



Today's Collective Agenda



Welcome, Intros and Wins!

Action Team Reports - Action Team Co-Chairs:

- What's Your Plan?: Geneva Sloan, SDP, Macy Smith, Penn Upward Bound and Frank Buggy, PYN, Emmanuel Sofolawe and Tiayrra Bradley, PhillyGoes2College
- WYP Ambassadors

SDP Key Events

- OPR: Cathey White, SDP Office of Postsecondary Resources

Small Group Discussion/Activity

- Campaign Calendar Building
- Campaign Spotlight: TU and CCP Admissions, It Takes a Village

Action Team Reports - Action Team Co-Chairs:

- Data & Evaluation: Shaquinah Taylor Wright, Future-Focused Strategies, Zach Sheppard, Graduate Philadelphia
- On-Track to College Graduation: Hillary Kane, PHENND and Janine Wright, PHENND

Closing



Introductions!

CASE is a collective
impact forum focused
on strengthening high
school and
postsecondary
graduation rates for all
Philadelphia students.



Action Teams

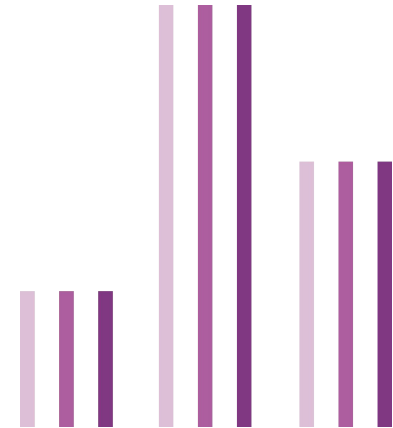
These teams are hard at work designing and implementing ecosystem strategies. Team members represent a diverse network of the region's education stakeholders and serve as agents of information, access and opportunity.



**On-time
High School Graduation**



**On Track to
College Graduation**



**Data and
Evaluation**

Philadelphia Students



APPLY TO 1+
COLLEGE*



GRADUATE HIGH
SCHOOL ON-TIME*



MELT EACH
SUMMER*



MATRICULATE
TO COLLEGE*

*Data Inclusive of Public, Charter & Alternative Schools as Reported by the School District of Philadelphia's Office of Research and Evaluation for 2024-2025.

Our Values



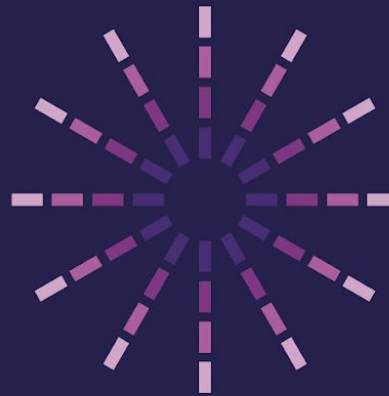
Collaboration



Inclusion



Communication



Impact



Equity

CASE Steering Committee

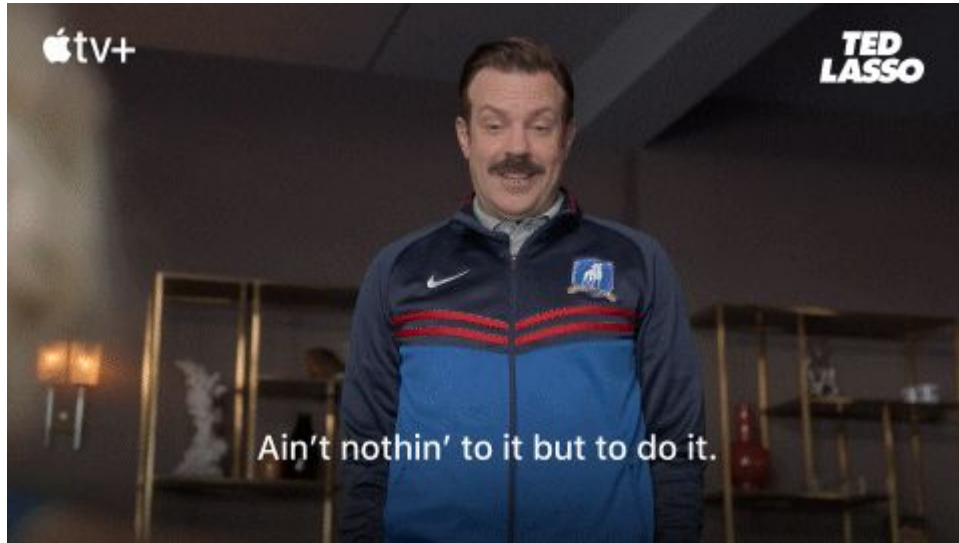


CASE WINS:

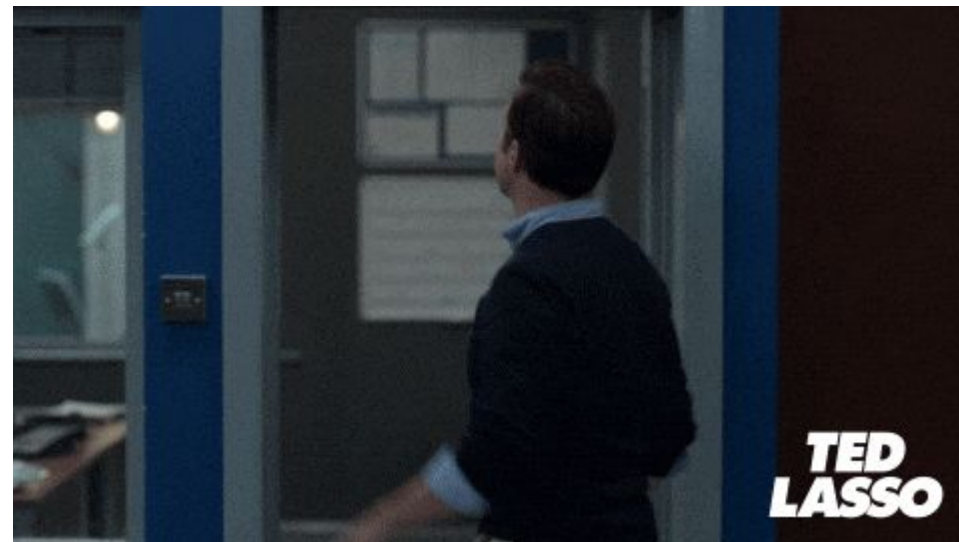
School Year '25-'26

- 112 CASE members!
- What's Your Plan Launch
- College Application Week Launch
- Leadership Retreat
- SDP's Summer Postsec Support Email





What's
your
plan?



Collective Big Question



What do you think would help encourage more Class of 2027 students to submit at least 1 great-fit college application?

CASE Said in Mtg. RSVPs....

- Incentives
- 1-on-1 Advising
- Scholarships
- Details re: Affordability
- Celebrations & Encouragement
- Support during Class Time
- Campus Visits
- Fee Waivers

And also said....

- Connection to Career
- Awareness of Options
- Near-Peer Mentoring & Celebrations
- Fit Advising & Research
- Clear Process Timeline
- Knowing who to Ask for Support
- Xello



*Think-Pair-Share:
What would you add?*

CASE Added in the CASE Meeting:

- Student-led encouragement
- Family collaboration and readiness
- Combating misinformation and ensuring good information flow about the college app process
- Advertise Dual Enrollment
- Ensure sense of Belonging
- Keep the end goal in mind = career readiness
- Counselor call center
- Clearly outlined Application process steps
- Awareness of resources: ex. NACAC Fee waivers and enrollment deposit waivers



Postsecondary Readiness Action Team



- **What's Your Plan? (2025-2026)**
 - **Emmanuel Sofolawe,**
PhillyGoes2College
 - **Tiayrra Bradley,**
PhillyGoes2College



PHILLYGOES2COLLEGE × CASE

Year One Campaign Report

October 2025 – June 2026

100% organic. No paid promotion.



The year in four numbers

127,429

Total views

55,253

Total reach

2,566

Interactions

\$0

Paid promotion

Five pathways. Nine months. Every number earned, none bought.

WHERE THE REACH CAME FROM



Six posts. Not ours.

PG2C accounts

58,322

views across 70+ posts

132 shares

Partner school accounts

68,687

views across 6 posts

561 shares

Frankford CAP · KIPP Philly · Penn Upward Bound

WHAT WE ACTUALLY DID

It wasn't luck. It was a playbook.

