



2013 Iowa College Application Campaign

College Application: A  to Your Destination



IOWA ASSOCIATION
FOR COLLEGE ADMISSION COUNSELING



to be held within the dates of
October 1, 2013 - November 1, 2013

Iowa College Aid - IowaCollegeAid.gov

Created in 1963 by the Iowa General Assembly, the Iowa College Student Aid Commission (Iowa College Aid) is a state agency dedicated to making the path to education and training beyond high school easier for Iowans. Iowa College Aid provides college access, career planning, financial literacy and outreach services that prepare students to enter and succeed in postsecondary education.

Iowa College Aid administers:

- 14 state-funded, need-based scholarship, grant and loan forgiveness programs totaling over \$64 million in 2013.
- The Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) Grant for the State of Iowa with the goal of increasing the college-going culture in Iowa.
- I Have A Plan Iowa® - Iowa's designated career planning and information system.
- The Iowa Financial Literacy Program and other financial literacy resources to prepare students to make smart financial decisions.

Program Overview

The weeks of October 1, 2013 through November 1, 2013 have been designated as Iowa College Application Campaign options. Iowa College Application Campaign is part of a national effort to encourage high school seniors to start the college application process and to address a serious need for our state. Improving college attainment is critical to the growth of Iowa's economy. By 2018, it is projected that 62 percent of jobs in Iowa will require postsecondary education¹. In addition, as educational attainment increases, income also increases and the percent of the population living in poverty decreases. For Iowans with only a high school degree, the poverty rate is three times higher than for those with a bachelor's degree or higher.

Iowa was one of nine states to pilot the College Application Campaign program last year with 10 Iowa high schools across the state. This year is the first year the program is being offered statewide. The goal of College Application Campaign is to provide an opportunity for all Iowa seniors to explore postsecondary opportunities and complete college applications. While activities and events offered during College Application Campaign are intended to assist first-generation college students and students who may not otherwise apply to college, we encourage participating high schools to include activities for all students, including freshmen, sophomores, juniors, and seniors who have already applied to college.

Coordinator Implementation Guide

Your Guide to Planning, Promoting, and Hosting a Successful Iowa College Application Campaign Event

Iowa College Application Campaign Site Coordinators:

On behalf of Iowa College Aid and the Iowa Association for College Admission Counseling, thank you for agreeing to host College Application Campaign at your school. Your involvement will ensure the success of the statewide College Application Campaign initiative. The goal of this program is to provide an opportunity for all Iowa seniors to complete at least one college application, and to promote excitement and enthusiasm about the college exploration and preparation process within your school.

While the goal is to help all students, special attention should be given to first-generation, low-income, and minority students or other students who may face barriers or challenges to enrolling in college.

To ensure the success of your College Application Campaign event, please be sure that you first complete these important tasks:

1. Schedule computer lab time during College Application Campaign to allow students the opportunity to explore colleges and to submit college applications.
2. Invite all seniors at your school to participate, and make efforts to ensure that each senior student who has not already completed a college application this year submits at least one college admissions application by the end of the week.
3. Brainstorm ideas and review the best practices included in this handbook to plan additional college exploration activities for your school's College Application Campaign.
4. Recruit volunteers from your school or community to support the site coordinator and assist students during lab hours and other activities.
5. An online evaluation will be emailed immediately after Iowa College Application Campaign. Please complete the evaluation no later than November 30.

We sincerely appreciate all of the effort and time that you have committed to make this event a success. Your involvement will help Iowa's students and families learn more about their options for college and pursue the dream of completing postsecondary education. Please do not hesitate to contact our office if you have any questions about Iowa College Application Campaign.

Sincerely,
Julie Ntem and Heather Doe
julie.ntem@iowa.gov and heather.doe@iowa.gov

What the word “College” means to your students.

College is important, there’s no doubt about it. Nationally, the numbers of new jobs in occupations that require some postsecondary education are expected to experience higher rates of growth through at least 2018 than those in on-the-job training categories¹. In Iowa, nearly two-thirds of the top 50 fastest growing occupations require some type of formal training program or postsecondary education². Of the top 50 jobs in Iowa with both high demand and high salaries, 98 percent require postsecondary education³. By 2018, it is projected that 1.1 million jobs in Iowa, or 62 percent, will require postsecondary education or training beyond high school⁴.

Every Iowa student should plan to complete some type of education beyond high school. The good news is Iowa’s colleges and universities offer a wide variety of education options to fit the unique needs of all of our state’s students. Options include:

Apprenticeships

An apprenticeship is a training program that combines classroom studies with on-the-job training supervised by a trade professional where students earn wages while learning a skilled profession in a specific field. It can take several years to become fully trained in the occupation of choice. Examples of careers requiring an apprenticeship include electrician, plumber, and carpenter.

Certificates and Diplomas

A certificate or diploma program focuses on a particular skill needed for a specific career and can generally be earned in two years or less at a community college, career/technical/business college or some four-year colleges. Examples of possible careers requiring a certificate or diploma include paralegal, cosmetologist, welder, chef, certified nursing assistant and radiological technician.

Associate Degree

Associate degrees can usually be earned in two years (sometimes less) at any community college or some career/technical/business colleges and four-year colleges. Some associate degrees can be applied toward a bachelor’s degree at a four-year college or university. Examples of possible careers requiring an associate degree include dental hygienist, administrative assistant, registered nurse, veterinary technician and auto mechanic.

Bachelor’s Degree

A bachelor’s degree, or undergraduate degree, typically takes at least four years to complete at any four-year college or university. Careers that require a bachelor’s degree include teacher, engineer, accountant, dietitian and social worker.

[1] U.S. Bureau of Labor Statistics. Occupational Outlook Handbook, 2010-11 Edition.

[2] Iowa Workforce Development. Iowa Occupational Projections 2008-2018. Chart Source: BLS Division of Occupational Outlook.

[3] Iowa Workforce Development (December, 2011). Iowa’s Hot 50 Jobs 2008-2018.

