

Appendix A. Intervention Materials

HAIL Student Letter

September 11, 2019

<<First_Name>> <<Last_Name>>
<<Person_Address1>>
<<Person_Address2>>
<<Person_City>>, <<Person_State>> <<Person_Postal>>

Dear <<First_Name>>,

As you are thinking about life after your senior year, we hope you are considering and will apply to the University of Michigan. You can put your incredible talents to work here in Ann Arbor – relatively close to home – where you will be surrounded by professors and resources to help you during your journey.

We believe you to be an academically excellent student who has worked hard for your achievements. If you apply to U-M and are admitted for the fall 2020 term, we will reward your hard work with the **HAIL Scholarship**, which covers the full cost of your in-state tuition for four years of study at our Ann Arbor campus. That's an approximate \$66,000 value to you and your family.

Additionally, after a review of your financial aid applications, you will likely be eligible for additional aid to cover costs of housing, meals, textbooks, and other expenses.

The University of Michigan is an outstanding advantage for families in our state. Among all Michigan colleges, U-M students are the most likely to earn their degree, with 92% graduating in six years. When they do, they join a global base of more than 580,000 alumni who are eager to help them make connections and advance in their careers. Importantly, students who hold a U-M bachelor's degree earn 22% more annually than the national median, or \$61,099, within five years after graduation. And 10 years after graduation that number rises to more than \$85,000.

<<First_Name>>, please take a look at the enclosed materials and discuss this outstanding offer with your family. We look forward to receiving your application, with the fee waived, preferably by our Early Action deadline of November 1.

Similarly, please begin submitting your financial aid documents as of Oct. 1, when the FAFSA and CSS Profile become available. You do not need to wait until your application is complete to submit these documents. More information about applications to the university and for financial aid can be found at admissions.umich.edu.

Additionally, you may reach out with admissions questions to Dustin Castro in the Office of Undergraduate Admissions at 734-615-4008 or dcastro@umich.edu; or with financial aid questions to Raquel Arevalo in our Office of Financial Aid at 734-763-6600 or arevalor@umich.edu.

Go Blue!

Dr. Mark Schlissel
President

Go Blue Encouragement Student Letter

September 11, 2019

<<First_Name>> <<Last_Name>>
<<Person_Address1>>
<<Person_Address2>>
<<Person_City>>, <<Person_State>> <<Person_Postal>>

Dear <<First_Name>>,

As you are thinking about life after your senior year, we hope you are considering and will apply to the University of Michigan. You can put your incredible talents to work here in Ann Arbor – relatively close to home – where you will be surrounded by professors and resources to help you during your journey.

We believe you to be an academically excellent student who has worked hard for your achievements. That's why we hope you are planning to apply to the University of Michigan. Furthermore, our **Go Blue Guarantee** can help you with your college costs, as it covers the full cost of in-state tuition for in-state students who are admitted to the Ann Arbor campus and whose families earn incomes of \$65,000 or less, with \$50,000 or less in assets. If your family earns more, you can still Go Blue; we provide tuition support for families with incomes up to \$180,000.

The University of Michigan is an outstanding advantage for families in our state. Among all Michigan colleges, U-M students are the most likely to earn their degree, with 92% graduating in six years. When they do, they join a global base of more than 580,000 alumni who are eager to help them make connections and advance in their careers. Importantly, students who hold a U-M bachelor's degree earn 22% more annually than the national median, or \$61,099, within five years after graduation. And 10 years after graduation that number rises to more than \$85,000.

<<First_Name>>, please take a look at the enclosed materials and discuss this outstanding offer with your family. We look forward to receiving your application, with the fee waived, preferably by our Early Action deadline of November 1.

Similarly, please begin submitting your financial aid documents as of Oct. 1, when the FAFSA and CSS Profile become available. You do not need to wait until your application is complete to submit these documents, and may receive additional aid to cover costs of housing, meals, textbooks, and other expenses. More information about applications to the university and for financial aid can be found at admissions.umich.edu.

Additionally, you may reach out with admissions questions to Dustin Castro in the Office of Undergraduate Admissions at 734-615-4008 or dcastro@umich.edu; or with financial aid questions to Jim Eddy in our Office of Financial Aid at 734-763-8424 or ofa-go.blue.guarantee@umich.edu.

Go Blue!

