



# Why Host a College Application Event

Insights from ACAC's  
2024 School of  
Excellence Awardees

Thursday, August 21, 2025  
12:00 p.m. ET

Bessemer City  
High School

ACT<sup>®</sup>

## For the best experience:

- Use Google Chrome as your browser
- Refresh (F5) your browser if the session freezes/becomes choppy
- Close any unnecessary applications
- Engagement tools are resizable and movable:
  - Use the controls to minimize or maximize
  - Drag the bottom right-hand corner of an element to resize

## Remember:

- Submit a question at any time via the Q&A window
- This session is being recorded
- The resources window has additional links/materials you may download



Committed to showcasing and supporting ACT's efforts to close opportunity and outcome gaps for all individuals, including:

1. Students of color.
2. First-generation students.
3. Families with economic challenges.
4. Exceptional and diverse learners.

# ACT's Center for Impact and Learning

**Committed to advancing ACT's mission and social impact goals, the Center works to bridge opportunity gaps and foster positive outcomes for all learners**

## **American College Application Campaign**

- Designed to increase the number of first-generation college students and students from underserved backgrounds who submit at least one college application.
- More than 477k high school seniors participated in 2024

## **ACT Scholars Program**

- Provides scholarships to students in partnership with the University of Iowa and Kirkwood Community College

## **ACT Fee Waiver Program**

Provides a free test voucher for eligible students that covers the regular registration fee for an ACT National Test along with other benefits.

## **ACT Corporate Giving Program**

- provides funds for qualified nonprofits across the United States for programs and projects that exemplify [ACT's mission and North Star](#).

# What is the Challenge?

- Access to college is not equitable for all students.
- Students from low-income communities and students of color who are traditionally underserved not applying to college at same rate as most privileged peers.
- College application process can be confusing and overwhelming.



# What Can We Do To Better Support College-Bound Students

- Leverage postsecondary planning tools.
- Build an initial college list.
- Help prepare the college application.
- Provide college application completion support.



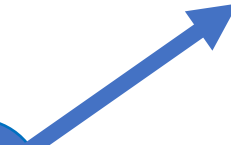
**“You can’t go to college if you don’t apply. ACAC ensures students have the help they need to take that step.”**

Melissa Caperton, co-founder and former director

American College Application Campaign



State Campaigns:  
State Coordinator &  
Steering Committee



High Schools

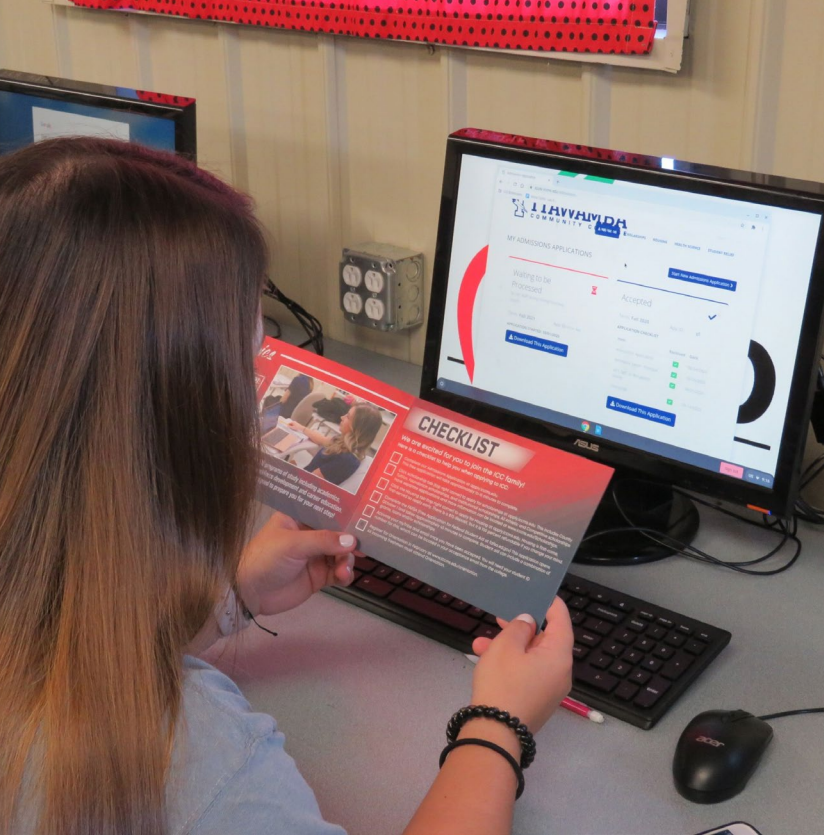


Higher Ed  
Institutions



Community-based  
Organizations





# Host Site Expectations

- During school day.
- Intentional schedules to reach all students – with emphasis on supporting students traditionally underserved.
- During the fall – reach more students earlier.
- Trusted adults to support and answer questions.
- Support and celebrate!



