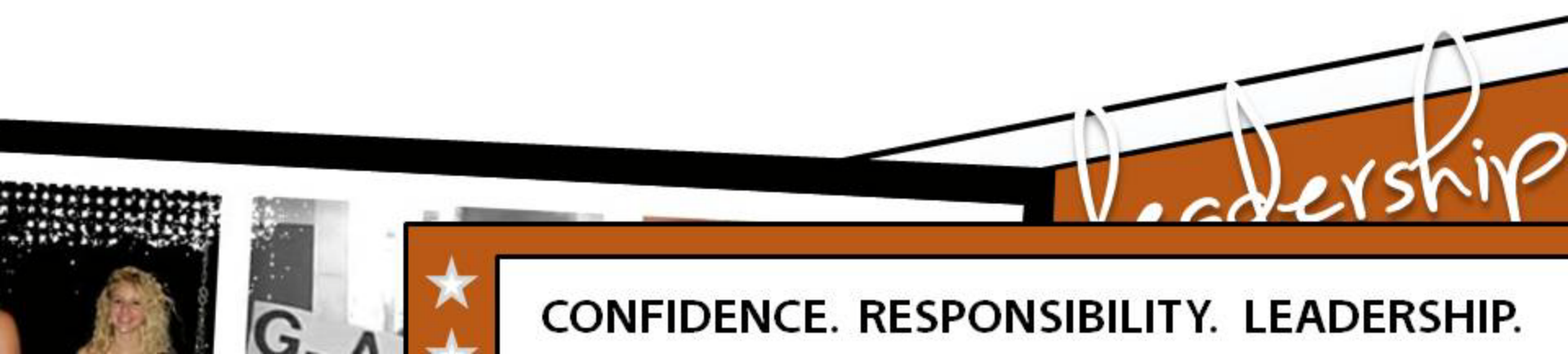


# A STUDENT LEADERSHIP INITIATIVE

Students Emerge as HEROs and Lead College Awareness Initiatives



West Virginia Higher Education Policy Commission



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## CONTEXT

West Virginia GEAR UP Grant

West Virginia Higher Education Policy Commission Administration

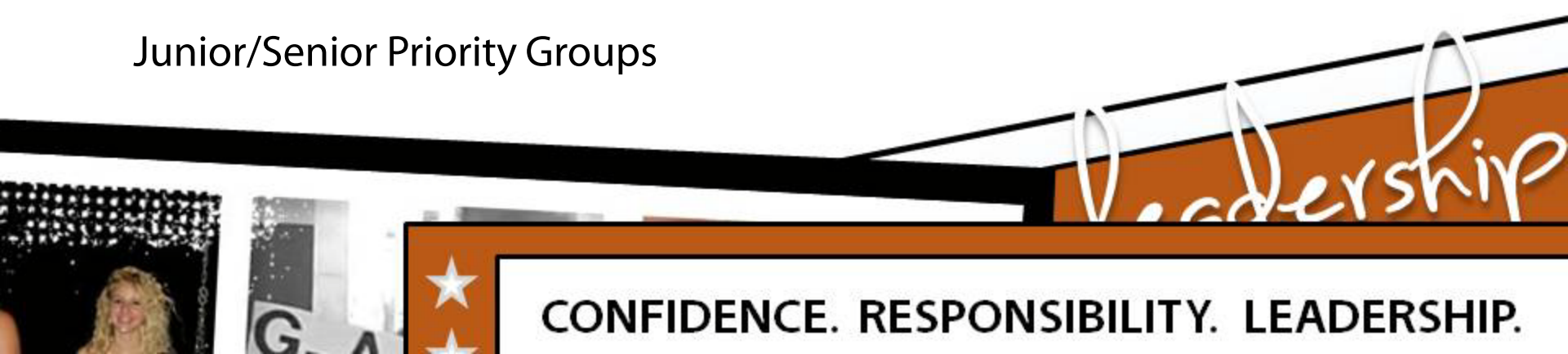
Eighteen Million Award over Six-Year Period