1

Built a posting guide

Ahead of College Acceptance Week

2

Asked schools to post their seniors

Where they're headed after graduation

3

Asked them to tag PG2C

One post lands in both feeds

One guide. One ask. 68,687 views.



OUR CLASS, OUR FUTURE

One afternoon. 39 interviews.

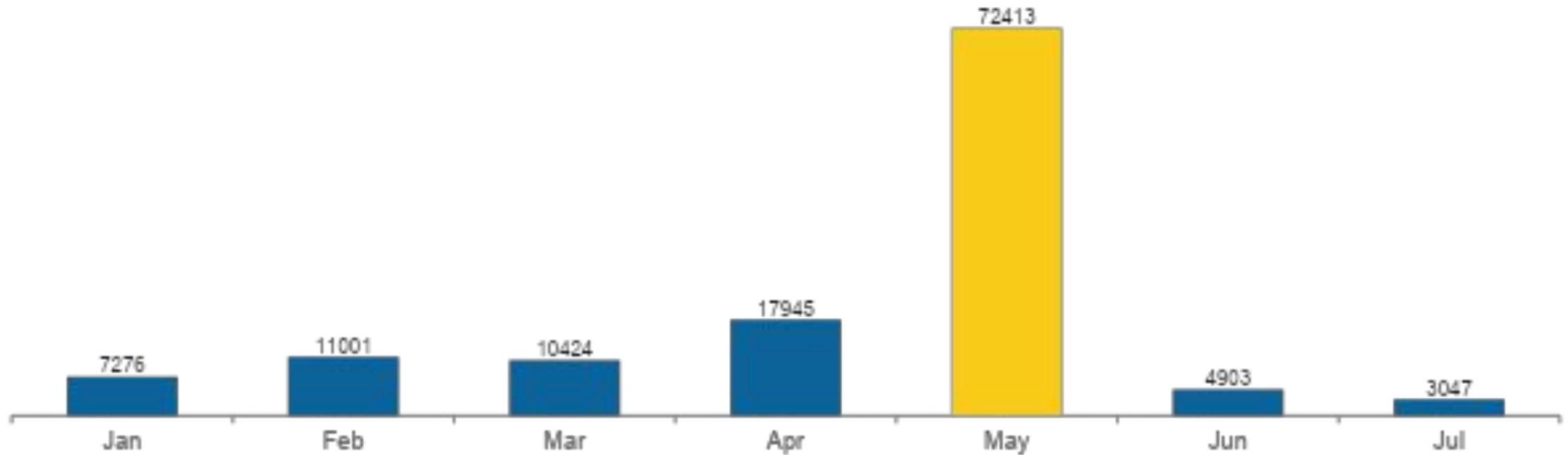
36 students + 3 counselors, teachers & district staff

- More interview footage than the whole year of scheduled sit-downs.
- Six pieces published so far, carrying the weekly drop from June into July.
- Roughly two dozen student interviews still unpublished.

Put the campaign where students are. The content produces itself.



May is when it happens



Decision season is when schools post. Year two front-loads the ask for spring.



Two audiences, not one

35%

Ages 18–34
Students and young adults

54%

Ages 35–54
Parents, counselors, educators

60%

Of all reach is
in Philadelphia

Instagram hides everyone under 18.

Minor privacy protections exclude under-18 activity from all analytics. Our student reach is larger than anything we can show you — which is exactly why partner accounts matter.

Postsecondary Readiness Action Team

What's Your Plan? 2.0 (2026-2027)

- **Macy Smith**, University of Pennsylvania Upward Bound
- **Frank Buggiey**, Philadelphia Youth Network
- **Geneva Taylor**, SDP Office of Postsecondary Readiness





What changes

1

Activation spaces, not tabling

A focused set of high-turnout events

2

Counselor ambassadors

One contact per school, one media package

3

Signing Day templates

Plus how to post, tag, and what to record

4

A campaign landing page

Five pathway tiles into vetted resources

5

A sticker system

"I applied" · "My plan is ____" · "I'm decided"

6

Banners at activations only

No more school-by-school distribution

Measured on landing page visits, pathway clicks, partner posts, and activation turnout.