# Celebrate the Process

- School newsletter
- Morning announcements
- Sign on lockers or decorate a wall with #Iapplied
- School/district social media
- Pizza party
- Student assembly

<https://impactandlearning.act.org/acac/resources/>



## 2024 NATIONAL RESULTS



**5,854**

HOST SITES



**477,712**

PARTICIPATING  
STUDENTS



**1,316,688**

SUBMITTED  
APPLICATIONS



# School of Excellence Award

- Started in 2019.
- Opportunity to lift up schools exceeding campaign expectations.
- All states encouraged to select one recipient.
- 26 states selected a recipient for 2024 campaign season.
- <https://leadershipblog.act.org/2025/04/school-of-excellence-awards.html>





# Purpose of the Award

- To highlight the good and celebrate our amazing educators dedicated to student success.
- To recognize schools serving as exemplary models for their state's application campaign.
- To incentivize host sites to submit timely data.
- To elevate awareness.
- To stress importance of education after high school.





## Meet Our Panelist

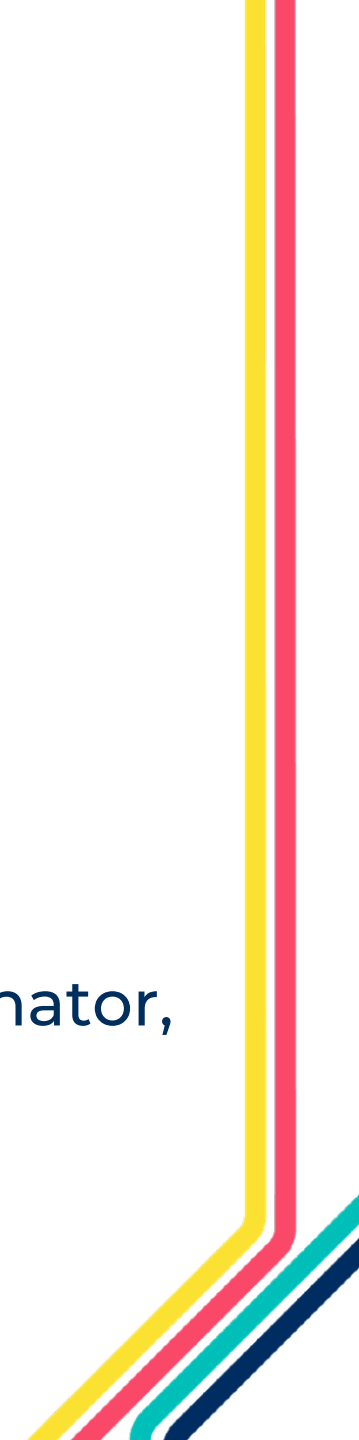
Martha Lee, school counselor,  
Glasgow High School (Delaware)



Kylie Lucas, academic advisor/teacher,  
Parsons High School (Kansas)