Dr. Mark Schlissel
President



UNIVERSITY OF MICHIGAN

BECOMING A WOLVERINE

STEP 1

Need a timeline and planning resource?
bigfuture.collegeboard.org

Are you the first in your family to go to college?
Check out mfirst.org

Looking for guidance and advice on the college admissions process?
coalitionforcollegeaccess.org

PREPARE & RESEARCH

STEP 2

At Michigan, you apply to one specific school or college, or apply for dual enrollment in two schools or colleges.

ACADEMIC UNITS THAT ADMIT/ENROLL FRESHMEN:

- College of Literature, Science, and the Arts
- College of Engineering
- School of Music, Theatre & Dance
- Stamps School of Art & Design

- Taubman College of Architecture and Urban Planning
- School of Nursing
- School of Kinesiology
- Ross School of Business

APPLY

You can apply to Michigan online now by submitting the **Common App** (commonapp.org) or the **Coalition App** (coalitionforcollegeaccess.org).*

*Students should only complete one application. We will evaluate the applications equally, and neither application gives a prospective student an advantage. Regardless of application chosen, consider using MyCoalition, a support platform that can assist you in your college search and application process. We will waive the application fee. Just check the fee waiver request box on the application.

YOUR TRANSCRIPT: The official document issued by your high school that shows your grades, GPA, class ranking, etc.

STANDARDIZED TEST SCORES: Scores you received on your SAT and/or ACT. When you take the test, you arrange to have the scores sent directly to U-M by writing our code number in the blank: ACT code: 2002 SAT code: 1839

ESSAYS: These are part of your admissions application; essays are a personal statement where you respond to questions posed by the university and tell a little bit about yourself—it gives the university some insight into your character and personality.

LETTERS OF RECOMMENDATION: Letters from adults you know in a professional capacity, like teachers or counselors, which are written in support of your character and qualifications as a college student.



HOW WE REVIEW:

Yes, we want excellent grades and academic rigor, but we also look for students who seek new experiences and are willing to take on new challenges. So we look at your life outside the classroom—clubs, sports, and after-school jobs.

STEP 3

ATTEND WITH FREE TUITION

If admitted you will be attending U-M with **4 years of free tuition.***

To determine your eligibility for financial aid beyond free tuition, please submit the following after October 1 of your high school senior year:

Complete the CSS Profile through the College Board. If the College Board does not automatically waive the required fee, then U-M will.

cssprofile.collegeboard.org

Complete the Free Application for Federal Student Aid (the FAFSA). There is no charge for this.

fafsa.gov

*Offer only good for enrollment in the Fall 2020 term on the Ann Arbor campus, if admitted as a full-time, degree-seeking freshman.

FEE WAIVER: COLLEGE APPLICATION	NO FEE: FAFSA (FREE APPLICATION FOR FEDERAL STUDENT AID)	FEE WAIVER: CSS PROFILE
The Common App is available online at: commonapp.org The Coalition App is available online at: coalitionforcollegeaccess.org There is a fee for filling out either application. However, by checking the "fee waiver" box, the fee will be waived.	The form can be accessed online at: fafsa.gov On the FAFSA, there will be a space for U-M's Federal Code which is 002325. There is never a fee to fill out the FAFSA.	You can find the CSS Profile at: cssprofile.collegeboard.org On the CSS Profile, there will be a space for U-M's Code which is 1839. You may be offered a fee waiver while completing this application. If you are not, please contact the Office of Financial Aid at 734-763-6600.

HAIL Foldout (second page)



The HAIL Scholarship is brought to you by:



OFFICE OF
UNDERGRADUATE ADMISSIONS
UNIVERSITY OF MICHIGAN



OFFICE OF
FINANCIAL AID
UNIVERSITY OF MICHIGAN

THE VALUE OF A MICHIGAN DEGREE

The University of Michigan is consistently ranked as one of the top 25 universities worldwide, and as the No. 1 public research university in the U.S.

We appreciate our rankings, but we value student success even more. At Michigan, you'll stay, graduate, and become a member of the world's largest living alumni group.

M Our freshman retention rate is 97%, compared to the national rate of 79%.
(Our students like it here!)

 Our graduation rate is 92%, compared to the national average of 59%. (Our students learn—and go on to great things!)

 After graduation, you'll become part of an incredibly large, supportive network of alumni from all over the world. Anywhere you go, you're likely to meet a proud Wolverine. GO BLUE!

U-M offers all this and better lifetime earnings, too.