Ten High-Need Counties / Three Regions

Very Rural, First Generation, Low Income College-Going Students

2014 Cohort

Junior/Senior Priority Groups



## How Can We Facilitate a Culture of College-Readiness?

Use Data and Research to Target Our Efforts

Maximize Impact by Rallying Behind Statewide Awareness Initiatives

Integrate Best Practices into our Schools and Community

Implement a Student Leadership Initiative



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## The HEROs Model

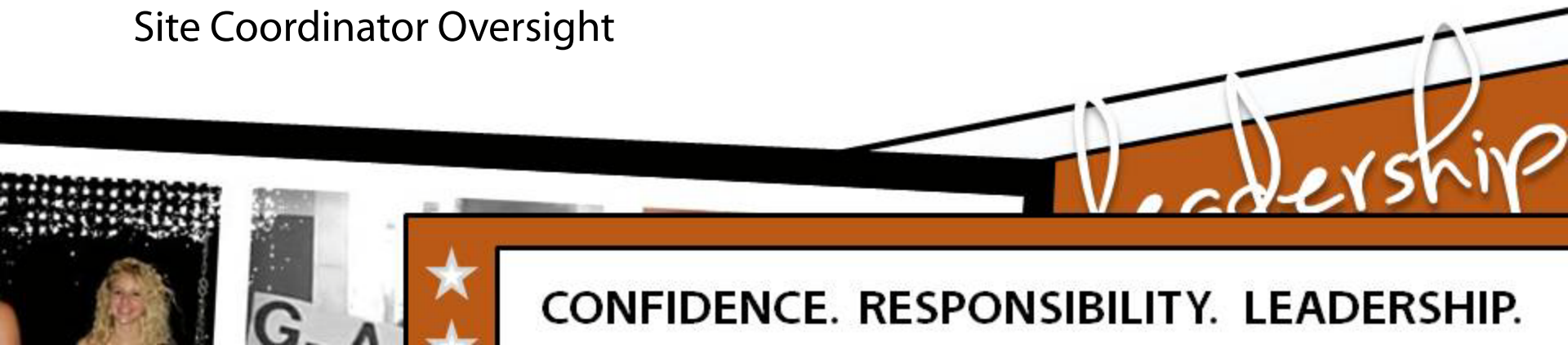
HEROs: Higher Education Readiness Officers