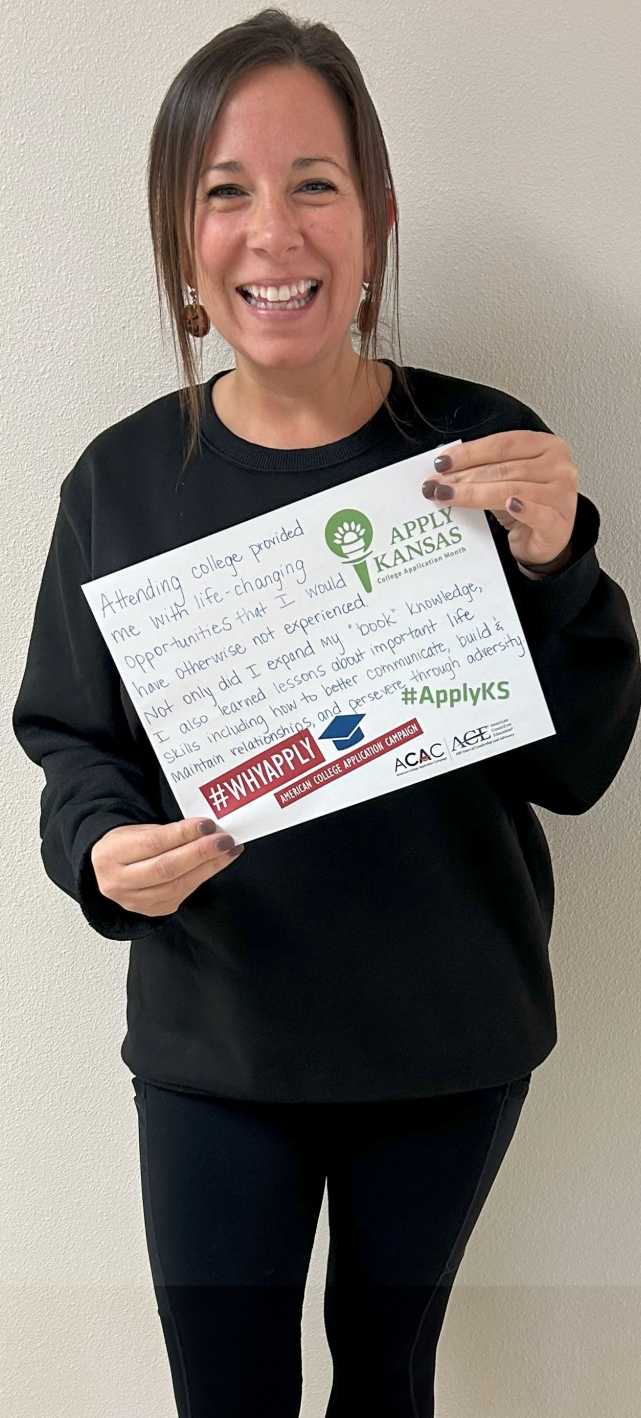


Richard Ramirez, higher education coordinator,  
Dominguez High School (California)



# Panel Discussion





**Parsons High School**



# Glasgow High School





# *Dominguez High School*

Richard Ramirez



# *2018 College Application Day*



# 2018 set up



## Split the gym by 4 quadrants

Quadrant 1: CSU   Quadrant 3: Private College  
Quadrant 2: UC   Quadrant 4: PIQS/EOPS

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## Event time and dates

all 4-year bound seniors  
8 am - 12 pm

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## Support team

College Access staff and counselors

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# *Future Ready Day 2024*

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**Split seniors by alpha**



**First half Period 1 Second half  
Period 2**



**Snacks and Stickers**

# Social Media



## Increased College Going Culture

- Expose students and community members to what's happening at your school
- Give students/underclassmen something to look forward to

## Engage Underclassmen

- Invite underclassmen to the event to make Reels/TikTok
- Great way to engage underclassmen and extend your reach

## College Week


- Great event to add and engage college-bound seniors
- effective in ensuring every college bound seniors starts their application and knows in house deadlines




# College Week




## Activity every day


- Day 1: Helps track students' application process
- Day 2: Engages staff and students. Great conversation starter, i.e., Colleges and Majors
- Day 3: Promotes college awareness school-wide
- Day 4: Hands-on College App Support
- Day 5: College Fair with Raffle Prizes



# COLLEGE WEEK 2024




| MONDAY<br>SEPT. 30  | TUESDAY<br>OCT. 1  | WEDNESDAY<br>OCT. 2  | THURSDAY<br>OCT. 3  | FRIDAY<br>OCT. 4   |
|---|--|--|---|--|
| <b>Activate CCGI</b><br><br>The first 100 students to show the College Center their CCGI account enter raffle | <b>College Bingo</b><br><br>Complete the College Bingo to enter raffle (during lunch)<br><br> | <b>College Rep Day</b><br>Rock any college gear!<br>And come to the CC during lunch to enter raffle<br>*must wear college gear!<br><br> | <b>College Apps</b><br>Seniors working on college applications with College Center Support<br>8:30am- 12pm<br>@ GYM | <br><b>behind the football field</b><br>Raffles will be announced at College Fair |




# Resources



# ACAC Resources

**ACT** Center for  
Equity in Learning

**TIMELINE: IMPLEMENTING  
A COLLEGE APPLICATION  
CAMPAIGN PROGRAM**


 **SITE COORDINATOR  
CAMPAIGN EVENT TIMELINE**

Although your state's College Application Campaign program may be a specific week or month in the fall, it is important that your site begin planning for the program early, ideally giving yourself at least 8 weeks to plan. Below, you will find a recommended timeline for your College Application Campaign program. The timeline may need to shift based on the dates selected for your state's Campaign program and other nuances of your state's initiative. Most of these tasks will need to be implemented annually so keep this timeline for future reference!

