



*Memo from the Executive Director
May 2019*

Dear Counselors,

This spring, as students all over the country walk across stages to receive their diplomas, the Coalition is proudly doing our part to bring students one step closer to their college degrees — and future success.

Cheers to Virginia Tech!

Virginia Tech reinvented its admissions model to lower barriers and make the application process more accessible for underrepresented, first-generation, and lower-income students. A big part of its success came from pounding the pavement: In **one month**, the Virginia Tech team traveled **2,400 miles** to **22 information sessions** in **11 regions** throughout the commonwealth, and introduced thousands of students and their supporters to MyCoalition.

And the [results speak for themselves](#):

- Virginia Tech received more than 31,000 applications for the second year running, representing its **most diverse applicant pool ever**.
- The university saw an increase in applications of 4 percent by first-generation students, 3 percent by Hispanic/Latino students, 13 percent by African-American students, 19 percent by Native American students, and 16 percent by veterans.
- For the class of 2023, first generation students are projected to increase by 48%, along with increases in African American students (28%), Hispanic/Latino students (49%), Pell-eligible students (27%) and veterans.

I plan to follow their leadership example and, as Juan Espinoza said, keep "[looking for more ways to say 'yes,' instead of 'no.'](#)"

A Different Take on Varsity Blues

Witnessing the sincere and concerted efforts of member colleges and universities to increase equity in the admissions process inspired me to speak up with a different take on the Varsity Blues scandal which was [published last week in Diverse: Issues in Higher Education](#).

Coalition Day

Last week we hosted our second annual Coalition Day which was the culmination of a year's worth of outreach events aimed at introducing students to free college planning resources. Coalition member colleges and universities participated in over 120 events. We hope you enjoy this [quick clip](#) from a Coalition Day event in Charleston, WV. Mayor Amy Goodwin's emphatic endorsement of the value that the Coalition offers students was echoed at events across the country last week.

As the school year comes to a close, we hope that you are taking time to celebrate your students. And, with the focus quickly turning to next year, we will provide important updates about next cycle in our June memo.

Most sincerely,

Annie E. Reznik

Annie Reznik
Executive Director, Coalition for College



SENT ON BEHALF OF THE PROUD MEMBERS OF THE COALITION

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