INSPIRING STUDENTS TO PURSUE GREATNESS
Founded in 2014, College LAUNCH for Leadership prepares high school juniors to be college-ready, social justice advocates. The FREE, 9-month program enrolls a diverse group of college-bound students in Charlotte and Winston-Salem, primarily serving first-generation, historically underrepresented students in higher education.

**DISCOVER**
connections between your career aspirations and passion for social change through mentorship and networking opportunities.

**PREPARE**
for the college application process with campus tours, resume and essay writing workshops, financial aid sessions, and interview coaching.

**IMPACT**
social change in your schools and communities by completing a Youth Participatory Action Research project.

**333** NUMBER OF STUDENTS WE’VE SERVED

**65** NUMBER OF HIGH SCHOOLS REPRESENTED
1 PROGRAM, 2 LOCATIONS

CHARLOTTE

35% First-Gen Status

33% Free & Reduced Lunch

WINSTON-SALEM

49% First-Gen Status

41% Free & Reduced Lunch

COHORT DEMOGRAPHICS

- Black/African-American
- Hispanic/Latino
- Asian
- Two or More Races

- Black/African-American
- Hispanic/Latino
- Asian
- White
- Two or More Races
College LAUNCH for Leadership students meet one Saturday per month. Prior to each meeting, students are tasked with responding to a journal prompt aligned with that month’s social justice topic. Students are invited to share their journal responses at the beginning of each summit before hearing from local industry professionals, community leaders, and activists who lead discussions or facilitate hands-on workshops related to the social justice topic. After lunch, students participate in a variety of college prep sessions such as creating a college list, learning about the FAFSA, resume and essay writing workshops and more.

**SOCIAL JUSTICE SESSIONS**
- Immigration Reform
- Law and Criminal Justice
- Food Insecurity
- Voting and Civic Engagement
- Financial Literacy
- Media Literacy
- Healthcare

**TYPICAL SATURDAY SUMMIT**
- 9:00 - 9:15 AM
  Welcome, Icebreaker, Outline of Day
- 9:15 - 9:30 AM
  Students share Journal Entries
- 9:30 - 12:00 PM
  Social Justice/Leadership Topic Session
- 12:00 - 1:00 PM
  Lunch
- 1:00 - 2:00 PM
  College Prep Session

**COLLEGE PREP SESSIONS**
- Resume Writing
- Interview Coaching
- Building Your College List
- Scholarship Workshops
- Financial Aid/FAFSA Workshops
- Essay-Writing Workshops
**YOUTH PARTICIPATORY ACTION RESEARCH PROJECT**

The College LAUNCH for Leadership curriculum culminates with a Youth Participatory Action Research (YPAR) project. This is an opportunity for students to identify a need in their community, design an independent research study, and implement a social action to address the specific need. It is our hope that students develop an understanding of how their future academic and professional goals align with their interest in and commitment to social change. Throughout the year, College LAUNCH students explore topics such as voting rights, food (in)security, access to healthcare, immigration policy and reform, media literacy and more.

**LAUNCHING INTO HEALTHCARE**

**APRIL**

A joint venture created by the Wake Forest School of Medicine and College LAUNCH for Leadership, LAUNCHing into Healthcare is a Saturday Summit designed to explore careers in healthcare with an emphasis on healthcare inequalities. Using a modified medical student case study, students address a patient’s physiological needs and social determinants of health; including medical history, insurance status, mental health and access to community resources. Students learn how healthcare providers respond to patient needs by interacting with MDs, PAs, CRNAs, and clinical researchers (PhDs) in a simulated hospital setting.

**DISCOVER WAKE FOREST DAY**

**FEBRUARY**

Students and parents are invited to participate in an immersive college admissions experience at Wake Forest University. During Discover Wake Forest Day, deans of admission guide our College LAUNCH for Leadership families through an admissions committee simulation, where students review mock application profiles to determine whether or not fictional students should be accepted, waitlisted or denied to the university. Students and parents learn how admissions committees evaluate applicants and determine best practices for applying to colleges. In addition, College LAUNCH families learn about completing a FAFSA profile and different scholarship opportunities available at Wake Forest University. Parents and students also participate in an official campus tour and enjoy a meal in “the Pit”, Wake Forest University’s nationally-acclaimed dining hall.
PRIDE POINTS

COLLEGES AND UNIVERSITIES STUDENTS WERE OFFERED ADMISSION

Air Force Academy
Appalachian State University
Babson College
Boston University
Clemson University
Coastal Carolina University
Columbia University
Central Piedmont Community College
DePaul University
Duke University
East Carolina University
Elon University
Fayetteville State University
George Washington University
Hampton University
Harvard University
High Point University
Indiana University
Kent State University
King’s College
Morehouse College
NC A&T State University
NC State University
North Carolina Central University
Norwich College
New York University
Ohio University
Paul Mitchell the School - Charlotte
Spelman College
UNC: Asheville
UNC: Chapel Hill
UNC: Charlotte
UNC: Greensboro
UNC: Wilmington
University of Miami
Villanova University
Wake Forest University
Western Carolina University
Wheaton College
Wingate University
Winston-Salem State University
Xavier University of Louisiana