THE ASK

How you can help

1

Follow and tag us

@phillygoes2college_

2

Post your own students

We send you the template and guide

3

Accept collabs the same day

One click puts it in both feeds

4

Name a counselor ambassador

One contact, one media package

5

Use the campaign hashtags

#WYPPhilly · #WhatsYourPlanPHL





#WYPPhilly #WhatsYourPlanPHL #PhillyGoes2College

@phillygoes2college_ · @philaedfund

On-Time HS Graduation Action Team



WYP Ambassadors, Sign Up here!





College Access &
Success Ecosystem

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College Awareness OCTOBER 2026 MONTH



Year	Colleges Participated	High School Engagement	Average 1+ College Apps Submission
<u>2025 Results</u>	32	40 received banners	42%
<u>2026 Targets</u>	40+	20 will opt in to receive media package and resources	60%

Cathey White, SDP Office of Postsecondary Readiness



- '25-26 Recap
- Key '26-27 SDP Events
- Engage in What's Your Plan and the campaign

SDP SY2526 Events Year- In-Review



EVENT	# STUDENT PARTICIPANTS
FAFSA KICKOFF	111
 HBCU COLLEGE FAIR	937
PASSHE DAY FAIR (NE & CC SCHOOLS)	271
 PASSHE DISTRICT FAIR	67
 PASSHE FAIR (NW REGION)	93
FAFSA POP UPS	38
ENTREPRENEURSHIP WEEK	468
MILITARY OPS WEEK	490
WORKFORCE DEVELOPMENT FAIR	85
 OUR CLASS, OUR FUTURE	670

SDP SY2627 Events Year- In-Review



EVENT	DATE
 FAFSA KICKOFF	OCTOBER 14
FAFSA CHALLENGE	OCTOBER-MAY
 PASSHE DAY FAIR	NOVEMBER 4
 PASSHE DISTRICT FAIR	NOVEMBER 4
 PASSHE FAIR (NW REGION)	NOVEMBER 5
 HBCU COLLEGE FAIR	NOVEMBER 14
FAFSA POP UPS	DEC 9, JAN 13, FEB 10, MAR 3, APRIL 14, MAY 12
ENTREPRENEURSHIP WEEK	WEEK OF FEB 22
MILITARY OPS WEEK	WEEK OF APRIL 26
 WORKFORCE DEVELOPMENT FAIR	TENTATIVE MARCH 17
 OUR CLASS, OUR FUTURE	TBD

Organizations

- Campus Philly
- Graduate Philadelphia!
- Harlem Lacrosse
- Heights
- PASSHE
- Pennsylvania Department of Education (PDE)
- Philadelphia College Prep Roundtable (PCPR)
- PHENND
- Philadelphia Education Fund
- Philadelphia Youth Network
- PhillyGoes2College
- School District of Philadelphia



Thank you
for your
leadership
and support!

Colleges & Universities

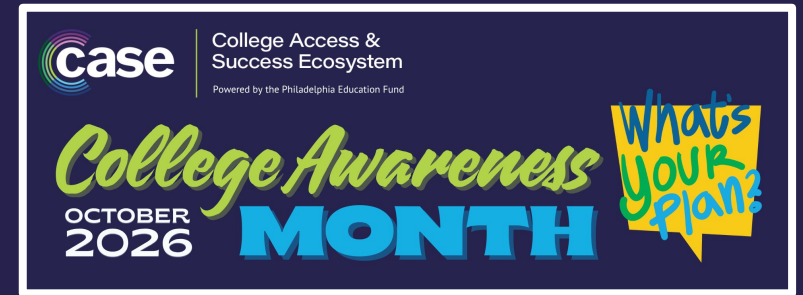
- Chestnut Hill College
- Cheyney University
- Community College of Philadelphia
- CCP Catto Scholars
- Haverford College
- LaSalle University
- Pennsylvania College of Technology (PCT)
- Penn State University
- Swarthmore College
- Temple University
- University of Pennsylvania
- Ursinus College
- Villanova University
- Widener University



Thank you
for your
leadership
and support!

Calendar
Loading...