[4] Georgetown University Center on Education and the Workforce. (June 2010). The Midwest Challenge: Matching Jobs with Education in the Post-Recession Economy

Coordinator Toolkit Contents

Section 1: Planning Your College Application Campaign

- Site Coordinator Checklist
- General Recommendations
- Event Day Reminders

Section 2: Recruiting Support

- Who to Involve

Section 3: Promoting Your Event & Generating Excitement

- Promotional Ideas and Best Practices Guides

Section 4: Student Resources

- Important Student Reminders
- Application Fees and Fee Waiver Information

Section 1: Planning your college application campaign

Your College Application Campaign event can be whatever you want it to be! With proper planning, event promotion, and creative thinking, your College Application Campaign will inspire all students to prepare for college and a career. Let's get started!

In the following pages, you will find a checklist that can be tailored to your event, a page of helpful reminders, and tools to use when tracking your results.

Site Coordinator Checklist

Use the blank spaces for additional tasks necessary for planning your event. Remember, you don't have to do all this work alone! Recruit volunteers and co-workers to assist.

September		
Status	Due Date	Task
<input type="checkbox"/>		Reserve computer lab space for Iowa College Application Campaign
<input type="checkbox"/>		Review the Site Coordinator Handbook and contact Iowa College Aid with any initial questions. Contact: Nancy Ankeny • 515-725-0436 • nancy.ankeney2@iowa.gov
<input type="checkbox"/>		Recruit your core Iowa College Application Campaign implementation team and meet with them to determine the dates of your school's College Application Campaign and which activities you plan to undertake.
<input type="checkbox"/>		Distribute the "College Application Campaign Overview for Teachers, Staff, Volunteers and Community Members". Encourage them to brainstorm college-planning activities to be held during your Iowa College Application Campaign.
<input type="checkbox"/>		Distribute the "College Application Campaign Checklist" handout and a copy of "Your Course to College" to students and send "all-call" notifications to parents.
<input type="checkbox"/>		Have students complete the "Senior Survey" (see page 38) to determine students plans for after high school.
<input type="checkbox"/>		Solicit door prizes from area colleges and businesses. It is a good idea to put someone on your committee in charge of this task. (See sample request letter included in Section 2).
<input type="checkbox"/>		

October		
Status	Due Date	Task
<input type="checkbox"/>		Recruit any additional volunteers from your school and community to assist students in Iowa College Application Campaign labs and in planning and coordinating event activities. Consider involving student clubs.
<input type="checkbox"/>		Work with your school counseling staff to determine which senior students have not yet applied to college, so that you can target them during Iowa College Application Campaign.
<input type="checkbox"/>		Create a detailed schedule of Iowa College Application Campaign activities and distribute it to teachers and school staff.
<input type="checkbox"/>		Send a second copy of the "College Application Campaign Checklist" handout home with students, Send "all-call" reminders to parents.
<input type="checkbox"/>		Provide students with the "Student Reminder" handout about items they should have on hand to complete college applications.
<input type="checkbox"/>		Confirm the participation of your volunteers.
<input type="checkbox"/>		
After Iowa College Application Campaign		
<input type="checkbox"/>		Work with your counseling office to complete the required Iowa College Application Campaign survey.
<input type="checkbox"/>		Send press releases (see Section 3) and photos to your local newspaper and other media outlets. Post your photos and updates on Iowa College Aid's Facebook page (only IF you have school media releases on file for students pictured).
<input type="checkbox"/>		Send thank you notes to volunteers and donors who supported Iowa College Application Campaign. Consider sending handwritten notes from students!

General Recommendations

Identify a site coordinator. This can be a counselor or advisor, who will be responsible for planning and implementing Iowa College Application Campaign at your school. It may be helpful to also choose a back-up coordinator.

Build a school-wide team. Recruit counselors, teachers and other staff to help plan and implement the event. Forming a team will help share the work and help ensure the entire school supports the event. Students could also be identified to volunteer to help and earn community service hours.

Encourage school-wide involvement. Get the entire school excited about the event and applying to college. Remember, it's never too early to begin thinking about college! Encourage all students and staff to participate in activities, such as holding daily trivia contests, wearing college shirts, sharing college stories, or decorating classroom doors with college logos, photos and other mementos.

Advertise. Use the following materials within your school:

- Banners
- Posters (Available to order)
- Stickers/Buttons that read "I helped" or "I applied to college" (Available to order)
- "I went to college. Ask me how." signs (Available to order)
- College pennants

Recruit volunteers. Ask community leaders from the local area to help with the event. Here are some examples of volunteers:

- Local colleges and universities, including representatives from admissions, financial aid, registrar and the office handling disabilities, as well as current students
- Local chambers of commerce
- Local business leaders
- Community organizations
- Extension services
- Previous graduates of your high school who have gone on to college
- Local library staff
- Parents/PTA
- Family Resource and Youth Service Center staff
- Board of Education staff/school board members

Provide all seniors access to the event. Develop a schedule for your event (see sample schedule in the back of this guide) which will provide all seniors the opportunity to participate. Requiring that seniors sign up beforehand is strongly discouraged as often those who could benefit the most from the event may not sign up.

Allow for adequate student preparation prior to the event. Help students make the most of their Iowa College Application Campaign experience. Meet with seniors early in the school year to allow adequate time for students to create online accounts to complete appropriate college research.

- Students can create an I Have A Plan Iowa™ account to research colleges and universities, as well as search for scholarships at www.IHaveAPlanIowa.gov
- Provide students with a copy of the “Your Course to College” guide. Iowa College Aid provides this guide free of charge and it covers the college admissions and financial aid process, federal and state financial aid programs, selecting a major and future career, as well as tips to help make the transition to college easy. In addition, the guide includes a directory of all of the colleges and universities in Iowa.

Encourage students to complete college research prior to the event. To help ensure students are able to make the most of their Iowa College Application Campaign experience, students should arrive to the computer lab with a list of colleges that they have determined would be a good match for them and to which they would like to apply. Consider developing a worksheet or online activity to help guide students through the process of researching colleges. The “Your Course to College” guide is a great resource for researching Iowa colleges and universities as is the online Iowa College & University Snapshots which can be accessed from the Iowa College Aid website at

<https://apps.iowacollegeaid.gov/reporting/reports/IowaSchools/iowacollegesanduniversities.html>.

