



WHITE HOUSE INITIATIVE ON EDUCATIONAL EXCELLENCE FOR HISPANICS

National Policy Forum on College Access



May 9, 2014

Durham Technical Community College
Phail Wynn, Jr. Student Services Center
Durham, NC



WHITE HOUSE INITIATIVE ON EDUCATIONAL EXCELLENCE FOR HISPANICS

WELCOME

On behalf of the White House Initiative on Educational Excellence for Hispanics (WHIEEH), it is my pleasure to welcome you to Durham, North Carolina for the National Policy Forum on College Access.

Determined to help the country reach the President's 2020 goal, that America would once again have the highest proportion of college graduates in the world, the WHIEEH has prioritized college access among Hispanics as a key issue. Recent research indicates that the national dropout rate for Hispanic students has been cut in half over the past decade and the national Hispanic high school graduation rate is at 76 percent – an all-time high. Additionally, a record 69 percent of Hispanic high school graduates in the class of 2012 enrolled in college that fall, two percentage points higher than the rate (67 percent) of their white counterparts, according to a Pew Research Center analysis of new data from the U.S. Census Bureau. Despite these tremendous gains, only 15 percent of Latino adults hold a bachelor's degree or higher.

As the largest and youngest minority group in the nation – making up nearly a quarter of all public school students – the educational achievement of the Hispanic community is inextricably linked to the economic success of the United States. We also know that between 2005 and 2050, Hispanics will represent 60 percent of our nation's population growth, and in some cases data indicate that throughout the country, young Latino communities are emerging. We must celebrate the positive trends in high school completion and postsecondary enrollment, and pause to think through how we target our efforts to better address the disparities in college access and persistence. Today's national policy forum on college access will bring together experts, practitioners, policymakers, business, philanthropy and community leaders to address these challenges, and further the awareness of the importance of, and investments in college access for the Latino community. Your input will help elevate the national conversation on the importance of Hispanics completing their education past high school, whether at a professional training program, a community college, or a four-year college or university and learning about the supports that exists to support their persistence and completion.

The WHIEEH is committed to working with stakeholders throughout the country on relevant issues – from cradle-to-career – for the betterment of the Latino community. It is our hope that today's conversations lead to expanded efforts addressing the gaps that exist for our youth in their efforts to obtain a quality education. I encourage you to read more about our initiative by visiting our website and signing up for our newsletter to become involved with us in this vital work. Thank you for taking part in this critical national conversation.

With Warmest Regards,

Alejandra Ceja

Alejandra Ceja
Executive Director
White House Initiative on Educational Excellence for Hispanics

Please use #HispanicED throughout today's event.

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AGENDA

Evening (May 8) BlueCross BlueShield of North Carolina

6:30 P.M.-8:00 P.M. **Pre-Summit Reception**

Brief Remarks:

- Alejandra Ceja, Executive Director, White House Initiative on Educational Excellence for Hispanics
- Adrienna Maisonet-Morales, Vice President of Enterprise Development, BlueCross BlueShield of North Carolina

Morning (May 9) Durham Technical Community College Phail Wynn, Jr. Student Services Center, Room: 1103

8:00 A.M. **Registration & Continental Breakfast**

8:30 A.M. **Welcome Remarks**

- Dr. William Ingram, President, Durham Technical Community College
- Tara McKenzie Sandercock, Vice President, Foundation and Community Relations, Community Foundation of Greater Greensboro; Member, Hispanics in Philanthropy's Funders' Collaborative for Strong Latino Communities

Forum Overview

- Alejandra Ceja, Executive Director, White House Initiative on Educational Excellence for Hispanics

8:45 A.M. **Student Perspectives on College Access**

- Heber López, Johnston Community College
- Alma Perez, Durham Technical Community College
- Oscar Santoyo, Durham Technical Community College

9:15 A.M. **Panel: College Access Overview: Research and Policy**

Panelists will describe data and research that highlights gaps and disparities that exist for Hispanic students and impact college access. Topics include coursework, teacher effectiveness, discipline, and college and career readiness.



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Moderator: Deborah Santiago, Co-Founder, Chief Operating Officer and Vice President, *Excelencia* in Education

Panelists:

- Will Crossley, Senior Advisor, Office for Civil Rights, U.S. Department of Education
- Dr. Jennifer Engle, Vice President of Policy Research, Institute for Higher Education Policy
- Phillip Lovell, Vice President for Federal Advocacy, Alliance for Excellent Education

10:30 A.M.

Break

10:45 A.M.

Panel: Access and Supports

Panelists will describe efforts to increase college access and persistence among Hispanics and other underrepresented populations. Topics will include college counseling and preparation, support for students in postsecondary education, and family engagement.

Moderator: Lisette Nieves, Postsecondary Education Subcommittee Co-Chair, President's Advisory Commission on Educational Excellence for Hispanics

Panelists:

- Dr. Alice Anne Bailey, Director, *Go Alliance*, Southern Regional Education Board
- Mauricio Calvo, Director, Latino Memphis
- Dr. Constanza Gomez-Joines, Executive Director and Division Head for the Center for the Global Learner, Durham Technical Community College
- Donna Weaver, Spanish Service Manager, North Carolina State Education Assistance Authority

Noon **Durham Technical Community College**
Phail Wynn, Jr. Student Services Center, The College Café

12:00 P.M.

Lunch

Afternoon **Durham Technical Community College**
Phail Wynn, Jr. Student Services Center, Room: 1103

1:00 P.M.

Keynote Remarks and Q&A

- Eric Waldo, Executive Director: College Access Initiative, Office of the First Lady, The White House



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1:30 P.M.

