



**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 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 January and February 2018. 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 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. Let us know you are planning to host a Repledge activity at your school by completing the form at <https://www.wcan.org/college-bound/college-bound-scholarship-re-pledge>
 - a. Tell us the date of your activity
 - b. Let us know the number of College Bound students participating so we can send you FREE College Bound Repledge workbooks to pass out to participating students.
2. Use this toolkit to help plan your Repledge activity, event, or intervention strategy.
3. Post pictures of students signing the Repledge certificate or holding the College Bound photo booth signs to social media using the hashtag **#WeAreCollegeBound**

REPLEDGE STUDENT ENGAGEMENT EXAMPLES

9TH Grade Specific Assembly

Time: Varies

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.

Time Capsule

Time: 30 minutes

Description: Students place their name and personal pledge requirement in a large container. School personnel store container until 2021. Students come up with a pledge or goal that they set for themselves for the next 4 years.

Materials:

1. Paper
2. Colorful pens
3. Large container

Repledge Breakfast or Luncheon Party

Time: 3 hours

Description: Celebrate 9th grade College Bound Scholarship students by hosting a breakfast or luncheon. During the event, review pledge requirements and have students and/or parents commit to fulfill the pledge requirements.

Materials:

1. Invite parents (depending)
2. Review pledge requirements with all attendees
3. Invite administration
4. Principal's signature for them on certificate

Review Pledge Requirements

Time: 3 hours (including presentation)

Description: Assemble 9th grade College Bound students and formally review the College Bound Scholarship pledge requirements. Afterwards, call each student forward and have them pledge to fulfill pledge requirements and sign their Repledge certificate.

Materials:

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

Making the Connection

Time: up to 3 hours

Description: Combine a college campus visit and tour with a Repledge event. After touring a college campus, 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.

Materials:

1. Transportation to a College Bound College Campus
2. Space for group to meet on campus
3. List of pledge requirements
4. Repledge Certificates

College Bound Alumni Panel

Time: 3-4 hours

Description: Invite College Bound Scholarship alumnus from schools to serve on a panel and field questions from 9th grade Repledge students before they sign their Repledge certificates.

Materials:

1. Large space for group
2. Contact alumni to invite at winter break
3. Name tags

Get Connected: College Bound Club

Description: Start a 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.

Poster Activity

Time: 30 minutes

Description: Students paint their palms, make a handprint, sign their name, and display their certificate next to their hand print on the poster. Hang the poster in a visible area of the high school.

Materials:

1. Handprints
2. Certificates
3. Paint
4. Photos
5. Large piece of butcher paper

Photo Booth Pictures

Time: 2 hours

Description: Set up a green screen or photo booth area. Provide props and have students take their photo and post on desired social media platforms.

Material:

1. Photo booth/wall
2. Use swag props (printables)
3. Pennants
4. Social media props

Personal Advising for College Bound Pledge Requirements

Time: 10 minutes per College Bound Scholar

Description: Invite College Bound students to meet with the building College Bound lead. During the meeting, review the pledge requirements with each student and

discuss their progress towards achieving the requirements. Afterwards, give each student a Repledge certificate.

Materials:

1. Space for hosting individual conferences
2. List of pledge requirements
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 college fair. Remind them about the College Bound Scholarship and have them commit to fulfill the pledge requirements. Next, divide students into 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. Space to host College Fair
2. List of pledge requirements
3. Re-pledge Certificates
4. List of potential questions for informational interviews

Let's Celebrate: Scholarship Celebration Night

Time: 3 hours

Description: Hold 2 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 food, 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 & family

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; students first sign up during 7th or 8th grade no later than June 30th; 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 January and February 2018. 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 (CBS) are at least ten percentage points higher than those of their non-CBS 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.

We will be hosting our repledge program on **Date** at **Time**. 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--be income eligible as a senior and 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).

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 use 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 doing well in school and staying out of trouble 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 January and 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.

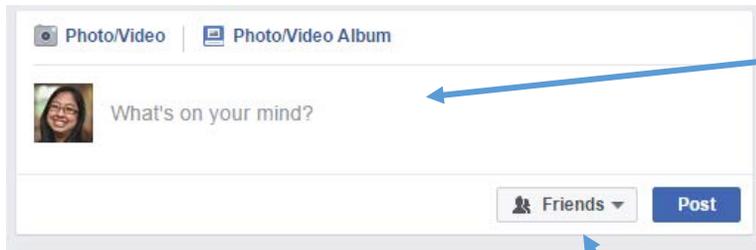
We are encouraging your student to participate in the College Bound Scholarship Repledge Campaign at **Name of School** to ensure that you are on track to graduate and receive the College Bound Scholarship. If you have any questions please call **Name, Title, at (000) 000-0000**. For additional information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

FACEBOOK



Copy and paste sample text here:

Use “@” when tagging to another person or organization (i.e. @WACollegeAccessnetwork = WCAN) – if tagging is successful the name or org will be highlighted in **BLUE**.

