



**COLLEGE BOUND
HIGH SCHOOL REPLEDGE CAMPAIGN**

Inspiring 9th graders to recommit to the College Bound Scholarship Pledge and prepare for a future after high school

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True or False? College Bound Scholarship support is just for Middle School.... False. The College Bound Scholarship Pledge can be used as a lever to improve student success outcomes for low-income students from 7-12th grade. 9th grade is a critical place to start!

THE IMPORTANCE AND CHALLENGE OF 9TH GRADE

According to a study published in Education Digest in 2010, 9th grade students earn the lowest GPA, miss the most classes, and have the highest misbehavior rates. The transition from middle to high school can be challenging, especially for low-income and minority youth. This time may be associated with loneliness, isolation, and disconnection from peers. Students who succumb to these factors fall behind in their classes, which makes it harder to graduate on-time with their cohort. Thus, the success of the 9th grade year is pivotal to increasing graduation rates. Developing strategies to ensure a successful 9th grade year is even more important for low-income students. A high school diploma is the minimum requirement to work a decent wage job while obtaining a postsecondary education is crucial to rising out of poverty.

THE OPPORTUNITY

The College Bound Repledge campaign, championed and led by the Washington College Access Network, is an opportunity to re-engage College Bound Scholarship 9th grade students in high school and remind them of their commitment. This campaign provides a platform to talk to students around the scholarship's commitment while also connecting behavior, attendance, and class performance to the larger goal of high school completion, postsecondary enrollment, and a successful career. Students who participate in Repledge activities may view the College Bound Scholarship as a reason to stay engaged and as a means by which to connect their academic performance to life-goals beyond school. The Repledge Campaign also offers an opportunity for administrators and staff to identify College Bound Scholars in order to provide interventions and additional support for students who may be struggling.

REPLEDGE GOALS

- Remind students of the College Bound Scholarship Pledge. Use the Repledge opportunity to engage students around future planning and various post-secondary education pathways
- Get students signed-up for the College Bound Listserv.
- Celebrate the opportunity of the College Bound Scholarship by having students sign the Repledge certificate.

HOW TO GET INVOLVED

We invite you to participate in the College Bound Scholarship Repledge Campaign throughout February 2021. There are many different opportunities for schools to participate in the Repledge Campaign:

- Host a school or district-wide College Bound Scholarship Repledge event.
- Bring College Bound Scholarship students into a virtual college and career office to talk about postsecondary options.
- Share photos of your College Bound Scholarship students on various social media networks using the hashtag #WeAreCollegeBound.
 - Tag @W_CAN(twitter), @_wcan_ (Instagram), or @WACollegeAccessNetwork (Facebook)

COLLEGE BOUND SCHOLARSHIP REPLEDGE PARTICIPATION STEPS

1. **Before your event, let us know you are planning to host a Repledge activity at your school by completing this form!**
 - a. Tell us the date of your activity and what activity you plan to hold
 - b. This will help us reach out to you directly and find out how we can help!
2. Students can fill out this fillable version of our Repledge workbook that would normally be handed out at in-person events: <https://www.wcan.org/wp-content/uploads/WCAN-Repledge-Booklet-Fillable-Form.pdf>
3. Use this toolkit to help plan your Repledge activity, event, or intervention strategy.
4. Post pictures of students signing the Repledge certificate or holding the College Bound photo booth signs to social media using the hashtag #WeAreCollegeBound
5. **After your event, fill out this Google form and let us know how it went!** This will help us report our impact to Washington state and understand how we can better help you hold events like this in the future!

REPLEDGE STUDENT ENGAGEMENT EXAMPLES

9th Grade Specific Virtual Assembly

Time: 30-40 minutes max

Description: An assembly where staff speak to students about the College Bound Scholarship and other resources and supports available at the school, tailored to 9th grade students.

Materials:

1. Zoom account
2. College Bound 101 PowerPoint or presentation of some sort.

Time Capsule

Time: 2 hours of prep (Send email with instructions, set up drive-by times), 1 School Day for pick up

Description: Students place their name and personal pledge requirement on a piece of paper. School personnel drives to student's homes and allow students to place pledges in a large container. School personnel store container until 2024. Students come up with a pledge or goal that they set for themselves for the next 4 years.

