



Inspire. Support. Believe.

Making the dream of college and success possible for Crusaders

Spring 2008

Welcome to the new issue of *Inspire. Support. Believe.*, the newsletter of The College Crusade of Rhode Island.

Look inside for our 2007 Annual Report Card, which highlights the results of our work with students during the 2006-2007 school year.

A donation envelope and form are included with this issue. Please consider making a gift to *The College Crusade*.

Preparing Tomorrow's Workforce

The College Crusade invests in Rhode Island's future by making sure students understand the connection between education and good careers

On a snowy Friday morning last winter, the local news crew went out to interview Mayor **Tanisha Vazquez** about her job. "I love it," she told them. "First of all, I have to get our signs designed for City Hall. I have to make sure I can get all our advertisements out. I have to talk with the judge to see how much you have to pay if you break a law. My job is very interesting. Mostly I have to go around seeing that everyone is having fun working."

Tanisha, a sixth-grade student at Woonsocket Middle School, was speaking as the mayor of Exchange City, a learning lab that gives students firsthand experience in civics and business management. For two days over February vacation, she joined more than 150 other sixth-grade Crusaders as they took on varied job responsibilities and ran their own city.

Devin DoCouto, from Nathanael Greene Elementary School in Pawtucket, enjoyed his job at Vanessa's Sporting Goods. "We sell buttons, foam fingers, bandannas, and more stuff," he said. "When people come, I have to ask them what they want and help them. The owner has to fill out the papers, and the designers design the buttons and everything else we sell. We also have an accountant."



Exchange City is a national program operated locally at the Harborside Campus of Johnson & Wales University. Set up just like a town square lined with storefronts, it includes a post office, newspaper, bank, tech center, broadcast center, pizza shop, and a variety of small businesses that make and sell products.

During their tenure as Exchange City residents, Crusaders took out loans, wrote and cashed checks, made purchases, planned sales strategies, and competed for customers in a busy marketplace environment. They solved problems that adults face

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The Word Is Tenacity

College Crusade board member Dorene M. Conlon learned early what it takes to succeed



When **Dorene Conlon** was four years old, her father started college. "He was a toolmaker," she says. "He worked full time and overtime, and he went to the University of Rhode Island two nights a week to study business and management." After

nine years of coursework, her father graduated from college and eventually bought his own business. "As kids, we really learned the value of that education," Dorene recalls. "We saw how important it was to him."

She inherited his dedication. A senior vice president for Bank of America, Dorene is a team leader in the company's Community Development Banking group, which finances projects in affordable housing, mixed-use development, and historic rehabilitation. "Folks in this business need a lot of tenacity," she points out. "They need to be able to partner and to work together over long periods of time, to be creative, and to really focus on something to make it happen."

It's the same quality she sees in young people who join The College Crusade. "Certainly I think Crusaders show tremendous tenacity," she says. "It's a long process from sixth grade to high school graduation. Crusaders attend a lot of programs designed to help them develop academically and

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“Our charge was to increase high school graduation and college-going rates for disadvantaged youth in Rhode Island. I am proud to report that we are doing just that.”

– Mary S. Harrison



president's message

Dear Friend,

On behalf of The College Crusade of Rhode Island, I am pleased to present you with this special issue of *Inspire. Support. Believe*. In addition to offering inspiring stories and photographs, it contains our 2007 Annual Report Card, which highlights our outcomes for the students we served during the 2006-2007 academic year.

When The College Crusade was founded in 1989, our charge was to increase high school graduation and college-going rates for disadvantaged youth in Rhode Island. I am proud to report that we are doing just that. As this year's Report Card shows, we continue to achieve remarkable results. The findings for our graduating class of 2007 show that, for every 100 students who entered ninth grade,

- 79 Crusaders graduated high school on time, as compared to only 54 students overall in urban districts;
- 48 Crusaders went right on to higher education, as compared to only 31 students overall in urban districts.

And, once again, our findings show a direct link between these outstanding results and the amount of time students spend with their College Crusade Advisors and in our college-readiness programs. In other words, the Crusade formula for success works.

There is solid agreement among education and workforce development experts that college-ready and workforce-ready mean the same thing. Being ready means being aware of your career options. It means knowing the pathway to achieving a given option. It requires having sustained aspiration and critical social support along the way.

As you read through this issue of our newsletter, you will see that we are helping Crusaders to discover a sense of purpose in their lives and to understand the connection between education and career achievement. They possess many of the qualities employers are looking for, such as high attendance rates, a motivation to do well, and concern for helping other people.

