

# SITE COORDINATOR MANUAL

## HOW TO BE SUCCESSFUL DURING THE ARIZONA COLLEGE APPLICATION CAMPAIGN



- Arizona
- College
- Application
- Campaign

### 1. RESPONSIBILITIES OF PARTICIPATING HIGH SCHOOLS

First, select a site coordinator. This individual will lead the team selected to work on the campaign and serve as a liaison between their school and the Commission.

Apply to host an event in **November** during the school day with the goal of 100% of all seniors completing an **online** application for a postsecondary experience. The school must provide computers for this.

Identify and enlist a team of staff, students, and community members to plan, promote, and execute your event. Follow up with the committee and keep them involved.

Use resource materials to prepare students for completing an application (See Pre-Application Data Collection Sheet at <https://collegegoal.az.gov/coordinator-resources>).

Create a college-going community to engage your seniors.

Communicate with the Commission staff regarding event dates, materials needed, professional development needs, and completion of campaign.

Execute an energy-filled Campaign in November where students bring their pre-application checklist, apply for at least one college, and submit an entry form for the prize drawing.

Please ensure the Commission has accurate Campaign dates because the calendar is used by colleges/universities to schedule personnel. If dates change, send an update to the commission.

**Site Coordinator and Volunteer training will be made available through ACPE. Your school will be contacted with further information.**

### 2. SIGN UP TO BE AN ARIZONA COLLEGE APPLICATION CAMPAIGN (AZCAC) SITE WITH THE ARIZONA COMMISSION FOR POSTSECONDARY EDUCATION

The AzCAC application and Arizona Grants System User Agreement form are on the [AzCAC web site](#). By completing the Arizona Grants System User Agreement form you will have access to the AzCAC Student Exit Survey Data for your school. Return the AzCAC application

and the User Agreement form by mail to Judi Sloan, 2020 N. Central Avenue, Suite 650, Phoenix Arizona 85004 or via email [jsloan@azhighered.gov](mailto:jsloan@azhighered.gov).

## Our Team

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### 3. ENLIST A TEAM TO PLAN, PROMOTE, AND EXECUTE YOUR CAMPAIGN

Establishing the expectation that ALL seniors will complete at least one application for postsecondary education is a BIG goal. Individual student E-CAP's should help guide their choices in both occupation and postsecondary education. You will need the help of administrators, faculty, staff, students, families, and the community to make this culture shift. Pilot programs have shown us that each group's support helps the program succeed. Think about including students in the planning and marketing of your event days.

Your IT personnel will be critical to your success. Make sure they are aware of your dates. They will need to run a test the week prior to your event and retain the links and website access through your follow-up day. (See number 9.) Also, have them make sure your browser is compatible with the college applications – some require Internet Explorer 11 or Google Chrome.

### 4. SET YOUR EVENT DATES AROUND STUDENT SCHEDULES, ROOMS, AND COMPUTERS

Allow 1 ½ hours minimum for each student to complete at least one application. Reserve your computer labs for your event or plan for access to laptops in the classroom. Work with technology support staff to ensure that internet firewalls or other access restrictions will not prevent students from accessing a variety of admissions applications the day(s) of the event. Also schedule a follow-up day for absent students, or for students who need to finish worked well for site coordinators.

### 5. PARTICIPATE IN SITE COORDINATOR TRAINING

Attending Site Coordinator training sessions can help you plan and execute your event. The sessions will also give you a chance to ask questions and seek advice from some of the more experienced Site Coordinators.

## 6. PREP YOUR SENIORS FOR A SUCCESSFUL APPLICATION

The time spent in preparing your students is what makes them successful in applying to a college. Have students use the College Pre-Application Data Collection Sheet (<http://collegegoal.az.gov/coordinator-resources>) to gather the information they will need to complete their college application. Over time a series of activities can be developed for underclassmen that build toward their senior year applications. This will help them be prepared and also underscore that November is the time to apply.

Remind students to prepare early for their admission essay(s)/personal statements. Also, remind them that information about their addresses and parents will be used to determine tuition and residency and will only be reported to the college(s) where they apply.

