434	20,181	99,036	125,008
<b>Public</b>									223,621							

- <sup>1</sup> Numbers reported under PIQE include both parents and students.  
<sup>2</sup> Federal TRIO Programs: Educational Opportunity Centers, Talent Search Program, Upward Bound, and Upward Bound Math and Science  
<sup>3</sup> "Other" represents campus-based outreach programs. Descriptions of representative examples are provided in this summary.  
<sup>4</sup> The number of schools and students served is large because one school may host multiple programs and students may participate in more than one program.  
<sup>5</sup> California Community Colleges  
<sup>6</sup> Includes students, parents, families and community members.

# CSU FUNDING SOURCE SUMMARY 2016–2017

PROGRAM	GENERAL FUND	LOTTERY	FEDERAL	OTHER*
America Reads/Counts	\$81,621	\$0	\$1,458,127	\$39,085
California Academic Partnership Program	\$3,500,000	\$0	\$0	\$0
Community Service Learning (CSL)	\$2,026,645	\$1,905	\$39,858	\$560,498
College Assistance Migrant Program (CAMP)	\$0	\$0	\$1,723,526	\$560,062
College Making It Happen (CMIH)	\$8,243	\$6,000	\$0	\$2,000
CSU Mentor	\$1,073,609	\$0	\$0	\$0
Early Assessment Program (EAP)	\$0	\$4,014,766	\$0	\$0
Educational Opportunity Center (EOC)	\$0	\$0	\$575,341	\$0
Educational Talent Search (ETS)	\$0	\$0	\$7,733,347	\$0
GEAR UP	\$0	\$0	\$7,271,507	\$0
How to Get to College Poster	\$62,000	\$0	\$0	\$0
MESA	\$15,000	\$0	\$18,000	\$1,323,560
Parent Institute for Quality Education (PIQE)	\$575,000	\$0	\$0	\$0
Summer Algebra Institute	\$275,500	\$0	\$0	\$30,000
Super Saturday/Sundays	\$162,160	\$0	\$0	\$0
Troops to College	\$379,056	\$0	\$0	\$277,516
Upward Bound	\$15,000	\$0	\$9,101,465	\$96,976
Upward Bound Math/ Science	\$0	\$0	\$2,433,288	\$21,426
Transitional Programs	\$5,519,958	\$1,371,849	\$289,785	\$2,374,209
All Other K-12 Programs	\$6,908,397	\$1,011,423	\$2,373,783	\$5,799,749
Other Community College Programs	\$1,266,682	\$209,487	\$1,185,584	\$302,300
<b>SUB-TOTAL</b>	<b>\$21,868,871</b>	<b>\$6,615,430</b>	<b>\$34,203,611</b>	<b>\$11,387,381</b>
<b>TOTAL</b>	<b>\$74,075,293</b>			

\* Selected examples of "Other" funding sources: Foundations, Corporations, Community Based Organizations



## **AMERICA READS/COUNTS**

America Reads is a grassroots national campaign that seeks to challenge every American to help children learn to read, including English Language Learners and students with disabilities. America Reads sparks collaborations between educators, parents, librarians, business people, senior citizens, college students and community and religious groups.

America Counts is a multifaceted, federal initiative that focuses on six strategic areas: equip teachers to teach challenging mathematics through high-quality preparation and on-going professional growth, provide personal attention and additional learning time for students, support high-quality research to inform best practices of mathematics teaching and learning, build public understanding of mathematics today's students must master, encourage a challenging and engaging curriculum for all students based on rigorous standards, and promote the coordinated and effective use of federal, state, and local resources.

In 2016-2017, 11 CSU campuses participated in America Reads/Counts programs receiving funding totaling over \$1.5 million. CSU America Reads/Counts programs worked with 168 schools and served 11,285 students.

Funding source: Federal, General and Other Funds

Cost per student: \$140

## **CALIFORNIA ACADEMIC PARTNERSHIP PROGRAM (CAPP)**

The California Academic Partnership Program (CAPP) was established by the California State Legislature in 1984 for the purpose of developing cooperative efforts of the education segments to improve the academic quality of public secondary schools and improve access and preparation of all students for college. CAPP is administered by the Trustees of the CSU, in cooperation with the Regents of the University of California, the Board of Governors of the California Community Colleges, the Student Aid Commission, and the State Superintendent of Public Instruction.

