

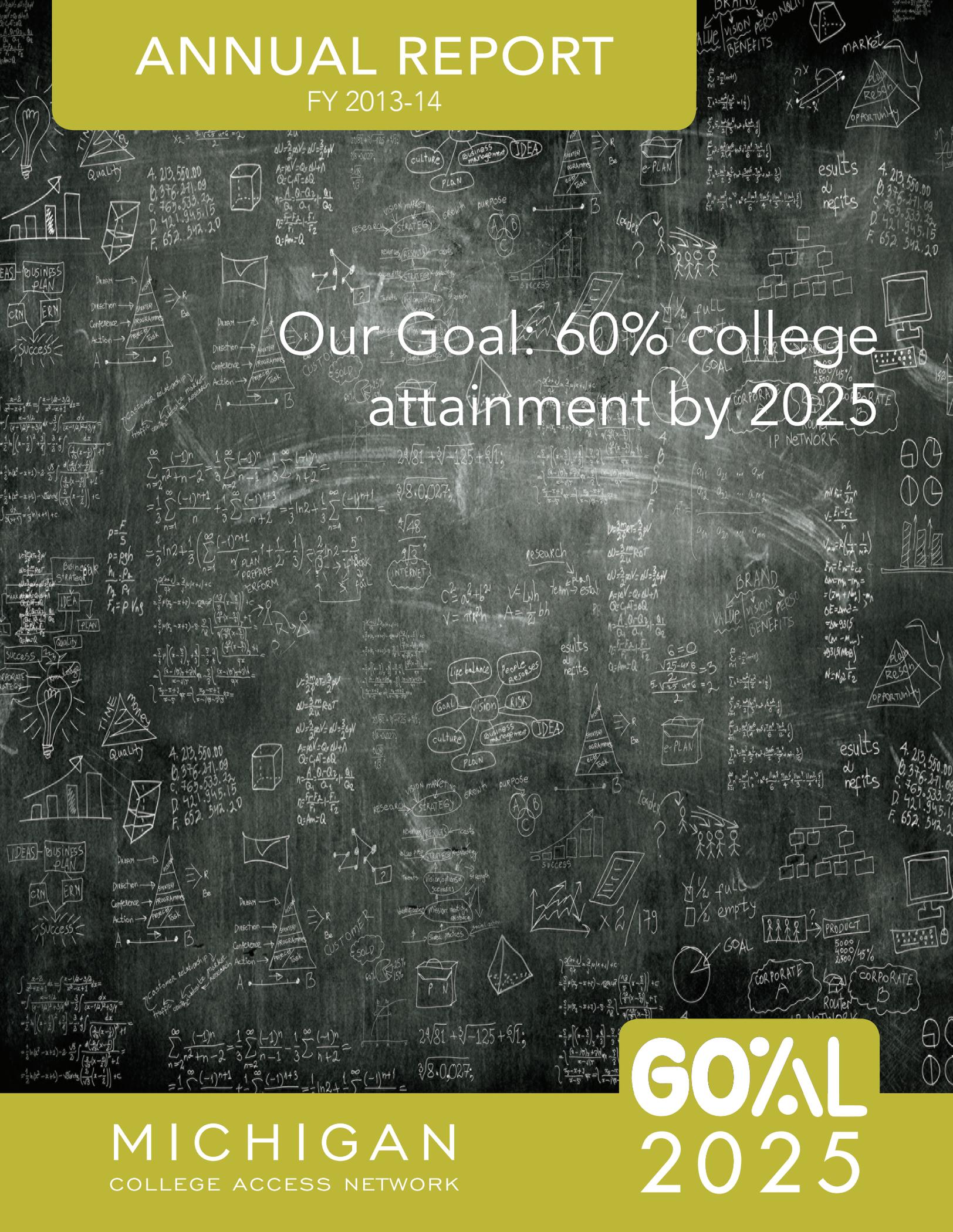
# ANNUAL REPORT

FY 2013-14

Our Goal: 60% college attainment by 2025

GOAL  
2025

MICHIGAN  
COLLEGE ACCESS NETWORK



Quality

A.	213,550.00
B.	376,271.09
C.	769,533.22
D.	421,945.15
F.	652,542.20

results  
du profits

A.	213,550.00
B.	376,271.09
C.	769,533.22
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$$\sum_{n=1}^{\infty} \frac{(-1)^n}{n^2+n-2} = \frac{1}{3} \sum_{n=1}^{\infty} \frac{(-1)^n}{n-1} - \frac{1}{3} \sum_{n=1}^{\infty} \frac{(-1)^n}{n+2}$$
$$= \frac{1}{3} \sum_{n=1}^{\infty} \frac{(-1)^{n+1}}{n} + \frac{1}{3} \sum_{n=2}^{\infty} \frac{(-1)^{n+3}}{n} = \frac{1}{3} \ln 2 + \frac{1}{3} \sum_{n=2}^{\infty} \frac{(-1)^{n+1}}{n}$$
$$= \frac{1}{3} \ln 2 + \frac{1}{3} \left( \sum_{n=1}^{\infty} \frac{(-1)^{n+1}}{n} - 1 \right) = \frac{1}{3} \ln 2 - \frac{2}{3}$$

$$2\sqrt{81} + 3\sqrt{-125} + 9\sqrt{1}$$
$$= 3\sqrt{8 \cdot 9} + 3\sqrt{-125} + 9$$
$$= 3 \cdot 6\sqrt{2} + 3 \cdot 5\sqrt{-5} + 9$$
$$= 18\sqrt{2} + 15\sqrt{-5} + 9$$

$$p = \frac{F}{S}$$
$$p = \frac{Rgh}{h_1 \cdot p_1}$$
$$\frac{h_1 \cdot p_1}{h_2 \cdot p_2} = \frac{F}{P \cdot V_0}$$

