



Contact: Elizabeth Day
216-635-0165
eday@collegenowgc.org

College Now Receives \$50,000 Grant from The Coca-Cola Foundation to Support College and Career Access Advising in Cleveland Metropolitan School District

CLEVELAND, August 31, 2017 — College Now Greater Cleveland recently received \$50,000 from The Coca-Cola Foundation to bolster its college and career access advising work in the Cleveland Metropolitan School District (CMSD).

College Now deploys 20 full-time advisors and 38 AmeriCorps College Guides and Career Coaches in CMSD throughout the school year who deliver a formal, written, research- and experiential-based curriculum, “College Now College-Ready,” which breaks content down into six lessons per grade level (from 8th to 12th grade) and focuses on underclassmen’s college and career readiness needs, as well as upperclassmen’s process-based college and career access needs. Advisors provide a wide range of college and career readiness advising and financial aid counseling services, including career exploration; ACT preparation and test registration; college exploration, applications and enrollment; financial aid advising; targeted, competitive, renewable merit- and need-based scholarships; and retention and mentoring services.

In addition, College Now provides a number of supplemental programs to CMSD students, such as:

- Early Action for the Motivated Middle, which supports promising CMSD high school juniors and seniors whose GPAs and standardized test scores indicate that they are statistically college-ready, but they do not attract the attention of postsecondary institutions the same way high-achievers do. As a result, this group of students often misses out on the “best fit” schools for their educational and career goals as well as optimal financial aid opportunities. Early Action provides ACT preparation, career exploration and college planning services to more than 100 CMSD juniors and seniors.
- The Cleveland Foundation College Now Scholars Program, a cohort initiative seeking to prevent undermatching for top-performing students in CMSD, provides a dedicated advisor to students with a 3.0 GPA or higher and a minimum ACT score of 25, to both market top-tier schools to students and families as well as to market the students to the top-tier schools to help students and families find their “best fit.”
- Talent Search, a U.S. Department of Education program, serves nearly 600 economically disadvantaged CMSD students at John F. Kennedy, Glenville and John Marshall High Schools, and is designed to increase high school graduation, postsecondary enrollment and postsecondary attainment.
- impACT, funded by the Ohio Department of Education, is an afterschool program focused on improving students’ math and reading skills through ACT preparation.

College Now consistently delivers impressive results to CMSD, its longest-standing partner. College-ready CMSD graduates enroll in college at higher-than-national rates (73 percent vs. 51 percent, according to the National Student Clearinghouse); and students who meet with College Now advisors enroll in college more often (78 percent vs. 5 percent). Targeted high-achieving students (3.0+ GPA, 25+ ACT) enroll in Barron’s Top 4 Tier Colleges at a rate of 98 percent; and targeted middle- and lower-achieving students (2.0+ GPA, 16+ ACT) have

consistently improved ACT scores, which improves their access to college and financial aid opportunities. College Now scholarship recipients complete college at a rate nearly four times that of their CMSD peers.

College Now CEO Lee Friedman said, "We are extremely grateful for The Coca-Cola Foundation's investment in our work in CMSD. Ensuring that every CMSD student has a postsecondary plan and can access the resources to pursue those plans is critical to our community's success. The Coca-Cola Foundation is investing in Cleveland's future by investing in Cleveland's students."

About College Now Greater Cleveland, Inc.

College Now provides Greater Cleveland students with guidance and access to funds to prepare for and graduate from college. For 50 years, our goal has been to help students pursue educational opportunities that empower them to embark on rewarding careers and strengthen our community. College Now assists more than 27,000 students each year, delivering college access advising, financial aid counseling, and scholarship and retention services in Greater Cleveland schools, in the College Now Resource Center and through community-based programs. For more information, visit www.collegenowgc.org.

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