CAPP grants support development of strengthened curriculum and improved classroom instruction that lead to improved academic preparation and motivation of middle and high school students to attend and succeed in college. CAPP receives annual funding totaling approximately \$3.5 million from state general funds. With advice from a statutorily created intersegmental advisory committee, CAPP develops and funds projects in high schools and their feeder middle schools and post-secondary partners to address equity, access, and excellence issues and concerns. CAPP annually works directly with approximately 20 to 30 high schools and associated middle schools and post-secondary partners, focusing on schools with academic performance below the state average, low college-going rates, and high percentages of students from groups underrepresented in California's post-secondary education.

Recognizing the importance of local and regional partnerships of the various education segments, CAPP also supports establishment and sustainment of Pre-K – Post-secondary collaboratives

through Alliance for Regional Collaboration to Heighten Educational Success (ARCHES). CAPP's statute also specifies support for cooperative diagnostic assessment programs of secondary students. The intersegmental Mathematics Diagnostic Testing Project (MDTP) has received on-going funding to work with secondary math teachers to administer, score and use results of diagnostic assessments to address student needs.

Since 1984 CAPP has funded more than 100 inter-segmental projects involving hundreds of faculty and secondary school teachers and thousands of high school students. Summaries on CAPP's major projects and recent publications are provided below. Additional material, including a map of project sites and descriptions and copies of publications, is available at [www.calstate.edu/capp](http://www.calstate.edu/capp).

Specific ongoing projects for 2017-2018 include:

#### College Going Culture Extension Grant

The purpose of CAPP's College Going Culture Extension (CGCEX) Grant is to support grantees that were part of the College-Going Culture grant initiative to focus on building strong academic partnerships with their middle schools as they enhance the academic rigor at their own high school. Each high school is expected to engage in professional learning in math, disciplinary literacy, and counseling to enhance their ability to create seamless transitions for their students and have them arrive at college, ready for credit bearing classes.

#### CAPP Demonstration Partnership Extension

The purpose of the CAPP Demonstration Partnership (CDPEX) is to fund partnerships between public secondary schools, districts, other Local Education Agencies (LEA's), community colleges, baccalaureate-granting institutions and other local stakeholders to strengthen the quality of instruction required by the California Common Core State Standards (CCSS). The outcome of the CDP is a sustainable partnership that supports the full implementation of the CCSS and related assessments (both Smarter Balanced Assessment Consortium and other local assessments), enhances the quality of instruction and increases the number of students who are eligible to transition from high school to institutions of higher education, ready to take credit-bearing college courses and succeed in college. During the Extension phase of the grant, grantees will have an opportunity to demonstrate best practices and what they have learned during the first 3 years.

#### Mathematics Diagnostic Testing Project (MDTP)

Funding from CAPP provides MDTP materials and services without cost to California's middle schools and high schools. MDTP has 20 different tests available at 10 separate test levels, all of which have been aligned with the Common Core State Standards (CCSS). MDTP has proven to be a well researched diagnostic providing teachers invaluable information regarding the gaps in mathematical knowledge that need to be addressed at the classroom level to ensure students can move forward.

## Alliance for Regional Collaboration to Heighten Educational Success (ARCHES)

An evaluation study funded by CAPP in 2005 entitled Raising Student Achievement Through Effective Education Partnerships created the basis for the development of a broad cohort of educators and business people who supported the creation of ARCHES. Committed to increasing student access to and success in college, ARCHES currently provides support and resources to the creation of regional collaboratives comprised of public school and post-secondary professionals, business executives, leaders of community organizations, and staff from parent-centered alliances to work together to positively impact student academic performance and preparation for college.

Funding source: General Funds

## **COLLEGE ASSISTANCE MIGRANT PROGRAM (CAMP)**

The College Assistance Migrant Program (CAMP) assists students who are migratory or seasonal farm workers (or children of such workers) enrolled in their first year of undergraduate studies at Institutions of Higher Education (IHE). The funding supports completion of the first year of studies. Competitive five-year grants for CAMP projects are made to universities or to nonprofit private agencies that partner with colleges. The CAMP program is promoted through rigorous outreach efforts in the 9-12 grade levels.

In 2016-2017, five CSU campuses participated in CAMP, receiving funding totaling approximately \$2.3 million. CSU CAMP programs worked with 348 schools serving 19,709 students.

Funding source: Federal and Other Funds

Cost per student: \$116

## **COLLEGE MAKING IT HAPPEN (CMIH)**

In 2016-2017, three CSU campuses participated in the College Making It Happen (CMIH) program receiving funding totaling \$16,243. Campuses sponsoring the CMIH program worked with 363 schools and 3,640 students.