College characteristics students should be encouraged to consider include:

- Location
- Size
- Available majors
- Cost
- Available financial aid
- Admission requirements

Consider gathering information in a Senior Survey. To have a better idea of what students are planning to do after high school, have them complete a Senior Survey prior to your College Application Campaign events. Find out if they intend to work, enter the armed services, start an apprenticeship, or enroll in a technical program, community college or 4-year college or university. Compare the survey results with the list of College Application Campaign participants and follow up with those that did not complete a college application. The survey results will be helpful in providing individual assistance based on each student’s goals. **[See example on page 38]**

Event-Day Reminders

1. Check all computers and make sure that no pertinent web sites are blocked by your school or your district.
2. If possible, set computer homepages to www.IHaveAPlanIowa.gov.
3. Post the following items in each computer lab or classroom where students will be completing online applications. Students may need to reference this information when completing applications.
 - School mailing address
 - Phone number
 - Fax number
 - School code
 - Each counselor's contact information, including e-mail address
 - Past and upcoming SAT and ACT dates – Most colleges ask students to list the dates on which they took the test or when they plan to take it. A quick reference will make a big difference.
4. Have seniors sign in as they arrive, or choose to have them sign out at the end. Refer to the sample sign-in/sign-out sheet included in this kit. The sheet is also available for download at www.IowaCollegeAid.gov. Note: You will need the information you collect on the sign-in sheets to complete the required post-event survey. **[See example on page 27]**
5. Distribute the student handout “I Applied... Now What?” and the “Your Course to College” guide.
6. Be sure that the students complete and submit application(s), print confirmation page(s), or save application(s) for final work within the next day or two.
7. After your students have completed the desired amount of college applications:
 - Remind each student to review the “I Applied... Now What?” handout.
 - Distribute stickers to students who have applied to a college.
 - Encourage students to attend a College Goal Sunday event. Iowa College Goal Sunday is an opportunity for students and families to receive free, confidential assistance completing the Free Application for Federal Student Aid (FAFSA). Iowa College Goal Sunday workshops will be held February 16, 2013 through February 24, 2013. Visit www.iowacgs.org for more information.

Section 2: Getting the support you need.

The success of your Iowa College Application Campaign relies not just on you, but on your school and your community. Engaging the community in the planning and implementation process will create excitement about the event. And the more support you have, the more success you will see. Additionally, the community plays an important role in creating and sustaining a college-going culture.

In the following pages, you will find ideas for engaging students, school faculty, and members of the community.

Who to Involve

Students

Recruit students to help implement Iowa College Application Campaign. Identify student leaders from each grade who would love to bring their own ideas to the table. Select student helpers from each grade and educate them about Iowa College Application Campaign. Ask them to share implementation ideas and post and distribute materials.

Recruit seniors to mentor freshmen, sophomores, and/or juniors on preparing for postsecondary education. Senior mentors can meet with assigned freshmen, sophomores, or juniors during Iowa College Application Campaign or recruit them to assist during the week.

Ask students to promote the event through their Facebook or Twitter accounts.

Teachers

Teachers are your greatest allies in motivating students to pursue higher education. It's not only their job; it's their passion. We recommend enlisting their help to make your school's Iowa College Application Campaign a huge success. Share the calendar with them and ask for their help in brainstorming ways to make this event something the whole school embraces.

Ask teachers to incorporate college-planning and exploration activities into their classes leading up to Iowa College Application Campaign. Examples include lessons on paying for college and calculating a return on investment in math class, or writing college or scholarship application essays in English class.

Encourage teachers to decorate their classrooms and doors with college pennants, posters, and information. (With the principal's permission), ask teachers to wear their favorite college gear during College Application Campaign.

School Staff and Support Personnel

Successful Iowa College Application Campaign sites often get the whole school community involved. Encourage your school staff, including custodians, cooks, administrative assistants, and bus drivers to wear college gear, post signs and information about Iowa College Application Campaign, and to encourage students with whom they interact to apply.

Volunteers and Community Representatives

Volunteer/Community involvement is crucial to the success of your event. Identify contacts in your community that may be interested in helping make your Iowa College Application Campaign a success by either donating time and/or resources. Community members can serve as volunteers, provide prizes, or simply post information in their businesses or organizations. The presence of community members in your school can lend weight and excitement to the initiative and showcase your community's dedication to promoting student success. Groups to consider include:

- School alumni
- Students' families, the PTA/O, the School Improvement Council
- Retired educators
- Community service, senior citizen, or church groups
- College and university representatives and faculty
- Business, community, and political leaders
- Youth programs (e.g. YMCA, Boys and Girls Club, 4-H, Girl and Boy Scouts of America)

Send all potential volunteers and/or groups an Iowa College Application Campaign recruitment letter with an event schedule and explanation.

On the day of the event, welcome the volunteers and thank them for their participation. Inform them of the game plan for the day including:

- The assignment location, if multiple locations will be in use during the day
- Break times
- Lunch time. If lunch will not be available at the high school, consider providing all volunteers a list or map of local restaurants
- The location of restrooms

After the event, write to all volunteers, again thanking them for their dedication and support in making the event a success. This is a great way to leave volunteers with a positive feeling towards the event and to increase the chances that they will volunteer again.

Sample Volunteer Recruitment or Donation Request Letter

This letter should be distributed to any volunteer prospects and/or groups. Update the blue/bold pieces with your school's event information and feel free to add more event details to generate interest.

School Logo and School Address

Date

Dear Name of Organization,

Name of Your High School is pleased to announce its participation in the statewide Iowa College Application Campaign event. As a participant, we will be hosting college planning activities during the week of **insert week of your events**.

The goal of Iowa College Application Campaign is to provide an opportunity for all Iowa high school seniors to complete and file college applications. While the focus is on helping all students, special attention will be given to first-generation, minority, and other students who might face barriers in applying to college.

We will be hosting special events to assist students in completing college applications on **Date(s)** and would welcome **insert request (assistance, donations, etc)**. With your help, students can connect to resources available outside of the classroom that will help them prepare for college. Our students would appreciate and benefit from your help and support as they take a big step toward going to college.

