SITE COORDINATOR MANUAL
College Application Month (CAM)
Part 1: Pre-Event Planning and Student Preparation
2020 Edition

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All documents referenced in this manual are available on the website.

Check it out at: https://www.nevada.edu/CAM .

Scroll down and click on the "Educators" button to access the resources.

Welcome to the American College Application Campaign

ACT is pleased to provide a home to the American College Application Campaign (ACAC), a national effort to increase college access through dissemination of ideas, development of practices, and technical assistance for the implementation of a College Application event.

The ACAC initiative began in 2005, in a single GEAR UP North Carolina high school. Since that time, the number of states implementing a college application event began to grow. Beginning in 2014, ACAC took place in all 50 states and the District of Columbia. For fall 2018, 7129 high schools hosted programs, helping 586,253 seniors complete 865,535 college applications.

The State of Nevada began participating in this effort in 2013. In 2019 we reported 85 participating high schools with 3,754 seniors participating in college application events who submitted 3,441 applications.

In 2016, the Free Application for Federal Student Aid (FAFSA) made a significant change by moving the date it is available from January 1 to October 1. This early release is beneficial for students as it allows them to learn their federal aid eligibility earlier, giving them more time to research and apply to colleges before admissions deadlines. This also allowed many of the ACAC states to better align their college application events with FAFSA completion efforts. ACAC and the Nevada System of Higher Education (NSHE) encourages high schools to continue bringing college application and FAFSA completion efforts together to better support students.

For any questions regarding the information included in this document, please contact Go to College Nevada at gotocollegenevada@nshe.Nevada.edu . We hope you find this guide useful as you implement strategies to achieve increased college access in your school.

Do you want to stay connected with and informed about the American College Application Campaign? Follow them on Twitter at www.twitter.com/american_cac and like us on Facebook at www.facebook.com/americancac. To connect with Nevada's College Application Month follow us on Twitter at https://twitter.com/GoToCollegeNV Facebook at https://www.facebook.com/GoToCollegeNevada/ and Instagram https://www.instagram.com/gotocollegenv/

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Joining the American College Application Campaign

About the Campaign
The American College Application Campaign (ACAC), is affiliated with the ACT Center for Equity in Learning and is a national initiative to increase the number of first-generation and low-income students who pursue a postsecondary education. The purpose is to help high school seniors navigate the college admissions process and ensure each participating student submits at least one admissions application.

The Campaign is conducted state by state and is typically held annually in the fall. There are variations to the scheduled week or month in order to accommodate state-specific needs. After submitting the admissions application in the fall, students are encouraged to register for their FSA ID and are provided with the date of their high school's FAFSA Day event, if applicable, to ensure they apply for financial aid as part of the college admissions process. These events may run concurrently.

High School Responsibilities
High schools implementing a successful college application event at their school will include the following as part of their initiative:
- Hosting a program **during the school day** that is open to any student interested in applying with a focus on engaging first-generation students, students from low-income families, and students who may otherwise not apply to college. Your state's initiative may be a week or longer, but most schools host events on only one or two days, depending on the size of the senior class.
- Identifying and convening a school team comprised of staff and community members.
- Leveraging support of the school team to ensure that students are prepared to participate in the event (essays are completed prior to the event, students have researched the institutions to which they want to apply, etc.)
- Ensuring appropriate and adequate technology is available including computers, printers, and internet access. Verify with technology staff that firewalls will not prevent student's accessing institutional websites, portals, or their email accounts (sometimes needed for verification of accounts).
- Engaging the local community, families, and others through volunteer opportunities, information letters, and advertising the program.
- Creating a college-going culture within the school through a variety of approaches – some suggestions are included in this guide.
- Collecting data as requested by the State Coordinator including, but not limited to, the number of students participating in the event(s) and the number of applications submitted.
- Following-up with students after the event to ensure applications submitted are complete (transcripts, college entrance exam scores, letters of recommendation, submitting a complete FAFSA, etc.).

Around Clark County – Apply Nevada FAFSA Nights!!
A collaborative effort between CCSD, Nevada System of Higher Education (NSHE) and all of their institutions has resulted in the *Apply Nevada FAFSA Nights* FAFSA completion events. These are eleven larger events held at high schools that are strategically located throughout Clark County. They are designed as a one-stop shop where seniors and their parents can come in and get information from several colleges from Nevada and nearby areas and complete the FAFSA. High school site coordinators can refer students to the nearest event or if a student is not available on the evening the event is close by, they can attend a different night at another high school. Ideally, college application events will be scheduled during the school day to coincide with the FAFSA nights. The *Apply Nevada FAFSA Nights!* dates and times can be found at https://apply.nevada.edu as they become available.

Registration for these events will be set up and released as the information becomes available. Registration is recommended but not required.

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Campaign Resources for Your High School

All resources mentioned in this manual can be found on the website: https://www.nevada.edu/CAM.
When the page opens, scroll down and click on the "Educators" button to access the resources.
Included is a 2020 Templates Word document. These templates are from the manuals but are available
as Word documents so you can copy and customize for your event as needed.

Follow GoToCollegeNevada on Twitter at: https://twitter.com/GoToCollegeNV , on Facebook at:
https://www.facebook.com/GoToCollegeNevada/ and on Instagram at:
https://www.instagram.com/gotocollegenv/

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Preparing and Implementing a College Application Event

Nevada participates in the American College Application Campaign (ACAC). ACAC has provided these manuals which have been customized by Nevada's College Application Month State Coordinator. There are a variety of activities that high school site coordinators can do prior to, during, and after the school's college application event to ensure it is successful and meaningful for participating students. These activities are outlined in two Site Coordinator Manuals and samples are included in corresponding sections of each manual. Additionally, there is a **site coordinator checklist** to assist you with tracking the implementation of each activity. All materials are available at https://www.nevada.edu/CAM . When the page opens, scroll down and click on the "Educators" button to access the resources.

Site Coordinator Manual Part 1: Pre-Event Planning and Student Preparation
There are several activities that schools participating in the college application event program can do prior to the event in order to prepare students and to generate enthusiasm and support for the program. Part 1: Pre-Event Planning and Student Preparation Site Coordinator Manual focuses on pre-event activities that high school site coordinators can utilize as they plan for the program and make sure students have the information they need to complete applications.

