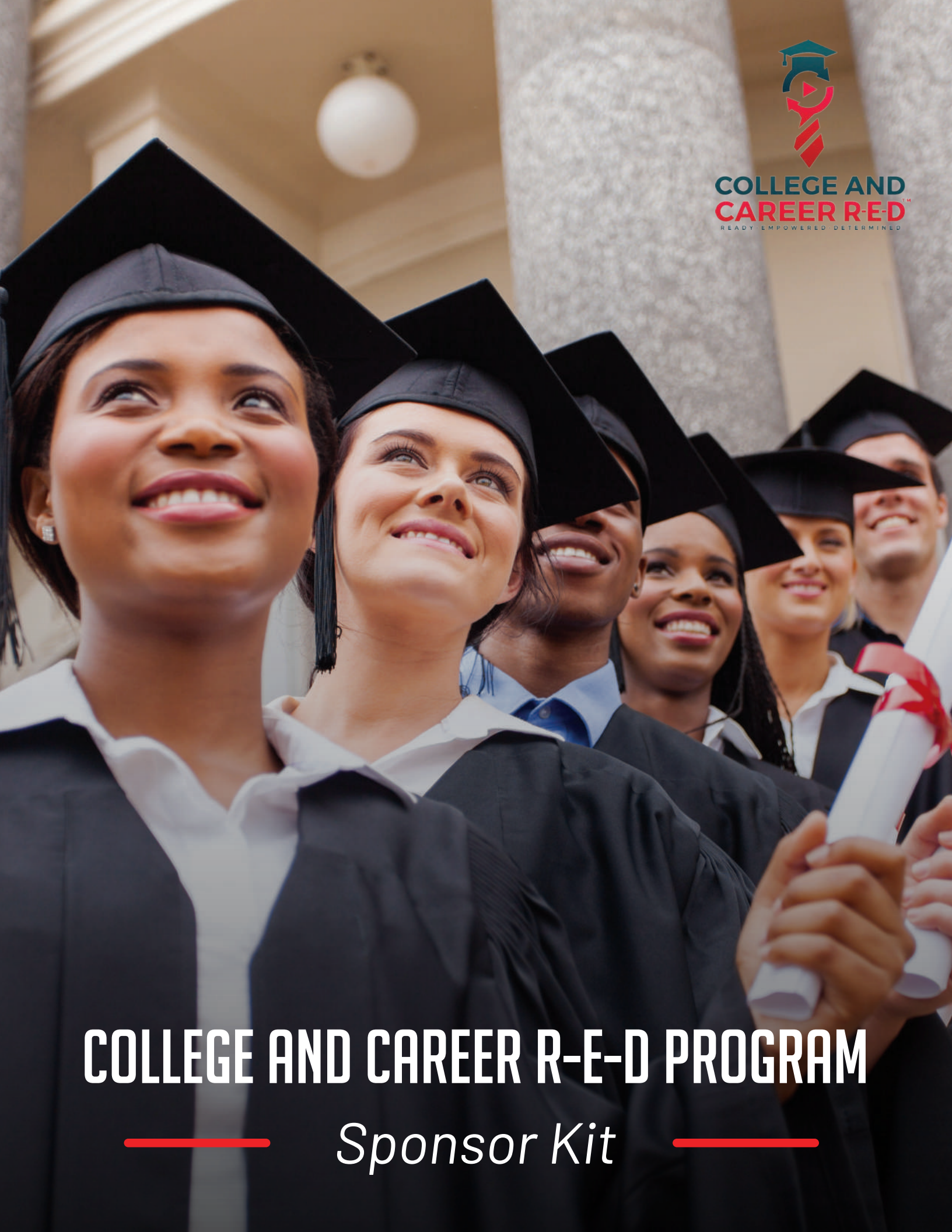


COLLEGE AND CAREER R-E-D PROGRAM

Sponsor Kit

ABOUT THE COLLEGE AND CAREER R-E-D PROGRAM OF JACKSONVILLE

Our vision is to see all students Ready, Empowered, and Determined for college, career, and life success

WHY WE EXIST

We help 6-12th grade students navigate intimidating systems within the career exploration and college application process.

WHAT WE DO

We provide schools and programs with standards-based college and career video curriculum on our digital learning management platform.

WHO WE SERVE:

- Jacksonville youth, grades 6th – 12th over 300 youth served annually.
- Economically disadvantaged youth – 100% of students attend Title I Schools and receive free and reduced-priced lunch.
- Academically challenged youth – 100% of students start our programming in the lowest and micdle academic quartile.
- Minority youth – 98% of students are ethnic minorities
- Geographic Region– 100% of students attend Northwest and West Jacksonville Title I schools

PROGRAM LOCATIONS:

Jean Ribault Middle School

- 7th Grade
- 8th Grade

Jean Ribault Senior High School

- 12th grade

William M. Raines High School

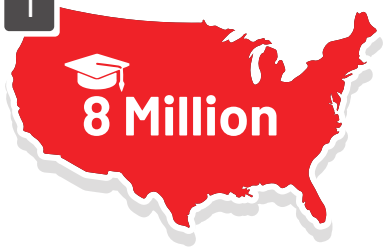
- 9th Grade
- 10th Grade

Frank H. Peterson High School

- 11th and 12th grade

10 REASONS WHY OUR JACKSONVILLE TEENS NEED
THE COLLEGE AND CAREER RED PROGRAM

1



Did you know

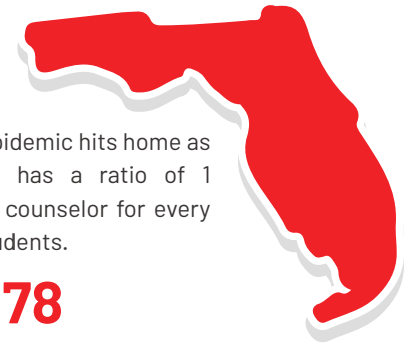
8 Million

Students in the United States do not have access to a school counselor?