Funding source: General, Lottery and Other Funds

Cost per student: \$4

## COMMUNITY SERVICE LEARNING (CSL)

During the 2017 Association of American Colleges & Universities Transforming STEM Higher Education conference, Kumar Garg, Senior Fellow at the Society for Science and the Public called on universities to see students as change makers, stating, *“we shouldn’t underestimate the impact and purpose of putting students on the path to making change in their communities early in their careers.”*

For decades, the CSU has led the nation in preparing graduates that are informed, active leaders equipped with the career and civic skills essential to strengthening our communities and economy through its systemwide commitment to providing high-quality community-engaged learning experiences for any student interested. With one in three CSU undergraduates being the first in their family to attend college and more than half from low-income families, CSU students understand the importance of an equitable education in breaking the cycle of poverty. For more than a decade, this ethos of learning and service has fostered service-learning programs such as Jumpstart for Young Children across several CSU campuses to help preschool children from low-income neighborhoods develop the literacy and language skills needed for academic success, and a commitment by CSU students to be part of the solution in closing the kindergarten equity gap. Nationally, Jumpstart children make 1.5 times greater gains in important literacy skills, as compared to those who do not receive the Jumpstart program. But the children aren’t the only ones benefiting. A recently completed CSU multi-year study of science, technology, engineering and mathematics (STEM) service-learning courses found that students who participated in service-learning courses reported significantly higher civic engagement attitudes than the control group (students who did not participate in these courses). Service-learning students’ STEM career interests also increased, while the control students’ STEM career interests decreased. Additionally, a secondary analysis showed that six-year graduation rates were higher for service-learning students. A 2010 cohort of first-time freshmen who completed a service-learning course had six-year graduation rates of 79 percent compared to 45 percent of a matched-sample of control students.

During the 2016-17 academic year, in partnership with 5,042 nonprofits, preK-14 schools, government and religious institutions, and local leaders, more than 66,000 CSU students participated in a service-learning experience that blended practical experience, personal exploration and community involvement across 3,289 service-learning courses. In its third year, the CSU STEM VISTA program, more than doubled the number of K-12 students who participated in STEM programs developed by the CSU’s 19 STEM VISTA members from 4,613 in 2015-16 to 9,594 in 2016-17.

In total, CSU campus community engagement and service-learning programs worked with 1,083 schools and served 80,733 students enrolled in pre-K-14 receiving funding totaling approximately \$2.6 million during the 2016-17 academic year.

Funding source: Federal, General, Lottery and Other Funds  
Cost per student: \$33

## CSUMENTOR/CAL STATE APPLY

In November 1996, CSU began to provide outreach, pre-admission, financial aid, and admission information to students, their families, and counselors through [www.csumentor.edu](http://www.csumentor.edu), a robust admission and financial aid portal for prospective students and their families. The homepage of CSUMentor provides access to several components or “modules” for students and their families, counselors, or anyone interested in learning more about CSU admission and financial aid opportunities.

The CSU formally contracted with XAP Corporation through May 31, 2017 to maintain CSUMentor. As of June 1, 2017, the CSU contracts with Liaison International. The cost for 2016-2017 was \$1,073,609. From October 1, 2016 to September 30, 2017 more than 922,000 applications were submitted via the CSU Mentor and Cal State Apply systems.

### CSUMentor Activity Summary

Visits and Views	2016*	2017**	Change
Total Visits <sup>a</sup>	8,356,136	9,100,107	9% increase
Total Page Views <sup>b</sup>	142,052,675	79,688,810	44% decrease
Average Visits Per Day	23,440	33,212	9,772 more
Average Page Views Per Day	394,518	290,835	104,683 less
Average Page Views Per Visit	12.53	8.76	3.77 less

\*2016 usage data from 10/01/2015 - 09/30/2016

\*\*2017 usage data from 10/01/2016 - 06/30/17 (when CSUMentor contract ended)

<sup>a</sup> Number of times the home page was viewed

<sup>b</sup> Number of pages viewed within the site

## EARLY ASSESSMENT PROGRAM (EAP)

The Early Assessment Program (EAP) is a collaborative effort among three state entities in California: California State University (CSU), California Department of Education (CDE), and California State Board of Education (SBE). The goal of this unprecedented partnership is to ensure that college bound high-school graduates have the English and mathematics skills expected by the state university.

