AGENDA

• What is ACAC?
• National Impact & Growth
• How You Can Get Engaged
• Connecting the Larger College-Going Calendar
Increase the number of students applying, enrolling, and succeeding in college

First-generation and students from low-income families

Occurs in the fall

Takes place during the school day

Each participating high school typically hosts an event for only 1-2 days
• Designed to enhance/expand college-going culture and expectations
AMERICAN COLLEGE APPLICATION CAMPAIGN HISTORY

2005
Started at one North Carolina high school

2008
Neighboring southern states adopted the concept

2011
Acquired by ACE and with national steering committee and foundation support, the concept of a national program was tested

2014
Reached all 50 states and DC

2015
Over 1 million students served since inception

2017
Over 2 million students served since inception
ACAC STRUCTURE: STATE AND LOCAL

STATEWIDE STEERING COMMITTEE
Stakeholders; Led by state’s ACAC Lead Agency

AMERICAN COLLEGE APPLICATION CAMPAIGN

ACAC HIGH SCHOOL
Site Coordinator

ACAC HIGH SCHOOL
Site Coordinator

ACAC HIGH SCHOOL
Site Coordinator

STUDENTS APPLY TO COLLEGE!
National 2017 ACAC Program Results
• 6,270 high schools hosted college application programs
• 500,864 students participated
• 836,427 college applications were submitted
2018 ACAC GOAL:

To engage a minimum of 7,000 high schools nationally!
"I wanted to thank you for allowing us to have a college application day. It felt like a weight was taken off my shoulders when I submitted my UC application earlier this afternoon. **The staff and community members that were present were extremely helpful and they made a seemingly daunting task easy.** I signed the college wall and I felt good. I had people left and right telling me congratulations. I felt accomplished. I appreciate you holding this event for the seniors. It definitely is a success!"

– Ocean View High School Student
ACAC Student Support Structure

1. Share information and build awareness
2. Provide individualized advising
3. Assist with application completion
4. Engage parents and community
5. Make decisions and plan ahead
Information Sharing & Awareness Building

Leverage and Enhance College-Going Culture

Create an open dialogue
- “Ask Me!” signs
- College Wall
- Door decorating contests
- Morning announcements

Family information nights
College/career fairs
Outline the multi-step process for students & families
Individualized Advising

School Team

Student Preparation

- College Research Worksheet: Understanding Fit, Match, and Cost
- College Application Worksheet
- Application Fee Waivers
- Utilizing Classroom Time

ACAC American College Application Campaign

ACE American Council on Education
Advising: Defining College Match & Fit

**Match:** refers to a college or university’s *academic* suitability for a student;

**Fit:** extends beyond purely academic considerations to include the student’s financial, personal, and social needs.

Students should apply to a variety of institutions:

- **Safety** – the student will almost *definitely* be admitted
- **Match** – the student is *likely* to be admitted
- **Reach** – the student *may* be admitted

Advising: ACAC Student Match & Fit Exercise

Academic Research Worksheet
WHERE TO APPLY?
A tool to help students research and identify the colleges that are a good fit.

A STUDENT RESOURCE GUIDE

Table of Contents
Three important things to consider .................. 3
Reach, Match, or Safety? .......................... 4
What about Cost? .................................. 5
The College Research Worksheet .................. 6

ACAC Resources: http://www.acenet.edu/news-room/Pages/ACAC-Resources.aspx
Individualized Advising

School Team

Student Preparation

– College Research
  Worksheet: Understanding Fit, Match, and Cost

– College Application
  Worksheet

– Application Fee Waivers

– Utilizing Classroom Time
Advising: College Application Worksheet

**COLLEGE APPLICATION WORKSHEET**

**PLAN TO APPLY**

A tool to help students plan for and complete college application forms.

**STUDENT RESOURCE GUIDE**

**TABLE OF CONTENTS**

- Pick Your Top Three
- Gather Your Information
- Enrollment Plans

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Students, complete the College Application Worksheets included in this document and bring it with you on the day of your school's College Application event. You may need to ask your family, school counselor, or another adult you trust to assist you in answering all of the questions. Be sure to keep this information in a safe place given the personal information included.
Individualized Advising

School Team

Student Preparation

– College Research Worksheet: Understanding Fit, Match, and Cost
– College Application Worksheet
– Application Fee Waivers
– Utilizing Classroom Time
Advising: Application Fee Waivers

COLLEGE APPLICATION FEE WAIVERS

ARE YOU ELIGIBLE?

College application fee waivers can remove the cost of applying to college. Use this tool to see if you are eligible and learn how to apply for application fee waivers.

A STUDENT RESOURCE GUIDE

ACAC
American College Application Campaign

ACE
American Council on Education

TYPES OF FEE WAIVERS

WHAT FEE WAIVERS ARE AVAILABLE?

There are three types of fee waivers typically accepted by colleges and universities, but it is important to note that not all colleges and universities will accept fee waivers. Students or school counselors should confirm with the admissions office at specific institutions to ensure fee waivers are accepted.

