



WICHE Commission Meeting  
Programs & Services Committee

October 31, 2011

Jere Mock, Vice President

# Lumina Grant Proposal: WUE 2.0

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# Lumina Foundation's Envisioning the Next Generation of Student Supports RFP

- ❖ RFP was released on 8/26, proposals were due 9/26/11. Five planning grants (for up to 12 months) will be announced in Nov.; maximum grant: \$200,000
- ❖ Goals: Better support first-generation, low income and minority students on their pathways to college by using technology to improve college access programs.

## Strategies:

- ❖ improve college planning guidance;
- ❖ provide reliable access to good information about college costs; help students with the processes of applying for financial aid and college admission

# WICHE's Proposal: WUE 2.0

- ❖ Seeks \$200,000 over 12 months to contemporize our marketing to students seeking reduced tuition through our Western Undergraduate Exchange
- ❖ We propose to test social media and other outreach approaches by partnering with five WUE institutions:
  - ❖ Lead partner: California State University-East Bay (CSUEB)
  - ❖ Bismarck State College
  - ❖ Colorado State University Fort Collins
  - ❖ Montana Tech of the University of Montana
  - ❖ Portland State University



# WICHE's Proposal: WUE 2.0

## ❖ Two other partners:

- ❖ AVID, a national middle and high school program that promotes academic rigor and prepares disadvantaged and first-generation students for college
- ❖ Naviance, works with more than 5,000 schools across the U.S. and operates a college admissions portal for students, parents and counselors



## ❖ Our goals:

- ❖ Assist WUE institutions in adopting social media and other technologies to provide WUE's tuition savings to more students, particularly underserved populations
- ❖ Bring additional institutions into the WUE network through increased outreach

# WICHE's Proposal: WUE 2.0

- ❖ If funded, the partner institutions will test the effectiveness of social media (Facebook, Twitter, texting) to grow WUE enrollments
- ❖ AVID and Naviance will help us provide new resources to high school counselors: YouTube videos, webinars and PowerPoint presentations to use with students and parents
- ❖ We'll work with a consultant and focus groups to improve the WUE website and database functionality, usability, and expand its resources:
  - ❖ Tuition rates and WUE savings for all 147 WUE institutions
  - ❖ College cost calculators
  - ❖ Enhanced college match features
  - ❖ QR (quick response) codes that link students to virtual campus tours and videos



# WICHE's Proposal: WUE 2.0

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- ❖ We will develop a free My WUE app for smart phones that directs students to the WUE website
- ❖ We'll convene a regional meeting with our partners to review study results and develop a report on effective social media practices and recommendations for greater outreach to low-income and first-generation students.
  - ❖ Our report will be disseminated to all WUE institutions and the three other regional organizations that operate student exchanges.

# WICHE's Proposal: WUE 2.0

- ❖ Relationship to WICHE mission: expands student access
- ❖ Staff and fiscal impact:
  - ❖ Funds .74 FTE of staff salaries and benefits: \$63,023
  - ❖ Covers partner and staff travel expenses to regional meeting
  - ❖ Funds the WUE website usability study and enhancements
  - ❖ Covers .20 FTE of staffing support for CSU EB's social media director



## Action requested:

Approval to seek, receive, and expend funds to support WICHE as the administrator and fiscal agent for the proposed WUE 2.0 project