

Welcome!



3.24.26

CCP WiFi: Add/Other

Network: **CCP WLAN**

Security: None/No password

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



CASE Steering Committee

- **Campus Philly**
- **City of Philadelphia**
- **College Together**
- **Junior Achievement Southeastern PA**
- **PHENND**
- **Philadelphia College Prep Roundtable**
- **Philadelphia Education Fund**
- **Philadelphia Youth Network**
- **School District of Philadelphia**
- **Yleana Leadership Foundation**



AGENDA

Introductions:

- Sarah Hollister, City of Philadelphia MOE

CASE Wins

- Annie Blankemeyer, JA SEPA

Action Team Reports - Action Team Co-Chairs:

- On-Time High School Graduation: Geneva Sloan, SDP, Macy Smith, Penn UB and Frank Buggy, PYN
- Data & Evaluation: Shaquinah Taylor Wright, FFS and Brandi Ashley, PEF
- On-Track to College Graduation: Hillary Kane, PHENND and Janine Wright, PHENND

Reducing Summer Melt

- Katharine Meyer, Fellow in Governance Studies at Brown Center on Education Policy at Brookings
- Dr. Aja Holden, SDP Office of Postsecondary Readiness

Action Team Meetings

Closing

- Farah Jimenez, PEF

Philadelphia Students



Graduate High School



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 2023–2024.

Summer Melt Stat

40%

Melt Rate for SDP
Graduates in the
Class of 2024



WINS:

- 100 members!
- What's Your Plan campaign launch
- College Application Week campaign



Action Teams

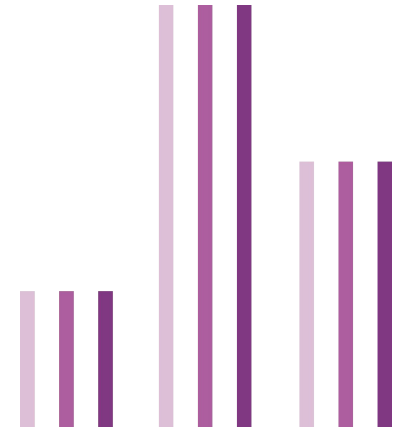
These teams are hard at work designing and implementing ecosystem strategies. Team members represent a diverse network of the region's education stakeholders and serve as agents of information, access and opportunity.



**On-time
High School Graduation**



**On Track to
College Graduation**



**Data and
Evaluation**

On-Time HS Graduation Action Team

What's Your Plan (WYP) Campaign has had a strong start, today we are excited to share a little about:

- Overall Campaign Health
- Lunch & Learns
- Ways to Get Involved
 - Reposting & Engaging
 - Decision Day
 - Banner Usage
 - Class of 2026 Spotlights



MARTIN
RENAULT

What's YOUR Plan?

MAYEN
FROM PEOPLE AMERICA

A CONVO ABOUT
TRADES & APPRENTICESHIP PATHWAYS



Technology
Innovation
Field 4



WFLA 88.5 FM
WFTS 28.5 FM

Cross-Platform Total

19,289+ views

A decorative horizontal bar at the bottom of the slide, composed of several rectangular segments in various colors including purple, pink, yellow, green, and blue.

Instagram (@phillygoes2college_)

19,168 total views

10,883+ unique accounts reached

566 total interactions (likes,
comments, shares, saves)

7 Reels + 14 posts published

Youtube (@phillygoes2college_)

9 full-length interview episodes
published

121 views | ~2 hours of total watch
time

Serves as a permanent, on-demand resource library for
students and educators

WYP
Lunch &
Learn

1/22

WYP
Coffee
Chat

3/11



Ways to Get Involved

HOW TO REPOST & ENGAGE (4 Simple Steps)

1. **FOLLOW** — Follow @PhillyGoes2College on Instagram and subscribe on YouTube.
2. **REPOST** — Share the weekly Reel, graphic, or YouTube link directly to your story, feed, or newsletter.
3. **ADD A MESSAGE** — When you share, add a short caption like:
"4 paths. 1 plan. What's Your Plan, Philly?" and tag @PhillyGoes2College.
4. **USE THE HASHTAGS** — Include the official campaign hashtags so every partner post is trackable and can be amplified.

On-Time HS Graduation Action Team

- Engage with the campaign as schools and organizations focus on Decision Day



JOIN THE CAMPAIGN FOR HIGH SCHOOL DECISION DAY!

High School Decision Day celebrates the next step seniors are taking after graduation — whether that's college, career training, military service, or entering the workforce.

The **What's Your Plan? Campaign** helps schools and partners across Philadelphia highlight student plans and build a culture where every senior is seen, supported, and celebrated.



IMPORTANT DATES

Now – April:
Share student plans and stories

May 1:
High School Decision Day

May – June:
Continue celebrating seniors

How you can participate:



Ask Students: "What's Your Plan?"

Encourage seniors to share their next step and make it visible.



Examples include: 🎓 College or university 🛠️ Trade or tech program
🔧 Apprenticeship 🇺🇸 Military service 🏢 Employment or career pathway 🌍 Gap year or service program



Tip: Use your WYP banner as a signature wall for students to write their names and plans.



Capture the moment

Moments to consider:

- 📸 Students holding a sign with their plan
- 🎥 Short "What's Your Plan?" video clips
- 🎉 Advisory or classroom celebrations
- 👕 College gear or career-themed outfits



Post & Celebrate

Share student achievements publicly and amplify their success.

- Student name + plan
- A congratulatory message
- Photos or short videos



Use the Campaign Hashtag

Tag your posts so they can be seen across the city:

#WhatsYourPlanPHL



This allows partners to repost and celebrate your students.