- Planning Committee Audit and Agenda
- College Research Worksheet
- College Application Worksheet
- Application Fee Waivers
- "Ask Me!" About It Signs
- Information Letters
- Phone Blasts
- Sample Newsletter Article
- Social Media Engagement
- Website Content Recommendations
- Sample Press Releases and Media Advisory
- Volunteer Outreach Resources
- Other Pre-Event Activities
- ACAC Brand Standards

Site Coordinator Manual Part 2: During and After Your College Application Program
You have completed all of the planning for your college application event program and due to the pre-event activities, your students are prepared and the community is engaged in this exciting initiative. Use these activities and resources to help make your event a success!
- Ask Me! Button, Badges, Stickers
- Student Instructions for Day of Event
- College Application Sign-Out Sheet/Student Sign Out/Data Collection Form
- "I APPLIED" stickers for participating students (the State Coordinator will provide these if available)
- Reminders and Recognition
- Next Steps Handout
- Reminders for FAFSA Completion Event
- Social Media Engagement

Since Nevada is participating in the American College Application Campaign, we need to collect minimal data to report to the national entity which is published on their website. The data collection process we will be using a sign-in sheet to compile the necessary information that we need to submit to the national ACAC. This form is included in Manual Part 2 and available on the website. This form can be used by both high school coordinators and college representatives. Please use these sign-in sheets to collect the necessary data. There are a few questions included that may help you with follow up. Please follow your school district's policies regarding sharing this information. If the student information can be uploaded, we have a dedicated, private and secure Drop Box for the upload. Simply scan and save the sheets to your computer and then upload via the link on the website. We will do the compiling for you! If however your district does not allow the information to be uploaded, you will need to compile the following and email the results to gotocollegenevada@nshe.nevada.edu :

1. How many seniors participated in the college application event
2. How many college applications were submitted during the application event.

Preparing and Implementing a College Application Event (continued)

Once your event(s) are complete there is some follow up to do.

First of all, congratulations! You have successfully implemented a college application event program for your students and started them on the pathway to enrolling in college next fall.

The following templates and suggestions are also provided to assist you with post-event activities.
- Scan and upload the sign-in sheets. Instructions are included in this manual and on the website.
- Volunteer Thank You Letters
- Post-Event Press Releases
- Understanding Financial Aid Award Letters
- FAFSA Completion Campaign
- College Decision Day Information (optional – to be held in the spring)

Nevada has 7 public colleges and universities:

University of Nevada, Las Vegas

University of Nevada, Reno

Nevada State College, Henderson

College of Southern Nevada, 3 campuses in Las Vegas, North Las Vegas, and Henderson

Great Basin College, 2 campuses in Elko and Pahrump and several satellite locations throughout Nevada

Truckee Meadows Community College, Reno and

Western Nevada College, Carson City and Fallon

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Pre-Event Resources and Activities Overview

The following items are included in this manual. Common uses for each are detailed below

Planning Committee Audit and Agenda Items: Recommendations on who to engage on a college application campaign planning committee and how to engage the committee.

College Research Worksheet: Understanding match, fit, and cost is critical to researching colleges. Have students use this worksheet to help them research and identify the colleges to which they want to apply. See Appendix B.

College Application Worksheet: This worksheet is an opportunity for students to identify some of the most common information asked on college applications prior to the event. Ensure students have this well in advance of the college application event so they can ask any questions they may have before they apply. **NOTE:** Some institutions require students to set up an account in their system prior to completing an admissions application. UNLV, UNR, NSC, CSN, and TMCC have this requirement. Generally, the account is verified through an email to the student. It would be helpful to have students set up these accounts prior to your event. Occasionally, access to student's email has been a hurdle during events. See Appendix C.
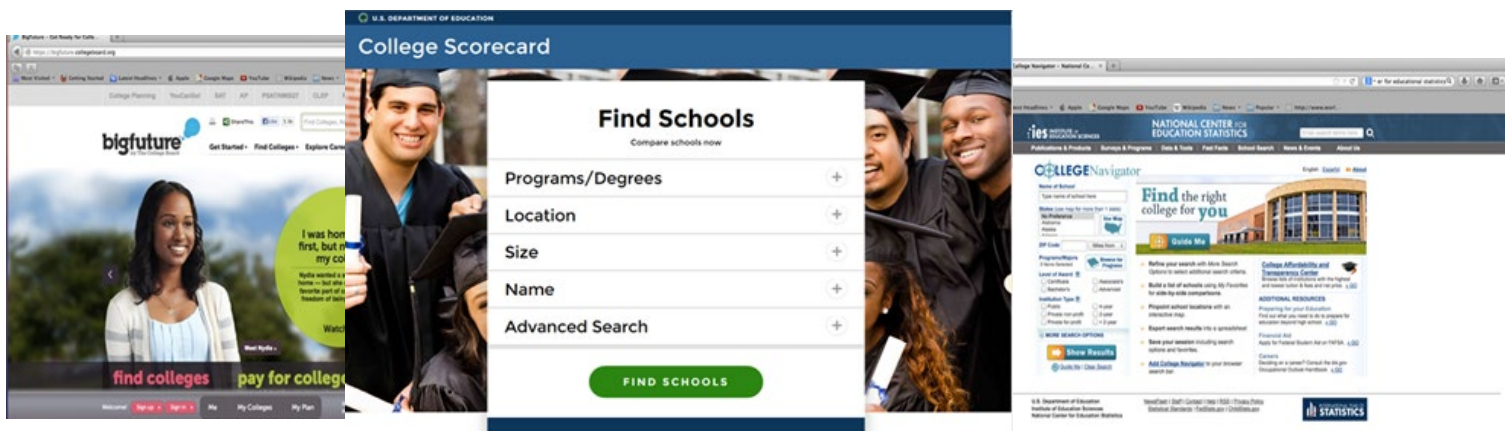
Application Fees/Application Fee Waivers: Many institutions have application fees. Students will need to be prepared to pay for these fees. Submitted applications may not be processed until the fee is paid, and some will not allow applications to be submitted without this payment. Debit or credit card payment is the preferred payment option for online application submission.

Students who are eligible for fee waivers associated with college entrance exams (SAT or ACT) are also usually eligible for college application fee waivers. It is important to begin talking with students about this payment option early in the school year. **NOTE:** At this time, Third Party Fee Waivers are only accepted at UNLV. Each institution may have their own waivers or deferral process. Please consult with the admissions recruiter for more information.

"Ask Me!" About It Signs: This is a quick and low-cost way to create awareness and excitement for your school's college application event. Send the "Ask Me!" sign to all staff members in the school. They can customize it to their school(s) and display it outside their classroom or office. A sample is included in this manual (see Appendix D) but feel free to create your own version.

Information Letters: To assist getting the word out, sample letters are included that can be sent to families and community partners about your school's college application event. These should be sent about two months prior to your college application event on school letterhead. Editable sample templates are available in the 2020 Templates document on the website: https://www.nevada.edu/CAM . Scroll down and click on the "Educators" button to access the resources.

ACAC Brand Standards: Description of the American College Application Campaign brand standards.

