

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs

AGENDA ITEM: 6 – O

DATE: March 28-30, 2017

SUBJECT: College Application Week

At the October board meeting, the Board received an update on the plans for the 2016 College Application Week (Attachment I). The 2016 campaign took place from October 31-November 4, 2016. 40 schools were invited to participate, and 33 schools of those invited had students submit applications to Regental institutions. The technical institutes, private institutions, and Black Hills Beauty College also participated as partners. This year’s campaign resulted in 800 applications to Regental institutions from 354 students across the state. Table 1 illustrates the distribution of applications from participating high schools.

Schools used many of the same activities as in years prior. In addition to the College Decision Map and essay practice questions, many schools chose to do their FAFSA workshops with Great Lakes in the weeks following College Application Week. Others chose to hold off until the spring for FAFSA programming with Great Lakes’ schedule for the fall filling up quickly with the new filing dates. New this year, schools were encouraged to take pictures and share them on social media or with the central office via email. Activities at Cheyenne-Eagle Butte and Tripp-Delmont were featured on the Board of Regents Facebook page.

Following the October report, the Board asked for an update on the first two cohorts of College Application Week students. The first two cohorts of College Application Week are now first and second year students at postsecondary institutions across the country. Using the National Student Clearinghouse and data from the South Dakota Department of Education, staff were able to do an analysis of postsecondary enrollment trends for students from high schools that have participated in College Application Week (Attachment II).

For the 2017 campaign, we are planning to double the number of participating schools, bringing the total to 80 high schools. Participating schools will be identified by a number of factors including but not limited to historic matriculation patters, population of free/reduced lunch eligible students, and expressed interest.

(Continued)

INFORMATIONAL ITEM

Table 1
South Dakota College Application Week 2016 Applications by High School and Institution

	BHSU	DSU	NSU	SDSM&T	SDSU	USD
<i>Bon Homme</i>			1		2	1
<i>Chamberlain</i>	1			1	3	
<i>Cheyenne-Eagle Butte</i>	26		7	4	24	18
<i>Crazy Horse</i>			1			1
<i>Crow Creek</i>	3		3		1	3
<i>Dupree</i>	1		1		1	
<i>Flandreau</i>		1		1	3	1
<i>Flandreau Indian School</i>	3	2	1	1	10	3
<i>Hamlin</i>	2	6	6	2	13	12
<i>Hot Springs</i>	1	1			1	1
<i>Kadoka</i>	11		2	4	11	6
<i>Lead-Deadwood</i>	2		1		3	2
<i>Little Wound</i>	23	7	1	7	30	25
<i>Lyman</i>	5	4	5	2	11	11
<i>McIntosh</i>	3	1			5	2
<i>McLaughlin</i>	5				6	1
<i>Mobridge-Pollock</i>				1	1	
<i>Pine Ridge</i>	19			4	13	14
<i>Rapid City</i>	16	1	1	4	13	6
<i>Red Cloud</i>	8	1	3		7	4
<i>Saint Francis</i>	17	4	3	4	14	17
<i>Sisseton</i>			1		1	1
<i>Stanley County</i>	2	1	8	1	12	6
<i>Sully Buttes</i>	9	1	6	1	13	12
<i>Takini</i>	1					1
<i>Timber Lake</i>	1				1	1
<i>Tiospa Zina</i>	8		7	2	15	10
<i>Todd County</i>	5			1	3	6
<i>Tripp-Delmont</i>					4	2
<i>Wagner</i>	7		2		6	4
<i>Wakpala</i>	1				1	
<i>White River</i>	3	2			2	3
<i>Winner</i>	13	2	10	4	24	20
Total	196	35	77	44	254	194

SOUTH DAKOTA BOARD OF REGENTS**Academic and Student Affairs****AGENDA ITEM: 6 – F****DATE: October 4-6, 2016**

SUBJECT: College Application Week 2016-17AY

In November 2014, South Dakota joined the American College Application Campaign and piloted South Dakota College Application Week. The pilot included nine schools served by the College Access Challenge Grant program. During the week of November 10-14, students at the nine pilot high schools had the opportunity to apply to up to three regental institutions of their choosing and had the application fee waived. 234 students participated and submitted 404 individual applications to regental institutions. A detailed report on the 2014 campaign was presented to the Board of Regents during their [April 2015](#) meeting, and AAC was updated numerous times during the initial year of involvement.