TIME money

Quality

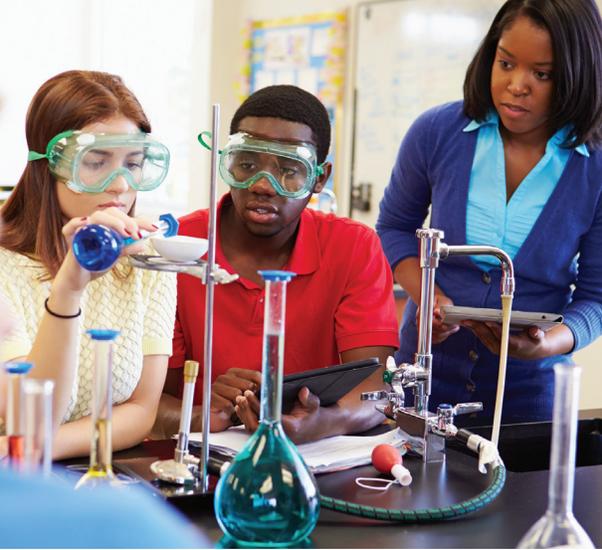
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# year in review

The Michigan College Access Network board of directors is pleased to share what we have accomplished during MCAN's 2014 fiscal year. This past year brought incredible excitement, growth and new programs to life reminding students, college access professionals, policymakers, and community leaders of the value of our college access efforts. Here are just a few of them:

MCAN hosted our first year of quarterly meetings for Local College Access Network coordinators, expanded our Statewide Initiatives to touch tens of thousands of students by scaling college application week and launching college decision day, provided direct training to hundreds of K-12 counselors, and hosted an annual conference attended by over 450 people.

This year, MCAN also found itself in the national spotlight through the incredible leadership of Executive Director Brandy Johnson. Brandy and her team traveled to nine states and Canada to share the Collective Impact framework and LCAN guidebook that are serving our state so well. Brandy was also honored with the Executive Leadership Award of Excellence by the National College Access Network at their annual conference and joined The White House Opportunity Agenda, a task force led by First Lady Michelle Obama that focuses on the vital role of school counselors in impacting students' college and career readiness.

It was an incredibly busy year that cemented MCAN's role as a national and state leader in the college access field. We're grateful for our strong network of LCANs, donors, board of directors, and staff committed to Goal 2025.

Sincerely,

A handwritten signature in black ink that reads "Amy Smitter". The signature is fluid and cursive.

Amy Smitter  
Chair, MCAN Board of Directors (2013-14)  
Chief Operating Officer, Habitat for Humanity Michigan

# MICHIGAN

COLLEGE ACCESS NETWORK

## MISSION:

To increase college readiness, participation and completion in Michigan, particularly among low-income students, first-generation college-going students, and students of color.

## GOAL:

To increase the percentage of Michigan residents with high-quality degrees or credentials to 60 percent by the year 2025.

## VISION AND VALUES

College is Postsecondary Education: MCAN uses the term “college” to refer to the attainment of valuable postsecondary credentials beyond high school, including professional/technical certificates and academic degrees.

College is a Necessity: Postsecondary education is a prerequisite to success in a knowledge-based economy. Everyone must pursue and complete a postsecondary credential or degree beyond high school.

College is for Everyone: The postsecondary education attainment rates among low-income students and students of color are significantly lower than those of other students. MCAN is committed to closing these gaps.

College is a Public Good: Postsecondary educational opportunity and attainment are critical to a just and equitable society, strong economy and healthy communities.



POSTSECONDARY  
EDUCATION

A NECESSITY

FOR EVERYONE

A PUBLIC GOOD

# Dashboard Community Report

Michigan College Access Network continues our commitment to monitor statewide college access and success data through our public Dashboard Community Report. The dashboard was first released during the 2013 annual conference in April and is updated annually. On it, you will find the current available data for each goal and outcome measure.

Notable changes are increases within the Academic Readiness, Financial Readiness and Enrollment goals. Each continues to trend in the right direction. Michigan continues to receive national attention for our FAFSA completion efforts. Many of our LCAN communities have implemented strategic FAFSA completion efforts and the results are showing through Goal #3.

For more information about MCAN's dashboard, including sources, visit [micollegeaccess.org/about/dashboard](http://micollegeaccess.org/about/dashboard).