Panel: Investments in College Access and Persistence

Panelists will describe efforts and trends in supporting increased college access and persistence focusing on promising practices and effective partnerships.

Moderator: Althea Gonzalez, North Carolina Program Manager, Hispanics in Philanthropy

Panelists:

- Gina Andersen, Community Programs and Scholarships Officer, Triangle Community Foundation
- Mark Sorrells, Senior Vice President, Golden Leaf Foundation
- Steven Pearson, Manager, Corporate Citizenship and Corporate Affairs, IBM

2:45 P.M.

Break

3:00 P.M.

Next Steps

An interactive session that will allow participants to break-out into small groups and reflect on the day's discussion and propose recommendations to move this work forward.

Groups will be split based on forum themes and head to the following rooms: Room 1103, Room 1113, Room 1117, Baker Student Activities Room, and The College Café.

Format:

- Critical Questions/Issues (10 min.)
- Actionable Steps (10 min.)
 - 1-2 key insights to focus our action
- Reporting Out
 - Be sure to write notes on the flip charts or whiteboard
 - Have a representative report out

4:00 P.M.

Closing Remarks

- Lisette Nieves, Postsecondary Education Subcommittee Co-Chair, President's Advisory Commission on Educational Excellence for Hispanics
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SPEAKERS

Gina Andersen

Community Programs and Scholarships Officer
Triangle Community Foundation



As part of Triangle Community Foundation's Community Engagement team, Gina manages the Foundation's Community Programs, including discretionary and competitive grant programs for nonprofits, and more than fifty scholarships and awards for individuals.

After graduating summa cum laude from Ball State University in Muncie, Indiana, Gina received her Master's degree and Nonprofit Leadership certificate from the University of North Carolina-Chapel Hill. With an education in urban planning and community development, her areas of interest and expertise are affordable housing, caring for the aging population, and neighborhood revitalization.

Gina grew up on a farm in Central Nebraska, and moved to North Carolina in 2009. Since moving to the Triangle, she has been a volunteer with Orange County's Project Homeless Connect, the Durham Center for Senior Life, Big Brothers Big Sisters, and is a Goodmon Fellow of Leadership Triangle. In her free time she enjoys catching up with friends and family, taking ballet classes, and spending time with her two four-legged children, Steve and Jilly.

Dr. Alice Anne Bailey

Director, Go *Alliance*
Southern Regional Education Board



As Director of Go *Alliance*, Dr. Alice Anne Bailey helps states develop and implement the right policies, support programs, and communications techniques to increase the number of "first-in-the-family" students who prepare for and apply to postsecondary education. She also directs the Collaborative Counselor Training Initiative, which provides rigorous professional development and education for in-service and pre-service school counselors; teachers; administrators; and college access program staff. At SREB, she has managed many multi-state education projects and authored numerous reports ranging from middle grades to adult education. Her professional career began at IBM, where she worked as a psychometrician in the areas of employee selection and professional certification. Dr.

Bailey's research on how negative stereotypes impact women's interest and performance in STEM fields was granted the *Outstanding Original Research Contribution Award* by the Georgia Psychological Association.



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Mauricio Calvo

Director
Latino Memphis



In his role as Executive Director of Latino Memphis, Mexico City native Mauricio Calvo wears dozens of hats. But he's driven by a simple hope—that Memphis will become more and more a place that embraces all immigrants.

Latino Memphis is a non-profit organization whose mission is to assist the Hispanic community by connecting, collaborating and advocating in the areas of health, education and justice. The organization has an overarching goal of significantly increasing the number of Hispanics in Memphis who have postsecondary education or have started a business by the year 2025. The work of Latino Memphis is a collective approach around information, referrals, college access, policy, advocacy and legal aid.

Mauricio came to Memphis to attend Christian Brothers University and graduated in 1997. At CBU, he met the woman who would become his wife, local artist Yancy Villa-Calvo.

Mauricio and Yancy love Memphis and are raising their three children: Anna, Carolina and Santiago.

Alejandra Ceja

Executive Director
White House Initiative on Educational Excellence for Hispanics



Alejandra Ceja was appointed by the White House on May 6, 2013, to serve the President and Secretary of Education as the Executive Director of the White House Initiative on Educational Excellence for Hispanics. Ceja works closely with the Latino community and the President's Advisory Commission on Educational Excellence for Hispanics to implement the goals and deliverables under Executive Order 13555, by which President Barack Obama renewed the initiative, and better align the work of the initiative with the Department's cradle-to-career agenda. Prior to assuming this position, Ceja served as the chief of staff to Under Secretary of Education Martha Kanter. In that role, Ceja was instrumental in managing the Under Secretary's personnel, budget and associated operations, including the operations of six White House initiatives, to support the president's 2020 goal, what Secretary of Education Duncan calls the nation's "North Star": The United States will attain the highest proportion of college graduates in the world by 2020.

Prior to joining the Department, Ceja served as the senior budget and appropriations advisor for the House Committee on Education and Labor, chaired by Congressman George Miller. There, she drafted legislation in support of national service reauthorization—the Edward M. Kennedy Serve America Act—and worked on policy issues related to child nutrition, English language learners, migrants, Impact Aid and appropriations. From 1999 to 2007, Ceja was a program examiner for the White House Office of Management and Budget, where she helped formulate the federal budget for the Department of Labor and the Corporation for National and Community Service.

A native of Huntington Park, Calif., Ceja holds a bachelor's degree in political science from Mount St. Mary's College in Los Angeles, and a master's degree in public administration from Baruch College at the City University of New York. She is a graduate of the Congressional Hispanic Caucus Institute's Public Policy Fellowship, the Presidential Management Fellows program, the National Hispana Leadership Institute and the National Urban Fellows program.



