



SOUTHERN CALIFORNIA
COLLEGE ACCESS NETWORK

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LET'S GO TO COLLEGE CALIFORNIA LAUNCHES VIRTUAL HUB PRIORITIZING SUPPORT & RESOURCES FOR COLLEGE STUDENTS DURING COVID-19

*Student-Centered Campaign Addresses Equity, Collaboration and Advocacy for All Students Navigating
College During the Global Pandemic*

CALIFORNIA (Sept. 22, 2020) -- SoCal CAN, a network of nearly 100 organizations working to promote a college-going and completion culture in Southern California, today announced "Let's Go to College California (Let's Go)," a student-led virtual hub that prioritizes California student needs during COVID-19 and promotes resources to support them on their journey to pursue higher education.

Let's Go supports students based on their lived experiences, concerns and life aspirations. It provides timely resources in the areas of evolving campus plans, financial aid, distance learning, mental health needs, transfer options, campus climate, academic tips and meeting administrative deadlines so that students can make informed decisions about their college plans. It is a growing online community connected through social media and virtual programming that helps students engage and receive information. The Let's Go goals produce positive education outcomes for all students and include:

- Addressing equity in education
- Student-centered tools and systems
- Increased collaboration across higher education systems, elected officials and partner organizations for the benefit of students and their families
- Advocacy and increased student participation

"COVID-19 caused students, families, individuals and businesses to shift from what was normal and comfortable to a new way of learning, working and living," said Alison De Lucca, executive director, SoCal CAN. "While shifting was more fluid for some, we recognize that within the communities we serve, many students are feeling the gaps in equity widen as they try to move forward with navigating college. To better support them, we launched 'Let's Go' as a virtual hub that would reconnect students with like-minded students, supports and resources to inspire them to continue pursuing their dreams."

Let's Go provides information for students across all public higher education systems and focuses particularly on the needs of underrepresented students, including those from low-income families, first-generation college-goers, communities of color and undocumented immigrants.



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“The effects of the COVID-19 pandemic on students have been complex, profound, and widespread,” said Marcos Montes who leads the Let's Go to College CA work at SoCal CAN.

“Millions of students in our state are working hard to achieve their college dreams, and they should be able to focus their efforts on their studies, work, and families—NOT on struggling to find the right information and resources necessary to access and continue their education.”

Let's Go To College CA was launched with the generous support of the College Futures Foundation, The Kresge Foundation, and the California Community Foundation. We are grateful for their partnership in supporting students on their college journeys during these turbulent times. This fast-moving work is generating new opportunities to support students and the Let's Go to College CA efforts.

“We are hearing loud and clear that students across California are struggling to find financial resources, timely information, and support networks that will help them attend and complete college,” said Monica Lozano, President & CEO of College Futures Foundation. “If California is to recover from the pandemic with a healthy and inclusive economy and society, we need to do everything we can to ensure those who have been hit the hardest—low-income students, first-generation students, and students of color—stay enrolled and graduate. We're proud to support SoCal CAN in launching Let's Go to College CA, and applaud the student voices who are shaping how our state and the educational institutions can best respond to the crisis.”

"Entering my last year of college, I know the uncertainty of being a student during this crisis very well," said Kimberly F., a student at UCLA. "Let's Go gives me strong hope and encouragement to reach my higher-ed goals. I hope that others feel the labor of love put into this project and are inspired to continue their education despite turbulent times."

“The Let's Go To College CA virtual hub meets an urgent need to help California's students get critical information and make informed college decisions during this tumultuous time,” said Caroline Altman Smith, deputy director of Kresge's Education Program. “In addition to helping students navigate this COVID-19 storm, the hub will function as a perennial guide for students and help to continually improve how campuses and agencies statewide coordinate critical supports.”

Let's Go
To College
CALIFORNIA

**GRAND
VIRTUAL
LAUNCH**

September 24
4-5:30pm

Live DJ
Student Presenters
Well-Being Activity
Spoken Word
Great college info & resources

PLUS a chance to win one of
three amazing prizes worth a
total of \$1,000!

A grand virtual launch will take place on September 24, 2020, 4-5:30 p.m. For event details or to RSVP, please visit:

www.bit.ly/LetsGoCA.

Interested in building a partnership? Contact us at hello@letsgotocollegeca.org



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About Let's Go to College CA

Let's Go to College CA, a project of SoCal CAN, is a virtual hub for students navigating higher education. It focuses on the needs of underrepresented students across the state's public higher-ed institutions. Let's Go to College CA provides support to students based on their lived experiences, concerns and higher-ed aspirations. It provides timely information and resources in the areas of evolving campus plans, financial aid, distance learning, mental health needs, transfer options, campus climate, academic tips and meeting administrative deadlines so that students can make informed decisions about their college plans. It is a growing community connected through social media, e-newsletters, and virtual programming that helps students engage and receive information.

About SoCalCAN

Formed in 2005, the Southern California College Access Network (SoCal CAN) is a network of over 85 organizations working to promote a college-going and completion culture in Southern California. Our mission is to increase the rate at which students from underserved communities access and complete post-secondary education.