Hard-working, dedicated students deserve all the support we can give them. I encourage you to celebrate the extraordinary successes of The College Crusade, and I ask for your continued support as we carry out our vital mission.

Sincerely,

Mary Sylvia Harrison
President and CEO

The Word is Tenacity continued from page 1

personally, and they interact with a lot of people. They overcome many obstacles to achieve a high school education, to get into college, and to thrive in college. Watching that happen provides a real sense of satisfaction for those of us who have been involved with the organization over the years.”

Dorene has served as College Crusade treasurer for seven years. She enjoys spending time with Crusaders. “You see such joy in their faces. They're ready for the experience and they're motivated.”

A self-described “scholarship kid” who attended Brown University, Dorene has strong feelings about keeping education accessible. “I had real opportunity that I would not have had because someone helped out. Someone donated funds to make that experience happen for me,” she says. “I saw my own kids go through college and prepare themselves for careers that they love now. And I feel that everybody's kids should be able to do that.”

Preparing Tomorrow's Workforce continued from page 1

every day in the working world. At one point, the check-cashing line snaked out of the bank while employees fixed a glitch in one of the teller's workstations. The pizza shop ran out of cups during the lunch rush and had to expedite a reorder.

When **Julian Santiago**, a sixth grader at Gilbert Stuart Middle School, took a turn as mayor, his big responsibility was to announce new corporate sponsorship of Exchange City's technology center at a real press conference. Stepping to the podium with all the confidence of a polished civic leader, Julian addressed **Donna Cupelo**, regional president for Verizon, two television cameras, and a host of other guests.

"This is a day we will always remember as a bright new beginning," he proclaimed. "Today, as your mayor, I have the pleasure of welcoming Verizon as the newest member of our business community!" The flashbulbs popped and the audience clapped, giving Mayor Julian a taste of public life. Then the cameramen packed up, and he went back to his desk at City Hall.

Connecting to Careers

Research shows that eight out of every ten jobs created in Rhode Island in the future will require postsecondary education. For this reason, The College Crusade devotes many resources to providing career awareness and exploration programs for middle school and high school students. The visit to Exchange City is only one example. By the time they graduate high school, Crusaders have been exposed to dozens of career fields through guest speakers, field

trips, hands-on experiences, exploratory games, and interest inventories.

This past February, over 100 middle school Crusaders attended Career Day at New England Institute of Technology. Keynote speaker **William Trezvant** from the RI Attorney General's Office described his responsibilities as a prosecutor and his education as a lawyer. Students then formed small groups to hear speakers from 10 diverse industries, including engineering, healthcare, education, law enforcement, conservation, journalism, business, and digital game development.

February also featured a Career Expo for more than 100 high school Crusaders. Highlighting the event was a visit from **Steven P. Martin**, a recruiter from Rhode Island Hospital and Lifespan. Workshops covered four career fields – medical and health, business, social service, and technology.

Aiming for Top Jobs

The Governor's Workforce Board has determined that healthcare and financial services are high-growth, high-wage career fields in Rhode Island. The career intentions of middle school and high school Crusaders dovetail nicely with this trend. Healthcare and business top the list of career fields they identify with greatest interest.

Whatever their interests, we all have a stake in helping young people prepare for good jobs. The future will demand a lot from our workforce. At The College Crusade, we make sure students are equipped to make thoughtful career decisions and to follow an educational path that leads them to success.



2007 ANNUAL REPORT CARD



CRUSADER PROFILE

Grade in 2006 - 2007	5th	8th	10th	12th
Number enrolled in 3rd grade	738	586	662	490
Current active enrollment	622	412	354	252
Eligible for Free & Reduced Lunch	94%	93%	94%	90%

Race or Ethnicity

American Indian	2%	2%	1%	3%
Asian	5%	5%	6%	6%
African-American	15%	15%	17%	16%
Hispanic	61%	59%	51%	39%
Multiracial	5%	5%	5%	7%
White	13%	15%	19%	29%

Sex

Female	53%	52%	49%	48%
Male	47%	48%	51%	52%

School District

Central Falls	10%	11%	7%	9%
Newport	3%	5%	4%	4%
Pawtucket	9%	11%	14%	17%
Providence	57%	56%	54%	47%
Woonsocket	15%	7%	13%	8%
Other	6%	10%	9%	15%

Primary Language Spoken by Crusader

	5th	8th	10th	12th
English	54%	67%	75%	89%
Spanish	42%	30%	22%	9%
Other	4%	3%	4%	3%

