

## Encouraging Historically Underserved College-Bound Students to be Better Consumers in the College Search Process

### ACTIVITY

In this exercise, consider what programs and services exist for your first-generation, low-income, rural, and minority students at colleges and universities that you are familiar with. List 3-5 programs in each category.

#### ACCESS

*college-sponsored community  
outreach initiatives serving pre-  
college students*

#### OPPORTUNITY

*programs that serve prospective  
students in getting to know a  
college and providing admission  
and financial aid incentives for  
students*

#### SUCCESS

*academic assistance, student  
support services, and retention  
initiatives geared to help students  
persist to graduation.*