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| OUTCOME | BIPOC students attain post-secondary education and degrees (2 and 4-year, technical) that support workforce entry, retention, and advancement; attainment gaps are closed. |
| STRATEGY | Partner with K-12 (middle, high schools) and higher education systems to improve post-secondary access, persistence, and attainment for BIPOC students. |

| LEVERS | RELATED APPROACHES |
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|  <p>DATA</p> | <ul style="list-style-type: none"> • Use the Federal Student Aid database to review FAFSA completion rates by state and district to determine whether low-income and/or students of color are applying for the federal aid they may be eligible for. • Analyze disaggregated high school data on college plans/enrollment to identify gaps in college attendance/access within and between schools. • Use this data to inform resource investments and potential partnerships. |
|  <p>LOCAL CAPACITY BUILDING</p> | <ul style="list-style-type: none"> • Partner with high schools and community-based organizations to organize volunteers, i.e., a “second shift of adults” that can support college and career preparation activities (e.g., SAT Prep, financial aid counseling, FAFSA completion, application assistance, information sessions). • Partner with local community/technical/4-year colleges, historically black college and universities, 211s, and community-based partners to connect BIPOC college students with ongoing supports that remove barriers to persistence (i.e., transportation, childcare, emergency financial assistance, food assistance, book stipends). • Partner and invest in local coalitions that are explicitly focused increasing post-secondary access for Black, Indigenous and students of color. |
|  <p>POLICY AND ADVOCACY</p> | <ul style="list-style-type: none"> • Work closely with state level college access networks to advance state level advocacy and policy strategies explicitly focused on increasing college enrollment of BIPOC students. • Advocate for universities and community colleges to conduct and share results of equity audits examining school practices and policies related to recruitment/outreach, curriculum access, representation, financial aid, faculty hiring, and 4-year graduation rates. |
|  <p>FUNDRAISING, RESOURCE ALLOCATION AND GRANTMAKING</p> | <ul style="list-style-type: none"> • Invest in and partner with companies, civic leaders and non-profits to provide BIPOC college students with apprenticeships, internships, mentorships, summer jobs, and career fairs to increase career exposure and build work experience history. • Frame investments in as opportunities to close access and opportunity gaps for BIPOC in key growth sectors. This can appeal to companies that are interested in ensuring that they have access to diverse workforce and are able to attract historically underrepresented groups. For example, Apple rolled out its own \$100 million Racial Equity and Justice Initiative (REJI), part of which is designed to focus on increasing equitable access to high-quality learning opportunities. This includes launching the Propel Center, a global innovation and learning hub for Historically Black Colleges and Universities (HBCUs), an Apple Developer Academy to support coding, entrepreneurship, and technological education for students in Detroit. |
|  <p>COMMUNITY MOBILIZATION AND ENGAGEMENT</p> | <ul style="list-style-type: none"> • Engage families of middle, high school, and college-age youth to advocate for state level policy changes to increase post-secondary access for BIPOC and/or low-income students (e.g., increase state funding for schools that serve BIPOC students, increase access to student aid, loan forgiveness). |
|  <p>COMMUNICATIONS AND AWARENESS BUILDING</p> | <ul style="list-style-type: none"> • Create awareness campaigns highlighting the growing importance of a college degree for employment in key fields e.g., Science, Technology, Engineering, Art, Mathematics, (STEAM) job stability, future earnings potential, and civic engagement. |

| LEVERS | RELATED APPROACHES |
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|  <p>DATA</p> | <ul style="list-style-type: none"> • Analyze disaggregated high school data on college plans/enrollment to identify gaps in college attendance/access within and between schools. • Map existing local college access, preparation, and completion programs to identify potential gaps in student supports. |
|  <p>LOCAL CAPACITY BUILDING</p> | <ul style="list-style-type: none"> • Partner with high schools serving BIPOC students to engage with families and students so they have access to information, networks and related resources that support college access and ensure the best college fit (academic, financial, geographic, social). |
|  <p>POLICY AND ADVOCACY</p> | <ul style="list-style-type: none"> • Advocate for states to increase support for schools that predominantly serve BIPOC students (e.g. public 4-year colleges, community colleges, historically black colleges and universities, Hispanic serving institutions). • Advocate for expansion of state scholarships to facilitate college access for BIPOC students, especially those that are low-income, first generation, and/or seeking a degree in fields where career professionals of color are underrepresented (e.g. STEAM). |
|  <p>FUNDRAISING, RESOURCE ALLOCATION AND GRANTMAKING</p> | <ul style="list-style-type: none"> • Invest in efforts and/or leverage 211 to ensure effective high school and college transitions and address “summer melt” (e.g. text-to-mobile campaigns, onboarding/summer transition programs, financial aid, application and registration deadlines, etc.). • Invest in targeted mentoring efforts and peer support networks to ensure BIPOC college students have access to ongoing social and emotional support (e.g., POSSE). • Invest in efforts at technical, community, and 4-year colleges that provide enhanced advising services for BIPOC college students including coursework, major selection, career counseling, and employment assistance that support transitioning to the workplace. • Provide supports to help BIPOC students complete FAFSA applications, obtain Pell Grants and scholarships, access affordable student loans, and compare college financial aid packages. • Engage corporate donors by framing investments in post-secondary completion efforts for BIPOC students as a way to increase workforce readiness and ensure a diverse talent pipeline. For example, PepsiCo plans to institute a \$25 million scholarship program for Black students in community colleges and students who are moving from two-year to four-year institutions. |



COMMUNITY MOBILIZATION AND ENGAGEMENT

- Engage BIPOC students and families to understand and develop strategies to address barriers to college access and attainment.
- Partner with community-based and/or local chapters of national youth-serving organizations that focus on BIPOC youth (e.g. [Black Girls Code](#), [ASPIRA](#)) to promote leadership development and college access.



COMMUNICATIONS AND AWARENESS BUILDING

- Partner with local middle and high schools, families and youth to plan activities promoting college-going culture (e.g., National College Signing Day on May 1st).