[CreateYourNext.org](http://CreateYourNext.org) is a fun exercise for students involving their future plans in higher education.

## 7. BUILD ENERGY AND EXCITEMENT AROUND YOUR EVENT

The Arizona Commission for Postsecondary Education will provide each high school with a banner measuring 8 by 3 feet; door size posters (11x8½ inch) saying “Ask me how. I graduated from” and neon green wrist bands stating “I applied”. Photos of these materials are on the website.

Leadership is what will create a “buzz” around the Campaign and begin to change the culture to assume that EVERY student will submit an application for a postsecondary education opportunity. Site Coordinators have used emails, sent letters home to families, created school announcements, recruited businesses on Main Street to display posters, promoted the event through social media and the school newsletter to help generate a community-wide college-going attitude.

Site coordinators found that teacher buy-in was critical. Teachers created class projects around choices of college, careers, and income as well as talked about their own personal college experience, finalized assignments to complete the student checklist and helped with personal essay assignments leading up to the event. Others volunteered to help in the computer labs on the day(s) of the event.

## 8. DATA, DATA, DATA!!! THE GOAL IS 100% OF SENIORS SUBMIT THE EXIT SURVEY

In order to know if your efforts matter, **during the application session each student must complete a 10-minute survey at the end of their session.** From this survey you will know how many and what applications each student has filed both before and during the AzCAC event. You will also know if the applications are completed, if transcripts and application fee payment is pending. It also summarizes the percentage of your students going to public

universities, community colleges, out of state schools. This is data you want to share with your administration.

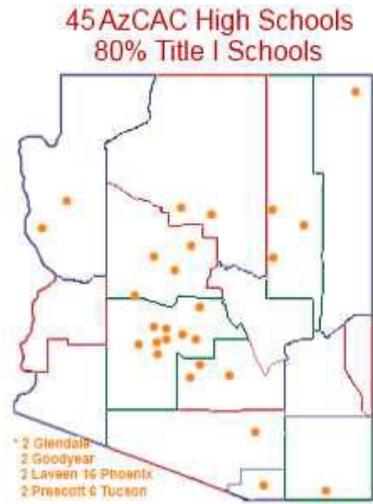
If your school has a college-going tracking system such as Naviance or Kuder, you will be provided with a shorter version of the Exit Survey for your students. However, we request that you provide to the Commission the following data to complete our summary for the event.

Data requested:

1. Number of seniors in this class
  2. Number of seniors who attended your AzCAC event
  3. Number of seniors who submitted applications prior to the AzCAC event
    - a. Number of applications submitted prior to your AzCAC event
  4. Number of seniors who submitted applications during the AzCAC event
    - a. Number of applications submitted during your AzCAC event
  5. Number of seniors who submitted their very FIRST applications during the AzCAC event
    - a. Number of applications submitted during your AzCAC event for the very FIRST time
- Plan for an incentive to complete the Student Exit Survey. We will supply wrist bands, but more is better. Your data will only be as good as what the students deliver and they get in a hurry at the end of a session. Last year some site coordinators received this feedback from only 58% of their seniors, 42% of outcomes was unknown because the survey was not completed.
  - If you are unable to give seniors a full 1 ½ hour time period at one sitting you should have them take the survey only after the final time at the computer; this will allow an application to be completed and the data will be reflective of the student's application filing.
  - Your IT should test the survey the week before the event to ensure that the survey will work on your website. The ACPE will send you the link to the Student Exit Survey.
  - Pre-loading the Student Exit Survey, the three public universities' applications, and any other applications which will be used frequently will help your event succeed.
  - Some high schools last year found it extremely useful to print the survey before the day of the event so that students could see the questions or even fill out what they could before the campaign day. This led to much quicker surveys at the end of the event.