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Will Crossley

Senior Advisor, Office for Civil Rights
U.S. Department of Education



Will Crossley is a Senior Advisor in the Office for Civil Rights at the U.S. Department of Education, where he provides advice and counsel to the Assistant Secretary for Civil Rights with respect to the Department's enforcement responsibilities for federal laws that prohibit discrimination on the basis of race, color, national origin, sex, disability, and age by educational institutions receiving federal financial assistance. Previously, Will was Chief Counsel and Voter Protection Director for the Democratic National Committee, where his work included managing voting rights litigation on behalf of the national party, coordinating a national network of attorneys and providing advice and counsel to national party officers and state parties on election administration, redistricting and voting rights matters. Prior to serving as the DCN's counsel, Will was a senior litigation attorney at Wilmer Cutler Pickering Hale and Dorr, in which he held a diverse portfolio of business litigation, government investigation and civil rights matters. Earlier in his legal career, he served as a judicial law clerk to the Honorable Damon J. Keith, U.S. Court of Appeals for the Sixth Circuit, and to the Honorable Julian Abele Cook, Jr., U.S. District Court for Eastern District of Michigan. Will holds a BA in Public Policy Studies from the University of Chicago, an M.Ed. from Harvard University and a J.D. from the University of Virginia School of Law. Before his legal career, Will conducted educational research and was an elementary school teacher.

Dr. Jennifer Engle

Vice President for Policy Research
Institute for Higher Education Policy



Jennifer Engle, Ph.D. is the vice president for policy research at the Institute for Higher Education Policy (IHEP) and oversees IHEP's research portfolio, focusing primarily on underserved student populations. Dr. Engle is well versed in higher education access and success; data, metrics, and accountability; affordability; and equity. Prior to joining IHEP, Dr. Engle was the director of higher education research and policy at The Education Trust where she led data collection efforts including the Access to Success Initiative, an ambitious effort to advance the equity agenda in colleges and universities in the public realm. Previously, Engle was the interim director and senior research analyst at the Pell Institute for the Study of Opportunity in Higher Education. Her publications include *Advancing to Completion: Increasing degree attainment by improving graduation rates and closing gaps for Hispanic students*, *Straight from the Source: What Works for First-Generation College Students*, and *Moving beyond Access: College Success for Low-Income, First-Generation Students*. Engle earned her Ph.D. and M.A. in education from American University. She has served as an expert on technical panels for organizations including Complete College America, the National Governor's Association, the Bill & Melinda Gates Foundation, and the National Center for Higher Education Management Systems.



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Dr. Constanza Gomez-Joiner

Executive Director and Division Head, The Center for the Global Learner
Durham Technical Community College



Dr. Constanza Gomez-Joiner was born in Lima, Peru, but considers Argentina her home. Born to an Argentine mother and a Spanish father, she lived in 6 different countries before the age of nine: Peru, Venezuela, Panama, Austria, France and Chile. After her father's death in Chile, she moved to Argentina with her mother and siblings and spent her formative years in Buenos Aires—the city she now calls home.

At the age of 13, Constanza moved to Miami, Florida. After graduating from Coral Gables Sr. High School, Constanza moved to Tallahassee to attend Florida State University. She graduated with a double major in French and German Literature. She then was admitted to the Graduate School at The University of North Carolina at Chapel Hill and received a Masters and a PH.D in Comparative Literature.

Currently, Constanza serves as the Executive Director and Division Head for The Center for the Global Learner (CGL) at Durham Technical Community College. The CGL is a division of the college that was created in the fall of 2009 to support Durham Tech's vision of fostering intercultural understanding and the development of engaged global citizens. Constanza oversees the English as a Second Language Department, the Continuing Education for Non-Native English Speakers Department, the Academic English as a Foreign Language Department, and the Translation/Interpretation Programs. Additionally, Constanza is in charge of Study Abroad, International Student Services, outreach to and educational opportunities for the immigrants in our community, and initiatives such as International Partnerships. Constanza is a member of the North Carolina Association of International Educators and is a member of the Global Learner Consortium for the North Carolina Community College System.

Althea Gonzalez

North Carolina Program Manager
Hispanics in Philanthropy



Althea Gonzalez is the North Carolina Program Manager for Hispanics in Philanthropy (HIP), a transnational organization dedicated to increasing the presence of Latinos in all areas of philanthropy. She works with funders and Latino organizations across the state to strengthen Latino communities, building the capacity of nonprofits and promoting Latino student success. Althea is also actively involved in the community and passionate about facilitating connections. She is on the Board of the NC Center for Nonprofits, an Advisory Member of WNC Nonprofit Pathways and serves as a bilingual mediator for the Mediation Center of Buncombe County. She is a 2011-13 William C. Friday Fellow for Human Relations. Althea received an M.A. in Adult Education from NC State University and a B.A.

from the University of Chicago in Romance Languages.



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Dr. William Ingram

President
Durham Technical Community College



Dr. William Ingram is president of Durham Technical Community College. He previously served as senior vice president and chief instructional officer, director of Continuing Education, director of Off-Campus Programs, and dean of Technical and Vocational Programs. He also served as special assistant to the dean of instruction at Southeastern Community College. He holds a bachelor's degree in English from Ohio Wesleyan University and a master's of science and doctorate in Adult and Community College Education from North Carolina State University.