If you are able to assist us in making Iowa College Application Campaign a success, please contact **Name, Contact Info at Name of Your High School**.

Thank you!

Your Name Your Title

Iowa College Application Campaign 2013

[An Overview for Teachers, Staff, Volunteers, and Community Members](#)

Our school is participating in Iowa's statewide College Application Campaign! To ensure that our event is a success for our students, we need your help in promoting and coordinating this event — and making sure our initiative is exciting and fun for our students, families, and community!

[What is Iowa College Application Campaign?](#)

Iowa College Application Campaign is an event coordinated by Iowa College Aid and the American Council on Education. High schools across Iowa will conduct Iowa College Application Campaign events within the weeks of October 1, 2013 through November 1, 2013. Iowa College Application Campaign has been successfully implemented in about 19 states across the country. The Council hopes to expand participation to become nationwide in the next few years.

[What is the goal of Iowa College Application Campaign?](#)

Our goal is to provide every graduating high school senior with the opportunity to apply to college. While much of the focus of Iowa College Application Campaign is geared toward first-generation college students, low-income students, and other students who face barriers to applying to college, we encourage all students, including freshmen, sophomores, juniors, and seniors who have already applied to college, to participate in events to help them explore and prepare for postsecondary education, including certificate programs, two-year degrees, and four-year degrees.

[What happens during Iowa College Application Campaign?](#)

Think of Iowa College Application Campaign as a school spirit week, during which we all work together to build excitement and awareness surrounding the college exploration and application process. We will provide computer lab time to students to allow them to explore colleges and apply online, but the event becomes truly spectacular when we integrate fun activities into our school and community environments. For example, we can decorate our doors and classrooms in college themes, post signs and pennants in our community, decorate storefronts, have college trivia contests — let's get creative!

[How can I help?](#)

You can help by assisting students in applying, contributing to the “spirit” of the week, or —perhaps most importantly — reaching out to students to encourage them to apply to college. Seek out those students who might traditionally be overlooked when it comes to college planning, and talk to them about their options for college. Be sure to ask students if they've applied as they board the bus, go through the lunch line, or walk into church, a store, or your classroom!

College Application Campaign is sponsored by Iowa College Aid.

About Iowa College Aid: Iowa College Aid provides college access, financial literacy, and outreach services to Iowa's students and families as they prepare, plan and pay for college. Iowa College Aid also administers state scholarship, grant, work study, and loan forgiveness programs totaling over \$64.0 million annually, conducts research and distributes higher education data, and offers Iowans assistance in obtaining student financial aid and college-related information. Iowa College Aid is the administrator of the Federal GEAR-UP Grant, a multi-year state-wide grant which is being utilized to provide early awareness programming and outreach initiatives to thousands of Iowa's students and families. More information is available at www.IowaCollegeAid.gov.

Section 3: Promoting your event

Promoting and building excitement around your school's Iowa College Application Campaign events is crucial. While much of the focus for Iowa College Application Campaign is geared toward seniors, a truly successful event has the entire school community actively engaged. In the following pages, you'll find ideas and sample activities you can use to promote the event to all those involved — both within your school community and outside the walls of your school.

In-School Promotion Ideas

Get the Word Out

PA Announcement

Use daily PA announcements to generate awareness of Iowa College Application Campaign activities at your school. If your school has a morning news program, coordinate with the producers to feature a countdown or a fun fact each morning leading up to the event. Coordinate interviews with students who plan to attend/participate in the event. Student newspapers are also a great place to highlight the event. Encourage student writers to feature stories.

Example PA Announcement:

More than 60 percent of all jobs in Iowa will require some form of education and training after high school. That means one simple thing - the more you learn, the more you'll earn. That's why our school is participating in the 2013 Iowa College Application Campaign.

"Iowa College Application Campaign is happening **enter your school's chosen week** — and it's your opportunity to learn more about your options for education and training beyond high school. Freshman, sophomores, juniors and seniors, you can explore certificate programs, two-year degree programs, and four-year degree programs. Seniors, if you haven't already applied to college, Iowa College Application Campaign is a great opportunity to take control of your future and apply!

We'll host tons of great activities to help you explore college, and participants can win great prizes. For more information, talk to **enter your school's coordinator name**."

Host a College "Prep Rally"

Talk with your school administrators about holding a kick-off "prep rally" to get everyone in the college frame of mind. Ask students to wear college gear from their favorite schools. Introduce seniors who have already been accepted into a school or certificate program and have them tell the student body the one thing they are most looking forward to in college or why they selected the school or program they did. Incorporate contests and fun activities — and get your student clubs involved in building enthusiasm!

Friendly Competition

Sponsor a class contest between the different grades to inspire all students to take the college preparation process seriously during Iowa College Application Campaign. Classes can compete against each other to design the best “College App Wall,” or to come up with the best idea to promote Iowa College Application Campaign and college awareness.

Host Homeroom Workshops

Conduct workshops during homeroom with students throughout Iowa College Application Campaign. Potential workshop topics include:

Freshmen: Decision making, learning styles, study habits, high school transcript and academic planning, connection between school and careers, how to qualify for a scholarship, colleges and the degrees offered, college admission criteria, etc.

Sophomores: Progress reports, extracurricular activities, earning college credit during high school, world of work, college costs and ways to pay, college visits, PSAT, etc.

Juniors: Money management, finding scholarships, admission process, ACT and SAT test preparation (www.IHaveAPlanIowa.gov offers free online test preparation courses), preparing to apply, writing personal statements and essays, etc.

Seniors: what to expect in college, resume writing, FAFSA, searching for scholarships, finding the right college for you, etc.

www.IHaveAPlanIowa.gov offers resources to help students tackle all of these topics and can be a great resource if you have access to computers.

Host a Parent and Family Night

Sponsor a parent and family night and have parents, family members, and community members who have completed college participate in a panel to talk about their college choices, why they made them, and what they are currently doing. Invite parents and families to come with questions or discussion ideas.

Dress the Part

During Iowa College Application Campaign, encourage teachers and staff to wear a t-shirt, sweatshirt, or hat from the college they attended, or have them bring in their college yearbook or other items with their college mascot to share with students and decorate their classrooms or work spaces.

