

College Match Matters

June 14, 2013



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American Youth Policy Forum Lunchtime Forum

June 14, 2013

Definition and Problem

- Match

- “Whether a student enrolls in a college with a selectivity level that matches the kind of colleges to which a student would likely have been accepted, given his or her qualifications.”

Consortium on Chicago School Research, “Making Hard Work Pay Off,” 2009

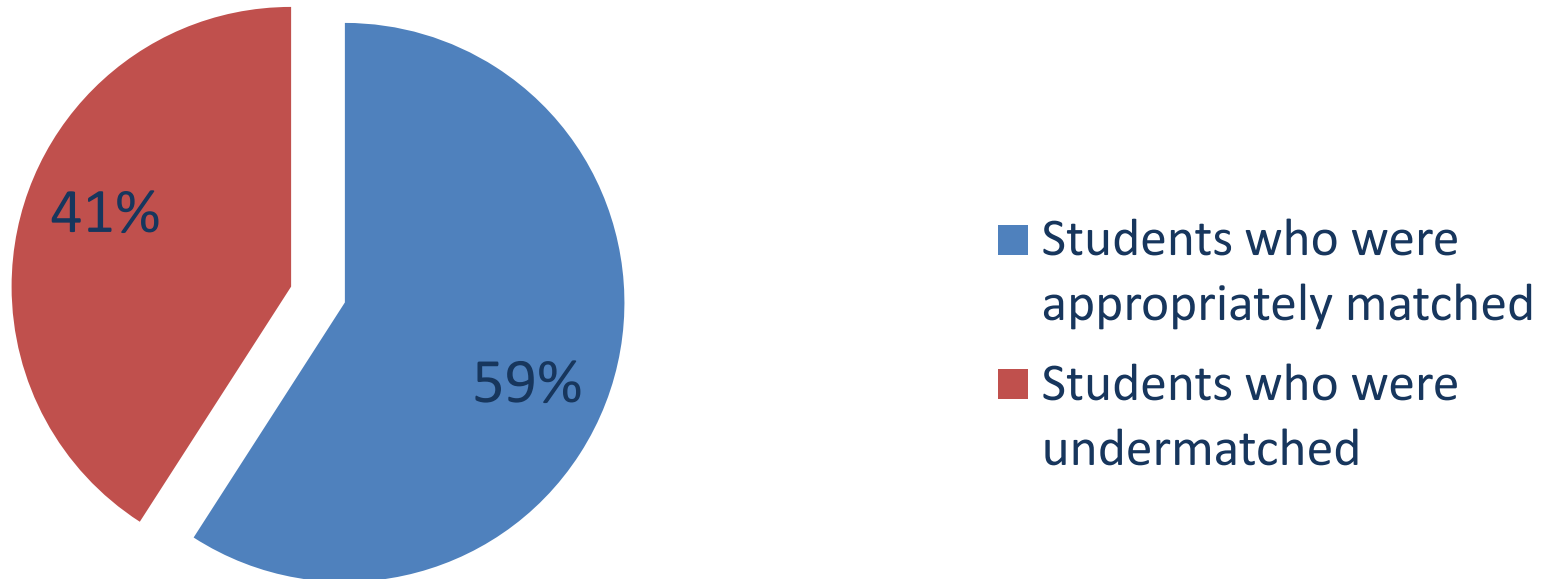
- Problem

- Students would graduate at higher rates if attended more selective colleges.

Bowen, Chingos and McPherson, *Crossing the Finish Line*, 2009

Scope of the Problem - Nationally

Match Status of Graduates of Class of 2004

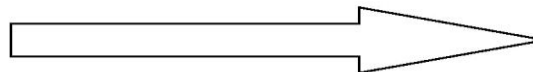


The College Board, "The CollegeKeys Compact: Getting Into College: Postsecondary Academic Undermatch", 2012

Match-related Interventions for Low-Income Students

	ECO-C (Hoxby, Turner)	College Match Pgm (MDRC)
District	National	Chicago, others TBA
Student target	Top 10% of SAT and ACT exam takers	GPA \geq 3.0 and ACT \geq 20
Theory of action	Information- sharing, lower financial hurdles	Intensive in-school advising
Services offered	Info mailed to parent/student; fee waivers	Full-time, in-school advisors focused on “match”

Less intensive /
“lighter touch”



