

- Arizona
- College
- Application
- Campaign

# College and Career Goal Arizona

*Arizona College Application Campaign Event  
Volunteer Tutorial*

*Presenter: Zach Bartell*

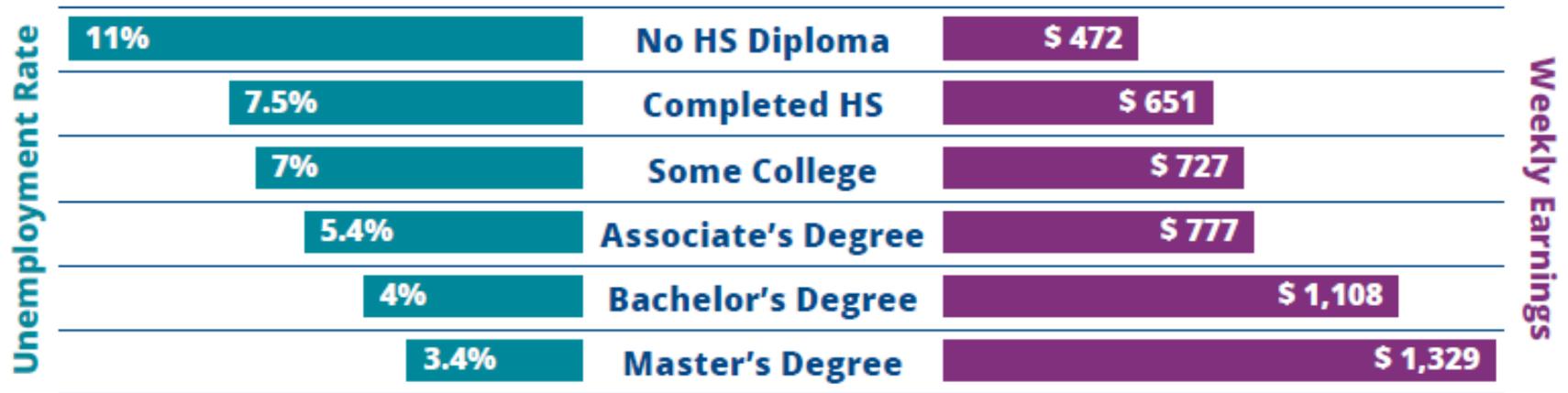
2016 Volunteer Tutorial



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# Improving Outcomes

National Unemployment Rate and Weekly Earnings by Educational Attainment Status



Source: Bureau of Labor Statistics

Source: College Success Arizona, [Advancing the Economy Through Attainment](#), p.7.

# Achieve60AZ



Source: [College Success Arizona](#)

...Hence the importance of the College Application Campaign!

September 16, 2016:

Currently, 42% of Arizona adults hold a professional certificate or college degree.

By 2030, this will increase to 60%

By 2020, 68% of AZ jobs will require a postsecondary education

Source: [Georgetown University](#)