*Students can also write pledges on a piece of paper and mail them to their school personnel. School personnel can collect, add to time capsule. This would require postage.

Materials:

1. Paper
2. Colorful pens
3. Large container
4. Postage

Repledge Breakfast or Luncheon Party

Time: 30-40 minutes max

Description: Celebrate 9th grade College Bound Scholarship students by hosting a breakfast or luncheon. Have students log on to a virtual meeting during breakfast or lunchtime. Encourage students to bring their favorite food item/drink for that time of the

day. During the event, review pledge requirements and have students and/or parents commit to fulfill the pledge requirements.

Materials:

1. Zoom Account
2. Invite parents (depending)
3. Review pledge requirements with all attendees
4. Invite administration
5. Principal's signature for them on certificate to be distributed at a drive-through certificate ceremony.

Review Pledge Requirements

Time: 30-40 minutes max

Description: Assemble 9th grade College Bound students and formally review the College Bound Scholarship pledge requirements. Afterwards, call each student to unmute/turn video on, and have them pledge to fulfill pledge requirements. Repledge certificates can be mailed home for students to sign.

Materials:

1. Presentation of certificate
2. Mail copy home to family
3. Review pledge requirements
4. PowerPoint

Making the Connection

Time: up to 1 hour

Description: Combine a virtual college campus visit and tour with a Repledge event. After touring a college campus virtually, remind College Bound students about pledge requirements and then make a commitment to meet the pledge requirements. Complete the event by awarding each student a Repledge certificate to be delivered to their email or mailed to their home.

Materials:

1. Zoom account
2. List of pledge requirements
3. Repledge Certificates

College Cost Comparison Activity

Time: 20 to 30 minutes

Description: The purpose of this activity is to give students a realistic idea of college costs and how the College Bound Scholarship can be most useful to them.

*If you plan to do this activity, email ERuss@collegesuccessfoundation.org or JBellinger@collegesuccessfoundation.org, and we'll send you the updated PowerPoint.

Materials:

1. THIS PowerPoint can be located on the WCAN College Bound Repledge page [here](#).
2. For this activity you will want to prepare the following:
 - a. Select schools to compare School A (a 4-year institution) and School B (a 2-year or technical college). You can also add a third school if necessary. It might be useful to create a visual side by side.
3. Follow this activity guide:
 - a. Ask the students to guess how much they believe the full cost to attend each school would be. Have them put their guesses into the chat box. *Note: you can possibly select a winner if someone guesses close.
 - b. Next, display a visual of the correct cost of attendance at each of the institutions. *Be sure to also show that the 4-year college cost includes room and board.
 - c. Then, begin to cover what students are actually paying for when they say they're "paying for college." Highlight the fact that there are two big cost buckets: room and board vs. tuition. Explain to them that they will either pay for room and board in the overall cost of college at a 4-year, or will need to figure out where they are going to live if attending a 2-year or technical college.)
 - d. Now, add in the College Bound Scholarship, and the fact that this is a tuition scholarship that can potentially cover all or half of the full cost to attend college.
 - e. Explain that the goal is to help more students be able to attain a college degree in order to have access to living wage jobs.
 - f. Then, finish the activity discussing the basic components of the College Bound Scholarship like the pledge and how it works beyond high school.

College Bound Alumni Panel

Time: 1 Hour

Description: Invite College Bound Scholarship alumnus from schools to serve on a virtual panel and field questions from 9th grade Repledge students. Send digital Repledge certificates to students via email or mail to home.

Materials:

1. Zoom account
2. Contact alumni to invite over mid-winter break

Get Connected: College Bound Club

Description: Start a virtual College Bound or First Gen Club at your school and engage older students to mentor incoming freshmen. Upper classmen can become the organizers for future 9th Grade Repledge Activities and induct their incoming members.

Materials:

1. Zoom Account.
2. Prepare by creating an attractive flier/send an invite to students explaining the intent of the club/benefit to them.

Digital Photo Booth Pictures

Time: 30-40 minutes max.

Description: Send students a College Bound Zoom background ahead of time. Have students join you for a 30 to 40-minute check-in. Students may take a screenshot of their photo and post on desired social media platforms or you can take a group photo of everyone with their background and share out with them.

