

# Official Launch of the Four Phases Campaign & Competition



## 4 PHA\$ES OF FINANCIAL AID



### PHASE 1 **Preparation**

9TH GRADE – DEC. 31, SENIOR YEAR



### PHASE 2 **Application**

JAN. 1 – MAR. 2



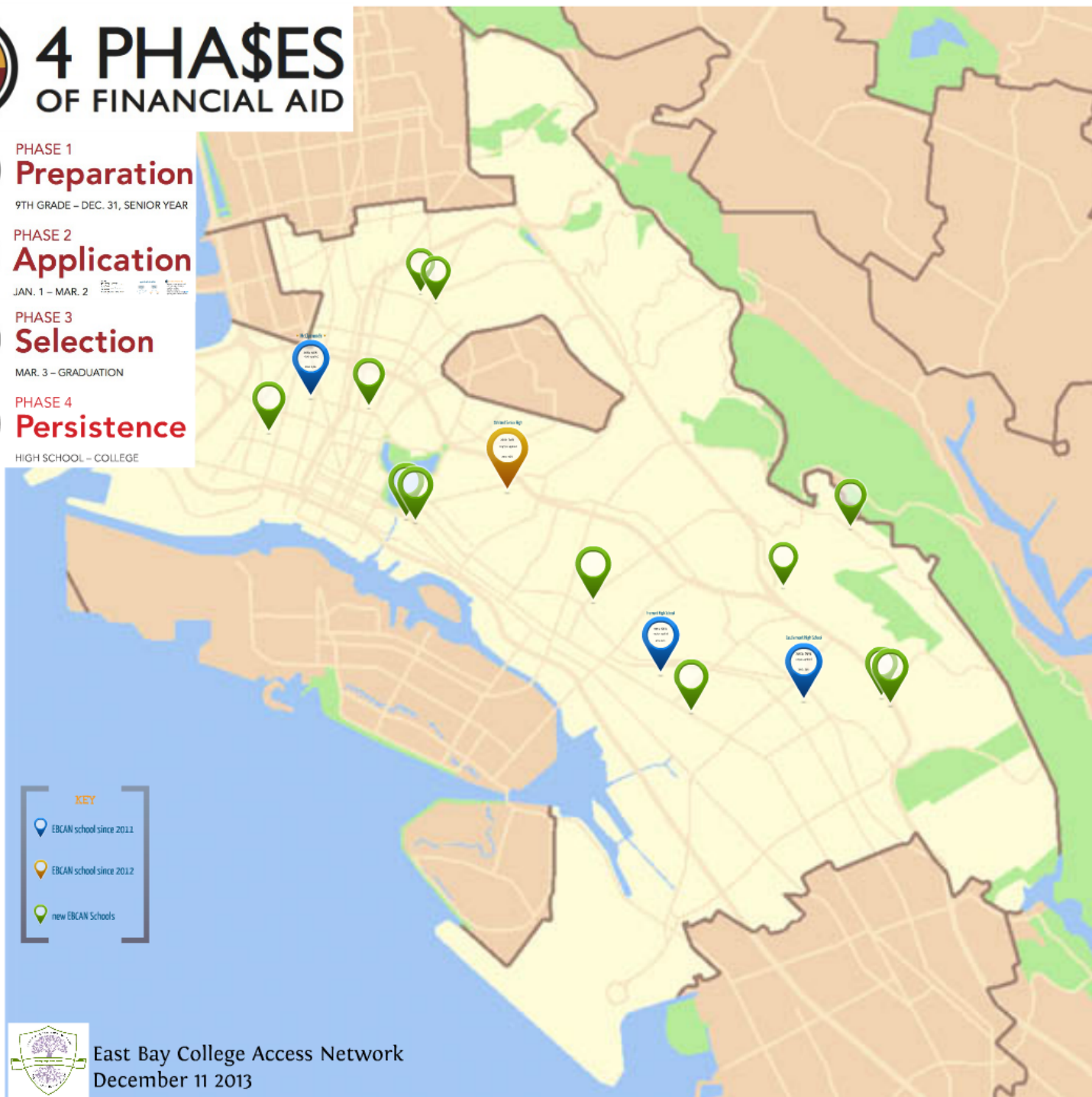
### PHASE 3 **Selection**

MAR. 3 – GRADUATION



### PHASE 4 **Persistence**

HIGH SCHOOL – COLLEGE



**KEY**

- EBCAN school since 2011
- EBCAN school since 2012
- new EBCAN Schools



East Bay College Access Network  
December 11 2013

# KEY



EBCAN school since 2011



EBCAN school since 2012



new EBCAN Schools

# ★ McClymonds ★

**2013: 92%**  
45/49 applied

**2012: 63%**

# Oakland Senior High

**2013: 74%**

305/393 applied

**2012: 56%**

# Fremont High School

**2013: 64%**

100/157 applied

**2012: 53%**



# Castlemont High School

**2013: 79%**

112/141 applied

**2012: 53%**





PHASE 1

# Preparation

9TH GRADE – DEC. 31, SENIOR YEAR



PHASE 2

# Application

JAN. 1 – MAR. 2

- OUTCOMES**
- Students apply for financial aid
  - Parents provide students with financial info for applications
  - Schools open computer labs for seniors to apply in-school
  - Schools & District use Webforms to track student completion data & identify errors



- Get Your Phase On!**
- Regular board updates
  - Counselor buy-back day
  - Cash for College
  - Parent workshops
  - Social media challenges
  - Sports games announcements