**The following pages are samples of the data collected in the 2014 Arizona College Application Campaign. This will give you an idea of the important way these surveys become employed in the future development of the AzCAC, and our way of measuring and sharing your school's success.**

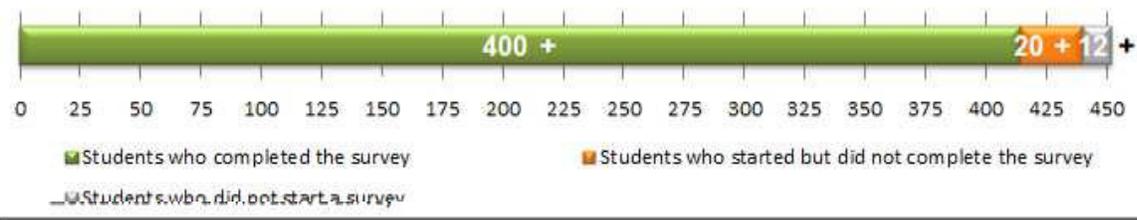
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- Application**
- Campaign**



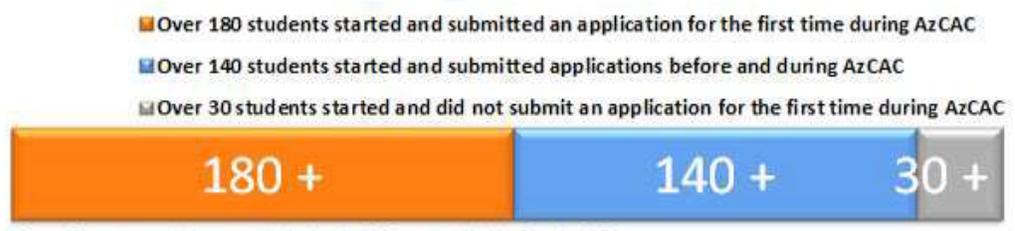
NOV 2014  
AZ COLLEGE APPLICATION CAMPAIGN

## Sample High School

### High School Senior Population Over 450 Total Seniors

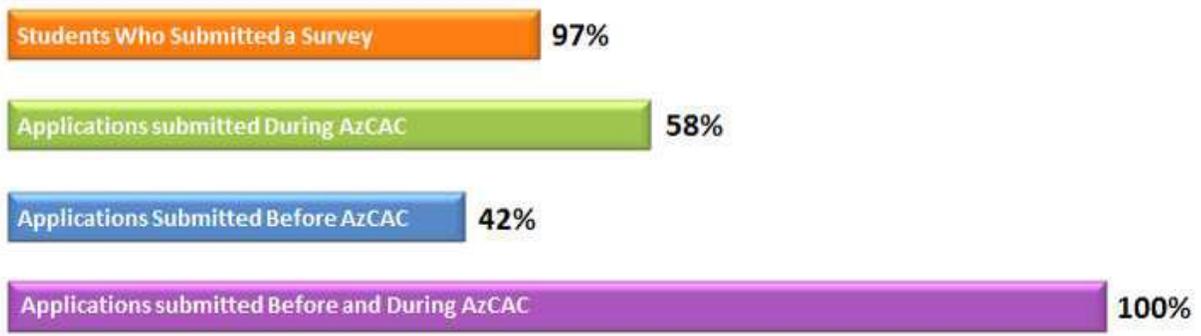


### Students Applying During AzCAC Just Under 450 Students

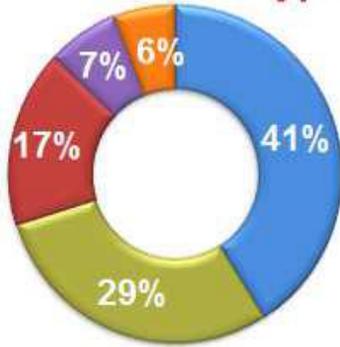


- \*Over 40 students did not apply during AzCAC but applied before AzCAC
- \*Over 10 students did not apply before or during AzCAC
- \*Over 20 students started but did not complete the survey

### Applications Submitted Overall Over 900 Applications Submitted Before and During



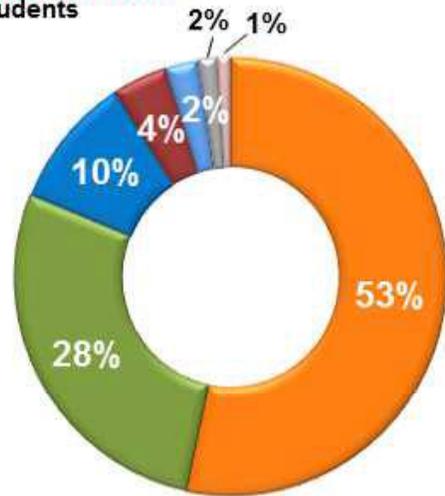
## Types of Institutions Where Students Applied Over 750 Unique Applications