Primary Language Spoken at Home

English	51%	53%	47%	68%
Spanish	43%	41%	44%	25%
Other	6%	6%	9%	7%

Parents Who Are College Graduates

	18%	25%	17%	16%
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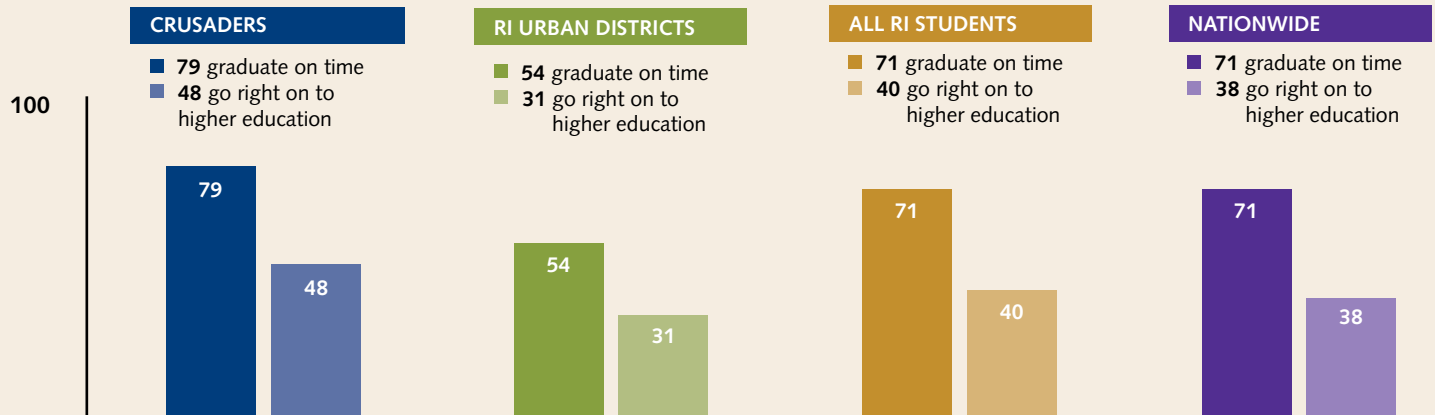
Single-parent Family

	61%	58%	48%	50%
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GRADUATION AND COLLEGE-GOING RATES

Crusaders graduate and go on to college at a higher rate than other Rhode Island students.

For every 100 students who enter 9th grade...



Sources: Graduation data for the nation, state and urban districts based upon Education Week's 2007 "Diplomas Count" report. Crusader graduation rate based on RI Department of Education data. College-going rate for Crusaders is from the RI Higher Education Assistance Authority and the National Student Clearinghouse. College-going rates for urban districts are from the Education Commission of the States' 2003 report "Closing the College Participation Gap." This figure relates specifically to the performance of low-income RI students. College-going rates for the nation and state are from the National Center for Higher Education Management Systems.

PERCENTAGE OF LOW-INCOME AND MINORITY STUDENTS

	Students Eligible for Free or Reduced Lunch	Students from Racial and Ethnic Minority Groups
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Crusaders	93%	82%
RI urban districts*	68%	73%

*Central Falls, Pawtucket, Providence and Woonsocket; data from the Rhode Island Department of Elementary and Secondary Education's "2007 Information Works!"

Attendance Rates*

	Elementary	Middle	High School
Crusaders	97%	93%	88%
Urban districts	94%	92%	86%
Statewide	95%	94%	90%

*Crusader attendance is based upon data collected about students at the end of the 5th, 8th, 10th, and 12th grades. Comparative data is drawn from "2008 Rhode Island KIDS COUNT Factbook." These figures are collected for all elementary, middle and high school students.

Crusader Assets Summary*

	Crusaders	Youth Nationwide
Presence of positive role model	83%	30%
Percent of the 40 developmental assets youth possess	71%	50%

*The Search Institute has identified 40 key developmental assets. It has found a strong correlation between the percent of these assets that youth possess and success in school and life. National data is based on Search Institute studies of more than two million youth from a wide variety of social and economic backgrounds. Crusader data is based upon The College Crusade's surveys.

CRUSADER ASSETS DETAILS AGREE OR COMPLETELY AGREE

	8th	10th	12th
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I receive support from three or more adults, not counting my parents.

65%	61%	71%
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I have a useful part to play in my community.

53%	47%	59%
-----	-----	-----

My parent(s) and/or other adults model positive, responsible behavior.

82%	78%	86%
-----	-----	-----

I spend three or more hours per week in sports, clubs, or other school/community organizations.

55%	44%	49%
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I am motivated to do well in school.

84%	74%	87%
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I place a high value on helping other people.