Stay Connected:

Follow and tag to amplify your students on instagram:

@phillygoes2college_ & @philaedfund

Scan the QR code to find:
Postsecondary pathway options
Family & student planning guides



Philadelphia Education Fund 40

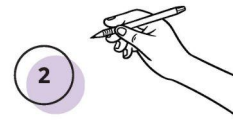


On-Time HS Graduation Action Team

- Using the Banners that some schools received



HOW TO USE THE WHAT'S YOUR PLAN? BANNER



Senior Signature & Plan Wall

Have members of the Senior Class sign the banner with:

- Their name
- Their confirmed post-graduation plan

Spotlight the banner during:

- College Confirmation Week
- Graduation Week

1

WHAT IS THE WHAT'S YOUR PLAN? CAMPAIGN



What's Your Plan? is a citywide awareness campaign created to help Philadelphia students and families explore all post-graduation pathways with confidence. Our goal is to make every postsecondary option visible and accessible, and encourage students to choose the path that's right for them.

3



Photo Backdrop for Events

Use the banner as a photo backdrop for:

- Career Days
- Job Fairs
- College Visits
- FAFSA Events
- Postsecondary Planning Nights

When posting photos:

- Tag: @phillygoes2college_
- Use Hashtag: #WYPPhillly

4



Graduation Plans Bulletin Board

Display the WYP banner as part of a postsecondary planning wall. Use it as a visual reminder that every plan is valid.

LOOKING FOR MORE RESOURCES?

5

Scan the QR code to find:

- Postsecondary pathway options
- Family & student planning guides
- FAFSA & financial aid support
- College & career tools
- Local Philly-based programs and services



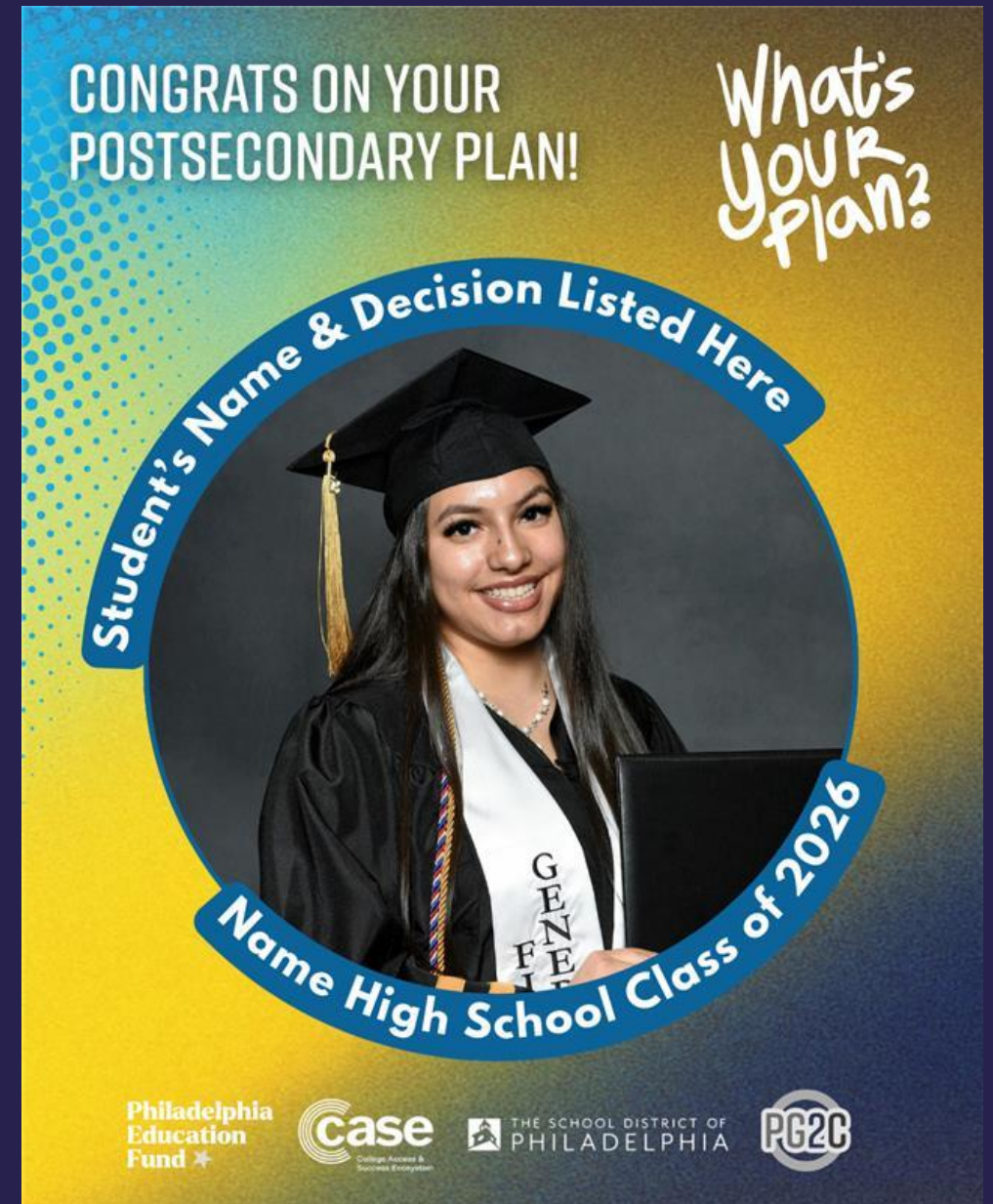
Philadelphia Education Fund 40



Get more tips and tools from the What's Your Plan? campaign
Follow our partners on social: @phillygoes2college_ @philaedfund

On-Time HS Graduation Action Team

- Class of 2026 spotlight templates



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



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How you can participate:

1

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Examples include: College or university Trade or tech program Apprenticeship Military service Employment or career pathway Gap year or service program



Tip: Use your WYP banner as a signature wall for students to write their names and plans.