In November of last year, an expanded pilot of the College Application Campaign took place with nineteen high schools participating. These nineteen include the nine pilot high schools from 2014 plus ten other schools from across the state. The dates for the 2015 campaign were November 2-6. Overall, 385 students participated and submitted 895 individual applications to Regental institutions. A detailed report on the 2015 campaign can be found in the agenda item from the [March/April 2016](#) Board Meeting

October 31-November 4 of this year will mark the third year of the College Application Campaign. Around 40 schools are expected to participate. Participating schools will include returning, most GEAR UP, tribal, and Jump Start schools. Invited schools have an average college matriculation rate of 48.9% as compared to the statewide average of 66.5%. Training for school counselors will once again be conducted via site visit for new schools and new site coordinators. Returning sites and coordinators will have their training conducted via phone. The resources for site coordinators, students, and their families including a college decision map, practice essay questions, and month-by-month checklists. The materials outline decision points for students and families for each month beginning with September of their senior year through the summer when they arrive on campus for orientation. Student/Parent/Counselor resources are now available on the [Select Dakota](#) website to improve access for participating districts. This also makes the resources available to anybody who might find them beneficial. AAC representatives should be prepared to raise any questions they have for continued engagement in this project through the Regental system. In many instances, campus admission staff have assisted in providing support at local school districts to facilitate application activities.

(Continued)

INFORMATIONAL ITEM

College Application Week 206-17AY
October 4-6, 2016

Table 1
Anticipated High Schools Participating in College Application Week
Campaign Expanded Pilot in 2016

High School	Anticipated Senior Class Size
<i>Cheyenne-Eagle Butte*</i>	72
<i>Rapid City High School*</i>	84
<i>Pine Ridge High School*</i>	73
<i>Red Cloud High School*</i>	53
<i>Winner High School *</i>	59
<i>White River High School*</i>	30
<i>Saint Francis Indian School*</i>	46
<i>Kadoka Area High School*</i>	26
<i>Lyman High School*</i>	34
<i>Lead Deadwood High School**</i>	53
<i>Flandreau Public School**</i>	37
<i>Flandreau Indian School**</i>	53
<i>Crow Creek High School**</i>	30
<i>Stanley County High School**</i>	29
<i>Andes Central High School**</i>	10
<i>Wagner High School**</i>	54
<i>Tiospa Zina High School**</i>	45
<i>Sisseton High School**</i>	49
<i>Sully Buttes High School**</i>	25
<i>Todd County High School</i>	76
<i>McIntosh High School</i>	8
<i>Wakpala High School</i>	6
<i>Marty Indian School</i>	23
<i>Crazy Horse High School</i>	20
<i>Takini High School</i>	7
<i>Lower Brule High School</i>	24
<i>Little Wound High School</i>	64
<i>Hot Springs High School</i>	68
<i>Dupree High School</i>	18
<i>McLaughlin High School</i>	21
<i>Mobridge High School</i>	58
<i>Oelrichs High School</i>	12
<i>Timber Lake High School</i>	12
<i>Bennett County High School</i>	40
<i>Chamberlain High School</i>	56
<i>Hamlin High School</i>	49
<i>Bon Homme High School</i>	33
<i>Tripp-Delmont High School</i>	11

* Denotes 2014 College Application Week Pilot High School

**Denotes 2015 Expansion High School

***Anticipated class size based on 2015-2016 11th grade enrollment



*** Special Data Analysis ***

College Application Week

South Dakota joined the American College Application Campaign in 2014, piloting South Dakota College Application Week at nine high schools. The program has since grown to include nearly 40 schools. This report provides an in-depth look at student matriculation for the first two cohorts.

