

# NETWORK PARTNERS



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

OCEANA COLLEGE ACCESS NETWORK



[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.

66% of high school graduates enroll in post-secondary education and only 33% 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.

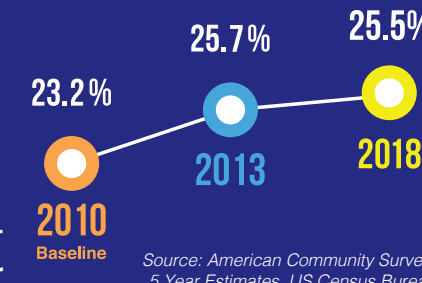
## How are we doing it?

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



**Supporting Michigan's Goal:**  
60% of residents will have a postsecondary degree or credential by 2030

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



Source: American Community Survey, 5 Year Estimates, US Census Bureau



# YEAR 5 REPORT 2019-2020



Oceana CAN! connects with seniors during College Month to guide through the application process for colleges and training programs. Shelby Hughes – West Shore ESD – CTE, Becky Gauthier –Shelby High School, Jamar Ragland – Muskegon Community College, Alyssa Merten – Oceana CAN!, Annie Jacobson – West Shore Community College, Emma Urbanski -AmeriCorps Advise MI

## NETWORK ACCOMPLISHMENTS

**Financial Sustainability** – received grants – \$12,500 MCAN, \$5,000 Consumers Energy Foundation, \$4000 United Way; sponsorships & donors – \$10,000; network partner contributions – \$5,000.

**Business Connect** – database formed to increase connections between local businesses and students to foster increased opportunities for real world exploration of careers.

**Advise MI** – 4th year advisor signed on to serve a second year at Shelby & Hart High Schools to aid guidance staff in working with students on college & career planning.

**COVID Response** – Strong relationships between businesses, organizations, schools and colleges allowed for continued virtual support and celebration of the Class Of 2020 towards post-secondary pathways amidst school year interruptions.



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## 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** - 125 Juniors toured 1 of 6 campuses to explore and find the right fit; Seniors participated in virtual group orientation events

**Information Sharing** - Presentations, display, handouts, and discussions at local events to build college-going culture with students and families

**College & Career Fair** - 210 Juniors interacted with nearly 80 college/training center/business representatives to learn about potential careers and educational options

**MI Career Quest** - Oceana freshmen attended the 1st annual event and engaged in hands-on learning about hot jobs in Michigan

**Students in the Workplace & Discover Manufacturing** - 132 students toured one of 11 local business and learned from employees to peak interest in modern manufacturing and other in-demand careers

**College Month** - All High Schools hosted application and financial aid workshops to guide seniors through application processes and towards securing financial aid and scholarships

**Decision Celebrations** - Directory published by Oceana Herald Journal to celebrate senior's post-secondary plans. Senior spotlight slideshows shared on breakroom TV's in 4 businesses and on WSED website

**Career Compass Mentoring** - 70 Hart & Shelby Juniors met with mentors from local businesses for 8 weeks to explore options and build aspirations towards careers and college

**Communications** - Established bi-weekly texting correspondence with Class of 2020 seniors to share college preparation information and opportunities

## FINANCIAL READINESS ACTION TEAM

*Tasked with reducing financial barriers and foster greater understanding of financial resources for families and students to better navigate post-secondary education options.*

**Information Night** - 23 families attended Information nights about the financial aid process and ways to pay for college

**Workshops** - All schools held events to assist students with completing FAFSA and scholarship applications

**Local Scholarships** - The Community Foundation for Oceana County maintains a growing scholarship program; \$219,850 invested in students totaling 201 awards to 139 students; Increased engagement with students for essay writing support.

**Community Awareness** - Resource displays providing guidance to paying for college placed in 5 bank lobbies.

**"The Career Compass Mentor Program is a great opportunity to provide added guidance to students as they are identifying options and setting personal goals towards their post-high school plans."**

- Dawn Riley, Gray & Co.



**Local businesses engagement is vital to students learning about in-demand careers and identifying education options that fit their unique goals.**



**"The best part of the Discover Manufacturing tour was learning about what actually goes on in a factory and all the different jobs and techniques that go into the process of making things."**

**"I got to meet new people, learn about what they do, see the courthouse layout, and hear things about Oceana County that I never knew"**

- Shelby High School Juniors touring GHSP and Oceana Courthouse

## 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.*

**LAUP Conference** - 46 students attended the annual Latin Americans United for Progress youth leadership conference

**Informational Handouts** - Translated and printed including student grade level timelines, TIP flyers, letters home to families from college advisor, and Aspire Higher Undocumented Student Guide to College

**Employee Connections** - Breakroom displays with handouts and TV monitor announcements in 3 local businesses; Employee Resource Network success coach presentations and discussions about Financial Aid, FAFSA, and scholarship information and deadlines.

**Community Events** - Bilingual display and interaction at the Oceana County Fair, Farmworker Appreciation Night, Walkerville Wildcat Day, Hart Parent Teacher Conferences & Freshman Orientation