Dr. Ingram is past president of the North Carolina Adult Education Association; served on the Durham Workforce Development Board, Durham County Library Board, and Durham Workforce Partnership Board; and chaired the Durham Public Education Network. He has served on the Community College Review Editorial Board and for 15 years has been an evaluator and chair of visiting committees for the Commission on Colleges of the Southern Association of Colleges and Schools. He is a graduate of Leadership Durham, Leadership Chapel Hill-Carrboro, and Leadership Triangle as well the American Association of Community College's Future Leadership Institute-Advanced program. With Terrence A. Tollefson and Rick L. Garrett, he is co-author of *Fifty State Systems of Community Colleges: Mission, Governance, Funding and Accountability*.

Dr. Ingram and his wife Ann have lived in the Triangle since 1982 and are the parents two adult children, Christine Elizabeth and David.

Heber López

Student
Johnston Community College



Heber Diego Lopez Monterrosa is a student at Johnston Community College and hopes to transfer to a university to study Biochemistry. He is from Oaxaca, México and is DACA beneficiary. He has worked as a farmworker in North Carolina and has participated with Student Action with Farmworkers' Levante Leadership Institute, the AIM club, National Honors Society, National Technical Honors Society, NJROTC, FFA, Junior Leadership of Johnston County and currently serves as an ambassador for Johnston County Community College.



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Phillip Lovell

Vice President of Federal Advocacy
Alliance for Excellent Education



Phillip Lovell serves as the Alliance for Excellent Education's vice president of federal advocacy, where he is responsible for leading the organization's efforts on Capitol Hill to advocate for federal policy in support of the nation's high schools. Mr. Lovell has spent more than a decade advocating for children and youth on Capitol Hill, focusing in areas such as youth development, homelessness, and education.

Mr. Lovell advocated to improve policies related to juvenile justice and youth violence while serving as policy coordinator for the National Crime Prevention Council, best known for its public service advertising campaign featuring "McGruff the Crime Dog." As Director of Public Policy for Camp Fire USA, he led a bipartisan effort to strengthen the efficiency and effectiveness of federal youth policy by passing the Federal Youth Coordination Act. Most recently, he served as vice president for education, housing, and youth policy at First Focus and America's Promise Alliance, the national organization founded by General Collin Powell to ensure children experience the fundamental resources they need to succeed. Mr. Lovell currently serves as co-chairman of the governing board for the Campaign for High School Equity, a coalition of the nation's leading civil rights organizations.

Mr. Lovell is an avid advocate and self-described policy wonk. He has written numerous pieces of legislation and amendments on such issues as high school reform, assessments and accountability, dropout recovery, and wraparound services. He has also written a number of publications on issues such as children in the federal budget, homeless children and families, and strengthening federal education policy to more effectively serve high schools. His work has been referenced in media outlets including CNN, *USA Today*, and *Time* magazine.

Mr. Lovell has an undergraduate degree from Georgetown University in international politics. He and his wife, Beth, have two daughters.

Adrienna Maisonet Morales

Vice President, Enterprise Learning and Development
BlueCross BlueShield of North Carolina



Adrienna (Adri) Maisonet Morales is the Vice President of Enterprise Learning & Development at Blue Cross Blue Shield of North Carolina (BCBSNC). BCBSNC is the largest health insurer in the state, with over 4,000 employees serving more than 3.7 million customers. With over 20 years' experience, she is accountable for the corporate learning and development strategy which includes comprehensive workforce, leadership and professional development programs, accredited degree programs, certifications, technical, and role-based training, targeted performance improvement solutions and training for the enterprise project portfolio.

With degrees in communications, leadership and organizational performance, Adri has successfully established a proven track record of building and sustaining a business relevant corporate university that effectively grows competitive skills for the 21st century knowledge worker.



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Lisette Nieves

Postsecondary Education Subcommittee Co-Chair
President's Advisory Commission on Educational Excellence for Hispanics



Lisette Nieves is currently a social entrepreneur-in-residence at the Blue Ridge Foundation. She was recently appointed as the Belle Zeller Distinguished Visiting Professor in Public Policy at the City University of New York at Brooklyn College. Previously, Nieves served as the founding executive director for Year Up NY, a workforce and education program for young adults. From 2002 to 2004, she served as chief of staff at the Department of Youth and Community Development (DYCD) for the City of New York. Earlier in her career, Nieves was the director of special projects at the After-School Corporation in New York. She currently serves as the vice-chair of New York City's Panel for Education Policy, a trustee of the New York State Teachers' Retirement System, a member of the Year Up National Board, and a member of the Woodrow Wilson School at Princeton Advisory Council. Nieves was a Rhodes Scholar and a Truman Scholar. She also was the recipient of a Robin Hood Hero Award (John F. Kennedy Jr. Hero Award) from the Robin Hood

Foundation, and *El Diario's* Mujeres Destacadas Award from *La Opinion*. She holds a B.A. from Brooklyn College and an MPA from the Woodrow Wilson School at Princeton University.

Steven Pearson

Manager for Corporate Citizenship and Corporate Affairs
IBM



Steven Pearson is Manager for Corporate Citizenship & Corporate Affairs at IBM. Mr. Pearson is a thought leader with expertise in philanthropy, nonprofit management, education and community and youth development. In his current role, Steven serves as the public face of IBM to advance corporate thought leadership by strengthening IBM's community relations, government relations, media relations and the public perception of IBM in North Carolina, South Carolina & West Virginia. Steven also designs, plans, and executes strategic initiatives which elevate IBM's profile as a leading corporate citizen. His personal & professional conviction is to provide desperately needed leadership to the next generation of leaders and create a better quality of life for less fortunate individuals. Steven tirelessly works to increase the number of culturally responsible youth who excel academically, succeed professionally and

positively impact their communities.

