

# 2015 - 2016 IMPACT REPORT

September 2016



**College Bridge**  
New Orleans

# A LETTER

from our Executive Director

Dear Friend,

As I watch our students begin their first weeks of college this month, I remember myself as a first-generation freshman at Harvard University, and, later, as an advisor to first-year students.

I know well the challenges our students face -- and I also deeply know that we can help. I see the inherent potential of our youth, and sense their desire to access the opportunity afforded by higher education and post-secondary training. Together, these facts compel our mission at College Bridge New Orleans: we help New Orleans youth to enroll and succeed in college.

Right now, the vast majority of New Orleans high school graduates drop out of the college process between senior spring in high school and the end of the first year in college. But, with your help, we are changing that statistic.

We are so excited to issue this briefing, our first impact report, to share the reach that your support has made possible in 2015-2016. Together, we are deepening change in the education landscape of our city, impacting students' lives, and solidifying our city's economic future for years to come.

There is much to share and you will find a range of updates contained in these pages. In the past year, we have built our team and community of support, and touched the lives of hundreds of students. And this is only the beginning.

We have built upon our early successes to form local partnerships with two colleges (the University of New Orleans and Loyola University) and five local high schools (Walter L. Cohen College Prep, Sci High, McMain, McDonogh 35, and Warren Easton). Through new partnerships with the Cowen Institute, Stand for Children Louisiana, and the lead support of the GPOA Foundation, we look forward to reaching over 1,000 students in the coming year. We hope you will stay involved by spreading the word about our mission, joining our mailing list online, or following us on social media!

We are humbled and inspired by the strong community of support growing around College Bridge. We could not do this work without you, and we are incredibly grateful for your commitment to the young people of New Orleans. Every day, your dedication makes a difference.

With gratitude,



Paris Woods

## Paris Woods, Ed.M.

Co-founder & Executive Director



## Sarah Payne

Co-founder & Director of Strategy

# OUR TEAM

## Management Team

**Paris Woods, Ed.M.**  
Co-founder &  
Executive Director

**Sarah Payne**  
Co-founder &  
Director of Strategy



**Erica Martinez, M.S.**  
College Success Coach



**Theodore Williams**  
Peer Mentor Program Leader

## Board of Directors

**Ben Kleban**  
President

**Sarah Newell-Usdin**  
Vice President

**Carol Asher**  
Board Member

**Malana Joseph Mitchell**  
Board Member

**Carlos Zervigon**  
Secretary & Treasurer

**Sean Blondell, Esq.**  
Board Member

**David Page**  
Board Member

# WE SUPPORT

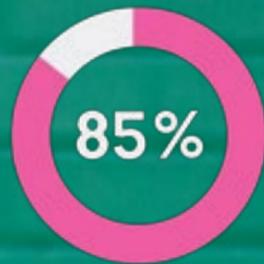
college-bound youth who graduate from public high schools in the city of New Orleans.



Free + Reduced-Price Lunch Eligible



African American



First-Generation-to-College

## \$10,000

Average Household Income

## We are non-selective.

High school GPA range 1.8 to 4.2\*

ACT composite score range 14 to 32\*

# OUR SERVICES

**College Bridge connects students, families, high schools and higher education.**

We leverage the power of relationships to guide students through the academic, social, and financial transition from high school success to college persistence.

## FOR COLLEGES

### COACHING + RETENTION PROGRAM

College Bridge partners with post-secondary institutions to provide fee-for-service college success coaching to new freshmen:

- We help raise retention rates through **personalized coaching** that supports students to set goals, connect to resources and influencers, and follow through on action plans
- We provide schools with semi-annual **feedback on student experiences and leading indicator data**
- Participating students also gain access to our **micro-grant emergency fund** on a case-by-case basis

## FOR HIGH SCHOOLS

### COUNSELOR PROGRAM + ALUMNI DATABASE

College success starts with college access. College Bridge contracts with high schools to train and coach college counselors and to provide schools with feedback on alumni post-secondary experiences and persistence rates. We provide high school partners:

