



COUNCIL *for* OPPORTUNITY *in* EDUCATION

NATIONAL TRIO DAY

ACTION PACKET



2017



January 30, 2017

Dear TRIO Colleague:

On February 24, 1986, a congressional resolution ([H. Con. Res. 278](#)) declared that Saturday, February 28, 1986, should be designated as "National TRIO Day" to commemorate the annual achievements of the Federal TRIO programs in communities across the country.

Every year since then, our community has reserved the fourth Saturday in February as National TRIO Day – an opportunity to focus the nation's "attention on the needs of disadvantaged young people and adults aspiring to improve their lives if they are to become contributing citizens of the country, and to the talent which will be wasted if that investment is not made."

We want to commemorate this important occasion by calling on TRIO programs across the country to come together on **Saturday, February 25, 2017** to commemorate the 31st Anniversary of National TRIO Day and raising awareness about the importance of educational opportunity for low-income, first-generation students across the United States.

For many programs, National TRIO Day has become a tradition as it allows students who benefit from the TRIO programs and to give back to their local communities through acts of service. In past years, National TRIO Day celebrations have included some of the following activities:

- Building homes with Habitat and Humanity
- Organizing voter registration drives
- Raising awareness about TRIO through visits to the State Capitol
- Reading to children at the local library
- Cleaning a park, river or other public area
- Assisting the Salvation Army, Red Cross, United Way or local non-profit
- Volunteering at the Humane Society, soup kitchen or local animal shelter

Help make TRIO Day a community-wide event by enlisting the participation of your campus and community, including corporations and businesses in the area. We also highly encourage you to invite your Members of Congress and other elected officials to join you during the service activity. The following packet includes a sample speaker invitation letter, TRIO Day proclamation, media advisory, and other tools to help you promote TRIO Day in your community.

Please be sure to send the Council staff pictures and news clips about your TRIO Day activities! Don't forget to use #NationalTRIODay on social media! If you have any questions or need assistance, please contact the COE Public Policy Team: Kimberly Jones (kimberly.jones@coenet.us) and Selene Ceja (selene.ceja@coenet.us) via email or phone (202.347.7430).

Sincerely,

The Council for Opportunity in Education

SAMPLE TRIO DAY SPEAKER INVITATION LETTER

[DATE]

[NAME]

[TITLE]

[ADDRESS]

[CITY, STATE, ZIP CODE]

Dear [ELECTED OFFICIAL]:

On behalf of [# OF TRIO STUDENTS] in [INSTITUTION]'s [TRIO PROGRAM], it is my pleasure to invite you to speak at the [NAME OF EVENT] TRIO Day, which will take place in [LOCATION] on Saturday, February 25, 2017. Our students greatly admire your work for our community in [YOUR LOCATION] and would be honored to have you join us in commemorating the importance of educational opportunity by giving back to our communities on this important day. A total of [# OF PARTICIPANTS] constituents are expected to attend.

As the official National Day of Service for the Federal TRIO Programs, TRIO Day is an opportunity to focus attention on the need for increased investment in first-generation, low-income students. Enacted by a Congressional Resolution in 1986, National TRIO Day is a call to citizens from all walks of life to come together to promote educational access and success in communities where TRIO Programs continue to create change. By providing students, professionals, alumni and affiliates the chance to contribute through community service, TRIO Day celebrates the lives that have been transformed by college access and success. We would be honored to have you join us to speak about the importance of civic engagement, community service, and our role as constituents in our neighborhoods and society at-large.

In [CITY, STATE], the TRIO programs have already succeeded in graduating [# GRADUATES IN YOUR AREA TO DATE]. However, the problem of educational inequity remains. Our country faces a wider gap in educational attainment every day and a growing need for an educated workforce to remain globally competitive. Your participation in this day of service will reinforce the commitment our government made to provide educational equity to all citizens regardless of race, creed or economic background. We very much hope you can join us on this momentous occasion to commemorate the service of the TRIO Programs in [LOCATION].

