MEMORANDUM OF UNDERSTANDING BETWEEN

COLLEGE AIM, INC.

AND

DEKALB COUNTY SCHOOL DISTRICT

PURPOSE

This Memorandum of Understanding (MOU) confirms an understanding and outlines the terms of cooperation between the DeKalb County School District (hereinafter referred to as "School District") and College AIM, INC (hereinafter referred to as "College AIM"), a non-profit organization located at 342 South McDonough Street, Decatur, GA 30030). College AIM drives economic mobility for students and communities by guiding and supporting high school students to and through college, including technical college, two-year colleges and four-year institutions, and into careers. College AIM (among other things) provides individual postsecondary coaching, takes students on college and career visits, counsels students regarding financial, academic and social support services through college graduation, provides scholarships and access to scholarship opportunities, helps students expand their professional networks, and supports with post-credential career entry. The School District operates public schools in DeKalb County, including McNair High School (hereinafter referred to as "McNair"), Stone Mountain High School (hereinafter referred to as "Stone Mountain"), Towers High School (hereinafter referred to as "Towers"), Cross Keys High School (hereinafter referred to as "Cross Keys"), Lithonia High School (hereinafter referred to as "Lithonia"), and Druid Hills High School (hereinafter referred to as "Druid Hills").

Collectively, the aforementioned parties will work together towards the following primary outcomes:

A. At least 60% of Class of 2027 graduates from Towers, McNair, Stone Mountain, Cross Keys, and Lithonia high schools will enroll in a postsecondary education program within 16 months of high school graduation.
B. Class of 2027 graduates from Towers, McNair, Stone Mountain, Cross Keys, and Lithonia graduates will collectively secure at least $50 million in grant and scholarship offers.
C. At least 55% of Class of 2027 graduates from Towers, McNair, Stone Mountain, Cross Keys, and Lithonia high schools will complete the FAFSA by 7/31/27.
D. At least 80% of enrolled Class of 2026 graduates receiving College AIM's individual coaching will earn a credential or persist to year two of their postsecondary education program by 9/30/27.

To reach these outcomes, College AIM will also work towards intermediary goals including:

E. 90% of seniors receiving College AIM's individual coaching will have match/fit-oriented college lists built by 1/31/27
F. 90% of seniors receiving College AIM's individual coaching will apply to college by 7/31/27

G. 60% of seniors receiving College AIM's individual coaching will complete individual financial analysis meetings by 7/31/27
H. 60% of seniors receiving College AIM's individual coaching will complete their intent to enroll in a postsecondary education program by 7/31/28

Collectively, the School District and College AIM will work towards the following outcomes for their pilot program at Druid Hills:
I. At least 80% of Class of 2027 graduates within the pilot program at Druid Hills will enroll in a postsecondary education program within 16 months of high school graduation.
J. Class of 2027 graduates within the pilot program at Druid Hills will collectively secure at least $2 million in grant and scholarship offers.
K. At least 75% of Class of 2027 within the pilot program at Druid Hills will complete the FAFSA by 7/31/27.

TERM

This Memorandum of Understanding outlines the partnership between College AIM and DeKalb County School District during the term of August 1, 2026 through July 31, 2027.

ROLES OF EACH PARTY

A. Role of College AIM During the 2026-2027 School Year and 2027 Summer

During the 2026-2027 School Year, College AIM will collaborate with the respective administrations and counseling departments of McNair, Stone Mountain, Towers, Cross Keys, Lithonia, and Druid Hills, as well as district staff, to coordinate the programming and schedule for College AIM's activities in partnership each school for the 2026-2027 school year.

Once scheduled with the school administration, counseling department and other school and district staff, College AIM will provide full-school "postsecondary prep" programming at McNair, Stone Mountain, Towers, Cross Keys, and Lithonia. Programming would include postsecondary advising for 12th grade students, continued postgraduate coaching for enrolled students and postsecondary exposure for 9th-11th grade students.

