



## **ACCESS**

***Advocating for College and Career Education Success in Southwest Minnesota***

### **Implementation Plan**

Southwest Minnesota is a fourteen county rural area that encompasses 120 schools. 87.7% of 25+ year olds that reside in the 14 county area are High school graduates or higher. 17.1 % of the people that reside in our 14 county area have a Bachelors degree or higher. *(Taken from the US Census Bureau statistics 2007-2011).*

We believe that by combining our professional resources we can affect attitudes towards post secondary education. We realize that a College Going Culture needs to be woven into the fabric of the culture in our region.

Our main priority is to coordinate a regional on-line resource targeted to fit the needs of our SW MN region.

#### Summary

The ACCESS Program consists of five separate entities that are all passionate about one goal which is to encourage post high school, “college” attainment at any age. The professionals that are partnering to create and define the ACCESS program include Yellow Medicine Integration Collaborative Coordinator, Robin Henderson; Heartland Ranch Residential Instructor, Terri Collins; Southwest Minnesota PIC Senior Youth Program Coordinator, Kati Birhanzi; Minnesota West Community and Technical College Financial Aid Director, Jodi Landgaard; and Upward Bound Program Assistant Director, Amy Nemitz.

Because ACCESS is so diverse and covers a large population in Southwestern Minnesota, we are able to use our mutual contacts and individual resources to produce a program that will reach a population that resides in rural isolation consisting of low-income and first generation college seeking people. The 5 different programs involved with ACCESS currently assist adults, teens, children, troubled girls, low income and first generation high school students, college students, businesses, and veterans among others.

Our goal is to provide a program that will impact and improve the way one views their future opportunities. We would like to see more people in the SW region get some kind of training beyond high school to break the cycle of poverty in the area. When this happens we believe it will also increase community involvement, produce more business leaders, improve health and increase voting to mention a few improvements.

We are operating under the definition of college as follows; any post-high school training opportunity resulting in an earned credential, from a certificate to a bachelor's degree and beyond.

See Appendix A for a complete chart defining the need of the Southwest Minnesota Region.

### Program Description

The Southwest Minnesota WSA 6 (work service area) is made up of 14 counties (Big Stone, Chippewa, Cottonwood, Jackson, Lincoln, Lyon, Lac qui Parle, Murray, Nobles, Pipestone, Redwood, Rock, Swift, Yellow Medicine). There are 120 secondary education institutions, 16,947 Kindergarten through eighth grade students and 9,130 ninth through twelfth grade students. The average median family income in the 14 counties is \$41,251 with the lowest county at \$30,721 and the highest being \$47,833. The Minnesota state average is \$58,476

The ethnicity of student populations in the region range from 3% in one county to 52% in another county, with the average being 15%. The average number of families who qualify for free or reduced lunch within the schools is 41.9%. (*Minnesota Department of Education statistics*).

The above listed demographics are the core of students and families that we intend to serve with the ACCESS program. Using the data from above we know that SW MN does have a fairly high percentage of people that are living here in the region that have completed their high school education but only 17.1% of persons residing in the 14 counties hold a Bachelors degree or higher.

The SW MN College Connector team realizes that we have work to do in educating our regional population about what the new definition of College is: any post-high school training opportunity resulting in an earned credential, from a certificate to a bachelor's degree and beyond. The team also realizes that a College Going Culture needs to be woven into the fabric of the culture in our region. To make this happen we need to affect attitudes, and practices in schools and communities that encourage students and their families to obtain the information, tools and perspectives to enhance readiness for access to and success in post-secondary education.

Using the knowledge from the College Connector Certification course and the initial working Logic Model, we will focus on expanding our network to include stakeholders that are willing to support and embrace the ACCESS program as well as the new definition of College. The Southwest Minnesota Youth Council has agreed to be the workgroup to sustain the program. Possible network would include; Southwest Minnesota State University, Minnesota West, WorkForce Centers, Adult Basic Education (ABE), Southwest/West Central Service Cooperative, Secondary Education, MN DEED (Minnesota Department of Employment and Economic Development).

ACCESS will build consensus by being available to the targeted populations in our region through a variety of on-line resources that will be gathered, organized and developed by the expanded SW MN College Access Network team. These resources will be linked through our partner, The Southwest Minnesota Private Industry Council. Activities will be ready and easy to use for various organizations or individuals.