## GOAL #1 CULTURE

Enhance Michigan's college-going culture

Michigan residents who think college is very important to be successful in the labor market

69.7% ↓

Michigan residents who think that it is very likely that their child will get a college education

81.4% ↓

Eighth grade students who plan on completing a credential or degree after high school

72.0% ↓

## GOAL #2 ACADEMIC READINESS

Increase the percentage of students who enter college prepared to succeed in credit bearing coursework

Academic readiness as measured by average ACT Composite Score of 11th grade students

19.8% ↑

Students scoring at or above the college-ready benchmarks in all four subjects

20.0% ↑

Graduates not enrolling in remedial coursework

76.5% ↑

### GOAL #3 FINANCIAL READINESS

Increase the percentage of students utilizing federal financial aid

Enrolled seniors completing the FAFSA

58.3% ↑

### GOAL #4 ENROLLMENT

Increase the percentage of students enrolling in college

Increase the percentage of students who enroll in college following high school graduation

69.5% ↑

### GOAL #5 PERSISTENCE

Significantly increase the percentage of students who persist toward degree completion

Graduates enrolled, achieving at least 24 credits within 16 months

51.3% ↓

### GOAL #6 COMPLETION

Increase the percentage of students completing postsecondary degrees

Students enrolled in Michigan's community colleges completing, graduating, or transferring within six years

52.0% ↑

Students enrolled in Michigan's public universities graduating within six years

60.5% ↑

### GOAL #7 ATTAINMENT

Big Goal: 60 percent of students in Michigan's K-12 pipeline will have a postsecondary degree or credential by the year 2025

Michigan young, working-age adults (25-34) with an Associate Degree or higher

38.5% ↑

Michigan working-age adults (25-64) with an Associate Degree or higher

37.4% ↑

# Local College Access Networks

The following list reflects the local college access networks active during the fiscal year 2013-14. We welcome new LCANs at any time throughout the year, and encourage you to view the LCAN Directory on our website for an up-to-date list at [micollegeaccess.org/lcan/directory](http://micollegeaccess.org/lcan/directory).

## 1. UPPER PENINSULA

- Delta County College Access Network
- Eastern UP CAN DO IT!
- Marquette Alger College Access Network

## 2. NORTHWEST

- Char-Em College Access Alliance
- I CAN (serving Antrim and Kalkaska Counties)
- Launch Manistee
- Wexford-Missaukee College Access Network

## 3. NORTHEAST

- Alpena Career and College Access Network
- Presque Isle College Access Network

## 4. WEST

- Allegan County College Access Network
- Baldwin Promise and College Access Center
- Coopersville/Allendale College Access Network
- Destination Education (serving Holland/Zeeland)
- Kent County College Access Network
- Montcalm-Ionia College Access Network
- Muskegon Opportunity
- Oceana County College Access Network
- Tri-Cities Area College Access Network
- WE CAN! Newaygo County

## 5. EAST CENTRAL

- Bay Commitment College Access Network and Resource Center
- Gratiot-Isabella College Access Network
- Midland County Career and College Access Network

## 6. EAST

- Huron County College Access Network
- Lapeer County College Access Network
- Sanilac County College Access Network
- Shiawassee Postsecondary Access Network
- St. Clair County KnowHow2Go
- Tuscola County College Access Network

## 7. SOUTH CENTRAL

- Capital Area College Access Network
- Clinton County College Access Network

## 8. SOUTHWEST

- Athens/Tekonsha/Union City College Access Network
- Battle Creek College Access Network
- Berrien County College Access Network
- College and Career Action Network (serving Kalamazoo County)
- Sturgis SUCCESS



**9. SOUTHEAST**

- Hillsdale County Career Access Planning!
- Jackson County Cradle to Career
- Lenawee College Access Network
- Livingston County College Access Network
- Monroe County College Access Network
- Washtenaw Futures

**10. DETROIT METRO**

(including Macomb, Oakland, and Wayne Counties)

- Auburn Hills United College Access Network
- Cody Rouge CAN!
- Detroit College Access Network
- Hazel Park College Access Network
- Osborn College Access Network
- South Macomb Pathway to Educational Success

# Local College Access Network Development

Since 2010, the Michigan College Access Network has awarded more than \$4 million dollars to local communities to implement innovative college access strategies. This year we welcomed seven new communities with Planning Grants, bringing the number of local college access networks across the state to 47.

LCANs are cross-sector community coalitions committed to increasing postsecondary readiness, enrollment, and completion rates. Influential community leaders are the voices and faces of an LCAN. These leaders serve as champions of college access in their communities. Nearly 800 high-level community leaders serve on LCAN leadership teams across the state, prioritizing college access as a critical issue in their community.

In addition to financial support, MCAN provides extensive training and technical assistance for LCANs. New this year, we hosted a series of convenings for LCAN coordinators. We also hosted our second Maritime Academy, a three-day intensive “dive” into the Collective Impact framework as applied to postsecondary attainment. During the Academy, MCAN staff facilitates the training for LCAN coordinators. The Maritime Academy has been so well received by LCAN coordinators that many ask to return the following year. MCAN is exploring ways to ensure that coordinators who are new to the Collective Impact framework still receive this excellent training, while also providing options for our Maritime Academy graduates.



# \$4,000,000

**awarded to local communities** to implement innovative college access strategies by the Michigan College Access Network since 2010.

