

- Arizona
- College
- Application
- Campaign

## **STEPS TO A SUCCESSFUL COLLEGE APPLICATION CAMPAIGN**



### **1. ENLIST A TEAM TO PLAN AND EXECUTE YOUR CAMPAIGN**

Establishing the expectation that ALL seniors will complete at least one application for postsecondary education is a BIG goal. You will need the help of administrators, faculty, staff, families, and the community to make this culture shift.

Pilot programs told us that each group's support helps the program succeed. Individual student E-CAP's should help guide their choices in both occupation and postsecondary education.

### **2. CHOOSE YOUR SITE COORDINATOR**

This important individual will plan with the team, communicate with all involved communities as preparation for the school event progresses, enlist help from all school personnel, schedule the postsecondary institutional staff members who serve as resources during the event, ensure that the technology needed is prepared and ready for the event day(s), communicate with the Arizona Commission for Postsecondary Education, let the school community know of the outcomes of the program, and lead the celebration.

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

Ensure that enough computers are available to allow 1 ½ to 2 hours for each student to complete at least one application. 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. Develop a schedule for the event that ensures that all seniors who have not yet completed an application have time to do so.

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

The application is on the AzCAC web site under the Home and About pages. Return it by mail to Judi Sloan, 2020 N. Central Avenue, Suite 650, Phoenix Arizona 85004 or via email [jsloan@azhighered.gov](mailto:jsloan@azhighered.gov).

### **5. PREP YOUR SENIORS FOR A SUCCESSFUL APPLICATION**

The time spent in preparing your students really helps them maximize their success in applying to a college. Enlist teachers and staff to help you get the students prepared for the event day. 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.

## **6. 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; 11x 8 1/2 inch “Ask me how. I graduated from”..., posters, and neon green wrist bands stating “I applied”. Photos of this collateral are on the website.

It's your leadership which 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 report that they used emails, sent letters home to families, made school announcements, recruited businesses on Main Street to display posters, promoted the event through social media and the school newsletter.

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

## **7. RECRUIT RESOURCE PERSONNEL AND VOLUNTEERS TO FILL THE GAP**

Arizona's public universities, community colleges, and private universities & colleges know about the Arizona College Application Campaign. Please call the admissions/outreach staff to help with your event. Other volunteers can be helpful. Think about local volunteer groups:

- retired high school teachers and counselors,
- community organizations,
- Board of Education current and former members, and
- recent high school graduates as possibilities.

If you have a college access program in your school or community they often have individuals who have experience helping students complete applications and are eager to come to your school to help with the event.

Once you have recruited volunteers to assist with your event be sure and refer them to the volunteer portion of the AzCAC website for any trainings and information they may need. Additionally, be sure to inform any volunteers of any procedures at your school that they will need to follow in order to be allowed access onto the campus.

## **8. 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.
- 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

## 9. DAY OF THE EVENT

Advice from experienced site coordinators follows:

1. Prepare a list of the steps students need to take and make sure everyone, students and volunteers alike, has one during the event.
2. Use the class rosters to take attendance and plan for make-up event.
3. Make sure each student knows to leave 10 minutes at the end of the session for Exit Survey completion.
4. Set a goal of 100% of students completing an application AND an Exit Survey.
5. Welcome your resource and volunteer personnel and make assignments.
6. Have your IT person available for emergencies.
7. Check with ACPE 602-258-2435 mid-morning to make sure the Exit Survey data was being transmitted and received.
8. Provide unofficial transcripts and have ACT and SAT scores available for students.
9. Have in-state institutional application websites preloaded.
10. Have pre-signed public university application fee waiver forms available.
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.

## 10. EVENT FOLLOW-UP

- Give list of transcripts needed to records management personnel.
- Contact students absent from event and begin to plan the make-up day.
- 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 share it widely in the school and community.