Additionally, College AIM will pilot a targeted program at Druid Hills, focused on 12th Grade postsecondary advising during Year 1 of the pilot. Simultaneously, College AIM will partner with school leaders at Druid Hills and District personnel to develop a more comprehensive program, that is both tailored to specific school needs and scalable to other schools with similar resources and student populations, to expand programming at Druid Hills and beyond in subsequent years.

12th Grade - Postsecondary Advising

I. **Individual Coaching** for 12th grade students who select "Enrollment" as their postgraduate pathway. Topics include building a college list focused on high-ROI enrollment pathways, application planning and submission, essay writing and editing, scholarship search and application support, financial analysis to minimize student debt, family engagement in the

postsecondary process, and transition support to ensure that students effectively enroll in postsecondary credential programs. *College AIM suggests ideal caseloads of 150 students to 1 College AIM Access Coach for 12th grade students to optimize student outcomes and coach effectiveness.*

II. **Monthly college and career visits** to local four-year colleges, community colleges, technical colleges, and post-credential employers
III. **College Admit Day** - on-site admissions and scholarship event, hosting 20+ colleges who provide free application, admissions and scholarship opportunities
IV. **Signing Day** - student celebration, including significant scholarship awards and announcements
V. **Exposure and support workshops** including FAFSA completion, visits from partner organizations and postsecondary institutions, scholarship application support and college essay writing and editing
VI. **Access to $1M+ in College AIM student specific scholarship opportunities annually**, including: CAPS Scholarship (Average 15 students/year), Rhodes College full scholarship, Genevieve Ramsey Scholarship, BLEST Scholarship, 9East Scholarship, DeKalb Alphas Scholarship, DeBarr Future Leaders Scholarship and Dell Scholarship. Students also receive significant support with FAFSA and CSS Profile completion and applications for additional external scholarships.

Postgraduate - Continued Coaching for Enrolled Students

I. **Monthly individual coaching sessions** for students enrolled in postsecondary education programs. Topics include: mapping campus resources, seeking academic support, securing additional financial aid, developing professional networks and connecting credentials to career opportunities. *College AIM suggests ideal caseloads of 100 students to 1 College AIM Success Coach for postgraduate students to optimize student outcomes and coach effectiveness.*
II. **Monthly career development workshops**, open to all College AIM Collegians and alumni. Topics include: internship search and application support, developing resumes and effective networking strategies.
III. **Access to student-initiated support from College AIM Success Coaches** for emergent academic, social and financial coaching.
IV. **Re-enrollment support** for College AIM students who have stopped out of their postsecondary credential programs, with a focus on enrolling at high-ROI institutions that provide stronger academic, social and financial matches than their previous institutions.
V. **Career-entry support from College AIM's preferred economic mobility partners**. Outcomes include internships through CareerSpring and network-building opportunities through Inspire Brands, Georgia Power, Synovus Bank and additional corporate partners.
VI. **Wrap-around services from College AIM's preferred community partners.** Support includes up to $10,000 in grocery story gift cards annually from Invisible Food Pantry, individual mentorship from the Leadership Empowerment Project, transition support to minimize student debt from The Leap Year, and others to support student basic needs.

VII. **Access to a pool of $40k in emergency financial support** to cover costs that would otherwise prohibit students from remaining enrolled and persisting towards postsecondary credentials, including but not limited to books, housing, meal plans, transportation and medical needs.
VIII. **Continued Alumni coaching** for College AIM students who've earned postsecondary credentials to provide ongoing career support and guidance regarding graduate school enrollment.
IX. **Alumni engagement opportunities** to serve as volunteers within College AIM's programming, and on staff, the Advisory Board, and the Board of Directors.