Steven is a 2010 recipient of the Marshall Memorial Fellowship by the German Marshall Fund and a 2010 recipient of the Triangle Business Journal 40 under 40 leadership award. Mr. Pearson is currently serving on the Board of Directors for the Durham Chamber of Commerce and is on the Board of Advisors for North Carolina New Schools. He holds a Bachelor of Science degree in Business Administration with a dual concentration in Management Information Systems and Finance from Northeastern University.



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Alma Perez

Student
Durham Technical Community College



Durham resident Alma Perez will graduate from Durham Tech's Middle College High School in June. She has already begun working on her associate's degree with a concentration in pre-law, as well as on a certificate in Paralegal Studies. Perez is involved with the Executive Board of the Student Senate, the Paralegal Club, and the Emily Krzyzewski Center. She plans to study political science, eventually becoming an immigration attorney.

Tara McKenzie Sandercock

Senior Vice President, Foundation and Community Relations
Community Foundation of Greater Greensboro



Tara McKenzie Sandercock is Senior Vice-President, Foundation and Community Relations, for the Community Foundation of Greater Greensboro. Since 1997, she has provided leadership for the Foundation's grantmaking programs, funding collaboratives, and community initiatives. Prior to joining the Foundation, Tara served as director of education for the Council on Foundations in Washington, DC where she was responsible for educational programming for family, corporate, independent, and community foundations. Her previous posts also include Director of Program Development for the national Center for Early Adolescence at UNC-CH. She holds her B.S. from Davis & Elkins College and her M.A. from UNC-CH. Tara has served on national and local boards including: Hispanics in Philanthropy, Hebron USA (supporting humanitarian work in Chiapas, Mexico), NC Center for Public Policy Research, Salem Presbytery, Center for New North Carolinians, and Partners Ending

Homelessness. She has received awards including the Humanitarian Award from the North Carolina African Services Coalition, and the Outstanding Community Service Award from the State of North Carolina Refugee Program.

Deborah A. Santiago

Co-Founder, Chief Operating Officer and Vice President for Policy
Excelencia in Education



Deborah A. Santiago, is the co-founder, Chief Operating Officer and Vice President for Policy at *Excelencia* in Education. For more than 15 years, she has led research and policy efforts from the community to national levels to improve educational opportunities and success for all students. Her current work focuses on federal and state policy, financial aid, Hispanic-Serving Institutions (HSIs), and effective institutional practices for student success. She has been cited in numerous publications for her work, including *The Economist*, *The New York Times*, *The Washington Post*, *AP*, and *The Chronicle of Higher Education*. Deborah serves on the board of the National Student Clearinghouse and the Fund for the Improvement of Postsecondary Education (FIPSE), and the advisory board of Univision's Education Campaign.



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Oscar Santoyo

Student
Durham Technical Community College



A native of Mexico, Oscar Santoyo immigrated with his family to Durham, NC. He will graduate from Durham Tech's Middle College High School in June. He plans to complete an associate's degree at Durham Tech and then transfer to NC State University to study civil engineering.

Mark Sorrells

Senior Vice President
Golden LEAF Foundation



Mark Sorrells is the Senior Vice President for the Golden LEAF (Long-term Economic Advancement Foundation), Inc. He joined the Foundation in May of 2001 as Vice President of Programs. In his current position, Mark serves as the Chief Operating Officer assisting the President with day-to-day operations. Additionally, he has served as lead project manager for several special initiatives of the Golden LEAF Board of Directors including the Essential Skills in Advanced Manufacturing, Bio-Manufacturing Workforce Training Initiative, the Aerospace Manufacturing Training Program, the NC Digital Learning Technology Initiative, and STEM grant programs. Previous employment included working as the executive director for a statewide non-profit organization and teaching in the NC Community College System.

Mark previously served on several state level boards and commissions including the Governor's Education Transformation Commission, the NC Commission on Workforce Development and as an advisor to the Jobs Commission. He is currently the Chair of the Education Funders Committee for the NC Network of Grantmakers. He earned his undergraduate and Master of Business Administration degrees from the University of Tennessee. He is a 1999 - 2001 graduate of the Wildacres Leadership Initiative.

Eric Waldo

Executive Director
College Access Initiative, Office of the First Lady, The White House



Eric Waldo is a passionate advocate and leader around transformational education reform because of what it can do to cure poverty, change lives, and fundamentally improve communities. A senior policy, political, communications, and operations professional, as well as a former classroom teacher, Waldo has been with the Obama administration since Inauguration 2009.

As Executive Director of First Lady Michelle Obama's Reach Higher initiative, Waldo is working to inspire every student in the U.S. to take charge of their future by completing their post-secondary education, whether at a professional training program, a community college, or a 2-year or 4-year college or university. His role cuts across policy, advocacy, and community engagement to further the President's North Star goal—that by 2020, the U.S. once again leads the world in terms of college graduates.

Previously Waldo was Deputy Chief of Staff (DCOS) at the Department of Education (ED), where he helped lead and manage ED through President Obama's historic investment of \$100B in education funding via the Recovery Act. This work created important investments around system-level, cradle-to-career changes for states, districts, schools, and communities. Waldo also helped manage the Department of Defense (DOD) global K-12 school



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system as the Co-Chair for the Advisory Council for Dependents' Education, which advises and oversees the DOD schools.

One of the first attorneys hired on the 2007-2008 Obama Campaign, Waldo served as Deputy Staff Counsel, providing legal guidance on a wide array of election protection and operational issues for the \$750M Obama enterprise. After serving as an attorney on the Obama-Biden Presidential Transition Team, Waldo joined ED as Special Assistant to Sec. Duncan prior to becoming DCOS. Immediately after college, he worked at Providence Summerbridge in Rhode Island, teaching English and improvisational acting to inner-city seventh- and eighth-graders.

