

Summer Melt Prevention Strategies 2020

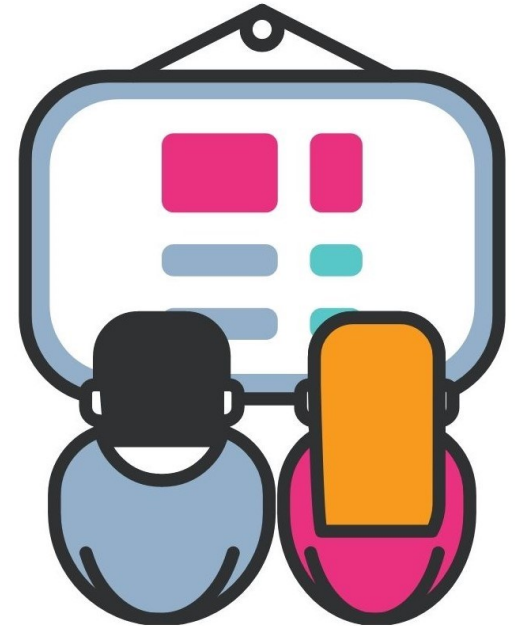
CSAC|CALSOAP

Who Received Summer Melt Services?

Approximately half of the programs worked with their Cal-SOAP cohort and half worked with all seniors.

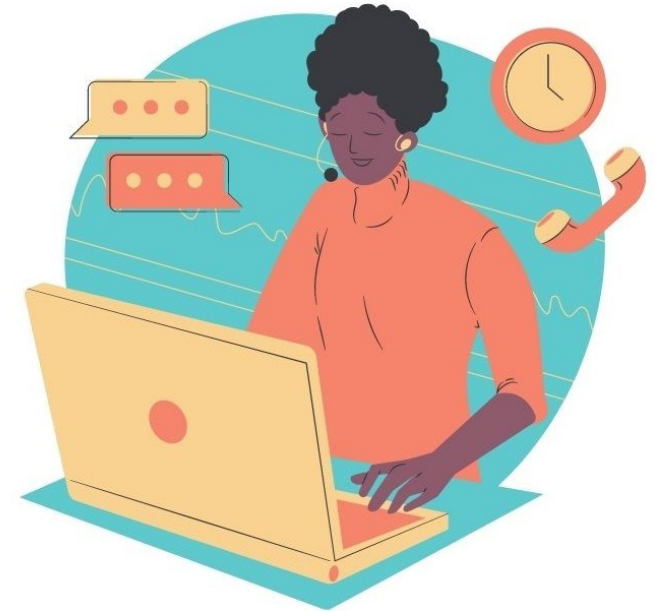
How students were identified:

- Senior Survey
- School site partners
- Local colleges and universities
- Hired HS counselors to work on SWAT/Strike teams
- Students responded to campus wide senior emails, all calls, and text messages from Cal-SOAP and high school counselors



Methods of Accessing Students

- Direct: individual emails, phone calls, texting
- Indirect: flyers, social media, emails to groups based on demo, websites, newsletters, announcements using Remind App, billboards, Robo-calls
- Workshops
- Open Zoom office hours
- Virtual scheduled meetings
- Week long summer institute/curriculum
- Types of Technology used: Zoom, Microsoft Teams, Remind, Google Meets/Hangouts/Voice-Text/Classroom, Canvas



Topics Covered: Students Not Yet Enrolled

Financial Aid Advisement



Examples:

- FAFSA/CADAA Application
- Webgrants 4 Students

College Preparation



Examples:

- College Life and Campus Resources
- Community College Applications

Topics Covered : Students Already Enrolled

College Enrollment

- Completing “To Do” List
- Registering for College Classes
- Orientation

Financial Aid Advisement

- Financial Aid follow-up
- Budgeting

College Tools and Resources

- Setting up Canvas, College Email
- Purchase Books



Quantitative Results of Summer Melt 2020

- 22,486 students were targeted for Summer Melt activities/outreach
- 10,338 students were reached for Summer Melt activities/outreach (46%)
 - Primary methods of contact were by phone, email and text
 - 13 of 13 (100%) made phone calls
 - 10 of 13 (77%) sent emails
 - 5 of 13 (38%) sent text messages
 - Student responded best to:
 - Google texts, Remind App, Telephone Follow Up
 - One-on-one scheduled appointments via phone, Zoom, Microsoft Teams and Google Meets