Materials:

1. Digital College Bound Zoom Background
2. Social media hashtags

Personal, 1-1 Advising for College Bound Pledge Requirements

Time: 10 minutes per College Bound Scholar

Description: Invite College Bound students to meet with the College Bound lead virtually. During the meeting, review the pledge requirements with each student and discuss their progress towards achieving the requirements. Afterwards, send each student a digital Repledge certificate.

Materials:

1. Zoom account
2. Scheduling app such as Calendly or Remind
3. Repledge Certificates

College Fair Speed Networking

Time: 20 mins for re-pledge, 1 hour for Speed Networking

Description: Assemble your 9th grade College Bound students in advance of a virtual college fair. Remind them about the College Bound Scholarship and have them commit to fulfill the pledge requirements. Next, divide students into breakout groups of 4 or less, assigning each group four colleges that accept the College Bound Scholarship and will be attending the College Fair. Before the College Fair opens to the public, each group of students will conduct informational interviews for 15 minutes with each of the four colleges they were assigned.

If your building is unable to host a College Fair, you can arrange for informational interviews via phone or have students email their regional recruiter.

Materials:

1. Zoom account
2. List of pledge requirements
3. Digital Re-pledge Certificates
4. List of potential questions for informational interviews

Let's Celebrate: Scholarship Celebration Night

Time: 1 Hour

Description: Hold two separate events, one for students who are on-track and passing all their core courses, and one for students who are "at-risk" of failing a core course (they've failed one quarter or one semester of their ELA, Math, and/or Science course). Invite parents and students to the appropriate event to celebrate their College Bound Scholarship. Create a celebratory atmosphere with music, and some of the activities suggested above.

For students who are on-track, provide information about how to stay in good standing in high school. For students who are off-track, provide information about support services in your building.

Note: This idea is courtesy of Cascade High School in Everett, WA and Mariner High School in Mukilteo, WA.

Intervention Ideas for students who are off-track:

- Before/after/lunch tutoring
- Study hall hour (built into schedule if available)
- Plan of improvement with school and family

Materials:

1. Zoom account

SAMPLE ADMINISTRATION LETTER

Dear [administrator name],

The Washington College Access network (WCAN) is committed to making significant change in our state by partnering with the Washington Student Achievement Council (WSAC) and college readiness practitioners who support all students to graduate from high school and access postsecondary education. As one culture-building strategy, WCAN provides coaching to schools to run statewide campaigns. Our newest campaign is **The College Bound Repledge**. The Repledge campaign was designed to focus on 9th graders and the transition from middle to high school. Studies have shown that 9th grade students earn the lowest GPA, miss the most classes, and have the highest misbehavior rates.

The College Bound Scholarship, administered by WSAC, is an early commitment to provide state funded financial aid to low-income students who may not consider college a possibility because of the cost. Eligibility for the scholarship is a two-part process:

1. students first sign- up during 7th or 8th grade no later than June 30th;
2. students then must fulfill the scholarship pledge requirements – to maintain a 2.0 Cumulative GPA, graduate from a Washington state high school and complete the Free Application for Federal Student Aid (FAFSA) or WASFA Washington Application for State Financial Aid in their senior year, and remain felony free.

I am writing to thank you for your continuous support for the College Bound Scholarship (CBS), and to ask for your participation in our new upcoming College Bound Scholarship Repledge happening throughout February 2021. Since the College Bound Scholarship was established in 2007 by the Legislature, *over 280,000 low-income students have signed up for the program*. Graduation rates for College Bound Scholarship are at least ten percentage points higher than those of their non-College Bound Scholarship low-income peers.

The College Bound Repledge is an opportunity to re-engage College Bound Scholarship 9th grade students in high school and remind them of their commitment. These events provide a platform to talk to students around the scholarship requirements while also connecting behavior, attendance, and class performance to the larger goal of high school completion, postsecondary enrollment, and a successful career. Students who participate in Repledge activities may view the College Bound Scholarship as a purpose to stay engaged and a way to connect their academic performance to life-goals beyond school. The College Bound Repledge also offers a way for administrators and staff to identify and provide additional support for students and provides an opportunity for intervention with students who may be struggling. This engagement and support is particularly important right now during a global pandemic.