Decorate the School

Create a “College Wall.” Encourage seniors to write the names of the colleges to which they have applied on banners or strips of construction paper to hang in a main hallway. Highlight college names when acceptances are received. If available, enlist the support of art teachers, as they may be helpful in developing additional promotional materials.

Invite Guest Speakers

Invite admissions staff from local colleges and universities to provide general information related to their campus, including the majors offered, admission requirements, the application process, and cost of attendance.

Conduct “Trial Runs” in Classes

Complete a sample application with students. Teachers can go over the correct grammar and language to use on a college application. Stress the importance of using appropriate e-mail addresses. It should sound professional and provide a good impression of the student. If necessary, have students create an e-mail address specifically for their college communications. There are practice college applications available on www.IHaveAPlanIowa.gov.

Encourage students to research a college major that they think they might be interested in pursuing. Have them identify which colleges offer the major, what type of jobs/careers are typically held by people obtaining a degree in that major, what type of courses are required to obtain a degree in that major, etc. and then have them present this information to their classmates.

Encourage English teachers to incorporate writing college and scholarship essays into their class curriculum.

Give Away College Gear

Hold drawings or coordinate contests during Iowa College Application Campaign. Ask colleges and universities to donate promotional items (banners, hats, t-shirt sweatshirts, etc.) and businesses to provide donations students can use in college (e.g. microwaves, coffee pots, twin sheet sets, gas cards) to use as giveaways during your event. A few prize items are included in your kit.

Communicate

Send letters or e-mail reminders to all parents, students, and school staff. Also, include information in the school newsletter. You can use the Sample Student/Family Letter at the end of this section as a guide.

“I Went to College, Ask Me How...” Scavenger Hunt

The purpose of this activity is to identify staff members by their institutions of higher education and engage students in dialogue with faculty and staff members regarding college access and college applications.

Instructions

Make copies or order and distribute the “I Went to College, Ask Me How” signs to all faculty and staff, and ask them to complete and post them outside their classrooms or near their work spaces.

Each morning, announce a scavenger hunt, and provide small prizes or incentives for completing the hunt (e.g. early dismissal for lunch, a bonus point, entry into a prize drawing). Potential scavenger hunt ideas include:

- Which college has the most alums at the school?
- Which teacher attended college farthest away?
- Who attended the oldest college or university (of those listed throughout the school)?
- Which college (of those listed throughout the school) has the smallest enrollment?
- Which college (of those listed throughout the school) has the largest enrollment?

Event Tips

Before Iowa College Application Campaign:

- Advertise the event during sports games as a great way to reach both students and parents.
- Contact local colleges about donating items (pens, highlighters, cups, posters, etc.) as giveaways for students and/or items to decorate the school.
- Organize a team at your school to assist with all things College Application Campaign.
- Have the art classes and/or art club create eye-catching posters for your event(s).
- Have students research schools and their application process prior to College Application Campaign. Some applications will ask for a personal statement, so make sure the students come prepared if that is the case.
- Have seniors complete a survey indicating what their intentions are after high school, their future career goals, if they have been on any college visits and if they have already applied to any colleges.

During Iowa College Application Campaign:

- If possible, allow students out of class to complete applications. Use the “I Applied” stickers as their pass to be excused and to get back into class.
- Provide seniors with a “College Cupcake” that the food department makes. The cupcakes can be hand decorated with college logs and all seniors who come to the event receive one.
- Offer door prizes/drawings for students who participate in College Application Campaign. Prizes can be items that area colleges have donated, such as cups, pens, pencils, book bags, t-shirts, etc.
- Have a different college-themed event every day, such as Face Paint Day: show your school spirit by having your face painted.
- Encourage faculty, staff and students to wear college apparel during Iowa College Application Campaign.
- Have a door decorating contest where each door has to have some type of college theme.
- As students complete applications, have them sign a banner listing the colleges where they applied and prominently display the banner.
- Have an “I Applied” celebration where seniors fill out “I Applied to” posters with the names of the colleges to which they submitted applications. Display the posters in the main lobby for everyone to see.
- Ask students who have graduated from your school and who are now in college to come back to visit with students during Iowa College Application Campaign.

Event Tips, cont.

After College Application Campaign:

- In the late spring, host a school-wide event to recognize seniors who have been accepted to college. Have your principal speak and give certificates of accomplishment to the seniors.
- Cross reference student surveys completed prior to the event with your list of Iowa College Application Campaign participants. Follow up with students who did not make it to an event.

Sample Follow-up Press Release 1

FOR IMMEDIATE RELEASE

Month, ##, 2013

For more information, please contact:

Name, Title, School

Phone

E-mail Address

SCHOOL NAME PARTICIPATES IN STATEWIDE IOWA COLLEGE APPLICATION Campaign

CITY, IA - To assist students in preparing for and applying to college, **Name of School** participated in Iowa's statewide College Application Campaign held **Dates**. The goal of the week was to help all seniors apply to some type of post high school program, including certificate programs, two-year degree programs, and four-year degree programs.

During College Application Week, students at **Name of School** participated in a variety of college awareness activities, **including insert activities**. To date **## percent** of **Name of School's** senior class has applied to college.

College Application Campaign is coordinated by Iowa College Aid, a state agency with over 40 years of experience connecting students and families with the essential resources and services they need to plan, prepare and pay for college. For more information, visit our website at: www.iowaCollegeAid.gov.

- END -

Note: if you have pictures from your school's College Application Campaign event, it is a good idea to provide them to the newspaper along with the release. Just be sure you have school media releases on file for students who are pictured!

Note: You can download a version of this letter in Microsoft Word at www.iowaCollegeAid.gov.

Sample Follow-up Press Release 2

FOR IMMEDIATE RELEASE

Month, ##, 2013

For more information, please contact:

Name, Title, School

Phone

E-mail Address

Iowa College Application Campaign to be Held [Dates] at [School Name]

Program provides hands-on assistance to help students take the first big step toward continuing education

CITY, IA., Month XX, 2013- [Name of Your High School] will participate in Iowa College Application Campaign, a statewide program sponsored by the Iowa College Student Aid Commission. It is part of a national effort to encourage high school seniors to start the college application process.

