

## ICAN's College & Career Readiness

### 2016-2017 Fiscal Year

**769,734** customers served

**5,508** appointments

**6,270** FAFSA's completed

**1,561** presentations given

**20,239** phone calls

**441,960** resource & newsletter subscriptions

**277,922** website visitors

## ICAN's Customers

**20%** of the customers ICAN serves identify themselves as belonging to races other than Caucasian compared to **6.7%** of the population in Iowa.

**2/3<sup>rd</sup>s** of families make less than \$50,000 per year.

**46%** are first-generation college students who have no family members to guide them through the planning process.

## ICAN's Program Impact

**99%** of attendees indicated that attending an ICAN College Planning or Financial Aid Presentation better prepared them for the college process.

**99%** of program attendees agree that ICAN experts are knowledgeable in subject matters presented.

**96%** of program attendees agree that the topics presented are important and the resource materials distributed are useful.

**99%** of attendees indicated that ICAN center appointments agree that the appointment with ICAN met their expectations.

**99%** indicated the advisor was knowledgeable and answered all their questions during the ICAN appointment.

## Customer Thoughts

*"[My]advisor...empowered me to better understand what my children have borrowed and what that meant in the payoff stages. I felt more confident after my appointment than ever before. Thank you for caring and taking the time to help educate my family"*

– **Sandra, parent of college students**

*"Made filling out the FAFSA pleasant and easy compared to previous years of frustration when I did on my own!"*

– Shari, **University of Northern Iowa student**

*"Being able to have assistance completing the FAFSA form alleviated a lot of stress and having [ICAN] visit the school and available for other questions has been a tremendous help."*

– **Teresa, Fremont Mills High School parent**

*"I came in with what I thought was a simple problem, it was not.. but [ICAN] was so helpful, patient and knowledgeable that we soon had the issues corrected. I am lousy with computers and my advisor was very patient with me. I appreciate his professionalism immensely."*

– **Iowa Western Community College student**

## Counselor Thoughts

*"My email blew-up after the presentation with students requesting times to meet with me regarding college and career planning, so I believe that the information struck a chord with them - thank you!"*

– **Natasha Nelson, Spirit Lake High School**

*"Adding more discussion about career opportunities/apprenticeship was really nice addition this year. It makes in more of an inclusive presentation rather than geared only towards college bound students.."*

– **Rita Laughlin, Treynor High School**