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				10/1	10/2	10/3
				Fees Waived! Universities	Choose Philly Workshop (Campus Philly, CCP)	
10/4	10/5	10/6	10/7	10/8	10/9	10/10
	WYP Landing Page Resources Launch (CASE)	FAFSA Intro (It Takes a Village: Heights, PEF, Campus Philly) 6-7pm VIRTUAL	Resume Workshop (PYN)	College Research and Exposure Workshop	SCHOOL CLOSED FOR STUDENTS	NACAC Fair RSVP Application Workshop onsite
10/11	10/12	10/13	10/14	10/15	10/16	10/17
	SCHOOL CLOSED FOR STUDENTS and STAFF	Best Fit College List-Making (Heights)	Activities List Workshop (Cheyney, Villanova) <u>FAFSA Kick-Off</u> <u>FSA IDs -</u> (tentative date)	FAFSA Training PCPR Common App Workshop	Scholarship Resources (Harlem Lacrosse, PG2C)	
10/18	10/19	10/20	10/21	10/22	10/23	10/24
	Academic Rigor and Early Credit	College Essay Writing Workshop (LaSalle)	Letters of Recommendation 2+2 Pathway Navigation	Adult Learners (Graduate Philadelphia)	Student Loan Policies	OPEN
10/25	10/26	10/27	10/28	10/29	10/30	10/31
	WYP Activations (PG2C, CASE) Visiting Colleges (Penn State)	Major Exploration Workshop	<u>Career Workshops</u> 5:30-8pm IN PERSON @ TFI	Connecting Careers to Education	<i>PASSHE Fair</i> (tentative date)	Incentives Challenge (TBD) Wraps up



OPEN:

- Visiting Colleges Workshop
- College Research and Exposure
- Application Completion Workshop
- Common App Workshop
- Academic Rigor and Early Credit
- Letters of Rec
- 2+2 Pathways
- Student Loan Policies
- Major Exploration
- Connecting Careers to Education



College Access &
Success Ecosystem

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College Awareness
OCTOBER
2026 **MONTH**

What's
YOUR
plan?

At tables, please discuss - with all of this info and context:

- Are these the right workshops to support the campaign goals?
- Determine your #1 topic rec!
- Who could lead campaign workshops in October?

Please select 1 person to report out on your conversation.



REPORT OUT: Determine your #1 topic rec!

- Super workshops: drop-down tabs to scaffold the application process
- What's next after applying to top 3 most enrolled colleges for SDP students -
 - ex. placement testing at CCP
 - ex. self-reported transcripts for TU
- Majors and careers
- 2+2 Pathways
- Workshops in Spanish, ESL audience
- How to get Started - something foundational: "You can go to college"
- Dual enrollment
- Scholarships
- College essay workshop
- Ensure it's clear that fees are waived all month long
- Audience Tags



College Access &
Success Ecosystem
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College Awareness
OCTOBER
2026 **MONTH**

What's
your
plan?



Spotlight: TU and CCP Admissions



What can you or your organization commit to supporting?

SIGN UP HERE:



Spotlight: Community College of Philadelphia Admissions



Malika Cliett,
CCP Catto Scholars

Nzingha Wright,
CCP Catto Scholars

**SIGN UP
HERE:**



Spotlight: Temple University Admissions



Sa'Dasia Jordan,
Temple University
Admissions

SIGN UP
HERE:



IT TAKES A VILLAGE X CASE

- This virtual event series focuses on demystifying financial aid:
 - October: FAFSA and financial aid 101
 - December: Why taxes are important for FAFSA + local tax prep resources
 - March: Timely topics (i.e. federal student loan changes)
 - April: Evaluating financial aid offers
- Events are open to all HS and college students, families, educators, etc.
- Opportunities to participate in a panel, promote/attend the event series, or both!



SCAN TO GET INVOLVED!



Philadelphia
Education
Fund ★

campusphilly

HEIGHTS
PHILADELPHIA

Data & Evaluation Action Team Recap

- Advocated for public access to Philadelphia's college application data
- Surveyed CASE members on the postsecondary data they collect and use
- Explored State Department of Education's new dashboards and how partners can use them
- Brought in PERC to share current Philadelphia-focused research and discuss what it means for practice.
- Launched a research project examining the connection between high school graduation and economic mobility.



