

# Moon Shot for Equity Monthly Newsletter

September 2021

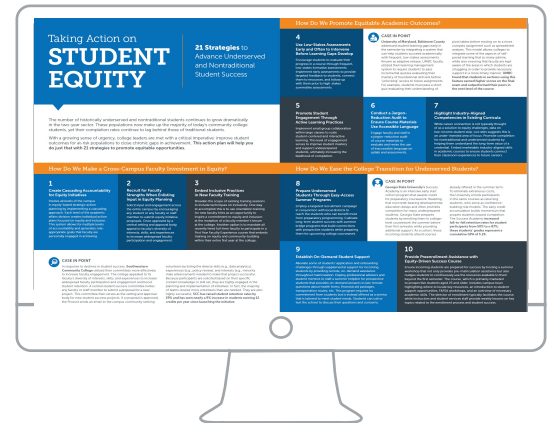


## What Each Best Practice Team is Prioritizing for this Fall

Moon Shot Best Practice Teams are executing their practices. This Fall, teams are engaging in focus groups and a Navigate climate survey to understand Navigate need and prioritize next steps accordingly. Hold Reform Teams are finalizing hold audits and using data to understand holds disproportionately affect certain students. Teams are creating policy recommendations based on findings. Holistic Care Teams are focusing on 1-3 high impact campaigns to engage students in support while building out coordinated care networks. Transfer Pathway Teams are holding student focus groups, website audits and will begin forming faculty learning communities to align academic pathways across institutions. Retention Grants Teams are engaging in Heerf strategy and will monitor effectiveness of grant distribution processes.

## Equity Resources

See our Infographic on Taking Action on Student Equity [HERE](#) !



See our Navigate for Equity Infographic [HERE](#).



## We are hosting Moon Shot Office Hours

Open Time for Q&A and Networking Amongst Regional Partners

Date: Occurs Every 2 weeks, Thursdays at 12pmCT

Zoom Link: <https://eab.zoom.us/j/97424318982>

Join Moon Shot Principal Consultant and fellow stakeholders across the region to talk through any questions and hear from your peers!

### You Should Join If You Have:

**Technical Questions:** Have questions about accessing or using Eab.com, Box, Asana or Navigate?

**Best Practice Strategy Questions:** Need assistance in understanding what is the best strategy for execution? Want to understand how others are implementing practices?

**College Greenlight® is the largest web-based platform dedicated to helping first-generation and underrepresented students find their best college fit and financial support.** Launched in 2012, College Greenlight helps thousands of qualified, motivated students—on a daily basis—connect with colleges and universities, and navigate their path to higher education.

## College Search

College-bound students find college matches, create college lists, compare their top college choices, and organize their college search with over 3,000 college profiles.

## Greenlight Fit Meter

Students can determine which colleges are appropriate academic, social and financial fits by entering information into the Greenlight Fit Meter tool.

## What Are My Chances?® Calculator

The popular college admissions calculator and scattergrams help students identify their admission chances and see at a glance how they compare to other students.

## Scholarship Matches

With the most comprehensive scholarship database available, students find national and local scholarships that match their qualifications, with the ability to sort by level of effort and competition.

## CBO and High School Counselor Tools

College Greenlight provides free tools to thousands of high school and CBO counselors, enabling them to help their students with college decisions.



#1 Largest College Platform For First-Generation and Underrepresented Students



700,000+ Students



1,500+ Organizations



More Than Half of The Nation's Top Colleges Are Greenlight Partners



Recruit High Achieving Students on the Greenlight Platform

## In the Press

**Forbes**

"College Greenlight dedicates" its algorithms to finding resources especially targeted to low-income or first generation college students (often one and the same)

**GET SCHOOLED**

"Best in Class Admission Tools"

