

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

First-generation college and historically underserved college-bound students need to be better consumers in the college search and selection process and evaluate schools based on the programs and services designed to ensure their success academically, socially, and financially. As educators, we can help them be better aware of the distinct outreach efforts, scholarships, financial aid opportunities and retention initiatives on these campuses.

You and your students should be asking these questions:

> ACCESS

college-sponsored community outreach initiatives serving pre-college students

- ❖ Does the college promote college-going beyond its own gates?
- ❖ How does the college support college going for pre-college students in its community?
- ❖ What partnerships does the school have with underserved schools, school systems, and community organizations?
- ❖ Does the student body, faculty, administration assist college-bound students with academic enrichment, mentoring, college preparation, and college guidance?

> OPPORTUNITY

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

- ❖ Does the college offer scholarships for first-generation college or minority students?
- ❖ What financial aid opportunities are available for low-income students?
- ❖ Does the college host a visit program, open house, or offer a fly-in program for first-generation, low-income, rural and minority students?
- ❖ Is there a conditional admissions program that might take a chance on student with substandard academic qualifications but will give them a chance to prove themselves?

> SUCCESS

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

- ❖ Does the college offer an orientation or pre-orientation experience that will help me acclimate to college life?
- ❖ What attention is given to first-year students in ensuring a successful transition to college?
- ❖ Are there mentoring opportunities to connect with upper-class students on campus?
- ❖ What academic advising and personal counseling resources exist on campus?
- ❖ Are there multicultural clubs and student organizations on campus?