As part of Iowa's college access initiative, [Name of Your High School] will work with its seniors to complete and submit at least one college application during events being held [Your School's Event Dates and Times].

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.

[Name of Site Coordinator or School Principal], College Application Campaign event Site Coordinator/Principal for [Name of Your High School], expects more than [Insert Number] seniors to participate with help of volunteers from [Insert School Faculty, Administration, Colleges, Community Organizations that will help].

"College Application Campaign can open the door for students by encouraging them to take a significant step toward college," stated Karen Misjak, executive director of the Iowa College Student Aid Commission, the state agency sponsoring the program. "As educational attainment increases, income also increases and the percent of Iowa's population living in poverty decreases, explained Misjak. "With nearly two-thirds of Iowa's fastest growing occupations requiring training or education beyond high school, [Name of High School] is helping to prepare their students for sustainable future careers in the state."

More information about College Application Campaign is available at www.iowaCollegeAid.gov or by contacting the Iowa College Student Aid Commission at 877-272-4456. For more information on [Your High School Name]'s involvement in College Application Campaign, please contact [Name of Site Coordinator or School Principal] College Application Campaign Site Coordinator/Principal at [insert email or phone number].

Note: You can download a version of this letter in Microsoft Word at www.iowaCollegeAid.gov.

Sample Student/Family Letter

(Bold/blue content to be inserted based on event details.)

School Logo School Address

Date

Dear Students and Families,

Iowa College Aid is pleased to announce **Dates** as options for Iowa College Application Campaign. Throughout the weeks, high schools across the state will host events to assist students with the college application process. Our school will participate in the College Application Campaign effort, with the goal of ensuring that all members of our senior class apply to at least one two-year or four-year college or university program this fall.

The goal of Iowa College Application Campaign is to provide an opportunity for all Iowa seniors to complete and file college applications. To us, college means any education program beyond high school including certificate programs, two-year degree programs, and four-year degree programs. This initiative is so important because research shows that in Iowa, nearly two-thirds of the top 50 fastest growing occupations require some type of formal training program or postsecondary education¹.

In order to apply to college during College Application Campaign, students will need to complete the College Application Checklist we have attached to this letter. We are encouraging all students who have not yet applied to college to complete the College Application Checklist prior to the week, as it has all the information students will need to complete an online application. We expect that students and their families will need to work together in gathering the information listed in the checklist.

Families are welcome to visit the school to assist their student during the application process. In addition, if you are interested in volunteering during the event, please let me know. Volunteers can greet and sign in students, assist students with the completion of online college applications, or distribute information about financial aid opportunities.

If you have any questions please call **Name, Title**, at **(000) 000-0000**. Thank you in advance for your support of this exciting initiative to encourage West Virginia's students to make college a part of their future.

Sincerely,

School Counselor/Principal/Site Coordinator

¹Iowa Workforce Development. Iowa Occupational Projections 2008-2018. Chart Source: BLS Division of Occupational Outlook.

Note: You can download a version of this letter in Microsoft Word at www.iowaCollegeAid.gov.

College Application Campaign

My name is _____
Today, I applied to (list colleges) _____
I intend to complete applications to _____ in the near future.
I would like my high school transcript sent to the following colleges:

College Application Campaign

My name is _____
Today, I applied to (list colleges) _____
I intend to complete applications to _____ in the near future.
I would like my high school transcript sent to the following colleges:

College Application Campaign

My name is _____
Today, I applied to (list colleges) _____
I intend to complete applications to _____ in the near future.
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I would like my high school transcript sent to the following colleges:

College Application Campaign

My name is _____
Today, I applied to (list colleges) _____
I intend to complete applications to _____ in the near future.
I would like my high school transcript sent to the following colleges:

College BINGO Activity

Complete your BINGO card by locating teachers or other school staff members that experienced the following college scenarios or can answer “yes” to the following questions. Be sure to get the individual to sign in the space, and you can only use each person for one space!

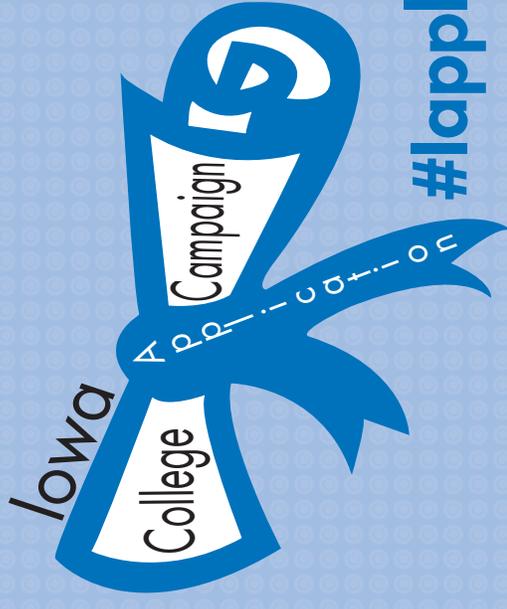
B I N G O				
Attended a 4-year college	Lived at home while attending college	Worked full-time while attending college	Is still close friends with college roommate	Studied abroad while in college
Attended a college in Iowa	Went to college on a scholarship	Changed majors 2 or more times	Attended a 2-year college	Majored in math
Majored in Science	Attended on out-of-state college	FREE SPACE	Worked for the school newspaper, TV station or radio station in college	Met his/her wife/husband in college
Lived on campus	Is currently enrolled in a college program or course	Had a mentor or other close advisor in college	Was president or leader of a school club	Has completed graduate school
Attended 2 or more colleges	Took a philosophy class	Ate Ramen Noodles several times a week while in college	Played sports in college	Took out student loans to pay for college

College Application Campaign is sponsored by Iowa College Aid.