2

Capture the moment

Moments to consider:

- Students holding a sign with their plan
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Post & Celebrate

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Use the Campaign Hashtag

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**Philadelphia
Education
Fund** ★ 40



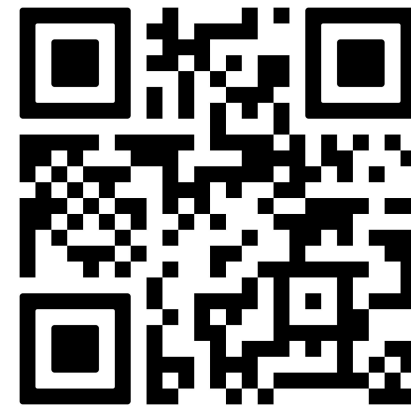
Data & Evaluation Action Team

- Met with PERC (Philadelphia Education Research Consortium), a nonprofit research partner working with SDP on Act 158 pathways and data use
 - Identified gaps in visibility, advising data, and outcomes tracking
 - Exploring opportunities for counselor support and pathway analysis
- In progress: Longitudinal study + landscape scan
- Upcoming (May): Meeting with state leadership (strategy, dashboard, Workforce Pell)



Data & Evaluation Action Team

- Longitudinal Study Update
 - Economic Mobility Pre-Landscape Scan



You shared all the work you do already to reduce melt:

- Community-based volunteer work
- Transition 2 College programming
- Peer alumni connection
- College and career readiness experiences
- Summer caseload management
- Fund programs
- Summer Associates program
- Placement coordination in the trades
- Postsecondary advisor (12 month staff)
- Summer events and Retreats
- FAFSA Completion support
- Postsecondary advising and check-ins
- Coordinated outreach



Early Credit Work in Philadelphia

Early Credit Landscape Research includes:

- **Best Practices from City/National Models**
- **Local Landscape Assessment**
- **Early Credits: CTE, IB, AP, DE**
- **Credit articulation pathways**

Next steps:

- **Spring convening + expert lecture**
- **Student focus groups**



On-Track to College Graduation Action Team



- Summer Melt Checklist
- Summer Melt data interns
- April 16th counselors mtg
- FAFSA Re-engagement
- DVIRC Connection

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](#)

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Guidance for contributors without an SSN

SCHOOL DISTRICT OF PHILADELPHIA College & Career Data

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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



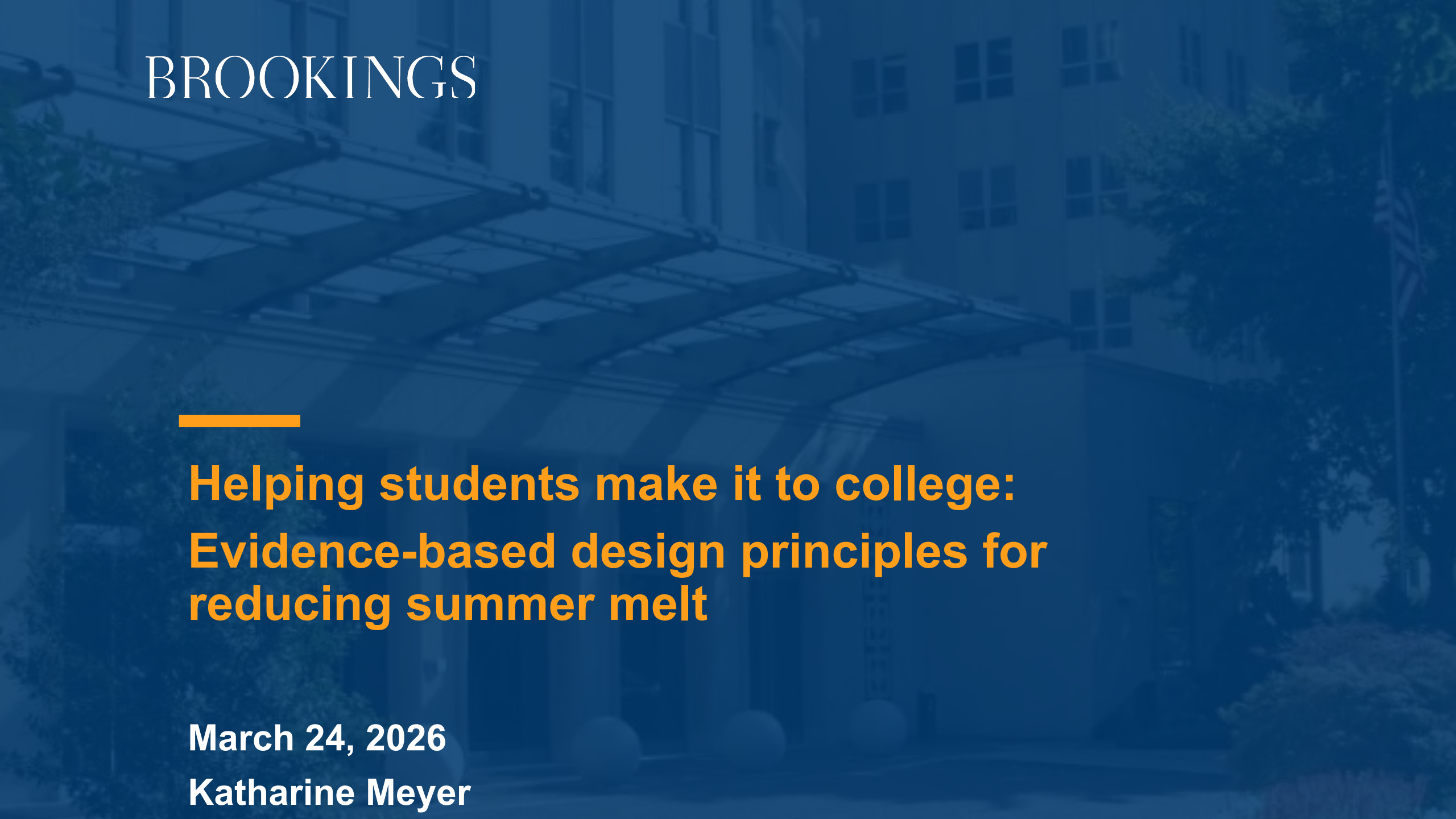
HAVE QUESTIONS? GETTING STUCK?