We will be hosting our repledge program on **Date** at **Time {add Zoom link}**. Will you please join us in supporting this campaign?

We appreciate your consideration and look forward to the collaboration!

Thank you,
Coordinator Name

SAMPLE LETTER HOME TO STUDENTS

School Logo

School Address

Date

[Principal, Counselor, District, etc]

Dear **Student Name**,

Congratulations, you are signed up for the College Bound Scholarship!

We are excited for you to review the pledge you made and to continue to do your part in receiving the scholarship. There are a few important things for you to do to fulfill the pledge requirements, which are:

- Graduate from a Washington state high school with a cumulative 2.0 GPA or higher,
- Have no felony convictions,
- Apply for financial aid by completing the [FAFSA](#) (Free Application for Federal Student Aid) or [WASFA](#) (Washington Application for State Financial Aid),
- Be income eligible as a senior in high school

The scholarship is a commitment that covers tuition and a small book allowance. There are over 60 schools in Washington state (including universities, colleges, tech and trade schools) that accept the College Bound Scholarship. There are so many options for getting an education after high school with College Bound! It's been shown that students who go on to get more education have better jobs, better pay and better benefits than students who just graduate from high school.

Join our Repledge Event on **[Date, Time, and Details]** where you will recommit to your pledge in order to have the opportunity of possible scholarship money open to you when you graduate!

Sincerely,

[Principal, Counselor, District, etc]

SAMPLE INFORMATION LETTER TO FAMILIES

School Logo

School Address

Date

Dear Students and Families,

We know that the first year of high school can be hard for many students. That's why **Name of School** is participating in the College Bound Scholarship Repledge campaign throughout the month of February to remind your student of the College Bound Scholarship Pledge.

Applying for the College Bound Scholarship is a two-step process.

1. In 7th or 8th grade, your student completed an application for the College Bound Scholarship. They pledged to:
 - Graduate from a Washington state high school with a cumulative 2.0 GPA or higher,
 - Have no felony convictions,
 - Apply for financial aid by completing the [FAFSA](#) (Free Application for Federal Student Aid) or [WASFA](#) (Washington Application for State Financial Aid)
2. In order to receive the scholarship, students must fulfill this pledge and:
 - Be [income eligible](#), as determined by their college with the information from their FAFSA or WASFA,
 - Be accepted to an [eligible college](#) and begin attending within one year of high school graduation,
 - Be a U.S. citizen or eligible non-citizen, or have DACA status

We are encouraging your student to participate in the College Bound Scholarship Repledge Campaign at **Name of School** to ensure that you are on track to graduate and receive the College Bound Scholarship. If you have any questions please call **Name, Title, at (000) 000-0000**. For additional information and resources about the College Bound Scholarship, visit www.collegebound.wa.gov.

Sincerely,

School Counselor/Principal/Site Coordinator

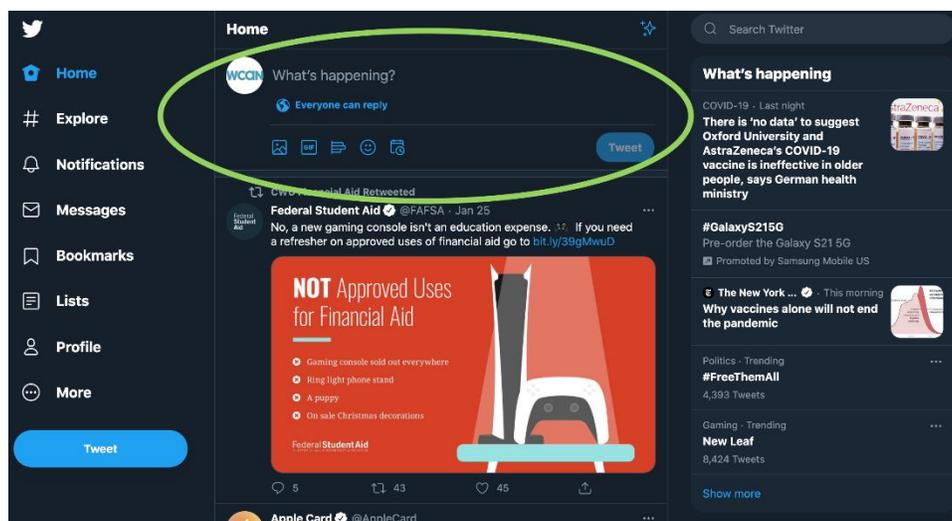
HOW TO: SOCIAL MEDIA POSTING AND TAGGING

You can use the below social media copy and instructions to post to your school's Twitter, Facebook, and Instagram pages.