Launched Program Cohort's Freshman Year

Student Selections: Summer Academy and Recruitment

Student Leadership Framework and Workplan

Site Coordinator Oversight



## Group Makeup and Organization

Director of Educator Support and Appreciation

Director of Parent and Family Support and Engagement

Director of Community Support and Engagement

Director of Student Support and Engagement



## Student Buy-In and Involvement

Hold Regular Meetings | Minimum Monthly Meetings

Create School Clubs

Allow Students to Select Officers

Incentive: Most importantly give them goals, objectives and goodies



## School and Administrative Buy-In

HEROs are Adult Sponsored

Student Leaders Support School/GEAR UP Goals and Mission

Support for Educators

Lead the Media Charge

Sustainable



## HEROs Groundwork

Provided Work Plan: Clear Goals and Objectives that are Achievable

Creation and Organization of Goal Oriented Events and Activities

Student Voice: Students voice their opinions and ideas to central staff

Embed Leadership Opportunities



## Embedded Leadership Opportunities

GEAR UP U! Summer Academy: Leadership Summit

Student Leadership Academy

From Mentees to Mentors

Student Success Summit | Student Panels

College Access and Student Success Summit: Local-Level



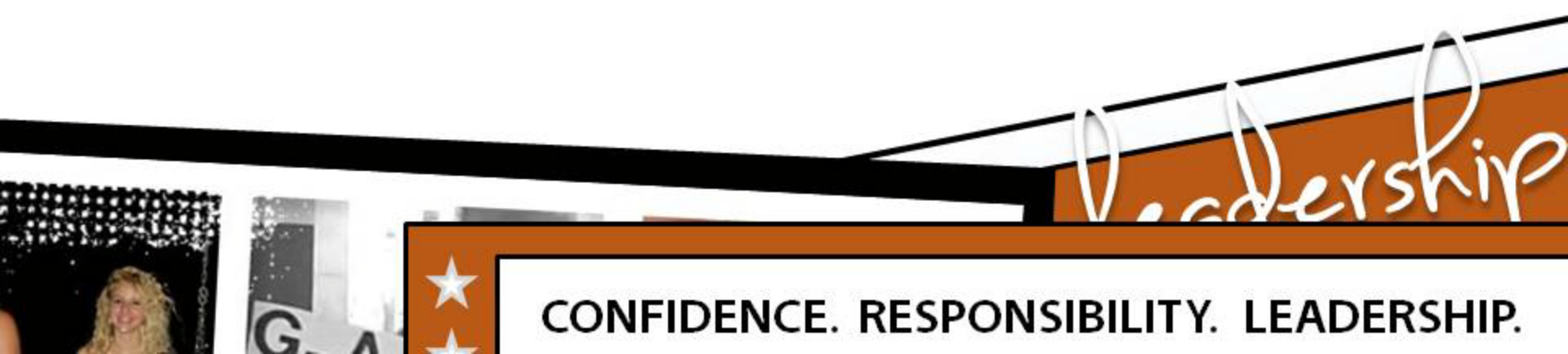
## Guidance and Support

WV GEAR UP Site Coordinators

GEAR UP Tutors and Mentors

School Administration

HEPC/WV GEAR UP Administrative Staff



# A STUDENT LEADERSHIP INITIATIVE

HEROs Create a College-Going Culture

Communication is Key

HERO Registration

Website | Twitter

Facebook: GU | HERO Groups

E-mail: E-Newsletters

Access to Administrative Office



Leadership



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**Megan Clay**

Dear Gear Up, I think this year we should try to get heroes from all the different counties to interact with each other more. I'm not saying, or anything but uhm, LC's hero program is not that great, so I'm thinking we should all get together and share ideas about how to reach out to our school and get them more involved with higher education. ^\_^

Like · Comment · July 5 at 1:13am near Branchland, WV

8 people like this.



**West Virginia GEAR UP** Megan - excellent idea. We'll get to thinking on that & see what we can come up with to allow you guys more interaction time.

July 5 at 7:35am · Unlike · 4



**Rashell White** I definitely agree!

July 5 at 1:45pm via mobile · Like



**West Virginia GEAR UP** Hey guys, what are some ways that you could see this happening? Let's brainstorm together.

July 9 at 1:39pm · Like

Leadership



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## The Need and Program Benefits

Sustainable over Time and Little or No Cost

Enhance Current Programming

Support for GEAR UP Initiatives

Staff and Program Support: Lift Expectations and Achievement

Promote Family and Community Involvement

Student Directed College-Readiness Initiatives



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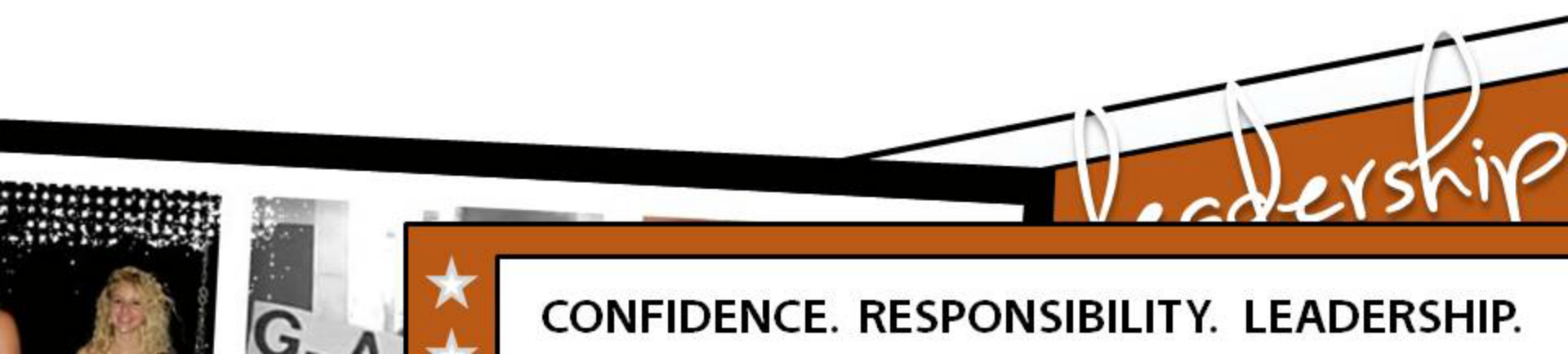
# A STUDENT LEADERSHIP INITIATIVE

