

**MONTHLY MEMO FOR COUNSELORS**

January 2017

From the Executive Director

Dear Counselors,

The progress that the Coalition has made in a short time is very encouraging: my first week with the Coalition coincided with the launch of the Platform; at that time, we had 900 users which grew to 119,000 users at the year's end. Yet, the importance of the Coalition's mission and the profound need to support our country's best resource, students, looms more urgently. So as we move into 2017, I am energized: by both past growth and future needs. I hope that the updates below are helpful as you chart your course this year.

New Members

The Coalition is making meaningful inroads on expanding access thanks to our membership's approval of new eligibility criteria. We are thrilled to welcome the following institutions to the organization: Arizona State University, Drew University, Loyola University Maryland, Rutgers University – Newark, University of Arizona, and University of New Mexico. By May 1, we will make a final announcement of all members for the upcoming cycle.

Final Fact Sheet from First Lady Features Coalition Members Work

Alongside Michelle Obama's moving final public remarks as First Lady, [she released a final Fact Sheet marking the education progress](#) during President Obama's tenure. Coalition members were honored to be specifically acknowledged.

“Increased Outreach to Underserved High Schools: The Coalition for Access, Affordability, and Success member colleges and universities completed 554 high school visits to 270 high schools where students are most likely to benefit from college information and resources this fall – with Texas A&M University leading the way with 63 school visits. In preparation for visiting these and other under-resourced schools with high populations of lower income students, several colleges collaborated to create a series of communications to connect students with Up Next mobile text messaging campaign and introducing students to the FAFSA toolkit and College Scorecard. Member institutions also encouraged students to make use of free tools available as part of the Coalition platform, including college entrance exam preparation and other college search tools.”

Coalition Essay Questions

As you introduce the college application process to new students and parents, I wanted to let you know that the Coalition Essay questions will remain the same for next year. The essay prompts are available on our website at the following [link](#).

If you know of a colleague whose New Year's resolution is to learn more about the Coalition, please invite them to request additional information at the bottom of our [home page](#). Please don't hesitate to reach out with any questions, concerns, or suggestions.

Most sincerely,

Annie Reznik