Like most public comprehensive universities, CSU admits students first—and only then tests them to determine if they have the English and mathematics skills needed for placement in college-level coursework. If they do not, students are placed in remedial courses for one or two semesters—thus making the pursuit of a baccalaureate degree more expensive for both the student and the state. The EAP provides grade 11 students, their teachers, parents, and the CSU valuable information on how prepared they are for college-level coursework in English and mathematics. Understanding early assessment results at the end of the 11th grade provides students an opportunity to use the senior year proactively to improve skills in which they may be deficient prior to enrolling in the CSU.

The EAP has three components: early testing, the opportunity for additional preparation in the 12th grade, and professional development activities for high school English and mathematics teachers. The EAP test is embedded in the California Assessment of Student Performance and Progress (CAASPP) 11th-grade English Language Arts/Literacy and mathematics. These tests are part of California's public school testing and accountability system and are required of all grade 11 students. CAASPP exams cover both California high school standards as well as the CSU placement standards. Specified levels of these scores indicate meeting CSU standards.

### English EAP Results: Spring 2017

Over 444,040 high school juniors have received an early signal of their readiness for college English. Of these students, 123,088 were assessed as college-ready and an additional 142,270 earned an English Conditional status.

### Math EAP Results: Spring 2017

Approximately 442,457 students received an early signal of their readiness for college math. Of these students 57,165 were assessed to be ready for college-level work in mathematics and an additional 85,040 earned a Math Conditional status.

In 2016-2017, each CSU campus promoted the EAP within its assigned service areas. CSU allocated funds from existing CSU resources to cover the costs of marketing, campus EAP positions, outreach to all California high schools, development and implementation of the 12th-grade Expository Reading and Writing Course and teacher professional development totaling \$4 million. Approximately 445,000 juniors participated in EAP.

Funding source: General Funds  
Cost per student: \$9



## **EDUCATIONAL OPPORTUNITY CENTER (TRIO PROGRAM)**

Educational Opportunity Center (EOC) programs provide counseling and information about college admission to qualified adults who want to enter or continue a program of post-secondary education. An important objective of EOC is to counsel participants on financial aid options and to assist in the application process. The goal of EOC is to increase the number of adult participants who enroll in post-secondary education institutions.

During 2016-2017, two CSU campuses received EOC TRIO funds serving approximately 2,300 students and had a combined annual budget of \$575,341.

Funding source: Federal Funds

Cost per student: \$256

## **EDUCATIONAL TALENT SEARCH (TRIO PROGRAM)**

The Educational Talent Search program identifies and assists individuals from disadvantaged backgrounds who have the potential to succeed in higher education. The program provides academic, career, and financial counseling to its participants and encourages them to graduate from high school and continue on to the post-secondary school of their choice. Talent Search also serves high school dropouts by encouraging them to re-enter the educational system and complete their education.

The goal of Talent Search is to increase the number of youth from disadvantaged backgrounds who complete high school and enroll in the post-secondary education institution of their choice.

During 2016-2017, 13 campuses hosted Educational Talent Search programs serving 16,130 students with combined annual budgets of \$7,733,347.

Funding source: Federal Funds

Cost per student: \$479

## **GAINING EARLY AWARENESS AND READINESS FOR UNDERGRADUATE PROGRAMS (GEAR UP)**

Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) was authorized in the Higher Education Amendments of 1998 to provide low-income middle school students the skills, encouragement, and academic preparation needed to enter and succeed in high school and post-secondary education through partnerships among schools, universities, the private sector, and community organizations. GEAR UP provides six-year grants to states and partnerships to strengthen academic programs and student services at participating high-poverty middle and high schools.

Six CSU campuses have been designated as the fiscal agent for GEAR UP Partnership Grants, and one campus is a partner with a local educational agency. Combined, funds total more than \$7 million. CSU GEAR UP programs worked with 34 schools that served 13,959 students.

Funding source: Federal Funds

Cost per student: \$521

## **“HOW TO GET TO COLLEGE” PROGRAM**

The CSU’s award-winning “How to Get to College” program began in 1999 as a no-cost way to provide college preparation information and guidance to underserved students and their parents. Eighteen years later, the program remains free-of-charge to anyone who requests materials. It is an essential part of the CSU’s comprehensive student outreach and retention strategy. In fact, this unique program marks the beginning of the system’s pipeline ensuring student readiness for college, leading to the achievement of a degree. In this way, “How to Get to College” is an important part of the CSU’s ambitious Graduation Initiative 2025 goals.