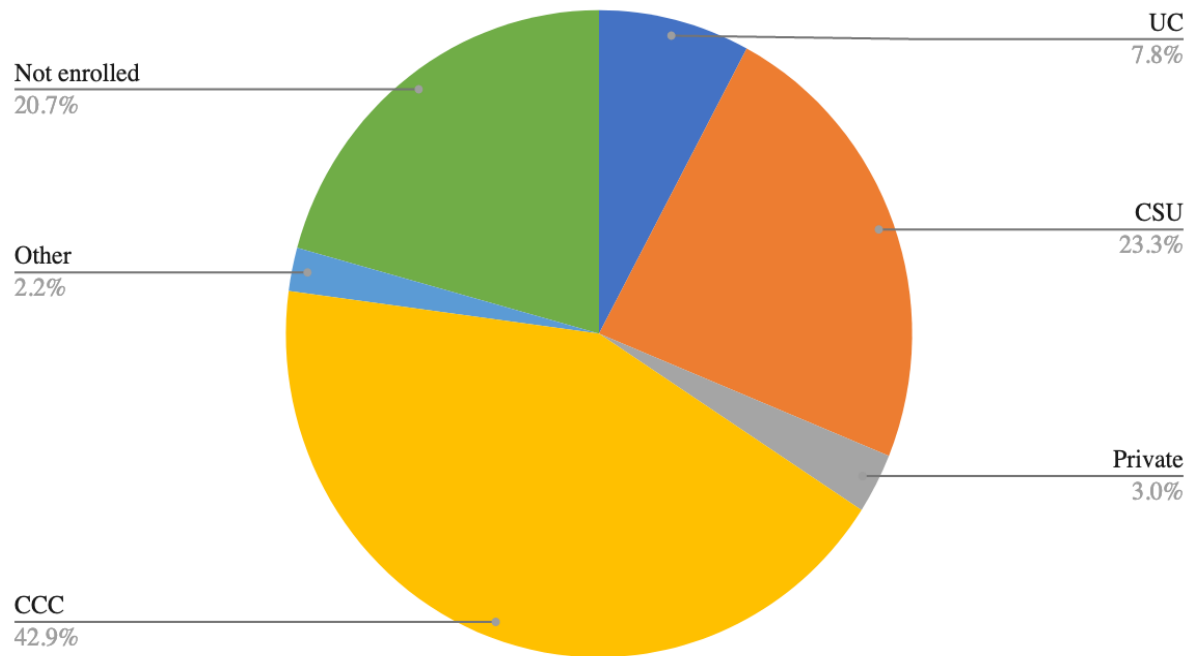


zoom

Quantitative Results of Summer Melt 2020

79% PSE Rates as of 11/2020
(self-reported by 8 of 13 consortia)

Fall 2020 Post-Secondary Enrollment (self-reported)



- Total: 13,096 seniors
 - UC - 1,024
 - CSU - 3,057
 - Private - 394
 - CC - 5,624
 - Other PSE - 283
 - Not enrolled - 2,714

Challenges



School Privacy Rules



Limited Access to Technology



Students disengaged with School

Lessons Learned and Best Practices

Lessons Learned

- Make connection with students before school ends
- Start Summer Melt early
- Build strong school partnerships
- Need parent involvement buy-in



Best Practices

- Schools to notify parents and students of activities in advance – school intervention is key to students responding
- Use technology students will respond to
- Provide incentives – supply packs, completion certificate

Additional Strategies for Summer 2021

- Hire summer student staff for Summer Melt
- Enlist all seniors on californiacolleges.edu
- Work with school and counselors prior to graduation
- Gain access to student learning platforms used by schools
- Inform schools, seniors and parents one month before graduation
- Offer first year college persistence coaching
- Continue methods from 2020





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