

# College Application Campaign Site Coordinator Training

To listen to the webinar, please call into  
the conference call number listed on  
your control panel.



# Iowa College Application Campaign

Site Coordinator Training

Iowa College Aid  
GEAR UP Iowa

Iowa Association of College Admission Counselors



# Objectives

- Description of Event
- Recommendations
- Admission Processes
- Volunteer Recruitment
- Promotional Materials
- Reporting



# American College Application Campaign (ACAC)

National effort to increase the number of first-generation and low-income students pursuing a college degree or other higher education credential



# ***College Application Campaign***

## The Basics:

- Focuses on first-generation students
- Occurs in the fall (October)
- Takes place during the school day
- Costs are low – volunteers
- Requires collaboration (K-12/HE)
- Utilizes existing networks and infrastructure



# The Goal

- Build awareness around the college application process.
- Make the application process less intimidating for students.
- Provide every high school senior the opportunity to apply to college.
- Help eliminate barriers first generation, low-income and other students face.
- Provide assistance for students who want to attend but do not know how.



# The Concept

- Iowa's event is being held in October
- All seniors complete at least one application
- Postsecondary institutions are key partners
  - Planning and Implementing
  - Recruiting/Organizing volunteers
- Designated space and time is set aside during the school day for completing applications
- Counselors assist high need students obtain fee waivers, transcripts, etc



# The Structure

- Iowa College Aid will serve as the coordinator
  - How-to materials
  - Marketing and communication
- High schools serve as site coordinator
  - Organizes the event
  - Secures volunteers
- Iowa Association of College Admissions Counselors
  - Volunteers



# Planning the Event - Recommendations

- Recruit your “team”
- Brainstorm ideas for additional college exploration activities
- Create a schedule of events
- Schedule computer lab
- Recruit volunteers
- Distribute College Application Checklist
- Senior survey
- Invite all seniors to participate



# Admission Process

- University of Iowa
- University of Northern Iowa
- Iowa State University
- Iowa Independent Colleges & Universities
- Iowa Community Colleges



# Iowa Regent Universities

- RAI
- Transcripts
- Admission Status Notification
- Fee Deferment Process:
  - Iowa
  - UNI
  - ISU
- Benefits Applying Early



# Iowa Independent Colleges & Universities

- Transcripts
- ACT Scores
- Apply Online – No Fee
- Admission Requirements



# Iowa Community Colleges

- Free to Apply
- Transcripts
- Admission Requirements



# Volunteers

- School staff
- College representatives
- Local businesses or chamber of commerce
- Community organizations
- Other college access providers
- Previous graduates
- Parents/PTA
- YMCA/Youth Services staff
- School board members



# Resources

- Site Manual (updated 9/11/13)
- Your Course to College publication
- I Have A Plan Iowa<sup>®</sup>
- College Profiles – [www.iowacollegeaid.gov](http://www.iowacollegeaid.gov)
- Other organizations – resource list



# Promotional Materials



I went to college.  
Ask me how.



College Application Campaign:  
A Ticket to Your Destination

Name:

College:

Degree:





# Iowa College Application Campaign: A Ticket to Your Destination

IN IOWA, NEARLY  
**2/3 OF THE TOP  
 50 FASTEST  
 GROWING  
 OCCUPATIONS  
 REQUIRE  
 TRAINING OR  
 EDUCATION  
 BEYOND  
 HIGH  
 SCHOOL**



Median Weekly Earnings in 2012 (in \$)

In most cases,  
 more education =  
 more money.

Source: Bureau of Labor Statistics, Current Population Survey. Data are 2012 annual averages for persons age 25 and over. Earnings are for full-time wage and salary workers.

**GET HELP APPLYING  
 TO COLLEGE.**



#Iapplied



# Promotion

(Page 17 of manual)

- Sample:
  - press releases
  - student/family letter
  - volunteer or donation request letter
  - announcements



# Event Day Reminders

- Make sure websites aren't block
- Post information (schools codes, school mailing address etc.) students can reference to complete applications (page 11)
- Student class ranks
- Distribute stickers & Now what? handout
- Students sign out (page 27)
- Social Media - #Iapplied



# Ideas/Examples from Pilot Schools

- Solicit door prizes from area businesses
- Student survey (page 38)
- Use the stickers as a pass back into class
- Teachers dress in college “gear”
- Scavenger Hunt (page 21)
- College Bingo (page 28)



### NEWS RELEASES

### NEWS RELEASE ARCHIVES

## DMPS High Schools Participate in College Application Week

#### ARCHIVE BY SCHOOL YEAR

[2012 - 2013](#)
[2011 - 2012](#)
[2010 - 2011](#)
[2009 - 2010](#)

Friday, October 26th, 2012

High schools in Des Moines are participating in College Application Week, a program being piloted in the state by the Iowa College Student Aid Commission, the Iowa Department of Education, Iowa Public Television, Iowa Regent Universities, Iowa Independent Colleges and Universities, Iowa Community Colleges, Iowa Association for College Admission Counseling, Iowa School Counselor Association, and the Iowa College Access Network.



As part of Iowa's college access initiative, every DMPS high school is working with its seniors to complete and submit at least one college application during events being held at the schools.

The goal of the program is to get more students applying to Iowa colleges early in their senior year. During this event, students may apply to any of Iowa's 15 community colleges, 3 public universities, and the more than 30 independent colleges and universities in which they are interested.

Lincoln High School is kicking off College Application Week with a range of events for students and parents on **Monday, October 29 from 5:30 to 8:30 PM**. There will be several sessions at Lincoln High, including a College Fair, with representatives from more than 40 colleges and other post-secondary opportunities; a review of college entrance requirements; how to find the right college; advice about scholarships and financial aid; and tips on the ACT college entrance exam. Learn more about events at Lincoln High at

<http://lincoln.dmschools.org>.

"This is a great opportunity for both students and parents to be better prepared for educational opportunities after high school," said Lincoln principal Paul Williamson. "As Lincoln is becoming a leader in providing great STEM educational opportunities, this event will provide help to our students in both continuing their education and then succeeding in their careers."



**IN APPRECIATION**

OUR MESSIAH...

**THE ALGONA COMMUNITY SCHOOL FOUNDATION**  
 Honors the contributors whose generous donations are having a long-lasting impact on the education of students of the Algona Community School District.

**Iowa College Application Week**

FOR COLLEGE APPLICATIONS  
 VISIT [www.collegeboard.com](http://www.collegeboard.com)  
 VISIT [www.collegeboard.com](http://www.collegeboard.com)  
 VISIT [www.collegeboard.com](http://www.collegeboard.com)  
 VISIT [www.collegeboard.com](http://www.collegeboard.com)

...N OF  
 ...ENTS/AD

...ent to college  
 ...k me here



# Recommendations

- Allow ample time for students to complete applications
- Avoid requiring students to sign up to attend
- Keep volunteers busy



# Reporting

- Submit sign in sheets to Iowa College Aid (by Nov 8)
- Complete online survey
- Distribute survey to volunteers



# 2013 Participating Schools

- Algona
- Audubon
- Cedar Falls
- Central Community - Elkader
- Clay Central Everly
- Clayton Ridge - Guttenburg
- Clinton
- East - Des Moines
- East – Waterloo
- Hoover – Des Moines
- Lisbon
- Marshalltown
- Mason City
- Nashua-Plainfield
- North – Des Moines
- Northeast Hamilton – Blairsburg
- Ottumwa
- Perry
- Roosevelt – Des Moines
- Sigourney
- Storm Lake
- Thomas Jefferson – Council Bluffs



# Video