# LCAN Spotlight on Best Practices and Successes:

## Detroit College Access Network – Secures Community Partnership for Attainment Grant

In the summer of 2014, Detroit was selected to join Lumina Foundation's Community Partnership for Attainment funding portfolio. This strategy works with 75 communities across the country to develop goals and action plans that will lead to increased postsecondary attainment. The Detroit College Access Network has led the effort and received access to a \$170,000 grant award over a 2 1/2 year period tied to the achievement of their grant goals.

The goal will be accomplished by improving the city's college access environment for students and counselors. Throughout the next two years, the number and intensity of trainings for college access counselors will also be increased. Due to these citywide strategies, students will become more aware of, and better prepared for, the pre-college steps necessary to be on a successful postsecondary pathway starting in middle school.

Two other Michigan communities are also part of Lumina Foundation's Community Partnership for Attainment – Grand Rapids and Kalamazoo.



## Detroit College Access Network

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**Serves all high school students in Detroit**, with a concerted focus on low-income students, first-generation college-going students, African American males, and Latino students.

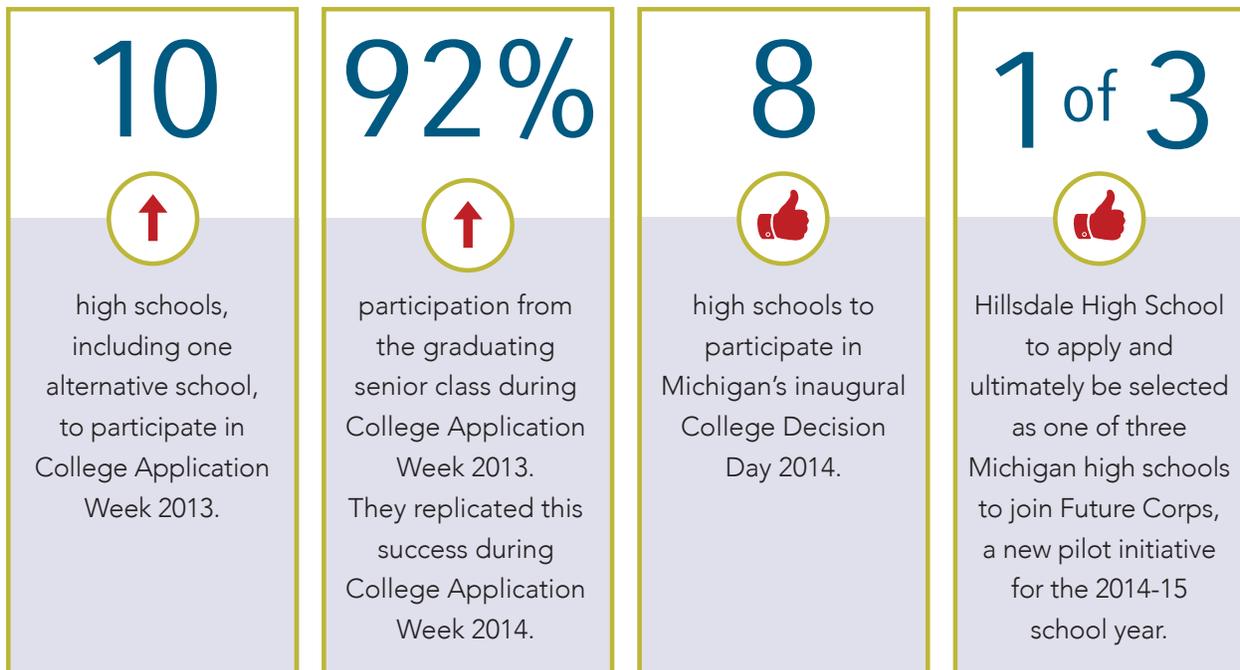
Set a goal to see at least a five percent **increase in the local college enrollment rate** from 49 percent to 54 percent by 2016.

## Hillsdale County Career Access Planning – Statewide Initiative Success

MCAN coordinates a number of statewide initiatives and support resources for LCANs to help implement in their communities. Many of our veteran LCANs tell us statewide initiatives are the low-hanging fruit that can quickly build community buy-in and strengthen a network during its early, formative years. The Hillsdale County Career Access Planning has been particularly successful bringing these initiatives into their high schools.

Although HCCAP! has successfully engaged its high schools with MCAN’s statewide initiatives, sometimes LCANs meet resistance in adding new programming within a school building during the first year. It often takes time to demonstrate the benefits of a new initiative or resource. College Application Week is a great example where LCANs often meet resistance. However, counselors soon realize encouraging all students to finalize college applications by the end of CAW, dramatically increases their capacity to support students in finding financial aid in the spring and ultimately enrolling in college.

