

Diana Rodgers
MicroChange Project
Element 9
Act

Based on what I have already accomplished through my MicroChange project in preparing Fit Education Consulting for growth, I believe that my next steps include the following three items.

Disseminate job postings and begin interviewing applications.

I am ready to start hiring, I just have to notify the public of the employment opportunities at Fit. I considered posting my job on several job search websites, however, none seemed to fit what I was looking for. Instead, I am going to do some targeted outreach through my social network, institutions that are potentially in contact with potential hires such as higher education management master's programs, and private school high school English, history, and college guidance departments.

I want to clarify why I think private schools might be a good fit for our needs. First, in my experience in k-12 education, independent schools do an excellent job teaching students to write in their own voice. They do not force writing to conform to a certain structure rewarded by state English tests. Further, many private school employees have the type of institutional pedigree that my client's parents trust. Finally, I believe that I can offer them competitive compensation on a very part time, flexible basis, that they will not have available in any other equally convenient way. That is, working for Fit after school, on weekends, and throughout the summer could be the best and most enjoyable money they can make. I believe that it is likely that both my writing and interview coach will be current independent school employees.

I am also looking to hire a scholarship search coordinator. This is someone who would meet with a student and learn a ton about them, have access to their essays and intake material, and would then put together all of the independent merit scholarship opportunities that for which the student qualifies with due dates and requirements in a spreadsheet. In requires excellent internet search skill, creative thinking, knowledge of scholarships, and organization. I think this would be a great job for a current higher education management master's student at a top-rated education program.

Create a standardized personal statement curriculum.

For my personal development project, I completed the Wow Writing Workshop college essay review like a pro series of 5 webinars. A lot of what Susan Knoppow recommends I already do, but we have some notable differences. Before a writing coach officially signs on with me, I need to have my expectations for personal statement writing clear to the person so that our processes align with our values.

Make a master list of scholarships and colleges.

While reformatting my college list template, I realized how dated my master list of colleges and scholarships were. I would like to reformat this and make sure that the information is updated and correct. This way, when I am making a college list for a student, I can more easily fill in the missing information that is relevant to that student and don't have to look up the interview policy every time.

I will begin by compiling a list of all of the colleges to which my students have applied or considered in the last 3 years and organizing it. That, I will fill in the gaps colleges to which I haven't had any student apply but might be of interest. Of course, this is not exhaustive, and I will still have to constantly research institutions, but it will take away a lot of redundant work. The same things will be done for independent scholarships.

Reach out to education relation nonprofits and family foundations in my major geographic areas to see if they want to sponsor low-income students.

I mentioned in my study section that I feel that my stated commitment to equity in higher education access is non-performative. I would like to begin to write grants to major charitable organizations in Pittsburgh, Philadelphia, and Boston to see if I can get students sponsored which would allow me to take more diverse students.

For example, in Pittsburgh, I will contact the Donahue and Hillman foundations to see how we can work together. While neither would grant directly to me because I am a business, they may be able to grant to one of their sponsored organizations to pick students for my services. I will also write a grant application to the McCloskey organization in Philadelphia. I hope that this puts me in contact with ambition, but high need students who will benefit most from working closely with a private counselor.