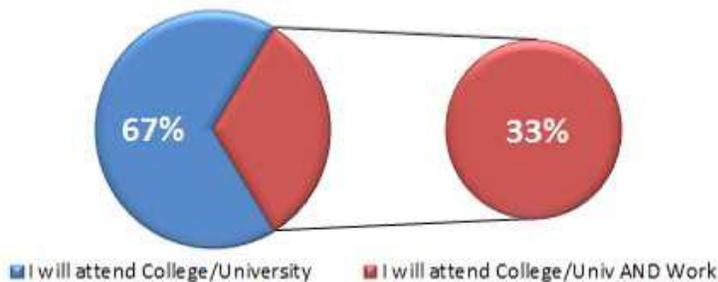
- In-State Community Colleges
- In-State Public College/Universities
- In-State Private College/Universities
- Out-of-State College/University
- In-State Vocational/Tech/Cosm/Trade Schools

## Students' Future Plans Over 400 Students

- I will attend College/University
- I will attend a Community College
- I will attend a Community College/Voc/Tech/Cosm school AND work
- I will enlist In the military
- I have not made specific plans yet
- I will find a job (No plans to study at this time)
- I will attend a Voc/Tech/Cosm/Trade school
- I will enter an apprenticeship program = 0



## Students Who Plan to Work while at a College/University Over 210 Students

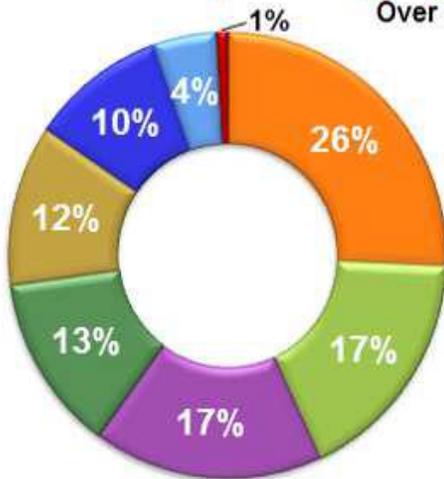


## Students Who Plan to Work while at a Community College/Vocational School Over 150 Students



## Challenges Keeping Students From Applying

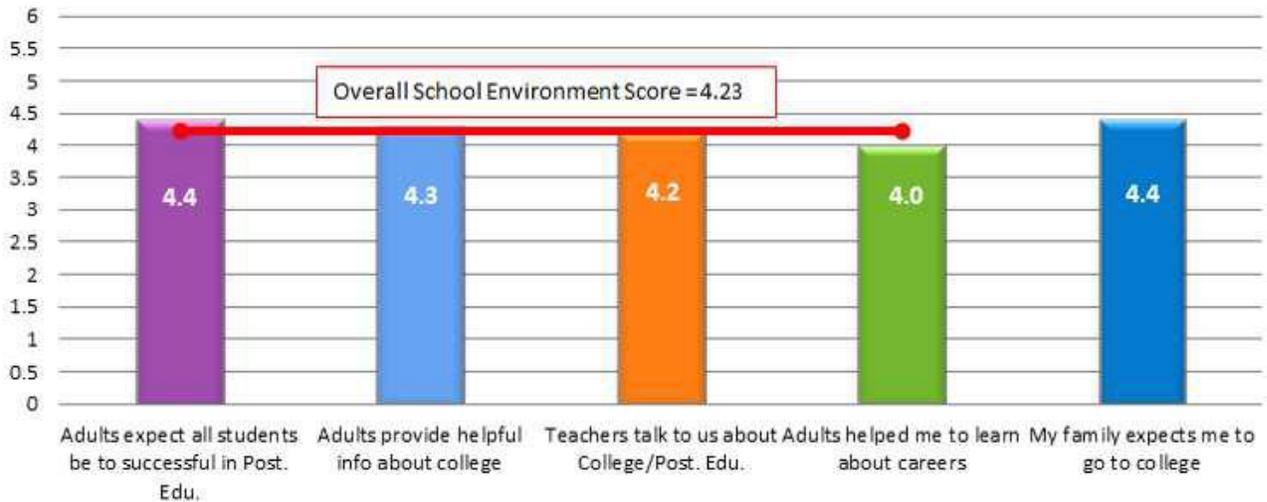
Over 470 Responses



- I can't afford to go.
- I haven't decided where I would like to apply.
- 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.
- My family doesn't want me to go.

## Building a College-Going Community

Over 400 Responses



## Arizona Commission for Postsecondary Education AzCAC Sponsors



## Documents Received by AzCAC High School Counselor's:

- School summary
- 3 page infographic
- List of students who submitted application to the military
- List of students who applied to vocational/technical/trade schools
- List of students who applied to in-state college/university/community college and out-of-state schools along with what documents are still missing (example below)
- Information was received in Excel and PDF Format

### Applications to College/Universities Missing Documents

In State College / Universities				
Student's Name	College/Univ-1 Name	Miss Docs C/U-1	College/Univ-2 Name	Miss Docs C/U-2
[REDACTED]	College America-Phoenix	AForm		
[REDACTED]	Arizona State University-Downtown Phoenix	AForm AF AFWF T TS PE	Northern Arizona University	AForm AF AFWF T TS PE
[REDACTED]	Northern Arizona University	TS	Arizona State University-Tempe	TS
[REDACTED]	Arizona State University-Tempe	AForm AF AFWF T	Arizona State University-West	AForm AF AFWF

## 9. IT SUPPORT IS CRITICAL TO SUCCESS

Add links on your computers or to your website to common college and university applications just prior to your event and be sure to test the links ahead of time to ensure they work. Some college applications require Internet Explorer 11 or Google Chrome. Have your IT staff install these on the computers if they aren't already installed.