More intensive /
“heavier touch”

College Match Program Model - Chicago

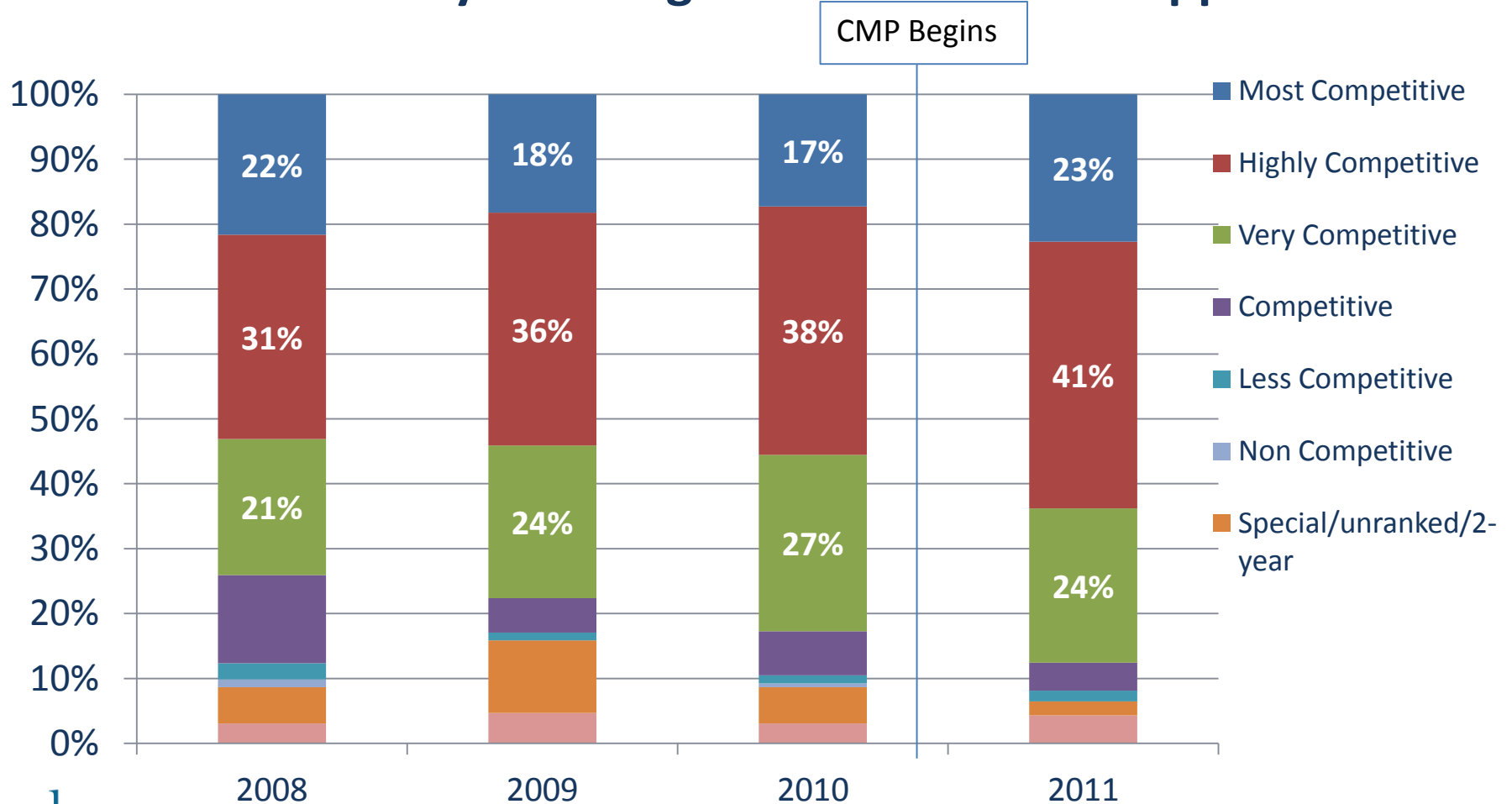
- Students: GPA \geq 3.0 AND ACT \geq 20, low-income
- Caseload: 75-100 students per school/“near peer” model
- Services: Individualized advising; college, scholarship and financial aid application support; financial award letter review and decision-making support; parent outreach
- Tool: “Match list” of selective colleges and universities in region