72%	65%	79%
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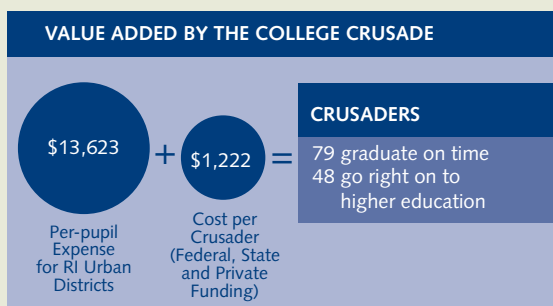
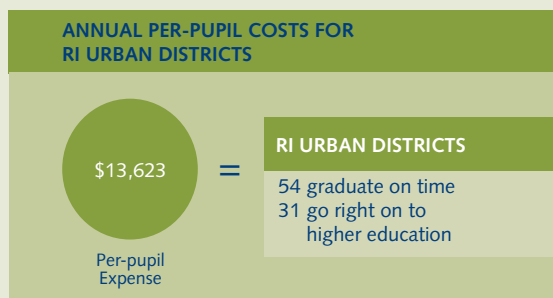
I try to resolve conflict nonviolently.

67%	69%	80%
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My life has a positive purpose.

86%	84%	92%
-----	-----	-----

A COST-EFFECTIVE STRATEGY



The difference that makes the difference...

Again this year, there is a direct link between active participation in the Crusade and graduating on time and going right on to higher education. Compared to Crusaders who did not graduate on time, these successful Crusaders:

- Spent two-and-a-half times as many hours with their middle and high school Advisors
- Spent twice as much time in our college readiness programs and services

The impact of our Advisory program is even more powerful at the high school level:

- Crusaders who graduated on time and went directly on to higher education spent five-and-one-half times more hours with their high school Advisors than Crusaders who did not graduate on time.

ANNUAL REPORT CARD CONTINUED

**NEW ENGLAND COMMON
ASSESSMENT PROGRAM (NECAP)
PROFICIENCY RATES**

	Crusaders	Urban Districts
Reading	45%	43%
Writing	31%	29%
Math	30%	28%

**SCHOOL CHANGES
IN ACADEMIC YEAR**

	5th	8th	10th	12th
No school changes	90%	85%	85%	94%
1 school change	16%	12%	13%	6%
2 school changes	3%	2%	2%	<1%
3 or more school changes	<1%	<1%	<1%	0%

**PERCENT AT
APPROPRIATE GRADE LEVEL**

	5th	8th	10th	12th
Percent on-grade	90%	86%	71%	80%

CAREER KNOWLEDGE

	8th	10th	12th
Think going to college will help with career choices	87%	85%	90%

**POST-SECONDARY
ASPIRATIONS
AND KNOWLEDGE**

	6th	8th	10th	12th
Plan to go to college right after high school	90%	85%	79%	88%
Expect to earn a 4-year degree or higher	72%	74%	68%	79%
Think they can afford to attend a public 4-year college using financial aid, scholarships, and family resources	50%	56%	51%	56%
Think they are likely to qualify for a College Crusade Scholarship	67%	64%	65%	69%

