DEVELOPING TOMORROW’S TALENT TODAY

College Now
Greater Cleveland

REPORT TO THE COMMUNITY 2012
Dear Friends of College Now:

Over the last year, the Greater Cleveland community has focused a spotlight on increasing college readiness, access, persistence and completion. The message is clear. It simply is not enough to get students TO college. We must work together as a community to make sure our students and adult learners are well-prepared for college; have access to the resources they need to enroll in and pay for college; and receive the support they need — academic, financial, social — to persist from year to year and graduate FROM college. The future depends on our ability to successfully increase the number of college degree-holders in our community.

We, at College Now, have been fortunate to have been integrally involved with a number of significant community initiatives that launched this year, including the Higher Education Compact of Greater Cleveland. The increased community awareness also has increased the number of community organizations who are looking to partner with us on exciting new programs, like The Cleveland Foundation College Now Scholars Program and the College Now Mentoring Program. You’ll learn more about each of these exciting initiatives and the outcomes we hope to achieve through them as you read this report.

The intensified focus on college attainment is truly exciting. We thank you for your commitment to the work we do at College Now, and we look forward to your continued partnership.

Sincerely,

Pat Mullin and Lee Friedman

MESSAGE FROM

Patrick S. Mullin and Lee Friedman

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Over the last year, the Greater Cleveland community has focused a spotlight on increasing college readiness, access, persistence and completion. The message is clear. It simply is not enough to get students TO college. We must work together as a community to make sure our students and adult learners are well-prepared for college; have access to the resources they need to enroll in and pay for college; and receive the support they need — academic, financial, social — to persist from year to year and graduate FROM college. The future depends on our ability to successfully increase the number of college degree-holders in our community.

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The intensified focus on college attainment is truly exciting. We thank you for your commitment to the work we do at College Now, and we look forward to your continued partnership.

Sincerely,

Patrick S. Mullin
Chair, Board of Directors

Lee A. Friedman
Chief Executive Officer
College Now Greater Cleveland’s mission is to increase college attainment through college access advising, financial aid counseling and scholarship services. For more than 45 years, College Now has paved the way for students and adult learners to prepare for, finance and graduate from college.

- College Now serves more than 20,000 students each year.
- Our students have a 91% retention rate, compared to 58% nationally for students from low-income backgrounds.
- College Now students are nearly twice as likely to graduate from college as other students from low-income backgrounds.
- For a graduating senior, a $500 investment in advising services and financial aid counseling results in $60,000 per student in financial aid over four years of college.
- College Now awards about $2.7 million in need-based, renewable scholarships to nearly 2,000 students and adult learners each year.
- This year on college campuses, over 10,000 students who have received College Now services have benefitted from more than $150 million in financial aid.

Scholarship recipient John Maher, his guest, College Now donors Cathy and Bill Christopher, scholarship recipient Bria Sparks and her guest at the 2011 Celebration of Excellence event.

The Attainment Imperative

College Now's commitment to create a college-going culture is an investment in the economic growth and vitality of Greater Cleveland. We are developing an educated talent pool of future leaders whose contributions will attract new employers and grow businesses, making our region more competitive in the global economy. According to the Lumina Foundation, by 2018, nearly 60% of jobs will require a postsecondary degree. Ohio must increase college attainment by 6.4% each year to meet the future demand for skilled workers. The potential economic impact of increasing college attainment is huge. A 1% increase would add $2.8 billion to the local economy annually.

The impact of a college degree on individuals is equally compelling. We know that the poverty rate for high school graduates is three times higher than that for Bachelor’s degree recipients.* We also know that individuals with two- and four-year degrees earn more. Those with Associate’s degrees will earn nearly one-third more over a career than those with a high school diploma, and those with Bachelor’s degrees will earn nearly $1 million more over a lifetime than those with only a high school education.\(^\text{1}\) A college degree does more than boost the economy. It changes lives and livelihoods.

The well-being of our community and the individuals that comprise it depends on our ability to increase the knowledge base and skilled workforce in Greater Cleveland.

How do we get there? By increasing college readiness, access, persistence and completion among traditional students who are transitioning to college from high school AND among adults who have either never enrolled in college or enrolled and never completed their degrees. College Now has a variety of systems and programs in place to support these students as they pursue their degrees. The Cleveland Foundation College Now Scholars Program and the College Now Mentoring Program are two good examples of ways in which we’ve broadened the scope of these services over the last year.