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Pre-Event Resources and Activities Overview (continued)
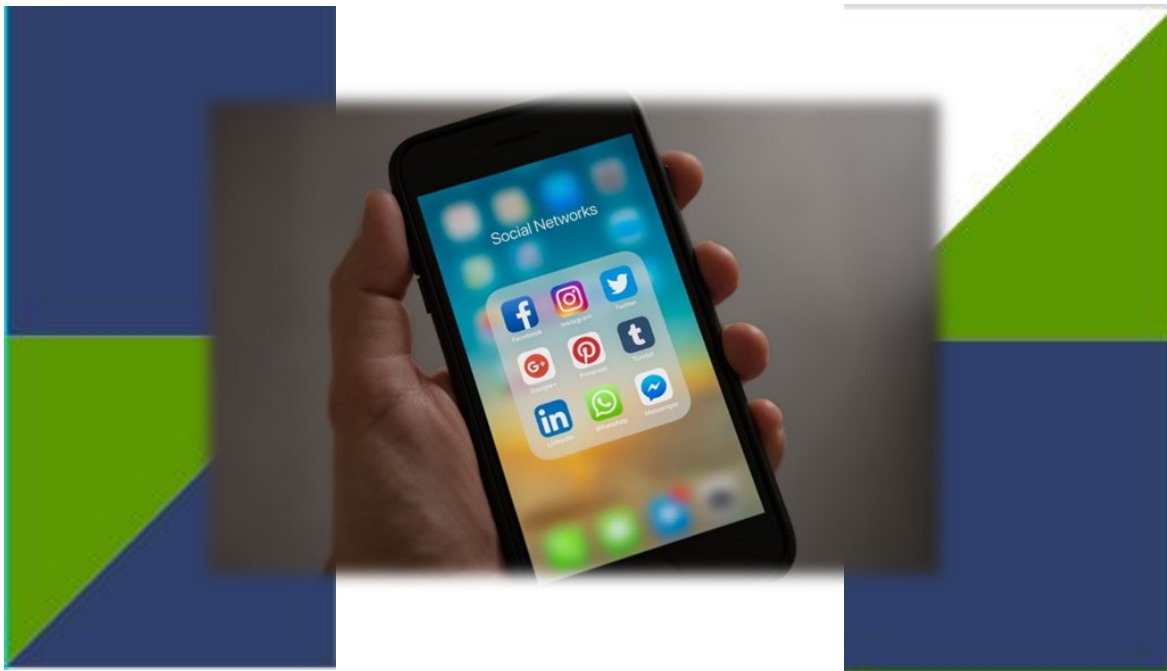
Phone Blast: To remind families that the college application opportunity is available to their child, a sample phone blast is included. See Appendix F. To ensure students still have time to prepare for the event, it is recommended that this be implemented at least three weeks prior to the program. An email blast is a great idea too!

Sample Newsletter Article: Utilize the newsletter article template in school newsletters, planning committee member organization newsletters, and other community newsletters.

Engaging With Social Media: The purpose of this one-pager is to share the national social media efforts and encourage schools, community members, and students to connect and share on social media. GoToCollegeNevada also has social media accounts on Twitter, Facebook, Instagram, and Pinterest.

Website Content: Recommendations on what information to post on the school or district website(s).

Sample Press Releases and Media Advisory: Contact your local media to inform them of your college application event. If school policy allows, invite them to be a part of your program. Media coverage will help students, families, and the community recognize the importance of this program for your school and students.

Volunteer Recruitment Letter: A template letter for host high schools to utilize when conducting outreach to potential volunteers. Be sure to follow your school/district rules regarding volunteers.

Volunteer Training: A sample template with recommendations of topics to cover during a volunteer training.

Volunteer Reference Guide: Volunteer handout reviewing specifics of their assigned task and how to navigate the event.

Volunteer Social Media One-Pager: The purpose of this one-pager is to share the national, state, and host site social media channels and encourage volunteers to connect and share on social media.

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Other Pre-Event Activities

There are a variety of other activities your school can implement before your college application event to help enhance the college-going culture and spread the word and excitement about the upcoming event.

Incorporate College Application Activities into the Classroom: Ask English teachers if they would be willing to assign a college application essay, personal statement, or a scholarship essay as homework prior to the event. Students should be able to research the prompts on the college applications or scholarship applications to which they are interested in applying.

See if Civics or Social Studies teachers will lead a college match lesson where students research and identify schools that are a good fit to their academic records and goals. Educated citizens are more likely to vote and be engaged in their communities.

Ask Math teachers if they would be willing to do a lesson on calculating financial need, using the Net Cost Calculator, and repayment options. A critical component to a student being an informed consumer is having an understanding about the cost of attending college, the financial aid that is available, and what, if any, repayment students will need to do. Investigating average salaries of students who graduate with their major is an important piece of the research.

The Federal Student Aid Office at the US Department of Education has grade-level checklists and research tools to help students become academically and financially prepared for postsecondary education here. These checklists and resources can be utilized in classroom preparation activities: http://studentaid.ed.gov/prepare-for-college/checklists.

Marquee: Use your school's marquee to inform and remind students, families, staff, and the community about your upcoming college application event.

College T-Shirt/Sweatshirt Day: An easy and fun way to generate some excitement in your school is to host college t-shirt or sweatshirt days. Get everyone involved – students, staff, and administrators! Many schools will host these types of college spirit days on Fridays for a few weeks prior to the school's college application program.

Door Decorating Contest: Taking the "Ask Me!" signs one step farther, have staff and administrators participate in a door decorating contest focused on the college they graduated from or what college means to them. Students can then vote on which door wins and the winner can be announced the week prior to your college application program. See if a local store is willing to donate a gift card to the winning educator as a prize.

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Other Pre-Event Activities (continued)

College Wall: Use a bulletin board in the school to celebrate the applications submitted by your seniors. Have students write their name and the names of the colleges they applied to on construction paper and post it to the college wall. Students who apply prior to your college application event can participate and get the wall started. Students who apply during your event can join the fun and add their notes after they submit their applications. In the spring, students can update the wall to indicate where they decided to attend.

Morning Announcements: Generate excitement by highlighting different colleges and universities during morning announcements on the weeks leading up to your event. Students, staff who are alums, community alums, or representatives from the colleges themselves can do the announcements. Make the announcements exciting by having speakers provide a unique fact about the school; sing the school's spirit song, or other creative approaches.

Senior Parking Spaces: If your school has assigned senior parking, students can use chalk or paint to draw their college or major choice, a logo, the mascot, whatever they want to represent this decision.

Guest Speaker: Engage a local community leader or a recent graduate of your high school who is attending college to speak with your senior class about the importance of attending college and applying early. Ask the speaker to encourage your students to take advantage of the college application event that will be hosted at your high school.

School Website: Use your school's website to communicate the opportunity to participate in your school's college application event to students, their families, and the community. In addition to adding your college application event to your school calendar, be sure to include pre-event activities as well. Use your website to post any materials that you want students and their families to have access to prior to your event.

Parent/Student Information Nights: Invite students and their families to an information night on your college application event. Provide details on why your school is hosting this event, the importance of students applying to college early in their senior year, and the resources that are available for their student to plan and prepare for participation in the program. This is also a great opportunity to encourage family members to participate in your school's event. You can also announce your event at a fall Open House for parents.

Financial aid information should also be shared. With the October 1st FAFSA release, FAFSA completion should coordinate with the admissions application process. The Federal Student Aid office at the US Department of Education has checklists for parents to use to track the steps their students need to take to prepare financially and academically for college: http://studentaid.ed.gov/prepare-for-college/checklists

Friday Night Lights: Set up an information table at your high school's football games to make students and families aware of your school's upcoming event. Make an information sheet available and a volunteer sign-up sheet for parents or community members who would like to volunteer at your program. During the game, have your college application event dates flash on the scoreboard.