Also, your IT staff will need to pre-load the Student Exit Survey onto the computers or place the link on your school website ahead of the event. The student survey is administered through SurveyMonkey so you will need to ensure that students will be able to access the SurveyMonkey website ([www.surveymonkey.com](http://www.surveymonkey.com)) during the scheduled days of the event. If your school uses software that blocks certain sites you may need to have your IT staff temporarily unblock this site for the duration of your event.

It is recommended that you test the survey by completing it online a few days prior to the event. Doing so will familiarize yourself with the survey process, and ensure that your school's technology requirements have been satisfied. The link will be sent to you one week prior to your event.

The survey has been designed to transmit data via an encryption system that secures the connection between your school's computers and our server. Your access to analyzed student data following the event will also be safeguarded through a password protected login system, instructions on which will be forth coming.

Ensure printers are functioning on the day of the event incase students need to print application material.

## **10. DAY BEFORE THE EVENT**

- Make sure in-state applications and the AzCAC Exit Survey are loaded and accessible at each computer station. Check links and send a test Survey transmission to the ACPE to verify transmission, even if previously tested.
- Prepare a list of the steps students need to take on the event day. Print copies for the event.
- Run copies of unofficial transcripts for students and have them available for every student applying.
- Run copies of class rosters for each class attending so attendance can be confirmed in the computer lab sessions.
- Make sure ACT and SAT test scores are available for students for the event applications.
- Confirm resource and volunteer personnel attendance
- Pre-sign Arizona Public University Application Fee Waivers for eligible students.
- Ensure your event supplies are ready.
- Remind teachers, counselors and administrators of the day's schedule and planned activities. Ask them to wear college clothing on event day.