Waldo earned a J.D. from the University of Chicago Law School, an M.Ed. from Harvard University, and an A.B. from Brown University. He currently resides in Washington, D.C.

Donna Weaver

**Spanish Service Manager
North Carolina State Education Assistance Authority**



Donna Weaver is the Spanish Services Manager of the State Education Assistance Authority. On behalf of SEAA, Donna promotes College Foundation of North Carolina, a free service to increase access for North Carolina students to two- and four-year independent and public colleges and universities. CFNC's serves NC students and families with a toll-free telephone and e-mail college information center; training workshops for educators, admissions officers, and school counselors; college planning publications; and Spanish Services outreach.



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Key Points

National Policy Forum on College Access
Durham, NC
May 9, 2014

The goal of the National Policy Forum on College Access was to bring together stakeholders from across the nation to discuss college access and preparation for Hispanic students. The day-long forum touched upon the following topics as they relate to college access; family engagement, cultural competency, college-going culture, access to rigorous high school courses, teacher preparation, personal relationships, access to information, early college, and others. At the forum, stakeholders were also able to hear from students themselves regarding their journeys and struggles in obtaining an education in the U.S.



Dr. William Ingram, President, Durham Technical Community College gave welcoming remarks, which included the following statements. "Durham Tech's mission is to enrich our student's lives and the broader community through teaching, learning, and service. Today's forum is about recognizing that our community, like many communities in our state and nation is growing more diverse. Our ability to be true to our mission, therefore, depends increasingly on how effectively we serve Latinos and Latinas. How we can ensure their full access to higher education and their participation in our economy and our society."



Tara McKenzie Sandercock, Vice President, Foundation and Community Relations, Community Foundation of Greater Greensboro, and Member, Hispanics in Philanthropy's Funders' Collaborative for Strong Latino Communities also provided opening remarks. She shared information about the North Carolina funders collaborative for strong Latino communities, which convenes 25 funders from around the state to provide support for Latino-led non-profits that are making a difference in the lives of people across the state. She also stressed the importance of involving Latino families in the recruitment phase of the college application process.



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Student Perspectives on College Access



Panelists:

- Heber López, Johnston Community College
- Alma Perez, Durham Technical Community College
- Oscar Santoyo, Durham Technical Community College

Purpose: Student panelists shared their perspectives on college access and higher education, particularly shedding light on their experiences, which is often missing from conversations at the center of policy issues and formation. Topics included family engagement, access to rigorous high school courses as well as college information, the importance of forming and maintaining personal relationships, and the need to create a college-going culture for students.

Key Student Quotes:

"If you come to America, work hard, and play by the rules, you should have a good life. Unfortunately, this is not the case for me, or the other 65,000 undocumented students that graduate from high school annually. And only 10% of them actually attend college". –Alma Perez, student



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College Access Overview: Research and Policy



Moderator: Deborah Santiago, Co-Founder, Chief Operating Officer and Vice President, *Excelencia* in Education

Panelists:

- Will Crossley, Senior Advisor, Office for Civil Rights, U.S. Department of Education
- Dr. Jennifer Engle, Vice President of Policy Research, Institute for Higher Education Policy
- Phillip Lovell, Vice President for Federal Advocacy, Alliance for Excellent Education

Purpose: Panelists described data and research that highlights gaps and disparities that exist for Hispanic students and impact college access. Topics included coursework, teacher effectiveness, discipline, and college and career readiness.

Highlights from College Access Overview: Research and Policy

"We know college access is the necessary precursor to college success and college completion, but college access is not the only goal. The reality is that we also have a job to do to make sure they are academically prepared to be able to persist and be retained to completion, and that is a challenge. Persistence is what students do, retention is what institutions do, and we have to make sure we go from access to completion" – Deborah Santiago

Panelists shared the following information and viewpoints:

- Over the last 40 years, the percentage of jobs that require a post-secondary education has doubled, from 28% of jobs to 59%, and by 2018, 2/3 of jobs will require at least some postsecondary education
- Providing an equitable education is now an economic imperative
- In 22 states, students of color make up 40% or more of the student population
- Schools that serve the highest populations of students of color are least likely to provide access to rigorous course work
- Schools that serve more students of color are more likely to have teachers that are serving in their 1st or 2nd year of service
- Too much instruction at high school level is focused on low-level skills, and memorization vs. critical thinking.



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- We should be asking not *if* you plan to go to college, but which college you are going to
- We have to give students the information and support they need to make a good choice about where to go to college so that we know they will successfully earn the degree they are trying to receive
 - Today, more than 70% of Hispanic students go to college directly out of high school
 - 1 in 4 Hispanic students starts their college career at a for-profit institution
 - Higher education needs to change if we are going to serve all students and ensure access

Access and Support



Moderator: Lisette Nieves, Postsecondary Education Subcommittee Co-Chair, President's Advisory Commission on Educational Excellence for Hispanics

Panelists:

- Dr. Alice Anne Bailey, Director, *Go Alliance*, Southern Regional Education Board
- Mauricio Calvo, Director, Latino Memphis
- Dr. Constanza Gomez-Joines, Executive Director and Division Head for the Center for the Global Learner, Durham Technical Community College
- Donna Weaver, Spanish Service Manager, North Carolina State Education Assistance Authority

Purpose: Panelists described efforts to increase college access and persistence among Hispanics and other underrepresented populations. Topics included college counseling and preparation, support for students in postsecondary education, and family engagement.

