



Annual Report 2018 – 2019 | *Keeping our Promise*



Keeping our Promise

As the Coalition grows in numbers — member schools, student users, outreach initiatives, and dedicated supporters — we remain committed to improving the college admissions landscape for students across the U.S.

We continue to carry out our mission and keep our promise to students, helping to get them one step closer to college — every day.

Our Mission

The Coalition for College is a group of more than 150 distinguished colleges and universities across the U.S. that have joined together to increase students' access to higher education.

We are united in our mission to support lower-income, under-resourced, and first-generation students; to provide responsible financial aid; and to enhance students' success in college.

Our History

The Coalition was founded in 2015 by a group of dedicated college leaders aiming to improve the college application process, particularly for those students from historically under-represented groups.

Today, we help make college a reality for all students through MyCoalition, our free, online college-planning toolkit that helps them learn about, prepare for, and apply to college.



Our Values

We believe that students benefit from early engagement in the college application process — and from equal access to valuable resources that support college readiness.

We believe that our efforts to promote access, affordability, and success are enhanced through the collaborative work of our member schools.

We believe that students should receive the financial and academic support they need for success in college — and beyond.

In their own words

This year, we conducted a survey of recent MyCoalition student users, and the respondents provided meaningful feedback about our college-planning tools and resources. Here's a sampling of what they had to say:

.....
"The Coalition Application made the process of applying so easy and quick — everything I needed was at my fingertips."
.....

"I thought that the Coalition Application and the advice/pointer emails I received were right on point, timely, and very helpful."
.....

"It felt personal, like I had my own college counselor working right along with me."
.....

.....
"I could access the website at any time on either my phone or computer, which was helpful knowing I could work on my applications at anytime and anywhere."
.....

"Because I received SAT/ACT fee waivers in high school, the Coalition waived all my application fees to the colleges I was applying to, which saved my family over \$200."
.....



.....
"I put my transcripts and essays into the Locker — having everything that I needed in one place made the application process much easier."
.....

"Applying to colleges is very overwhelming and confusing, but the Coalition Application made the process less stressful and easy to understand."
.....

The Year in Review

This year, the Coalition made great strides to increase student awareness of college opportunities.

Expanding our reach

On May 22, we celebrated our second-annual Coalition Day, in addition to hosting several Coalition Days throughout the year. Online and at 120 events around the country, we introduced thousands of students, counselors, and student supporters to MyCoalition.

We presented at higher education conferences across the U.S., increasing awareness about the Coalition and positioning ourselves as a force for positive change in college admissions.

We also strengthened our relationships with our community-based partners, growing our CCID Registry to 375+ members. And we forged new partnerships with schools and educational organizations nationwide, amplifying our efforts to break down barriers to college.

Developing philanthropic support

With the help of the Coalition's philanthropic council, we received more than \$700,000 in financial support from both corporate and private donors. With member dues covering operational costs, funds raised directly serve students and our mission.

Getting One Night Closer

In May, we held our first donor event in New York City. Hosted by Charles Stewart, co-president and chief financial officer of Altice USA, and attended by current and former members of the Coalition board, members of the Coalition's philanthropic council, and more than 30 invited guests, the inaugural event introduced prospective supporters to our organization and our role in changing the college admissions landscape — and resulted in \$100,000 in pledges and donations.

"I think that equality and opportunity are the hallmarks of the American dream — and I really think it starts with access to outstanding education. I know from my own life how important that experience was, and that is why I support the Coalition."

— CHARLES STEWART, CO-PRESIDENT AND CHIEF FINANCIAL OFFICER OF ALTICE USA

HIGHLIGHTS

IDEA partnership

The Coalition partnered with the IDEA Public Schools charter network to launch a pilot project for 9th-12th graders in seven Texas high schools, which will integrate MyCoalition tools into IDEA's College Success curriculum to promote college access.

Virginia Tech tour

Supported by a Coalition innovation grant, Virginia Tech reinvented its admissions model to make the application process more accessible to all students — and organized a statewide college-access tour, introducing thousands of students to MyCoalition.