- Access to our **persistence database** and semi-annual alumni survey data
- Use of a web-based, **mass text-messaging platform**
- Student access to our summer college enrollment **text campaign & drop-in center**
- **Counselor & staff professional development** through our college access training series

## FOR STUDENTS + FAMILIES

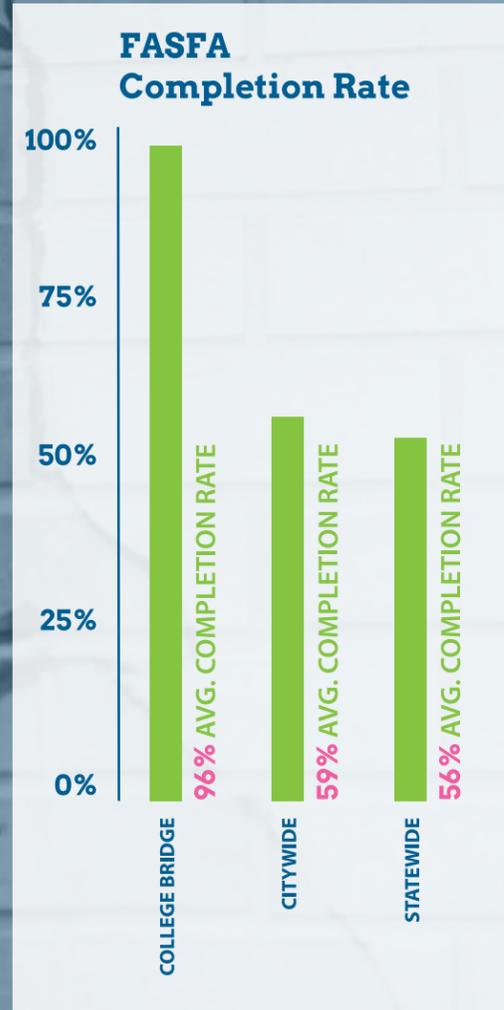
### COACHING FOR SUCCESS

College Bridge's text-message campaign and drop-in center help recent high school graduates from our partner high schools to secure financial aid, enroll, and register for classes in the summer between high school and college. Through our college partners, our coaches work directly with new college students and families to set freshman year goals and learn the ropes of college success.

**Our services are completely free to partner students and their families.**

# IMPACT

## Securing Aid for College



The Free Application for Federal Student Aid (FAFSA) is the required federal form for applying for financial aid. All colleges and many post-secondary training programs use it to determine aid eligibility, and it is a student's only route to receiving need-based Pell Grants, and federally-subsidized, low-interest student loans. For most students, FAFSA completion is the necessary first step toward paying for college.



## DA'JA SIMMONS

University of Louisiana at Lafayette '19

Major: Biology



[College Success Coach] Erica has been very helpful. Whenever I have a question or concern, she's always there to give me her best feedback or help me figure out the best solution to things. And she's always understanding and patient with me. When I was stressing and contemplating about returning to UL, she was there to guide me and give me advice. I consider her as my go-to person.





