



Social Media, College Advising,
and promoting a
College-Going Culture



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Background information on East High School

- East High School is the largest inner-city high school in the Denver Public School District and is celebrated for its diverse student population nearing 2,200 students.
- From the introduction of Naviance in 2006, the counseling team easily organizes, tracks, and processes an average of 1,500 college applications a year.
- The wide spectrum of students, academic opportunities, athletic competition, and extra curricular activities can make it challenging for staff and administration to equally serve the broad range of students, backgrounds, and interests found at East.
- As a result, the counseling team has focused on developing a unified, creative, and clear process that is intentionally focused on serving all students.



Why this Approach?

Our Perspective and Plan

- Why not reclaim a small portion of their hyper-mediated world for college advising?
- These are tools, avenues, and websites that students are using daily in their personal lives.
 - Facebook, Myspace, YouTube, Twitter, iTunes/iPod, etc.
- How we serve students in the college process has to evolve with the needs of today's students.
- Using creative methods to continue to build the college going culture by accessing digital tools, student leadership, and school spirit to promote post-secondary options.



Glossary of Terms

Art

- Exploration of ideas or concepts
- Creation of aesthetic objects, environments, or experiences that can be shared with others
- The process or product of deliberately arranging elements in a way that appeals to the senses or emotions. It encompasses a diverse range of human activities, creations, and modes of expression, including music and literature.



Glossary of Terms

Design

- Problem solving using aesthetic and functional solutions
- is the planning that lays the basis for the making of every object or system.
- It can be used both as a noun and as a verb and, in a broader way, it means applied arts and engineering.
 - As a verb, "to design" refers to the process of originating and developing a plan for a product, structure, system, or component with intention.
 - As a noun, "a design" is used for either the final (solution) plan (e.g. proposal, drawing, model, description) or the result of implementing that plan in the form of the final product of a design process



Glossary of Terms

Marketing

- The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- Promotion of products, advertising, pricing, distribution channels, and branding.



Glossary of Terms

Social Media

- **Online content created by people using highly accessible and scalable publishing technologies.**
- **Social media is a shift in how people discover, read and share news, information and content; it's a fusion of sociology and technology, transforming monologues (one to many) into dialogues (many to many).**
 - **democratization of information**
 - **transforming people from content readers into publishers.**
 - **“Prosumer”**
 - **Producer and Consumer**
 - **DIY – Do It Yourself**



Web History

Web 1.0

- Static pages
- Pre-DotCOM era (2001)

Web 2.0

- 2004
- refers to the second generation of web development and web design. It is characterized as facilitating communication, information sharing, interoperability, user-centered design and collaboration on the World Wide Web.
- It has led to the development and evolution of web-based communities, hosted services, and web applications.
- Examples include social-networking sites, video-sharing sites, wikis, blogs, mashups, etc.



What we are currently doing

- Brown Bag Lunch Workshops
 - First semester, provide lunch, counseling team rotates, every Wednesday. Workshops on: personal statement, Naviance, different types of apps, financial aid, testing
- Senior Support Group
- Junior College Nights
- East College Planning Guide
- Classroom visits to computer lab
- Senior meetings/contracts
- College Rep Visits/College Fairs
- College Visits to surrounding Campuses



What we are currently doing

- Flow Chart
 - Visual Map of how to submit an application
- FAFSA Nights
 - Workshops held at the school to assist students and parents with FAFSA
- T-shirts
- College Sticker Wall of Fame
- Laptop Drawing for Scholarships
 - Way to track applications



Where we are going

Types of Media you can Distribute

- Video
 - YouTube, Video Podcasts
- Audio
 - Audio Podcasts
- Graphic Image
 - Photos, Flow Charts, Visual Checklists, Flyers
- Flash Based Interactive Media
 - Lessons, Process
- RSS Feeds
- PDFs, Word docs
- Surveys



Where we are going

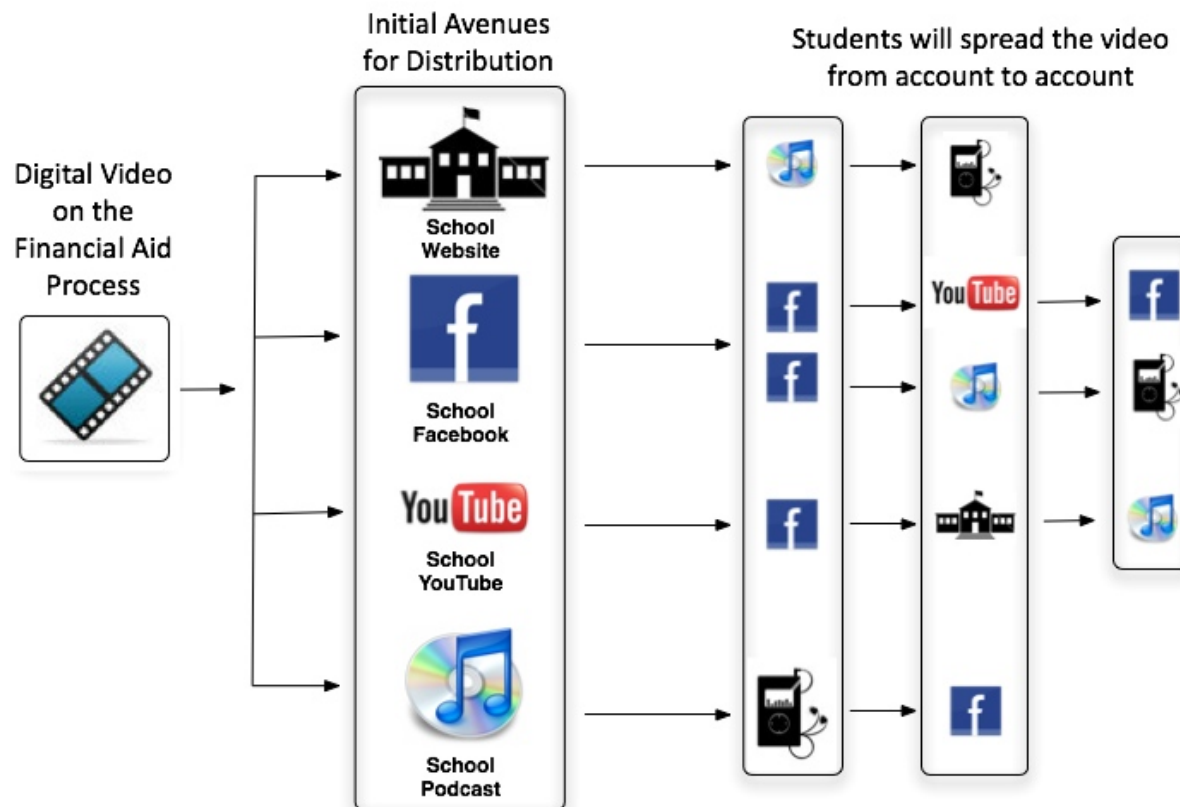
Distribution Spaces/Vehicles

- School Website
- Naviance
- Social Media Websites
 - Facebook, YouTube, MySpace, Twitter
- iPod / iTunes
- Cell Phones/Text Message
- School Based Video Announcements
- News Media Websites
- Television Commercials
- Radio Announcements



Where we are going

**Example of How a Single Piece of Media Spreads Virally and
Accesses a Larger Group of Students**





Questions?





Thank you!

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