Extending a Community-Based Participatory Research (CBPR) Approach to Understanding and **Addressing Postsecondary Awareness and Access**

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Abstract

Postsecondary education enrollment is declining across the United States. The U.S. Department of Education's Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) initiative focuses on increasing the college-going rate of students living in low-income neighborhoods through targeted university-community partnerships (UCPs). Here, we reflect on our program's use of a community-based participatory research (CBPR) approach to explore family postsecondary perspectives during the pandemic with the goal of developing community-level interventions. We outline the implementation of this approach in defining community, sharing planning power with partners, and responsive sampling. Reflection on the relevance, inclusion, and value of CBPR in education research is included.

Keywords: university—community partnerships, higher education, postsecondary decline, postsecondary enrollment, community-based participatory research

from a national peak of approximately 21.02 and understand. million students in 2010 to an estimated 16.2 million in spring 2022 (Hanson, 2023). Indiana has implemented programs at the

ver the last several decades, investigative efforts continue to employ the United States has observed more researcher-centered practices, where tremendous growth in postsec- institutional faculty dominate decisionondary participation and obtain- making in the research process rather than ment; however, in the last decade distributing power across the community the total college enrollment has declined partners they are seeking to collaborate with

Educational disparities persist, with fewer state level to increase the college-going rate Black, Latino, and low-income students of students of color and students from lowcontinuing their education at a postsec- income backgrounds, yet enrollment reondary institution (NCES, 2022). Although mains disproportionate across the state. In many promising practices and programs 2020, 53% of high school graduates enrolled exist at the federal, state, secondary, and in postsecondary education compared to community levels, more collaborative ef- 63% in 2015. While all demographic groups forts are needed throughout the educational experienced a decline in enrollment, Black, pipeline in building college-going disposi- Latino, and low-income students experitions to close equity gaps (Gándara, 2002). enced a greater decline than other groups Engberg and Wolniak (2010) elevated the (Indiana Commission for Higher Education, need to incorporate diverse stakeholders at 2022). Indiana's 21st Century Scholars all policy levels to collectively design and Program, for example, is a state-level implement promising educational practices strategy to alleviate gaps in postsecondary to assess postsecondary enrollment patterns enrollment. The Scholars Program provides and educational aspirations of students. students from low-income communities 4 However, to address this national decline years of tuition at in-state universities if in postsecondary education obtainment, students satisfy income eligibility requireeducation opportunities.

graduation.

During this study, the Indiana GEAR UP state grant was led by Purdue University and the Indiana Commission for Higher Education in cooperation with nine school corporations across the state in what is considered a university-community partnership (UCP). Indiana GEAR UP's organizational structure facilitates such UCPs because it spans the entire state and links stakeholders across multiple scales. The leadership team, housed and ensures progress toward key grant ob-

ments, maintain a certain grade-point av- embedded within schools and communities, erage (GPA), and complete required activi- the postsecondary planning process enables ties such as filing the Free Application for staff to connect with key stakeholders, such Federal Student Aid (FAFSA) and completing as school counselors, students, and family a career interest inventory. Despite the push members, as peers, allies, and professionals. for improving equity in educational out- By strategically identifying and positioning comes, most 21st Century Scholars identify staff members, Indiana GEAR UP has the as White or Asian despite students of color unique opportunity to engage a wide audibeing more likely to come from low-income ence around postsecondary planning obstahouseholds identifying as Black or Latino cles and available resources. In a concerted (Indiana Commission for Higher Education, effort with local stakeholders and key GEAR 2021). To continue improvement in college- UP staff, we sought to build understanding going rates, multiple stakeholders are of Indiana's college enrollment trends and needed at the table to ensure that students perspectives while also developing focused, across Indiana, regardless of race or family culturally responsive educational programs income status, have access to postsecondary that jointly respond to and build within existing local contexts.