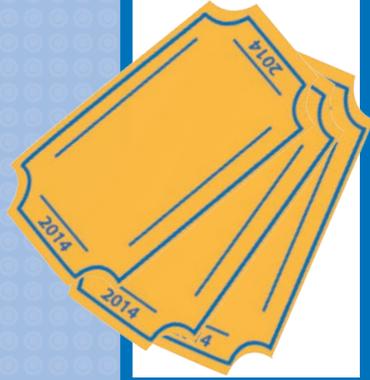
About Iowa College Aid: Iowa College Aid provides college access, financial literacy, and outreach services to Iowa’s students and families as they prepare, plan and pay for college. Iowa College Aid also administers state scholarship, grant, work study, and loan forgiveness programs totaling over \$64.0 million annually, conducts research and distributes higher education data, and offers lowans assistance in obtaining student financial aid and college-related information. Iowa College Aid is the administrator of the Federal GEAR-UP Grant, a multi-year state-wide grant which is being utilized to provide early awareness programming and outreach initiatives to thousands of Iowa’s students and families. More information is available at www.IowaCollegeAid.gov.

I went to college.

Ask me how.



#Iapplied



**College Application Campaign:
A Ticket to Your Destination**

Name:

College:

Degree:

Iowa College Application Campaign Trivia

Trivia answers can be public or private colleges or universities in Iowa.

Q: Which college or university was founded by the Norwegian Evangelical Lutheran Church?

A: _____

Q: Which college or university's mascot is a Panther?

A: _____

Q: Which community college goes by the initials DMAACC?

A: _____

Q: Which college or university did Buffalo Bill's Fred Jackson graduate from?

A: _____

Q: Which community college was eventually named after a former Iowa governor, who also served as a United States Senator and Secretary of State?

A: _____

Q: Which community college is located in Estherville?

A: _____

Q: Which college or university is located in Storm Lake?

A: _____

Q: Which college or university was chartered as the Iowa Agricultural College and Model Farm?

A: _____

Q: Which college or university opened the Des Moines General Hospital?

A: _____

Q: Which college or university is located 12 miles south of the state capital?

A: _____

Q: What community college goes by the initials NIACC?

A: _____

Q: Which college or university was the first to graduate a woman?

A: _____

Q: Which community college has campuses in Calmar and Peosta?

A: _____

Q: Which college or university is Iowa's first public institution of higher learning?

A: _____

Q: Which college or university did Governor Branstad receive his law degree from?

A: _____

Q: Which college or university's saying is "Be Orange"?

A: _____

College Application Campaign Trivia Answers

Which college or university was founded by the Norwegian Evangelical Lutheran Church? Luther College

Which college or university's mascot are the Panthers? UNI

Which community college goes by the initials DMACC? Des Moines Area Community College

Which college or university did Buffalo Bill's Fred Jackson graduate from? Coe College

Which community college was eventually named after a former Iowa governor, who also served as a United States Senator and Secretary of State? Kirkwood Community College

Which community college is located in Estherville? Iowa Lakes Community College

Which college or university is located in Storm Lake? Buena Vista University

Which college or university was chartered as the Iowa Agricultural College and Model Farm? ISU

Which college or university opened the Des Moines General Hospital? DMU

Which college or university is located 12 miles south of the state capital? Simpson College

What community college goes by the initials NIACC? North Iowa Area Community College

Which college or university was the first to graduate a woman? Cornell College

Which community college has campuses in Calmar and Peosta? Northeast Iowa Community College

Which college or university is Iowa's first public institution of higher learning? University of Iowa

Which college or university did Governor Branstad receive his law degree from? Drake University

Which college or university's saying is "Be Orange"? Wartburg College

Regent Admission Index

Students from Iowa high schools who plan to attend one of Iowa's three regent universities must have a Regent Admission Index (RAI) score of at least 245 and take the minimum number of required high school courses (which can be found at www.regents.iowa.gov/RAI/info.html#other) to qualify for automatic admission. Students who achieve a score less than 245 will be considered for admission on an individual bases. The RAI combines the following four factors:

- ACT or SAT test score,
- high school rank,
- high school cumulative GPA,
- number of completed high school core courses.

Activity for Students

Students can calculate their unofficial RAI at www.regents.iowa.gov/RAI.

This online calculator allows students to understand how changes in any one of the factors can affect the overall calculation. This activity is also important for freshman, sophomores, and juniors to help them understand what is expected of them for college admission and how they can become more involved in the process.

TransferInIowa.org

The number one question students who want to transfer college credits to one of Iowa's three public universities is "How will my credits transfer?"

Iowa's public universities and community colleges have joined to create a website called www.transferiniowa.org dedicated to seamless transfer of credits. Our intent is simple – to create a one-stop resource to help you plan for your future.

Once you reach the website, follow the "Transferring Your Credit" links to discover how courses taken at an Iowa community college may transfer to one of Iowa's public universities. You are invited to explore, discover, and continue to dream big. We will work together to help you reach your educational goals and aspirations.

Section 4: Student Resources

Students are strongly encouraged to use www.IHaveAPlanIowa.gov, the state's designated college and career planning website, to explore colleges and link to college websites to apply online.

In this section:

- Important Student Reminders
- Application Fees and Fee Waiver Information

Important Student Reminders

Before your event, you will need to prepare students as much as possible. To ensure that you have it all covered, here is a list of helpful student reminders.

1. Direct seniors to complete the College Application Checklist.
2. Work with your guidance office to contact students who may be eligible for a fee waiver (deferment.) Usually, those students who are eligible for fee waivers (deferments) on college entrance exams are also eligible for college application fee waivers (deferments).
3. Identify students who have not yet applied to college and begin working with them to explore their options. Encourage other staff members to work with these students, and be sure to foster a culture in your school that considers every student to be “college material.”
4. Remind students that information about their addresses and parents will be used to determine tuition and residency. Students should be sure to provide the accurate addresses of their parents. Remind students to bring their social security number, as this is required for submitting most college applications. You may want to have a secure list of social security numbers just in case students do not have this information.

Application Fees and Fee Waivers

Students may be required to pay an application fee for some college applications (many online applications have an automatic fee waiver), or they may qualify for a fee waiver to cover the application fee or defer the cost of application fees. For further information on fee waivers, speak directly with your school counselor.