Morning of service

In October, 22 Coalition representatives visited three Dallas public high schools, during which they introduced students to the Coalition and its MyCoalition resources through presentations and informal discussions.

Veterans outreach

Last fall, the Coalition participated in the national conference, *Improving College Opportunity for Veterans*, and in February, we went to Texas and visited Fort Hood and the Armed Forces Reserve Center to highlight MyCoalition and its free application resources for veterans.

Transfer student campaign

The Coalition strengthened its support for transfer students through an improved application, targeted email messages, and transfer-specific resources in MyCoalition Counselor.

SAT Score Send

In partnership with the College Board, the Coalition will help to reduce complexity in the college application process by allowing students to send their SAT scores to colleges using MyCoalition.

In the news

From *The Washington Post* and *MTV News* to *Ed Week* and *Ed Dive*, the Coalition was a voice for increasing equity in college admissions, an aim proudly outlined in two op-eds penned by Annie Reznik, which appeared in *Diverse: Issues in Higher Education* and *MarketWatch*.



The Year in Numbers

STUDENTS

298,039
students
(7% increase)



2,200
accounts opened on
Coalition Day

355,500
applications
(45% increase)



23%
of applicants qualified
for our Application
Fee Waiver



1.91 to 2.22
Increase in applications
filed per fee waiver
student

TRANSFER STUDENTS



16,631 transfer applications
filed for the 68 members currently
accepting transfer applicants
(133% increase)

9% of application growth was
from transfer applicants

31% of transfer applicants
qualified for our Application Fee
Waiver

7.5% of transfer applicants
qualified for our Veterans Fee Waiver

STUDENT SUPPORTERS

29,895
counselors used MyCoalition
(35% were new users)

375+
community-based
partners
(25% increase)



STUDENT RESOURCES



Top 5

MyCoalition Counselor articles
(# of views):

1. How to Write – and Not Write – a College Essay (19,852)
2. Welcome to MyCoalition (19,134)
3. Letters of Recommendation Q&A (17,428)
4. Everything You Need to Know About Admissions Deadlines (14,911)
5. Guide: MyCoalition Custom College Ranking Tool (12,198)

MEMBERS



150+ colleges and
universities from **38** states

120 in-person and virtual Coalition
Days throughout the year

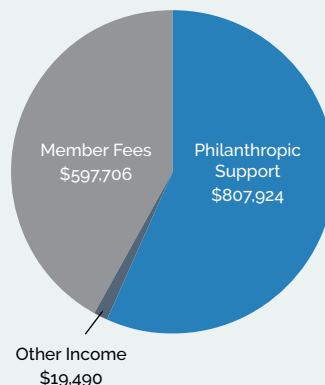
More than **100** member
representatives joined 6 working groups
to help the Coalition best support
students:

- Affordability
- Career Services
- Community College Student
- Community Based Organizations
- Rural/Small Town
- Veterans

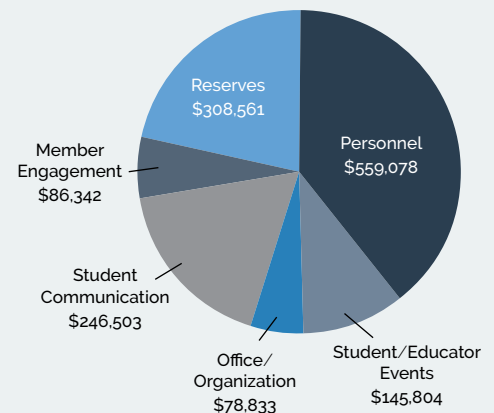


FINANCIALS

FY 2019 Revenue
\$1,425,121



FY 2019 Expenses
\$1,425,121



LETTER FROM THE EXECUTIVE DIRECTOR



“I am proud that the Coalition has positioned itself to play a vital role in improving opportunities for all students in our country.”

Dear Colleagues,

This spring, the public became engrossed in Operation Varsity Blues as much for the celebrities involved as for the scandal's portrayal of a mistrusted college admissions process. With a wider population now focused on fairness in the process, we have a renewed charge to take bold steps toward ensuring equitable access to a college education. I am proud that the Coalition has positioned itself to play a vital role in improving opportunities for all students in our country.