## **11. DAY OF THE EVENT**

1. Make sure all staff, students, college personnel, and volunteers have copies of the steps students need to take today to be successful.
2. Use the class rosters to take attendance and plan for make-up event.
3. Make sure you have a list of phone numbers that you may need to problem solve application questions or computer issues.
4. Make sure each student leaves 10 minutes at the end of the session for Exit Survey completion.
5. Set a goal of 100% of students completing an application AND an Exit Survey.
6. Welcome your resource and volunteer personnel and make assignments.
7. Have your IT person available for emergencies.
8. Check with ACPE 602-258-2435 mid-morning to make sure the Exit Survey data was being transmitted and received.
9. Provide unofficial transcripts and have ACT and SAT scores available for students.
10. Have in-state institutional application websites preloaded.

11. Confirm Exit Survey was submitted prior to any giveaways being presented.
12. Make a list of students who need transcripts sent and submit to records management personnel after the event.

## 12. EVENT FOLLOW-UP

- Check that a list of transcripts needed has been received by records management personnel.
- Stage a make-up day for those absent or those who did not complete an application.
- Gather information as to how many students participated and how many applications were completed for your on-going baseline data.
- When your data comes in from the Commission, review it carefully.
- Reach out to students who have tasks to complete on their application
- Share the data widely in the school and community.

## 13. LEARNING FROM LAST YEAR

Securing the **MEID from the Maricopa Community Colleges** took as long as 50 minutes. Site coordinators stated they would have asked students to request the MEID a day or two prior to the AzCAC event. MCCD has worked on this, but there will still be at least a wait in November.

Check with the local community colleges' to determine if technology will allow students to apply for the fall semester before January of that year. Some site coordinators asked college personnel to bring paper copies and had students complete and send them to the college. (Mohave CC was one). Unfortunately it caused some disappointment for students on the event day. Quickly check the paper application to ensure it is complete.

# **BRIDGING THE CULTURAL DIVIDE AND ENGAGING YOUR COMMUNITY**

## **1. PROMOTE YOUR EVENT SCHOOL WIDE**

Talk with administrators about holding a kick-off “pep rally” to get everyone in the college frame of mind. Ask students to wear college gear from their favorite schools. Incorporate contests and fun activities.

Enlist the help of student leadership. Student ambassadors from all grade levels can help share ideas, distribute materials, and help decorate the school.

Get your campus clubs involved. See if they will promote your event on their websites and social media pages.

Hang banners around the school.

Make use of:

- Morning announcements
- School and district websites
- School Kiosk
- School newspaper
- School newsletters

## **2. ENGAGING WITH TEACHERS**

Teachers’ enthusiasm around the event is extremely important in creating a college-going culture. It will also let your students know that the whole school is behind them in their quest to obtain a postsecondary education.

Teachers can help in the following ways:

- Essays and personal statements can be done in English class
- Math teachers can build a lesson around financing and budgeting for college
- Social Studies teachers can lead a college match lesson where students research and identify schools that are a good fit for their academic records and goals
- All teachers can take time at the start or end of class to talk about their college experience and answer questions for students
- Request that teachers and staff post the “Ask me how. I graduated from...” poster on their classroom doors or bulletin boards.

## **3. GET YOUR STUDENTS’ FAMILIES INVOLVED**

Be sure to keep your students' parents informed about the College Application Campaign (see Student/Family letter in the Site Coordinator Resource section of the website).

Encourage parents to:

- Talk to their child about their future education plans
- Learn about the expectations colleges have for incoming students
- Help their child complete the College Pre-Application Data Collection Form and have them bring it to school on the day(s) of the event
- Visit college campuses with their child
- Look into summer programs offered by the colleges
- Explore scholarship opportunities together through such resources as [College Success America](#), [Arizona Community Foundation](#), etc.
- Ask you any questions they may have about the event or the child's plans for after graduation

Be sure to respect the demographics of the families on your campus. Non-English speaking parents are more likely to get involved when they feel comfortable with the plans for the event. Provide verbal or written translation wherever possible. The following resources may be helpful:

- The [American Dream Academy](#) is a FREE 10 week course designed to teach parents how to take charge in their child's education
- The [Arizona Dream Act Coalition](#) offers a parent program called "Parents and Youth in Action". The ADAC is oriented towards undocumented youth of Mexican origins.
- Check out [firstgenerationstudent.com](#) for a step by step guide if you feel new or unfamiliar to the college preparation process.
- Learn from colleagues who have successful programs for DACA students

#### **4. COMPOSE A STRONG VOLUNTEER TEAM**

Host sites are responsible for finding and organizing their own corps of volunteers for the Arizona College Application Campaign.