By 2020, 65% of job openings will require workers with at least some college education.

Georgetown University Center on Education and the Workforce Recovery 2020 Report

\$85,000



Department of Education (2019)

\$61,099



Average earnings of U-M Bachelor's Degree grads after 5 years

Average earnings of U-M Bachelor's Degree grads after 10 years



Learn more and register for a **free** U-M e-book:

<<purl>>



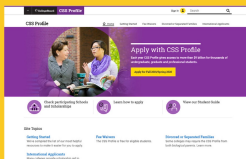
HAIL: High-Achieving Involved Leader

A scholarship at the University of Michigan for students like you who are intent on reaching their full potential at a school with the resources and support to help them succeed.

CSS PROFILE

The CSS Profile is a financial aid application that allows us to determine eligibility for U-M gift aid and scholarships.

This money can be used to pay for expenses other than tuition and does not have to be paid back.



FAFSA (FREE APPLICATION FOR FEDERAL STUDENT AID)

This is the application used to determine eligibility for federal, state, and college-sponsored financial aid, including grants, educational loans, and Work-Study programs.

This money can be used to pay for expenses other than tuition.



COLLEGE APPLICATION

The Common Application and Coalition Application are online college applications used by U-M. Students enter basic information and statistics into either application, and meet the school's particular requirements—like the additional essays.





UNIVERSITY OF MICHIGAN

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STEP 3



GO BLUE GUARANTEE

You do not have to apply specifically for the Go Blue Guarantee. The Go Blue Guarantee is automatically awarded to qualified Michigan residents who:

1. Apply to U-M
2. Get admitted
3. Apply for financial aid by March 31

It's that simple.

goblueguarantee.umich.edu

FREE TUITION
FOR FAMILIES WITH INCOMES \$45,000 & UNDER ASSETS BELOW \$50,000

TUITION SUPPORT
FOR FAMILIES WITH INCOMES UP TO \$100,000

FOUR YEARS FOR QUALIFYING IN-STATE STUDENTS
AND ABROAD STUDENTS

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COLLEGE APPLICATION**

The Common App is available online at: commonapp.org

The Coalition App is available online at: coalitionforcollegeaccess.org

There is a fee for filling out either application. However, by checking the "fee waiver" box, the fee will be waived.

**NO FEE: FAFSA
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The form can be accessed online at: fafsa.gov

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GO BLUE GUARANTEE

FREE TUITION
FOR FAMILIES WITH
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TUITION SUPPORT
FOR FAMILIES WITH
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FOUR YEARS FOR QUALIFYING IN-STATE STUDENTS | ANN ARBOR CAMPUS

The Go Blue Guarantee
is brought to you by:



OFFICE OF
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Average earnings of U-M Bachelor's Degree grads after 5 years

\$85,000

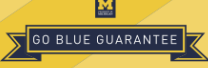


Average earnings of U-M Bachelor's Degree grads after 10 years

Department of Education (2018)

Learn more and register for a **free** U-M e-book:

<<purl>>



The Go Blue Guarantee is our commitment to keeping a world-class education affordable and accessible for all Michigan residents pursuing undergraduate study on our Ann Arbor campus.

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Appendix B. Appendix Tables and Figures

Appendix Table 1
School-Level Balance

Characteristic	(1) Control mean	(2) HAIL mean	(3) GB Encour. mean	(1) vs. (2) P-value	(1) vs. (3) P-value	(2) vs. (3) P-value	Joint F-test P-value
Town/rural school	0.528 (0.501)	0.528 (0.501)	0.516 (0.501)	1.000	0.780	0.770	0.947
Suburban school	0.346 (0.477)	0.346 (0.477)	0.358 (0.481)	1.000	0.780	0.770	0.947
School in UP	0.151 (0.359)	0.176 (0.382)	0.151 (0.359)	0.517	1.000	0.517	0.758
Distance of school from UM (miles)	98.9 (86.737)	104.1 (86.649)	97.5 (75.648)	0.548	0.850	0.394	0.685
UM application rate of school, class of 2015	0.065 (0.077)	0.066 (0.096)	0.060 (0.090)	0.887	0.604	0.556	0.809
Average ACT score of school, class of 2015	19.959 (1.851)	19.915 (2.063)	19.886 (2.071)	0.847	0.737	0.916	0.941
Proportion of HAIL students with A or A+ GPA	0.858 (0.240)	0.866 (0.223)	0.839 (0.263)	0.739	0.472	0.296	0.563
Proportion of HAIL students with A-, B+, or B GPA	0.142 (0.240)	0.131 (0.223)	0.160 (0.262)	0.682	0.516	0.294	0.565
Average SAT of HAIL students	1260.270 (71.144)	1264.402 (72.771)	1261.517 (61.826)	0.549	0.855	0.651	0.831
Proportion female	0.564 (0.346)	0.549 (0.357)	0.570 (0.336)	0.711	0.868	0.595	0.862
Proportion under-represented minority	0.170 (0.283)	0.154 (0.269)	0.185 (0.294)	0.591	0.633	0.309	0.589
Average number of HAIL students	3.8 (3.500)	3.7 (3.189)	3.7 (3.506)	0.787	0.759	0.962	0.947
Overall F-test p-value				0.997	1.000	0.935	
Number of schools	159	159	159	318	318	318	477
Number of students	610	595	591	1,205	1,201	1,186	1,796