2

That's **1 in 5** students without support to plan out their future

3



This epidemic hits home as Florida has a ratio of 1 school counselor for every 478 students.

1:478

4

This problem is prevalent in our backyard of Jacksonville, Florida. There are **30,246** high school students in Duval County Public Schools and only **115** high school counselors.

5

Zeroing in on demographics, low Income students and students of color are affected the most by the lack of counselors as they were reported by ASCA to have identified their school counselor as the person who had the most influence on their thinking about post secondary education

6

ASCA shows a strong correlation with smaller school counselor to student ratios to the following outcomes

Improved Attendance

Fewer discipline issues

Higher graduation rates

7

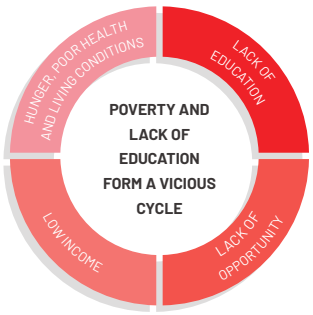
Bottom Line: The more college and career support the greater the odds of a student graduating, earning a degree, and attaining a relevant job to take care of themselves and their family.

8

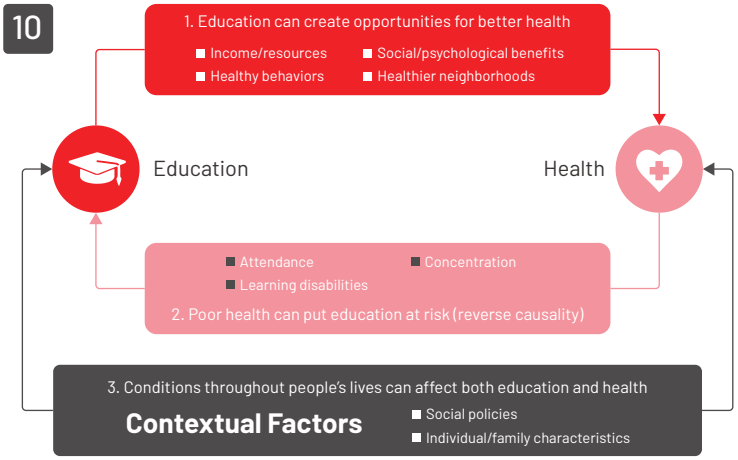
The Center for Education and the Workforce links a high school diploma with **20%** of US Jobs paying **$35,000**. If students are prepared for college and attain a bachelors degree **56%** of US jobs will pay them **$35,000** or higher.

9

Unfortunately, generational cycles of poverty still exist especially amongst low income students and students of color in Northwest and West Jacksonville. Research has shown that poverty has a negative domino effect on communities such as increased crime and poor physical and mental health



10



College RED is a college and career preparation program that exists to be a part of the solution to help break generational cycles of poverty in the Northwest and West Jax region by teaching disadvantaged youth to believe it possible to achieve their college and career dreams, no matter their background. As students increase their educational attainment their opportunities for better health increase as well. Through our services we believe Jacksonville will have a healthier future, one youth at a time.

CCR is breaking the cycle!

COLLEGE AND CAREER R-E-D™
READY · EMPOWERED · DETERMINED

2020-2021 IMPACT DATA

283
YOUTH SERVED

100%
ON-TIME HIGH SCHOOL GRADUATION RATE

93%
COLLEGE ACCEPTANCE RATE

ENGAGEMENT

0.5
MORE YEARS GROWTH IN READING THAN PEERS

98%
FEEL MORE ENGAGED IN CLASS AFTER DOING CCR VIDEO LESSONS

76%
PREFER CCR OVER OTHER LEARNING PLATFORMS

SUPPORT + OUTREACH

12
MAJOR SCHOOL PARTNERS

5
PARENT NIGHT WORKSHOPS ON COMMUNICATION SKILLS

2
VIRTUAL COLLEGE AND CAREER FAIRS

TESTIMONIALS

CCR has helped me and my friends more than any other early college program

- 8th Grade Student

I am enamered by this program! It needs to be in more schools

- 9th Grade Teacher

COLLEGE AND CAREER R-E-D™
READY · EMPOWERED · DETERMINED

DIAMOND SPONSOR

UP TO 200 STUDENTS WILL RECEIVE

- 12 month license to College and Career R-E-D video curriculum
- 1 on 1 support with college applications, scholarships, SAT and ACT registration, and FAFSA
- Paid Registration to College and Career R-E-D virtual spring and fall college and career fairs
- Paid Registration to 3C Parent Night where students and their parents learn positive communication skills
- College and Career R-E-D T-shirts

WHAT CORPORATE SPONSORS GET

Digital Recognition

- Recognition on digital College and Career RED workbooks
- A full-color logo will be included on the home page of our website
- A dedicated Facebook and LinkedIn thank you post with your logo
- Logo and link included in all email blasts for college and career fairs
- Recognition in our quarterly reports as a sponsor with your logo
- Your logo featured as a sponsor at the beginning of 16 video lessons

Print Material Recognition

- Inclusion in our 2022 Annual Report
- Recognition on printed College and Career RED workbooks (*600+ copies)
- Logo on sleeve of College and Career R-E-D t shirts
- Logo on 3C Parent Night Flyers