Listed below are the categories we have used to breakdown the ACCESS program. Please see Appendix C – Logic Model for a complete plan and Appendix B – List of Activities.

**CAREER EXPLORATION:**

- Host isseek.org workshops for secondary education staff and other regional organizations (Output: 1/year) (Outcome: 1, 2, 4)
- Provide career planning activities for use of secondary education staff (output: measured by utilization/views) (Outcome: 2, 4)

**AWARENESS:**

- Host 1 or 2 regional college events a year (Output: measured by attendance at event)
- Provide Awareness Activities for Elementary school (Output: measured by utilization/views)
- Provide Awareness Activities for Middle School (Output: measured by utilization/views)
- Provide Awareness Activities for High School (Output: measured by utilization/views)
- Provide Awareness Activities for Adults (Output: measured by utilization/views)
- Host a College Awareness Week training for teachers in the region (1 a year for the first 3 years)

**FINANCIAL AID:**

- Provide a list of regional scholarship opportunities (output: shared with 100% of the network)
- Host “College Goal” workshops (for FAFSA), regionally (output: 5 per year)
- Host a regional Deferred Action Workshop (output: 1 per year)

**PARENT ENGAGEMENT:**

- Coordinate a resource piece for schools and organizations to easily communicate with parents regarding college awareness (output: shared with 100% of the network)
- Coordinate materials to discuss career planning with their student (Output: shared with 100% of the network)
- Host parent education presentations through Office of Higher Education in the region (output: 1 per year)

**SELECTING & APPLYING:**

- Coordinate and provide, regionally, a list of college visit dates (“junior visit days”, etc.) (output: shared with 100% of the network)
- Provide Application Deadlines list of dates to network (output: shared with 100% of the network)

## Goals

**Short-Term:** To establish a network to provide access to everyone on college-going information. Secondary schools, post-secondary schools, and service organizations will become aware of and utilize the activities and resources through the ACCESS web page. The region will recognize the new definition of college at an increase of 20% from the baseline.

**Long-Term:** A network is established to provide access to everyone on college-going information. The region recognizes the new definition of college at an increase of 50% from the baseline.

**Impact:** The region will experience many economical benefits, such as; lower poverty due to increased education, increased community involvement and leadership, increased voters, lower dependence on government assistance programs and more.

## Evaluation

January 2014 will begin the ACCESS for SW official launch date. The project will have no end as this will be an evolving resource base turned to local college access network. The group will maintain sustainability as the work group will become the Southwest Minnesota Youth Council.

Program success will be largely based on utilization of the ACCESS resources. A baseline survey will be administered to gauge the knowledge of and access to existing college information. A current definition of college will also be accessed. From the baseline survey, we plan to increase understanding of the new “college” definition by 20% in the first 3 years and 50% in the first 6 years. Many opportunities will be given to users of the resources to provide feedback to assist in developing the most accurate and helpful tools.

## Budget

Annual items are detailed below. Funds will be requested to supply a staff person for the ACCESS program. The ACCESS Program Director will be responsible for marketing and communication. The Director will accurately maintain the resources on the website, while creating new items and keeping information current. Marketing of the program, resources, new definition of college and general information around the subject area will be a task given to this position. The Director will drive activities and events in coordination with the logic model devised as well as ensuring all activities will assist in leading to successful goal attainment. This position will travel for events, activities, marketing or evaluation to all 14 counties as defined in the region. This position will be a public spokesperson for ACCESS and will attend various meetings to inform organizations of the resources available. The Director will maintain and grow a positive network for the ACCESS program. Evaluation of the program success will be closely monitored and done multiple times to obtain most up-to-date information and feedback.

Annual Budget Items

Event Coordination: Advertising Materials Travel Refreshments	\$4,000
Marketing: Materials Travel Staff Time (substitute teachers, etc.)	\$2,500
Resource Development: Web-hosting Technological Resources	\$3,500
Staff Wages & Fringe	\$36,000
<b>Total Estimated Annual Expenses</b>	<b>\$46,000</b>

Since we are a regional network consisting of primarily non-profit organizations, there is no current funding secured for this project, nor do we have any sources of revenue that will be generated through this process. Low to no-cost resources will be used to keep the costs down. These resources include marketing materials and programs already created by other organizations such as Minnesota Office of Higher Education, Minnesota College Access Network, etc. Our goal is to coordinate and increase the usage of these resources in our region. The largest budget item will be for the coordination and communication of the events we will promote or host. A line item has been included for a staff person dedicated to this program as we will that would ensure the ultimate results for a highly successful program and will allow ACCESS to expand as a full local access network. ACCESS will also include the time and talent of many individuals responsible for the events. It is difficult to measure these costs, but nevertheless, these expenses will be incurred. The above budget is based on hosting two regional events and ten local events annually. The long-term goal is to increase the number of events so that every school district in the Southwest region has at least two events annually. This would equate to nearly 40 events each year. We believe that with a minimal cost, we can advocate for college and career education success in Southwest Minnesota!