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.

Reducing Summer Melt

Katharine Meyer, Fellow in
Governance Studies at Brown
Center on Education Policy at
Brookings



The background of the slide is a blue-tinted photograph of the Brookings Institution building, a large, multi-story classical structure with many windows and a prominent portico. The text is overlaid on this image.

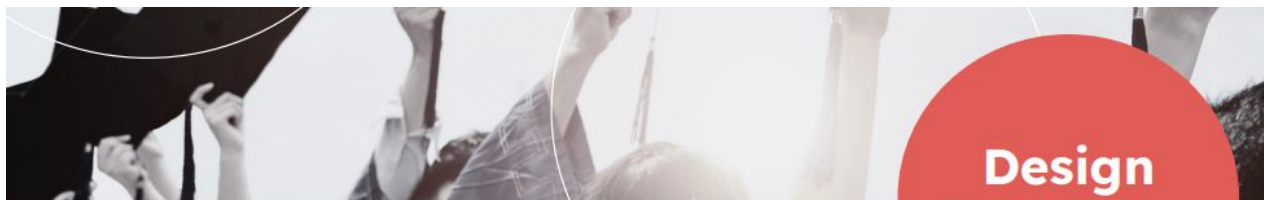
BROOKINGS

Helping students make it to college: Evidence-based design principles for reducing summer melt

March 24, 2026

Katharine Meyer

Reducing Summer Melt



Design
Principles



HELPING STUDENTS MAKE IT TO COLLEGE: EVIDENCE-BASED DESIGN PRINCIPLES FOR REDUCING SUMMER MELT

Lindsay Page | The Annenberg Institute at Brown University
Katharine Meyer | The Brookings Institution
Aizat Nurshatayeva | The Annenberg Institute at Brown University
Ellen Bryer | The Annenberg Institute at Brown University

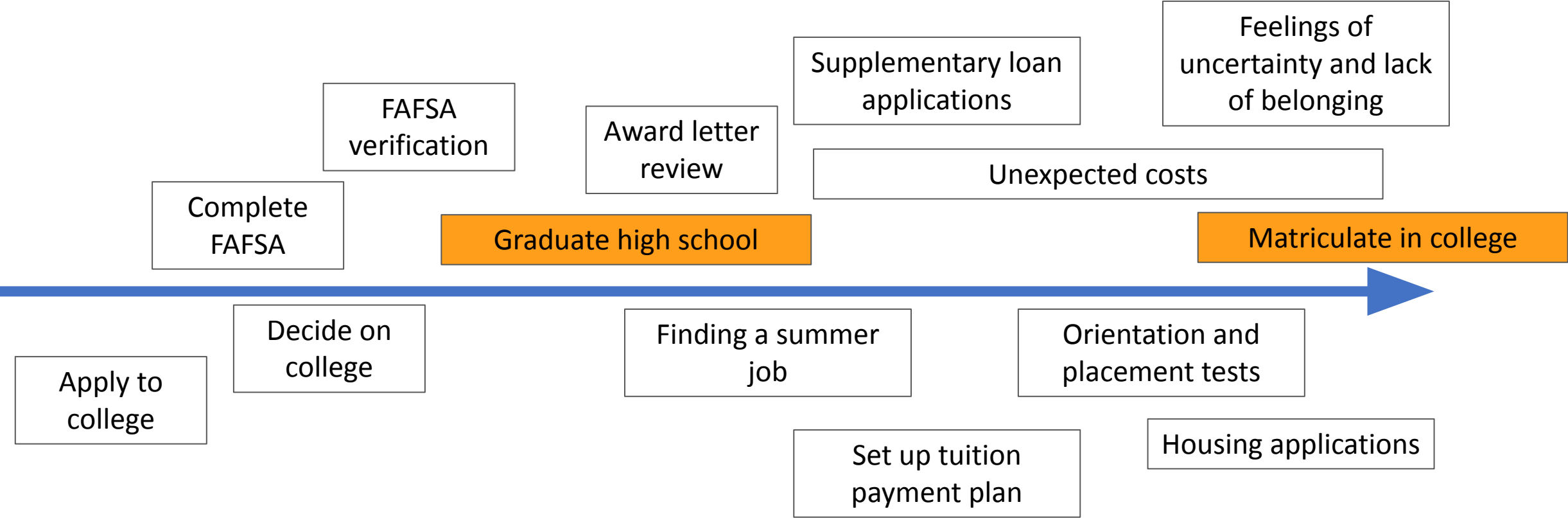
We gratefully acknowledge the EdResearch for Action Advisory Board members —Carol Kelley, Jill Gurtner, Sara Monaco, Sarah Chin, Shanita Glaspie, Shannon Garfield, Shanna Ricketts, and Scott Pickle—whose expertise as education leaders brought critical, practice-driven insights to guide this brief.