The TRIO community is grateful for your continued support of educational opportunity. We will contact your office to determine whether your schedule will permit you to speak. If your office has any questions or concerns, please do not hesitate to contact [POINT OF CONTACT NAME, EMAIL, and PHONE].

Sincerely,

[NAME]

[TITLE, TRIO PROGRAM]

[INSTITUTION]

SAMPLE PROCLAMATION

NATIONAL TRIO DAY

FEBRUARY 2017

A PROCLAMATION

WHEREAS, TRIO is the first set of federal programs to address the serious social, economic and cultural barriers to higher education in United States. Today, more than 820,000 students in nearly 3,000 programs at host institutions, both urban and rural, make higher education a reality for students who are often the first members of their family to enroll in and graduate from college.

WHEREAS, On February 24, 1986, concurrent resolution H. Con. Res. 278 declared the sense of Congress that February 28, 1986, should be designated "National TRIO Day" and that the achievements of the TRIO programs should be recognized.

WHEREAS, TRIO emerged from an understanding that low-income, first generation students need more than financial aid to overcome the systematic obstacles in the way of their acquiring a college degree.

WHEREAS, National TRIO Day is meant to focus the nation's "attention on the needs of disadvantaged young people and adults aspiring to improve their lives if they are to become contributing citizens of the country, and to the talent which will be wasted if that investment is not made."

WHEREAS, By recognizing the untapped talent and potential of low-income, first-generation Americans, with diverse racial and economic backgrounds, TRIO programs open the doors to educational access and opportunity for all every day.

On the 31st Anniversary of National TRIO Day let us proclaim our commitment to educational equity, access and opportunity for all regardless of racial or economic background.

NOW, THEREFORE, I, [PUBLIC OFFICIAL], [TITLE], do hereby proclaim February 25, 2017, as TRIO Day. I call upon all to observe this day with ceremonies and activities that celebrate these life-changing programs as sources of educational access and opportunity for low-income, first-generation students.

National TRIO Day Makes a Great Local Story!

Get coverage in the local news and promote TRIO Day on social media with the tips below!

Publish a TRIO Article in the Local Newspaper: Pitch your TRIO Day event to local newspapers by reaching out to Education Reporters, Minority Affairs Reporters, City Desk Editors, Local News Reporters, and Assignment Editors when contacting your local newspaper.

Get Coverage by the Local News Station: Contact your local television station and ask for the News Director to pitch your story. To attract television coverage and capture pictures, be sure the event is visual—have banners, decorations, and lots of attendees and make sure to wear your TRIO gear!

Talk TRIO on your Local Radio Show: During off-air time, call the host or producer of a local radio talk show or television community affairs program and pitch your idea of doing a show on National TRIO Day. When the show airs, be sure to have plenty of callers lined up to flood the phone lines with support for TRIO.

Promote TRIO Day on Social Media: Take advantage of using social media to promote and share your event. Create an event on Facebook and post photos. Keep followers updated on Twitter by using hashtags **#NationalTRIODay** and **#TRIOWORKS**. Film your event, edit, and post it on YouTube.

Facebook: Post information about your upcoming activities and create an event inviting others to RSVP. Share your event with students, and community partners. Create excitement by posting relevant links and opportunities to get involved during the event. Engage your audience by sharing success stories and uploading photos during and after TRIO day.

Twitter: Tweet announcements about the upcoming event, live tweet on TRIO Day and retweet information on TRIO to spread knowledge about the program and garner support. Help start a trending topic by using the hash tags **#NationalTRIODay** and asking that your followers do the same.

Instagram: Share photos and a 10 second clip of your event. Use the caption option on Instagram to talk about the importance of TRIO Day in your community and tag future community partners, community agencies and people you want to engage in your local TRIO program throughout the year.

Tumblr: Blog about the before, during and after of your event. Talk about why TRIO Day is important and why your program chose to participate. Post texts, images, videos, quotes or links about the upcoming event. Share with other local TRIO programs, students and community partners.

YouTube: Create a video during your event and post it online to share your event success year-round with your students and create media tools for your year-round programming.