• ACT FEE WAIVER

ACT provides a fee waiver application in their ACT User's Handbook for Educators publication, link below. Students who are eligible for a fee waiver to the ACT college entrance exam are also eligible for a college application fee waiver. School counselors need only send the number of fee waivers needed and sign-off on student eligibility. Students must also sign the form. The fee waiver may be found here:

https://www.act.org/content/dam/act/unanswered/documents/RequestForWaiverForm.pdf

• COLLEGE BOARD FEE WAIVER

The College Board states that students who have received a College Board fee waiver for the SAT or the ACT subject tests may also be eligible for up to four college application fee waivers. Students should receive their college application fee waivers at the beginning of their senior year through their SAT accounts. College Board fee waivers will no longer require school counselor approval. More information on the College Board fee waiver can be found here:

https://bigfuture.collegeboard.org/get-helping-101/college-application-fee-waivers

The College Board also provides additional information including a link to which colleges accept the College Board application fee waiver here: www.collegeboard.org/fee-waivers

• NATIONAL ASSOCIATION FOR COLLEGE ADMISSION COUNSELING (NACAC) FEE WAIVER

This fee waiver can be downloaded from NACAC’s website, provided below. Students must complete their portion of the fee waiver request and a school counselor or TRIO representative must verify that a student is eligible to use the form (a list of eligibility requirements are provided on the NACAC website and on the fee waiver request – students must meet only one of the requirements to be eligible). NACAC recommends that students receive no more than four fee waivers for the college application process. Additional information on the NACAC fee waiver can be found on their website here:

www.nacacnet.org/student-info/fee-waiver/Pages/default.aspx
Individualized Advising

School Team

Student Preparation

- College Research Worksheet: Understanding Fit, Match, and Cost
- College Application Worksheet
- Application Fee Waivers
- Utilizing Classroom Time
Advising: Utilizing Classroom Time

- Integrate college and career research into classes
- Utilize Virtual College Tours to introduce students to campuses
- Assign college application and/or scholarship essay as English class assignment
- Understanding financial aid lesson in Math class
Application Support

- Volunteers
- Create a celebratory environment
- Register for FSA ID

- Hold programs *during* the school day
- Application follow-thru
  (What’s Next)
Parent/Family & Community Engagement

- Getting the Word Out
- Preparing for the Process
- Volunteer Opportunities
Make Decisions and Plan Ahead

Connecting the Larger College-Going Calendar
From the ACAC Network:

How have you linked ACAC and FAFSA completion?

- Same time period, but not at the same event
- Held during the same event
- Programs (ACAC and FAFSA completion) are held under the same campaign name
From the ACAC Network:

How have you linked ACAC and FAFSA completion?

- FAFSA events held before ACAC event (Oct vs. Nov)
- Assisted with FSA ID creation; FAFSA completion events held after and/or throughout the year
- Three-step program: ACAC, FAFSA completion, and College Signing/Decision Day
- Information sharing only
From the ACAC Network:  

*What were your successes?*

- Made the college application and FAFSA completion connection very clear to students
- Students who already applied to college could still participate in event by completing/submitting FAFSA
- Opportunity to engage students and their families about the importance of the multi-step process
- Allowed counselors to focus on planning and implementing one event rather than two separate campaigns
- Streamlined outreach, resources, training process for schools
- Increased FAFSA completion rates
From the ACAC Network:

What did you learn/what will you change?

• Schools were overwhelmed by two major processes in a tighter timeframe; impacted participation in 2016, improvements in 2017
• Strengthen collaboration between the two initiatives (if run by separate agencies)
• Engaging CBOs to support students
• Streamline communications and materials to support both processes
• More volunteers are needed to support students
• Be very clear about the two-step process (even when combined): students need to apply to college AND complete the FAFSA
SOCIAL MEDIA CAMPAIGNS

GO (to college) KNIGHTS

#IAPPLIED
AMERICAN COLLEGE APPLICATION CAMPAIGN

#WHYAPPLY
AMERICAN COLLEGE APPLICATION CAMPAIGN

To Study what I love
To Change the world
To become a Social Scientist

ACAC American College Application Campaign
ACE American Council on Education
SAVE THE DATE

#WhyApply Day on 9/21/18
#WhyApply DAY

- Friday, September 20
- Kicks off application season
- Wear college gear and take a selfie
- Share - reason for applying to college
CONNECT WITH ACAC

- Join conversations on social media using #WhyApply #Iapplied
- Facebook: AmericanCAC
- Twitter: @American_CAC
- Instagram: @American_CAC

- Subscribe to our newsletter
  [www.acenet.edu/newsroom/Pages/ACAC-Stay-In-Touch.aspx](http://www.acenet.edu/newsroom/Pages/ACAC-Stay-In-Touch.aspx)

*Turn your dreams into your reality!*

#whyapply
2019

College Application Week

October 21st – October 25
Questions and Discussion

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