Hands-On Volunteer Opportunities

- Host a session at our Virtual Career Fair for participating teens and parents
- "Volunteer a Video" describing the education and experience path needed to obtain a career at your company

CLICK HERE TO SUBMIT AN INTEREST FORM

COLLEGE AND CAREER R-E-D™
READY · EMPOWERED · DETERMINED

PLATINUM SPONSOR

UP TO 100 STUDENTS WILL RECEIVE

- 12 month license to College and Career R-E-D video curriculum
- 1 on 1 support with college applications, scholarships, SAT and ACT registration, and FAFSA
- Paid Registration to College and Career R-E-D virtual spring and fall college and career fairs
- Paid Registration to 3C Parent Night where students and their parents learn positive communication skills
- College and Career R-E-D T-shirts

WHAT CORPORATE SPONSORS GET

Digital Recognition

- Recognition on digital College and Career RED workbooks (*600+ copies)
- A full-color logo will be included on the home page of our website
- A dedicated Facebook and LinkedIn thank you post with your logo
- Logo and link included in all email blasts for college and career fairs
- Recognition in our quarterly reports as a sponsor with your logo
- Your logo featured as a sponsor at the beginning of 8 video lessons

Print Material Recognition

- Inclusion in our 2022 Annual Report
- Recognition on printed College and Career RED workbooks (*600+ copies)
- Logo on sleeve of College and Career R-E-D t shirts
- Logo on 3C Parent Night Flyers

Print Material Recognition

- Host a session at our Virtual Career Fair for participating teens and parents
- "Volunteer a Video" describing the education and experience path needed to obtain a career at your company

CLICK HERE TO SUBMIT AN INTEREST FORM

COLLEGE AND CAREER R-E-D™
READY · EMPOWERED · DETERMINED

GOLD SPONSOR

UP TO 50 STUDENTS WILL RECEIVE

- 12 month license to College and Career R-E-D video curriculum
- 1 on 1 support with college applications, scholarships, SAT and ACT registration, and FAFSA
- Paid Registration to College and Career R-E-D virtual spring and fall college and career fairs
- Paid Registration to 3C Parent Night where students and their parents learn positive communication skills
- College and Career R-E-D T-shirts

WHAT CORPORATE SPONSORS GET

Digital Recognition

- Recognition on digital College and Career RED workbooks (*600+ copies)
- A full-color logo will be included on the home page of our website
- A dedicated Facebook and LinkedIn thank you post with your logo Logo
- Logo and link included in email blasts for college and career fairs
- Recognition in our quarterly reports as a sponsor with your logo
- Your logo featured as a sponsor at the beginning of 4 video lessons

Print Material Recognition

- Inclusion in our 2022 Annual Report
- Recognition on printed College and Career RED workbooks (*600+ copies)
- Logo on sleeve of College and Career R-E-D t shirts
- Logo on 3C Parent Night Flyers

Hands-On Volunteer Opportunities

- Host a session at our Virtual Career Fair for participating teens and parents
- "Volunteer a Video" describing the education and experience path needed to obtain a career at your company

CLICK HERE TO SUBMIT AN INTEREST FORM

COLLEGE AND CAREER R-E-D™
READY · EMPOWERED · DETERMINED

SILVER SPONSOR

UP TO 25 STUDENTS WILL RECEIVE

- 12 month license to College and Career R-E-D video curriculum
- 1 on 1 support with college applications, scholarships, SAT and ACT registration, and FAFSA
- Paid Registration to College and Career R-E-D virtual spring and fall college and career fairs
- Paid Registration to 3C Parent Night where students and their parents learn positive communication skills

WHAT CORPORATE SPONSORS GET

Digital Recognition

- Recognition on digital College and Career RED workbooks (*600+ copies)
- A full-color logo will be included on the home page of our website
- A dedicated Facebook and LinkedIn thank you post with your logo
- Logo and link included in email blasts for college and career fairs
- Recognition in our quarterly reports as a sponsor with your logo
- Your logo featured as a sponsor at the beginning of 2 video lessons

Print Material Recognition

- Inclusion in our 2022 Annual Report
- Recognition on printed College and Career RED workbooks (*600+ copies)
- Logo on 3C Parent Newsletter

Hands-On Volunteer Opportunities

- Host a session at our Virtual Career Fair for participating teens and parents
- "Volunteer a Video" describing the education and experience path needed to obtain a career at your company

CLICK HERE TO SUBMIT AN INTEREST FORM

COLLEGE AND CAREER R-E-D™
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BRONZE LEVEL SPONSOR

UP TO 13 STUDENTS WILL RECEIVE

- 12 month license to College and Career R-E-D video curriculum
- 1 on 1 support with college applications, scholarships, SAT and ACT registration, and FAFSA
- Paid Registration to College and Career R-E-D virtual spring and fall college and career fairs
- Paid Registration to 3C Parent Night where students and their parents learn positive communication skills

PRE-EVENT MARKETING

Digital Recognition

- Recognition on digital College and Career RED workbooks (*600+ copies)
- A full-color logo will be included on the home page of our website
- A dedicated Facebook and LinkedIn thank you post with your logo Logo
- Logo and link included in email blasts for college and career fairs
- Recognition in our quarterly reports as a sponsor with your logo
- Your logo featured as a sponsor at the beginning of 1 video lesson

Print Material Recognition

- Inclusion in our 2022 Annual Report
- Recognition on printed College and Career RED workbooks (*600+ copies)
- Logo on 3C Parent Newsletter