Elementary School Parade: Seniors go to a nearby elementary school wearing their graduation cap and gown and parade through the halls while the elementary students cheer them on!

If you use social media, don't forget to post the activities that you do!!

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Engaging Underclassmen in the Program

The earlier students begin thinking about college, the better. Many schools have started engaging underclassmen in their college application event activities to create awareness and excitement for the school's event. This is a great way to ensure students are prepared when it's their time to apply to college! Here are some information sessions and activities you can implement with your underclassmen prior to or during your college application event:

- **9th grade:** Decision making, learning styles, study habits, HS transcript and academic planning, connection between school/learning and careers, how to qualify for a scholarship, colleges and the degrees offered, and college admission criteria.

- **10th grade:** Progress check/credit remediation if needed, extracurricular activities, earning college credit during HS, world of work, college costs and ways to pay, college visits (online), PSAT, etc.

- **11th grade**: Money management, finding scholarships, dual enrollment, admission process, college entrance tests, preparing to apply, writing personal statements and essays, etc.

Use the grade-level checklists available on the US Department of Education's Federal Student Aid Office website to ensure students understand the steps they need to take to become academically and financially prepared for college: http://studentaid.gov/prepare-for-college/checklists .

Early Awareness resources are available on the National College Attainment Network website to support college access professionals in helping students of all ages:
https://www.ncan.org/news/news.asp?id=456972&hh and
https://www.ncan.org/news/news.asp?id=460042&hh .

This is a great way to build a college-going culture in your school!

These activities should be fun and celebratory!! Please share your good and/or fun ideas! We can all work smarter not harder if we share what works!

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Planning Committee Audit

Identifying Stakeholders and Convening a School Team
Schools that have successfully implemented a college application event have done so through the collaboration of multiple stakeholders. A key approach to engaging stakeholders is the creation of a school team that will provide input on and support for the various logistics necessary to implement a successful college application event at the school level.

Below, you will find a list of recommended local resources that you can use to identify the key stakeholders in your community. Keep in mind that this list is not exhaustive, and you should engage any other community partners that have a vested interest in college access and student success. When planning and implementing your school's college application event initiative, you should follow all district and school policies regarding non-school personnel visiting, volunteering, or otherwise assisting with your school's program.

Potential community partners include:
- Admissions representatives from local colleges (two-year and four-year)
- Local business leaders
- Local Chamber of Commerce
- College access initiatives (federally-funded, state-funded, or community-based)
- Faith-based community
- Non-profit organizations such as the YMCA, 4H, Boys and Girls Club, etc.
- PTA and other parents/family members who want to be engaged in the process
- Student leaders in your high school
- Retired school personnel
- Local government officials or elected representatives

School Partners
Use the School Planning Committee – School Partners table (see Appendix A) to identify potential education partners in your community for your college application event. Remember, planning committee members don't have to be individuals already working on college access initiatives, though it is helpful. They also don't need to be experts on the college application process. Space has been provided at the bottom of the table for you to add additional partners, if needed.

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Planning Committee: Agenda Items for Your Convening

A school team comprised of a variety of stakeholders is extremely effective in creating support and buy-in for your school's college application event. There are a variety of topics that can be and should be discussed with your school team.

Some of the key topics the school team should discuss are:

- What is the college application event?

- Outlining the role of school team

- Identifying date(s) for the event. Please keep application priority deadlines in mind. October is Nevada's College Application Month but events in September through November will be counted for ACAC reporting.

- Developing a communication strategy: student, parents, school staff, community

- Ensuring students are prepared well before the event (researching schools, learning how to pay for the application, understanding additional admission requirements)

- Creating or enhancing a college-going culture that is visible in the school in the weeks leading up to the event

- Encouraging and recruiting students to participate in the initiative

- Including underclassmen in the effort

- Engaging volunteers

- Ensuring the process for data collection

- Following-up with applications – ensuring the college and financial aid processes are completed

- Evaluation of the event for suggested improvements

After your college application event, your school team should meet to debrief on the successes and challenges of the current year's initiative – feel free to use the topics above to guide the discussion. The debrief meeting should occur as close to the conclusion of your school's college application event as possible. By quickly assessing what worked and what areas need improvement, your school team can get a jump-start on planning for next year's program and create an action plan to follow-up with participating students who need to complete the college application and begin the financial aid application processes. Be sure to share the highlights and challenges with your State Coordinator, everyone can learn from the various efforts and experiences.

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Pre-Event Preparation for Students

Prior to the actual college application events, students will need to complete assorted activities to prepare for the application and admissions process. Tasks such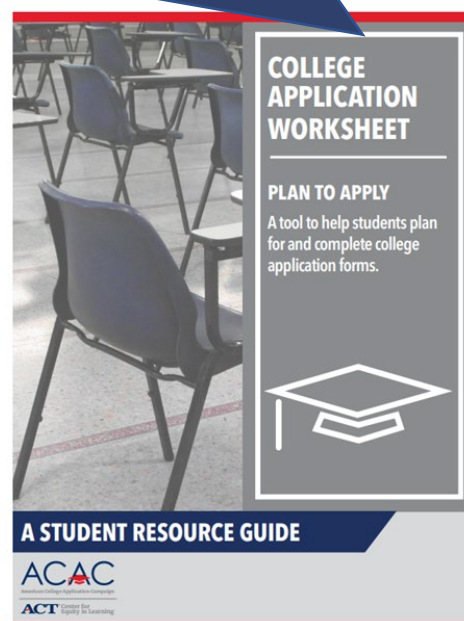 as researching colleges, finding their best fit and match, preparing information for submitting the application as well as writing admissions essays, and preparing for completing the FAFSA should be addressed.

To assist with these tasks, included in this manual is a College Research Worksheet (see Appendix B) and a College Application Worksheet (see Appendix C). Each of these forms compiles assorted information needed to determine to which colleges students will apply and also the specific information that is commonly requested during a college application submission. They should bring these forms to the application events so that the information is handy.

It is recommended that students identify and apply to at least one fit, one safety, and one reach school. These terms are defined for students on the College Research Worksheet but should be reviewed during a research activity. NOTE: if students are interested in using the Common Application, UNLV is the only NSHE institution currently working with that program.
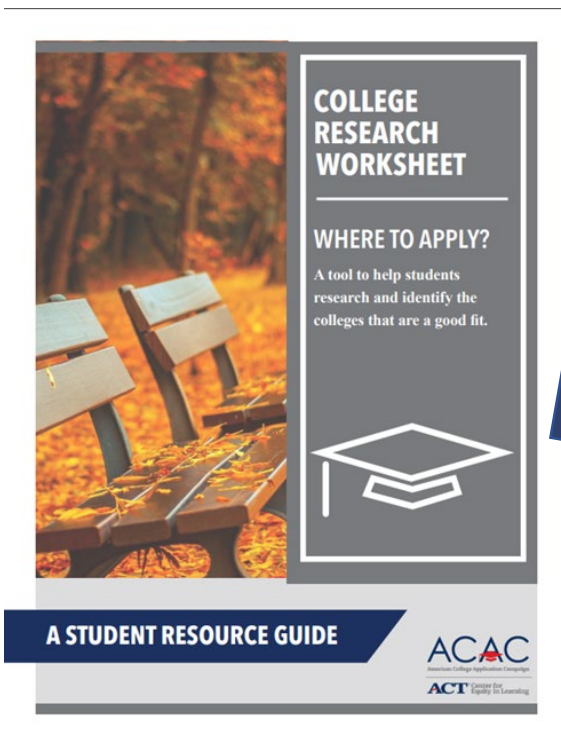
These worksheets are available on the website! https://www.nevada.edu/CAM. Scroll down and click on the "Educators" button to access the resources.