In 2016-17, the program consisted of multiple touchpoints:

A website, [www.gotocsu.com](http://www.gotocsu.com), that serves students and parents, as well as teachers and counselors, across California and over 30 U.S. states. The site is available in English and Spanish and in desktop and mobile versions. It features downloadable materials, social media content, video testimonials, blogs, campus exploration, and other resources.

Wall-sized (19 x 25-inch) posters with information for sixth- through 12th-graders on the courses and tests they need to be college-ready. These posters are available in nine languages: English, Spanish, Chinese, Hmong, Khmer, Korean, Lao, Tagalog, and Vietnamese.

Smaller (8.5 x 11-inch) handouts with college-preparation information for middle school through high school. The handouts are available in 14 languages: English, Spanish, Arabic, Chinese, Hindi, Hmong, Khmer, Korean, Lao, Native American Luiseño, Punjabi, Tagalog, Urdu, and Vietnamese. All handouts are available via download only, with the exception of Spanish, which can be ordered along with the posters.

Wristbands with [www.gotocalstate.com](http://www.gotocalstate.com), handed out to students, parents and counselors at outreach events such as the Super Saturday College Fair, Super Sunday, Feria de Educación, Journey to Success, and high school and community college counselor conferences.

### **2016-17 highlights:**

“How to Get to College” materials continued to be distributed in 14 languages. Significant growth continued with requests for over 245,000 posters and nearly 213,500 English/Spanish handouts. An increase over the prior year of 66,000 posters and 50,500 handouts—demonstrating demand for these material remains high.

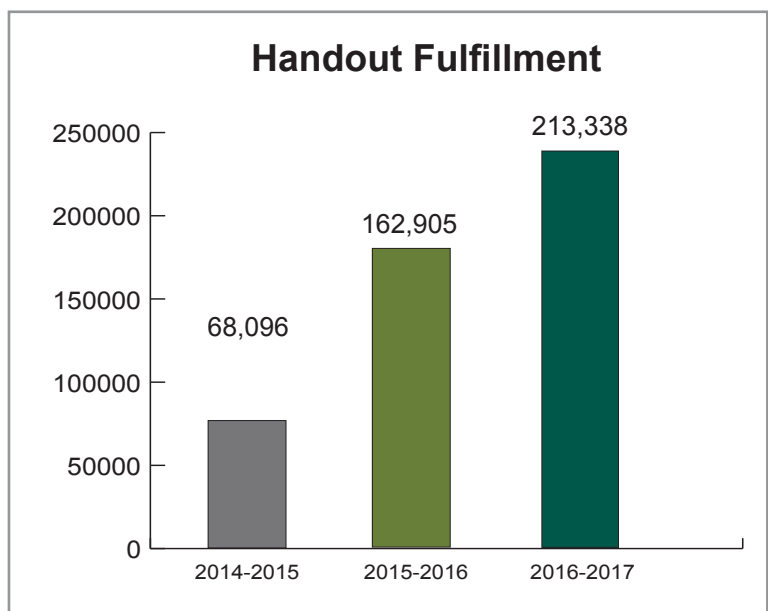
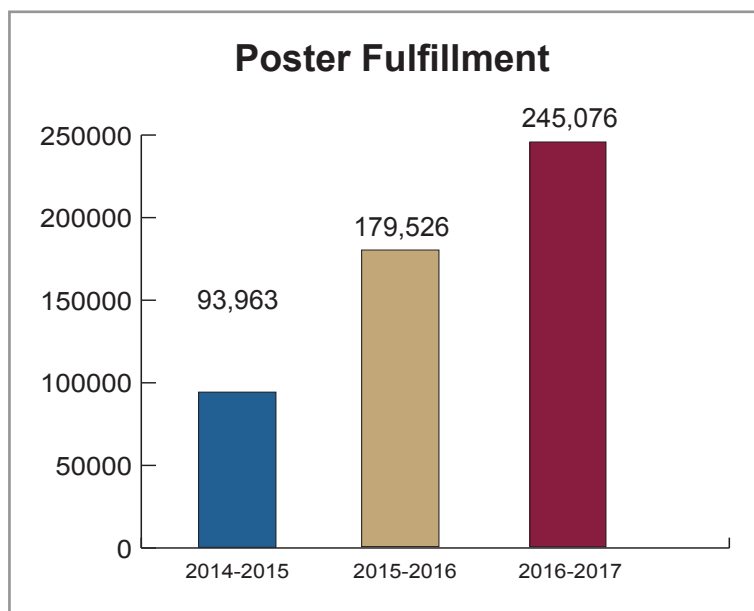
There were 58,445 total site visits to <http://blogs.calstate.edu/college/>

Continued publication of the College Dreams student blog on the “How to Get to College” site in which students write about their college experience and offer advice on studying, choosing a career and a major, campus research, school activities, and more engaged more students than ever before.