County	# Schools in the County	# Schools	Cities	% Free and Reduced Lunch	Student population K-8	Student Population 12-Sep	Ethnic Population	Median Family income for the county
Swift	5	Benson Jr & SR High School Northside Elementary KMS Jr & Sr. High School KMS Elementary School Benson Christian School	Benson Kerkhoven Murdock Clontarf Appleton DeGraff Danvers Holloway	38.5	1,385	471	118- 8% 4- American Indian 6-Asian Pacific Islander 88- Hispanic 20-Black 1,385- White	34,820
Big Stone	7	Clinton, Graceville Beardsley High School Clinton, Graceville Beardsley Middle School Clinton, Graceville Beardsley Elementary School Big Stone Colony School Lismore Colony School Ortonville High School	Barry Beardsley Clinton Graceville Johnson Odessa	46.6	550	308	28 - 3% 7- American Indian 7- Asian Pacific Islander 12- Hispanic 2 Black 830- Whites	30,721

		James Knoll Elementary School	Ortonville					
Chippewa	8	Maccray East Elem School Maccray Jr Sr High school Maccray West Elem School Montevideo High school MN Valley ALC Montevideo Middle School Sanford Elem School Ramsey Elem School	Clara City Granite Falls Maynard Milan Montevideo Watson	40.9	973	1,157	288- 14% 25- American Indian 19- Asian Pacific Islander 217- Hispanic 26- Black 1,842- White	35,582
Lac qui Parle	7	Bellingham School Milan Elementary School Dawson-Boyd Jr & Sr. High School Stevens Elementary School Appleton Elementary LQPV High School Madison School	Bellingham Boyd Dawson Louisberg Madison Marrietta Nassau Ortonville	40.5	920	392	130-10% 8- American Indian 29- Asian Pacific Islander 64- Hispanic 22- Black 1,409- White	32,626
Yellow Medicine	8	St. Peter School	Canby	46	1,049	497	308- 20%	

		Canby Elementary School	Clarkfield				137- American Indian	34,393
		Canby High School	Echo				23- Asian Pacific Islander	
		E.C.H.O. Charter School	Granite Falls				126- Hispanic	
		Bert Raney School	Hanley Falls				22- Black	
		Granite Falls Sr. High School	Hazel Run				1,238 White	
		HA Hagg Elementary School	Porter					
		YME Jr. & Sr. High School	St. Leo					
			Wood Lake					
Redwood	13	St. Johns Lutheran School	Redwood Falls	41.7	1,440	658	477- 23%	45,177
		Zion Lutheran School	Belview				313- American Indian	
		St, Anne School	Clements				19 Asian Pacific Islander	
		St. Michael School	Delhi				87- Hispanic	
		Cedar Mountain Elementary	Gilfillan				28- Black	
		Cedar Mountain Jr. & Sr. High	Lamberton				1,651- White	
		Milroy School	Lucan					
		Red Rock Central Jr & Sr. High	Milroy					
		Redwood Valley Highschool	Morgan					
		Redwood Vally Middle School	Revere					



		Reede Gray Elementary School Vesta School Wabasso School	Rowena Sanborn Seaforth Vesta Wabasso Walnut Grove Wanda					
Lincoln	4	Lincoln Elementary School Lincoln High School Lake Benton School Russell Tyler Ruthton School	Arco Hendricks Ivanhoe Lake Benson Tyler	38.6	693	275	38- 4%  2- American Indian 5- Asian Pacific Islander 21- Hispanic  10 Black 930- White	46,270
Lyon	17	Holy Redeemer School St. Edward School St. Mary's School St. Peter's Lutheran School Marshall Area Christain School St. Peter's Lutheran School	Balaton Cottonwood Florence Garvin Ghent Lynd	42.3	2,858	1501	863- 20%  16- American Indian 337- Asian Pacific Islander 414- Hispanic  203- Black  3,496- White	47,254

