



# Why Host a College Application Event

Insights from ACAC's  
2023 School of  
Excellence Awardees

Friday, August 23 , 2024  
12:00 p.m. ET/9:00 a.m.  
PT

## 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

# About ACT's Center for Equity in Learning

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.

# What is the challenge?

- Access to college is not equitable for all students.
- Traditionally underserved students not applying to college.
- College application process can be confusing and overwhelming.

# Supports Key to the College Preparation of Students From the COVID Cohort

Joyce Z. Schnieders, Ph.D. and Becky L. Bobek, Ph.D.



**ACT**<sup>®</sup>  
September 2023



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“

**“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

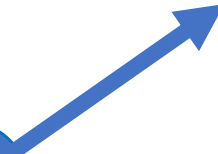
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**ACT**



State Campaigns:  
State Coordinator &  
Steering Committee



High Schools



Higher Ed  
Institutions



Community-based  
Organizations

## 2023 NATIONAL RESULTS



**9,253**

HOST SITES



**467,632**

PARTICIPATING  
STUDENTS



**1,398,024**

SUBMITTED  
APPLICATIONS

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# Host Site Expectations

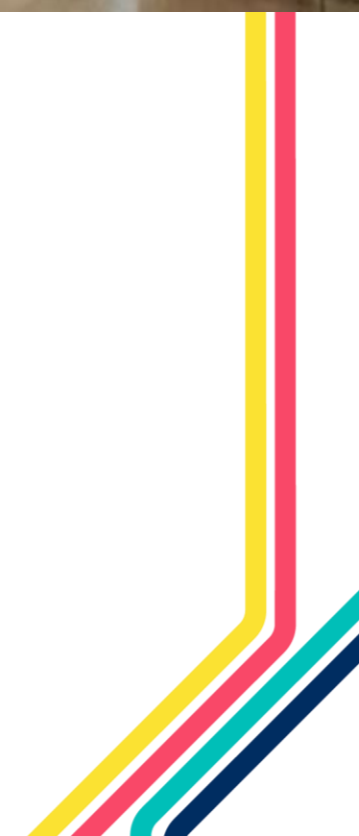
- During school day.
- Intentional schedules to reach all students – with emphasis on supporting students traditionally underserved.
- During the fall – reach more students earlier.
- Trusted adults to support and answer questions.
- Support and celebrate!



# 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://equityinlearning.act.org/acac/resources/>







## School of Excellence Award

- Started in 2019
- Opportunity to lift up schools exceeding campaign expectations
- All states encouraged to select one recipient
- 27 states selected a recipient for 2023.
- [ACT Newsroom & Blog: ACT's American College Application Campaign Announces 5th Annual School of Excellence Awardees](#)

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## 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 their state coordinators.
- To elevate awareness of national and state campaigns.
- Opportunity to stress importance of education after high school.







# New Heights Charter School of Brockton

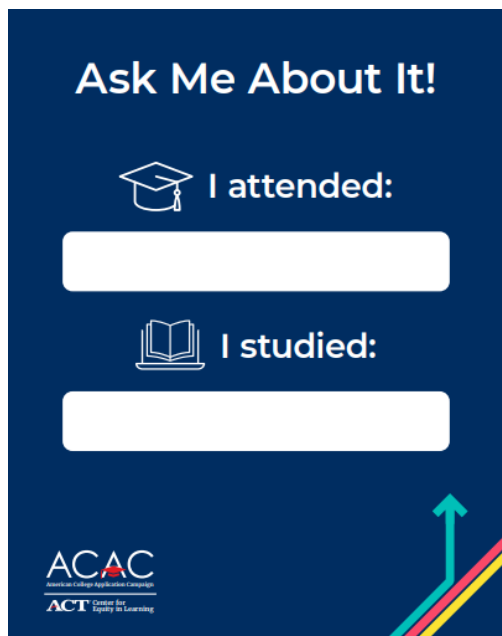
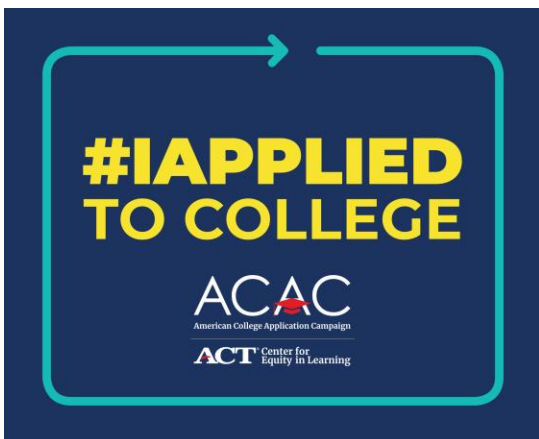
**Brockton, MA**