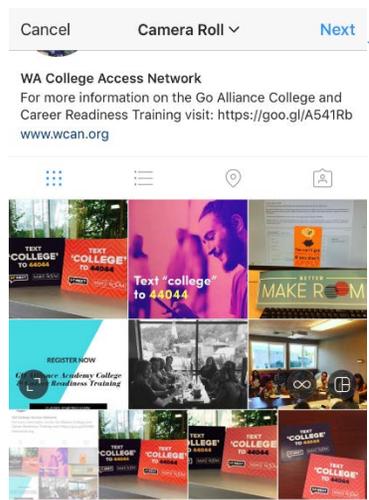
Make sure this says “public” if posting from a personal page – otherwise people will not be able to see your post.

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

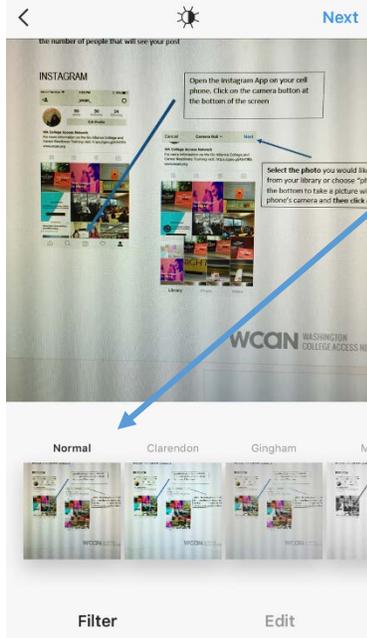
INSTAGRAM



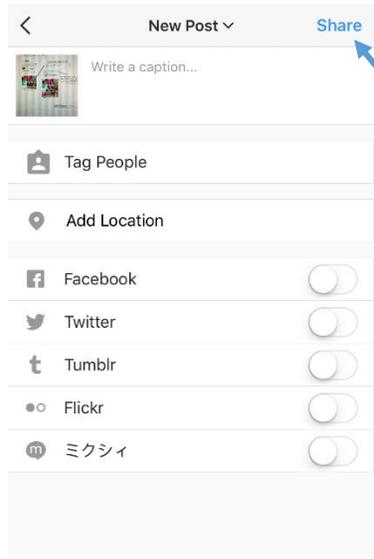
Open the Instagram App on your cell phone. Click on the camera button at the bottom of the screen.



Select the photo you would like to use from your library or choose “photo” at the bottom to take a picture with your phone’s camera and then click next.



Choose a Filter if you want and then click on “next” in the upper right hand corner of your phone screen.



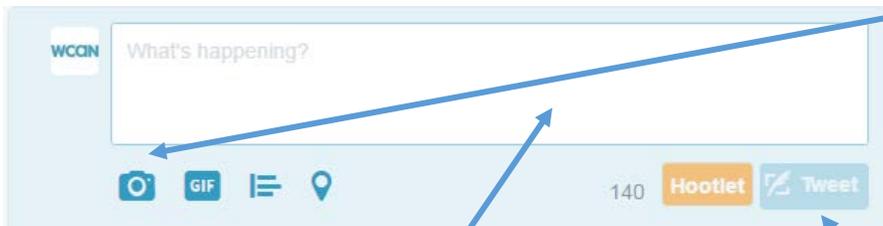
Copy and paste the same text in the “write a caption” box in the screen.

Use “@” when tagging to another person or organization using their instagram handle (i.e. @_wcan_).

Click on “Share” when complete – choose any additional networks by swiping by the icon. It will post to any network you currently have on your device.

* TIP: Popular Hashtags used on Instagram that are relevant to this campaign: #WeAreCollegeBound #instalike, #insta #instagood, #happy #picoftheday

TWITTER



To upload pictures – click on this icon and navigate to the image you want to post from your computer.

Copy and paste sample text here:

Use “@” when tagging to another person or organization (i.e. @W_CAN = WCAN) – if tagging is successful the name or org will be appear in blue text.

Click on “Tweet” when you are complete and you would like to post!

* Tip: Popular hashtags can be found in the trending column on the left hand side of a computer screen. You have a max of 140 characters to use (includes spaces). The number next to the tweet button indicates how many characters you have left to use and will turn red when you are close to the maximum.

SOCIAL MEDIA TALKING POINTS

Twitter

- Check out the #CollegeBound C/O 2021 #WeAreCollegeBound @W_CAN @ReadySetGrad #BetterMakeRoom
- This is what commitment looks like! #CollegeBound #WeAreCollegeBound @W_CAN @ReadySetGrad
- #CollegeBound students re-committing and pledging to plan for an education beyond high school #highschool @W_CAN

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 picture of students signing> 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 #instagood #ReachHigher #BetterMakeRoom @_wcan_ @BetterMakeRoom @reachhigher2020
- <Insert group picture> Students gathered to sign the College Bound Scholarship Repledge certificate. 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