Panelists shared the following information and viewpoints:

- By the year 2020, 65% of jobs will require a post-secondary degree
- In today's economy, technology and health are two areas with the largest growth rates, yet Latinos continue to be highly underrepresented
- There is a high demand for research on the diversity of the Latino student population
- Students need detailed information of how to apply and enroll in higher education
- Although students are academically prepared to pursue a higher education, they lack confidence in themselves to do so



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- A high school case study in Tennessee suggested that 77% of students who participated in the survey admitted they did not plan on pursuing a higher education upon receiving advice from others in the school not to do so.
- It is necessary to combat negative stereotypes about Latino students' academic abilities
- Collaboration is required in order to improve the user friendliness of the FAFSA application for students
- There is a need to connect parents with resources in order to build successful networks

Keynote Address



Eric Waldo, Executive Director: College Access Initiative, Office of the First Lady, The White House

Highlights from Mr. Waldo's Remarks

- The best ideas aren't those coming from Washington, DC, they are coming from places like Durham, North Carolina and places out in the field where you are living this everyday on the ground, and we do need and count on you guys to give us the answers...and what we can do from the federal perspective is shine a spotlight on that, scale that up and use our convening authority, our bully pulpit to lift that up, scale it, and bring that solution around the country.
- For the First Lady, this is personal, and the challenge she is issuing also has a component of talking to kids not just about 'here are the tools, this is the website, this is what you need to do', but it is a story of owning your own future, owning your success, and really a story of personal grit, determination and stick-to-it-ness.

Quotes

"What are you really doing in your community to create that college going culture?"



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"What are we doing to celebrate college signing days, what are we doing as a culture to say that this is the most important thing.

"If we want to be taken seriously for the next century in the United States the way we were in the 20th century, education is the Key".

"The first lady is calling on all of us to create this conversation on college going and post-secondary education"

Investments in College Access and Persistence



Moderator: Althea Gonzalez, North Carolina Program Manager, Hispanics in Philanthropy

Panelists:

- **Gina Andersen, Community Programs and Scholarships Officer, Triangle Community Foundation**
- **Mark Sorrells, Senior Vice President, Golden LEAF Foundation**
- **Steven Pearson, Manager, Corporate Citizenship and Corporate Affairs, IBM**

Purpose: Panelists described efforts and trends in supporting increased college access and persistence focusing on promising practices and effective partnerships.

Key Points:

IBM created a model called PTEC, Pathways into Technology and Early College High School that started in Brooklyn, New York and was a collaborative partnership between the State Board of Education, CUNY (City University of New York), and an industry within IBM. Students graduate from the program with an Associate's degree in applied sciences, and with that they can be first in line for a job at IBM or they can matriculate to a 4-year school.

The Triangle Community Foundation functions as a partner for donors, a funder of nonprofits, and a resource for important issues in the community. Community programs are focused on youth literacy and community development, and this builds the support structures to help students be prepared for elementary, middle, and high school, an eventually college.



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The Golden LEAF foundation's mission is to provide economic transition systems to the rural and economically disadvantaged. In addition to tuition assistance given to students interested in attending a four year institution, they also provide a million dollars a year into a leadership training development program where they provide training and coaching for 215 freshmen then help them identify an internship back in their community, and pay for the internship experience. The foundation is also concerned about access to quality education and so they've invested in STEM and digital learning, are interested in developing career pathways, and creating a collaborative structure with the community.

"I reflected on that journey and thought about how many bright students I see from all walks of life, in rural communities, that could be just as talented and just as successful if they had equal access and equal opportunity and the same level playing field." –Mark Sorells

Next Steps

Public Policy Recommendations

An interactive session was held that allowed participants to break-out into 3 small groups to reflect on the day's discussion and propose recommendations to move this work forward.

1. Ways to increase college access for students in academic settings (programs, activities)
2. Student Supports in non-academic settings
3. Policies that would increase college access for Hispanic students



Student Supports in Academic Setting:

Issue:

1. Students are coming to college lacking academic language
2. The sheer amount of work that has to be done within the classroom
3. Misalignment of expectations between administrators, teachers, students, and parents

Action Steps:

1. Professional development in terms of cultural competency and understanding a student's environment
2. Reach out to community and resources. How do we build on the people in the community that can help us bridge gaps
3. Holding dialogues within the community, and not in the school building, on what is getting in the way of student success

Student Supports in Non-Academic Setting:

Barriers:

Transportation
Extracurricular/ Opportunities, skill building
Technology



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Information about college
Parent Support
Communication

Action Steps

Build community support- across different groups
Community schools- utilizing schools spaces for programming
Supporting families, not students
Creating spaces for college students and high schools students to interact

1. Professional Development for teachers, a.c.a language
2. Classroom size, sizes of programs- community partnership
3. Expectations: admin, teachers, families, students.
-promote culture, communication

Policies and Practices to Increase College Access: Ways to Address Critical Issues

Remove structural barriers such as ID requirement for SAT exams, lack of access to fee waivers, and SAT requirement all together
Conduct surveys on students affected – ask them what barriers to remove
Cut red tape for admissions
Research gifted programs, research on bias and cultural barriers.
Increase/revise financial aid.
Issue a report card “grading” the graduation rate at each school.
Track 6-year graduation rate

Actionable item

Mandatory publication of 6-yr graduation rate, graduation rate for PELL students, graduation rate for Latinos (accountability for universities)
Remove SAT's as requirement or make SAT prep available for all financial aid as incentive
Increase funding for community colleges





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Closing Remarks



Lisette Nieves, Postsecondary Education Subcommittee Co-Chair, President's Advisory Commission on Educational Excellence for Hispanics

Highlights from Ms. Nieves's Remarks

- When we think of the completion agenda we need to think about it as not a one size fits all. We need to think about it in a way that we understand that there are unique differences of some DACA students, but there are unique and not so unique commonalities across all Latino students
- The beauty of America is that people consume education throughout their life and so the idea of multiple pathways that are diverse and culturally appropriate, is one that needs to be implemented in order to reach the president's goal of completion.
- We need to understand that higher education is in enormous and disruptive change right now and it's something that we need to embrace. People are voting with their feet about where they go and we need to use this to inform how we should be seeing higher education in a way that's different from how we're seeing it today

"To reach that goal of completion really means for us to understand the multiple pathways that we need to reach that agenda. They are going to be diverse, age appropriate, and culturally appropriate to the groups we need to serve."



