UNLOCKING STUDENTS’ POTENTIAL

Research shows that students who lack positive mentors risk of becoming young adults who have trouble finding jobs and charting careers. At EY we’re taking action. Across the Americas, we encourage our people to volunteer as mentors in our communities to improve access to education. In the US, we place special emphasis on college and university access — especially for underserved students. This strategic focus on education:

- Embodies our core belief in purpose-driven work by addressing a compelling community need
- Mobilizes the business, problem-solving and mentoring skills of EY professionals across service lines and levels
- Expands and enhances the pool of diverse, talented professionals who will become tomorrow’s leaders

And it’s personal, too. One-third of EY employees in the US are first-generation college graduates.

DEVELOPING THE TALENT OF TODAY AND TOMORROW: A MAP FOR SUCCESS

Many high school students don’t consider going to college. The goal seems too distant, the application process too confusing, the cost too expensive, and the rewards too unclear. At EY, our people are working to remove these obstacles. We want to encourage students to apply for college, and help them succeed once they get there. Through College MAP (Mentoring for Access and Persistence), we help demystify the process of applying to and affording college, encouraging students who might not have considered applying for college to do so. Then we work with students to build the skills that will help them persist in completing their post-secondary goals:

- Awareness of the lifelong benefits of earning a higher education
- Financial readiness that helps students apply for aid and pay for college
- Persistence skills to help students complete and succeed in careers
- Since its start in 2009, College MAP has helped close to 1,100 young people by engaging over 800 EY professionals in our communities.

HOW COLLEGE MAP WORKS

College MAP is a multi-year, team-mentoring program focused on enabling and empowering students in underserved schools so that they can gain access to college and succeed in higher education. To implement the program, we collaborate with high schools and a not-for-profit organization called College For Every Student (CFES). Together, we identify young people who most need our support and bring College MAP directly to them. CFES brings a wealth of experience in curriculum development and a strong network of university relationships to the table. We provide volunteer mentors in more than 30 major cities across the US.
MENTORING IN TEAMS
Volunteers work in teams. The program matches small groups of EY professionals with high school juniors and seniors. The team-mentoring model has several advantages: multiple mentors provide insight and guidance to the students in the program, busy client-serving professionals are able to balance work, and a long-term mentoring commitment and the group of students becomes its own supportive academic community.

OUR REACH:
- College MAP launched with nine locations in 2009 and is now making a difference in 30 US cities.
- We have mentored more than 1,100 students since 2009; 90% of those who graduated high school pursued higher education.
- Over the last three years, since the inception of the EY College MAP Scholarship Awards in 2013, we have distributed $650,000 in scholarships to College MAP program participants.
- Since launch, over 800 EY professionals in the US have participated in the College MAP program. We have strong representation across all ranks and from all of our service lines (Assurance: 28%, Advisory: 27.8%, Tax: 23.8%, Core Business Services: 19%, and Transaction Advisory Services: 1.4%)

EVERYBODY WINS
College MAP benefits the students we serve, our communities and our people:

Students. Being a part of College MAP offers students valuable academic coaching and support. Over the years, we’ve seen 90% of the students who participate in College MAP graduate high school and pursue higher education.

Communities. Schools receive EY’s professional experience and support; this can be a critical helping hand at a time when many school guidance counselors handle caseloads of more than 500 students. More broadly, College MAP lays the foundation for students to have successful careers after college, which ultimately will benefit our communities.

Our people. College MAP lets our people create positive social change while developing and practicing their professional skills: demonstrating leadership, speaking in public, and collaborating with people from diverse backgrounds. Each mentor also receives intensive pre-mentoring training and access to a robust curriculum, as well as participating in ongoing mentoring webcasts. EY’s annual Global People Survey finds EY people who mentor are more engaged and take greater pride in working at EY than their peers. Our College MAP mentors not only care about their students – they are more engaged at work, and develop valuable skills through their efforts.

THOUGHT LEADERSHIP IN EDUCATION
Published studies show clearly that the US educational system fails to produce graduates with the skills needed to succeed in the global marketplace. This failure is particularly acute when it comes to disadvantaged youth. We believe corporations can improve the situation, and we’ve acted on that conviction. That is why we collaborated with FSG Social Impact Advisors on a white paper, Best in Class, to explore how companies can help transform K-12 public education and are currently working with the National Mentoring Partnership to conduct research on trends and best practices in corporate mentoring (found here).

College For Every Student (CFES) is a nonprofit organization committed to raising the academic aspirations and performance of underserved youth so that they can prepare for, gain access to, and succeed in college. Since its founding in 1991, CFES has helped 75,000 underserved youth in 700 schools nationwide, in partnership with regional colleges, strengthen academic performance, graduate from high school and go on to college. Visit www.collegeFES.org.

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