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Guidebook Helps Communities Develop College Access Strategy to Increase Educational Attainment

New Book 'Charting the Course' now available at www.micollegeaccess.org

Lansing, MI – July 8, 2013 – Michigan College Access Network (MCAN) introduces *Charting the Course: A community's guide for increasing educational attainment through the lens of collective impact*. The guidebook is designed to support communities as they develop robust college access strategies using the collective impact framework.

Charting the Course is organized in three parts. Part I addresses the larger framework for integrating the five conditions of collective impact within the context of college access. Part II takes the reader through the chronological and procedural steps for implementing a local college access network (LCAN). Part III includes case studies from LCANs across Michigan and templates developed by MCAN to assist communities in executing and embedding the strategies. Funding from Lumina Foundation allowed MCAN to provide technical assistance to eight Michigan communities, conduct research on best practices, and develop *Charting the Course*.

"Communities interested in addressing the barriers present in their community that are stopping residents from accessing education beyond high school can use *Charting the Course* to build and embed a collaborative process for improving college attainment rates," said Brandy Johnson, Michigan College Access Network Executive Director.

Collective impact, as defined by Kania and Kramer in the *Stanford Social Innovation Review*, is the concept that large-scale social change requires broad cross-sector coordination of nonprofits, governments, businesses, and the public around a common agenda to create a collective impact. The five conditions of collective impact are:

- Common agenda
- Shared measurement systems
- Mutually reinforcing activities
- Continuous communication
- Backbone support infrastructure

Our Goal: 60% college attainment by 2025

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In addition to utilizing *Charting the Course* in their college access strategies, communities in Michigan are encouraged to apply for grants available through MCAN and participate in learning opportunities via webinars and the annual Michigan College Access Network conference.

“The guidebook joins MCAN’s suite of support resources and services as we work to increase the proportion of Michigan residents with high-quality degrees and credentials to 60 percent by the year 2025,” said Johnson.

MCAN leads the charge in changing Michigan’s culture to create an expectation that every student in Michigan continue learning after high school. Since 2010, MCAN has provided 50+ communities with more than \$1.8 million. This seed funding is designed to help Michigan’s Local College Access Networks (LCANs) establish cross-sector collaborative leadership teams and action plans to dramatically increase the community’s college-going rate. LCANs set goals focused on student success, establish a system of data gathering and analysis, report results, and hold partners accountable for performance.

Charting the Course: A community’s guide for increasing educational attainment through the lens of collective impact is available by downloading for free or purchasing a hard copy at www.micollegeaccess.org/our-network/lcan-guidebook.

About Michigan College Access Network

As the leader in the state’s college access movement, MCAN’s mission is to increase Michigan’s college readiness, participation and completion rates, particularly among low-income students, first-generation college going students, and students of color. Michigan has recently experienced a modest increase in our college attainment rate -- from 35.6% of 25-to-64-year-olds possessing at least an associate’s degree, to 36.8%. However, Michigan’s rate still lags behind the national average of 38.7 percent. It is MCAN’s goal to increase Michigan’s postsecondary educational attainment rate to 60 percent by the year 2025. For more information, visit www.micollegeaccess.org. You can also find MCAN on Facebook at www.facebook.com/micollegeaccess.

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