98% OF COLLEGE LAUNCH ALUMNI ARE ENROLLED IN COLLEGE

$2 MILLION+ RECEIVED IN SCHOLARSHIP
The College LAUNCH for Leadership program believes in inspiring students to pursue greatness by providing mentorship throughout students’ 11th and 12th-grade years. Students are mentored by Pre-College Programs staff members and are given the opportunity to network with a variety of professionals from industries such as business, healthcare, law, as well as several other career fields. Students are connected with mentors based on their chosen YPAR topics.
LIFE AFTER LAUNCH

RITA VENANT
WAKE FOREST UNIVERSITY
Year: Junior
Major: Communications
Minor: Journalism

College LAUNCH helped me to strengthen my leadership skills and knowledge about college and the application process. I did not tour many campuses, so being able to tour WFU and hear what the admissions officers were looking for and about current college students’ experiences helped lessen the stress of applying to college. Today, I am so thankful to be at Wake Forest University because it has brought me amazing opportunities that I couldn’t imagine gaining at such a young age. I have been able to study and intern in Washington, D.C. for a semester, serve as a program assistant in Beijing and Shanghai, China for two summers, attend an international symposium in Monterrey, Mexico, be a global service volunteer in Chiang Mai, Thailand, study Christian-Islamic relations in Cairo, Alexandria, and Luxor, Egypt, among many other unique opportunities. My advice would be to join things that interest you, reflect on what you are learning, be a good listener, and ask questions. Always challenge yourself! It is okay to be and feel uncomfortable sometimes.

ADE AKANDE
BABSON COLLEGE
Year: Sophomore
Major: Finance and Global Business Management

I was interested in participating in College LAUNCH for Leadership because of my interest in furthering my knowledge of both business and collegiate expectations alongside other like-minded students seeking to explore opportunities. Through some of the Saturday meetings, I was able to gain a holistic understanding of various types of business (nonprofits, banks, consulting firms) and the operations required to help those businesses run. In addition, I received many insights into the important techniques used in the industry. These College LAUNCH experiences helped me better understand the advantages of communicating with others, the leadership needed in the workplace, and the importance of strategic planning to coordinate schedules in college. I am now a sophomore at Babson College in Massachusetts with interests in Finance and Global Business Management. I have had interests in entrepreneurship and investment management, in part, because of my experiences with College LAUNCH. I have been astonished by some of the connections and individuals I have met in the northeast who have been involved with College LAUNCH in some form, which speaks volumes to the program’s diverse set of speakers and presenters.
KIMANI VIRELLA
HAMPTON UNIVERSITY
Year: Sophomore
Major: Biology

College LAUNCH was a great program that I will cherish forever. It really exposed me to different career pathways out there during my time in the program. It also taught me that whatever you put your mind to, you can do it. I learned this from the vast array of excellent speakers we had come talk to us. One of my favorite Saturdays was the Promising Pages community service session. We wrapped books for elementary school students who didn’t have any at home. To this day, I still remember that. Through College LAUNCH, I also got to attend the Wake Forest Summer Immersion Program for Medicine which was a huge blessing. I received a scholarship to attend and through this program, solidified my desire to pursue medicine.

DONOVAN MARTIN
WAKE FOREST UNIVERSITY
Year: Junior
Major: Political Science
Minor: Entrepreneurship

College LAUNCH really shaped the importance of how I viewed higher education after high school. It made me realize how much potential I had as a person and where my talents could take me. I am currently a Junior Political Science major with a minor in Entrepreneurship at a school I never even thought I could get into. I think that College LAUNCH was a very important step on my path to seeing just how many possibilities would become available to me. Currently, my goals include establishing another internship for the summer and working on creating my business.

COLLEGE SIGNING DAY

College Signing Day is an amazing occasion, where our students spend a shining moment in the spotlight! Each May, we invite our graduating seniors and their families to celebrate their education and/or occupational plans after high school. During the program, graduating seniors are invited to announce where they will be enrolling in college or their future plans, their scholarship funding, and their prospective majors. College Signing Day is a rite of passage and is a way for members of our College LAUNCH community to think about giving back as they begin to move forward. Each graduating senior writes a short letter of support and affirmation to students in the current junior class, giving words of advice and encouragement to lay the foundation for mentorship. College Signing Day concludes by inviting parents to recite letters of support for their graduating student as they begin to prepare for their college transition.
CONTACT

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