Tracking of the PDF handout downloads began in mid-August. There were over 2,200 individual downloads for the 11 months of the fiscal year in which we captured data; with Spanish, Vietnamese and Arabic in the top three.

Increased engagement on the student blogs corresponding social media platforms (Twitter, Facebook, Instagram). On Twitter, for example, impressions (the number of times users saw a tweet on their Twitter feed) grew to 189,194 from just over 20,000.

Funding source: General and Other Funds  
Total funding: \$62,000



## **MATH, ENGINEERING, AND SCIENCE ACHIEVEMENT (MESA)**

MESA's academic development programs have supported educationally disadvantaged students to encourage them to excel in math and science studies and to graduate with degrees in engineering, science, and technology. MESA tries to reach economically and educationally disadvantaged students. This program involves the CSU, University of California (UC), California Community Colleges (CCC), independent colleges and industry partners. It is funded by the state of California, corporate contributions and grants.

The MESA Schools Program serves middle, senior high school and community college students throughout California to introduce them to math and science. MESA supports mastery of these content areas in an effort to encourage students to enroll in STEM based majors. This program partners with teachers, administrators, school district officials, and industry representatives to provide an academic enrichment model. The MESA Engineering Program centers provide support to educationally disadvantaged students at four-year colleges to attain engineering or computer science baccalaureate degrees.

In 2016-2017, eight CSU campuses participated in MESA, receiving funding totaling approximately \$1.3 million. CSU MESA programs worked with 169 schools serving 8,052 students.

Funding source: Federal, General and Other Funds

Cost per student: \$168

## **PARTNERSHIPS FOR COLLEGE SUCCESS**

Under the leadership of the President's Council on Underserved Communities (PCUC), CSU systemwide steering committees supported outreach to the African American, Latino, Native American, and Asian American and Pacific Islander communities respectively, for the purpose of increasing access to college. In 2016-2017 the Presidents' Council on Underserved Communities grew to include all 23 CSU campus presidents by folding into the existing Council of Presidents, where presidents discuss policies and practices that support the goals of the CSU Graduation Initiative 2025.

Subsequently, a grants program was launched to support outreach through strategic community partnerships for college success. A Request for Proposal (RFP) process allowed campuses to compete for funds supporting promising practices on college readiness and the transition to college. Almost 50 grants were awarded in 2016-17 serving students and their families from traditionally underserved communities. A snapshot of the service awards granted are listed on pages 19-22.

## African American Community

The CSU has partnered with churches serving predominantly African American congregations for more than a decade through CSU Super Sunday and CSU Super Saturday. In 2017 new programs were carried out throughout the state to deepen the collaboration and expand to other areas.

Name of Program	Campus Lead	Number of Participants	Investment
Summer Algebra Institute	Bakersfield	550	\$275,500
Summer Algebra Institute – Year Round Pilot	Bakersfield	45	\$30,000
CSU Super Sunday	CSU Office of the Chancellor	100,000	\$145,500
CSU Super Saturday	San Bernardino	212	\$16,660
Train-the-Trainer College Readiness Basics Community Course	East Bay	50	\$2,500
Martin Luther King Jr. Scholars Program	Sacramento	400	\$6,000
Maafa Ancestral Mapping Retreat	East Bay	65	\$10,000
African American Youth Conference	Fresno	450	\$5,000
Kaleidoscope Mentoring Program	East Bay	87	\$5,000

## Latino Community

The CSU has several long standing community partnerships that have contributed to the success of outreach in the Latino community. Since 2006 the CSU entered into a formal collaboration with the Parent Institute for Quality Education (PIQE) to train parents on establishing a college going culture in the home to best support their children's academics. Through this formal collaboration, an estimated 80,000 parents have benefit from the training, positively impacting 240,000 children. On average, more than 6,000 parents participate a year, increasing knowledge in critical college readiness areas, such as the Common Core State Standards, assessment (CAASPP, SAT/ACT exams), A-G admission requirements, and GPA.

