

PARTNERS IN BUILDING A COLLEGE GOING CULTURE

Arizona College Application Campaign (AzCAC)

November 2014

Arizona College Application Campaign

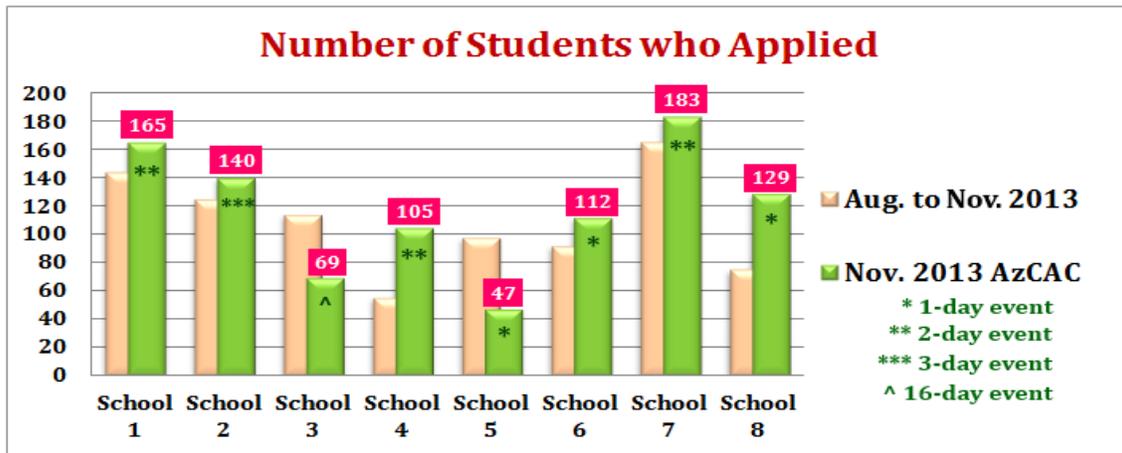
The goal of the *Arizona College Application Campaign* is to ensure every high school senior completes at least one application. A special focus is placed on students who would be the first of their families to attend, low-income students, and students who may not have otherwise considered applying.

- High school host sites set a goal that 100% of their seniors complete at least one application to a postsecondary institution by the end of November.
- Host sites help students complete preparatory steps in the application process, including selecting a college, examining admission criteria, and gathering necessary information.
- Host sites set aside time and space during the school day with computer and Internet access.
- School staff, institutional representatives, and trained volunteers help students complete at least one application.
- Data from web-based Exit Survey provides information to counselors/schools so they can target specific follow-up groups of students
- Host sites celebrate their students' successes and guide students toward the next step in the process, including completing the FAFSA in February.

Nearly 93% of high school students say they plan to go to college. Yet, just over one quarter of (26%) Arizonans over the age of 25 have obtained a bachelor's degree. For many reasons, by senior year many students believe they are unprepared or unable to achieve the college dream. The *Arizona College Application Campaign* encourages students to take a significant step toward college by providing assistance and creating enthusiasm during the application process.

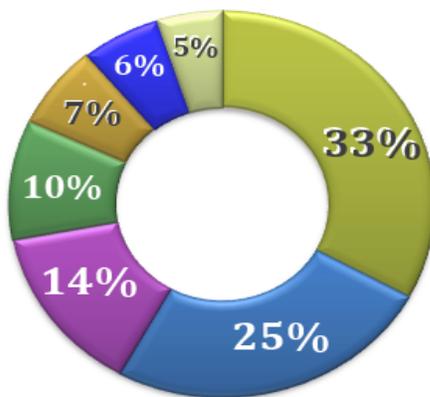
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HIGHLIGHTS FROM NOVEMBER 2013



What challenges are keeping students from applying?

reported by 1,114 students



- I haven't decided where I would like to apply
- I can't afford to go
- I don't think I can get in
- I haven't had time to complete an application
- I wasn't able to pay the application fee
- I need help writing an essay/personal statement
- I wasn't able to answer all of the application questions

AzCAC Partners