The U.S. Department of Education's Postsecondary education enrollment data Gaining Early Awareness and Readiness for collected since the pandemic points to Undergraduate Programs (GEAR UP) initia- continued enrollment decline and a growtive, designed to increase the number of ing need to understand how awareness and low-income students prepared to enter and access to resources further impact equity succeed in postsecondary education, is posi- gaps. Indiana is just one example of declintioned to facilitate such collaborative efforts ing enrollment postpandemic and provides among federal, state, and local contexts. a unique opportunity to explore postsecond-GEAR UP grants 6- or 7-year competitive ary planning behavior. As more is learned awards at state and local levels to provide about the impacts of the pandemic and postsecondary preparatory supports and how it has affected all demographics in services in partnership with high-poverty postsecondary education enrollment, UCPs middle and high schools. Through local con- have the potential to better understand nections with K-12 schools, institutions of and respond to community priorities surhigher education, state agencies, and com- rounding postsecondary education enrollmunity organizations, GEAR UP programs ment and obtainment. Given the UCPs that serve entire cohorts of students beginning Indiana GEAR UP has developed across the no later than seventh grade through the state, this program is exceptionally posistudents' first year beyond high school tioned to explore and promote reconciliation of these priorities and equity issues. In collaboration with community partners, we developed a family-focused survey with the goal of gathering, creating, and disseminating information and tools to strengthen each community's engagement with and obtainment of postsecondary education. By using UCPs, more contextualized data can be collected and more concrete action steps proposed to open postsecondary education opportunities across all student groups.

at Purdue University, oversees programming Families were the target of this survey, given the influence they have on a student's jectives. Other key personnel, like the family postsecondary decision-making. Building on and community engagement specialist, work by Coleman et al. (1966), Engberg and work across the state and act as boundary Wolniak (2010) underscored the significant spanners between the leadership team at role family and student access to resources Purdue and individual communities. More play in a student's postsecondary planning. locally, school-based educators are em- They found that factors such as socioecoployed by Purdue University, but work and nomic status, college-going expectations of live within one to two specific school com- parents and peers, and a student's ability munities. With GEAR UP staff more easily to develop college-linking networks were ondary planning.

Goals and Purpose of Study

The purpose of the current study is to outline the development and dissemination of a family postsecondary survey leveraging the voices and power of UCPs. Methodology is A central tenet of CBPR is inviting comdescribed with a focus on tenets of community-based participatory research (CBPR). We conclude by discussing lessons learned alongside implications for future educationrelated CBPR projects.

CBPR Approach

more influential in a student's decision to limit expertise and knowledge generation enroll in postsecondary education than more to researchers, through UCPs (Rodriguez & distant school-based characteristics such as McDaniel, 2019). A CBPR approach differs a school's regional association (suburban, from more researcher-centered approaches rural, and urban), the percentage of minority in that power is shared between researchstudents enrolled, or the student-guidance ers and community partners (Chen et al., counselor ratio (Engberg & Wolniak, 2010, p. 2020; Israel et al., 2005; Ross et al., 2010; 145). The importance of family engagement Wallerstein & Duran, 2008), community at the high school level has also been docu- partners are involved in all stages of the mented to improve a student's academics research process (Israel et al., 2005; Jacquez and engagement (Yull et al., 2014) as well et al., 2013; Ross et al., 2010; Tinkler et al., as postsecondary planning (Bosworth et 2014), and the outcome of the research is al., 2014). To best engage families in their some type of action developed with the comstudent's postsecondary planning process, munity (Hall, 1975; Israel et al., 2005; Ross increased attention must be given to what et al., 2010; Tinkler et al., 2014; Wallerstein resources families know of and have access & Duran, 2008). Key differences between to for supporting their student's postsec- more researcher-centered and CBPR approaches are highlighted in Table 1.