Funds also supported the annual partnership with Univision Inc. for the CSU-Univision branded Feria de Educación (education fair). In 2016-17, events were held at the Northridge, Sacramento, and Fresno campuses providing 28,000 Spanish speaking students and their families with information on preparing for college. Each year, the partnerships have expanded to reach television and radio audiences to share tips on preparing for college.

Name of Program	Campus	Number of Participants	Investment
Feria de Educación	Northridge, Fresno, Sacramento	28,000	\$90,000
Parent Institute for Quality Education (PIQE)	CSU Office of the Chancellor	6,000	\$575,000
Chicano Latino Youth Conference (CYC)	CSU Office of the Chancellor	300	\$3,000
Latino Education & Advocacy Days	San Bernardino	1,724	\$10,000



## Native American Community

The Native American steering committee, comprised of CSU faculty and staff, convened at the California Indian Education Conference to share best practices in reaching native students. CSU programs ranged from campus hosted events such as developing Native Advisory Councils to expanding outreach to create the CSU Native Transfer Pathway Program. This is in addition to outreach among tribal communities, some which are federally recognized tribes, state recognized tribes, or not recognized. The grant support this year yielded opportunities for native faculty and staff to present best practices at College Boards NASAI Conference and NCORE Conference.

Name of Program	Campus	Number of Participants	Investment
Tukwut Scholars	San Marcos	25	\$3,600
Native Scholars Transition Program	Sacramento	25	\$10,000
CSUMB Native American Recruitment and Retention	Monterey Bay	143	\$12,260
American Indian Recruitment	Fresno	700	\$10,000

## Asian American and Pacific Islander Community

Through a systemwide steering committee, CSU expert practitioners have come together to identify the best practices that will increase success among Southeast Asian American students. By collaborating across campuses, some best practices have emerged and grown at a faster rate than they may have otherwise.

Name of Program	Campus	Number of Participants	Investment
Journey to Success	Fresno	450	\$4,900
AAPL Student Ambassador and Leadership Retreat	Long Beach	51	\$10,000
Graduation: Peers and Advising (GPA)	Fresno	2,000	\$3,350
Preparing for College Success & Closing Achievement Gaps	Sacramento	267	\$5,000

## Innovative Partnerships

Combining efforts to reach students that have been historically underrepresented in higher education and low-income, allowed new collaborations to emerge. Noteworthy is the creative efforts launched to compliment campus initiatives. For example, Fresno developed new promotional materials to help K-12 students gain college knowledge, and San Bernardino deepened their connection among area high school and community college counselors.

Name of Program	Campus	Number of Participants	Investment
Undocumented Student Resource Summit	East Bay	75	\$10,000
Pioneers with Promise	East Bay	186	\$10,000
Leadership. Equity. Access. Development. (LEAD) Conference	Long Beach	106	\$7,000
Early Outreach Materials	Fresno State	19,787	\$20,000
Counselor Day	San Bernardino	175	\$5,000
Reaching our Diverse Communities	Fullerton	1,000	\$8,500
Partners Preview Program	San Luis Obispo	200	\$10,000
East Bay Transfer Academy	East Bay	48	\$15,000

Other partnerships supported through CSU Foundation were:

- HENAAC Great Minds in STEM July Summit, Annual Conference and HENAAC Awards in Anaheim, CA reaching thousands of college students;
- California Department of Education Foundation STEM Conference in Anaheim, CA reaching thousands of K-12 STEM teachers;
- California Association of Bilingual Educators (CABE) reaching thousands of K-12 bilingual teachers and administrators; and
- Families in School Statewide Alliance reaching hundreds of parents and parent educators.

## **TROOPS TO COLLEGE**

The CSU has pledged to reach out to military men and women and their dependents who are on active duty and who are exiting the service to facilitate their transition to college. Campuses provide outreach to military installations and community organizations, academic guidance, priority registrations and robust campus student organizations.

Funding source: General and Other Funds

Total students: 1,894

Total funding: \$656,572

Cost per student: \$347

## **UPWARD BOUND (TRIO PROGRAM)**

Upward Bound provides fundamental support to participants in their preparation for college entrance. The program provides opportunities for participants to succeed in pre-college performance and ultimately in higher education pursuits. Upward Bound serves high school students from low-income families, high school students from families in which neither parent holds a bachelor's degree, and low-income, first-generation military veterans who are preparing to enter post-secondary education.

