



Making the case

- It is projected that by 2018, 62% of Iowa jobs will require some postsecondary education; making college attainment critical for Iowa's economy¹.
- Only 41.1% of Iowa's 1.6 million working-age adults hold a two or four year college degree².

Background

- CAC began as a pilot program in 2012 with only a few participating high schools.
- Staff members from local colleges, universities and organizations have played a vital role in supporting the effort.

Purpose and Goals

College Application Campaign is part of a national effort to engage and inform students across the state about the college application process. The purpose is to build awareness of higher education and encourage students, especially those from underserved populations, to take a significant step toward college by completing college applications their senior year.

Goals of the 2013 campaign

- Double the number of participating high schools from the pilot year.
- Have every GEAR UP Iowa high school in the state register and host an event.
- Provide additional support to site coordinators by better connecting them with college and university staff who can serve as event volunteers.

2013 School Participation



8 of the participating high schools were GEAR UP Iowa schools

Gov. Terry Branstad signed a proclamation and commended participating schools



2,438 seniors applied to college during campaign events



¹Georgetown University Center on Education and the Workforce (2010). Projections of jobs and education requirements through 2018.

²U.S. Census Bureau, 2011 American Community Survey.

School Successes



At 10 high schools, at least 70% of the senior class applied to college or enlisted in the military.



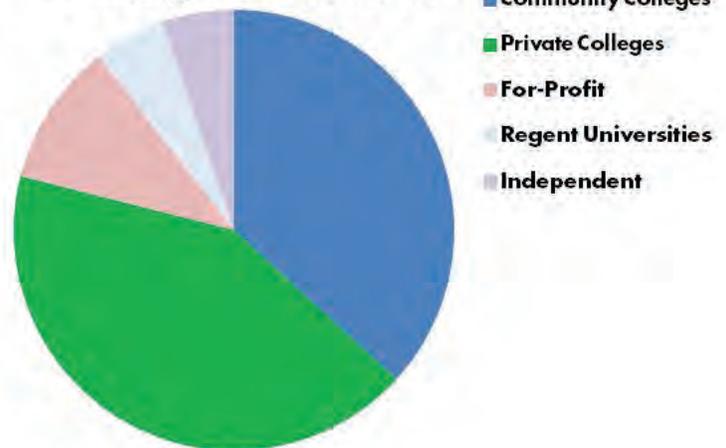
Teachers at Roosevelt High School in Des Moines wore caps and gowns during their CAC event to excite students.



Governor Terry E. Branstad visited East High School in Des Moines, recognizing the 33 participating high schools, countless volunteers and dedicated school staff that made each event possible. He spoke about the need for postsecondary education and answered questions from students.

Volunteers

College Breakdown



Iowa colleges volunteered



Military organizations volunteered



Out-of-State colleges volunteered

Participating High Schools

- Audubon High School
- Algona High School
- Cedar Falls High School
- Cedar Rapids John F. Kennedy High School
- Central Community Jr-Sr High School
- Clay Central-Everly Jr-Sr High School
- Clayton Ridge High School
- Clinton High School
- Council Bluffs Thomas Jefferson High School
- Davenport West High School
- Davenport North High School

- Des Moines East High School
- Des Moines Lincoln High School
- Des Moines North High School
- Dubuque Senior High School
- Hoover High School
- Laurens-Marathon High School
- Lisbon High School
- Marshalltown High School
- Mason City High School
- Nashua-Plainfield High School
- Northeast Hamilton High School

- Ottumwa High School
- Perry High School
- Remsen-Union High School
- Roosevelt High School
- Sigourney Jr-Sr High School
- Storm Lake High School
- Sioux City North High School
- Sioux City West High School
- Waterloo East High School
- Waterloo West High School
- West Liberty High School