

# By the Numbers



Early Awareness (PEAK)	2011-12*	2010-11	2009-10
Students Served (includes every Newark 2 <sup>nd</sup> , 4 <sup>th</sup> , 6 <sup>th</sup> & 8 <sup>th</sup> grader)	2,000	1,500	1,000
Community and local college volunteers	269	235	193
Volunteer hours provided	830	1,118	836
Second graders who signed up for a library card	85	103	110
Fourth graders who participated in the Piggy Bank Game promoting financial literacy and college-going behaviors	513	501	N/A
Sixth graders who visited a local college campus	465	NA	NA
Eighth graders who participated in the Reality Store financial simulation game	423	424	449
Newark High School			
Percent of juniors and seniors served	78%	86%	70%
Families assisted with financial aid forms	130	121	125
Percentage of junior class taking the ACT test (with assistance from A Call to College)	49%	46%	35%
Hours donated by volunteer advisors	1,143	1,135	939
Last-Dollar Grants			
Recipients (includes current college students)	199	213	207
Total dollars awarded	\$197,562	\$212,016	\$204,356
Additional Financial Aid			
Total aid received	\$2,521,125	\$2,693,636	\$2,697,021
Average amount per student	\$12,669	\$12,646	\$13,029
Leverage: Average aid received for each \$1 in Last-Dollar Grants	\$12.77	\$12.71	\$13.20

\* As of September, 2012



- A Call to College was founded in 1991 by NHS alumnus, Louis A. Mitchell '52 and caring community member and parent, Jane Cook McConnell.
- Alumni were instrumental in the early fund-raising campaigns of A Call to College, and all efforts since.
- Over 70% of current A Call to College donors are alumni.
- In 2011, donations were received from alumni in 93 U.S. cities, representing 32 states.
- NHS Alumni gave over \$90,000 in 2011 to support our efforts in the Newark City Schools.
- Alumni Tom Ash '78, Richard Bibart '60, Judy Franklin '63, C. Granger McKinney '58, Sarah R. Wallace '72 (President) and Bill Weidaw '66 (Treasurer) have served on the A Call to College Governing Board for a combined 72 years.
- Director of Operations, Tracy Ellington '73 has served A Call to College since 1998.
- Director of College Preparation and Success, Brett Underhill '97 and Program Assistant, Julie Uible '83 joined our staff in 2012.

**Go 'Cats!**



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Members of the original Governing Board and staff

A Call to College is a non-profit (501c3) college access organization created to exclusively benefit the students of the Newark City Schools. The mission of A Call to College is to assure that as many qualified Newark High School graduates as possible are able to pursue post-secondary education.

### Our History:

In 1988 Louis A. Mitchell (NHS Class of '52) set a lofty dream in motion: beginning a nonprofit organization that would serve the students and families of the Newark City School District. By offering matching funds from County Savings Bank, he challenged Newark High School alumni to contribute money for need-based grants that would help qualified Newark graduates attend college. Alumni responded generously and a group of community leaders, led by Jane Cook McConnell, met in the summer of 1991 to officially found A Call to College. Mrs. McConnell provided exceptional leadership as the President of the Governing Board for sixteen years until her passing in 2007. Mr. Mitchell served on the Governing Board until 2006 and as a highly-involved Emeritus board member until his death in 2012. We honor our founders' memories and wishes by continuing to strengthen our efforts in the Newark City Schools.

### Objectives:

- Motivate and encourage students to graduate from high school and to pursue post-secondary education;
- advise Newark City School students and their families about sources of financial aid for college;
- provide Last-Dollar Grants to qualified Newark High School graduates;
- increase awareness and understanding of the benefits of education beyond high school.



### Grant Recipients:

- A condition of our need-based Last-Dollar Grants is that recipients are required to "pay it forward" by helping out A Call to College. Above, recipients return for Volunteer Day to write thank you notes to donors.
- At Alumni Day current college students return to talk with juniors about their college experiences.
- On average, 86% of Last-Dollar Grant recipients remain in school from their freshman to sophomore year of college, compared to a national average of 50% to 70% retention for districts similar to Newark.



Juniors register for the ACT test

### High School Program:

Since the beginning, A Call to College has provided one-on-one advising from trained and dedicated staff and volunteers.

The ACT Now! initiative was launched in 2007 to provide intensive test prep workshops and help sessions, ACT Test Fee Waivers (a \$50 value!), and transportation to and from ACT testing locations. ACT scores are a factor in eligibility for merit-based financial aid at many Ohio colleges and universities.

The High School Program also includes:

- NHS-approved visits to local college campuses;
- NHS-approved college fair field trips;
- Parent and family information sessions: Planning For College, Application 101, Cash 4 College, Complete Your FAFSA;
- Need-Based Last-Dollar Grants: Eligible Students can receive up to \$1000 per year for up to four years!

### Providing Early Awareness and Knowledge (PEAK):

- Launched in 2009 through a 4-year partnership between A Call to College, the Newark City Schools, Denison University, The Ohio State University Newark and Central Ohio Technical College, PEAK serves every Newark 2nd, 4th, 6th and 8th grader through age-appropriate, early college awareness activities.
- Reinforced by special reading weeks, extensive use of community volunteers, targeted lesson plans, field trips and online college and career planning, PEAK sends the message to every student that graduation from high school and then completing college or additional training is not only possible, but essential.
- Each year over 60 Newark City School teachers actively assist our staff members with planning and delivering PEAK outreach.



Volunteer from a local college reads to 2nd graders

Our Mission: "To assure every qualified Newark High School graduate the opportunity to pursue higher education."