

KnowHow2GO Campaign

## Certification of College Access Providers: How a Pilot Project Can Inform National Implementation

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## The goal of certification

- Test, evaluate, and establish a certification process that
  - meets stakeholder needs,
  - easily applicable to various types of college access networks, and
  - includes best practices in college access programming and organizational effectiveness
- establish a metric against which providers can demonstrate the level of quality of their programs



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## Scope of the Certification Pilot Project

- Team developed application and rubric in 2008
- 14 Ohio applications reviewed in spring 2009
- 13 Twenty-first Century Scholar and six CICF grantees applications in Indiana reviewed in fall 2009
- 24 applicants participated in an evaluation interview
- All 14 Ohio reviewers and the one Indiana reviewer participated in evaluation interview
- 27/40 stakeholders completed certification item survey



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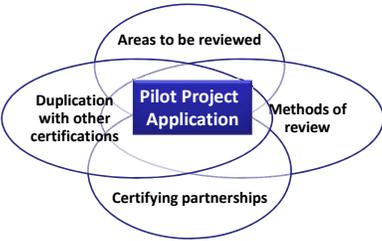
## Context of Certification Pilot Project

- Foundation
- KH2GO initiative
- State partners
- Expected impact of certification



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## Certification Application Considerations




II. *Be a Pain! – Find A Caring Adult* [Total of 21 points]

Organizations implementing a KnowHow2GO campaign and activities should provide and/or broker services and awareness sessions about the importance of college aspirations and the need for identifying supportive adults.

a. Organization has strategies for recruiting and sustaining advisors and/or mentors to guide students in understanding and preparing for postsecondary options. [3 points]

0 No evidence presented

- 1 Organization does not have clear, systematic strategies in place to recruit, screen, and retain advisors/mentors with needed skills. Little attention paid to retention and high advisor/mentor turnover exists.
- 2 Organization has some formal recruiting systems in place and collaborates with one or two higher education institutions and/or community-based organizations to recruit advisors/mentors. The organization may track turnover and make an effort to assess satisfaction but with inconsistent follow through.
- 3 Organization has a clear, feasible written plan to recruit and sustain advisors/mentors and has strong collaborations with many higher education institutions and/or community-based organizations to achieve this goal. The organization retains productive and skilled advisors/mentors and tracks and addresses reasons for turnover and low satisfaction.

STRENGTHS
WEAKNESSES

Points awarded: \_\_\_\_\_  
 Method of review:  site visit  document review  interview  other

	% points Ohio	% points Indiana
Overall KH2GO (24 possible)	79% (18.95)	90% (113.00)
Be a Pain Total (21 possible)	75% (15.69)	98% (23.43)
The Right Fit (15 possible)	74% (11.04)	86% (18.14)
Push Yourself (15 possible)	72% (10.83)	90% (13.57)
The Long Haul (36 possible)	70% (25.26)	90% (13.43)
Hands on Some Cash (15 possible)	64% (9.67)	93% (14.00)
Total (126 possible)	73% (91.44)	85% (30.43)

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### Benefits of applying for certification

*Application will help to get organized. This pushed us outside of our comfort zone. You get set in your ways but this makes you think. [The] most immediate change [that we made is] to include KH2GO in our work and incorporate it more into our redesigned website.*

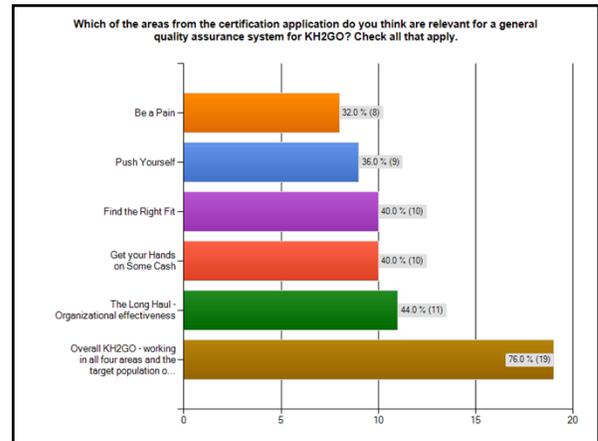


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### Measuring relevant components of college access and organizational effectiveness

–Yes, certification did, however.....

*I don't think that everything in here is of equal importance - some are critical but others might just be best practices that are good to have.*

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### Community perception of certification

*It would be awesome if [foundations] would look at this seal and know what it means and take it seriously.*



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### Concerns related to KH2GO certification

*I'm still confused. I submitted the binder, but I'm not sure if we'll get it back, not sure who will review it, and not sure when.*

*My understanding is that an outside agency is reviewing the binders. I have no idea of timeline or what they are reviewing them for. I don't know what the criteria are that they are looking for.*





### Recommendations for national implementation

- Clear timelines, procedures and expected outcomes
- Training specific to the application
- Application should address all KH2GO expectations – e.g., advocacy, network, engagement, etc.
- Shortened application, focused on outcomes not just activities
- Applicants submit narrative summaries not documentation of activities
- Create online submission form or easier format for submissions



### Recommendations (con't)

- Reviewer to conduct follow-up with applicants for clarification of application materials
- Coordinate with other certifications
- Partnership application to include extent of collaboration, health of partnership, and partner contributions
- Review to be conducted by one organization, rather than by method/organization chosen by each state
- Provide states and local organizations guidance in using results for improvement