MEASURING SUMMER MELT IN YOUR DISTRICT

What is summer melt?

Summer melt: High school graduates intend to enroll in college but don't matriculate in the fall.



Measuring summer melt

Summer melt: High school graduates intend to enroll in college but don't matriculate in the fall.

Measuring intent to enroll

- Student reported they intend to go to college on survey ([Kirkman et al., 2022](#))
- Students started the FAFSA ([Castleman & Page, 2015](#))
- Student accepted to at least one college ([Durham et al., 2020](#))
- Student accepted to at least one college and completed the FAFSA ([Castleman & Page, 2014a](#))
- Student plans to attend specific college and has applied to or been accepted at that college ([Miller et al., 2024](#))

3. College or Training Program Details

If you plan to attend college or a training program, please provide details below:

Name of College/Program: _____

Location (City/State): _____

Type of Institution: ☐ 4-Year ☐ 2-Year ☐ Trade/Technical

Have you paid your deposit or received a deposit fee waiver?

☐ Yes ☐ No ☐ Don't Know

If you have not yet paid your deposit, do you still intend to enroll in the fall?

☐ Yes ☐ No ☐ Still deciding

Did you complete your FAFSA or state financial aid application?

☐ Yes ☐ No ☐ Not sure

Measuring summer melt

Summer melt: High school graduates intend to enroll in college but don't matriculate in the fall.

Measuring matriculation

- NSC data potential and limitations
 - NSC FERPA blocks at the student level can mean students don't show up in those data (LAUSD study found 50%+ FERPA blocks at local community colleges)
 - Need to set up data contract with NSC
- Adding state data or partnering with the colleges your students most frequently attend can give you a better picture



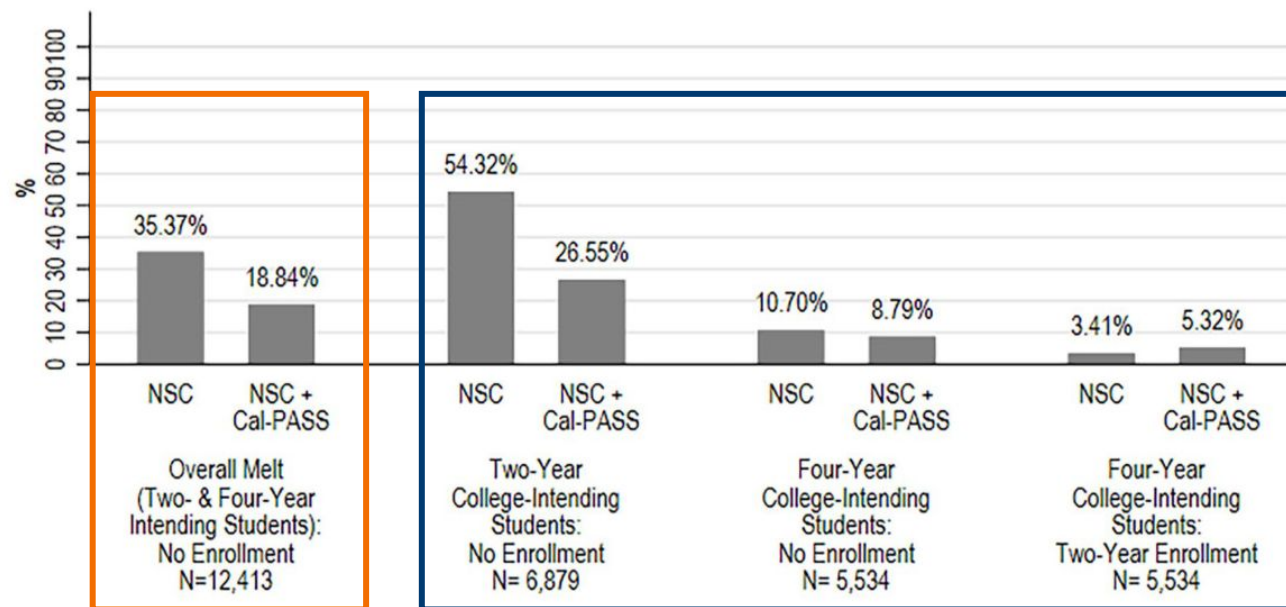
Measuring summer melt

Summer melt: High school graduates intend to enroll in college but don't matriculate in the fall.