**SPRING OR START OF SCHOOL YEAR**

- Register your school/organization for participation in the state's College Application Campaign program.
- During spring course enrollment meetings with juniors, make each student aware of the College Application program and encourage them to begin thinking about and researching the colleges and universities to which they want to apply. To support their research efforts, feel free to point them to the student college application research guides provided on ACAC's website under "[Resources](#)".
- Review the current site coordinator resources provided by your state coordinator.
- Establish a team (school administrators, school counselors, college access personnel, students) to assist with your school's/organization's preparations; host first meeting.
- Add the College Application event date(s) to your school's/organization's master calendar.
- Reserve the computer facilities for your school's/organization's College Application event.
- Ensure you have adequate knowledge of how to obtain fee waivers for those students who are unable to afford the application fees through ACT, College Board, NACAC, or institutional/state level resources. Ask your state coordinator for links to these resources or reference ACAC's Fee Waiver guide provided on ACAC's website under "[Resources](#)".
- Participate in the national #WhyApply Day. Watch ACAC social media or ask your state coordinator for this year's date.


equityinlearning.act.org/acac

**ACT** Center for  
Equity in Learning

**COLLEGE APPLICATION  
WORKSHEET**  
A STUDENT RESOURCE GUIDE

**PLAN TO APPLY**  
A tool to help students plan for and complete application forms.


Students, complete the College Application Worksheets included in this document and bring them 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.


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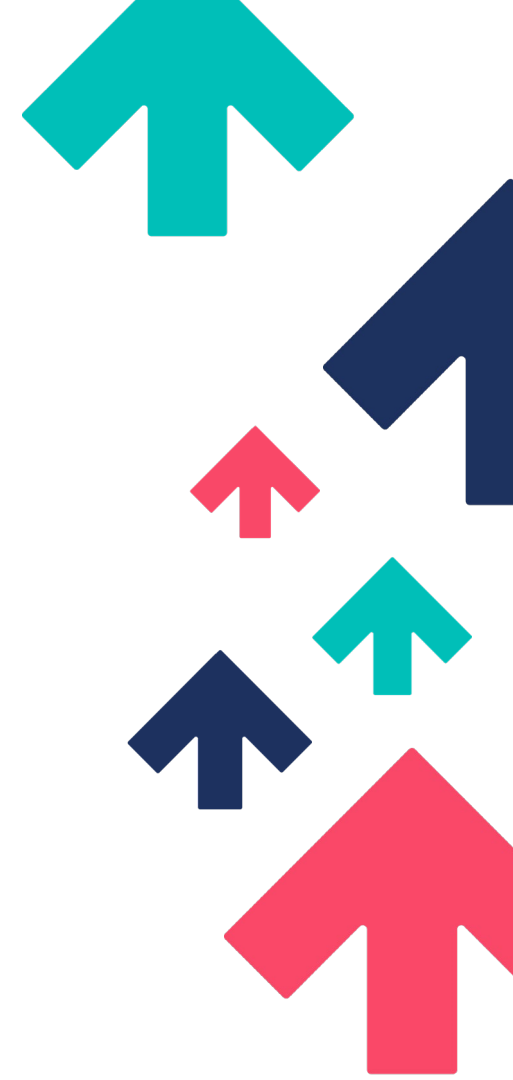
**Ask Me About It!**

 I attended:

 I studied:

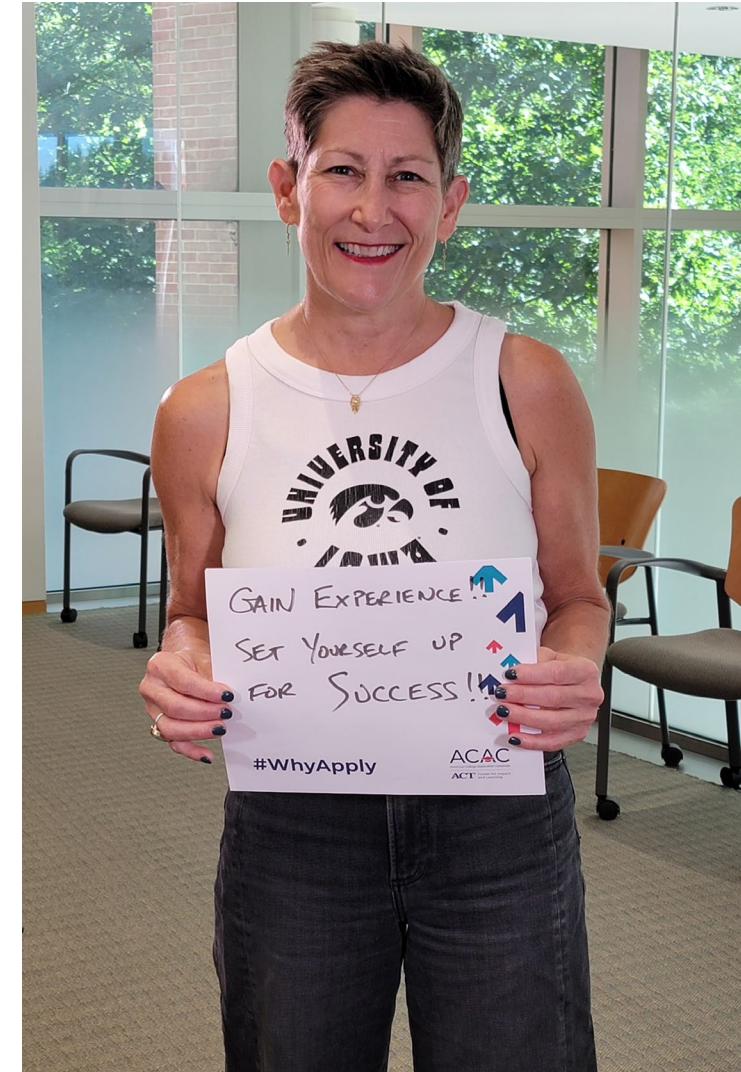
**ACT** Center for  
Equity in Learning

**#WhyApply Day**  
**Is Friday,**  
**September 19, 2025**



# #WhyApply Day

- To kick off college application season
- To inspire students to apply
- To rally state campaigns on one common date



# Available #WhyApply Resources

<https://impactandlearning.act.org/acac/resources/why-apply/>

- Promotional graphics
- #WhyApply print out
- Sample newsletter copy
- Social Press Kit <https://socialpresskit.com/whyapply>

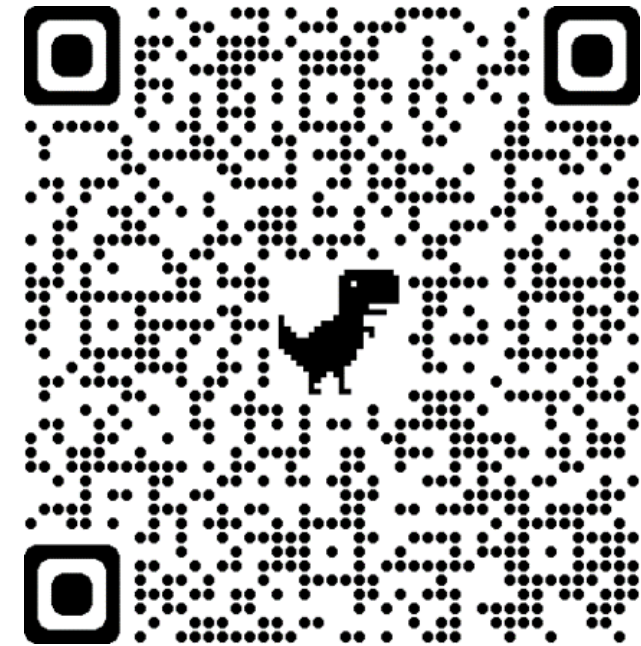


# Stay Connected with the American College Application Campaign

- Newsletter:  
<https://impactandlearning.act.org/acac/newsletter/>
- Facebook: AmericanCAC
- X: @American\_CAC

Lisa Sommer King  
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Trevor McCray  
[Trevor.McCray@act.org](mailto:Trevor.McCray@act.org)



# Thank You Panelist!

Martha Lee, school counselor, Glasgow High School (Delaware)  
[martha.lee@christina.k12.de.us](mailto:martha.lee@christina.k12.de.us)

Kylie Lucas, academic advisor/teacher, Parsons High School  
(Kansas)  
[kylielucas@vikingnet.net](mailto:kylielucas@vikingnet.net)

Richard Ramirez, higher education coordinator, Dominguez High  
School (California)  
[riramirez@compton.k12.ca.us](mailto:riramirez@compton.k12.ca.us)

# Thank You!

**Lisa Sommer King, senior director,  
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ACT's Center for Impact and Learning  
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