

Student Access & Success Coordinating Council of Ohio **Charge to the Council**

I. Introduction

Ohio's relatively low college participation and baccalaureate attainment rates clearly indicate that Ohioans face substantial access barriers to opportunities in postsecondary education. It is also clear that a number of well organized and strategically positioned organizations and initiatives are working to overcome college access barriers and expand the number of Ohioans who prepare for and successfully complete a college degree. The list of these entities includes the Ohio College Access Network (OCAN), the Federal TRIO programs, Federal GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs) at both the State and local partnership levels, The Ohio Appalachian Center for Higher Education (OACHE), the Joint Council (a collaboration between the Ohio Department of Education and the Ohio Board of Regents), the Ohio Urban League and many others.

A. Issue and Goal One: Collaboration Among Access Organizations

While these organizations appear to work relatively well as independent change agents, there is currently very limited coordination among these efforts. We need to create an environment in which collaboration energizes success through the sharing of ideas and best practices.

The Student Access & Success Coordinating Council of Ohio will work to promote greater communication and collaboration between existing and new organizations that are committed to increasing the number of Ohioans who aspire to and successfully complete a postsecondary education. In working toward this goal, the Council will consider strategies that facilitate information sharing, including the identification and expansion of "best practices."

B. Issue and Goal Two: Statewide Strategic Marketing Plan for Higher Education

The Board of Regents and appropriate stakeholders have mounted a public awareness campaign to heighten understanding of the need to educate more Ohioans beyond high school to sustain and improve the State's economy and enhance the quality of life for its people (the Knowledge Economy Awareness Project). To compliment this project, a state-wide marketing effort is needed to make more Ohioans aware of the need for and benefits of higher education. In order to develop a comprehensive and effective higher education marketing strategy, input is needed from all education stakeholders.

The second goal of the Student Access & Success Coordinating Council of Ohio shall be the development of a strategic statewide marketing plan and recommendations about how this plan should be implemented.

C. Issue and Goal Three: Success Measures

We need to know if our marketing strategies and other access initiatives are successful. In order to better understand and gauge the impact of access strategies on college participation and student success in Ohio, the Council will develop a set of success measures to evaluate the effectiveness of higher education marketing projects and other state level college access initiatives. Ideally, these success measures will assist in the identification of best practices and help us understand how limited resources can have maximum impact.