# Available Resources for Host Sites

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



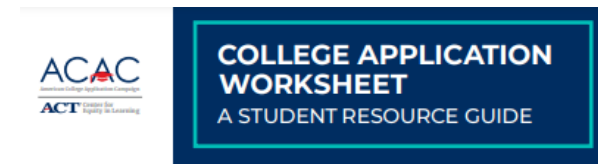
## → SITE COORDINATOR CAMPAIGN EVENT TIMELINE

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](https://equityinlearning.act.org/acac)



## PLAN TO APPLY

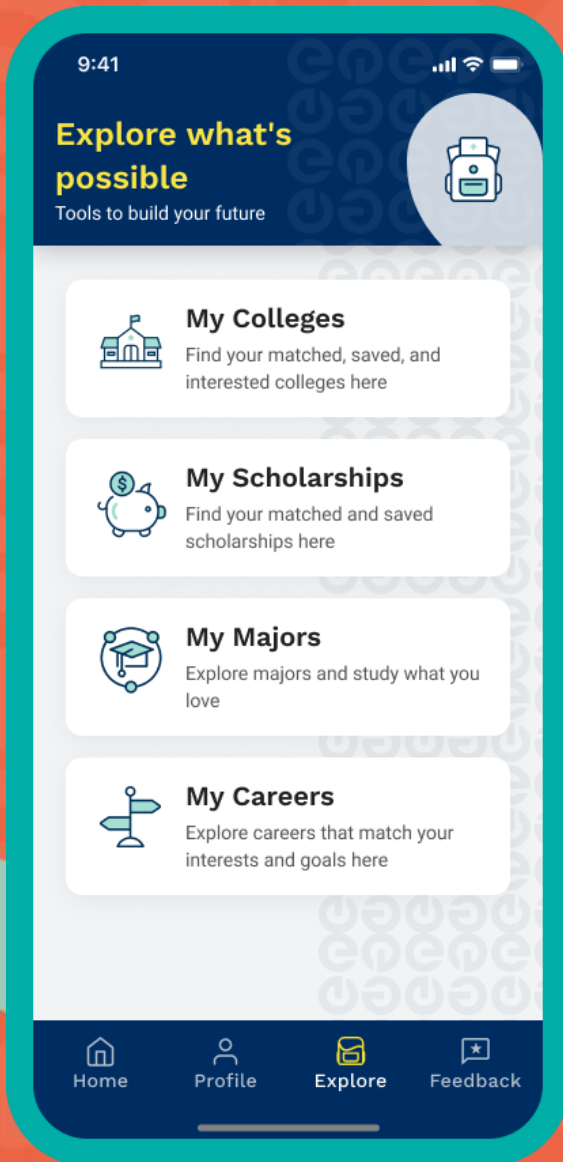
A tool to help students plan for and complete application forms.

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.

