

## *Hypothesis and User Demographics*

32% of undergraduates are First-Generation college students. Unfortunately, however, 60 % of these first-generation college students don't complete a degree or credentials in 6 years. 1st generation student's are disproportionately Hispanic and African American, while over a third are over 30 years old. Many are likely to enroll part-time. In addition, according to current student loan default data, 11% of 1st generation students are behind on student loans, while only 5% of non-first generation students were behind.

1st generation students want to attend and complete college but often lack the financial or/or background knowledge to thrive. These students often come to college without a college going tradition, while some families pressure these student's to go directly into the workforce. Many have fears about going to college and misconceptions about college life and costs. Scholarships are set up where students need to painstakingly search, find and apply (push distribution) for financial assistance; there are few resources available where students can solicit (pull distribution) funds for college. Finally, these students often come from high schools that didn't provide the rigor needed to be successful in the college. They just don't have the financial, social, and academic know how to be successful.

This group needs to have financial, academic, and social support. This is an excellent article about the needs of 1st generation students by a 1st generation graduate <http://qz.com/418695/the-unique-challenges-of-a-first-generation-college-student/>

[ws.fiu.edu](http://ws.fiu.edu)

**{Update 1/17--Seeker Interviews}** We conducted interviews with 8 1st Generation students that live in San Francisco. It gave us a good idea of our users, and how they can come from all different backgrounds. See milestone attachment 3 to learn more about the information we got from our users.

*User-Maria*



Maria is a 20 year old mother of one 2 year old daughter. She is the first person in her large Latino family to even think about college. Her grades were always the best of anyone in the family, and her large family encouraged her to go to college. To help with the cost of her going to her dream school, XYZ State University. At the end of her senior year of school, Maria finds out she is pregnant from her long-term boyfriend, who after that point really has not been in her life. Despite the setbacks, she is planning to go to XYZ State. She does not know anyone at XYZ State about a 4 hour drive from her home, and she is a little scared of what the future for her and her daughter will be like in this new place.

*User-Eric*



Eric is 18 years old and all of his family had been farmers since the family homesteaded in the US from Germany. His family would love to have him stay and help out on the farm like his other brothers and sisters. The family made a good living, but Frank always wanted to be an engineer, and around the farm there was plenty for him to break, fix, and repair. When Frank was 10 years old the family got a computer, and the rest was history—the farm was just a distant memory. His mother and father realized that Frank was not cut out for farm life and encouraged him to go to XYZ State to study computer engineering. There has been draught for the last 3 years, so money is tight. The family is worried how they are going to have the resources to send

Frank to school. Frank is a little scared he has only been to the town where the college is located twice, he knows one other person from his rural town going XYZ State, but that is it. He is excited and scared at the same time, and worries will the family farm be okay when he is gone.

*User-Shantel*



Shantel is a high school superstar. The oldest of 4 kids; she has three brothers. Her mom is a single mom and her dad has been in jail for the past 10 years, and basically has nothing to do with her life. Because her mom worked 3 fast food jobs to support the family, she was left to raise the 3 boys. At school, she was an over-achiever, always wanting to please, a great student, super athletic, and a steady boyfriend. Her dream has been to go to XYZ State and become a doctor so she could come back to her community and provide health care services that are lacking in her community.

Maria, Eric, and Shantel have all gotten accepted to XYZ State University, through a letter that Ms. Rhonda Moore, the director of Recruitment at XYZ State. Ms Moore's informs the financial aid, alumni, and school donor relations department to let them know about the new coming in 1st Generation recruits.

Maria, Eric, and Shantel with their college acceptance package, they receive an invitation to be part of #1Fund2Crowd, a scholarship platform for 1st generation college student, where they can directly ask for support from the XYZ State University community. They create videos, write profiles and share through social media about who they are and what they want to accomplish.