The American College Application Campaign (ACAC) is a national effort to increase the number of students from underrepresented and underserved populations pursuing a postsecondary education. The program helps students navigate the often confusing and complex college admissions process and encourages them to apply to at least one postsecondary institution. The first College Application Day was held at a GEAR UP high school in North Carolina in 2005 and has since grown to an estimated 5,000 high schools nationwide. South Dakota joined the ACAC in the fall of 2014, piloting South Dakota College Application Week at nine schools. The expanded pilot in 2015 included 20 schools, and in the third year has grown to include nearly 40 South Dakota high schools. The initial pilot was coordinated through the staff of the College Access Challenge Grant (CACG) program. After the CACG program was discontinued by the U.S. Department of Education, the Board of Regents central office took over coordination of the program.

During the designated week, graduating seniors at participating high schools are granted the opportunity to apply to up to three Regental institutions and other partner institutions at no cost. Over the course of the week, students participate in a variety of activities culminating in their applying to college. Schools are free to determine their own programming during the week with some schools putting together panels of teachers and staff to speak with students about their college experience and answer any questions students may have. Other activities include completion of a college decision map, scholarship essay practice, interest inventories on SDMyLife, and speaking with admissions representatives at college fairs prior to the application week.

Participating schools are identified using historic matriculation trends. Postsecondary enrollment trends prior to the implementation of College Application Week for participating high schools can be seen in Table 1. Those schools with historically low rates of college-going are of greatest emphasis as well as schools with high populations of students from underrepresented and underserved backgrounds including racial/ethnic minorities, first-generation, and low-income. Schools identified as GEAR UP schools, TRIO schools, or Jump Start target schools have comprised the majority of participating high schools in the first years of the program. The respective staffs of GEAR UP, TRIO Upward Bound, and the Jump Start access advisors have served as valuable partners in working with school counselors and students in the development of College Application Week programming.

Table 1
Postsecondary Enrollment Trends for the 2013 Graduates for Second Cohort of South Dakota College Application Week Schools Within 6 Months of Graduation

High School	% Enrolled SDBOR	% Enrolled Any SD	% Not Enrolled
<i>Flandreau Indian</i>	5.6%	8.3%	86.1%
<i>Saint Francis</i>	11.4%	11.4%	85.7%
<i>Pine Ridge</i>	0.0%	24.2%	68.2%
<i>Rapid City HS</i>	5.3%	13.3%	68.2%
<i>Cheyenne-Eagle Butte</i>	8.7%	24.6%	71.0%
<i>Crow Creek</i>	17.4%	26.1%	65.2%
<i>Stanley County</i>	25.0%	42.9%	46.4%
<i>Red Cloud</i>	17.9%	28.2%	41.0%
<i>Sully Buttes</i>	17.4%	52.2%	39.1%
<i>Andes Central</i>	20.8%	58.3%	37.5%
<i>Lead-Deadwood</i>	37.2%	41.9%	37.2%
<i>Wagner</i>	40.9%	59.1%	36.4%
<i>White River</i>	50.0%	50.0%	35.7%
<i>Kadoka</i>	38.1%	57.1%	33.3%
<i>Flandreau Public</i>	41.0%	59.0%	30.8%
<i>Lyman</i>	36.7%	56.7%	30.0%
<i>Sisseton</i>	26.8%	42.9%	28.6%
<i>Winner</i>	57.8%	77.8%	18.8%
<i>Tiospa Zina</i>	0.0%	0.0%	0.0%

Table 1 illustrates the enrollment trends for the cohort prior to the pilot of College Application Week within six months of graduation from high school.¹ Many of these schools have postsecondary participation rates much lower than the state average of 66%.² Some schools, like in the cases of Sisseton High School, Flandreau Indian School, and Red Cloud High School, have historically sent a disproportionate amount of students to out-of-state institutions.

During the pilot College Application Week in 2014, 234 students submitted 405 applications to Regental institutions resulting in 72 students enrolling at a Regental institution in

¹ Source: Source: National Student Clearinghouse (NSC); South Dakota Department of Education

Notes: Data reflect enrollments in NSC-reporting institutions only, which are believed to comprise roughly 97 percent of all postsecondary enrollments in the United States. Data reflect both full-time and part-time enrollments. It should be noted that several institutions in South Dakota – notably, National American University – do not report enrollment data to NSC. Consequently, the dashboard likely underestimates total continuation to college.