Hands-On Volunteer Opportunities

- Host a session at our Virtual Career Fair for participating teens and parents
- "Volunteer a Video" describing the education and experience path needed to obtain a career at your company

CLICK HERE TO SUBMIT AN INTEREST FORM

COLLEGE AND CAREER R-E-D™
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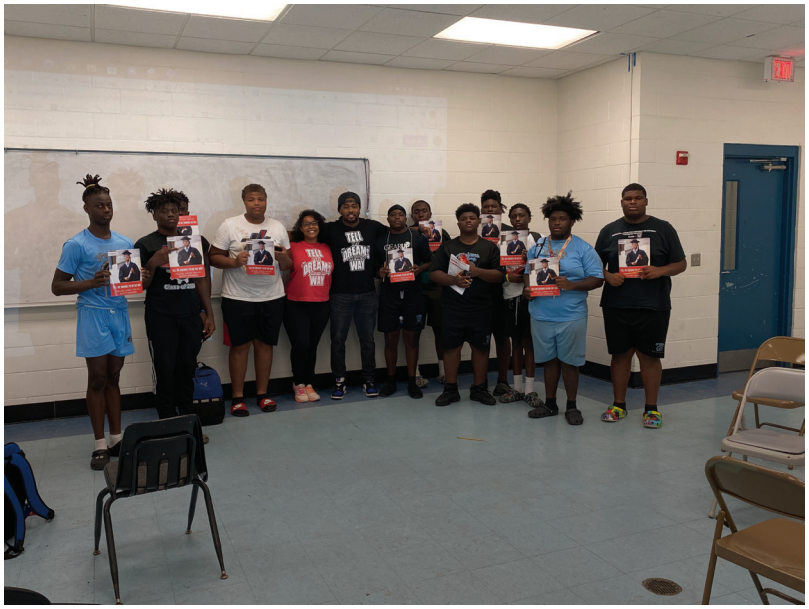
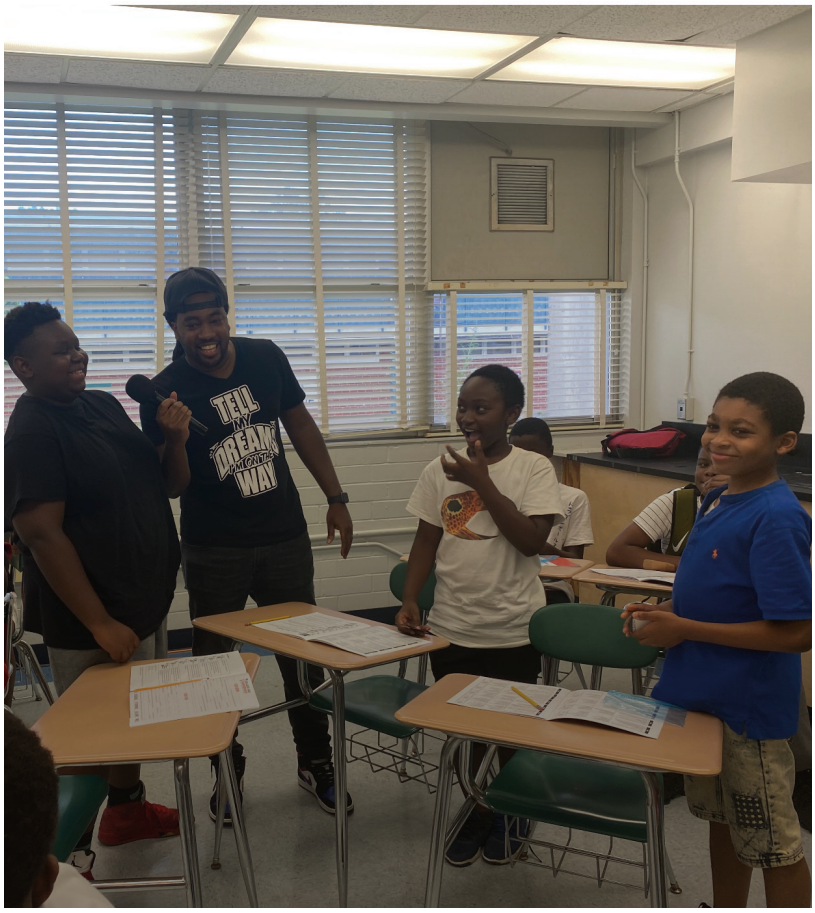
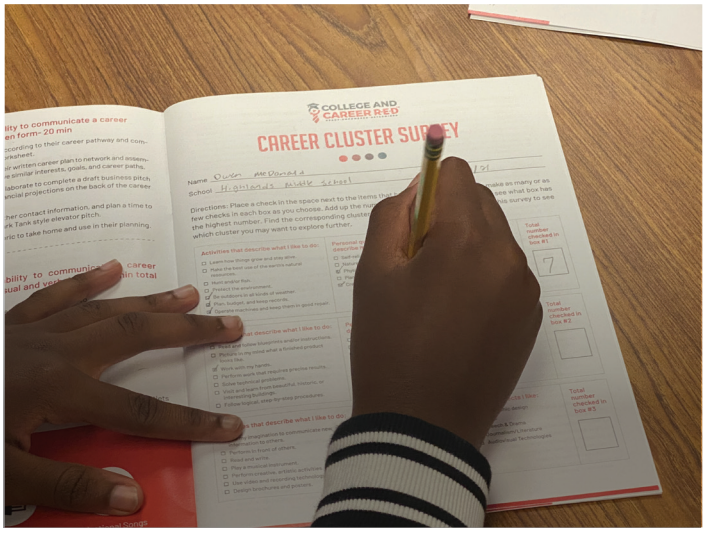
YOUR BRAND SHOULD BE IN THEIR HAND







COLLEGE AND CAREER R-E-D™
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OUR FORMULA FOR IMPACT

Our Formula for Impact defines specific strategies to increase the quality programming for three priority outcome areas: ***Academic Readiness, Social-Emotional Empowerment, and Individual Determination***

READINESS: SKILLS AND INFORMATION

We prepare students with mneumonic mindset strategies to extract knowledge and adopt any skill that is necessary to meet benchmarks on standardized test such as FSA, college entrance exams such as the ACT and SAT, and grade level course work required for promotion and high school graduation.

