



**2021-22 MID-YEAR REPORT**

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Winter 2022



**ANEENAH**  
CB Class of 2017  
BS, Southeast Missouri  
State University



## LOOKING AHEAD

College Bound's Strategic Planning Committee was hard at work in 2021, refining our goals and identifying our organizational priorities for 2022-2026. We tightened up our mission statement, renewed our North Star goals to reflect the growth of our program at STLCC, and lowered our debt goal to align with the national average.

The committee identified three strategic initiatives that will guide our work over the next four years. From increasing the number of students we serve and strengthening academic outcomes and mental health offerings, to evaluating opportunities for long-term support for this growth, we look forward to living into our commitment to better serve students now and into the future.

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MAYA

CB Class of 2017  
BS, Southeast Missouri  
State University





**INCREASE  
STUDENT  
SUCCESS**



**COLLEGE BOUND COMMITS TO:**

- Strengthen academic outcomes to create more college opportunity
- Maximize college credit attainment
- Minimize financial gaps for students
- Integrate Mental Health Services more deliberately to support high risk students



NIYA  
CB Class of 2017  
BS, Missouri State  
University

“You have to have resources, people that care about you, that feel like family, like Linh (my coach). I don’t know any other organization that stays with you through college. I could have stopped a long time ago, but I kept going and going and going.”



## STRATEGIC INITIATIVE #2

### GROW OUR IMPACT



#### COLLEGE BOUND COMMITS TO:

- Serve 600 students annually in To & Through Program
- Serve 225 CB@STLCC students each year
- Design and implement an evidence-based, multi-year Career Development intervention



#### JEREMIAH

CB Class of 2011  
BS, Southeast Missouri  
State University, MA,  
Lindenwood University

“There was never a time when I couldn’t reach out to my CB coaches, whether it was about academics or family. In CB, most students are low-income, African-American, minority and a lot of us didn’t have two parents at home. I didn’t have a father and I could reach out to my coaches for anything I needed.”



## STRATEGIC INITIATIVE #3

**STAYING  
POWER:  
SUSTAIN.  
RESPOND.  
EVOLVE.**



### COLLEGE BOUND COMMITS TO:

- Nurture a transformational CB culture focused on DEI
- Recruit and retain dedicated, experienced employees
- Deepen community and philanthropic partnerships
- Evaluate opportunities for long-term support



**EMMAT**

CB Class of 2014  
BS, Northwest Missouri State,  
CB Recruitment Coordinator

“I joined the CB staff to make a difference within the community while giving back to an organization that helped me. It brings joy to develop and mentor the future of our workforce.”

## COLLEGE BOUND AND THE CURRENT STATE OF HIGHER EDUCATION

The drastic decline in college enrollment in 2020 was not a temporary disruption. Since the fall of 2019, undergraduate enrollment has dropped 6.6% - the largest two-year decrease in more than half a century. Students from high-poverty schools are enrolling in college at half the rate of their peers from low-poverty schools. Nearly 1 million recent graduates have suspended their educational aspirations and the access gap between higher-income and lower-income students has only grown wider. College Bound's strategic plan is built on a clear set of mandates:

**1. Maximize opportunities for student success:** For many students, particularly those from low-income backgrounds, it's hard to give up a paycheck. Wage increases have made minimum wage jobs a particularly appealing alternative to college. College Bound must help students strengthen their academic outcomes to create greater opportunity for scholarships and aid at selective institutions and increase opportunities to obtain pre-college credit.

**2. Reach more students:** A college degree results in increased lifetime earnings of nearly \$2.8 million, but the impact of declining college enrollment goes well beyond the dollars. College graduates have better career opportunities, more job security, and higher levels of job satisfaction and happiness. More students with degrees equals greater opportunity for generations to come. Just one college degree can break the cycle of poverty in a family forever.

**3. Ensure that CB is here for the long term:** What we do at College Bound is transformative. And it's working. Nationally, college enrollment is down more than 32% for students graduating from high-poverty high schools. However, College Bound students are still enrolling in college at nearly pre-pandemic levels (91% vs. 93%). By investing in our employees and deepening our partnerships in our communities, we ensure that CB will be here well into the future. Through this strategic plan, we will identify and pursue the resources needed to make this guarantee for generations to come.



**CB is a resource equalizer in a set of systems that deny resources:**

- ◎ CB students graduate college at a rate five times that of their economically disadvantaged peers.
- ◎ 47% of CB collegians are projected to have zero debt upon graduation.
- ◎ CB's high school class of 2020 earned 306 college credits prior to enrolling in college, saving students over \$100,000 in tuition and fees.
- ◎ Though college enrollment rates dropped drastically in 2020 due to the pandemic, 91% of CB's Class of 2020 matriculated to college in fall 2020, compared to 41% of students in high-poverty schools nationwide.



# UMSL | Business



MARCELO

CB Class of 2017, BS,  
University of Missouri St. Louis



SCOTT BAIER  
President  
& CEO



JENNY WEBER  
VP & Chief  
Development  
Officer



LAISHA ROWELL TYSON  
HR & Payroll  
Director



WIL HAYES  
VP & Chief  
Program Officer



CEAIRA SARGENT  
Director of  
Strategic  
Partnerships

