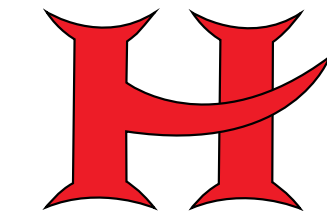


# NETWORK PARTNERS



United Way of the Lakeshore



College is - certificate programs, apprenticeships, skilled trades training, 2-yr. associates & 4-yr. bachelors degrees



[www.oceanacan.org](http://www.oceanacan.org)



## What is it?

Oceana CAN! is a collaborative of k-12 schools, businesses, colleges, and organizations focused on ensuring all students have resources and the mindset to pursue and complete higher education after high school.

## What challenges does Oceana County face?

64% of jobs in West Michigan will require education after high school, yet only 26% of our adult population currently has a degree, leaving high-paid, in-county jobs unfilled.

## What is the purpose?

Build a culture within Oceana County focused on post-secondary education awareness, access, and attainment as a means to build and sustain a vibrant local economy and help alleviate poverty.

62% of high school graduates enroll in post-secondary education and only 39% actually complete a program or earn a degree.

Provide an educated and trained workforce to meet local employer needs by lowering systemic barriers that prevent students from entering colleges and technical programs.

On average, students from Oceana County are 45 miles from the nearest college; creating unique barriers of exposure, access, transportation, and higher tuition costs.

Coordinate college access and mentoring services to students, particularly those who come from low income and/or first generation college-going families.

Oceana County is comprised of many distinct populations who face unique and complex barriers

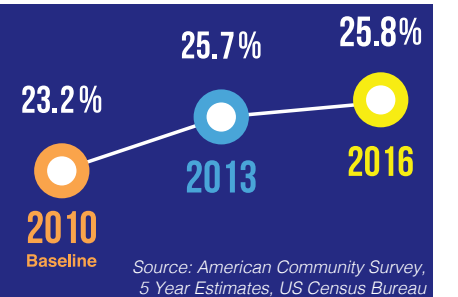
- 40% of Oceana students would be first generation college students
- Over 72% of student households are economically disadvantaged
- 41% of Oceana's school aged population are Hispanic; 22% come from English Learning families and 9% from migrant families.

## How are we doing it?

- College Application Assistance
- College Cash Campaign
- College Decision Day
- FAFSA Completion Events
- Students in the Workplace
- Campus Visits
- College and Career Fair
- Information Sharing

**Our Goal: 60% of Oceana Residents will have a post-secondary degree or credential by 2025**

**Percentage of working aged adults (25-64) with at least an associate's degree or higher**





# YEAR 3 REPORT 2017-2018



"I was able to talk one-on-one with a person specialized in a field I'm very interested in!"  
- Junior, Shelby High School, Students in the Workplace Job Shadowing Program

## NETWORK ACCOMPLISHMENTS

- Oceana CAN! E-newsletter created and sent bi-monthly
- Communications Committee convened to enhance outreach strategies
- AmeriCorps VISTA position awarded for year 3 to expand mentor program & communications
- AdviseMI College Adviser position filled for Year 3 to serve in Shelby & Hart High Schools
- Received over \$8,000 from community in support of programming
- Discover Manufacturing Day initiated by Valley City Metals in collaboration with Oceana CAN! & Michigan Works! West Central
- Ferris State University awarded Gerber Foundation Grant of \$10,000 to implement STEM career exploration activities with middle schoolers
- Network operations enhanced through the addition of an Executive Committee

## COLLEGE-GOING AND CAREER-READY CULTURE ACTION TEAM

*Tasked with increasing opportunities for high school students to explore career pathways and post-secondary education options; enhance current K-12 programming around college and career readiness; engage the larger community, including colleges, businesses, and organizations.*

- Campus Visits - 130 juniors toured 7 campuses to explore and find the right fit
- College & Career Fair - 223 Juniors interacted with over 65 college & local business representatives to learn about potential careers and educational paths
- Career Awareness Day - Shelby Elementary School piloted an interactive day for all K-5 students with local professionals
- Students in the Workplace- 68 students toured 9 local businesses
- Statewide Initiatives- All four County high schools hosted application and scholarship workshops, financial aid nights, and decision day events
- Decision Day- 80.8% of seniors in Oceana County declared a post-secondary plan
- Pilot Mentor Program - Peterson Farms, Inc. & Shelby High School introduced a program involving small group mentoring and soft skills reinforcement

## FINANCIAL READINESS ACTION TEAM

*Tasked with reducing financial barriers and fostering a greater understanding of financial resources available to families and students.*

- Paying for College - 32 families attended an information night covering the ways to pay for college
- Local scholarships - Community Foundation for Oceana County totals continue to increase with \$236,000 invested in students, 203 scholarships awarded and 158 students receiving awards
- Information Displays - handouts, displays, and yard signs placed in multiple locations throughout Oceana County
- Information Packets - multiple communications pieces created for students & families



"I liked being able to go around and get answers to my questions about different careers and a looking farther into colleges all in one place."

- Shelby High School Junior  
On the College & Career Fair

## HISPANIC OUTREACH ACTION TEAM

*Tasked with providing outreach and support specifically to Hispanic students and families concerning post-secondary options, building aspirations, and reducing barriers.*

- Case-Worker Training - 19 area professionals attended a training to ensure confidence in speaking about college access issues and strategies with student and families
- Bilingual Documents - Informational handouts translated into Spanish
- Parent Outreach - Success coach at Employer Resource Network businesses able to provide information concerning college access
- Event Booths - hosted tables at community events to distribute information
- Panel Discussion - current college students met with students at Hart Public Schools to share their experiences

"It felt like the kids weren't just coming to get out of school - they truly wanted to learn more about the jobs they had chosen to shadow."  
- Local small business owner (Gray & Co.)  
Students in the Workplace Job Shadowing Program



OCEANA COLLEGE ACCESS NETWORK

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