The goal of Upward Bound is to increase the rates at which participants enroll in and graduate from institutions of post-secondary education. All Upward Bound projects must provide instruction in math, laboratory science, composition, literature, and foreign language. The following CSU campuses host one, two, or three programs: Chico, Dominguez Hills, Fresno, Fullerton, Humboldt, Long Beach, Los Angeles, Monterey Bay, Northridge, Pomona, San Bernardino, San Diego, San Luis Obispo, San Marcos, and Sonoma.

During 2016-2017, 14 campuses received Upward Bound TRIO funds to host 78 schools serving 2,136 students and had a combined annual budget of \$9,101,465.

Funding source: Federal, General and Other Funds

Cost per student: \$4,261

## **UPWARD BOUND MATH AND SCIENCE (TRIO PROGRAM)**

Upward Bound Math and Science (UBMS) program allows the U.S. Department of Education to fund specialized Upward Bound math and science centers. The program is designed to strengthen the math and science skills of participating students. The goal of the program is to help students recognize and develop their potential to excel in math and science and encourages them to pursue post-secondary degrees in these fields.

The following campuses host UBMS programs: Chico, Dominguez Hills, Los Angeles, Pomona, San Bernardino, and Sonoma. Programs in mathematics and science often have higher costs as well as greater benefit.

During 2016-2017, six campuses received UBMS TRIO funds serving 551 students and had a combined annual budget of \$2,433,288.

Funding source: Federal and Other Funds

Cost per student: \$4,416

## **TRANSITIONAL PROGRAMS: EOP, FOSTER YOUTH, SUMMER BRIDGE**

The CSU implements and coordinates many programs designed specifically for students who are transitioning from the 12th grade or community college to the university. Three of the most successful and visible programs include Foster Youth, EOP and Summer Bridge.

Foster Youth Programs provide a wide range of comprehensive support services including targeted outreach activities. All CSU campuses utilize existing resources to strengthen support for foster youth interested in attending a CSU campus. Many campus support programs provide presentations to the foster care community, attend Independent Living Program workshops, and participate in college and resource fairs specifically for foster youth.

Educational Opportunity Program (EOP) is an education access and retention program that provides support services to low-income, educationally disadvantaged students, the majority of whom are first-generation college students. A transitional EOP program for incoming students is the Summer Bridge Program.

The Summer Bridge Program is a comprehensive support program that increases the retention and graduation of “high-risk” students who are disadvantaged educationally and economically by providing an intensive residential program during the summer prior to matriculation. This program assists incoming freshmen to prepare for the rigors of university work. It typically consists of a five-week residential program that assists EOP incoming freshman in making the transition from high school to the university. Summer Bridge offers courses in math, writing, science, and ethnic studies. In addition, academic advising, tutorials, workshops, and other activities are also included in the five-week experience. Participants benefit from personalized attention, individualized instruction, and accessibility to campus resources.

Summer Bridge students complete remedial coursework before enrollment; improve mathematics and language skills; attend study skills seminars; attend an exciting variety of on-campus lectures, cultural entertainment and special events; receive introductions and invitations to join various student clubs and organizations; work with professionals interested in helping students grow as individuals and students; establish a personal support system by meeting new friends; learn from current students who have overcome personal and academic challenges; network with faculty, staff, and other members of the campus community; and gain confidence to meet the challenges of attending a university and participate in a full and rewarding college experience.

All 23 CSU campuses participate in many, if not all, of the above mentioned programs. In addition, many of the campuses have developed over 160 unique programs in their region that serve the needs of transitioning students.

In 2016-2017, CSU campuses offered transitional programs and received funds totaling approximately \$9.5 million. CSU campuses served 22,106 students.

Funding source: Federal, General, Lottery, and Other Funds  
Cost per student: \$432

## **OTHER OUTREACH PROGRAMS IN K-12 AND COMMUNITY COLLEGES**

In 2016-2017, CSU campuses developed, implemented, and administered over 600 outreach programs serving 976,678 students in grades K-12. In addition, CSU campuses reported the coordination of over 100 outreach programs serving 100,058 community college students. These programs were tailored to meet specific regional needs and included activities such as tutoring, mentoring, field trips, information, and motivation activities. Campuses served over one million students with these regional efforts. Funds that support these campus-based programs are provided from diverse sources: community organizations, federal government, state general funds and lottery funds and totaled over \$19 million.

Funding source: Federal, General, Lottery and Other Funds  
Cost per prospective student: \$18









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