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Application Fee Waivers

Who is eligible?
Typically, fee waivers are available to students for whom the college application fees would create a financial burden or hardship. Students who were eligible for fee waivers to college entrance exams, such as the SAT or ACT, are usually also eligible for college application fee waivers. There may be different expectations by both of these organizations about how to access fee waivers.

Who accepts fee waivers?
In Nevada, only UNLV accepts third party application fee waivers, i.e., ACT or CollegeBoard. No other NSHE institution does at this point in time. However, they may have their own processes for fee waivers or deferrals. UNLV also has their own fee waiver process that is separate from the third-party waivers. It is possible private institutions or institutions in other states may accept these waivers. Contact the admissions recruiter for information on their institutional waivers/deferrals.

What fee waivers are available?
There are three types of third-party fee waivers typically accepted by colleges and universities, but it is important to note that not all colleges and universities will accept fee waivers. Students or school counselors should confirm with the admissions office at specific institutions to ensure fee waivers are accepted.

ACT Fee Waiver
ACT provides a fee waiver application in their *ACT User Handbook for Educators* publication, link below. Students who are eligible for a fee waiver to the ACT college entrance exam are also eligible for a college application fee waiver. School counselors need only print out the number of fee waivers needed and sign-off on student eligibility. Students must also sign the form. The fee waiver may be found on pages 23 and 24 here:
www.act.org/content/dam/act/unsecured/documents/ACT-UserHandbook.pdf

College Board Fee Waiver
The College Board states that students who have received a College Board fee waiver for the SAT or the SAT subject tests may also be eligible for up to four college application fee waivers. Students should receive their college application fee waivers at the beginning of their senior year through their SAT accounts. College Board fee waivers will no longer require school counselor approval. More information on the College Board fee waiver can be found here:
https://collegereadiness.collegeboard.org/about/benefits/college-application-fee-waivers

The College Board also provides additional information including a link to which colleges accept the College Board application fee waiver here:
www.sat.org/fee-waivers

National Association for College Admission Counseling (NACAC) Fee Waiver
This fee waiver can be downloaded from NACAC's website, provided below. Students must complete their portion of the fee waiver request and a school counselor or TRIO representative must verify that a student is eligible to use the form (a list of eligibility requirements are provided on the NACAC website and on the fee waiver request – students must meet only one of the requirements to be eligible). NACAC recommends that students receive no more than four fee waivers for the college application process. Additional information on the NACAC fee waiver can be found on their website here:
www.nacacnet.org/studentinfo/feewaiver/Pages/default.aspx .

GEAR UP, etc.
Sometimes these organizations will pay for application fees. If you are a GEAR UP school with a senior cohort, check with your GEAR UP contacts to verify and find out what will be needed.

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Promotion of College Application Month Events

There are many ways to promote a college-going culture and your CAM events. Of course, not much is as effective as social media and other online efforts. In this section you will find some suggestions. The second manual – Part 2 During and After Your Event, has some suggested social media postings you can use on the day of your event(s). There are also a few regularly used hashtags such as #WhyApply,#ApplyNevada, and #IAPPLIED. Any updates or new promotional activities will be shared by the State Coordinator.

Engaging with Social Media (Site Coordinators: Sample Social Media copy can be found in the Site Coordinator Manual Part 2 – During and After Your Event and in the 2020 Templates document)

Use social media tools and networks to engage students about where they want to go to school, what they are doing to get there and questions or concerns they have. The top utilized social media sites are Instagram, Twitter and Facebook, but other social media sites and apps like YouTube and Snapchat should not be overlooked if possible. These sites in particular are popular with teens.

Your school's planning committee should discuss which social media accounts currently exist among the high school and partners and review the audiences each reaches. Some high schools have coordinated social media contests to encourage engagement.

ACAC Recommended Hashtags
Hashtags are mainly used to indicate specific topics of conversation. For example, Twitter has a sidebar of trends and a list of hashtags you might be interested in based on the hashtags and content of your tweets. For your college application event, we encourage states and schools to use the same hashtags to increase visibility of our collective efforts. Simply note on any college application campaign materials, communication and social media content the chosen hashtag(s) by ACAC and your state.
#WhyApply
Use #WhyApply during the months of August and September to remind and encourage students about the reasons to apply to college. New this year, ACAC has marked Friday, September 18th as #WhyApply Day and the official kickoff to the college application season.
#IApplied
Use #IApplied during September, October and November to celebrate students as they complete their college applications.
#ApplyNevada or #ApplyNSHE
Use either or both of these hashtags when applying to an NSHE institution (UNLV, UNR, NSC, CSN, GBC, TMCC, and/or WNC).
#TransformationTuesday
ACAC is reinventing #TransformationTuesday as a way to celebrate the college-going process and for college access leaders and professionals to share their college journey. Encourage planning committee members, teachers, staff and volunteers to share pictures from their past and today to show their college transformation. Posts are encouraged every Tuesday in September – November and April – May. Students can also use #TransformationTuesday in September-November to show their transformation from #WhyApply to #IApplied and in April-May to show their transformation from #IApplied to #IDecided

ACAC Social Media Accounts
We're on Facebook and Twitter! ACAC will highlight every state's initiative this fall. Like our page and/or follow us to see how colleagues across the country are accomplishing the ACAC goal. Post photos, media stories and other items from past and future events. We look forward to featuring your great work!

ACAC Facebook: @American_CAC, www.facebook.com/americancac/
ACAC Twitter: @American_CAC, https://twitter.com/American_cac
GoToCollegeNevada Twitter: @gotocollegenv, https://twitter.com/GoToCollegeNV

GoToCollegeNevada Facebook: @gotocollegenv, https://www.facebook.com/GoToCollegeNevada/

GoToCollegeNevada Instragram: @gotocollegenv, https://www.instagram.com/gotocollegenv/

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Website Content Recommendations

The high school and/or district website(s) are quick and easy ways to share information about your college application event. As soon as the date(s) are selected, be sure to request the dates be added to the school website calendar.

As the event date approaches, post the resources you are providing to students or sending home to parents/guardians. Post the information letter, college research worksheet and college application worksheet to the website so that the students and their supportive adults can download it.