**National College Access Network**

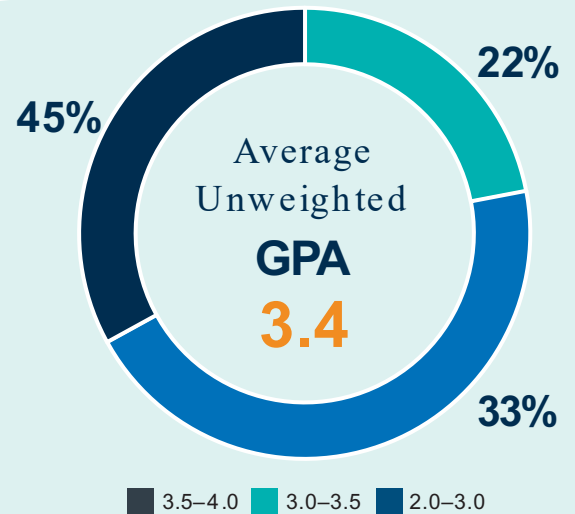
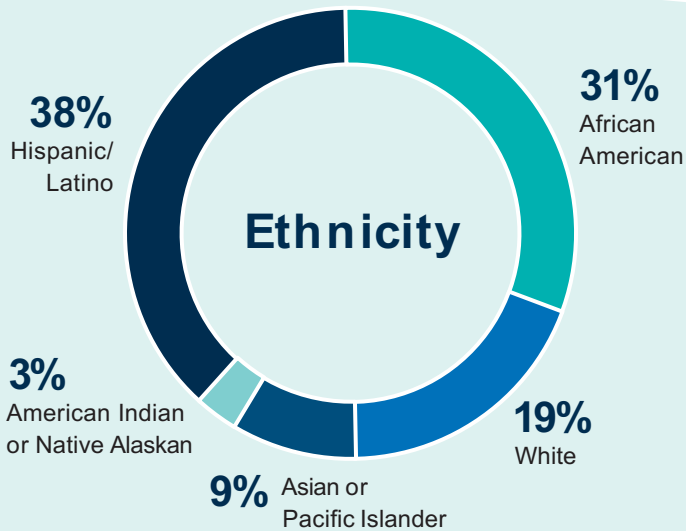
*Building Connections. Advancing Equity. Promoting Success.*

"Valuable resource for students, organizations"

## National Coverage: Over 1,500 CBO Partners



# Student Demographics



## Student Engagement Tools

Connect directly with high-achieving underrepresented students who meet your objectives

### Targeted Campaigns

Connect with high-achieving underrepresented students who meet your objectives

### Overlap Outreach

Connect with students interested in peer/aspirational institutions

## CBO Engagement Tools

Identify and build relationships with CBOs that fit your recruitment objectives

### CBO Directory Access

Searchable directory of CBOs (city, state, colleges attended, student demographics) students who meet your objectives

### Curated CBO List Building Training and Support

Development of curated CBO lists that fit your school's diversity initiatives, staff training and support

### Full Consulting Services and Facilitate Partnership Building

Accelerate CBO relationship building—leverage Greenlight team to establish relationships with best-fit CBOs in key markets



## Brand Promotion Tools

Promote your institution and diversity initiatives to the college access community

### CBO Counselor Newsletter

Promote institution and diversity initiatives to thousands of CBO counselors nationwide

### CBO webinar

Live event to counselors nationwide; showcase institution as a leader in college access

### Travel Event Promotion

Promote your travel events to students and CBOs



# Stay Connected!

## Logging in to EAB.com

Create an account to register for live and on-demand virtual engagement opportunities, best practice student success research and the latest from EAB!

### Step 1

Go to our website, [www.eab.com](http://www.eab.com).

### Step 2

On the top right of the homepage, click the "Log In" button, then select "Create an Account".

### Step 3

On the registration page, you will be prompted to enter your institutional email (e.g., your .edu email address), your institution's country, city, state, and zip code. Once you've input this information, select your institution from the organization drop down list and click on the button that says "Go to Step 2".

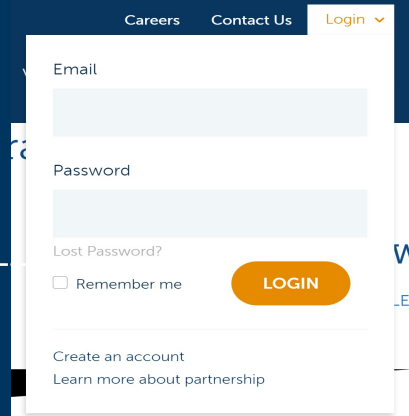
NOTE: If your institution does not appear in the drop-down list, send an email to [eabhelp@eab.com](mailto:eabhelp@eab.com) for assistance.

### Step 4

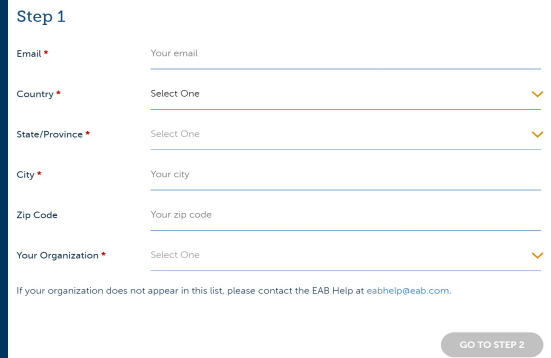
Check your .edu email inbox (including junk and/or spam folders) for an email from EAB.com to verify your email address and create a password for your account. If you haven't received an email after several minutes, email [eabhelp@eab.com](mailto:eabhelp@eab.com) for assistance.

### Step 5

Add [Events@eab.com](mailto:Events@eab.com) to your contacts (or ask your IT department) to make sure you receive all event registration confirmations and calendar holds.



### Register



For More Information about Moon Shot for Equity click [here](#).

## Contact Your Respective Program Owner to Learn More

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