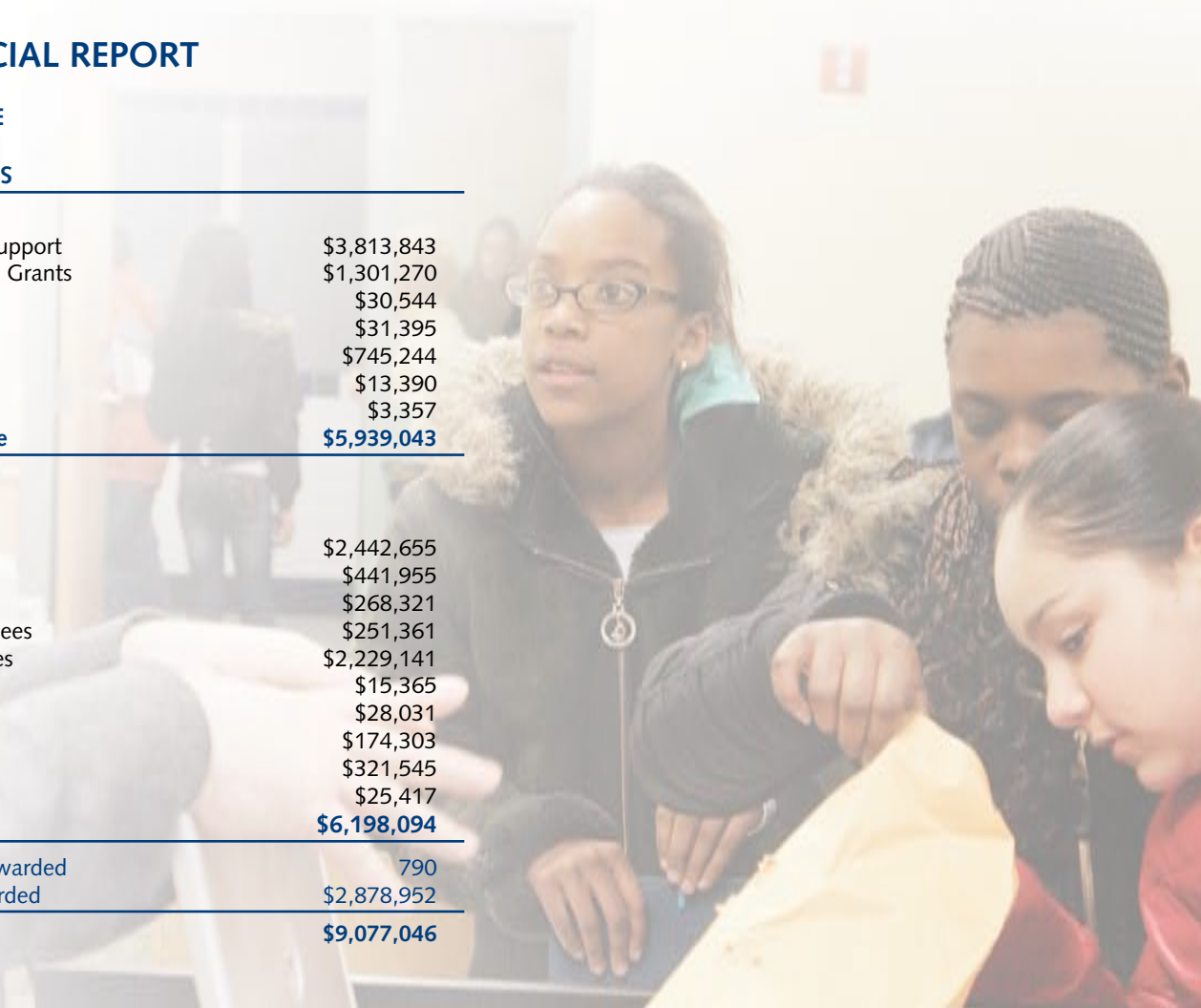
FY 2007 FINANCIAL REPORT

**THE COLLEGE CRUSADE
OPERATING SUPPORT,
REVENUE AND EXPENSES**
SUPPORT & REVENUE

Government Grants and Support	\$3,813,843
Corporate and Foundation Grants	\$1,301,270
Contributions	\$30,544
Special Events	\$31,395
In-kind Support	\$745,244
Investment Income	\$13,390
Miscellaneous	\$3,357
Total Support and Revenue	\$5,939,043

EXPENSES

Personnel:	
Program	\$2,442,655
Administration	\$441,955
Fund Raising	\$268,321
Consultants/Professional Fees	\$251,361
Crusader Program Expenses	\$2,229,141
Special Events	\$15,365
Training	\$28,031
Occupancy	\$174,303
Operating Expenses	\$321,545
Depreciation	\$25,417
Total	\$6,198,094
Number of Scholarships Awarded	790
Value of Scholarships Awarded	\$2,878,952
Total Expenses	\$9,077,046



CONTRIBUTORS

The College Crusade gratefully acknowledges our generous contributors during FY 2007.

ANNUAL CONTRIBUTIONS

FEDERAL AND STATE

U.S. Department of Education/GEAR UP	\$2,726,514
State of Rhode Island	\$1,408,544
Corporation for National & Community Service/AmeriCorps	\$480,353

FOUNDATIONS AND CORPORATIONS

Carnegie Corporation of New York	\$1,078,048
American Honda Foundation	\$59,696
The Rhode Island Foundation	\$50,000
Brown University	\$34,000
Rhode Island Bar Foundation	\$16,071

\$10,000 and above

Im-aj Communications & Design, Inc.
Newport Coffee Traders
Textron Charitable Trust

\$5,000 and above

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MISSION

The College Crusade of Rhode Island's mission is to increase educational and career success for youth in Rhode Island's low-income communities. We help Crusaders get ready to succeed in college by providing caring Advisors and sustained academic and social support from grades 6 to 12, combined with scholarship incentives. We advocate for expanded opportunities for preK-16 success while helping Crusaders to develop as responsible, productive members of the community.

THE COLLEGE CRUSADE

134 Thurbers Avenue
Providence, Rhode Island 02905
401.854.5500
www.thecollegecrusade.org

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