Contact the following for help with the event:

- College/university admissions and financial aid staff
- District office staff
- Board of Education, current and former members
- Community organizations
- Teachers and school staff
- Retired teachers
- School alumni
- College access groups
- Students currently attending college
- Your students' families

- Parents of college students
- Parent groups affiliated with band or athletics
- HandsOn Greater Phoenix

Make sure you accomplish the following tasks so your volunteer team is well organized:

- Get names of volunteers along with contact information (email, phone number) then create nametags
- Find out their areas of expertise related to the College Application Campaign
- Get the dates and hours your volunteers are available
- Make sure volunteers have met the schools requirements to be allowed on campus
- Finalize a list of volunteers and their assignments
- Request that they wear a college shirt, hat or other college affiliated item
- Send out updates and reminders to your volunteers with date(s) and time(s) where they should meet and inform them of their assignments
- Greet your volunteers as they arrive

Organize your volunteers into assignments such as:

- Post directional and promotional signs in school for the event
- Greet and sign in students
- Assist students with the completion of online college application and answer any questions they may have
- Monitor printers and replenish paper supply as needed
- Distribute information about financial aid opportunities
- Instruct students to complete the Student Exit Survey
- Give an “I applied” wristband to students as they complete their applications
- Encourage students to complete their admissions files (fee, transcripts, etc.)
- Encourage students to share their experiences with others
- Sign students out
- A bilingual volunteer can be useful for translating materials to be taken home to families

Always thank your volunteers for their time and energy and please inform them of the Facebook page [facebook.com/AzCollegeAppCampaign](https://www.facebook.com/AzCollegeAppCampaign). This can be utilized if they have further questions and you are unable to be reached.

## **5. CREATE A “COLLEGE WALL” OR “COLLEGE THERMOMETER”**

Seniors write the names of the colleges to which they have applied or are going to apply to on banners or strips of construction paper to hang in the main hallway. Highlight the names when acceptance letters are received. A “College Thermometer” can be used to gage the number of seniors who have completed a college application with the target being 100% of all seniors.

Utilize art teachers for additional promotional materials to create a college-going atmosphere around the school.

## **6. WIDELY PUBLICIZE STUDENTS' COLLEGE ASPIRATIONS**

Interview seniors about their college plans and send to local newspapers. Create a special section in the student newspaper that gives the names of the seniors and their prospective colleges announcing applications submitted and acceptances.

## **7. ENGAGE THE COMMUNITY**

Ask local businesses, especially those where your students and their families shop, to show their support of students' college aspirations and your event by hanging a poster promoting your event in their storefront. Local businesses may also want to donate an incentive (gift card) for students completing an application. Don't forget to ask your local Elks lodge, VFW Posts and other organizations to help promote your event.

Consider asking local restaurants or bakeries to donate food; providing snacks is a great way to thank your volunteers.

## **8. INVITE A "GUEST SPEAKER" TO YOUR EVENT AS PART OF A KICK-OFF CEREMONY**

Invite a prominent member of your community or alumnus from your school to elaborate from personal experience the importance of applying to and completing college. Petition your Mayor/City Council to proclaim November College Application Month. The official announcement can be made at your kick-off event.

## **9. GIVEAWAYS**

Hold drawings or coordinate contests during your event. Ask colleges and universities to donate promotional items (banners, hats, t-shirts, etc.) and businesses to provide donations students can use in their first year of college (e.g. microwaves, coffee pots, XL twin sheet sets, gas cards, etc.) to use during your event.

Ask a local restaurant, café or bakery to celebrate participating students by offering a tasty treat to anyone wearing their "I Applied" wristband.