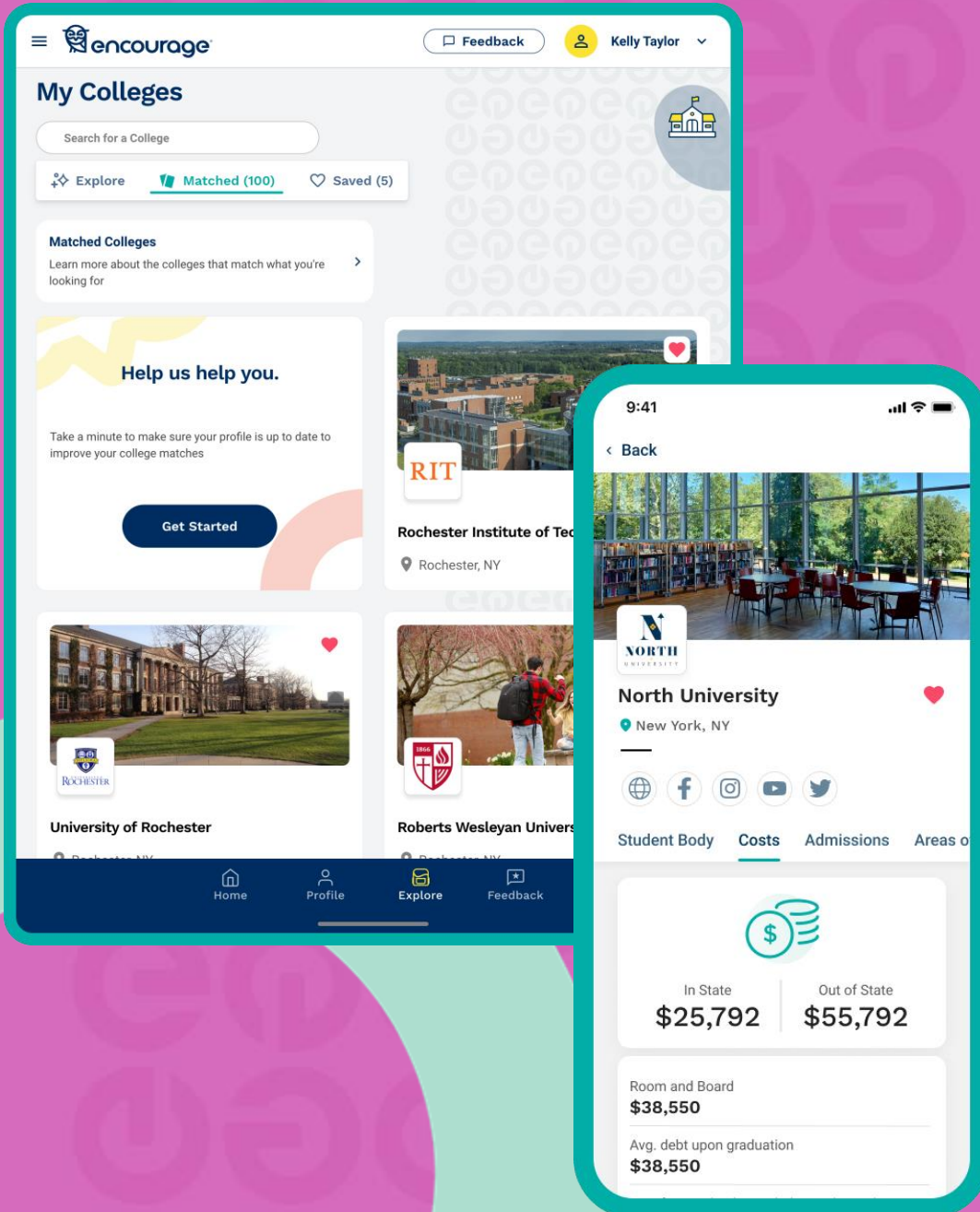
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[equityinlearning.act.org/acac](https://equityinlearning.act.org/acac)



- **Free college and career app to address the questions that come with exploring the future**



## My Colleges

- Data from IPEDS
- Areas of study
- Size and diversity of student body
- In-state & out-of-state costs
- Average financial aid awarded
- Percent of students receiving financial aid
- Acceptance rate, selectivity, deadlines, application fee
- Links to website and social media
- Save to profile

## Encourage for Educators



- Request a demo
- No cost for educators
- Lesson Plans available for in-class interactive activities.
- Discover insights from aggregated reports of your student's majors of interest and college characteristics.
- Inform students about the scholarship deadlines from their plans.
- Reflect with students about colleges that aren't currently on their lists but could be an ideal fit for their futures.