In addition to the necessary resources to help a student complete a college application, use the website to share photos and videos of the college application event. Often, schools may leave the video on their website for the full academic year as a way to excite younger students for the college-going process.

Suggested Content

- Save the Date

- Request for Volunteers

- Family information letter

- College Research Worksheet

- College Application Worksheet

- How to connect on social media

- Link to college websites. Some institutions require students to set up an account before submitting an application. UNLV, UNR, NSC, CSN, and TMCC have this requirement. Ideally, accounts should be set up prior to the event.

- Celebratory items
    - List of colleges seniors have applied to.
    - Photos of students wearing college shirts or "I APPLIED" stickers.
    - Photo slideshow.

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Media Outreach/Press Release Overview

A media advisory template is also provided to use when informing the media about specific event details. Traditionally, a media advisory is distributed a couple days or a week before an event or activity. The purpose is to advise the media of the event for consideration. For a sample media advisory template see Appendix I. An editable template is available in the 2020 Templates Document on the website.

The purpose of a press release is to inform the media of the school's college application campaign efforts and impact. Traditionally, a press release is distributed the morning of or day following the specific announcement. See Appendix J for example press release.

Local promotion of the program is important, but it is also critical that press releases connects your local efforts to the state's campaign and the national American College Application Campaign. Information that your school should highlight in a press release includes:

- What is ACAC and Nevada's College Application Month? Why has your high school joined the Campaign? What are the goals of the program?
- When will the Campaign be held in your state? How many additional high schools are participating?
- Are there special guests or VIPs participating in your event?
- Who can be contacted for additional questions about the initiative?

Distribution Tips
Press releases can be distributed at different times throughout the year. It is encouraged that you utilize press releases to help build a relationship with the media and to stay on the media's radar for college-going stories. We also encourage you to work with other high schools in your region to issue joint press releases if the schools are in the same media market.

Potential press release topics and timing include:
- Late summer/early fall: Announcement of the school's commitment to join the state and national campaigns, and date of the state campaign
- Fall: Excitement for the seniors preparing to take the next step completing applications; Encouraging #WhyApply day participation
- Winter: Celebrating application data – include growth from previous year(s)
- Spring: Excitement for seniors to turn #IApplied to #IDecided for College Decision Day events.

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ACAC Brand Standards

The more unified the individual state campaigns and host site events appear, the more recognizable our efforts will be nationally. Though many states have created their own logos and websites to fit the needs of your state, we encourage host sites to utilize the ACAC name and logo as much as possible. Please keep this in mind as you utilize the available templates.

If your state already has a college access campaign marketing or branding strategy, be sure to follow their brand standards and guidelines.

National ACAC Color Palette

ACAC Red

RGB: 227 28 35
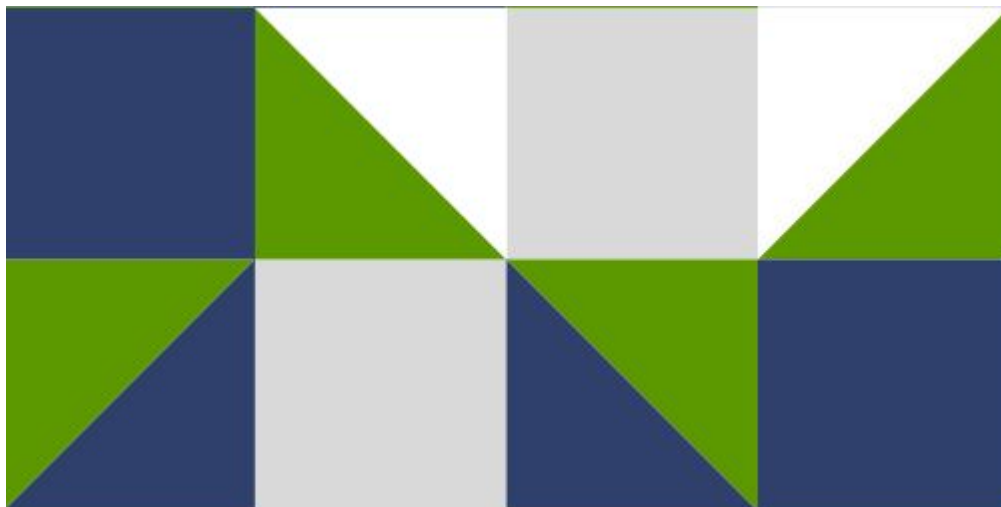
CMYK: 5 100 100 1

HEX#: e31c23

ACAC Blue

RGB: 0 46 98

CMYK: 100 89 34 25

HEX#: 002e62

Recommended font: Avenir Next LT Pro and New Times Roman for designed materials. Work Sans is used throughout the website.

You may use the ACAC logo in your promotions.

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How Volunteers can Support the College Application Campaign

Although familiarity with the college application process is a plus, it is not required for someone to fulfill a useful task and have a meaningful volunteer experience at a participating high school. Here are a few tasks that volunteers could contribute to the initiative at any campaign high school:

- Greet students as they arrive to the computer lab.

- Manage sign-in and/or sign-out sheets.

- Help students log-on to the website portal (if available) or application site and begin an application. UNLV, UNR, NSC, CSN, and TMCC all require an account be set up prior to completing the admissions application.

- Guide students through the college application process and help answer any questions students may have, regardless of where the student wishes to apply.

- Monitor printers to ensure that any applications or confirmation pages that need to be printed remain in order and replenish the paper supply as needed.

- Help ensure students register for the FSA ID after they submit their college application(s).

- Share personal college experiences with students, as requested.

- Instruct each student to complete an evaluation of his or her college application event experience, if applicable.

- Handout materials to students after they complete their college application(s) such as an "I Applied!" button or sticker, a "What Next?" handout, and a reminder to attend the Financial Aid or FAFSA event held in your school or community.

- Congratulate each student on applying to college and encourage them to complete their admission file by sending in their high school transcript, test scores, or any other documentation that the college may require.

- Encourage students to share their experience with other classmates.

- Wear college gear with the name of your alma mater so students know they can ask you about your experiences at that particular college or university.

- Participate in national ACAC #WhyApply Day on Friday, September 18th to kick off college application season.
  - Join the conversation on social media using #WhyApply and #IApplied. Encourage volunteers to follow ACAC on Facebook and Twitter as well as any social media channels for the state campaign and high school(s). (https://twitter.com/american_cac and https://www.facebook.com/americancac/)
  - GoToCollegeNevada https://twitter.com/GoToCollegeNV , Facebook https://www.facebook.com/GoToCollegeNevada/ , and Instagram https://www.Instagram.com/GoToCollegeNV.

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Volunteer Training

Training volunteers for your college application event is not a complex task. You want to provide volunteers with enough information to be useful to you and the students but not so much as to overwhelm them. In addition to the very real assistance, they can provide to ensure that your college application event is successful; they also are likely to become college access advocates in the community.

