

## COLLEGE ACCESS & OPPORTUNITY GUIDE

### Frequently Asked Questions

---

#### What is the *College Access & Opportunity Guide*?

- ❑ The first of its kind—a comprehensive college guidebook dedicated to promoting college opportunity for the traditionally underserved.
  - ❑ A collection of colleges and universities committed to college access and retention, which are profiled in light of the programs and opportunities they present for first-generation, low-income, and minority college-bound students.
  - ❑ An initiative of Center for Student Opportunity, a national 501(c)(3) nonprofit organization leading a national effort to empower low-income, first-generation college-bound students to and through college by providing information, guidance and scholarships.
- 

#### Why is the *College Access & Opportunity Guide* so important?

- ❑ Increasingly, colleges and universities are placing an emphasis on serving and supporting students from low-income, first-generation backgrounds. Outreach initiatives, financial aid programs, and student support services are now staples across college campuses.
  - ❑ Still, students and their supporters continue to lack access to information and resources, and they aren't aware of the array of college opportunities that exist for them.
  - ❑ The Guide fills this void by providing students with guidance through the college process and delivering easy-to-read information on strong college programs aimed to serve students like them.
- 

#### What makes the *College Access & Opportunity Guide* different from other college guidebooks?

- ❑ The Guide fills a vital need in the market by delivering information on the college process and college opportunity as it pertains to the first-generation, low-income, and minority college-bound population.
  - ❑ In addition to general admissions and profile information, the Guide discusses the specific outreach efforts, scholarship and financial aid opportunities, and support and retention services that each institution offers.
- 

#### How are colleges selected to be in the *College Access & Opportunity Guide*?

- ❑ Profiled colleges and universities partner with Center for Student Opportunity to build awareness of their institution and its college access programs, recruit qualified and motivated first-generation college and other traditionally underserved college-bound students, and improve outreach, recruitment and retention efforts aimed to serve and support first-generation college, underserved students on their campuses.
  - ❑ The colleges and universities profiled here do not reflect each and every—or the only—schools that serve first-generation, low-income, and/or minority students. Still, the colleges and universities that are included exemplify the many four-year schools committed to college access and retention and are profiled in light of the programs and opportunities they present for first-generation, low-income, and minority students.
  - ❑ Colleges and universities that would like their institution included in future editions of the Guide can contact [guidebook@csopportunity.org](mailto:guidebook@csopportunity.org).
-

### How many colleges and universities are profiled in the *College Access & Opportunity Guide*?

- ❑ The 2011 Guide profiles 284 four-year colleges and universities which exemplify a superior commitment to college access and retention of first-generation, low-income, and/or minority students.
  - ❑ Some colleges and universities in the Guide have familiar names and others are less familiar. But what bonds these institutions are the outreach efforts, scholarship and financial aid opportunities, and support and retention services that each has to offer.
- 

### What is KnowHow2GO and what is its connection with the *College Access & Opportunity Guide*?

- ❑ KnowHow2GO is a national, multi-year, multimedia college access campaign created in partnership with Lumina Foundation for Education, American Council on Education, and the Ad Council. It includes television, radio, outdoor public service advertisements (PSAs) and an interactive website ([www.KnowHow2GO.org](http://www.KnowHow2GO.org)).
  - ❑ In collaboration with KnowHow2GO, the Guide includes an engaging, dynamic, and student-friendly section providing a plan for first-generation and other underrepresented college-bound students to take four simple steps necessary to go to college. Readers can learn from articles and stories throughout the KnowHow2GO section that share insight and first-hand experience on what it takes to get to college and succeed.
- 

### Can you tell me about the free distribution element of the *College Access & Opportunity Guide*?

- ❑ Center for Student Opportunity's primary distribution strategy is a free distribution sponsored by participating colleges and partner foundations and associations. The book is also available for sale through Center for Student Opportunity ([www.csopportunity.org/order](http://www.csopportunity.org/order)) and other national booksellers.
  - ❑ The colleges profiled in the Guide each make a contribution to the free distribution program and designate low-income high schools and community organizations to receive complimentary copies of the Guide.
  - ❑ Center for Student Opportunity is also pursuing partnerships with foundations and associations to support additional distributions to schools, organizations, students and families nationally.
  - ❑ Foundations, corporations, associations or organizations interested in supporting the Guide's free distribution program can contact [guidebook@csopportunity.org](mailto:guidebook@csopportunity.org) or call (301) 951-7101 ext. 213.
- 

### Where can I order the *College Access & Opportunity Guide*?

- ❑ Orders may be placed online at [www.csopportunity.org/order](http://www.csopportunity.org/order) or by phone at (301) 951-7101 ext. 213. List price is \$24.99.
- ❑ Parties interested in bulk order discounts can contact [guidebook@csopportunity.org](mailto:guidebook@csopportunity.org) or call (301) 951-7101 ext. 213.

Physical Address:  
4903 Auburn Avenue  
Bethesda, MD 20814

Mailing Address:  
P.O. Box 30307  
Bethesda, MD 20814

P: (301) 951-7101  
F: (301) 951-7104

[info@csopportunity.org](mailto:info@csopportunity.org)  
[www.CSOportunity.org](http://www.CSOportunity.org)