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| Connection: **From interest in college to application** | |
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| **Known Loss points for community colleges:**   * Do not apply to college * Delayed entry to college * Poor college counseling leads to under enrollment, poor matching and failure to obtain financial aid for which they qualify * Prospective students do not learn about their college of choice via outreach activities and arrive poorly prepared for success. | **Known Momentum points for community colleges:**   * Consistent standards to assess college readiness Foster college-going norms supported by peers and trusted adults * Increase understanding of college requirements, application and financial aid processes * Improve information, matching and financial aid products * Dual enrollment/Early College High Schools (on-ground, online options), AP credit * Take college placement exam in high school * Enrollment directly from high school |
| **If applicable, student recommendations from focus groups:**  Recommendation 1:  Recommendation 2:  Etc. | |
| **What are some LOSS points for the college?** | **What are some MOMENTUM strategies for the college?** |

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| Connection: **From interest in college to application** |
| **STRATEGIES** |
| **Insert strategies and outcomes from the student equity plan, strategic plan, ed master plan, DEI plan, Guided Pathways workplan, etc.**  **Understand that it’s fine that some strategies cut across different student journey points.** |
| **FUNDING REQUEST ALIGNMENT**  **(After the above prompts are answered, this form becomes a “cheat” sheet for funding requests. All requests must answer these two prompts in order to prepare to complete the official funding request form.)** |
| 1. **How does the funding request align to specific strategies/outcomes?** 2. **Explain how implementation of funding request will be measured** |