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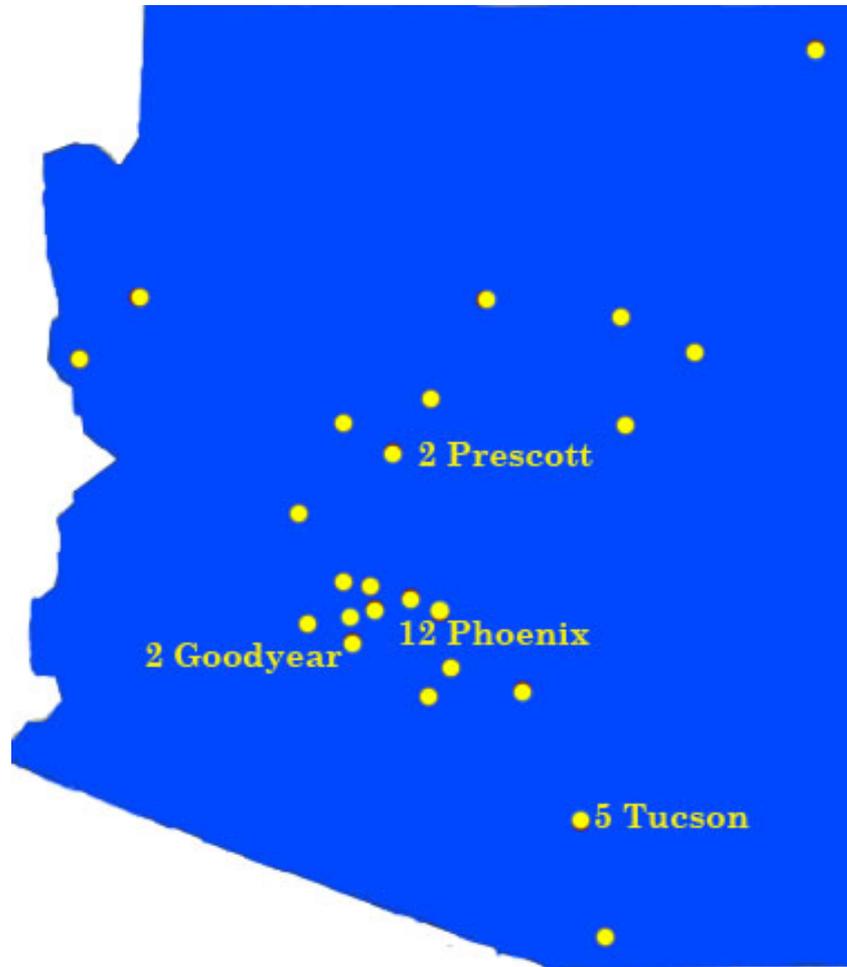
# College Application Campaign

- Our mission: to expand access to higher education
  - First-generation students
  - Low-income backgrounds
  - “Not college material”
- In 2015, over 500,000 applications submitted nationwide
- Systemic and individual-level goals



Source: [CFBHuddle.com](http://CFBHuddle.com)

# Arizona College Application Campaign



- Joined in 2013 with 8 pilot schools
- By 2015...
  - 46 participating sites
    - 83% were Title
    - 14,333 student participants
  - Over 8,000 applications submitted



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# College Goal FAFSA

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- An additional C2GA campaign
- Early FAFSA – in October
- Free statewide FAFSA-completion workshops

