Clearing a Path for All Students to Own Their Future
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Agenda

1. BigFuture: Then and Now
2. BigFuture College & Career Planning Tools
3. BigFuture Scholarships, Events, & Recognition
4. Your Questions, Our Answers
2012: When the world met BigFuture® ...
2020: A new Scholarship Search that matches students with a personalized scholarship list

Courage to Grow Scholarship

What You Should Know:
The Courage to Grow Scholarship is available to high school juniors and seniors and students currently enrolled in college. The program awards one scholarship each month to a student who demonstrates financial need. This program is offered through Courage to Grow.

Requirements:
- This program has academic eligibility requirements.
- This program has citizenship eligibility requirements.
- This program has current grade level eligibility requirements.

Apply By: Dec. 31, 2021

Equitable Excellence Scholarship

What You Should Know:
The Equitable Excellence Scholarship is available to graduating high school seniors who are seeking an associate or bachelor’s degree at a college or university in the U.S. Students are selected for their ambition and drive, determination to set and reach goals, and respect for self, family, and community. Preference is given to students with achievements that empower society to mitigate risk through education and/or active in areas such as financial, environmental, health, safety and/or emergency preparedness. This program is offered through the Equitable Foundation.

Requirements:
- This program has eligibility requirements related to the degree being sought.
- This program has citizenship eligibility requirements.
- This program has current grade level eligibility requirements.

Apply By: Dec. 15, 2021

Application will open Sep. 1, 2021
2021: Improved mobile-friendly College Search experience

Before

2021
Yesterday’s BigFuture...
BigFuture: Clearing a path for every student to own their future
BigFuture: Free online planning guide to help all students take the right first step after high school
BigFuture is personalized: The dashboard has steps to plan for college, pay for college, and explore careers.
BigFuture is trusted: Powered by 100 years of College Board research, information from colleges, and partnerships with college and career experts
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Let’s explore bigfuture.org to experience what’s new.

BigFuture will guide students to...
- Explore Careers
- Plan for College
- Pay for College
- And so much more...
Explore careers: The number one reason kids pursue education after high school is to get a better job.

What students and families need:

60% of students think it’s very important to find a career they are passionate about aligned to their academic skills.

85% of students are uncertain of the steps they need to take to transition into a career.

46% of parents wish their high school graduate would pursue alternatives to four-year college.

What BigFuture enables today:

- Career Quiz: Matches students with potential careers that students can explore on BigFuture
- Career Profiles: Available for 1,000+ careers with detailed state and national information about income, growth, and most common education
- Career Readiness: Shows students how their SAT(R) scores connect to careers

Source: College Board’s annual survey of graduating seniors (2022); Nearly Half of U.S. Parents Want More Noncollege Paths (https://news.gallup.com/poll/344201/nearly-half-parents-noncollege-paths.aspx)
Exploring Careers Today: Free for all, BigFuture now connects skills measured by the SAT® Suite to career readiness.

- **SAT-Career Connection**
  Every job has a quantitative or literacy component that maps to a skill that the SAT Suite of Assessments measures.

- **Readiness for 1,000+ Careers**
  Through research with our partners at HumRRO, we’re able to provide readiness information on nearly 1,000 occupations.
Plan for college: Credible information for over 3,500 schools, provided by members using BigFuture College Profiles

What students want:

35%

Find college search sites very helpful (listing them fourth after Google searches, campus tours, and school sites)

What BigFuture helps students access:

Search that starts with most common filters

Personalized college search matches students’ preferences

Reach, Match, and Safety in College Lists

Source: College Board’s annual survey of graduating seniors (2022)
Students who join Search can show schools their interest by building college lists on BigFuture.

Students join Search.

Students build college lists on BigFuture.

Colleges use Search to find interested students.

Colleges contact students who demonstrate interest on their list.

Students have better college options.
Pay for college: Three in four students wonder if they can really afford to go to college.

What students and families want:

- 196,000 Web searches in May on the keyword SCHOLARSHIPS

What BigFuture helps students to access:

- $4B Scholarships for two and four-year colleges in Scholarship Search
- $300M Awarded by colleges and scholarship programs that use Student Search to find students
- $3M BigFuture Scholarships awarded each year to 10th, 11th, and 12th graders
Scholarship Search matches students with a personalized scholarship list.
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BigFuture Scholarships: $40,000 scholarships and hundreds of $500 scholarships every month to students who use BigFuture

May 2022: Will from Illinois
June 2022: Adriana from New Jersey
July 2022: Abigail from Indiana
August 2022: Carrington from Texas
September 2022: Mia from California
September 2022: Antonio from Connecticut

Since 2019: $16M+ ● 19K winners ● ~70% qualify as lower-income
For Classes of 2024 and 2025: Completing steps on the BigFuture dashboard qualifies students for $500 and $40,000 scholarships. The more steps students take and the earlier they begin, the more chances they have to earn scholarships.

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<tr>
<th>Start Your Career List</th>
<th>Build Your College List</th>
<th>Start Your Scholarship List</th>
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<td>By end of February in senior year</td>
<td>By June 30 in junior year</td>
<td>By end of February in senior year</td>
</tr>
<tr>
<td>Explore careers that match your interests.</td>
<td>Find two or four-year colleges that interest you.</td>
<td>Find other scholarships to help you pay for college.</td>
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<table>
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<th>Strengthen Your College List</th>
<th>Complete the FAFSA</th>
<th>Apply to Colleges</th>
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<td>By October 31 in senior year</td>
<td>By end of February in senior year</td>
<td>By end of February in senior year</td>
</tr>
<tr>
<td>Make sure your college list has a mix of reach, match, and safety schools.</td>
<td>Fill out the free government form to apply for financial aid.</td>
<td>Apply to the schools you want to attend.</td>
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Real Talk is a virtual college and career exploration initiative designed to connect Black students and families with Black representatives from universities and access organizations across the country.

- **16** Virtual events to date
- **93,840+** Student registrations
- **87,080+** Parent registrations
- **61** Higher ed institutions featured

Visit bigfuture.org/RealTalk to learn more
BigFuture Live: Get career and college questions answered at virtual community events.

- Career experts and college reps answer questions
- Free for all students and caring adults
- Register or rewatch at bigfuture.org/live

“It was helpful for me to hear other students’ questions and be able to get answers to my most burning questions.” – BigFuture Live Participant

Register for free at bigfuture.org/live
BigFuture Ambassadors motivate peers on the path to careers and college.

- Almost 10,000 BigFuture Ambassadors for the 2022-23 school year
- Monthly virtual meetings to learn how to connect students in their school with BigFuture
- Chance to earn recognition and build leadership, project management, and marketing skills
- Opportunities to give feedback to BigFuture

Any student can sign up at bigfuture.org/ambassadors
Just one step for students: Visit bigfuture.org and sign in.

BigFuture will guide students to...
• Join Search to connect with colleges
• Start their career list
• Build their college list
• Qualify for $500 and $40,000 awards
• And more...
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“I will use this scholarship to reduce the potential costs of attending my future university. For my family, this scholarship gives them the security of knowing that I’ll strain less to afford myself a higher education. My immigrant parents have always viewed scholarships as a symbol of opportunity, so receiving the BigFuture scholarship was really appreciated by my family.”

Lin from New Utrecht High School
Brooklyn, New York
Scholarship Winner, Class of 2023
Let’s stay in touch.
bigfuture@collegeboard.org