9th-11th Grade - Postsecondary Exposure

Programming for 9th-11th grade students will be co-designed with school leaders to tailor experiences to school and student needs, structures and schedules. A sequence of underclassmen experiences will help students understand the value of postsecondary education, learn how to access college, connect their career goals to required postsecondary credentials, and explore postsecondary education opportunities. Programming may include:

I. **Group workshops** run in collaboration with postsecondary, community and corporate partners to help students understand the return on investment (ROI) of postsecondary education, learn what colleges look for on applications and map career pathways to required postsecondary credentials.
II. **College visits** to Metro Atlanta institutions to allow students to experience campus firsthand–programming may include guided campus tours, shared meals on campus, student panels and interactions with admissions and financial aid representatives.
III. **Career visits** to College AIM's corporate partners to provide exposure to career pathways and opportunities with those companies, professional guidance on navigating the path through college and into careers and grow students' professional networks.
IV. **Engagement opportunities with DeKalb County School District and College AIM alumni** to learn about pathways from DeKalb County School District through postsecondary education and into careers and expand students' professional networks.

Additional School and District Support

I. **Plaques to recognize partner schools** for partnership milestones, to be designed and awarded in collaboration with DCSD staff.
II. **Training for designated DCSD staff.** Training will be provided at least twice annually for select school-based and District personnel on topics related to postsecondary enrollment and completion. More specificity will be determined in concert with DCSD leaders, based on identified needs.

To fulfill these roles, a team of two College AIM staff members will support each partner high school. These individuals will include a Postsecondary Access Coach and Postsecondary Success Coach, with roles as follows:

I. The Postsecondary Access Coach will serve as the team lead, conducting all postsecondary advising for 12th grade students and exposure efforts for 9th-11th grade students, listed above. The Postsecondary Access Coach will be a full-time College AIM employee, based at each partner high school.
II. The Postsecondary Success Coach will work with postgraduate students, to provide continued coaching for enrolled students, as listed above. The Postsecondary Success Coach will be a full-time College AIM employee, with time split between the partner high school and remote work to support students who are enrolled in college.

B. Role of School District During 2025-2026 School Year and 2026 Summer

During the 2025-2026 school year, School District will provide to College AIM data on McNair, Stone Mountain, Towers, Cross Keys, Lithonia and Druid Hills students, as outlined below and to be detailed further in a data sharing agreement upon signing of the MOU, for the purpose of tracking such students to and through college. Furthermore, School District will provide:

I. Designated space at McNair, Stone Mountain, Towers, Cross Keys, Lithonia and Druid Hills, for College AIM programming, with the specific space to be determined by each partner school's administration;
II. Access to students at McNair, Stone Mountain, Towers, Cross Keys, Lithonia and Druid Hills both during the school day and after school, with the intent of minimizing or eliminating missed instructional time, as agreed upon with the administration and staff of each school;
III. $45,000 in funding per "full-school" partner (Towers, McNair, Stone Mountain, Cross Keys and Lithonia), totalling $225,000;
IV. School buses for local college exposure programming, with nine trips per full-school partner, totalling $15,000; and
V. The School District's best efforts in collaborating and partnering with College AIM in applying for grants from external sources, including, but not limited to, joint funding applications, joint meetings with potential funders and letters of support for grant applications.

Outline of Data Sharing, to be detailed further in a data sharing agreement upon signing of the MOU:

On at least an annual basis, according to the timeline established by College AIM, DCSD shall collect data pertaining to student demographics, course enrollment, site characteristics and related outcomes specified by College AIM and provide that data to College AIM via their secure web portal. DCSD shall also submit such individual student academic and disciplinary data concerning College AIM participants as College AIM may specify. College AIM's data collection process conforms to the privacy protections specified in the Federal Family Educational Rights

and Privacy Act (FERPA). College AIM will maintain as confidential any personally identifiable student information or information that is privileged or confidential under federal or state law and that is conspicuously marked by DCSD as "privileged" or "confidential" before DCSD delivers to College AIM. College AIM will destroy all individual student data when it is no longer needed for reporting purposes. DCSD reserves the right to withhold, revise, and/or edit certain confidential data such as student names, Social Security numbers and any other information the disclosure of which would violate FERPA. College AIM agrees not to use any of the data collected under this section in a manner that would violate, or cause DCSD to violate, any applicable provision of FERPA. These data will be outlined in a Data Sharing Agreement, to be signed by both DCSD and College AIM, prior to any data sharing between the aforementioned organizations.