# #WhyApply Day

is

# Friday, September 20



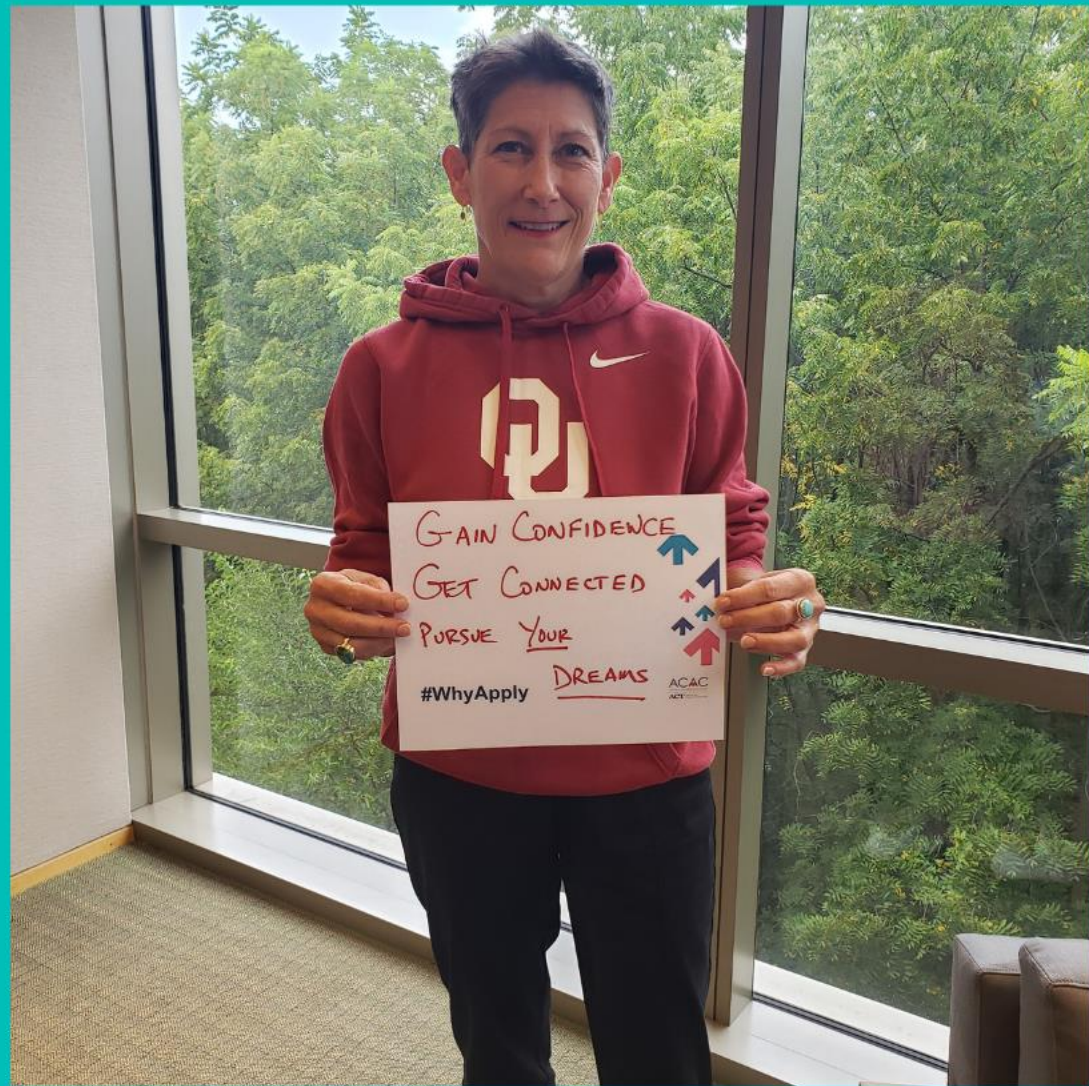
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## #WhyApply Day Purpose

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



## Available Resources:

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

- Digital frames
- Promotional graphics
- #WhyApply print out
- Example content calendar

**#WhyApply  
Day is  
Sept. 20!**

Join us to  
inspire and  
celebrate  
students and  
share your  
#WhyApply



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**NEED APPLICATION  
SUPPORT?**

**WE'VE GOT  
YOU COVERED.**

**START THE APPLICATION  
PROCESS TODAY.**



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**#WhyApply**

# Stay Connected

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



# Thank You!

Questions?

**Lisa King, director, American College Application Campaign**

**ACT's Center for Equity in Learning**

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