# Schedules and Tips From Past AzCAC Site Coordinators

**Here is a step-by-step plan created by past Site Coordinator, Renell Heister, Head Counselor at Winslow High School. This process was found to be successful:**

1. Scheduled one day event
2. Designed school day around AzCAC
  - 9<sup>th</sup> graders – NAVIT/NPC programs
  - 10<sup>th</sup> graders – AzMERIT math or Aspire
  - 11<sup>th</sup> graders – ASVAB
3. Recruited community volunteers and college reps
4. Promoted event: local papers, parent newsletters, banners/posters, Facebook, Twitter
5. Prepared seniors ahead of time via ECAPS
  - Created MEID
  - Completed pre-application data collection sheet (SSN's imperative)
  - Researched colleges, admission criteria, majors, etc. – students' listed their top 3
6. Grouped students into 8 computer labs based on college choices; provided transcripts and fee waiver forms
7. Provided steps/protocols and college application links to facilitators; training meeting at 7:00 AM day of
8. Asked facilitators (teachers, community members, college reps) to evaluate the event; made changes the next year
9. Improvement!
  - 2013: Just over 70% of seniors submitted an application
  - 2014: More than 90% of seniors submitted a college application during AzCAC

**Here is a step-by-step plan created by past Site Coordinator, Dolores Ramirez, Instructional Counselor at Central High School. This process was also found to be successful:**

1. Identify and engage stakeholders:
  - Principal, faculty, staff, students, community businesses, community support organizations
2. Planning and Preparation:
  - Logistics – book computer labs, adjust schedules
  - People – guests/motivational speakers, admission staff, volunteers, faculty and student government or student interest groups (CHS used a ratio of 1 adult for every 5 students)
  - Students – senior assemblies, increase awareness of postsecondary options, learn college-going vocabulary, prep sheets
3. Resources and Implementation:
  - Talk to your peers and use readily available local resources
  - Online resources (utilize ACPE's AzCAC site coordinator manual)

- Admissions staff and volunteers – local Vocational Schools, community colleges, public and private universities, parents, high school alumni, Be a Leader, GEAR UP, Az CAN, local churches, civic clubs, etc.

### **More Site Coordinator Recommendations:**

- Provide enough publicity to enhance the build up to the event
- Hold parent meeting the week before the event
- Hold a kickoff event
- Provide support for students interested in the military as well as for those applying to college
- Consider using staff from all community colleges, public & private universities, and non-profit college access programs
- Have specific college representatives in specific rooms so students can be grouped by the college to which they are applying
- Familiarize yourself on how to navigate various postsecondary institutions' online application processes, as some students will run into difficulties
- Obtain a sufficient number of volunteers to assist students at the event

You do not have to follow these models verbatim, they are simply provided as an example of past events that ran successfully. Design your campaign in accordance to what is best for the students in your own school. Your role as Site Coordinator gives you the power to take charge and be creative with how your event takes place. Arizona Commission for Postsecondary Education would like to thank you for your participation in the Arizona College Application Campaign, and aiding us in our continuous efforts in expanding access and increasing success in postsecondary education for Arizonans.

We have included a teacher/facilitator protocol, also courtesy of Renell Heister, that we encourage you to print and distribute to educators as a guide for their role in the event.

## **College Application Campaign –Teacher/Facilitator Protocol**

1. Report to library at 7:30 AM to pick up attendance sheet and other information. Head to your assigned room.
2. Take attendance.
3. Introduce the adults in the room – ask each to tell a little about where they went to college and the subject area in which they earned their degree.
4. Assist students in logging into online college admission application portals (some URLs are listed on the back of this guide).
5. Using each student's **Data Collection Sheet** and his/her transcript, support students through the application process. Encourage them to apply to more than one college/university.
6. Ensure that students complete the **College Application Campaign Survey** after they've submitted at least one application. The survey is located on the district homepage under "Students." The final question on the survey will ask the student to pick a number from 1 - 1000 in a drop down box. Students must record this number on their Prize Entry Form.
7. Pass out the bracelets and have students fill out the Prize Entry Form; collect the Prize Entry Forms from the students. Please encourage the students to wear their bracelets proudly as an example to the 9<sup>th</sup>-11<sup>th</sup> graders that they have applied for college.
8. If time allows, have students complete "Optional" activities.
9. Return the attendance sheet and Prize Entry Forms to the counseling office.