PHASE 3

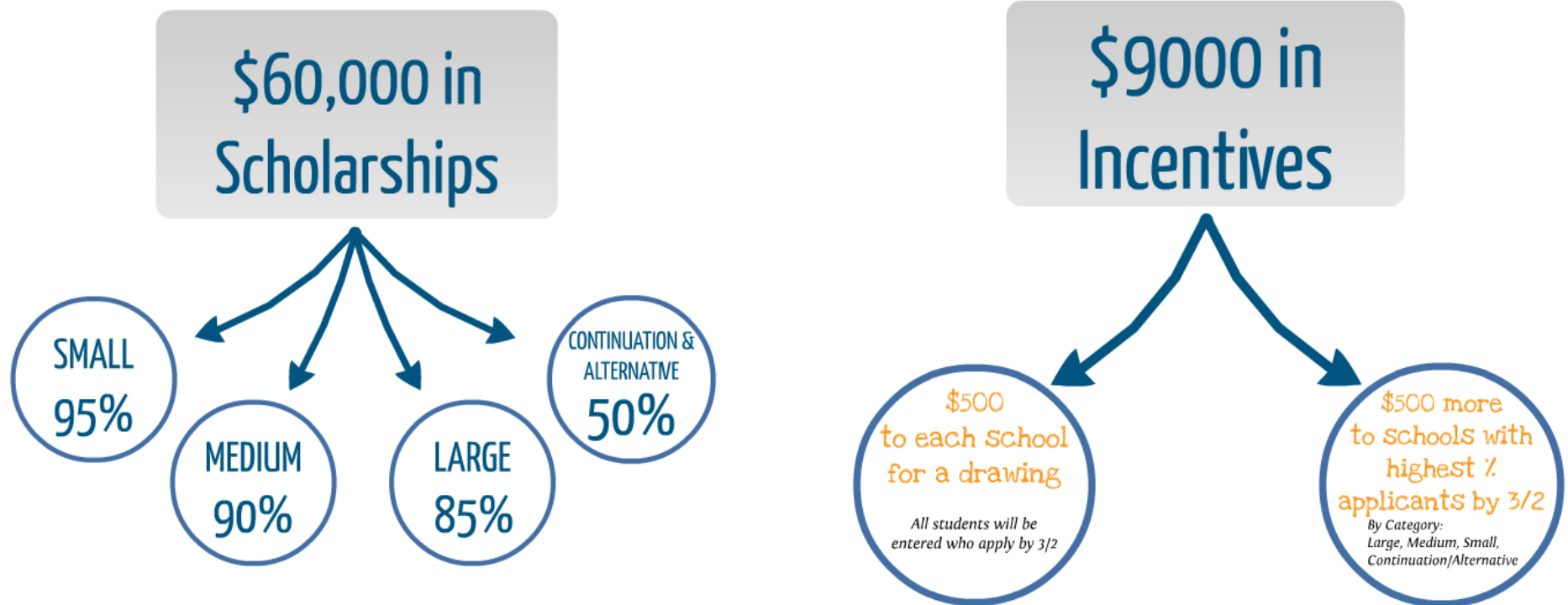
# Selection

## OUTCOMES

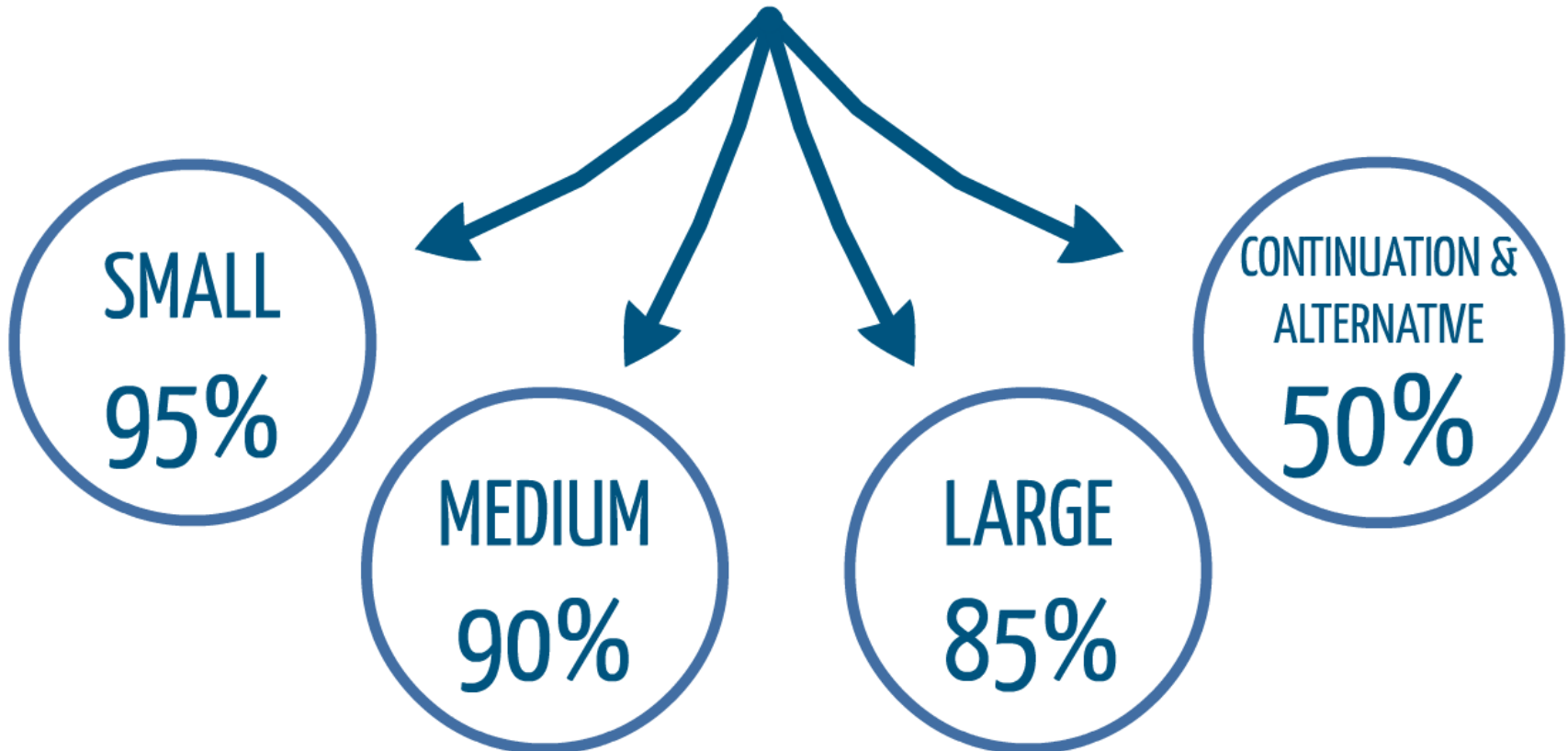
- **Students** apply for financial aid
- **Parents** provide students with financial info for applications
- **Schools** open computer labs for seniors to apply in-school
- **Schools & District** use Webgrants to track student completion data & identify errors



# Application Competition



# \$60,000 in Scholarships



# \$9000 in Incentives

```
graph TD; A["$9000 in Incentives"] --> B["$500 to each school for a drawing"]; A --> C["$500 more to schools with highest % applicants by 3/2"]; B --- D["All students will be entered who apply by 3/2"]; C --- E["By Category: Large, Medium, Small, Continuation/Alternative"];
```

\$500  
to each school  
for a drawing




*All students will be  
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highest %  
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*By Category:  
Large, Medium, Small,  
Continuation/Alternative*



# Get Your Phase On!

- Regular board updates 
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