HEROs Create a College-Going Culture

*“I really enjoyed being a part of a good group of students who felt the same way about their education and community as I do.”*



College Going Assessment  
**Activity**



## Best Practices: Beginner

Announce a College Fact each Morning

Post Scholarships, ACT/SAT Deadlines on School Social Media Sites

Include an ACT/SAT "Question of the Week" on Marquees

Add a "College Day" during your regular "Spirit Week"

Post "Ask Me About College" signs on teachers' doors/staff desks

Publish College Going Rates – Set Goals



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## Best Practices: Intermediate

Create “college correspondents” for student-led media outlets

Create a College-Going Trophy Case/Visible Display

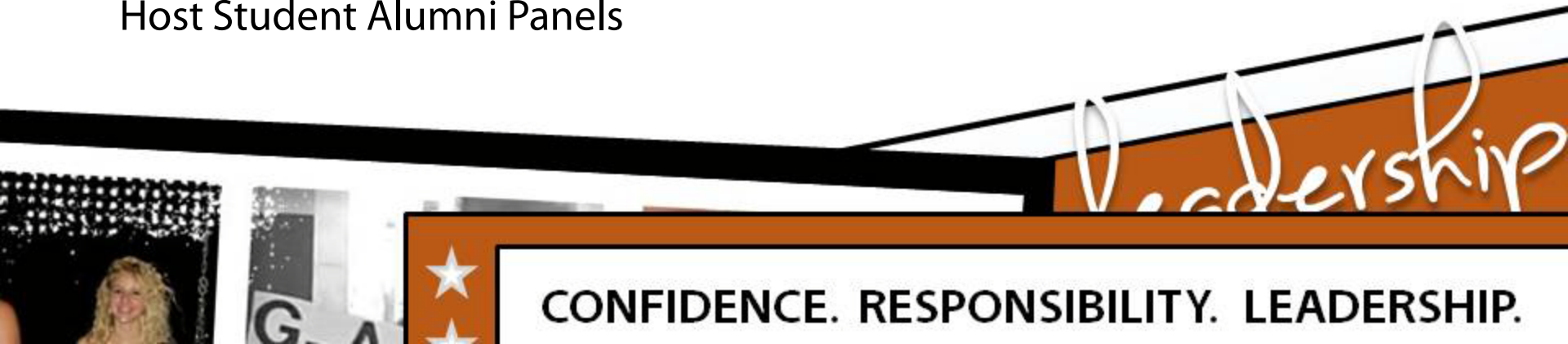
FAFSA Filing and Application Rivalries Between Schools – Pair w/Athletics

