

- Arizona
- College
- Application
- Campaign

Arizona Commission for Postsecondary Education

www.collegegoal.az.gov/join-arizona-college-application-campaign

2018 Lessons Learned



The goal of the Arizona College Application Campaign is that every high school senior completes at least one application.

Benefits include:

- Generates community and family support
- Provides structure and ensures deadlines are met
- Web-based resources provided for site coordinators
- Stimulates school-wide enthusiasm inclusive of families
- Creates a cohort inclusive of first-in-family and low income students to support one another through the enrollment process

97% of site coordinators said AzCAC was a valuable experience for students and 93% feel that AzCAC provided energy and motivation for all students to complete a college application.

Lessons Learned from the 2017 Campaign

- Obtain assistance and support from administration and staff
- Prepare students ahead of the event regarding the application process
- Promote the event more

Challenges

- Ensuring the students were prepared to complete a college application
- Scheduling the event to correspond with class and computer lab availability
- Providing sufficient time for students to complete at least one college application
- Troubleshooting technology issues
- Obtaining a sufficient number of volunteers to assist students at the event

Site Coordinator Recommendations

- Go out to advisory classes to promote event
- Give students folders that contain materials needed for the event one week in advance
- Use the administration and staff to help before and during the event
- Promote your event via the school website, social media and the local newspaper

Partners in Building a College Going Culture
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Recommendations to the Commission

- Provide a day of training off campus so site coordinators can focus on developing the program and analyzing the information provided
- Provide more in depth information regarding the Student Report and how to access the information for first year site coordinators
- Offer training for counselors and volunteers on any application updates
- Keep the support materials coming

How Schools Use the Data

- Provide data for our program development and school improvement plan
- Use the data to monitor our students FAFSA and college applications
- To see what we need to do as a school to improve college/ career readiness
- To help us identify students who are still unsure of their plans after school in order to target them next semester

We will use the percentage of students planning on attending college as a comparison to our college matriculation data next fall

Comments from Coordinators and Students

- The College Application Campaign is something that our students and staff look forward to each year. This event is truly a showcase of the strong partnerships within the school and across the community. (Winslow HS)
- It is an Amazing opportunity for our student to see how streamlined the college application process can be with the right supports (Valley Vista HS)
- I am encouraged that moving forward, QCHS is truly becoming a College Bound school. (Queen Creek HS)
- Douglas High School would like to send a sincere thank you to all those involved in the AzCAC, and for always being there when we had a question regarding the events. We look forward to participating in both the AzCAC and FAFSA programs next year