Remember to link your multiple social media accounts before the day of the event and use the hashtags **#NationalTRIODay** and **#TRIOWORKS** to connect with COE and TRIO programs nationwide participating in the 2017 TRIO Day!

Sample Media Advisory

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE
DATE HERE**

**CONTACT:
LIST CONTACT HERE
AREA CODE AND PHONE**

TRIO WORKS IN (YOUR TOWN)!

(Town/City/State Here) -- Students and graduates from **(list your project here)** will participate in the **2017 National TRIO Day of Service on Saturday, February 25, 2017** to express appreciation to the community for its support of the TRIO programs. For millions of students from low-income families who strive to be the first in their families to attend and graduate from college, seven federally funded programs called TRIO are making a world of difference.

Unlike student financial aid programs which help students overcome financial barriers to higher education, the TRIO programs have been providing valuable supportive services to students from poor and working families to successfully enter college and graduate for over 50 years.

(List specific information about your project or the projects in your state here. List details such as the number of students served, number of projects, and number of years the project has been serving TRIO students. In addition, include one or two student quotes. Also include information about your event -- speakers, awards, achievements, etc.)

TRIO services include: assistance in choosing a college; tutoring; personal and financial counseling; career counseling; assistance in applying to college; workplace and college visits; special instruction in reading, writing, study skills, and mathematics; assistance in applying for financial aid; and academic support in high school or assistance to re-enter high school.

Today more than 1,000 colleges, universities, and community agencies host more than 2,800 TRIO projects that serve approximately 820,000 young people and adults. Thirty-four percent (34%) of TRIO students are White, 33% are African-American, 21% are Hispanic, 4% are Asian-American or Pacific Islander, 4% are American Indian, and 1% are listed as "other," including multiracial students.

Background on the TRIO Programs

What is TRIO?

TRIO is a set of federally-funded college-based educational opportunity outreach programs that motivate and support students from low-income backgrounds – including military veterans and students with disabilities. Currently serving nearly 760,000 students from middle school through post-graduate study, TRIO provides academic tutoring, personal counseling, mentoring, financial guidance, and other supports necessary to promote college access, retention, and graduation. TRIO students come from families that earn less than \$36,000 a year and/or in which neither parent have earned a college degree.

Where did TRIO come from?

The TRIO programs were the first national college access and retention programs to address the serious social and cultural barriers to education in America. (Previously only college financing had been on policymakers' radar.) The Educational Opportunity Act of 1964 established an experimental program known as Upward Bound. Then, in 1965, the Higher Education Act created Talent Search. Finally, another program, Special Services for Disadvantaged Students (later known as Student Support Services), was launched in 1968. Together, this “trio” of federally-funded programs encouraged access to higher education for low-income students. By 1998, the TRIO programs had become a vital pipeline to opportunity, serving traditional students, displaced workers, and veterans. The original three programs have grown to eight, adding Educational Opportunity Centers in 1972, Training Program for Federal TRIO programs in 1976, the Ronald E. McNair Post-baccalaureate Achievement Program in 1986, Upward Bound Math/Science in 1990, and the TRIO Dissemination Partnership in 1998.

Why Are the TRIO Programs Important?

The TRIO programs help first-generation, low-income students overcome social, cultural, and academic barriers to succeed in higher education. By providing direct services and individually focused and intensive programming geared towards helping students navigate the college admissions and financial aid process, TRIO programs assist students in overcoming the obstacles they face as the first in their families to attend and graduate from college. Today, an estimated 5 million students have graduated from college with the support and assistance of TRIO programs across the country.

TRIO FACT SHEET

The Federal TRIO Programs (“TRIO”) are a set of educational opportunity programs that enable students from low-income backgrounds to become the first members of their families to earn college degrees. Currently serving more than 800,000 students from middle school through adult education, TRIO provides academic tutoring, personal counseling, mentoring, financial guidance, and other supports necessary to promote college access, retention, and graduation. A brief description of each program appears below.