Student-Led College Fair

Ask Businesses to hang “Ask Me About College” or “College Goal Sunday” signs

Post College Acceptance Letters

Host Student Alumni Panels



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## Best Practices: Advanced

Create a College-Readiness Steering Committee with Students

Sponsor a Community-Level College Access and Student Success Summit

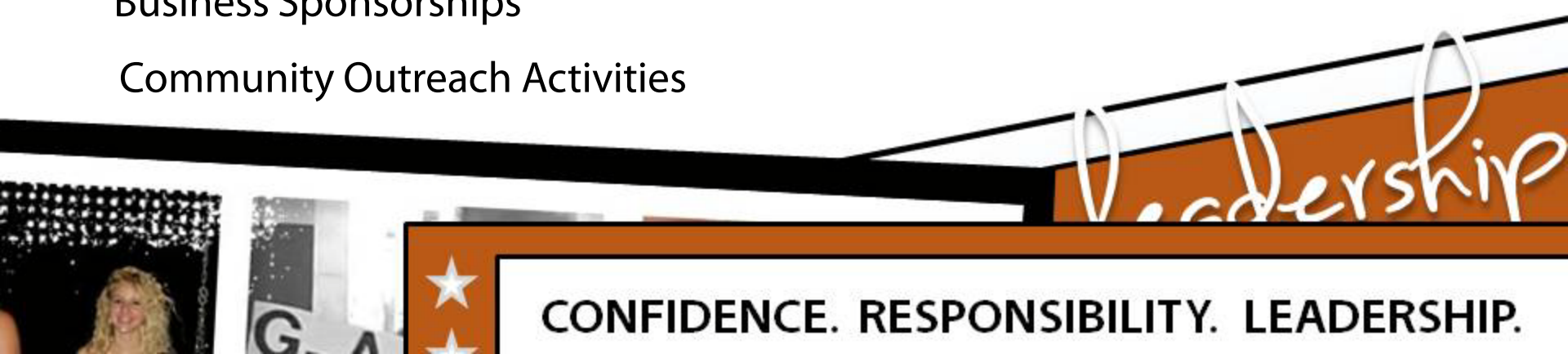
Student Leader Presentations

Host College Training Days

Partner with colleges to offer “guest lectures” at the high school as classroom lessons; conversely, allow students to schedule and introduce guests

Business Sponsorships

Community Outreach Activities



# A STUDENT LEADERSHIP INITIATIVE

HEROs Create a College-Going Culture

CASS | Westside High School



Leadership



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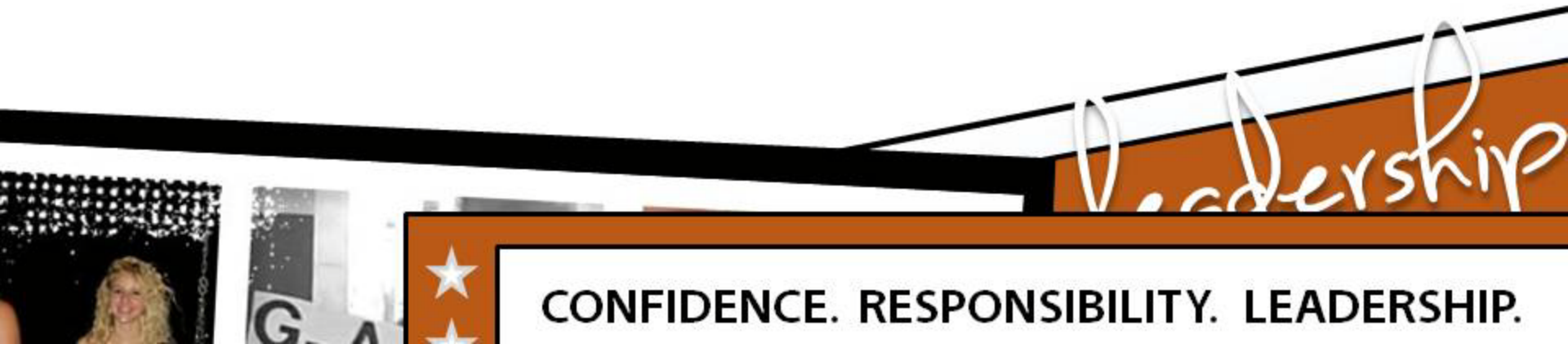
## State-Level Initiatives

Higher Education Day at the Legislature

College Application Week

College Goal Sunday

Student Success Summit



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# A STUDENT LEADERSHIP INITIATIVE

HEROs Create a College-Going Culture



2013 SSS | Scott High School

Leadership



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# STAY CONNECTED

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Leadership



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