

TOPIC: COLLEGE IN COLORADO OVERVIEW

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I. SUMMARY

The mission of College In Colorado is to help all Coloradans explore career and education pathways, break down barriers to postsecondary attainment, and create a plan for their postsecondary and workforce success. College In Colorado is a federal-funded initiative of the Colorado Department of Higher Education, receiving no General Fund monies.

II. BACKGROUND

College In Colorado was initiated by the Department of Higher Education (DHE), which serves the citizens of the state of Colorado by promoting access to, affordability of, and success in higher education for all students.

College In Colorado is charged with helping all Coloradans explore career and education pathways, break down barriers to postsecondary attainment, and create a plan for their postsecondary and workforce success. The initiative strives to fulfill this mission through the following avenues:

- An outreach team that travels the state presenting on all matters associated with college access (assistance with planning for college, the application process and detailed financial aid presentations), as well as training on the CollegeInColorado.org Website;
- A motivational speaker, who travels the state stressing to young people the importance of pursuing post-secondary education despite barriers they may face;
- Creating, building and strengthening partnerships with other groups/organizations/agencies in the education community;
- Outreach to communities of color;
- Strengthened relationships with postsecondary institutions;
- Spearheading grassroots marketing efforts throughout the state;
- Awarding tens of thousands of dollars in scholarships; and
- Offering the cornerstone of the campaign, www.CollegeInColorado.org, which offers a one-stop resource to help students and parents plan, apply and pay for college.

III. STAFF RECOMMENDATION

No action required. Information item only.