### Hillsdale County Career Access Planning Leadership and support encouraged...

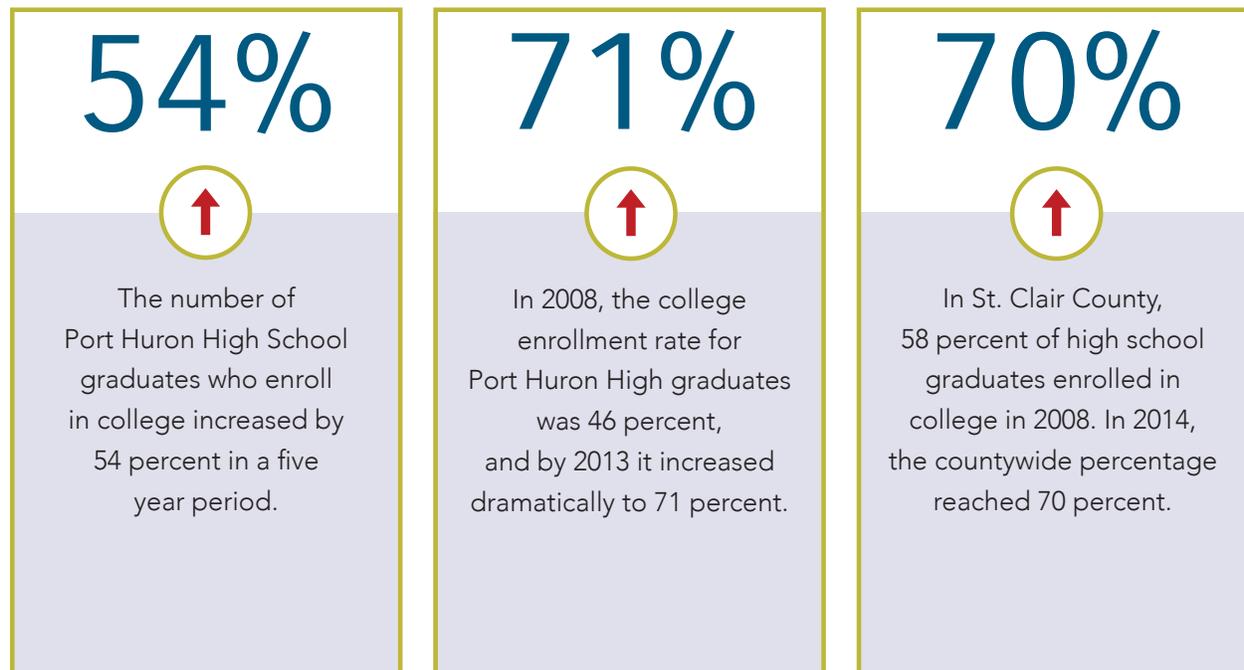


## St. Clair County KnowHow2Go – Increase in College Bound Students after Utilizing LCAN Framework

St. Clair County KnowHow2Go's leadership team recognizes the importance of data-driven decision-making. By utilizing the Collective Impact framework, the leadership team is able to have a constructive dialogue about successes and areas for improvement.

This is some of the most compelling evidence we've seen supporting MCAN's strategy for boosting college attainment when a community is universally committed to increasing college attendance. St. Clair County KnowHow2Go has played a crucial role in emphasizing the importance of postsecondary education, and the data demonstrates the LCAN is working.

After St. Clair County KnowHow2Go implemented a strong college access strategy...



## WE CAN Newaygo County - Outreach and Engagement with Elected Officials

During February 2014, WE CAN! Newaygo County had the pleasure of meeting with Senator Geoff Hansen and District Representative Maria Gonzalez to discuss the importance of building a career-focused and college-going culture in Newaygo County. Highlighted throughout the conversation were the efforts of Newaygo County's MSU College Advising Corps members as well as the local career and college access network.

Overall it is important to remember that open communication, whether that is with LCAN's elected officials, cross-sector leadership team members, or community members helps to build understanding and motivation around the common goals of the LCAN.



### WE CAN! Newaygo County found meeting with elected officials...

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**Provided more than just an opportunity** to share the purpose of a local career and college access network and the role of the college adviser.

**Proved to be a thoughtful conversation** regarding the educational attainment goals of our community.

**Enhanced their understanding of the needs** of their constituents so that they may better align their advocacy to support your community.

# National Recognition

This year, MCAN's leadership was recognized at the national level in several ways:

Lumina Foundation selected MCAN to provide coaching to its 75 Community Partnership for Attainment grantees including technical assistance in LCAN development, partnership health and racial equity.

MCAN Executive Director Brandy Johnson was honored with the National College Access Network Executive Leadership Award of Excellence. Johnson was one of only three award recipients nationally, being recognized for her contributions and leadership in sparking the college access movement in Michigan. In less than a decade, Johnson has laid the foundation for MCAN's success by aligning the critical players and institutions and by partnering with a range of philanthropic, governmental, and business organizations. Under her leadership, MCAN has raised over \$8 million in federal state, and private funds to invest in Michigan's college access movement.

Johnson was invited to join "The White House Opportunity Agenda," a task force led by First Lady Michelle Obama that focused on the vital role of school counselors in impacting students' college and career readiness. Johnson spoke at the White House higher education summit in July and also attended the White House College Opportunity Day of Action. During the latter, MCAN joined President Barack Obama, First Lady Michelle Obama, and Vice President Joe Biden, along with hundreds of college presidents and other higher education leaders to announce new commitments to help more students prepare for and graduate from college.