Ideally, training should occur about one month prior to your event to ensure information is fresh in the minds of volunteers. These trainings can be done virtually through a webinar or online video/tutorial or through a face-to-face gathering. **NOTE**: If your school requires a background check for non-school personnel to work with students on campus, be sure to handle this requirement prior to the training or encourage potential volunteers to contact the school to complete any necessary procedures prior to the school's event.

 Below is a recommended agenda/list of topics to cover during a volunteer training. The list is not exhaustive and any items you believe are necessary to implementing a successful volunteer initiative should be added.

I.   Welcome and Thank You!
- Have all volunteers sign in and provide you with name, phone number(s), and address (you will need the address later when you send a follow-up thank you note).

II.   Purpose of American College Application Campaign and Nevada's College Application Month
- To encourage and assist all students to apply to college, especially those who are from low-income and first-generation college families, because applying to college will increase their options as they decide what to do after high school.
- To provide additional information to students about the college-going process.
- To reinforce a college-going culture in the school and community.
- This is not a recruitment activity for a specific school. If a volunteer has a strong relationship (or love) for a particular school, it is important to leave it at the door.
- [insert additional school goals]

III.   college application event Event Logistics
- Provide a short tour of the school highlighting where the event will be held, principal's office, facilities they may use or go into and those that they should not.
- Dates and times college application events will be held at the school.
- Times that volunteers are expected to be available (it is strongly recommended that they are asked to arrive 15-30 minutes prior to the start of the event).
- Assign tasks to be done by volunteers.
- Review FAQs.

IV.   Engagement Before/After Event
- Remind volunteers of pre- and post-event opportunities like pep rallies and FAFSA completion events.
- Share social media strategy and encourage their use of hashtags and participation.
- Participate in national ACAC #WhyApply Day on Friday, September 18th to kick off college application season.

V.   Questions?

VI.   Thank you!

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Volunteer Reference Guide (available in the 2020 Templates document)

[High School Name]

Thank you for volunteering your time and enthusiasm for Nevada's College Application Month at **[High School Name]**! On **[Date(s)]**, all graduating seniors will be encouraged to apply to college, if they have not already done so. Nevada's College Application Month is possible due to the collaborative efforts of the administration, faculty, and staff at **[High School Name]**, as well as our students, their families, and volunteers like you from across the community. We appreciate your commitment to making college a reality for our students. Please use this reference guide to familiarize yourself with the logistical information for [High School Name]'s Nevada's College Application Month event.

Logistical Information for **[High School Name]:**

[High School Name] Site Coordinator

[Name], [Title], [Email and/or Phone Number]

Parking

[Provide information here regarding where volunteers can park (usually visitor parking) and where it is located. What should volunteers do if that parking is full?] Upon entering the school, please go to [location] to check-in.

Event times/Shift times

[What time and date will the volunteer be working at your school?] Please plan to arrive 15-30 minutes prior to the start of your volunteer shift.

Assignment Location

Students will be filling out applications in the [location].

Appropriate Attire

We ask that volunteers please come dressed in [type of attire] attire.

Breaks

[If needed, when will breaks be given?]

Options for Lunch

[If hosting near lunch, what are lunch options for your volunteers?]

Contingency Plans

[What should volunteers do if school is delayed and/or cancelled?]

Location of Restrooms

[Where are the restrooms that volunteers should use on the day of the event?]

Contact information for volunteer questions on day of event

For questions on the day of event, please call [contact] at [phone number].

Directions

[Name of High School] is located at [Address]

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Volunteers: Leveraging Social Media

The American College Application Campaign is on Facebook and Twitter. ACAC plans to highlight every state's initiative. States and host sites are encouraged to like and follow ACAC as well as tag us in your social media posts. Share photos, media stories, and other items from past and future events.

Volunteer Recruitment

Example posts can be tweaked for Facebook, Twitter, LinkedIn, etc. Remember Twitter has a 280 character count limit.

- October is Nevada's College Application Month and we need volunteers! Can you help? [list your school/school district Twitter link] #Iapplied, #ApplyNevada
- Seniors across Nevada will be completing college applications during October for the @AmericanCAC and @gotocollegenv. Our high schools needs volunteers. Please consider helping. [list your school/school district Twitter link] #IApplied
- It's not too late! Our high school still needs volunteers for Nevada's College Application Month. Do you have 4 hours to spare? [list your school/school district Twitter link] #IApplied

Volunteer Engagement

Volunteers are encouraged to share their experience on social media. Consider posting:

- Answer why students should apply to college using #WhyApplied and/or #ApplyNevada

- Photos of students completing applications (make sure they have given permission!)

- Thank your place of employment for letting you volunteer

- Photos of you helping a student

- A short video of students working on applications

- Share your college story with #IApplied

<u>Don't forget to tag us and use the campaign hashtags.</u>
- Facebook: @AmericanCAC, @gotocollegenv
- Twitter:@ American_CAC, @gotocollegenv
- #IApplied
- #WhyApply
- #ApplyNevada

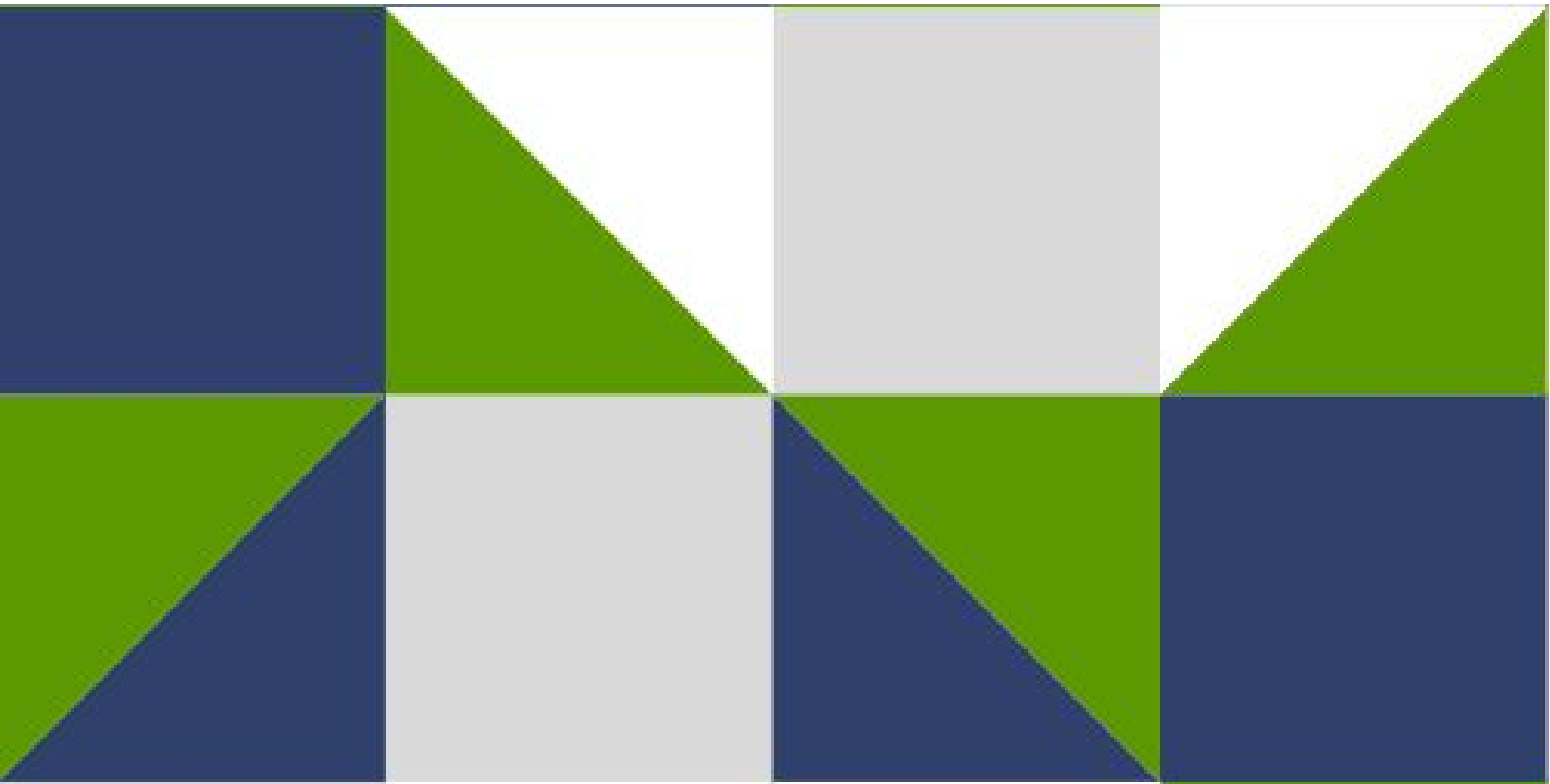See Facebook, Twitter, & Instagram posts from across the country at http://bit.ly/acac_whyapply and http://bit.ly/acac_iapplied