EMPOWERMENT: PEOPLE AND AFFIRMATION

We encourage students to adopt a circle of positive adults and peers that celebrate, counsel, and coach them to accomplish their academic, college, career, and life goals. We equip students with strategies to do the same for others.

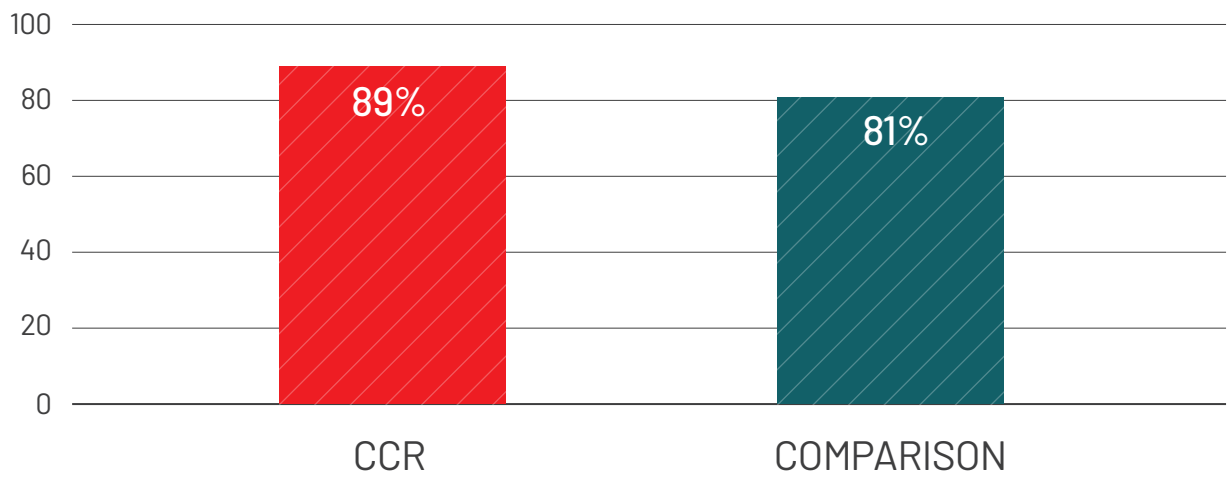
DETERMINATION: ATTITUDE AND DEDICATION

We inspire students to have a relentless attitude towards achieving their goals in life. Students are exposed to stories of students and alumni who come from their background who have defied the odds by maintaing a good attitude and dedication during tough times.

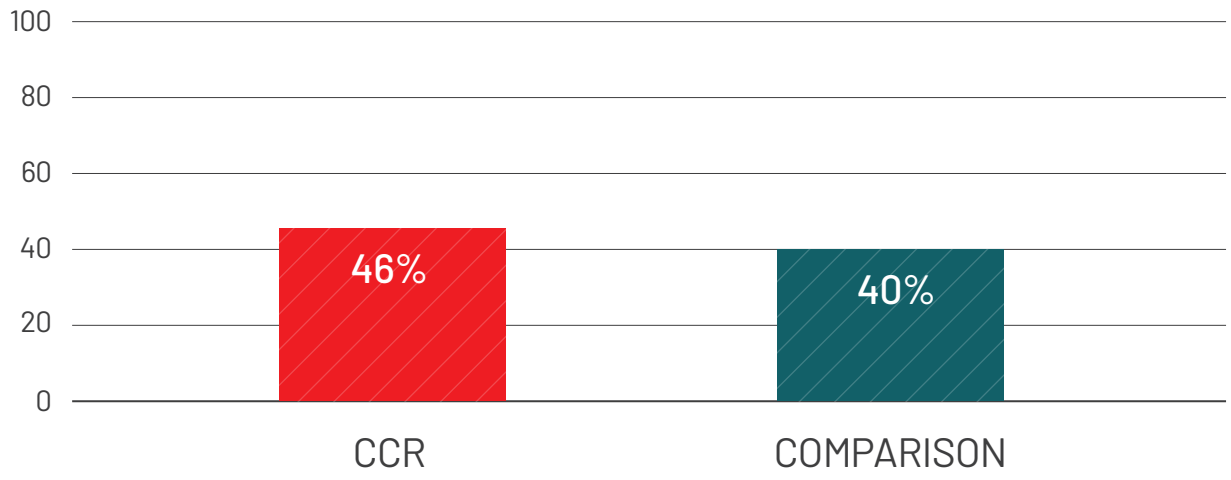
COLLEGE ENTRANCE EXAMS

A greater proportion of the CCR high school seniors took post-secondary readiness exams (ACT and SAT) than the comparison group who attended the same school.