# Professional Development

## Annual Conference

MCAN's fourth annual conference was our largest to date. The conference brought together nearly 450 college access professionals to examine the word "college," discuss common perceptions, and define it to establish a collective message for the college access movement in Michigan. Attendees participated in workshops related to one of four tracks that mirror MCAN's vision: College is Postsecondary Education, College is a Necessity, College is for Everyone, and College is a Public Good.

In addition to various workshops, the conference featured State Superintendent Mike Flanagan and J.B. Schramm of the College Success Initiative at New Profit. Flanagan welcomed attendees and asked how we can be drivers of change in the messaging of "college." Schramm discussed his recent paper, "College for All," and encouraged attendees to continue their conversations to define the word "college."

→ *The conference brought together nearly 450 college access professionals to examine the word "college," discuss common perceptions, and define it to establish a collective message for the college access movement in Michigan.*

## School Counselor Postsecondary Planning Training Course

At MCAN, we believe that school counselors are well poised to lead the charge in ensuring students are socially, academically, logistically and financially prepared for postsecondary education. School counselors are uniquely positioned to change the postsecondary education trajectories for all students. In order for counselors to effectively lead the college access movement in their buildings, they must have capacity, administrative support, and formal preparation in college counseling. MCAN is actively working to build support in each of these areas by ensuring school counselors have access to training they need to be effective postsecondary educational planners.

In the fall of 2013, we launched the inaugural School Counselor Postsecondary Planning Training Course, an eight-month, hybrid, professional development experience that focuses on the college-going process. We were proud to congratulate the first graduating cohort of 81 school counselors from across the state.

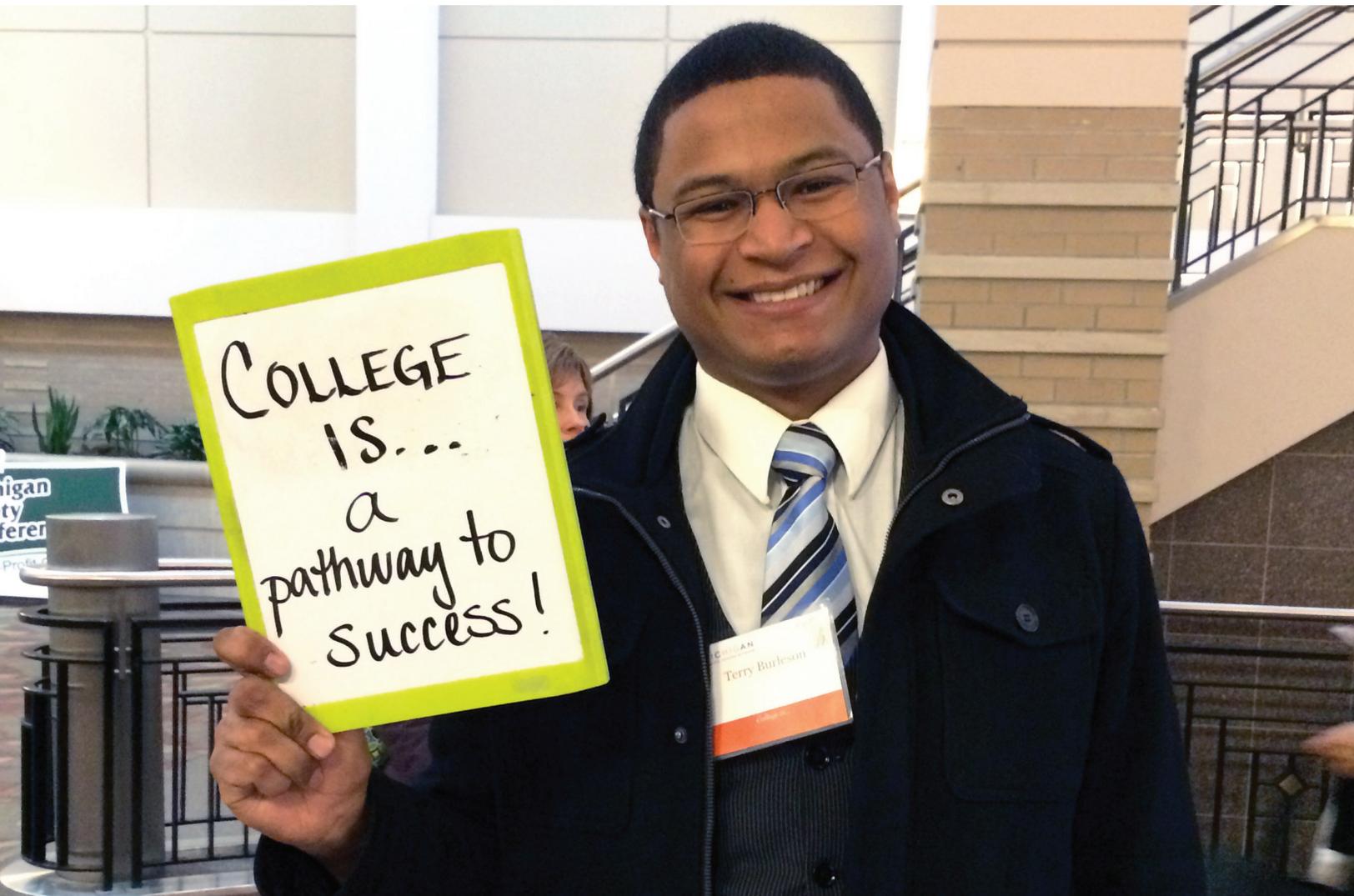
The course was designed collaboratively with support and expertise from Michigan Association for College Admission Counseling, Michigan Association of Collegiate Registrars and Admissions Officers, counselor educators from Michigan universities, Michigan Department of Education, Michigan Department of Treasury – Student Scholarships and Grants Division, Michigan School Counselor Association, the Michigan Student Financial Aid Association, and the Southern Regional Education Board – Go Alliance. Funding for the course was made possible through generous support from The Kresge Foundation.