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Media Coverage

The following news and social media content reflects coverage of the National Forum on College Access held in Durham, North Carolina on Friday, May 9, 2014. Coverage of the Forum was gathered using both keywords and hashtags, such as #HispanicEd.

News Content

Name	State	Date	Link
EdWeek	DC	5/9/2014	http://blogs.edweek.org/edweek/college_bou/nd/2014/05/new_guide_helps_hispanic_students_in_college_process.html
ABC 11	NC	5/9/2014	http://abc11.com/uncategorized/forum-on-college-access-for-hispanic-students-/51422/

Video coverage of the National Forum on College Access can be found at: <https://www.youtube.com/user/DurhamTech>

Twitter Content

- @DaniParker81 May 9
59% of jobs require post-secondary education **#HispanicED** (data from Alliance for Excellent Education)
- @DCJENGLE May 9
Talking college access with [@ds_excelencia](#) [@EDcivilrights](#) [@alliance](#) for excellent education **#hispaniced**
- @durhamtech May 9
Here's what was happening [@durhamtech](#) today! **#hispanicED** abclocal.go.com/wtvd/video?id=...
- @durhamtech May 9
Durham Tech's own Dr. Constanza Gomez-Joiner outlines the college's programs that support college access. **#hispanicED**
- @durhamtech May 9
So excited to hear Durham Tech students Alma and Oscar address the crowd. **#hispaniced**
- EmilyKCenter May 9
[@ABC11_WTVD](#) features today's **#HispanicEd** forum on college access abclocal.go.com/wtvd/video?id=...
- @EmilyKCenter May 9
There's Alma on [@WRAL_top](#) -- she's part of [@HispanicEd](#) conference at [@durhamtech](#) **#HispanicED**
- @EmilyKCenter May 9
We're very proud of Alma! MT [@durhamtech](#) So excited to hear DTCC students Alma & Oscar address the crowd. **#hispaniced**
- @ewwaldo May 9
Powerful story of student selling tamales 2 attend college. **#ReachHigher**
MT" [@durhamtech](#):happening today! **#hispanicED** abclocal.go.com/wtvd/video?id=..."
- @PaigeCWorsham May 9



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Exec Director @ewwaldoof [@ReachHigher](#) discusses initiatives [@HispanicEd](#) college access forum [#hispanicEd](#)

@PaigeCWorsham May 9

Students from [@durhamtech](#) & Johnston CC speak about seeking American dream & facing barriers to college [#hispanicEd](#)

@TriComFdn May 9

Furthuring awareness of the importance & investment in college access for the Latino community.

[#HispanicED](#)

@TriComFdn May 9

So humbled and proud to be a part of the [@HispanicEd](#) conversation today! [#hispanicEd](#)

@theorangelady May 9

[@durhamtech](#) thank you so much for hosting us today! [#ReachHigher](#) [#HispanicEd](#)





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RESOURCES

Alliance for Excellent Education
www.all4ed.org

BlueCross BlueShield of North Carolina
<http://www.bcbsnc.com/>
<http://www.bcbsncfoundation.org/>

Community Foundation of Greater Greensboro
<http://cfdg.org/>

Durham Technical Community College
<http://www.durhamtech.edu/>
<http://www.durhamtech.edu/cgl/index.html>

Excelencia in Education
www.edexcelencia.org

Hispanics in Philanthropy
<http://www.hiponline.org/>

IBM
<http://www.ibm.com/ibm/responsibility/>

Institute for Higher Education Policy
www.ihep.org

Latino Memphis
<http://www.latinomemphis.org/>

North Carolina State Education Assistance Authority
<http://www.ncseaa.edu/>

Southern Regional Education Board
<http://www.sreb.org/>
http://www.sreb.org/page/1657/go_alliance.html

Triangle Community Foundation
<http://www.trianglecf.org/>

U.S. Department of Education
<http://ocrdata.ed.gov/>
<https://studentaid.ed.gov/>
<http://www2.ed.gov/about/offices/list/ope/student-service.html>

The White House, Office of the First Lady, Reach Higher Initiative
<http://www.reachhigher.gov>

White House Initiative on Educational Excellence for Hispanics
<https://www.ed.gov/hispanic-initiative/>
<http://www.ed.gov/edblogs/hispanic-initiative/graduate-financial-aid-guide-to-success/>

These links represent just a few examples of the numerous reference materials currently available to the public. The opinions expressed in the non-federal web pages above, do not necessarily reflect the positions or policies of the U.S. Department of Education, the White House, White House Initiative on Educational Excellence for Hispanics or President's Advisory Commission on Educational Excellence for Hispanics. The inclusion of resources should not be construed or interpreted as an endorsement by the U.S. Department of Education or the White House Initiative on Education Excellence for Hispanics of any private organization or business listed here.



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An independent licensee of the Blue Cross and Blue Shield Association