SAT

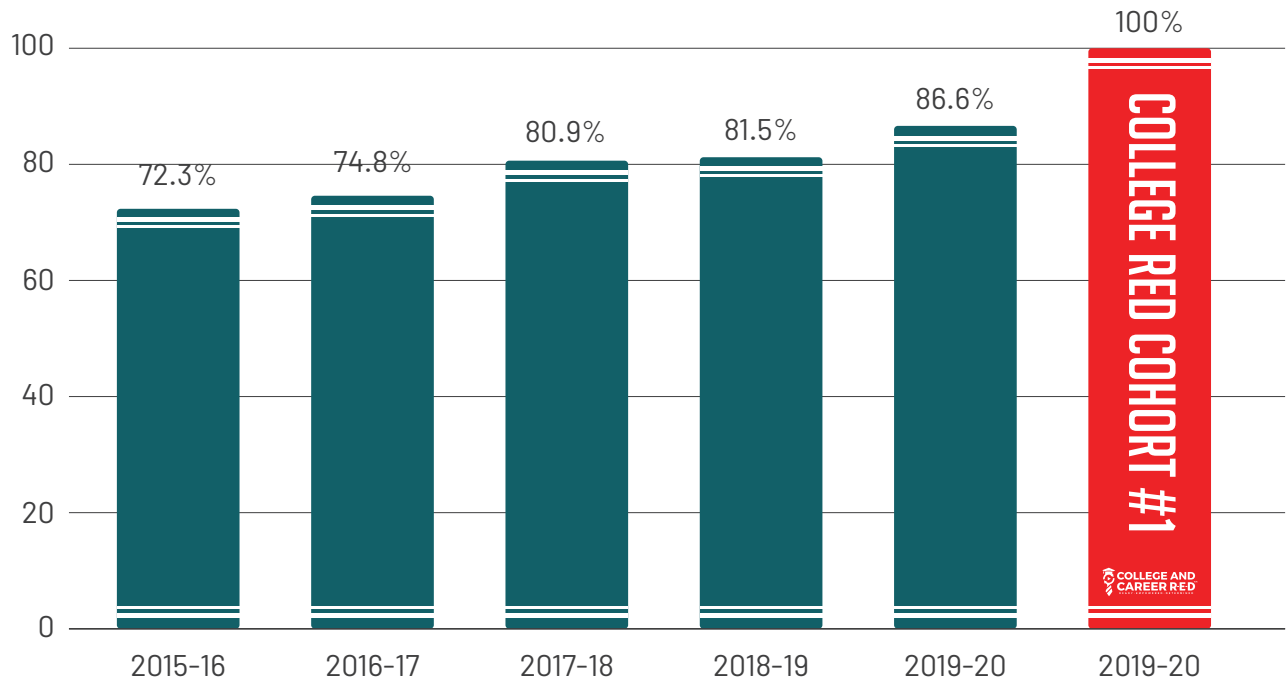


ACT

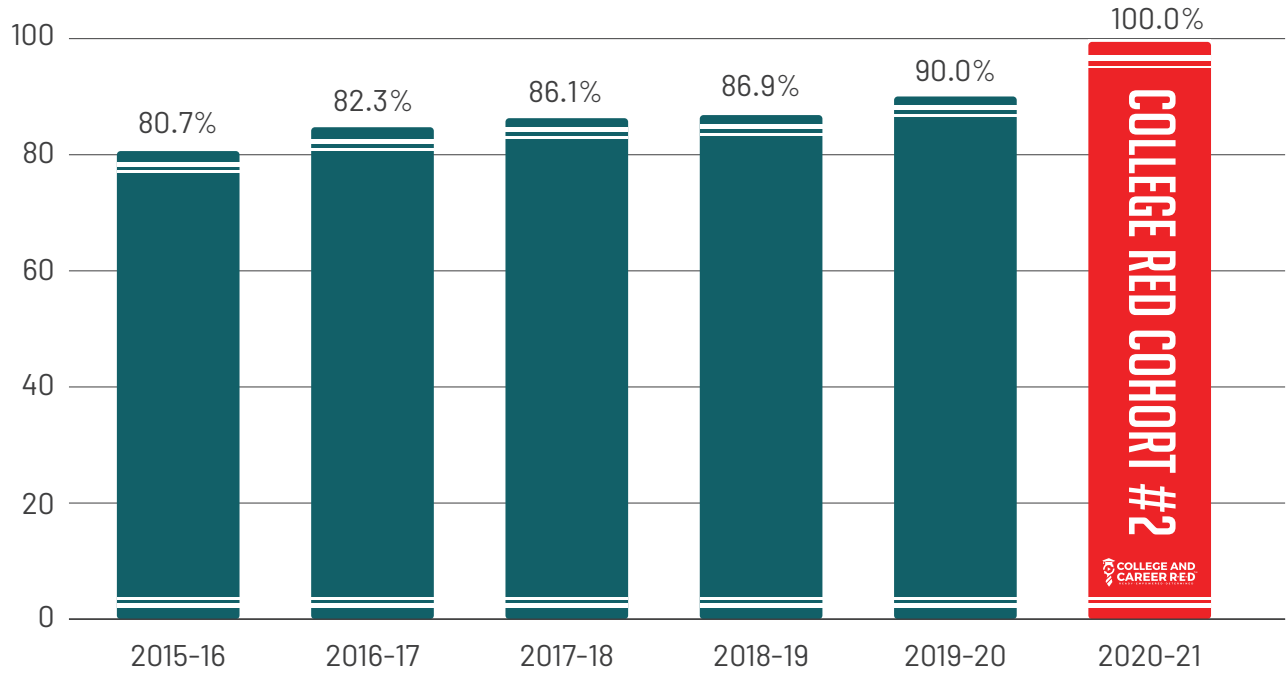


ABOVE AVERAGE GRADUATION RATES

COLLEGE AND CAREER RED'S FIRST 4-YEAR COHORT OUTPERFORMED THE STATE'S GRADUATION RATE FOR AFRICAN AMERICAN STUDENTS BY 13.4%:



COLLEGE AND CAREER RED'S SECOND 4-YEAR COHORT OUTPERFORMED THE STATE'S GRADUATION RATE (ALL RACES) BY 10.0%:



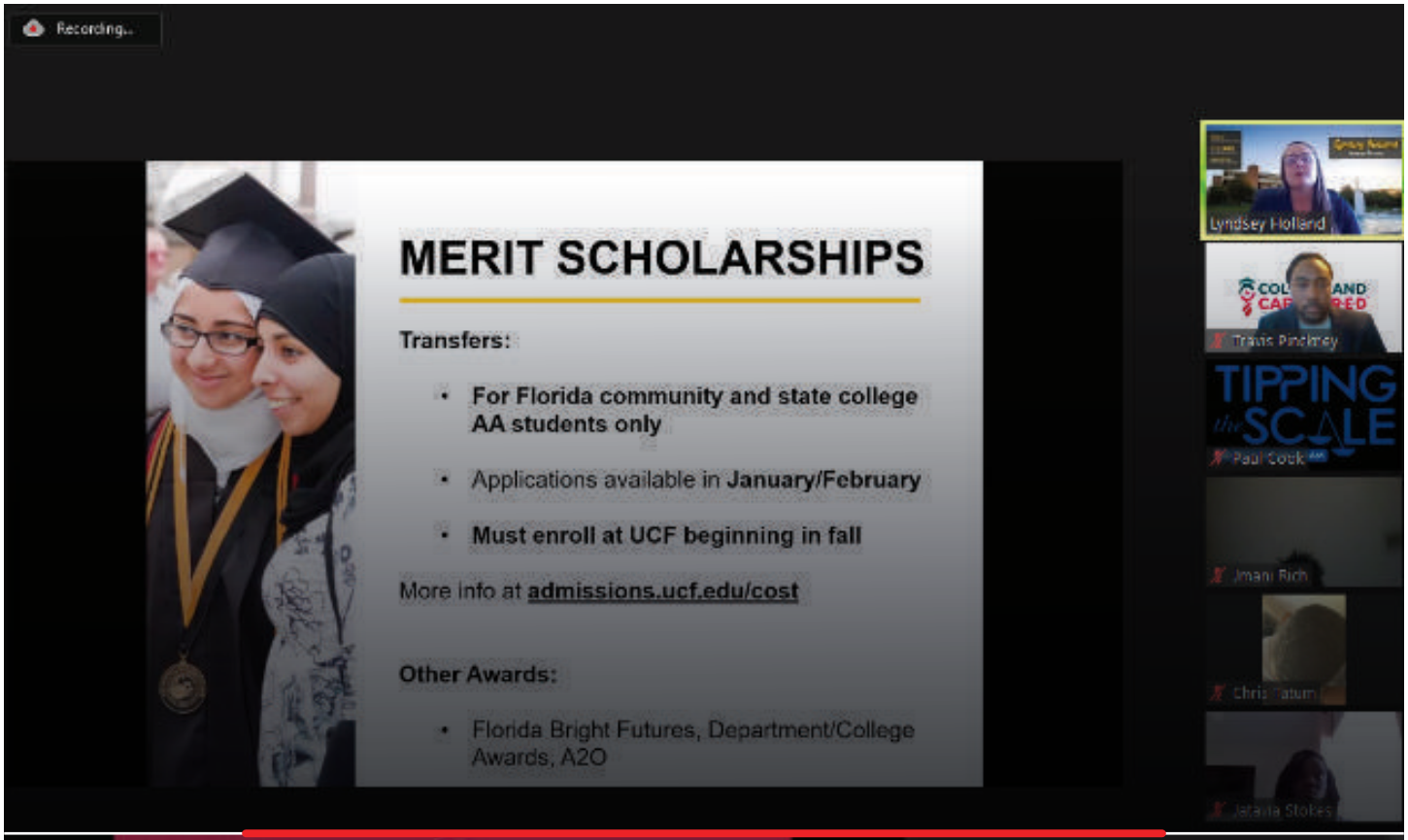
CCR PROGRAM EVENTS AND COMMUNITY OUTREACH