*Education Pays 2010, College Board
\(^\text{1}\)The College Payoff Report – Education, Occupations, Lifetime Earnings, August, 2011
Colleges Now Mentoring Program

For years, one of the distinguishing features of Colleges Now has been to offer retention services to our scholarship recipients through numerous types of outreach – email, phone, text messages, social media and in-person interviews. These services are particularly important to the majority of students who receive our scholarships – students from low-income families and/or who are the first in their families to attend a postsecondary institution. Many of these students face a number of obstacles – academically, socially, culturally and financially – that could adversely affect their success in college.

We know Colleges Now’s retention services make a difference:

• Our scholarship students have a first to second-year retention rate of 91%, whereas the national average is 58%.

• Our scholarship students have a 60% graduation rate, more than double the national average for students from low income backgrounds (23%) and in excess of the national average (54%).

• Our scholarship students who receive a Malone Scholarship have a 90% graduation rate, a direct result of the intensive and individualized mentoring and support that Jimmy Malone provides to these recipients.

To enhance the retention services that Colleges Now provides to its scholarship recipients, Colleges Now piloted a formal mentoring program in September 2011. With grant funding from the Business of Good Foundation in Ashtabula County, Colleges Now entered into a partnership with iMentor Interactive, based in New York City, to become one of the first organizations in the country to use the iMentor platform for college students. To date, it has been used almost exclusively for high school students. iMentor and Colleges Now are creating a college-level curriculum for the program to help develop best practices for this new electronic mentoring program.

iMentor facilitates the development of high-quality, high-impact mentoring relationships using an unique, online platform that guides communication between mentor and mentee with an interactive and personalized curriculum. In this pilot year, Colleges Now paired 50 of its freshman scholarship recipients attending Cleveland State University, John Carroll University, Notre Dame College and Kent State University with members of Northeast Ohio’s business community. Mentors and mentees have been building their relationships since the fall, using the web-based iMentor curriculum. They’ve also participated in a networking lunch, giving them an opportunity to meet face-to-face and will have several more in-person opportunities to meet before the end of the school year.

So far, the program has been a success, with mentors and mentees excited about the relationships they’re building. Deborah Lauer, a mentor from Eaton Corporation, says, “It’s easy to use iMentor. We’ve managed to keep in touch at least once a week. I enjoy corresponding with Karolina. It’s great to connect with someone starting out in their studies and career.”

Her mentee, Karolina Kucerova from Kent State, echoes, “I was surprised at how well they matched me to my mentor, Debbie Lauer. I find it easy to build a personal relationship with Debbie because I am always on the computer, so e-mailing her is easy and we can get to know each other through the web.”

Colleges Now has committed to scaling the mentoring program so that within five years, all Colleges Now traditional student scholarship recipients will have a mentor and participate in the mentoring program. We strongly believe our mentoring program will replicate the success rates that the iMentor model has achieved in the high school context – simultaneously increasing college graduation rates, helping students develop an understanding of the workforce and employment possibilities, and raising community awareness of the importance of college attainment and graduation.

Mentoring benefits everyone. A small investment of time makes a BIG impact in a student’s life as well as in our community. The impact of even a 1% increase in students graduating from college has huge benefits on communities – educational attainment is the biggest predictor of success for cities and metro areas today.

John Hammond, from Chartis Insurance, says, “I have greatly enjoyed the Colleges Now mentoring program. The most enjoyable aspect of the Colleges Now mentoring program has been the enthusiasm expressed by my mentee, Vince Scotese. Vince is enthused about Cleveland State, passionate about doing well in school, enthusiastic about his hobbies. Vince’s level of enthusiasm has rubbed off on me. He definitely has a ‘glass half-full’ attitude, and whether I’m a mentor or a mentee, that is the kind of person I want to be around.”
Based on the best available data, for every 100 kids entering the ninth grade in Cleveland, 52 will graduate high school, 23 of those graduates will go on to college, and 7 will graduate from college in six years.