Application of CBPR Principles in Our Research Methodology

Define the Community

munity partners alongside researchers to identify and define the issue to be addressed. In doing so, more relevant concerns are surfaced and planned to solve (Rai, 2003). The Indiana GEAR UP team, in partnership with other Purdue University offices, the Indiana Commission for Higher Education, nine school corporations, and families across the As federal and state governments along- state, set out to listen to and define concerns side higher education institutions continue around the decline in postsecondary educato grapple with persistent equity gaps in tion enrollment. Each community partner is postsecondary enrollment, research ap- bound by a desire and commitment to improaches centering researchers as experts prove postsecondary education enrollment on the communities they serve continue to for all students in their communities. For dominate. This approach to research limits example, Indiana GEAR UP school-based edthe amount of community voice included ucators are embedded within partner schools along all stages of the research process by and have the power to elevate strengths as assuming the researcher as sole expert of well as advocate for concerns unique to each a community's unique characteristics and community. By working alongside school the challenges they face. Often with lim- counselors, classroom teachers, students, ited inclusion of community voice, findings and families, GEAR UP school-based edufrom these researcher-centered projects cators are uniquely aware of the resources fail to clear the way toward sustainable and already present within communities and concrete community-level action steps. schools that families could activate during However, in recent years, scholars and the postsecondary planning process. During practitioners have tried to employ a CBPR GEAR UP staff meetings, school-based eduapproach to understand persistent concerns cators convene to discuss effective strategies in education such as newcomer integration for building college-going dispositions and (Rodriguez & McDaniel, 2019), school- environments conducive to postsecondary family communication with families of color enrollment within their respective com-(Yull et al., 2014), and best practices in early munities with a focus on both tapped and childhood development (Walsh et al., 2021). untapped sources of support. On the other CBPR, with roots in public health, seeks to hand, regional outreach coordinators at the empower communities, especially those Indiana Commission for Higher Education marginalized by research approaches that work across the state in schools within

Table 1. Characteristics of Research Stages Showing How a CBPR Approach **Differs From Traditional Approaches**

Characteristics	Researcher-centered approach	Community-based participatory research (CBPR) approach
Problem Identification	Problem identified and defined by researchers based on experience and prior literature.	Problem coidentified and defined between community partners and researchers based on expertise of each partner.
Research and instrument design/planning	Research instruments and overall design developed by researchers. Plan and instruments are disseminated to participants.	Research instruments and design cocreated with community partners. Partners have an active role in design of each.
Research process	Research is driven by researcher through participant recruitment and data collection.	Research is done alongside community partners. Power is shared between researcher and partners to recruit participants and collect data.
Data analysis and reporting	Researchers analyze the data and disseminate findings via journals and conferences.	Researchers and community partners analyze data together. Results are disseminated in conventional methods as well as methods determined by community partners.
Creating sustainable action	Researchers may create action from results.	Results guide researchers and community partners to cocreate an action plan for the future.

counties. Their reach allows them to synthe- researchers initiated several conversations size and elevate concerns found within and and meetings between the Indiana GEAR across communities in ways that individual UP team (which included a student and school counselors or classroom teachers parent specialist representing families), may not be able to do. Figure 1 illustrates school corporation representatives, and the how power was equally distributed across Indiana Commission for Higher Education, these key community partners and how we where concerns from community partners elicited their expertise around key concerns were elevated and discussed. Since Indiana in their community context, accessibility of Commission for Higher Education regional language used in the survey, and responsive outreach coordinators are tasked with supsampling.

Shared Survey Planning Efforts

In using a CBPR approach, we allowed ourselves to be guided by authentic inquiry with community partners to define our areas of focus for the survey rather than relying solely on literature and researcher prior experience. This authentic inquiry required a willingness to move at the pace of our community partners while also continuing to push the project forward. Figure 2 depicts a timeline for this project ranging from defining community partners in summer 2021 to the survey closing in fall

their defined regions, often covering several the study. Once IRB approval was secured, porting all public school corporations across the state in developing environments and dispositions needed for successful matriculation into postsecondary education, voices from all communities were heard and incorporated into our planning efforts. Major themes from these conversations emerged, such as parent frustration and distrust with the FAFSA process, importance of schoolto-family communication, and the influence of available community resources on postsecondary decision-making.

Weaving Voice Into Instrument Development

2022. Prior to developing the survey, re- Given themes identified in conversations searchers obtained IRB approval to conduct with community partners, a literature

Figure 1. Depiction of Shared Decision-Making Power Across Key Partners in **Indiana GEAR UP Family Survey Development and Dissemination**