Measuring melt

LAUSD: ~19% of college intending students didn't enroll

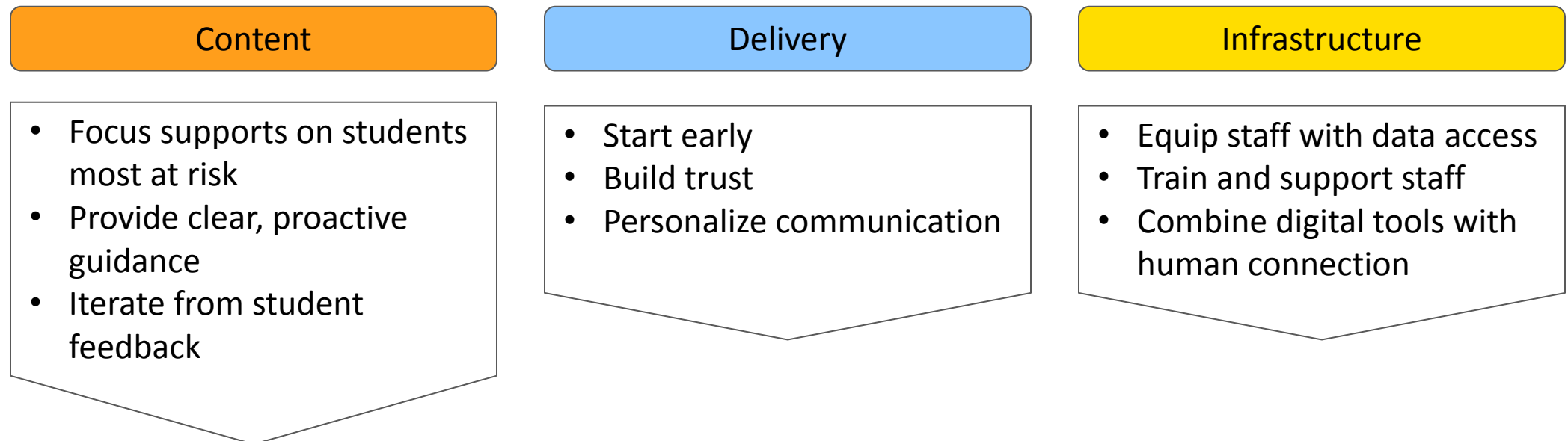
- ~27% for two-year intending students
- ~9% for four-year intending students
- Higher rates for low-income students, even controlling for academic preparation
- Not completing the FAFSA a big driver of melt; among low-income students, points to financial aid importance



$$\frac{\# \text{ students intending to enroll} - \# \text{ students who actually enroll}}{\# \text{ students intending to enroll}}$$

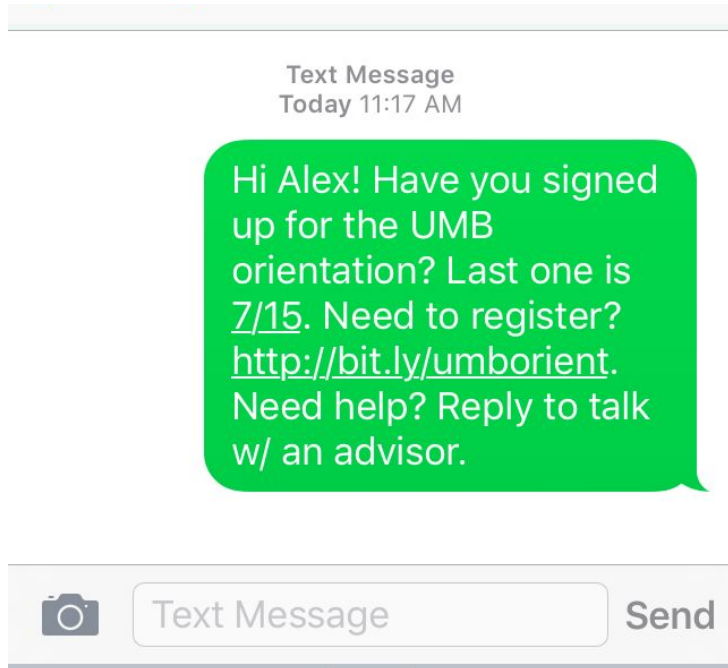
How can communities combat summer melt?

- Model 1: Behavioral Nudges and Messaging
- Model 2: Counselor-Led Summer Outreach
- Model 3: Peer or Near-Peer Support
- Model 4: Summer Bridge Programs



How can schools and districts combat summer melt?

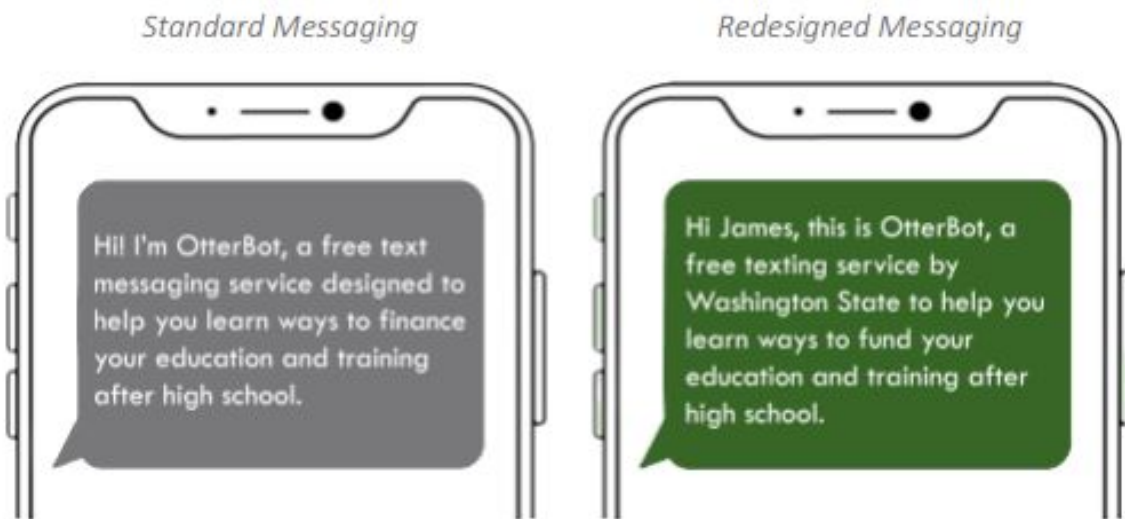
• Model 1: Behavioral Nudges and Messaging



- **Content:** Emphasize task completion
 - Messages should be timely, actionable, and specific
 - Timely: Each task has a “sweet spot”
 - Actionable: What (sign up for orientation) and how (register via link)
 - Specific: Customized to student (name) and situation (reference intended college)
- *General encouragement and advice useful add-ons*

How can schools and districts combat summer melt?