Hashtags are used as a sorting tool – use #WeAreCollegeBound so everyone will be able to see College Bound Repledge posts!

TWITTER:

1. Type or copy+paste your Tweet (up to 280 characters) into the compose box at the top of your Home timeline, or click the Tweet button in the navigation bar.
2. You can include up to 4 photos, a GIF, or a video in your Tweet.
3. Click the Tweet button to post the Tweet to your profile.
4. To save a draft of your Tweet, click the X icon in the top left corner of the compose box, then click Save. To schedule your Tweet to be sent at a later date/time, click on the calendar icon at the bottom of the compose box and make your schedule selections, then click Confirm. To access your drafts and scheduled Tweets, click on Unsent Tweets from the Tweet compose box.



FACEBOOK:

Facebook is a wonderful tool for sharing meaningful content, especially with your students and their families. There is no word count limit, and we've provided you with some social media copy below.

You can include photos, screenshots, or videos in your post.

Make sure your post is public so the whole audience can see it!



Create Post



WCAN

Public

Write something to WCAN...



Add to Your Post



Boost Post



Get more people to see and engage with your post. You'll choose settings after you click Post.



Post scheduling is available in [Publishing Tools](#).

Post

INSTAGRAM

Select the photo you would like to use in your library and select this “+” sign on the Instagram home page.

You can either filter your image or post a graphic on Instagram!

Copy and paste the same text in the “write a caption” box on the screen. Use the “@” to tag another business, person, or organization. You can also add a location.

Use hashtags in the caption or in the first comment. The hashtags that get the most traction are typically related to DACA recipients and first-generation students:

#highered #daca #firstgen #graduates #classof2020 #dreamers #undocumented #students #studentlife #dreamact #defenddaca #greencard #dreamers #inmigracion #dacamented #immigrantsmakeamericagreat #dreamact #FAFSA #WASFA #FinancialAid #WeAreCollegeBound



SOCIAL MEDIA TALKING POINTS

Twitter

- Check out the #CollegeBound class of 2021! #WeAreCollegeBound @W_CAN @ReadySetGrad #BetterMakeRoom
- This is what commitment looks like! #CollegeBound #WeAreCollegeBound @W_CAN @ReadySetGrad
- #CollegeBound students recommitting and pledging to plan for an education beyond high school #highschool @W_CAN
- Today, we are cheering on these students as they pledge to plan for their future! #CollegeBound #WeAreCollegeBound #BetterMakeRoom @WACollegeAccessNetwork

Facebook

- Check out these photos from <insert school name> at our #CollegeBound Repledge #commitment #BetterMakeRoom #WeAreCollegeBound @WACollegeAccessNetwork
- Today, we are cheering on these students as they pledge to plan for their future! #CollegeBound #WeAreCollegeBound #BetterMakeRoom @WACollegeAccessNetwork
- It's #CollegeBound Repledge day at <insert school name>! Like this post to support students making plans for their future by recommitting to the College Bound Pledge! #Waedu #WeAreCollegeBound @WACollegeAccessNetwork

Instagram

- <Insert screenshot or image of students gathered for Repledge> It's the start of a new year and these students are ready to Repledge to plan on getting an education beyond high school. We can't be happier! #college #WeAreCollegeBound #CollegeBound #ReachHigher #BetterMakeRoom @_wcan_ @BetterMakeRoom @reachhigher2020
- <Insert group picture> Students are gathered virtually this year to sign the College Bound Scholarship Repledge! These students are committing to graduating high school and completing some postsecondary education. These students are our future! #CollegeBound #WeAreCollegeBound #Waedu #college @_wcan_
- <Insert picture of students> It's College Bound Scholarship Repledge Day at <insert school name>! We cannot wait to see what the future has in store for you! #ReachHigher #BetterMakeRoom #WeAreCollegeBound @BetterMakeRoom @_wcan_ @reachhigher2020