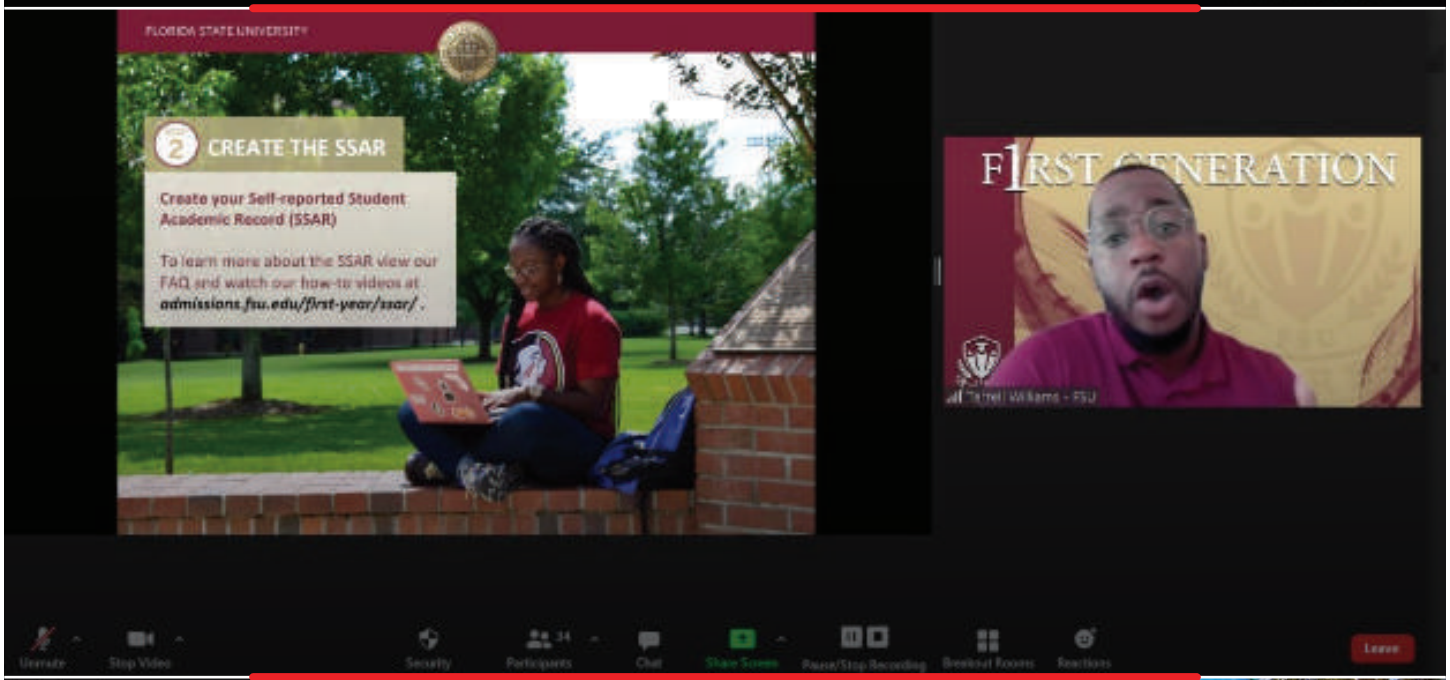
VIRTUAL COLLEGE TOUR

PARTICIPANTS:
72

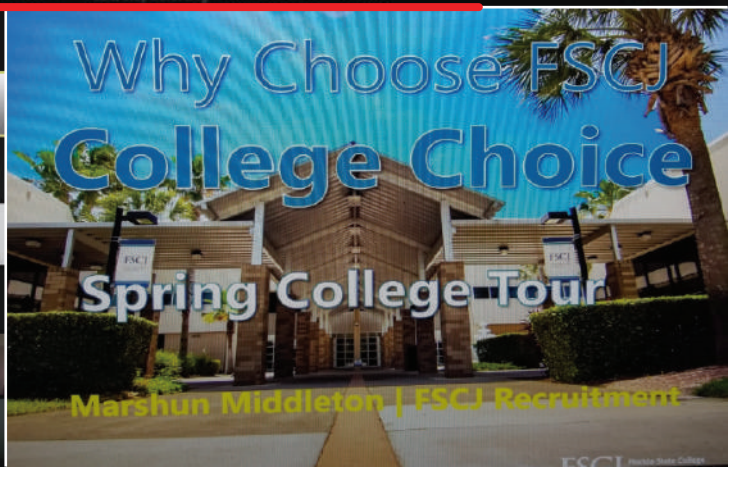
COLLEGES WHO PRESENTED:
8

During spring break of 2021, students were educated on career paths and academic programs offered at various colleges. Students walked away understanding admissions criteria, cost of attendance, and scholarship opportunities.


Recording...
MERIT SCHOLARSHIPS
Transfers:
• For Florida community and state college AA students only
• Applications available in January/February
• Must enroll at UCF beginning in fall
More info at admissions.ucf.edu/cost
Other Awards:
• Florida Bright Futures, Department/College Awards, A2O
Lyndsey Holland
Travis Pinckney
Paul Cook
Jmani Rich
Chris Tatum
Jatavia Stokes


FLORIDA STATE UNIVERSITY
2 CREATE THE SSAR
Create your Self-reported Student Academic Record (SSAR)
To learn more about the SSAR view our FAQ and watch our how-to videos at admissions.fsu.edu/first-year/ssar/.
FIRST GENERATION
Terrell Williams - FSU

Recording...
ADMISSION REQUIREMENTS
MINIMUM 3.0 GPA Weighted Core
ACADEMIC UNITS 18 English (4), Mathematics (4), Natural Sciences (3), Social Sciences (3), Foreign Language (2), Additional Academic Core Units (2)
TEST SCORES SAT Math: 26 Reading: 27 Language: 27 OR ACT Math: 22 Reading: 22 English: 19
ESSAY 500 Words
LETTERS 2 Recommendations
HIGH SCHOOLS TRANSCRIPTS ELECTRONIC SUBMISSION OR Self-Reported (SSAR)
WWW. FAMU .EDU
$35 APPLICATION FEE OR FEE WAIVERS
May 1st Fall Deadline
Nov 1st Spring Deadline
March 1st Summer Deadline


Why Choose FSCJ
College Choice
Spring College Tour
Marshun Middleton | FSCJ Recruitment

QUOTES FROM THE STUDENTS:

"What I liked most this video is that he explains how your GPA can impact you in certain ways and can open opportunities for you."

"I liked how they tell us how to become things and what classes will help us become that."

"It helps me plan for my future."

"I liked how he came up with stories to break down the definition of the words."

"The lessons are inspiring and encouraging."

"The thing I liked most about the video is how he explains the difference between fluency, and when he demonstrated how you can be a better reader."

COLLEGE AND CAREER R-E-D™

READY - EMPOWERED - DETERMINED

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travis@collegered.com

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