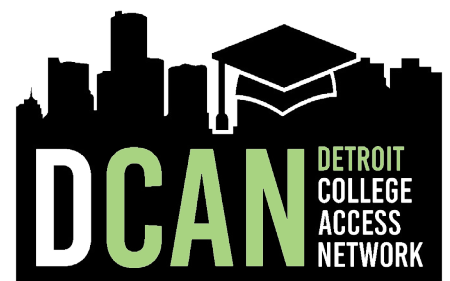




ANNUAL REPORT

2017-2018



DETROIT COLLEGE ACCESS NETWORK | WWW.DETROITCAN.ORG

DEAR FRIENDS,



Thank you for joining us on this journey to improve college access and success rates in Detroit. The Detroit College Access Network has grown significantly since 2013, and it is because of supporters like you who have helped us along the way and invested in our community. We're proud to share this annual report, a reflection of what DCAN has accomplished during the 2017-18 academic year.

In its first few years, DCAN had early success increasing FAFSA completion rates in partnership with the Detroit Regional Chamber, Michigan College Access Network, United Way for Southeastern Michigan, The Skillman Foundation, Accounting Aid Society, school leaders, counselors and community-based organizations.

This success has allowed us to launch and amplify multiple campaigns and programs across Detroit, to increase college access and success for Detroit high school students. This

includes Michigan College Month, Lunch and Learn Professional Developments, Get Schooled Detroit, Score Your Four, Detroit College Day, the regional Race to the FAFSA Line, College Decision Day events and Summer Melt.

While it's important that we pause to celebrate our growth and successes, we still have much work to do. Currently, Detroit's college enrollment is 55 percent with only 17 out of the 52 high schools having college enrollment rates over 60 percent. Michigan has a deepening talent shortage in critical areas that require post-secondary education. We are committed to reaching our long-term goal to support Detroit in becoming a city where 60 percent of its residents have a high-quality post-secondary degree by 2030.

Every child in Detroit should have the opportunity to enroll and succeed in the post-secondary educational pathway that supports their dream. We look forward to another incredible year working with you to help more Detroit students on their journey to post-secondary education!

Sincerely,

Ashley Johnson

Ashley Johnson, PhD
Executive Director

CHANGING THE CULTURE



MISSION

Increase the number of Detroit high school students who enroll in, persist, and graduate from high-quality post-secondary institutions.

VISION

Make a college degree a reality for all Detroit students.

CORE VALUES

- Equity for all students
- Youth centered
- Data driven
- Collaborative
- Transparent
- Integrity

GOAL

By the year 2023, 60 percent of Detroit residents have a high-quality post-secondary degree.

INSPIRING STUDENTS

Since 2013, DCAN has launched several campaigns across Detroit including: College Month, Lunch & Learn Professional Developments, College Decision Day events, and Summer Melt. These initiatives are opportunities to inspire and support Detroit students as they accomplish critical steps along the college-going process.

Michigan College Month

In October 2017, more than 25 schools from across Detroit participated in Michigan College Month. This campaign is part of a national initiative with the goal to provide every graduating high school senior the opportunity to apply to college. Through DCAN's support, the 21 participating high schools helped 1,986 students complete 8,487 college applications.

Detroit College Day

More than 950 Detroit high school students attended the fifth annual Detroit College Day on March 9, 2018 at Wayne County Community College District. Detroit College Day was hosted by Michigan State University College Advising Corps, AdviseMI, United Way for Southeastern Michigan, and DCAN. The day helped inform and excite high school juniors and seniors about the post-secondary planning process and inspired a college-going atmosphere in the city of Detroit. The event included a college fair, college knowledge workshops, and a young professionals panel.

FAST FACTS:

- Nearly 400 college access personnel including school counselors, college advisers, and community-based organizations have attended the Lunch & Learn Professional Development Series
- 11 college advisers served in 12 Detroit high schools
- 26 schools hosted a College Decision Day celebration in May of 2018



FRIENDLY COMPETITIONS **SEE SUCCESS**

Get Schooled Detroit

Supporting a college-going culture within our schools and community is critical, but we also reached students virtually through a college knowledge gaming website. In 2017, DCAN teamed up with Get Schooled to launch Get Schooled Detroit (getschooled.com/detroit), a one-stop resource customized for Detroit students to help them understand how to prepare for, apply to, and pay for college.

More than 12,000 students from nineteen high schools in metro Detroit participated in the Detroit College Challenge program with Get Schooled and DCAN to encourage students to learn about college planning, SAT/ACT preparation, the Detroit Promise scholarship, financial aid opportunities, and admissions requirements for Michigan universities and community colleges.

Students who participated in Get Schooled texted questions about the college-going process to a live college counselor who responded back with information. Participating students earned points for their school in the Detroit College Challenge. Voyageur College Preparatory Academy's students earned 1,000 points, the most points among all participating high schools, and won their school \$2,500 for student scholarships and College Decision Day activities.

15,000

visitors checked out
getschooled.com/detroit

1,240

college access content badges
completed by students

2,000

students created accounts at
getschooled.com/detroit

13,065

text message exchanges
with Detroit students

FAFSA Challenge

More than 6,500 students in Macomb, Oakland, and Wayne counties participated in the Detroit Regional Chamber's annual "Race to the FAFSA Line" challenge, bringing an estimated \$53.5 million in funding from completing their Free Application for Federal Student Aid (FAFSA). The initiative encourages high school seniors to apply for college aid and increase the regional FAFSA completion rate from 50 percent to 65 percent.

- Grand-prize winner for Overall Most Improved FAFSA Completion was Frontier International Academy (Detroit) with a 45-percentage-point improvement. As the grand prize recipient, the school was awarded an all-day senior class party.
- The Most Innovative FAFSA Completion Strategy was Voyageur College Preparatory High School (Detroit) with a 65 percent completion rate.
- Emagine Entertainment awarded four additional winners with VIP movie screenings.