REPORTING & MEETINGS

College AIM will provide quarterly impact data reports and an end of year impact data report with data to demonstrate progress towards all projected outcomes during the following months: October 2026, January 2027, April 2027, and June 2027. Reports will be reviewed by DCSD and discussed to determine success of joint programming and adjustments needed to support student success.

Members of both parties will meet at least monthly to discuss progress towards joint goals, provide program updates and make strategic decisions about program implementation. "Members" should include College AIM's most senior program leader and the School District's Executive Director of Student Advancement. Both parties may opt to include other members of their organizations in monthly meetings to further collaboration around joint programming and goals.

Additionally, College AIM and the School District will develop a regular meeting and reporting cadence for collaboration between school-based staff from College AIM and DCSD.

School-level meetings will occur at least monthly at each school and will include College AIM's Postsecondary Access Coach and Postsecondary Success Coach, as well as a school administrator, school counselor, as assigned by the respective school, and the school's Postsecondary Transition Specialist and Senior Advisors. Both parties may opt to include other members of their organizations or members of other organizations providing students at the respective school with postsecondary attainment support in monthly meetings to further collaboration around joint programming and goals.

PAYMENT SCHEDULE

DCSD shall compensate College AIM a total of $225,000 for services rendered under this Memorandum of Understanding. Payment shall be made in four equal installments of $56,250 each, corresponding to the successful completion of quarterly meetings. These meetings shall take place in October 2026, January 2027, April 2027, and June 2027. DCSD will remit payment to College AIM within thirty (30) days following the completion of each meeting, contingent upon confirmation of satisfactory performance and submission of any required documentation.

TERMINATION

DCSD and College AIM both reserve the right to terminate this Memorandum of Understanding with thirty (30) days written notice if agreed-upon progress goals are not met, as determined through joint review at quarterly meetings, or if funding shortfalls arise that materially impact the feasibility or scope of the program. In such an event, both parties agree to engage in good faith discussions to assess the situation and explore potential modifications before termination. Any termination shall not relieve either party of obligations incurred prior to the effective date of termination.

BACKGROUND CHECKS

Prior to student contact, College AIM will ensure that each employee or volunteer who has contact with students at McNair, Stone Mountain, Towers, Cross Keys, or Lithonia, has undergone the same criminal background check as is required of School District employees, in addition to any mandatory background checks performed by College AIM for such employees and volunteers. College AIM agrees that any individual charges against such persons revealed by such background checks may be deemed unacceptable by the School District, in its sole discretion.

INSURANCE

College AIM and all of its subcontractors and consultants, if any, will maintain insurance in the types and coverage amounts shown below, providing coverage for the term of this MOU. Before the commencement of its activities hereunder, College AIM will provide School District with (A) an endorsement from the insurer naming School District as an additional insured under the liability policies, and (B) certificate(s) verifying that these insurance coverages and limits are in force. College AIM waives all rights, including rights of subrogation, against School District and its respective directors, officers, partners, board members, officials, agents, insurers, subcontractors, consultants and employees for damages covered by any type of insurance during and after the completion of College AIM's activities hereunder. The limits of coverage agreed upon by College AIM and School District will not be construed as a limit on College AIM's potential liability to School District.

Type of Insurance	**Coverage Limits**
Commercial General Liability Coverage	$2,000,000 (Aggregate)/$1,000,000 (Per Incident)
Professional Liability Coverage	$2,000,000 (Aggregate)/$1,000,000 (Per Incident)
Sexual or Physical Abuse or Molestation	$500,000 (Aggregate)/$500,000 (Per Incident)

DeKalb County School District

By: _____

Date: _____

Printed Name and Title: _____

College AIM, Inc.

By: _____

Date: _____

Printed Name and Title: Sam Aleinikoff, Founder and Executive Director, College AIM