MISSION

MCAN will increase the college readiness, participation and completion rates in Michigan, particularly among low-income students, first-generation college going students, and students of color.

VISION & VALUES

- **College is postsecondary education**: MCAN uses the term "college" to refer to the attainment of valuable postsecondary credentials beyond high school, including professional/technical certificates and academic degrees.
- **College is a necessity**: Postsecondary education is a prerequisite to success in a knowledge-based economy. Everyone must pursue and complete a postsecondary credential or degree beyond high school.
- **College is for everyone**: The postsecondary education attainment rates among low-income students and students of color are significantly lower than those of other students. MCAN is committed to closing these gaps.
- **College is a public good**: Postsecondary educational opportunity and attainment are critical to a just and equitable society, strong economy, and healthy communities.

GOALS

- Enhance Michigan’s college-going culture
- Increase the percentage of students who enter college prepared to succeed in credit-bearing coursework
- Increase the percentage of students utilizing federal financial aid
- Increase the percentage of students enrolling in college immediately following high school
- Increase the percentage of students who persist toward degree completion
- Increase the percentage of students completing postsecondary degrees
- Increase the percentage of young working-aged adults (25-34) with a college degree or postsecondary credential

STAFF

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MCAN Strategies:

**PRIMARY STRATEGY**

*Local College Access Network Development:* Support the creation, expansion, and sustainability of high-quality, community-based college access strategic alliances. MCAN will serve as the primary intermediary support organization to LCANs by providing technical assistance and grant opportunities. [www.micollegeaccess.org/our-network](http://www.micollegeaccess.org/our-network)

**SECONDARY STRATEGIES**

*Statewide Initiative Implementation:* Sponsor key statewide initiatives in order to increase college access, particularly within LCANs. MCAN serves as the lead implementation partner on the following projects:

- ItsMILife Social Platform: [www.itsmilife.com](http://www.itsmilife.com)
- KnowHow2GO Michigan Public Awareness Campaign: [www.knowhow2gomichigan.org](http://www.knowhow2gomichigan.org)
- Michigan College Application Week: [www.micollegeaccess.org/events/college-application-week](http://www.micollegeaccess.org/events/college-application-week)

*Professional Development:* Train college access personnel, such as high school counselors and other community- and campus-based professionals, to be highly qualified and effective college advisers.

- Webinar Series: [www.micollegeaccess.org/resources/webinar-series](http://www.micollegeaccess.org/resources/webinar-series)

*Leadership and Advocacy:* Serve as Michigan’s authority on college access and success issues through leadership. Advocate for policy reforms that expand postsecondary opportunities for low-income students, first-generation college going students, and students of color.

*Coordination and Partnerships:* Coordinate Michigan college access resources, programs, and services. Strengthen existing like-minded and mission-aligned college access and success initiatives.

- Strategic Partners: [www.micollegeaccess.org/our-partners](http://www.micollegeaccess.org/our-partners)
- College Access Alliance: [www.micollegeaccess.org/our-partners/college-access-alliance](http://www.micollegeaccess.org/our-partners/college-access-alliance)