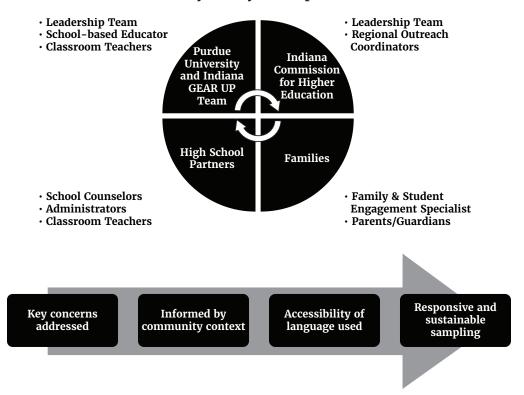
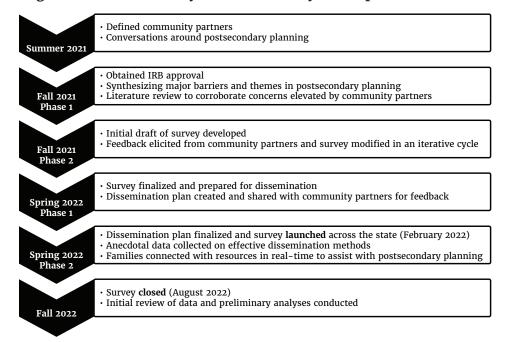


Figure 2. Timeline of Key Events in Survey Development and Dissemination



Drawing from the literature review and established scales, we chose to include a range of question types on the survey, including Procedures for Sampling multiple choice, Likert scale, "select all that apply," and open-ended questions.

Upon completion of the initial survey, we began eliciting feedback from a variety of community partners. We assumed our partners were experts about their communities, and therefore it was important that they had a chance to critique our initial survey, with a focus on inclusion of identified priorities and language used. By bringing our partners alongside us in developing this survey, we aimed to share decision-making power with them, involve them in all stages of the research process, and elevate their voices for change within their communities.

pandemic; however, we did include some methods. in-person feedback sessions. In each iteration of the feedback cycle, information shared by community partners was recorded electronically or in hard copy to review later. Changes to the survey were discussed with community partners to share decisionmaking power and ensure we were operating from a place of cultural humility with all communities. Incorporating multiple methods for partners to provide feedback ensured many voices were heard in developing this

review was conducted on postsecondary throughout the feedback cycle. For example, awareness and access. Major sections of the initial survey included a question asking the initial survey were developed based on families to identify their student's school as priorities identified in survey planning with urban, suburban, or rural. GEAR UP staff and community partners and then fleshed out school counselors shared that many families with questions gleaned from the literature may not be familiar with that language or review on factors influencing postsecond- know what their student's school is clasary education enrollment, such as race sified as. As a potential barrier, this quesand ethnicity (Qian & Blair, 1999), family tion was reworded so families would select education level (Finnie et al., 2015; Perna, their student's school from a list and the 2006), cost of postsecondary education onus to classify the school was placed on (Berbery & O'Brien, 2018), struggles with us as the researchers. Also, in early stages FAFSA (McKinney & Novak, 2012), and of the survey, the term "postsecondary family activities to support postsecondary plan" was used throughout. In accord with planning (Cuevas, 2023; Turner et al., 2003). feedback from the student parent special-Alongside community partner voices, our ist and families, the language was changed initial survey drew on studies conducted in to "plan after high school" to ensure the a range of communities to ensure we were language used was accessible to all families. moving toward a survey representative All changes made during the feedback cycle of a variety of cultures and backgrounds. were to ensure the survey was as inclusive as possible to diverse communities.

Responsive and flexible sampling is crucial for the success of a CBPR approach and differs from more researcher-centered approaches (Tremblay et al., 2018). Since GEAR UP partners with nine school corporations across the state, our sampling plan had to be responsive to each community's unique context. Community partners shared their ideas at in-person meetings and via Google Forms regarding how to capture as many voices in their communities as possible. Feedback from school-based educators, the family and student engagement specialist, and the leadership team at the Indiana Commission for Higher Education indicated internet access was a major barrier A variety of methods were used to elicit for survey completion. One strategy to adfeedback from community partners. We dress this concern was developing a flexible relied heavily on virtual forms of feedback, data collection timeline: The survey would such as Zoom, Google Docs, Google Forms, be open for approximately nine months to and Google Slides, given time and location give our team time to distribute the survey constraints associated with the COVID-19 as widely as possible via online and offline

To address access challenges and remain flexible, modes for sharing the survey in communities with and without internet were developed. For communities where internet access was available, approaches such as sharing the survey link via social media (Facebook and Twitter), schools sharing the survey via text message and voice call, and students texting the link to their parents were employed. GEAR UP staff, like school-based educators who are embedded in schools, were instrumental in Several changes were made to the survey working with partner schools to encourage sharing this survey with families. In nected with resources in real time to close communities where internet may not be as information gaps. accessible, paper copies of the survey were mailed out with prepaid return envelopes, or teachers provided paper copies of the survey to students to be returned to school. As the project continued, notes about survey distribution and return rate were analyzed to inform next steps. Preliminary data analysis and anecdotal notes indicated that most families heard about the survey through their student's school, which could include word-of-mouth from classroom teachers and school-based educators, or social media, so we continued to push those methduration of the project. The variety of methfamilies to engage with the survey.