# THEODORE WILLIAMS

Beloit College '18

Major: African American History, Minor: Law & Justice

Peer Mentor Program Leader & McNair Scholar

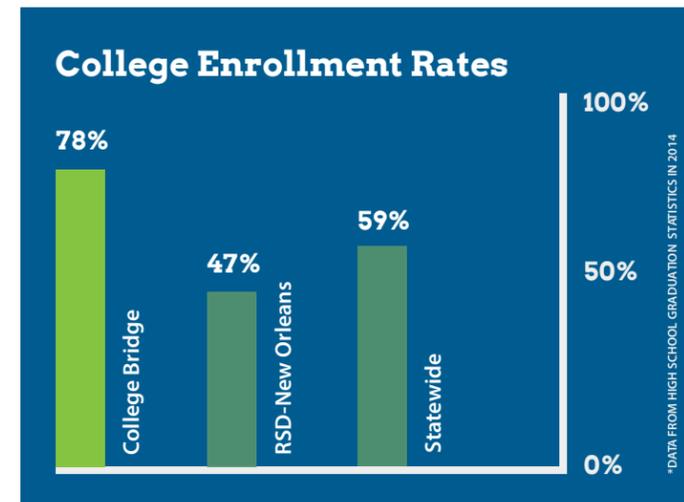


I wanted to give something back to the students coming after me, and thankfully, with the Peer Mentor Program at College Bridge, I am able to give back to a community that has been the reason for my success. Everyone needs a hand every once in a while, I'm just happy I can be that hand now, thanks to College Bridge."



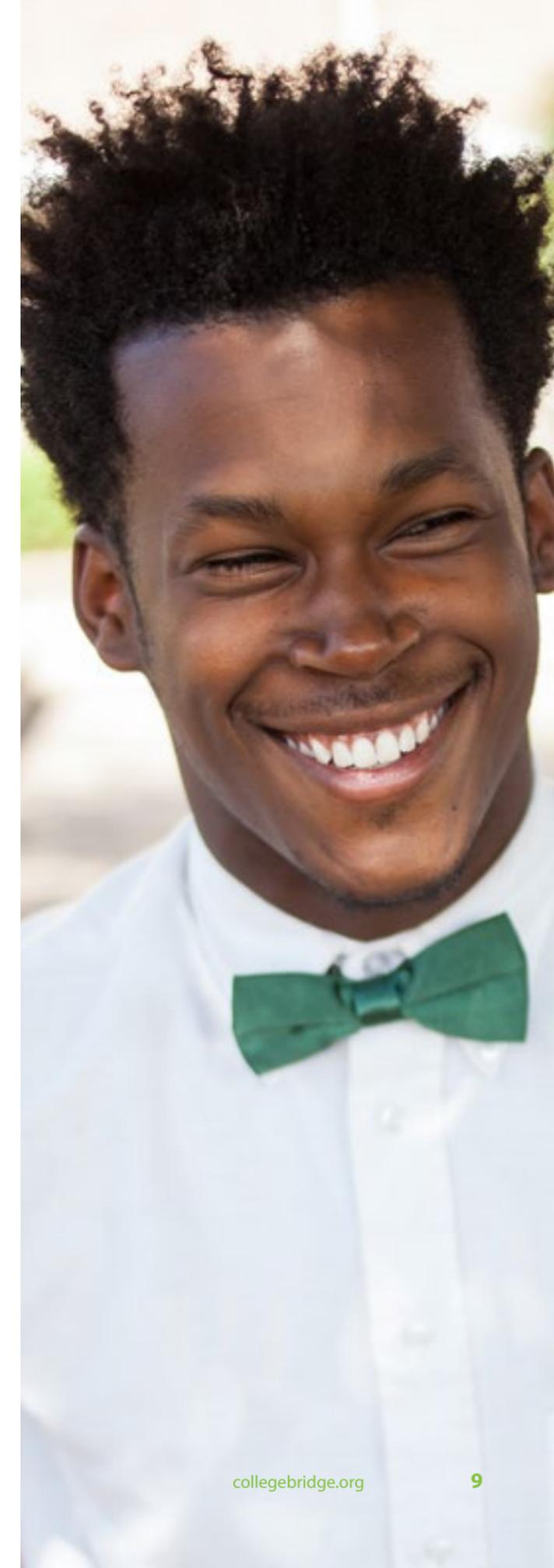
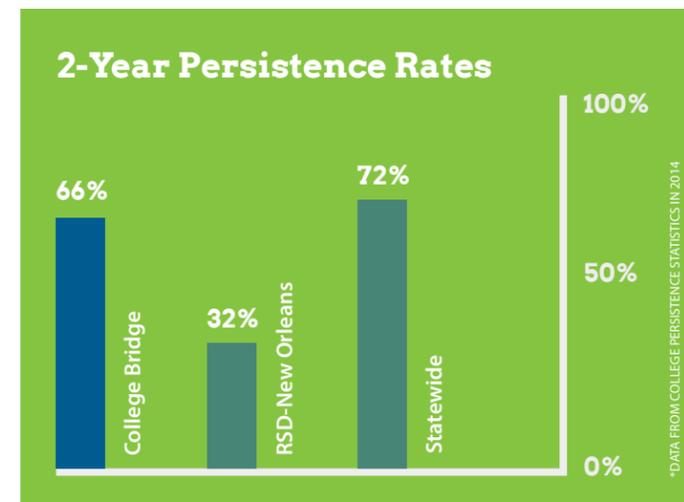
# IMPACT

