

UPNEXT



REACH HIGHER

Complete your education. Own your future.



For many low-income and first generation students, the pursuit of higher education does not necessarily depend on their eligibility for financial aid, test scores or even the application process.

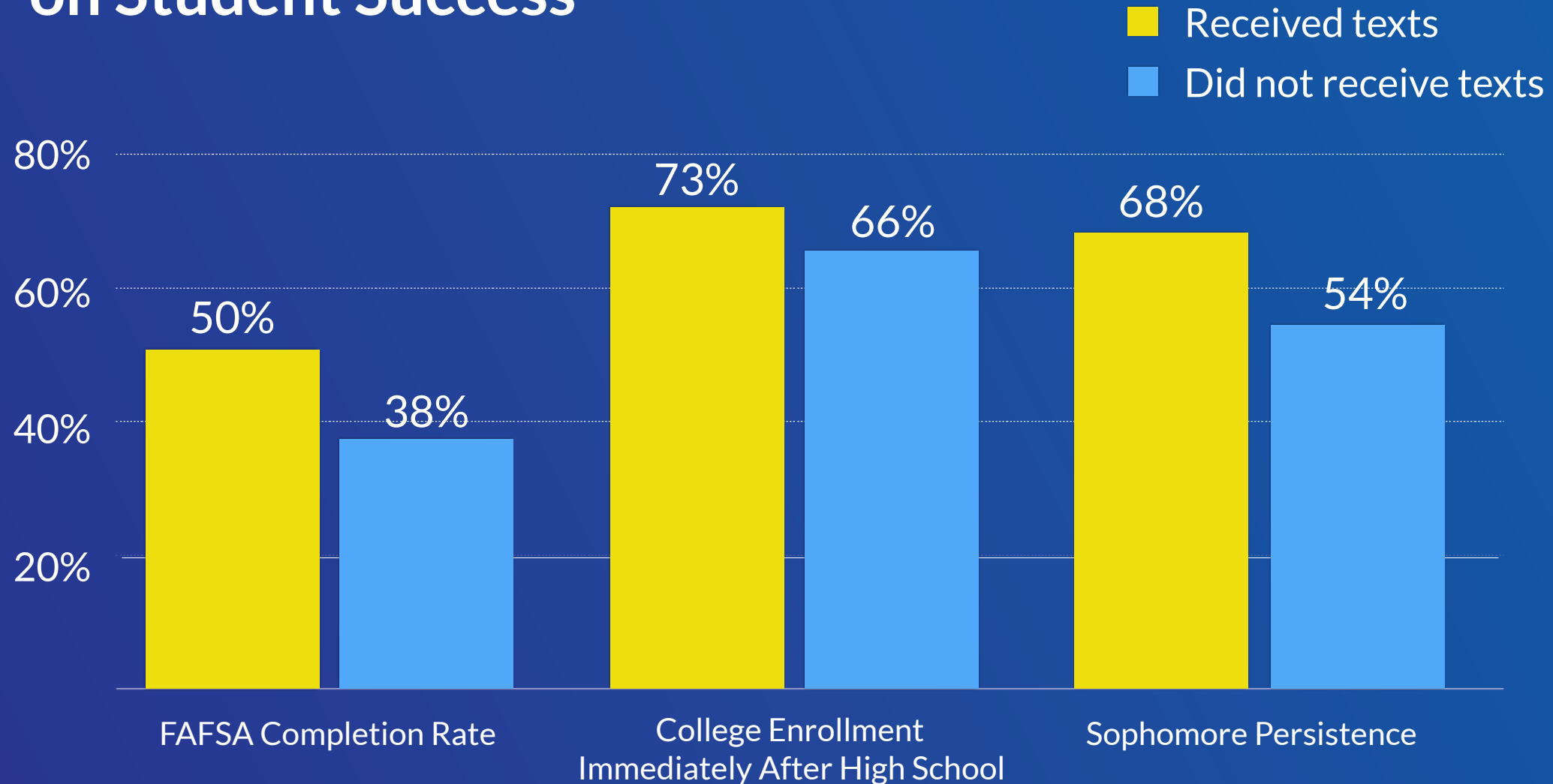
They don't apply because they don't know how, which prevents them from attending or continuing college. When students falter in the face of navigating these complicated decisions it contributes to persistent inequality in college access and success.

They need a guide.

Better Make Room's free text messaging tool—UpNext—walks students through the college application process.

Real near-peer mentors and college advisors provide reminders and answer questions about applying for college, receiving federal student aid and making sure students have the support needed to be successful.

Impact of Text Messaging Campaigns on Student Success





Engagement

118,000+

Individuals enrolled

OVER
54%

Student engagement rate

2.1 Million

Messages sent

Guidance, advice, reminders. Preparing the next generation for what's UpNext.



UpNext is like a counselor in a student's back pocket. Every text message is sent by a real person, including near-peer mentors and professional advisors from College Advising Corps, Inside Track, College Possible and College Forward.

Our target audiences include:

Individual High school seniors—to guide students around college search, FAFSA completion and college applications

UpNext School & District Partners—as a part of our effort to enroll 120,000 students in UpNext by September 2018, we are actively seeking school and district partners. Our texting service, currently valued at \$8/student, is available free of charge thanks to the generous support of a 2018 Mellon Foundation grant.

We are providing this service for free to school and district partners who are willing to supply Reach Higher and Better Make Room with student cell phone numbers.

As needed, we will ensure through a Memorandum of Understanding (MOU) that these phone numbers are stored on a secure platform and will only be used for the explicit purposes stated in the MOU.

Ready to Get Started?

Fill out the form on our website to begin the process of bringing UpNext to your school:

<https://www.bettermakerroom.org/up-next/>

A stylized graphic on the left side of the slide. It features a light blue silhouette of a person with their arm raised, reaching towards a yellow five-pointed star. The background is a solid blue color.

Thank you!

With your help, we can help America's young people get to and through higher education.

For more information please contact:
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