**HIGHER EDUCATION Compact**

College Now spent the better part of last year collaborating with Cleveland Mayor Frank Jackson, the Cleveland Metropolitan School District, Cleveland City Council, Cuyahoga County Executive Ed FitzGerald and the Cuyahoga County Council, the philanthropic community, a number of civic leaders, educators and college and university presidents to determine what the community could do to increase the number of youth enrolling in and graduating from college.

Many of these organizations, including College Now, were already working toward a goal of increasing college attainment, but the purpose of this initiative was to find ways to align the efforts of these organizations so as to make the best and most efficient use of their limited resources. The result was the Higher Education Compact of Greater Cleveland, which launched in October 2011.

What we know:

- Nearly 60% of newly-created jobs will require some level of post-high school education.
- College graduates earn 1.8 times more than a high school graduate, worth more than $1 million over a career.
- People with college degrees are more likely to have fulfilling jobs, better health and longer lives. They are also less likely to be unemployed.
- In Northeast Ohio, a 1% increase in college attainment would boost our region’s economy by $2.8 billion a year.
- Higher educational attainment rates correlate to lower crime, expanded community amenities, and a higher tax base to pay for important city services, such as police.

Based on this, 15 Ohio colleges and universities have signed on to be a part of the Compact. So have more than 40 community-based organizations, including College Now. These education, practice and support partners have each agreed to assess themselves based on the performance of Cleveland students within their institutions and organizations and come up with proactive intervention plans – strategies that they will implement on their campuses and throughout their organizations – that will be a road map for how they will increase college attainment among the Cleveland students that they serve. These road maps will be the basis of a College Success Dashboard that will measure a number of college readiness, access and persistence indicators that will be made public to the community each fall.

As a lead practice partner, College Now has been involved in the Compact from the beginning planning stage. College Now staff members participate on the Operations Committee, which guides the work of the Compact. Also, because of our expertise, College Now staff members contribute to the work of the four Compact task forces, and we house the only outside staff person for the Compact, a full-time Program Manager.
THE CLEVELAND FOUNDATION

College Now Scholars

Very selective colleges and universities have expanded their financial aid and on-campus resources for low-income and first-generation students, and increasingly, a number of these selective schools are able to meet 100% of a student’s financial need without loans. However, there is a disconnect between very selective schools wanting to enroll more of these deserving students and the students perceiving these schools as viable options for them.

To address this disconnect for CMSD students, The Cleveland Foundation and College Now partnered to develop The Cleveland Foundation College Now Scholars Program.

The Cleveland Foundation College Now Scholars Program is designed to give CMSD students who have demonstrated strong academic potential personalized college access and financial aid guidance. Students participating in the program must have achieved a 3.0 GPA and a 23 composite ACT score. College Now has a dedicated advisor who ensures that each of the 63 students in this program receives the same college access resources afforded to students from more affluent school districts, including:

• Learning about each student and his/her college and career goals and personal needs;
• Presenting the student and family with every local, state-wide and national postsecondary option for reaching those goals;
• Advocating for the student and “marketing” each to the schools that are appropriate given each student’s needs and goals;
• Helping the student evaluate his/her choices based on: best fit (academic, social), best financial value, best on-campus resources.

The goal of this program is that these students will persist in and graduate from college because they attended the right school with the right resources to address their individual needs.

“I thought that the Cleveland Foundation College Now Scholars program would help [to] ensure that my college search, application and decision process was successful. I am the first person in my family to go to college, so my parents really didn’t have any idea what to expect and neither did I.”

- Caitlyn Marko, a senior at John Hay Early College and a Cleveland Foundation College Now Scholar

*Caitlyn plans to study computer engineering and religious studies and has applied to 11 schools, including Carnegie Mellon, Valparaiso, Florida Institute of Technology and Case Western Reserve University.

FINANCIAL Stability

SUPPORT AND REVENUE
For the Year Ending July 31, 2011

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EXPENSES
For the Year Ending July 31, 2011

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COLLEGE NOW Donors

This list reflects cash payments and multi-year pledges from January 1 – December 31, 2011. Please note: donors who made multiple gifts between August, 2010 and July, 2011 are listed in the category that reflects their largest gift amount during the time period, not the total gift amount for the time period. We, at College Now, have made every effort to ensure the completeness and accuracy of the information in this report. If an error or omission has occurred, please accept our sincere apologies.