## Enrolling in College



# IMPACT

## Persisting to Year 2 of College



# EXPANDING OUR PROGRAM

Launching new partnerships

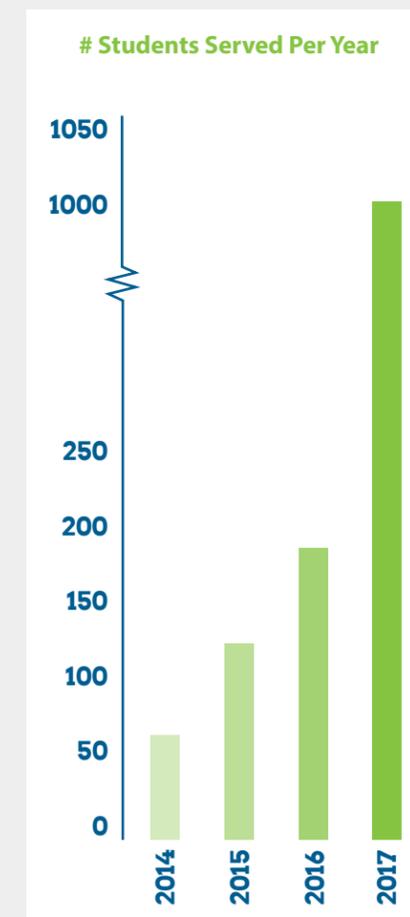
- 1 LOYOLA UNIVERSITY
- 2 UNIVERSITY OF NEW ORLEANS
- 3 ELEANOR MCMAN SECONDARY SCHOOL
- 4 MCDONOGH 35 SENIOR HIGH SCHOOL
- 5 NEW ORLEANS CHARTER SCIENCE + MATHEMATICS HIGH SCHOOL
- 6 WALTER L. COHEN COLLEGE PREP HIGH SCHOOL
- 7 WARREN EASTON HIGH SCHOOL



# OUR SUPPORTERS

## DEEPENING OUR IMPACT

Serving Over 1,000 Students



\*ESTIMATED BASED ON 2015-2016 PARTNER HIGH SCHOOL 11TH GRADE ENROLLMENT

College Bridge's work is possible due to the support of individuals and institutions who have invested in our mission and believe in the potential of the young people of New Orleans.

We are deeply grateful for their support. Together, we believe we can change the landscape of college persistence and post-secondary attainment in New Orleans.

**\$100,000+**  
GPOA Foundation

**\$50,000 to \$99,000**  
Entergy Corporation  
RosaMary Foundation

**\$20,000 to \$49,000**  
Keller Family Foundation  
Pro Bono Publico Foundation  
Rosenthal Family Foundation

**\$3,000 to \$19,000**  
Mary Freeman Wisdom Foundation  
New Orleans City Council-Harrah's New Orleans  
Casino Community Support Grant Program

# LET'S KEEP IN TOUCH

We are deeply excited about our growing community of students, families, partners, and supporters. As we look to the next year, we ask you to stay involved and spread the word! Stay tuned to updates by joining our mailing list at [www.collegebridgenola.org](http://www.collegebridgenola.org).

**Follow us on social media.**



**Tell others about our mission.  
Share this report.**

Special thanks to Heartsleeve for designing this report and Nikki Mayeux Photography for our impact report photos.

**Thank You.**