		Russll-Tyler-Ruthton Middle School	Marshall					
		Minnesota School	Minneota					
		Balaton School	Russell					
		Lakeview School	Tauton					
		Lynd Elementary School	Tracy					
		Marshall E Campus Learning Center						
		Marshall E Campus Alternative School						
		Marshall High School						
		Marshall Junior High School						
		Parkside Elementary						
		Westside Elementary						
Murray	7	Fulda Elementary School	Avoca	32.1	697	341	65- 6%	47,833
		Fulda Jr. Sr. High School	Chandler				7- American Indian	
		Murray County Central Elementary	Currie				12- Asian Pacific Islander	
		Murray County Central High School	Dovray				33- Hispanic	
		Chandler Christain School	Fulda				13- Black	

		St. Paul Lutheran School	Hadley				973-White	
		Immanuel Lutheran School	Iona					
			Lake Walson Slaton					
			The Lakes					
Jackson	7	Heron Lake Okabena Elementary	Alpha	36.4	1,070	484	145- 9%	47,455
		Southwest Star Concept School	Heron Lake				3- American Indian	
		Jackson County Central High School	Jackson				38- Asian Pacific Islander	
		Jackson County Central Middle School	Lakefield				82- Hispanic	
		Pleasantview Elementary School	Okabena				22- Black	
		Riverside Elementary School	Wilder				1,405- White	
		St. John;s Lutheran School						
Cottonwood	8	Westbrook Christian School	Bingham Lake	47	11,615	696	535- 23%	43,111
		Mountain Lake Christian School	Comfry				22- American Indian	
		Mountain Lake Public School	Jeffers				224- Asian Pacific Islander	
		Westbrook Elementary	Mountain Lake				243- Hispanic	

		Westbrook Walnut Grove High School	Storden				46- Black	
		Westbrook Walnut Grove Junior High	Westbrook				1,776- White	
		Windom Area High School	Windom					
		Winfair Elementary School						
Nobles	12	St. Mary's	Adreain	59.8	2,657	1,090	1,939-52%	45,552
		Adrian Elementary	Bigelow				19- American Indian	
		Adrean High School	Brewster				357- Asian Pacific Islanders	
		Brewster School	Dendee				1,393- Hispanic	
		Ellsworth School	Elsworth				170- Black	
		Round Lake School	Kinrae				1,808- White	
		Prairie Elementary School	Lismore					
		Worthington ALC	Round Lake					
		Worthington High School	Rushmore					
		Worthington Middle School	Wilmont					
		Leota Christian School	Worthington					
		Worthington Christian School						
Rock	6	Hills - Beaver Creek Elementary	Beaver Creek	33.7	1,103	458	96-6%	44,510

		Hills- Beaver Creek Jr & Sr. High	Harwick				14- American Indian	
		Luverne Alternative Center	Hills				17- Asian Pacific Islanders	
		Luverne High School	Jasper				51- Hispanic	
		Luverne Middle School	Kanaranzi				14- Black	
		Luverne Elementary	Luverne				1,465- White	
			Magnolia					
			Steen					
Pipestone	11	Edgerton School	Edgerton	43.1	691	802	186-12%	42,217
		Alteranative School	Hatfield				25- American Indian	
		Brown Elementary School	Holland				20 Asian Pacific Islander	
		Dolson Hill Elementary School	Ihlen				109 Hispanic	
		Heartland Country School	Jasper				32- Black	
		Pipestone Area High School	Pipestone				1,307- White	
		Pipestone Area Middle school	Ruthton					
		Russell Tyler Ruthton Elementary School	Trosky					
		Edgerton Christian School	Woodstock					
		Free Christian School						
		SW Minnesota Christian School						

## ACCESS for Southwest MN

### Program: College Readiness/Awareness Activities

**Purpose: Provide "ready-made" activities to organizations, education, etc. in our region. For ALL ages.**

#### **Brainstorm List:**

- 1 Alumni Stories Wall
- 2 College Ready Portfolio (efolio?)
- 3 College Corner ("I am College Bound")
- 4 College Informational Interviews
- 5 Using Career Assessments to plan your high school classes.
- 6 Parent Learning Academy (PLA)
- 7 Study Skills
- 8 Businesses "College Wear" Day
- 9 What are the realities of getting in to college? Can I still?
- 10 Parent Education plan ideas
- 11 Career Path Planning & Exposure
- 12 What are the realities of going to college?
- 13 College Student Shadowing
- 14 Elementary School Students College Visits
- 15 Define "College"
- 16 College Posters
- 17 College Going Checklist
- 18 Peer Coaching across ages
- 19 Past graduates panel session
- 20 Teacher - College Posters
- 21 Teachers - College Wear Day
- 22 Scholarships
- 23 Financing College (Range of all "college")
- 24 NCAA College Day (who, where they went to school, etc.)
- 25 Important Figures in History (Their College Going story)