• Model 1: Behavioral Nudges and Messaging



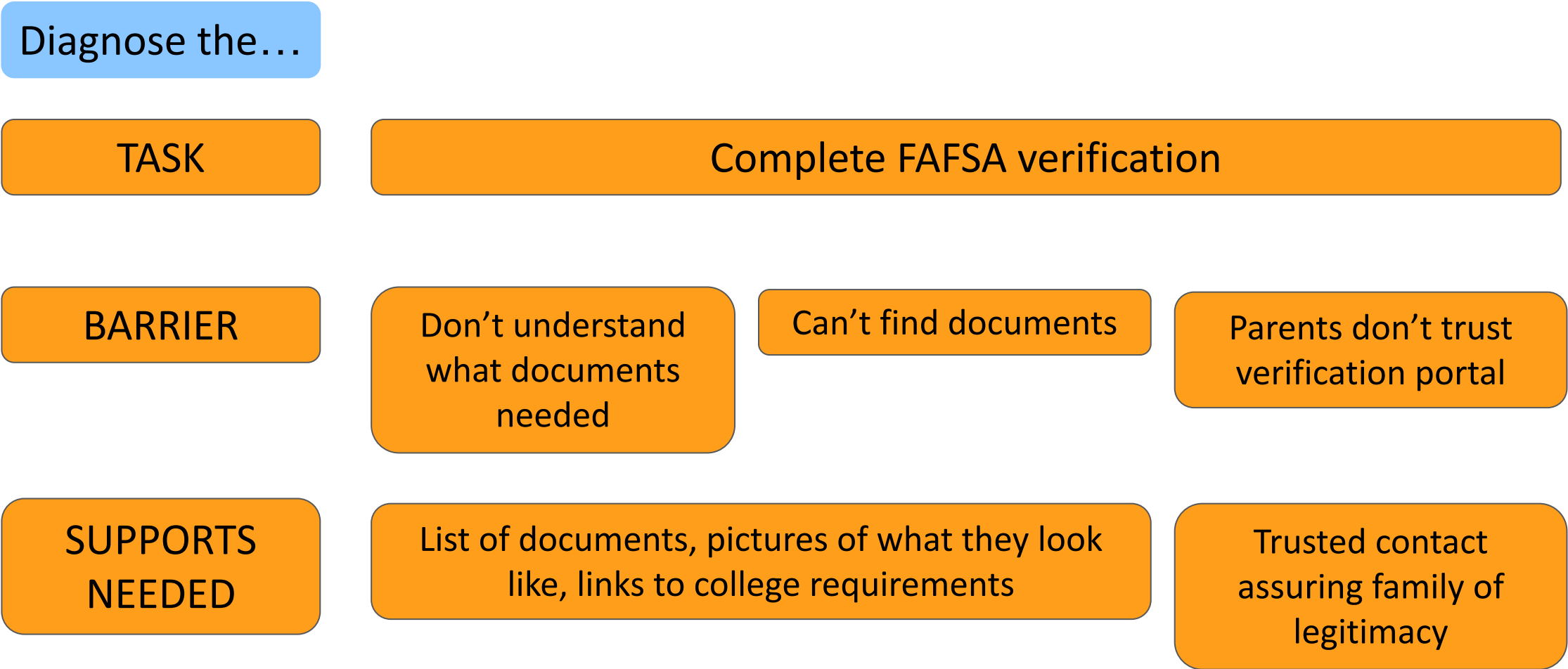
Source: MDRC and WSAC internal report on the OTTERS project

- Customize to name – “Hi James”
- Be clear about source – “Washington state”