Fee Waiver: Iowa's colleges and universities often offer fee waivers for low-income students. To learn more about these waivers, contact the institution's admissions office. Additionally, if students took the SAT and received a fee waiver, they may be eligible to receive a college application waiver as well. To learn more, visit www.collegeboard.com.

Some schools will only accept application fee waivers if they are attached to a paper application. Before the event, gather paper applications from the schools your students are most likely to be interested in and have them available in the computer lab or reserved event space.

Fee Deferment – Regent schools:

The application fee at Iowa's Regent Universities (Iowa State, University of Iowa and University of Northern Iowa) is \$40, however if this fee presents a hardship for the student, it can be deferred. This means the student can complete the application now and have the fee appear on his or her university bill upon enrollment in August. A letter or note from the student, family member, GEAR UP advisor, TRIO advisor, etc is required to document the hardship and deferment request.

Payment by Check: Once the student has submitted his or her online application, he or she can typically send a check in the mail to that school. Be sure to remind the student to send a copy of his or her confirmation page with payment.

Payment by Credit Card: Some schools require that students pay online with a credit card. We encourage students who are paying online to wait to complete this step at home or with a parent.

I Applied... Now What?

Ok. So, you've applied to college and that's great, but what happens now?

Applying is one of the first steps on your path to attending to college. Keep in mind that it may take a couple of months for the college or university to get back to you. Here's a step-by-step guide for what to do in the meantime:

Once you've submitted your application, make sure that you've turned in everything you need in order for the college to consider you as a potential student. Have you:

- Submitted your application fee (if the college charges a fee)?
- Asked your high school counselor to send your transcript to the college?
- Submitted your letters of recommendation (if required by the college)?
- Submitted your essay (if required by the college)?
- Sent any college transcripts you might have (from dual-credit courses)?
- Sent your AP scores (if you have taken AP courses)?

Even after you're accepted to a college, there's still a lot of work to do to make your final decision and get ready. You'll want to consider what financial aid is available to you at the colleges you're considering, and you'll want to decide if you want to live on campus or commute. Of course, once you decide on a college, you'll need to register as a new student and enroll in classes.

Financial Aid

Sometime after January 1, you'll need to complete the Free Application for Federal Student Aid (FAFSA). If possible, you should complete the FAFSA before July 1, because that's the deadline for many state-level scholarship and grant programs.

You can get in-person, confidential assistance completing the FAFSA by attending a College Goal Sunday (CGS) workshop. CGS will be held February 16 - 24 at locations throughout the state. To learn more, visit www.iowacgs.org.

Go to www.iowaCollegeAid.gov to learn about all of the state and federal financial aid opportunities available to you. Visit college and university web sites to see what sort of financial aid and scholarship programs are offered at the school you plan to attend. Use the scholarship finder at www.IHaveAPlanIowa.gov, then complete and submit applications for as many scholarships, grants, and other financial aid awards as you can find!

Application Fees and Fee Waivers



Senior Survey

Last Name: _____ First Name: _____

1. What do you plan to do after high school?

- _____ Work
- _____ Armed Services (branch) _____
- _____ Apprenticeship (job skill) _____
- _____ Technical School
- _____ Community College
- _____ College

A.) Where are you in your college search?

B.) Have you gone on any college visits?

- 1st Choice _____ Yes No
- 2nd Choice _____ Yes No
- 3rd Choice _____ Yes No

C.) Have you applied to a post-secondary school?

- 1st Choice _____ Yes No
- 2nd Choice _____ Yes No
- 3rd Choice _____ Yes No

2. ACT date: _____ Score: _____

3. GPA: _____ Class Rank: _____ out of _____.

4. What is your current career goal/plan?

- 1st Choice _____
- 2nd Choice _____

5. Resume Completed: Yes No

Survey courtesy of Barb Campbell, Hoover High School.

Student Reminder Handout - Items Needed for Completing College Applications

Items needed for the College Application Campaign:

- Social Security number
- I-94 card if possible
- GPA and Class Rank
- ACT score
- Name and address of current and previous high schools
- Credit Card information for the application fee (if needed)
- Websites of colleges you are interested in
- Dual credit information
 - Classes already taken
 - Classes currently taken
- Number of core classes
 - Ex. English, Math, Science, Social Sciences, World Language

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 - Classes currently taken
- Number of core classes
 - Ex. English, Math, Science, Social Sciences, World Language

College Application Checklist

Please work with your parents to complete the College Application Campaign checklist to ensure you have all the information required to complete a college application during Iowa College Application Campaign.

Student Information

Full Name (First, Middle, Last)

Permanent Address (where all correspondence will be sent) City, State, Zip

Home Phone Number

Mobile Phone Number

E-mail Address

Social Security Number

Drivers License Number & Date Issued

Date of Birth

Place of Birth (City, State, Country)

Parent/Guardian Information

First Parent/Guardian Full Name (First, Middle, Last)

Street Address, City, State, Zip

Home Phone Number

Mobile Phone Number

E-mail Address

Indicate the highest education level completed by First Parent/Guardian:

Unknown

Elementary/ Middle School (K-8)

High School/GED

2-Year College

4-Year College

Graduate School

Second Parent/Guardian Full Name (First, Middle, Last)

Street Address, City, State, Zip

Home Phone Number

Mobile Phone Number

E-mail Address

Indicate the highest education level completed by Second Parent/Guardian:

Unknown

Elementary/ Middle School (K-8)

High School/GED

2-Year College

4-Year College

Graduate School

High School Information

Name of Current High School

Phone Number

Mailing Address, City, State, Zip

Date You Entered High School

Expected Graduation Date

Please list any other high schools you have attended.

High School Name

Phone Number

Mailing Address

Dates of Attendance

High School Name

Phone Number

Mailing Address

Dates of Attendance
#lappied

List any colleges you have attended for which you expect to receive college credit.

College Name

City, State

Dates of Attendance

List any college-credit courses you are taking during your senior year. Please indicate whether they are AP or Dual Enrollment (College Courses).

Fall Semester

Spring Semester

List any other courses (summer school, online, etc.)

ACT Test Date (month/year)

Composite Score

SAT Test Date (month/year)

Math Score

Verbal Score