Source: [Michigan Department of Education \(2022\)](#), [University of Michigan Office of Enrollment Management \(2022\)](#).

Notes: All analyses conducted at the school level. P-values for each pair of treatment arms are from a t-test of the coefficient on treatment status from a regression of the characteristic on treatment and strata dummies. The joint F-test p-value for each characteristic is from a joint significance test of the coefficients on treatment dummies from a regression of the characteristic on treatment and strata dummies, run on all treatment arms. For each pair of treatment arms, the overall F-test p-value is from a joint significance test predicting treatment based on the characteristics listed here as well as strata dummies. Standard deviations in parentheses. All regressions use robust standard errors. Due to a coding error, we implemented randomization based on out-of-date values of the city, town/rural, and suburban variables, which we use for this table as well.

Appendix Table 2
Student-level Instrumental Variables Estimates of the Effect of UM Application
on UM Admission and Enrollment

Outcome	Comparison	
	HAIL - Control	GB Encouragement - Control
Admitted	0.223 (0.097)	0.260 (0.322)
Enrolled	0.235 (0.094)	-0.118 (0.381)
Applied (First Stage)	0.244 (0.032)	0.070 (0.031)
First-stage F statistic	79.895	6.622
Strata dummies	X	X
Number of schools	1,205	1,201

Source: [Michigan Department of Education \(2022\)](#), [University of Michigan Office of Enrollment Management \(2022\)](#).

Notes: Analyses done at the student level. Standard errors, clustered by school, reported in parentheses. Results from two-stage least squares regression, where the first stage is a regression of application on treatment and strata dummies. The left column regression sample includes students in control and HAIL schools, and the right column regression sample includes students in control and GB Encouragement schools.