$1,000,000 and above
Cleveland Foundation

$500,000 to $999,999
The John Huntington Fund for Education

$200,000 to $499,999
Anonymous
Jane D. White Fund No. 2
The Business of Good Foundation

$100,000 to $199,999
Alcoa Foundation
William & Cathleen Christopher
The George Gund Foundation
KeyCorp
The Nordson Corporation Foundation

$50,000 to $99,999
Eva L. and Joseph M. Bruening Foundation
Cleveland Clinic Foundation
The Meisel Family Foundation
The Perkins Charitable Foundation
PNC

$25,000 to $49,999
The Abington Foundation
City of Cleveland
Martha Holden Jennings Foundation
McCormick Tribune Foundation
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MyCom
The Nord Family Foundation
The Kelvin and Eleanor Smith Foundation
Kent H. Smith Charitable Trust
Third Federal Foundation
The George Garretson Wade Charitable Trust #2

$10,000 to $24,999
ACE Mentor Program of Cleveland
Anonymous
Apple American Group
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Cargill Corporation
Cleveland Beer Week, Inc.
Cleveland Rotary Foundation
Cobenitz, Patch, Duffy & Bass LLP
The George W. Codrington Charitable Foundation
Deaconess Community Foundation
Dominion Foundation
Eaton Corporation
Giant Eagle
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Huntington National Bank
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The Reinberger Foundation
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The S. K. Wellman Foundation
The Thomas H. White Foundation
Milton A. & Roslyn Z. Wolf Family Foundation

$5,000 to $9,999
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Christopher Benavides
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Benesch, Friedlander, Coplan & Aronoff
Buckley King LLP
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Calfee, Halter and Griswold LLP
Charter One Bank
Cleveland Indians
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Deloitte
DeWine Family Foundation, Inc.
Eugene DiBaggio
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Lauren Rich Fine & Gary Giller
Robert & Ruth Fortney
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Tim Rogers
Lisa Rose
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Runyon & Sons Roofing
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The Sherwick Fund
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Squire, Sanders
Steel Technology
Sally & Terry Stewart
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U.S. Bank
Universal Windows
Jeffrey M. & Hallie Wasserman
George Wenz
Timothy & Sandra Wuliger
John & Denise York
Young Buckeyes of Greater Cleveland
Mark & Janice Zupon

$500 to $999
Anonymous
Bank of America
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Marvin & Virginia Belveal
Michael Bohinc
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Maurice P. & Sharon Andrien
Martha Basile
Robert P. & Beth Brandon
Don Brogan & Sons Concrete Construction
Stephanie & Jeff Bunsey
Tracey Carroll
Leigh & Mary Carter
Jenny Chan
William E. Conway
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$100 to $249
Jim Abbuhl
Accutemps
Thomas W. & Joanie Adler
All Points Connect
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Murray Aultse
Ronald S. & Josie Ambrogio
Peter K. & Jane Anagnostos
Aramark Corporation
David Armstrong
George & Roma Aronoff
Geoffrey K. & Maryann Barnes
Debbie Bartlett
The Becker Group
Best Restaurant Equipment & Design

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Dennis M. Daar
David Dews
Henry C. & Mary Doll
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Nancy Dowding
William & Linda Dull
Lisa Durst
Rodney Eddy
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Freshway Foods
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Marilyn L. Zupon

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IN MEMORIAM David S. Inglis

Last August, College Now lost one of its biggest advocates in David Inglis, who passed away unexpectedly at the age of 54. David served on the Board of Directors of College Now for 17 years, and as President of the Board, was deeply involved in the operations of the organization. David, working with Board Chair, Pat Mullin, and new CEO, Lee Friedman, helped to oversee the organization’s transformative rebranding process in 2010-2011, positioning the organization for greater success and increasing awareness about the importance of college attainment.

David was passionate about and committed to the work we do at College Now. To honor his legacy, his wife, Patty, daughters Jaclyn and Katie, and his mother, Sally Rich, created a scholarship in his name. Over 150 individuals from across the country also made contributions to this scholarship in memory of David.
College Now’s mission is to increase college attainment through college access and success advising, financial aid counseling and scholarship services.