SUPPORT DCAN

HOW TO HELP

Though DCAN is helping more students to understand that college is possible, and that they are indeed college material, we continue to need support from our community members and leaders. Detroit's revitalization will become stagnant if we don't help Detroiters overcome barriers to getting into college and attaining the skills needed for in-demand jobs.

Ways you can help:

1. **Volunteer** to be a College or Career Ambassador. Speak to students about College and Career Readiness or support students with completing the FAFSA or college applications. Go to **detroitcan.org** to sign up.
2. **Donate** to the DCAN Endowment Fund to help support a student with SAT prep or one of DCAN's many college-going campaigns.
3. **Share** our professional development opportunities with counselors and college access professionals.
4. **Write, call or visit** our elected officials to advocate for DCAN and the work being done to increase Detroit's degree-attainment rate.

HOW TO GIVE

The Detroit College Access Network Endowment Fund was founded in 2015 to provide long-term financial stability to the network. Contributions to the DCAN Endowment Fund are held in perpetuity, while interest on the account can be used for expenses or reinvested in the fund. The fund is managed through the Community Foundation of Southeast Michigan, but 100 percent of contributions go directly to DCAN. Supporting the work of DCAN helps build and sustain the talent pipeline for current and future jobs, which is critical to preparing for the coming waves of Baby Boomer retirees.

You may go online to the community foundation's website at **<https://cfsem.org/give/give-online/agency-endowments/>** and use the pull-down menu to select Detroit College Access Network, then make your donation immediately. Or, donations may be made by check to Community Foundation of Southeast Michigan. Please mark "Detroit College Access Network" on the check subject line and send to:

Community Foundation of Southeast Michigan
333 Fort Street, Suite 2010
Detroit, MI 48226-3134



WWW.DETROITCAN.ORG

2017-18 FINANCIALS

Financial Summary

Detailed financial statements are presented to the DCAN Leadership Team for review and oversight. As part of our commitment to transparency and accountability, all financial reports are provided on our website at

www.detroitcan.org/about-dcan.

2017-2018	
REVENUE	
Income	\$226,162
TOTAL REVENUE	\$226,162
EXPENSES	
Overhead Expenses	\$110,747
Project Expenses	\$61,519
TOTAL EXPENSES	\$172,266
NET SURPLUS/DEFICIT	\$53,896

FAST FACTS:

- Score Your Four helped Detroit students prepare for the SAT to ensure students meet the Detroit Promise Scholarship requirements.
- Students with a 3.0 GPA and 1060 SAT/21 ACT were eligible for full tuition funding at 18 colleges in Michigan through the Detroit Promise

LEADERSHIP TEAM

Thank you to the community leaders who are committed to DCAN's vision and strategic direction. This talented group of individuals served as DCAN's leadership team and the Detroit Promise Scholarship advisory board from October 2017 - September 2018. During FY17, they completed a new DCAN strategic plan to serve as a guide for the next two to three years.

*A current list of DCAN Leadership Team members can be found at www.detroitcan.org/leadership-team.

 <p>DETROIT DRIVES DEGREES</p> <p>Melanie D'Evelyn Detroit Drives Degrees</p>	 <p>DETROIT PROMISE</p> <p>Penny Bailer Detroit Promise Zone Authority</p>	 <p>DetroitRegionalChamber</p> <p>Greg Handel Detroit Regional Chamber</p>	 <p>DETROIT PUBLIC SCHOOLS COMMUNITY DISTRICT Students Rise. We All Rise.</p> <p>Nicole Carter DPS Community District (DPSCD)</p>	 <p>Rom Kimball and Tona Ambrose Grand Valley State University</p>
 <p>MACAC Michigan Association for College Admission Counseling</p> <p>Patrick O'Connor MACAC</p>	 <p>City of Detroit MICHIGAN'S CAPITAL CITY</p> <p>Chioke Mose-Telesford Mayor's Office</p>	 <p>Michigan Education Excellence Foundation</p> <p>Peter and Justin Remington Michigan Education Excellence Foundation</p>	 <p>MICHIGAN FUTURE INC. A Catalyst for Prosperity</p> <p>Patrick Cooney Michigan Future Schools</p>	 <p>Michigan State University</p> <p>John Ambrose Michigan State University</p>
 <p>Oakland University</p> <p>Dawn Aubrey, Oakland University</p>	 <p>MICHIGAN PROMISE ZONES ASSOCIATION</p> <p>Penny Bailer Promise Zone Authority Board</p>	 <p>THE SKILLMAN FOUNDATION</p> <p>Ashley Aidenbaum Skillman Foundation</p>	 <p>THE KRESGE FOUNDATION</p> <p>Bill Moses The Kresge Foundation</p>	 <p>United Way United Way for Southeastern Michigan</p> <p>Tammie Jones United Way of SE Michigan</p>
 <p>WAYNE RESA Leading... Learning for All</p> <p>Randy Liepa Wayne RESA ISD</p>	 <p>WAYNE STATE UNIVERSITY</p> <p>Ericka Matthews-Jackson Wayne State University</p>	 <p>THE UNIVERSITY OF MICHIGAN</p> <p>Kim Lijana The University of Michigan</p>	 <p>ROCK VENTURES</p> <p>Rachel Perschetz Rock Ventures</p>	

CONNECT WITH US:

Detroit College Access Network
1 Woodward Avenue
Suite 1900
Detroit, MI 48226



(313) 285-9156



info@detroitcan.org



www.detroitcan.org



www.facebook.com/detroitcollegeaccessnetwork



https://twitter.com/detroit_can



WWW.DETROITCAN.ORG