Operational Lessons

- Make “match” the message
- Engage parents early – and often – in discussions of “match”
- Help students make informed choices about their best “match”/fit
- Encourage students to apply for aid early in process → affordable “match” options
- Develop and nurture relationships with “match” institutions

Over Time, Students More Likely to Apply to Selective Colleges

Selectivity of Colleges where Students Applied

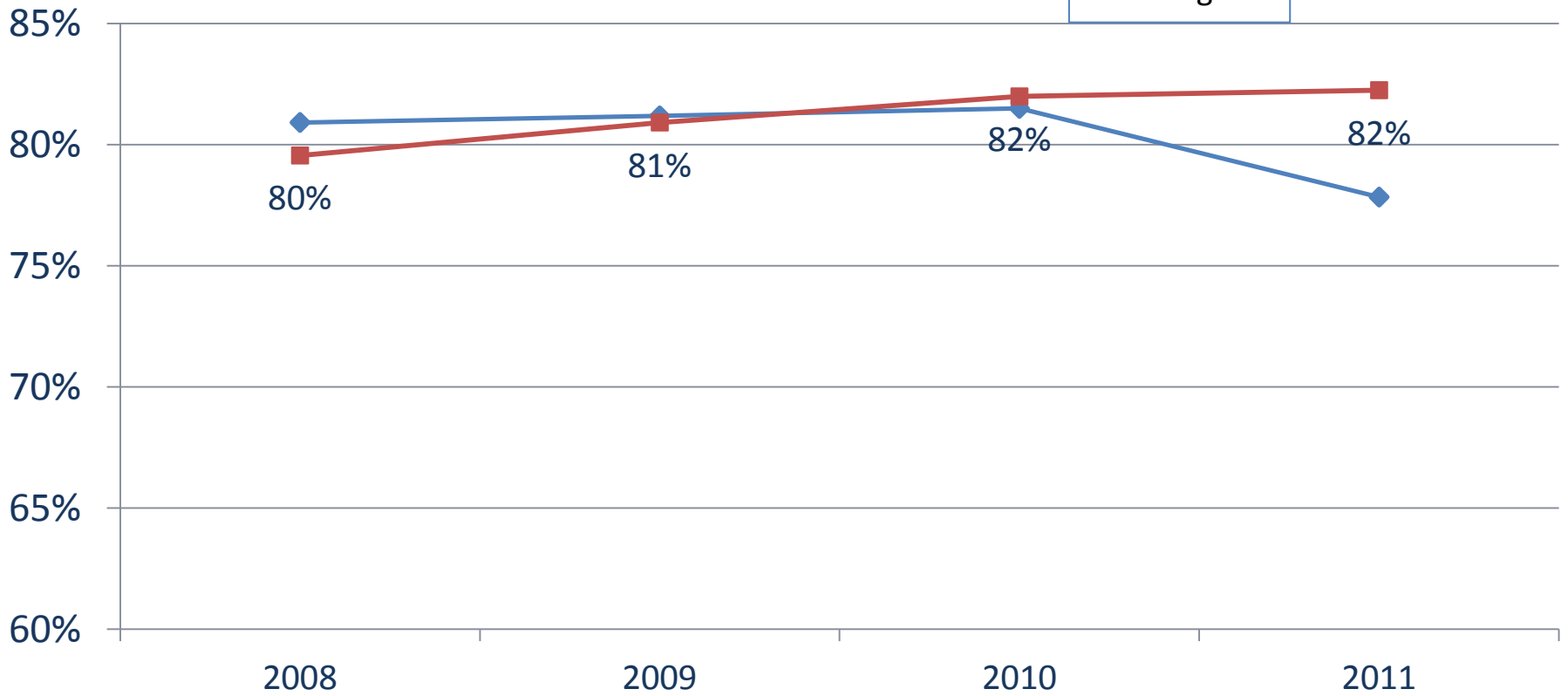


Increase in Average Acceptance Rates among CMP Schools

Average Acceptance Rate (Among Applicants)