**ACCESS for SW: Advocating for College and Career Education Success in Southwest Minnesota LOGIC MODEL**

*A College Connector Certified (CCC) team that is convening, coordinating and communicating college access for all.*

Inputs	Activities	Outputs	Outcomes		
			Short-Term	Long-Term	Impact
<ul style="list-style-type: none"> <li>Existing network/ partners</li> <li>PIC funding</li> <li>Technology</li> <li>Brainshark</li> <li>Website</li> <li>Time</li> <li>Materials</li> <li>SW MN Youth Council</li> <li>Space – marketing events</li> <li>Access to Students</li> <li>Staff</li> <li>Copies</li> </ul>	<ul style="list-style-type: none"> <li>Administering a benchmark survey</li> <li>Awareness – Marketing a different definition of college</li> <li>Be a conduit to share best practices between schools and organizations</li> <li>Create and expand on existing network</li> <li>Provide resources, regionally, in these categories: <b>CAREER EXPLORATION:</b> <ul style="list-style-type: none"> <li>Host isseek.org workshops for secondary education staff and other regional organizations</li> </ul> </li> <li>Provide career planning activities for use of secondary education staff (List Attached)</li> <li><b>AWARENESS:</b> <ul style="list-style-type: none"> <li>Host 1 or 2 regional college events a year</li> <li>Provide Awareness Activities for Elementary, Middle, High School and Adults</li> </ul> </li> <li>Host a College Awareness Week training for teachers</li> <li><b>FINANCIAL AID:</b> <ul style="list-style-type: none"> <li>Create and provide a list of scholarship opportunities</li> <li>Host "College Goal!" workshops (for FAFSA)</li> <li>Host a regional Deferred Action Workshop</li> </ul> </li> <li><b>PARENT ENGAGEMENT:</b> <ul style="list-style-type: none"> <li>Create material for schools and organizations to easily communicate with parents regarding college awareness</li> <li>Create materials to discuss career planning with their student</li> <li>Host parent education presentations through Office of Higher Education</li> </ul> </li> <li><b>SELECTING &amp; APPLYING:</b> <ul style="list-style-type: none"> <li>Create and provide, regionally, a list of college visit dates ("junior visit days", etc.)</li> <li>Provide Application Deadlines list of dates</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Baseline survey, annually follow up, 20% response rate.</li> <li>Attendance at event</li> <li>Utilization of Resources</li> <li># of Views on website, Brainshark, etc.</li> <li>Received 50% of feedback surveys</li> </ul>	<p>1 to 3 years</p> <ul style="list-style-type: none"> <li>Secondary schools, post-secondary education and service organizations become aware of and utilize the program resources.</li> <li>We have marketed to 100% of those listed above.</li> <li>Expanded existing network list.</li> <li>Become recognized as a local college access network.</li> <li>The region recognizes the new definition of college.</li> </ul>	<p>4 to 6 years</p> <ul style="list-style-type: none"> <li>100% of region's education institutions and service organizations have access to college going resources.</li> <li>Everyone believes they are college-going material.</li> <li>The region is able to easily define and identify all "college" opportunities.</li> </ul>	<p>7 to 10 years</p> <ul style="list-style-type: none"> <li>More people continue their education beyond a high school diploma.</li> <li>The Region benefits from lower poverty because of college education.</li> <li>The region believes everyone is college-going material.</li> </ul>
<p><b>ASSUMPTIONS</b></p> <ul style="list-style-type: none"> <li>The Region will accept and utilize the program.</li> <li>The program will impact and improve the way one views their future opportunities.</li> <li>Awareness is important and will lead to goal attainment.</li> <li>Current partners will be onboard with the project.</li> </ul>	<p><b>CONTEXTUAL FACTORS</b></p> <ul style="list-style-type: none"> <li>Large Region, broad area, backgrounds, etc. to cover</li> <li>Media/Communication will play a large part in program success.</li> </ul>				