Incentives were used to create a sustainable sampling plan. Given community partner feedback about how to best compensate families, we included a random raffle for a \$20 restaurant gift card. This raffle was conducted every time we received 20 survey responses to continue to build momentum and awareness around the survey. Upon winning, families had the opportunity to select their desired restaurant card from a few options. To encourage community partners to continue to share the survey, data is being shared on an ongoing basis with individual schools and the Indiana Commission for Higher Education. As community partners can see the data that is being collected, they are able to make more informed decisions about postsecondary planning in their individual contexts.

Dissemination of Findings

sustainability over time. Since data collec-

In addition to concrete action taken during data collection to support students and families in the postsecondary planning process, we have developed key data points that will be shared with individual community partners. Data relevant to individual schools, such as family perceptions of school-tofamily communication and parent activities to support postsecondary planning, will be shared with schools to inform communication plans and filling in planning gaps for all students. Information surrounding percepods of survey distribution. Using this data tions of FAFSA and cost of postsecondary to drive decision-making contributed to the education will be shared with the Indiana sustainability of sampling throughout the Commission for Higher Education to connect communities with resources to demysods employed was beneficial for all members tify cost of postsecondary education and the in the UCP by creating multiple avenues for FAFSA process. Disseminating these results from the survey to all community partners enables improved program development across the UCP and tailored intervention in communities where resources may not be equitably distributed. Connecting communities with resources like FAFSA and financial aid workshops creates potential for more evenly distributed access and utilization of postsecondary planning resources for all families. As these interventions are developed based on data collected in our postsecondary survey, we can begin to move from knowledge generation to action steps that can sustain themselves over time alongside community partners.

Measuring Impact and **Moving Forward**

Now that data collection has concluded, the GEAR UP team will move into data analysis and dissemination of findings. In an initial effort to measure the impact of our Crucial to CBPR approaches is pairing project, the number of completed surveys knowledge generation with concrete action served as a key indicator. Preliminary resteps for communities involved that builds sults show that our team was able to collect 529 survey responses, for an approximately tion has concluded but final analysis has not 7% response rate. These 529 responses yet been completed, we are able to reflect represent a range of demographic markon our responsiveness to student and family ers such as student high school, race, and needs throughout the data collection process family highest education level. Although as well as ongoing efforts to share prelimi- not a perfect representation of our program, nary data with community partners. During Table 2 highlights the racial demographics the sampling process, families used paper of the Indiana GEAR UP student population copies of the survey to voice concerns about compared to the percentage of responses access to postsecondary planning resources on the family postsecondary survey. We for their students. These concerns were believe that our efforts to engage commucommunicated to members of the GEAR UP nity partners in every stage of the research team, and families were immediately con- process on this project contributed to our

ability to collect responses from such a wide education. range of families across the state. Although some groups were underrepresented in our family survey responses, such as Black and Latino families, other races were well represented. Preliminary analysis of these results demonstrates our success in reaching some families even as a continued need to reach others remains. Findings such as these will inform future iterations of the family postsecondary survey and sampling efforts as we continue eliciting feedback from community partners about dissemination strategies.

concerns around paying for postsecondary families, students, and school-based educa-