Counselors are selected on a first come, first served nomination process, and the course is in great demand. Although it was expanded to 150 seats, the second cohort filled within the first week of launching the registration process. This second cohort kicked off the course in the fall of 2014 and is expected to graduate in June 2015. You can see a map of counselor participation at [micollegeaccess.org/events/school-counselor-training/2014-cohort-map](http://micollegeaccess.org/events/school-counselor-training/2014-cohort-map).

# Strategic Partnerships

## Municipal Leaders Summit

In March 2014, MCAN partnered with the National Leagues of Cities and the Michigan Municipal League to host a Municipal Leaders Summit pre-conference session, Charting the Course for Michigan Municipal Leaders: Increasing Community Development by Raising Educational Attainment. The event, sponsored by The Kresge Foundation, sought to bring together municipal leaders from throughout Michigan and highlight how government can be a leader in increasing a community's college access and attainment strategy. Participants learned how Michigan's LCANs are drivers of change to shake up the way business is done in communities and can help to create and sustain a rich, local talent pool. Experts spoke of how municipal leaders can collaborate with businesses, educational institutions, philanthropies and nonprofits to build stronger communities through a highly educated workforce. Attendees also learned how MCAN provides ongoing technical and financial assistance to those communities that embrace a postsecondary educational strategy.



# Statewide Initiatives

## College Decision Day

New in 2014 was the launch of MCAN's College Decision Day efforts. College Decision Day addresses the gap between college application rates and enrollment rates among our students, and the complicated process for officially enrolling in college. Practically, College Decision Day ensures that students take the steps they need to commit to attending a college by the May 1 deadline. Decision Day events also help build college-going culture in the school building, as we encourage sites to involve the entire school—from freshmen to seniors—in their celebrations, starting conversations about college as early as a student's freshman year.

### → Just the Facts:

**Goal:** to recognize high school seniors for their postsecondary plans and encourage younger students and families to prepare early.

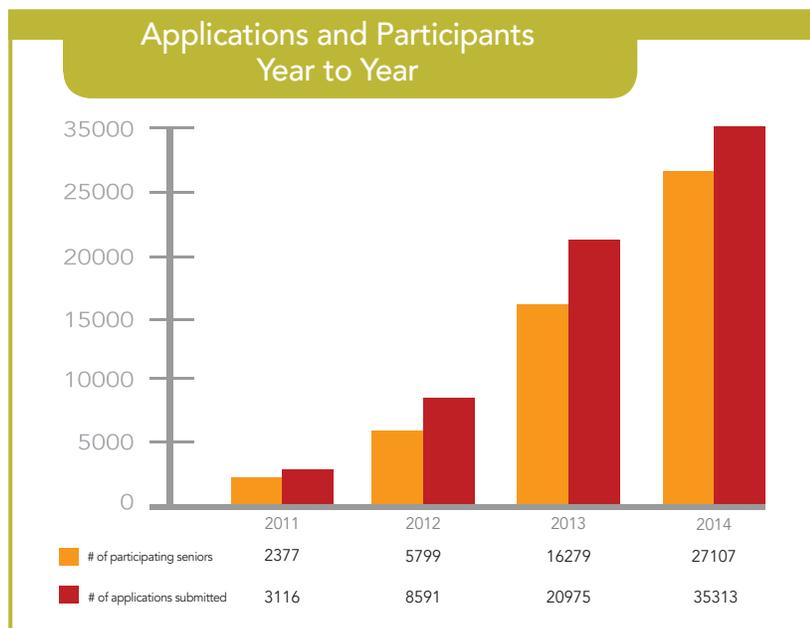
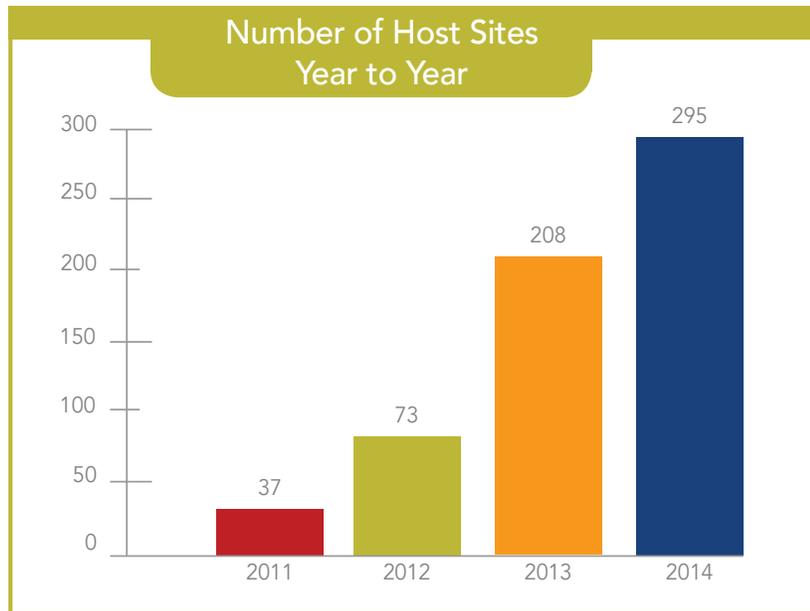
**Held annually on or around May 1** to coincide with the date that most seniors must inform a college of their plans to enroll