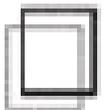
**College**



**Goal**



**FAFSA**



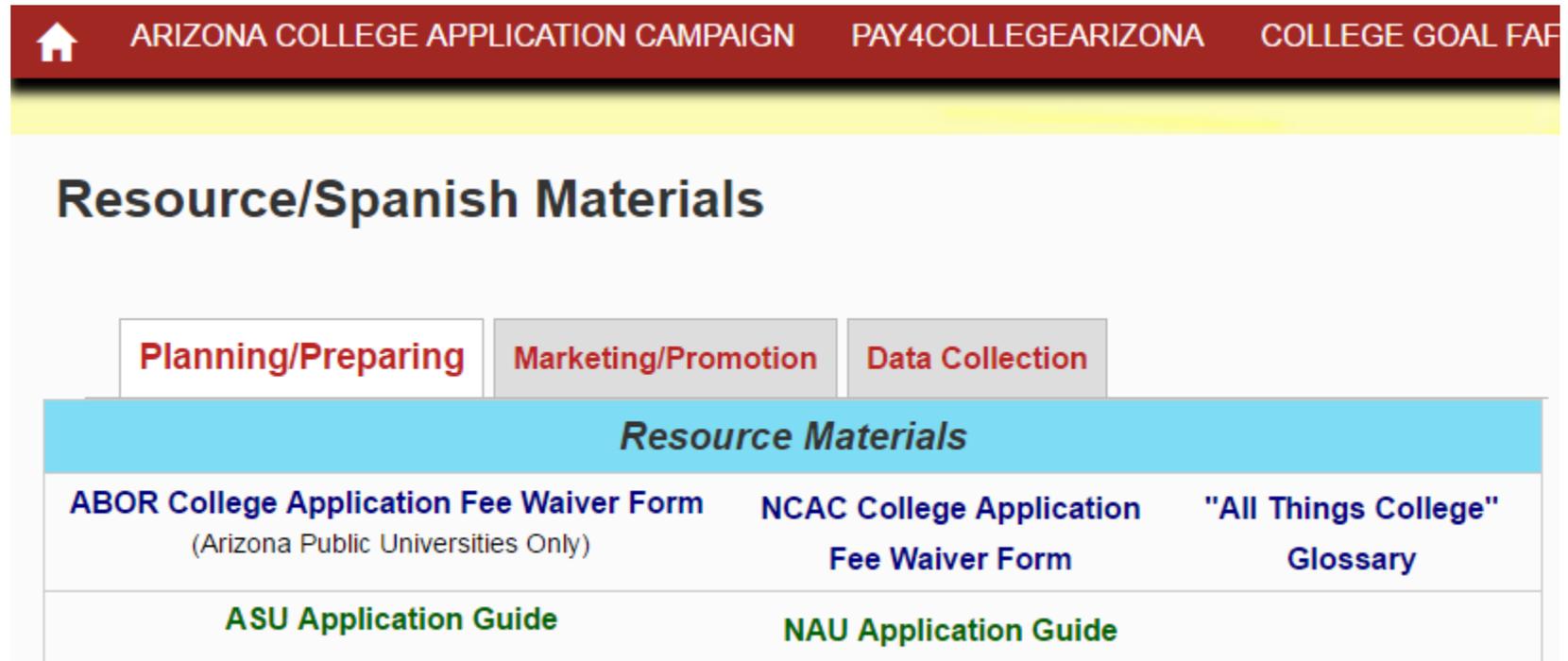
# Volunteer Roles

- Where appropriate, share your own experiences
- Help clarify application questions
- Clerical and administrative tasks
- Engage with reluctant students



Source: [Arizona Commission for Postsecondary Education](#)

# Special instructions for application helpers



The screenshot shows the top navigation bar of the Arizona College Application Campaign website. The navigation bar is dark red with a white home icon on the left and the text "ARIZONA COLLEGE APPLICATION CAMPAIGN", "PAY4COLLEGEARIZONA", and "COLLEGE GOAL FAF" on the right. Below the navigation bar is a yellow horizontal bar. The main content area is white and features the heading "Resource/Spanish Materials". Underneath this heading are three tabs: "Planning/Preparing" (highlighted in white with red text), "Marketing/Promotion" (grey with red text), and "Data Collection" (grey with red text). Below the tabs is a light blue horizontal bar with the text "Resource Materials". Underneath this bar is a table with three columns and two rows of links.

<i>Resource Materials</i>		
<a href="#">ABOR College Application Fee Waiver Form</a> (Arizona Public Universities Only)	<a href="#">NCAC College Application Fee Waiver Form</a>	<a href="#">"All Things College" Glossary</a>
<a href="#">ASU Application Guide</a>	<a href="#">NAU Application Guide</a>	

<https://collegegoal.az.gov/resourcespanish-materials>



# Volunteer Responsibilities

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- Arrive early
- Check in with main office / site coordinator
- Familiarize yourself with the school layout
- Follow any instructions from school administration / site coordinator
- Ask for assistance when needed

# Additional Notes



Source: [blogs.msdn.com](http://blogs.msdn.com)

- Spreading the word and sustaining the program
- Student Reports: important reminder
- Social Media: encouraged, but not required
  - #iApplied
  - #C2GA
  - #AzCAC



Source: [iconfinder.com](http://iconfinder.com)

# Things to keep in mind

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- Your contribution is important
- You bring your own energy and attitude
- You are promoting a college-going culture





# Thank you!

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For questions:

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