² Source: SDBOR College Matriculation Dashboard, <https://www.sdbor.edu/dashboards/Pages/College-Matriculation.aspx>

the first six months following graduation, and an addition 57 students enrolling at other postsecondary institutions. Over the course of the expanded pilot in 2015, 385 students submitted 895 applications resulting in 141 students enrolling at a Regental institutions within six months of graduation, and with an additional 176 enrolling at other postsecondary institutions resulting in just over 82% of participating students matriculating to postsecondary within 6 months of graduation.

Table 2
Postsecondary Enrollment Trends for the 2016 Graduates for Second Cohort of South Dakota College Application Week Schools Within 6 Months of Graduation

High School	% Enrolled SDBOR	% Enrolled Any SD	% Not Enrolled
<i>Crow Creek</i>	7.4%	11.1%	81.5%
<i>Tiospa Zina</i>	16.1%	16.1%	80.6%
<i>Rapid City HS</i>	6.6%	16.4%	80.3%
<i>Pine Ridge</i>	7.1%	16.1%	79.6%
<i>Flandreau Indian</i>	5.2%	5.2%	75.9%
<i>White River</i>	10.3%	24.1%	69.0%
<i>Cheyenne-Eagle Butte</i>	19.3%	24.6%	57.9%
<i>Lyman</i>	31.3%	43.8%	50.0%
<i>Lead-Deadwood</i>	22.6%	39.6%	47.2%
<i>Wagner</i>	30.6%	46.9%	44.9%
<i>Sisseton</i>	20.0%	35.0%	40.0%
<i>Andes Central</i>	0.0%	53.8%	38.5%
<i>Red Cloud</i>	24.5%	35.8%	34.0%
<i>Flandreau Public</i>	29.0%	48.4%	33.3%
<i>Winner</i>	43.2%	63.6%	31.8%
<i>Stanley County</i>	42.3%	65.4%	23.1%
<i>Kadoka</i>	36.8%	68.4%	22.1%
<i>Sully Buttes</i>	45.5%	77.3%	13.6%
<i>Saint Francis³</i>	--	--	--

Two cohorts after the initial implementation a number of high schools have seen growth in the percentage of their students staying in South Dakota and enrolling at Regental institutions. Cheyenne-Eagle Butte High School went from a 39.0% matriculation rate with 8.7% enrolling at Regental institutions to 42.1% and 19.3%, respectively. Flandreau Indian School's postsecondary participation rate went from 13.9% to 24.1%, and Pine Ridge High School went from 0% of their students matriculating to Regental institutions to 7.1%. Stanley County and Sully Buttes High Schools also saw incredible growth with Stanley County going from 53.6% matriculation and 25%