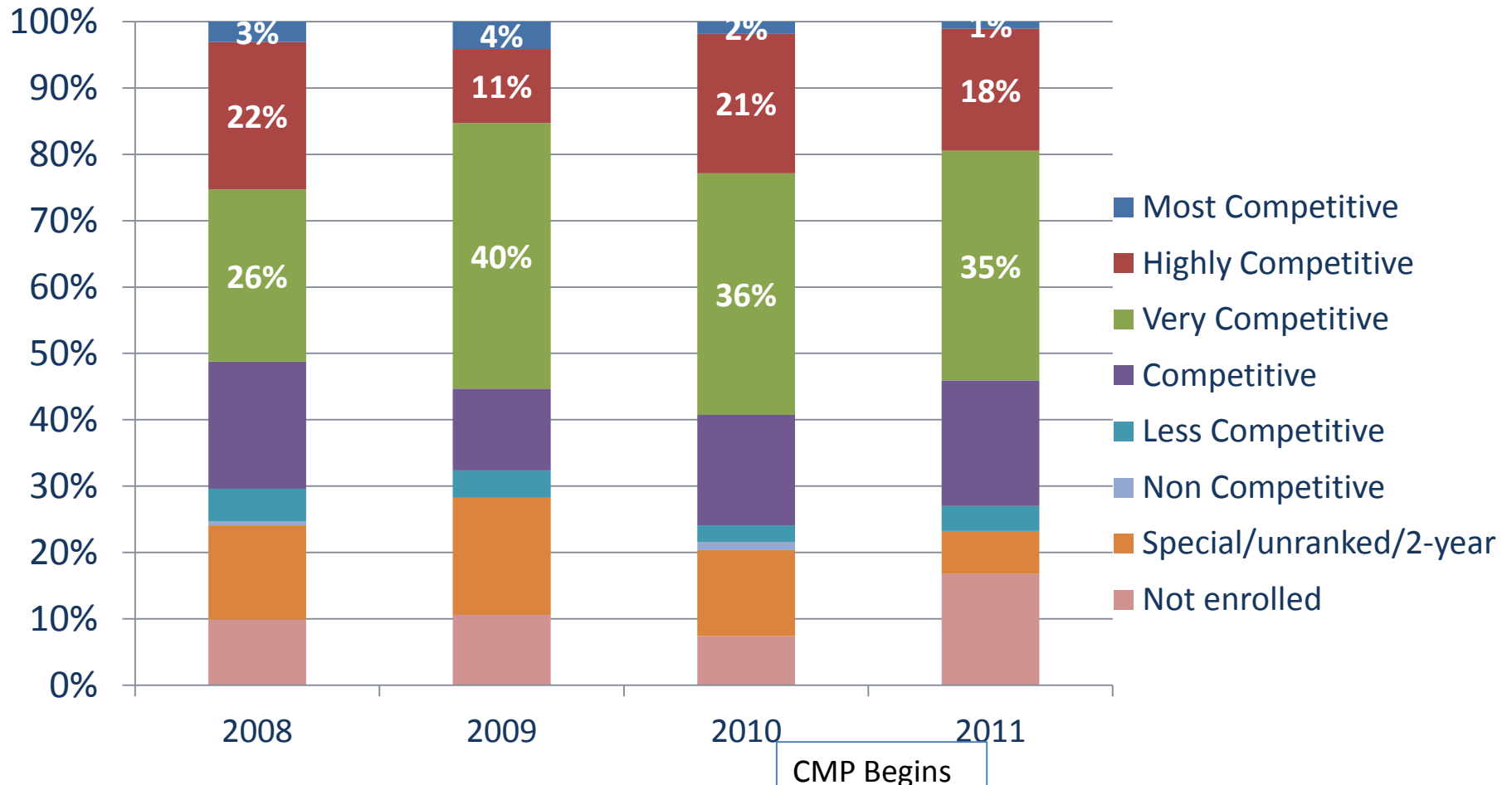
◆ Comparison Group ■ CMP schools

CMP Begins



Why Not More Attendance at Selective Institutions?

Selectivity of College Attended the Year Following Graduation



Key Outcomes

- Student outcomes improved steadily over time
 - Students are applying to more selective colleges than before (88% apply to a very/highly/most competitive college)
 - Acceptance rates continued to increase in the CMP schools, while dropping in comparison schools
 - In CMP schools in 2011, slightly higher percentage of students enrolled in highly selective colleges than in 2008, but improvements also evident in comparison schools

Possible Next Steps

- Expand in multiple contexts
- Incorporate technology in advising services
- Train existing college advising staff on match

Contact Information

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Questions?