Talent Search: Talent Search (TS) focuses on low-cost, early intervention, working with students deemed to have “college potential” in grades 6-12. Students receive information and assistance in applying for college admission, scholarships, and various student financial aid programs. Recent data show that, on average, 78% of TS participants enroll in postsecondary education immediately after high school graduation.¹

Upward Bound: Upward Bound (UB) is an intensive intervention program that prepares students for higher education through various enrichment courses. Campus-based UB programs provide students instruction in literature, composition, mathematics, science, and foreign language during the school year and the summer. UB also provides intensive mentoring and support for students as they prepare for college entrance exams and tackle admission applications, financial aid, and scholarship forms. In 2012-13, 85.3% of graduating seniors who participated in UB enrolled in college.² This figure exceeded the Department of Education’s programmatic goal of 80.5%.

Upward Bound Math/Science: Using a model similar to the classic Upward Bound program, Upward Bound Math-Science (UBMS) aims to strengthen academic preparedness in math, science, and technology. The program assists students in a rigorous math and science curriculum in high school to encourage and enable them to successfully major in critically important science, technology, engineering, and math (STEM) disciplines in college. In 2012.13, 87.4% of students who participated in UBMS programs went directly to college after graduating from high school.³

Veterans Upward Bound: Veterans Upward Bound (VUB) provides a unique service to veterans hoping to return to college, aiding them in the transition process through intensive basic skills development and short-term remedial courses. Additionally, participants receive assistance in navigating the services offered by Department of Veterans Affairs, veterans associations, and other veteran support organizations. Nationally, VUB has a strong record of aiding its participants in preparing for higher education. According to the National Association of Veterans Upward Bound Program Personnel, in 2010-2011, more than 60% of recent program participants were enrolled in postsecondary education programs.

Student Support Services: Student Support Services (SSS) programs help low-income and first-generation students to successfully begin and stay in college. Participants receive tutoring, counseling, and remedial instruction in order to achieve their goals of college completion. The most recent analysis of SSS found that program participation resulted in statistically significant higher rates of student retention and transfer, improved grade point averages, and credit accumulation. SSS participants also bested their similarly situated peers in degree completion at both two-year colleges (41% vs. 28%) and four-year colleges (48% vs. 40%).⁴

Educational Opportunity Centers: Educational Opportunity Centers (EOCs) target displaced or underemployed workers from low-income families. These centers help students choose colleges and guide them through the often confusing financial aid process. Recent analyses of EOC found that more than half (57.6%) of “college-ready” students were enrolled in institutions of higher learning⁵ and 71% of eligible EOC participants (high school seniors, postsecondary dropouts, etc.) applied to college.⁶

Ronald E. McNair Postbaccalaureate Achievement: The McNair program encourages and prepares low-income and minority students for doctoral study and to pursue careers in college teaching. The McNair program provides research opportunities and faculty mentoring. In 2013-14, 69% of McNair Scholars who graduated in 2010-11 were enrolled in graduate school; meanwhile, 83% of students who first enrolled in graduate school in 2012-2013 persisted in their studies.⁷

¹ U.S. Department of Education, *A Report on the Talent Search Program: 2007–08, With Select Comparative Data, 2002–07*, Washington, D.C., 2009.

² U.S. Department of Education, *Upward Bound and Upward Bound Math-Science Grantee-Level Performance Results: 2013-14*.

³ *Id.*

⁴ U.S. Department of Education, *Persistence and Completion in Postsecondary Education of Participants in the TRIO Student Support Services Program*, Washington, D.C., 2015.

⁵ U.S. Department of Education, Office of Postsecondary Education, *Educational Opportunity Centers’ GPRA and Efficiency Results: 2013–14*, Washington, D.C., 2015.

⁶ U.S. Department of Education, *Federal TRIO Programs, A Report on the Educational Opportunity Centers Program: 2007-08, with Select Comparative Data, 2002-07*.

⁷ U.S. Department of Education, *Ronald E. McNair Postbaccalaureate Achievement Program Grantee Level Performance Results: 2013-14*, Washington, D.C., 2015.