Today’s Presenter

Africa Hands
Contract Librarian

Author: Successfully Serving the College Bound (ALA Edition, 2015)
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Annotation Tools

The tool buttons will open in a row on the left side of your screen, once you **click on the blue marker**.

**Pointer/arrow**
- Icon is an arrow
- Appears with your name in it
- Can be moved around
Agenda

- Why offer college planning programs?
- Who are your college bound patrons?
- Programs and services for college bound patrons
- Working with community partners
- Resources to promote at your library
Why offer college planning programs?

- To meet the needs of low-income college bound patrons
- To promote materials in your collection
- To support economic development in your community
- To support society at large
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It’s in our library DNA
Who are your college bound patrons?
First-gen students

- Work 20+ hours in final year of high school
- Finance is important to college selection
- Tend to enroll closer to home
- Less likely to live on-campus
- Enter college with undeclared majors
Nontraditional students

• Attend part-time
• Work full-time
• Financially independent
• Do not have high-school diploma
• Have dependents
Be the bridge
Military-service members and veterans

• Attend community colleges
• Have family obligations
• Drawn to online, distance education programs
• Prefer flexible degree programs
Students with disabilities

- Range of disabilities
- All ages
  - 52% age 15-23
  - 21% age 24-29
  - 27% age 30+
- Different information needs
Annotation Tools

The tool buttons will open in a row on the left side of your screen, once you **click on the blue marker**.

**Check mark**
- Click on square, half-way down.
- Use the drop-down menu and choose the check mark.
- Click on slide to indicate choice.
Which of these subgroups do you see as a potential target population for your college planning programs?

- First-gen students
- Nontraditional students
- Military-service members and veterans
- Students with disabilities
- Traditional students
- Other (who’s missing?)
Learn more

- Almanac of Higher Education
- Digest of Education Statistics
- Integrated Postsecondary Education Data System
- State level higher education assistance agencies
Programs and Services

- Introduction to college resources @ your library
- Back-to-school night for specific sub-groups
- College fairs - large or small scale
- Campus visit preview
- Financial planning workshop
- Computer access
- Printed materials
We can’t do it all
Partnerships

• Who are your partners?
  ▫ Information sources

• Levels of partnership
  ▫ Glance
  ▫ Date
  ▫ Engagement
  ▫ Marriage

• Staff members as partners
  ▫ Experience, skills, and interests inventory

• Examples from the field
Partnerships at work
Resources to promote

- College Navigator
- KnowHow2Go
- Federal Student Aid
- Think College
- Heath Resource Center
- Database of Accredited Programs
What we’ve covered

• Four subgroups of college bound patrons
• Sources for data about the college bound population
• Programming ideas and services
• Levels of partnerships
• Sample partnerships
• Resources for your college bound patrons
Thank you!

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Africa Hands, Contract Librarian
Author of Successfully Serving the College Bound
asheri@rocketmail.com
@africahands