



MONTHLY MEMO FOR COUNSELORS

March 2018

From the Executive Director

Dear Counselors,

As we hope for an “out like a lamb” end to the month, we invite you to: enjoy the decision-making tool resource that we shared with students, make Coalition Day celebration plans for May, and review the results from the 2018 Board of Directors election.

Helping Students Make Decisions

Decision letters are coming, and we're so happy to introduce a new way for students to make smart college choices. Using our [MyCoalition Custom College Ranking tool](#), seniors (and their families) can create personalized college rankings based on the traits that matter most to them. With this interactive Excel spreadsheet, students can compare their college options. We hope that this free resource will help students — specifically seniors who are making enrollment decisions this spring.

Introducing: Coalition Day!

Have you heard? We are celebrating the first ever, Coalition Day! Coalition members work individually to make college a reality for all students every day, on Coalition Day we help students aim for college as a community.

Our Goal: Support students by raising awareness about free college-planning tools, including MyCoalition.

When is it? May 23, 2018 will be the first Coalition Day. Help spread the word about free resources throughout the entire week, May 18-25.

How can you celebrate Coalition Day? We hope you will consider celebrating Coalition Day by helping students learn about college and free support resources, including MyCoalition. You are welcome to use all or part of this presentation, [Introducing Students to MyCoalition](#), as you introduce students to free resources. We also invite you to dedicate some Twitter time to introducing students to free college planning resources. Our social media campaign will emphasize:

#makingcollegeareality #whatsinYOURLocker #collaborationspace
#aimforcollege #smartcollegechoices #startearlystressless

2018-2019 Coalition Board of Directors

This month, our membership held an election for five positions on the Board of Directors. Congratulations to newly elected and reelected members of the Coalition's Board of Directors: Juan Espinoza (Virginia Tech), Jessica Marinaccio (Columbia University), Lee Melvin (University of Buffalo), Audrey Smith (Smith College), and Whitney Soule (Bowdoin College).

Finally, if you weren't able to participate in the event early this month, I invite you to register for our webinar on [Monday, March 19 at 1:00 PM ET](#)! I will be sharing an update and brief demonstration. Please share this information with your colleagues—all are welcome to learn more.

Most Sincerely,

Annie Reznik
Executive Director, Coalition for Access, Affordability, and Success