Appendix Table 3
Student Financial Aid Amounts by Treatment Group

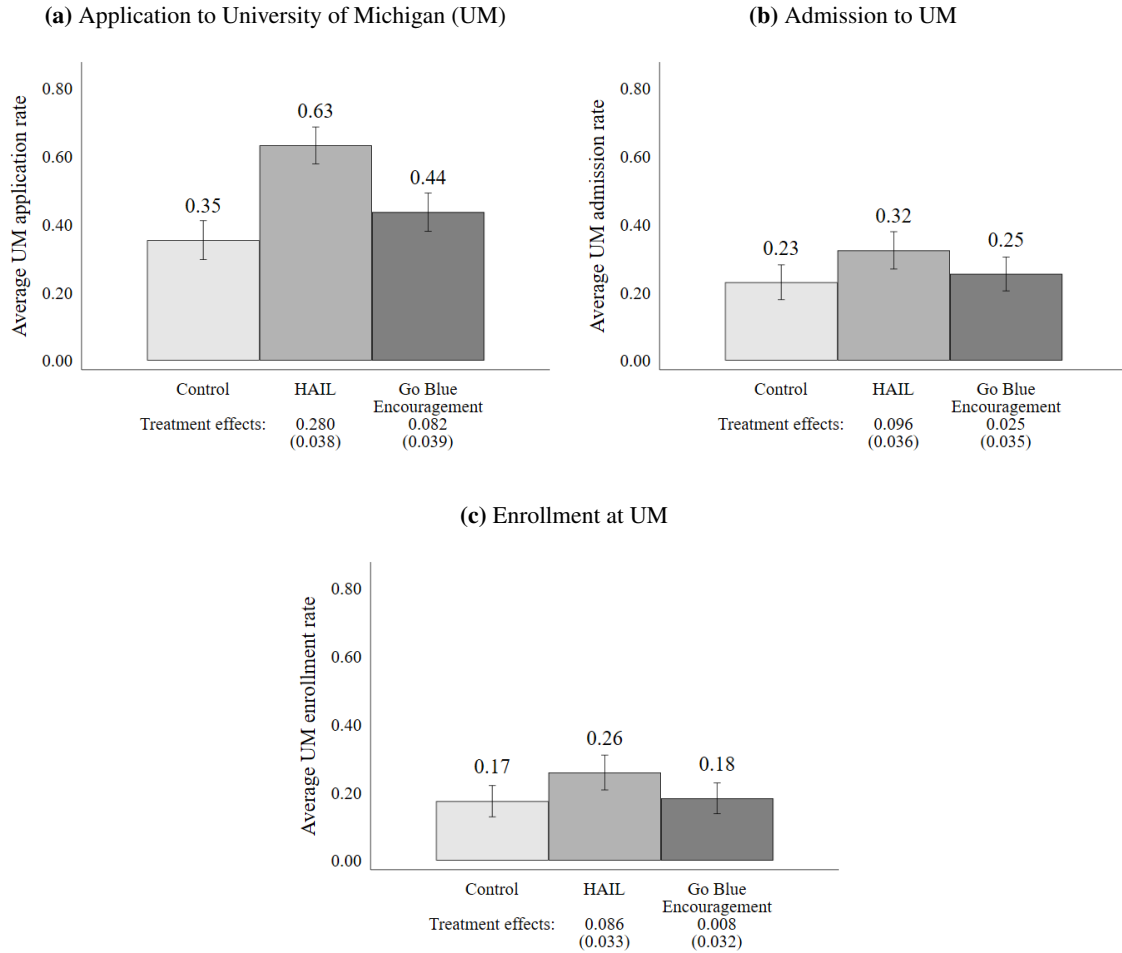
	Control	HAIL	GB Encour.	H - C	GBE - C	H - GBE
Total Aid Disbursed	\$26,628 (653)	\$27,192 (453)	\$25,115 (810)	\$564 (797)	-\$1,513 (1044)	\$2,077 (931)
Total Grants & Scholarships	\$23,832 (913)	\$25,221 (471)	\$22,495 (834)	\$1,389 (1030)	-\$1,336 (1240)	\$2,725 (960)
Proportion Receiving Any Pell	0.880 (0.032)	0.814 (0.035)	0.854 (0.035)	-0.066 (0.048)	-0.026 (0.048)	-0.040 (0.049)
Pell Grant Amount	\$4,896 (219)	\$4,386 (216)	\$4,511 (221)	-\$510 (308)	-\$385 (312)	-\$125 (310)
Total UM Grants and Scholarships	\$16,007 (844)	\$17,901 (279)	\$14,918 (722)	\$1,895 (892)	-\$1,089 (1115)	\$2,984 (776)
Total Loan Amount	\$1,129 (375)	\$1,102 (204)	\$1,290 (312)	-\$27 (429)	\$161 (490)	-\$188 (374)
Proportion Receiving Any Loans	0.190 (0.053)	0.217 (0.034)	0.247 (0.050)	0.027 (0.063)	0.057 (0.073)	-0.030 (0.060)
Proportion with total aid above tuition and fees	0.910 (0.028)	0.969 (0.015)	0.865 (0.033)	0.059 (0.032)	-0.045 (0.044)	0.104 (0.037)
Proportion with grant aid above tuition and fees	0.830 (0.039)	0.969 (0.015)	0.798 (0.040)	0.139 (0.042)	-0.032 (0.056)	0.171 (0.043)
N	100	129	89			

Source: [Michigan Department of Education \(2022\)](#), [University of Michigan Office of Enrollment Management \(2022\)](#), [University of Michigan Office of Financial Aid \(2022\)](#).

Notes: Analysis done at the student level, for students enrolled at the University of Michigan who have financial aid data reported.