Additionally, another strategy planned to increase relevance of GEAR UP-level programming is the planned creation of a family and community engagement and empowerment specialist alongside parent, student, and community action groups. This position will work alongside key partners to elevate family and community voices across the state. Through these new positions, Indiana GEAR UP seeks to connect families not only with one another, but also with organizations and resources they can Proposed analyses will look to build on access in pursuit of postsecondary planning prior literature to explore how awareness, for their students. The goal is to empower access, and use of postsecondary plan- families to advocate for and utilize resources ning resources vary by these demographic that have previously been untapped within markers in our unique UCP. As we seek to their communities. These resources have understand what postsecondary planning the potential to help form college-linking resources each community has access to and networks among students, families, and uses, we can move forward in collaborating communities that might have otherwise with our community partners to develop lacked access to accurate information. By community- and program-level strategies connecting students, families, and comto fill in existing gaps. At the program level, munity members with resources and infor-Indiana GEAR UP serves as a liaison between mation, the Indiana GEAR UP team engages a range of communities and institutions, in a reciprocal relationship with these key like the Indiana Commission for Higher stakeholders that aims not only to empower Education, that has the power to implement community members but also inform GEAR programming, via their regional outreach UP's ongoing work within communities. As coordinators, to address misconceptions and we connect communities with resources,

Table 2. Indiana GEAR UP Student Population and Survey Respondents by Race and Ethnicity

	Indiana GEAR UP	Indiana GEAR UP respondents on family survey
Race		
American Indian	<1%	3%
Asian	2%	1%
Black	31%	16%
Multiracial	4%	7%
Pacific Islander	<1%	<1%
White	44%	72%
Ethnicity		
Hispanic or Latino	19%	14%
Not Hispanic or Latino	81%	86%

Note. Race and ethnicity were separate questions on the survey and are thus separated for clarity here. Families could also select "prefer not to share" for both race and ethnicity, giving different sample sizes for race (n = 508) and ethnicity (n = 498) calculations.

tors can provide feedback about the useful- Our instrument development and sampling munities we partner with.

Research and Action

In order to address inequities in postsecondary education enrollment and obtainment, we advocate for more equitable research approaches that balance knowledge generation with action that is beneficial to and reflective of the communities involved. While not perfect, a CBPR approach seeks to strike that balance between research and practice. This in-person focus groups alongside virtual balance falls on a continuum with varying forms could be better incorporated. levels of success from project to project (Israel et al., 2018). Throughout this article, Although room for improvement remains in Century Scholars Program.

In using CBPR principles, we sought to explore what postsecondary planning resources families are aware of and use across the state as well as to what extent the pandemic has shifted this awareness and access.

ness of the programming and connections, process was a cyclical and iterative process which can continue to inform the type of alongside community partners to identify programming Indiana GEAR UP provides. and address issues of concern in each com-The creation of new roles within the Indiana munity. By continually revisiting our pur-GEAR UP organizational framework, such pose and methods with community partners, as parent, student, and community action we sought to include all partners' voices in groups, is a direct result of feedback from the project. Although we engaged a range partners and demonstrates Indiana GEAR of partners in developing and disseminating UP's commitment to empowering the com- the survey, there were missed opportunities to promote colearning and capacity building within the community. Explicit training in how to give critical feedback, through sustained capacity building and workshops, could benefit partners in the UCP and their ability to advocate for their communities. Further, given the lingering impacts of the pandemic, our methods of eliciting feedback from families remained mainly virtual. To increase the reach of feedback from partners, diverse methods such as virtual and

we have sought to provide an example of our application of a CBPR approach, our work how a CBPR approach, commonly used to underscores the fluid and dynamic nature of address health disparities, can be extended this research approach to fit the needs of the to understand and propose solutions to university and community partners. As unieducational inequities as well. Indiana, as versities and communities alike continue to the site of this research study, currently grapple with how to increase postsecondary has state- and community-level programs education enrollment for all demographic and policies in place, like the 21st Century groups in a postpandemic United States, Scholars Program, that aim to increase those universities that choose to adopt a equity in postsecondary education enroll- CBPR approach have the potential to unment. Ongoing evaluation of this program cover more contextualized and relevant gaps highlights that even though policies are in in awareness and access of postsecondary place to increase the college-going rates of planning resources. Bringing communities Black, Latino, and low-income students, alongside researchers in this process not other barriers exist to activating the benefits only increases capacity for the community of the program. GEAR UP has the advantage in engaging in the scientific process but inof serving nine school corporations across creases the researcher's awareness of each the state and has developed robust UCPs that community's strengths and needs. Adding can help uncover mechanisms within com- the CBPR approach to a researcher's toolkit munities that might be preventing access can help generate a more accurate picture of and utilization of resources like the 21st what communities know and have access to regarding postsecondary education planning resources that can fuel the push forward to close equity gaps in postsecondary education enrollment and obtainment.



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