Data & Evaluation Action Team

- Mix guest speakers with hands-on data sessions each month
- Invite PERC, ORE, PDE, SBHE, and national partners to share research, trends, policy updates, and promising practices
- Use data clinics to strengthen key CASE initiatives, including College Awareness Month, What's Your Plan?, and summer melt
- Examine what we are tracking, what the data shows, what is missing, and what needs to change
- Strengthen connections across research, policy, data, and practice



On-Track to College Graduation Action Team



- PACAC Presentation in June
- Summer melt interns final reports
- Amanda Coltri [report on IHE student onboarding data collection platforms](#)
- Met with EAB Match re: direct admissions

On-Track to College Graduation Action Team



- Brainstormed priorities for upcoming academic year:
 - bringing more higher ed voices to the table and
 - how to best communicate with students re: FAFSA renewal and in general

RENEW YOUR
MEMBERSHIP or
BECOME A CASE
MEMBER today!



Closing Announcements



Sign
Up
Here!



Data & Evaluation	Postsecondary Readiness Action Team	On-track to College Graduation
9/17/26 2pm 10/15/26 2pm 11/19/26 2pm	9/14/26 11:00am 10/19/26 11:00am 11/16/26 11:00am	9/15/26 10:00am 10/20/26 1:00pm 11/17/26 10:00am

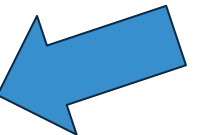
CASE Membership Next Steps

- Renew CASE Membership
- Surveys:
 - College Awareness Campaign
 - WYP Ambassadors

CASE Next Network-Wide Meeting

- 12/9/26

WYP Ambassadors



Become a
CASE member!



Thank You!!!

Learn more at CASEPhilly.org



Resources on CASE website:

<https://www.casephilly.org/resources>



Family and Student Companion Guide

Designed to empower families and students toward successful postsecondary educational outcomes that lead to fulfilling careers.



Step Up to College Guide

A guide to the college preparation, application, admissions, and financial aid processes.



Website & Instagram

Connecting Philadelphians to the resources and programs to help them plan, apply and pay for college.



CCP's Catto Scholarship

The Octavius Catto Scholarship is a city-funded initiative for low-income Philly students to attend CCP for free.

POSTSECONDARY PLANNING Resources

College Application Week Campaign

What's Your Plan? Resources for Students and Families

Resources for Practitioners

FAFSA
Resources

Resources for Practitioners

Resources for Students and Families

Guidance for contributors without an SSN

SCHOOL DISTRICT OF PHILADELPHIA
College & Career Data

Dashboards & School Profiles

Open Data

Research

Resources on CASE website:

<https://www.casephilly.org/resources>

POSTSECONDARY PLANNING Resources

College Application Week Campaign

[What's Your Plan? Resources for Students and Families](#)

Resources for Practitioners

FAFSA Resources

Resources for Practitioners

[Resources for Students and Families](#)

Guidance for contributors without an SSN

SCHOOL DISTRICT OF PHILADELPHIA College & Career Data

Dashboards & School Profiles

[Open Data](#)

Research



Checklist to Complete this Summer Before College!

Before arriving on campus, students typically need to:



- ☐ Accept admission offer by paying or waiving tuition deposit
- ☐ Create a student portal account
- ☐ Accept Financial Aid award
- ☐ If taking out loans, complete loan counseling and sign Master Promissory Note (MPN)
- ☐ Sign up for orientation/academic advising
- ☐ If living on campus, send in housing forms and pay the housing deposit
- ☐ Set up the college email
- ☐ Choose a tuition payment plan and know how tuition bills need to be paid
- ☐ Submit medical forms
- ☐ Submit final high school transcript
- ☐ If living on campus, plan how to get to the college and what to pack
- ☐ Take placement tests
- ☐ Attend orientation
- ☐ Get a student ID card
- ☐ Attend academic advising
- ☐ Register for classes



PHENND

HAVE QUESTIONS? GETTING STUCK?

Please note this is a general list and each campus will have its own requirements. Be sure to reach out to your college directly for help if you're struggling to complete any of these tasks.