Appendix Figure 1

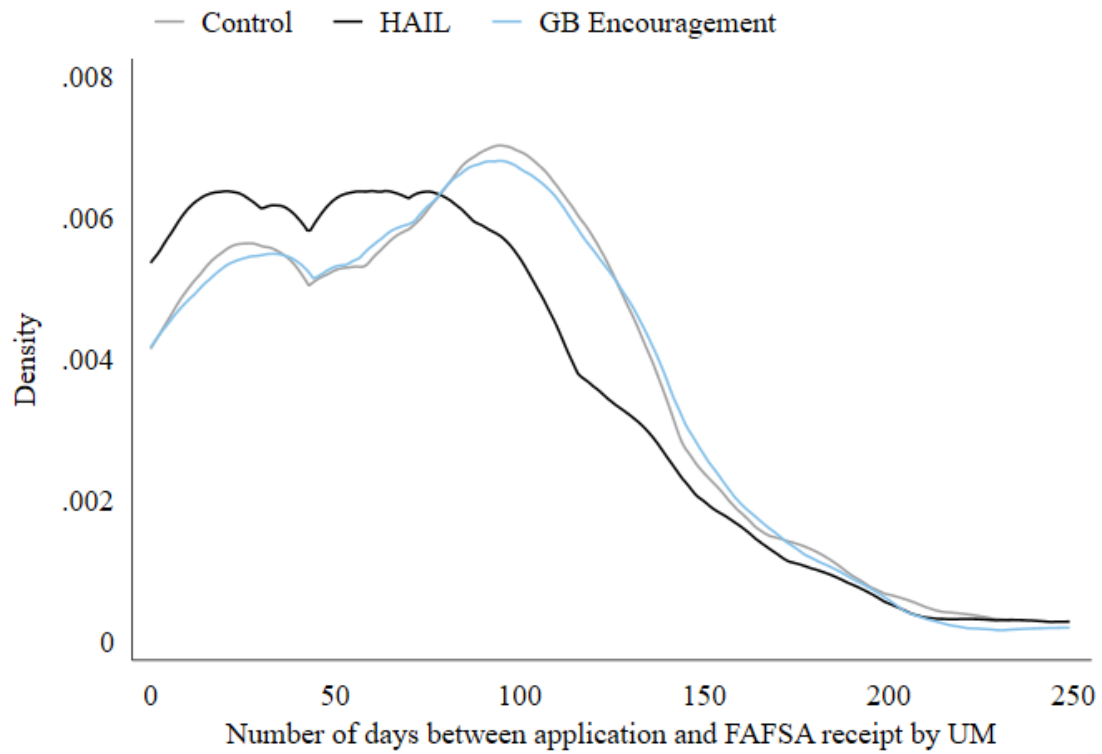
Estimated Effect of HAIL Scholarship and Go Blue Encouragement Treatments on University of Michigan Application, Admission, and Enrollment



Source: [Michigan Department of Education \(2022\)](#), [University of Michigan Office of Enrollment Management \(2022\)](#).

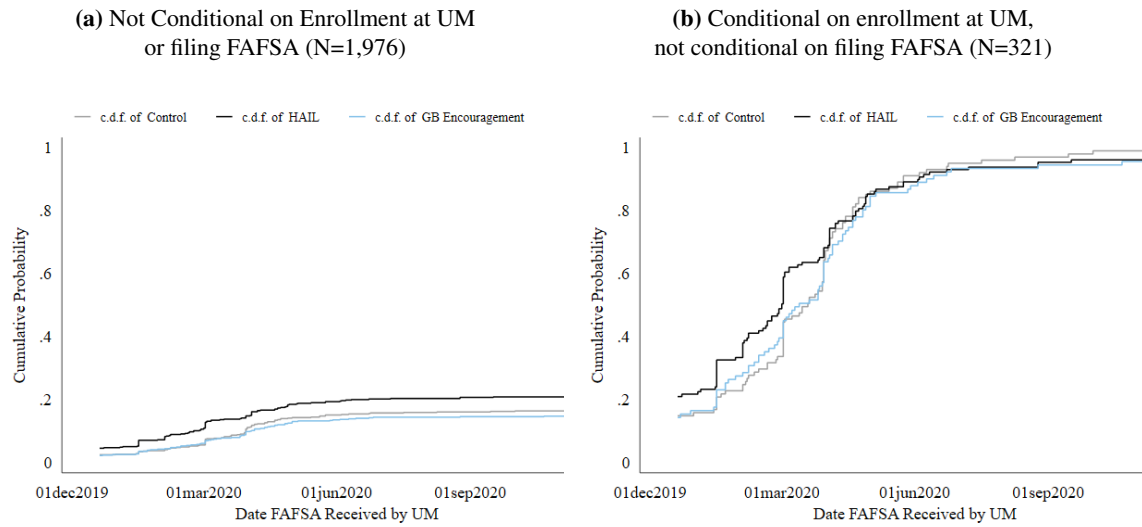
Notes: All analyses done at the school level. Ninety-five percent confidence intervals shown based on robust standard errors. Application, admission, and enrollment measured in the summer and fall following expected high school graduation. Admission and enrollment are unconditional on application. Treatment effects estimated from a regression of the outcome on indicators for each treatment status, with each treatment (HAIL, Go Blue Encouragement) included as binary variables, and binary strata variables. Robust standard errors reported in parentheses.