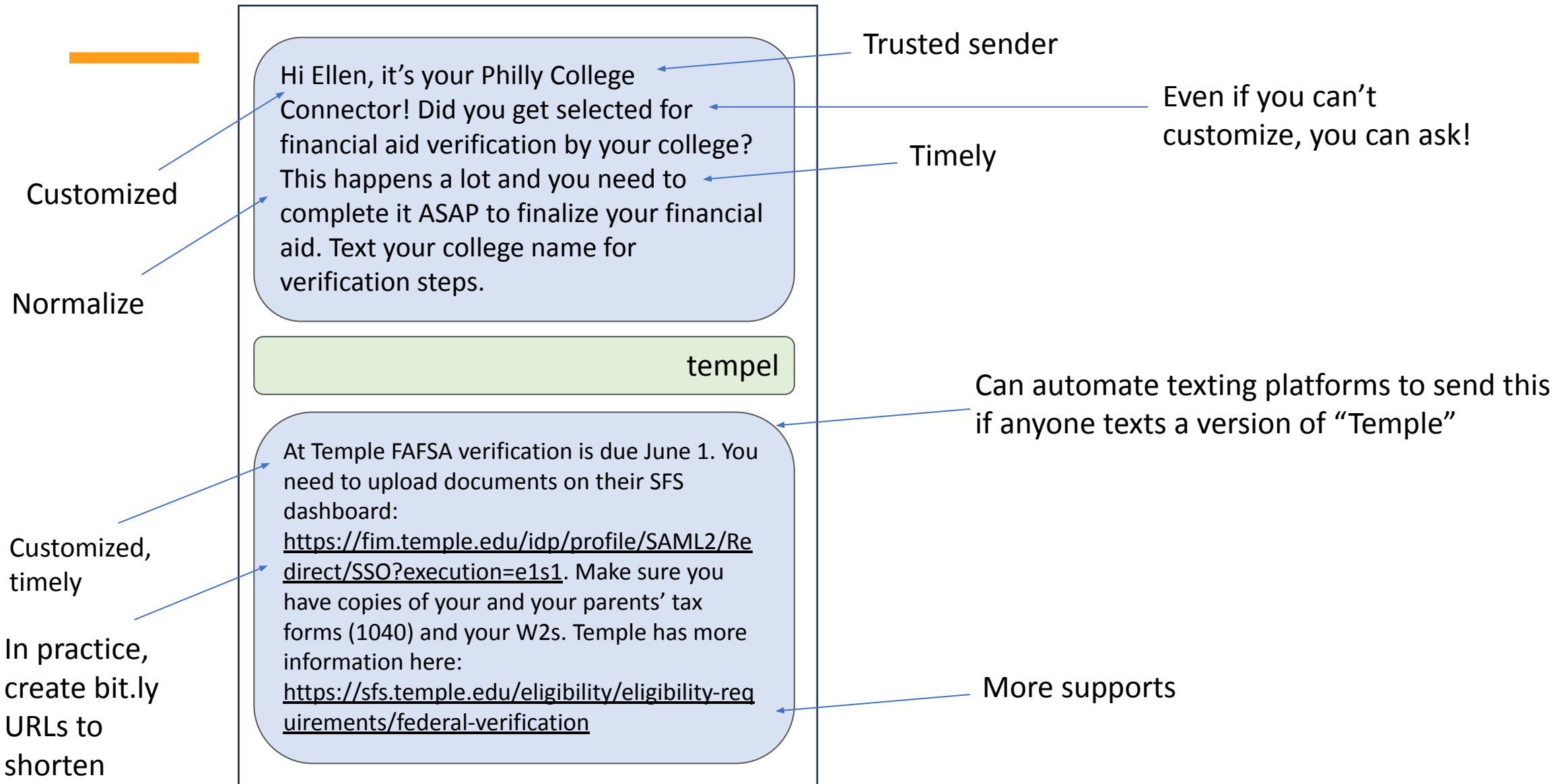
- **Delivery and infrastructure:**

- Send messages from **trusted sources** – messages from national companies less effective than those from a high school counselor, local non-profit, or intended university
- Frequently delivered via text message, but targeted emails, postcards, etc., fall into this strategy
- Ensure proper staffing to respond to student messages
- Ideal to hand off text monitoring to the college at some point; requires close collaboration between high school-serving orgs (non-profits or high school) and local institutions

What messages should you send?



What messages should you send?



Staffing summer melt support

- **Work done during the school year:** Drafting outreach, scheduling sends
- **Staffing messages during summer:** Most crucial 2-3 hours following message distribution. Among “ever texting” students, 50% will reply within four minutes of a campaign going out, 95% within 24-hours
- **District – college training:** University of New Mexico hosted Albuquerque Public School counselors for a day-long orientation reviewing college-specific tasks and identified a UNM staff liaison to answer counselor questions
 - APS hired 21 counselors to reach out to ~1,602 recent graduates who planned to enroll at UNM, working 10-20 hours a week for 5-6 weeks, with caseloads of 60-100 students.

Thank you!

Katharine Meyer

Fellow, Brookings Institution

kmeyer@brookings.edu

LinkedIn:



**Design
Principles**



HELPING STUDENTS MAKE IT TO COLLEGE: EVIDENCE-BASED DESIGN PRINCIPLES FOR REDUCING SUMMER MELT

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BROOKINGS

BROOKINGS

Reducing Summer Melt

Aja Holden, Executive Director, Office of Postsecondary Readiness, School District of Philadelphia

- How to enhance your current summer melt work - please use and share:
 - Summer Melt Checklist
 - Melt Email & Text Templates
 - Reading fin aid award letters
 - Registering for fall classes
- Additional resources:
 - SDP Let's Talk
 - School & CBO CCR Advisors
 - ~10 Counselors (credit recovery)



ACTION TEAM MEETINGS

In Action Teams, please discuss:

- Meeting Dates (April, May, June)
- Goals and Deliverables (Spring/Summer 2026)

***Ways your action team can support students' first-fall
direct matriculation to college**

***Fine tune the scripts and language needed to include in
coordinated melt outreach**

<u>Fall 2025:</u>	College Applications
<u>Winter 2025:</u>	FAFSA Completion Campaign
<u>Spring 2026:</u>	Summer Melt Work

TAKE OUR CASE MEMBERSHIP SURVEY:



CLOSING

Key Dates:

- Action Team Meetings:

BECOME A CASE MEMBER



Data & Evaluation	On-Time High School Graduation	On-track to College Graduation
• April 16 at 2:00pm • May 21 at 2:00pm	• April 13 at 11:00am • May 11 at 11:00 am	• April 27 at 10:00am • May 18 at 10:00am • June 11 at 10:00am

CASE Membership Next Steps

- Ecosystem Leadership: stay tuned for opportunities to apply for co-chair and Steering Committee roles in April!
- Take the “What’s Your Plan” Banner with you
- Meeting survey: <https://short-url.org/case26>

CASE Next Network-Wide Meeting

- Summer: **8/5/2026**

**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.

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