College Decision Day is inspired by the National Collegiate Athletic Association's National Signing Day when high school seniors sign a letter of intent to play a sport at a certain college. Traditionally players participate in press conferences to announce their intentions. The goal is to mimic this excitement for all students going to college. It reinforces the idea that excellence in academics should be given as much pomp and circumstance as excellence in athletics.



## Michigan College Application Week

Michigan College Application Week continues to be recognized at the national level as a strong statewide campaign. What started as a pilot initiative in 2011 with 37 high schools increased to 295 participating high schools in 2014. While activities may vary among states and communities, everyone strives toward a common goal: Provide every graduating senior with an opportunity during the school day in the school building to apply to college. To learn more, visit MCAN's website at: [micollegeaccess.org/statewide-initiatives/college-application-week](http://micollegeaccess.org/statewide-initiatives/college-application-week)



# Financial Snapshot

Michigan College Access Network had another healthy year, continuing to serve as a fiscally sound organization. MCAN enjoyed continued support from the State of Michigan, The Kresge Foundation, Lumina Foundation, and The Skillman Foundation; and also welcomed new partnerships with organizations such as the National League of Cities. Through the dedication and support of our committed partners, MCAN provided a diverse portfolio of programs and services, while also building stronger infrastructure around college access and success throughout the state of Michigan.

Detailed financial statements are presented to the MCAN board of directors for review and oversight on a quarterly basis. David E. Haddrill, PC, a Michigan-based certified management accounting firm, works to support MCAN’s fiscal management and bookkeeping duties. In addition, MCAN contracts with Boisvenu & Company, P.C. for auditing services.

Catherine McNamara, CPA  
 Treasurer, MCAN Board of Directors  
 Assurance Senior Manager, BDO USA, LLP

The following is a snapshot of revenues and expenditures for fiscal year 2014 from October 1, 2013 – September 30, 2014.

Revenue & Support	Total
State of Michigan	\$2,014,094.28
The Skillman Foundation	\$90,000.00
Lumina Foundation for Education	\$100,000.00
The Kresge Foundation	\$470,372.33
MCAN Annual Conference	\$43,821.68
National League of Cities/Michigan Municipal League	\$5,000.00
Contributions & Sales	\$8,725.52
<b>Total</b>	<b>\$2,732,013.81</b>

MCAN Board of Directors and staff would like to thank our funders for their continued support.

- Lumina Foundation
- National College Access Network
- National League of Cities
- State of Michigan
- The Kresge Foundation
- The Skillman Foundation

## Expenses



- MSU/Michigan College Advising Corps 20.94%
- LCAN Grants & Contracts 27.77%
- Statewide Initiatives 3.19%
- MCAN Conference/Professional Development 3.49%
- College Access & Success Programming 36.22%
- Management & General 8.39%

# Board of Directors 2013-14

## EXECUTIVE LEADERSHIP TEAM

Chairperson, Amy Smitter, Chief Operating Officer, Habitat for Humanity Michigan

Vice Chair, Dan DeGrow, Superintendent, St. Clair County RESA

Secretary, Sharlonda Buckman, Executive Director, Detroit Parent Network

Treasurer, Catherine McNamara, CPA, Assurance Senior Manager, BDO USA, LLP

Laura Coleman, Ph.D, President, Bay College

Brandee Cooke, College Advising Corps Alumnus, Michigan College Advising Corps

Eileen Curtis, President and CEO, Bay Area Community Foundation

Janet DeYoung, Retired President/CEO, Community Foundation of the Holland/Zeeland Area

Greg Handel, Senior Director of Workforce Development, Detroit Regional Chamber

David Lossing, President, Michigan Municipal League Board of Trustees

George Ross, Ph.D, President, Central Michigan University

Patrick O'Connor, Ph.D, Associate Dean of College Counseling, Cranbrook Schools

## MCAN Staff 2013-14

Brandy Johnson, Executive Director

Sarah Anthony, Director of Finance and Strategic Partnerships

Aniela Butler, Intern

Michelle Eichhorst, Data Specialist and Office Manager

Ryan Fewins-Bliss, Assistant Director for Network Development

Jamie Jacobs, Director of Professional Development

Nicholas Kanillopoolos, Data Specialist

Christi Taylor, Director of Statewide Initiatives and Special Projects