Appendix Figure 2
University of Michigan Application, Admission, and Enrollment Rates
for High-achieving Michigan Public High School Students



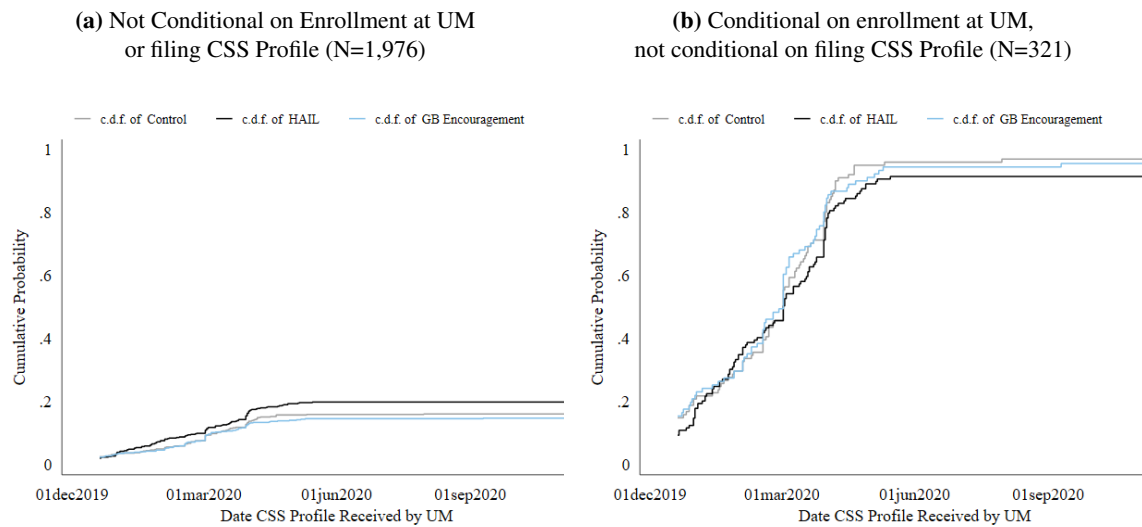
Source: [University of Michigan Office of Enrollment Management \(2022\)](#), [University of Michigan Office of Financial Aid \(2022\)](#).
Notes: Figure plots the kernel density of days between application and when the FAFSA was received by the University of Michigan. The first recorded date of receipt by UM is December 20th, the day after early action admissions decisions were released. To calculate the number of days, we set the earliest application date at December 20th then calculated the FAFSA submission date from there, or the actual recorded date for those who apply later. Students who do not enroll at UM or file a FAFSA are excluded from this figure.

Appendix Figure 3
Cumulative Distribution of the Dates FAFSA was received by UM



Source: [University of Michigan Office of Enrollment Management \(2022\)](#), [University of Michigan Office of Financial Aid \(2022\)](#).
Notes: Figure plots the cumulative distribution of the date the FAFSA was received by the University of Michigan. The first recorded date of receipt by UM is December 20th, the day after early action admissions decisions were released. Panel 3a includes the full HAIL sample, and therefore students who never have a FAFSA received by UM. Panel 3b excludes students who do not enroll at UM.

Appendix Figure 4
Cumulative Distribution of the Dates CSS Profile was received by UM



Source: [University of Michigan Office of Enrollment Management \(2022\)](#), [University of Michigan Office of Financial Aid \(2022\)](#).
Notes: Figure plots the cumulative distribution of the date the CSS Profile was received by the University of Michigan. The first recorded date of receipt by UM is December 20th, the day after early action admissions decisions were released. Panel 4a includes the full HAIL sample, and therefore students who never have a CSS Profile received by UM. Panel 4b excludes students who do not enroll at UM.