And, I am particularly proud that in countless ways, big and small, your schools are changing the admissions landscape for the better and pioneering initiatives to promote access, affordability, and success.

As a result, I tell students with confidence: “By the end of the day, I promise that you will be one day closer to your goal.”

This is the vow I made to hundreds of students and their supporters at Coalition Day events in May. And I stand by these words: I truly believe that by using our free college-planning tools in MyCoalition and by applying to our member schools, all students are getting one day closer to their college goals.

And I know you believe this, too. Because increasing access to higher education and improving the college application process, particularly for students from historically under-represented groups, is why you joined the Coalition in the first place.

But there is more we can do — more students to reach, more connections to make, more barriers to break down. Together, let's double down on our efforts and make good on our promise to make college a reality for all students — today and every day.

With sincere appreciation,

A handwritten signature in black ink that reads "Annie E. Reznik". The signature is fluid and cursive, with a large initial 'A'.

Annie E. Reznik

Coalition member schools *as of June 30, 2019*

Adelphi University	Loyola University Maryland	The University of New Mexico
Allegheny College	Lycoming College	The University of Texas at Austin
American University	Manhattan College	Trinity University (TX)
Amherst College	Marist College	Tufts University
Arizona State University	Maryville University of Saint Louis	Union College
Austin College	Mercyhurst University	University at Albany (SUNY)
Babson College	Miami University - Ohio	University at Buffalo
Barnard College	Michigan State University	University of Arizona
Bates College	Middlebury College	University of Chicago
Binghamton University	Mississippi State University	University of Connecticut
Boston University	Mount Holyoke College	University of Dayton
Bowdoin College	North Carolina State University at Raleigh	University of Delaware
Bryn Mawr College	North Central College	University of Florida
Bucknell University	Northeastern University	University of Georgia
Caltech	Northwestern University	University of Illinois at Urbana-Champaign
Carleton College	Oberlin College	University of Iowa
Carroll University	Olin College Of Engineering	University of Kentucky
Case Western Reserve University	Penn State	University of Maryland - College Park
Champlain College	Pomona College	University of Michigan
Christopher Newport University	Presbyterian College	University of Minnesota - Twin Cities
Claremont Mckenna College	Princeton University	University of Missouri
Clemson University	Purdue University	University of Montana
Colby College	Ramapo College of New Jersey	University of Nebraska - Lincoln
Colgate University	Reed College	University of New England
College of the Holy Cross	Rensselaer Polytechnic Institute	University of New Hampshire
Colorado College	Rice University	University of North Carolina at Chapel Hill
Columbia University	Rollins College	University of Notre Dame
Cornell College	Rutgers University - Camden	University of Oklahoma
Davidson College	Rutgers University - New Brunswick	University of Oregon
Denison University	Rutgers University - Newark	University of Pennsylvania
Drew University	Saint Michael's College	University of Pittsburgh
Drexel University	Simmons College	University of Richmond
Duke University	Skidmore College	University of Rochester
Elon University	Smith College	University of South Carolina
Emory University	Southern Methodist University	University of South Florida
Florida Southern College	Southwestern University	University of Tampa
Florida State University	St John's College	University of Texas Dallas
Franklin & Marshall College	St. Mary's College of Maryland	University of Vermont
Georgia Tech	St. Mary's University	University of Washington - Bothell
Hamilton College	St. Olaf College	University of Washington, Seattle
Harvard University	Stanford University	Ursinus College
Harvey Mudd College	Stetson University	Vanderbilt University
Haverford College	Stony Brook University	Vassar College
Illinois State University	SUNY Geneseo	Virginia Tech
Indiana University - Bloomington	Susquehanna University	Wake Forest University
James Madison University	Swarthmore College	Washington University in St. Louis
Johns Hopkins University	Sweet Briar College	Wellesley College
Juniata College	Texas A&M University	Wesleyan University
Kenyon College	Texas State University	William & Mary
Knox College	The College of New Jersey	Williams College
La Salle University	The College of Wooster	Yale University
Loyola Marymount University	The Ohio State University	