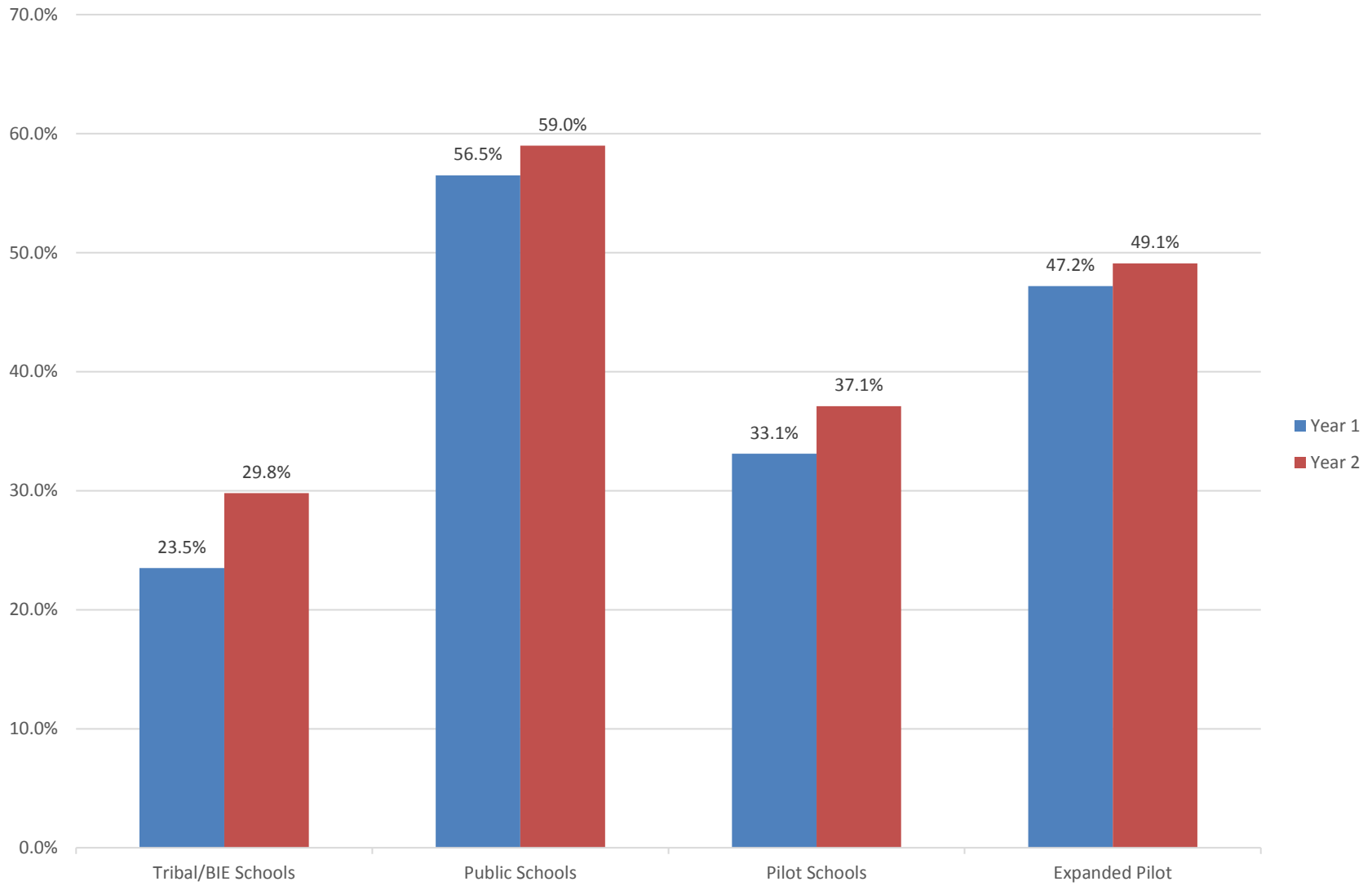
³ Data for Saint Francis were not available.

Regental enrollment to 76.9% and 42.3%. Sully Buttes has seen matriculation increase from 60.9% to 86.4%, and Regental enrollment increase from 17.4% to 45.5%. Tiospa Zina went from a 0% overall matriculation rate to 19.4% postsecondary participation and 16.1% Regental enrollment.

While some high schools have seen a decrease in enrollments at Regental institutions, they have seen growth in the percentage of their students that stay in state for school. Kadoka, for example, went from 66.7% postsecondary participation with only 37.1% staying in South Dakota to 78.9% matriculation with 68.4% enrolling at South Dakota institutions. Red Cloud High School, which has a historical matriculation rate much higher than other high schools serving large numbers of students from underrepresented/underserved populations saw their matriculation rate grow from 59% to 66%, in-state enrollment grew from 28.2% to 35.8%, and Regental enrollment grew from 17.9% to 24.5%. There are schools whose in-state postsecondary enrollment increased while their Regental enrollment decreased or remained flat. This trend can likely be attributed, at least in part, to the availability of the Build Dakota scholarship and the increased emphasis on technical education state-wide.

Those schools that have seen lower rates of success with the implementation of the program are schools that have experienced high turnover rates for school counselors with different school counselors serving as site coordinators every year since the program began. Many are also schools that formerly received significant support from the College Access Challenge Grant program and its staff. More established, long-serving school counselors have seen much greater success rates than those school counselors who are new to a school or are new to the field.

% Postsecondary Matriculation



% Enrolled South Dakota Institution