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References

Statistical information provided in the Sample Newsletter Article was retrieved from The Lumina Foundation website pages: https://www.luminafoundation.org/goal_2025 and http://strongernation.luminafoundation.org/report/2019/#state/NV .

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Appendices

A. Planning Committee School Partners Table

B. College Research Worksheet

C. College Application Worksheet

D. "Ask Me" About it Signs

E. Student/Family Information Letter

F. Parent/Guardian Phone Blast Message

G. Community Information Letter

H. Sample Newsletter Article

I. Host Site Media Advisory

J. Sample Press Release

K. High School Volunteer Recruitment Letter

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Appendix A

Planning Committee Audit – School Partners Table

Potential Partners	Name of Contact	Email Address	Phone Number
Parent Teacher Association			
Faculty and Staff			
Teachers			
Chamber of Commerce			
Nonprofit representative			
Student representative			
Faith-based community representative			
Junior League Associations			
Local corporation representative			
Local college or university representative			

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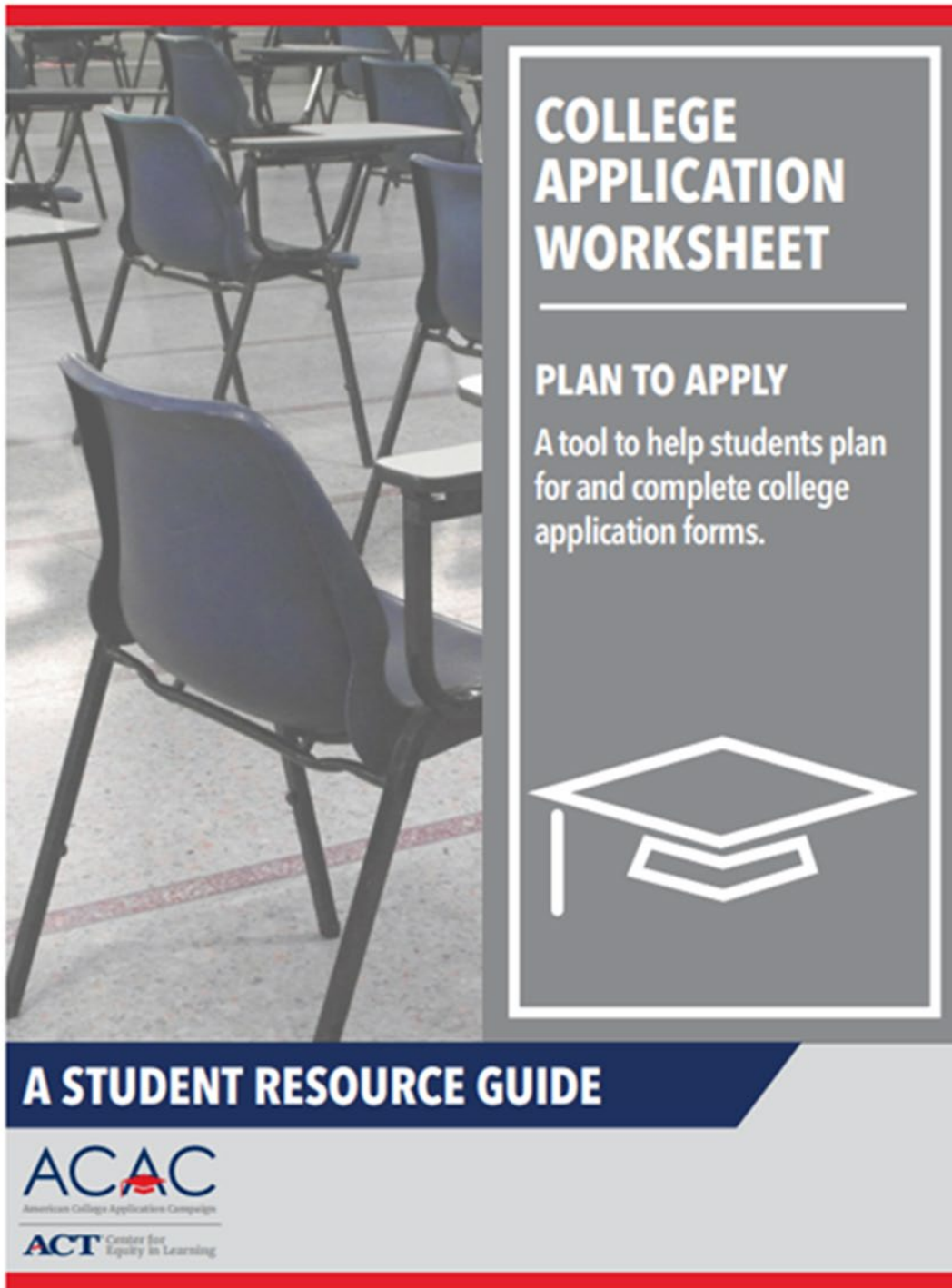## Appendix B

College Research Worksheet (Site Coordinators: This form will be available on the website as a separate document)

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Appendix C

College Application Worksheet (Site Coordinators: This form will be available on the website as a separate document)

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Sample "Ask Me About It" Flyer

Nevada's College Application Month is [Dates of Your Application Event!]

I graduated from

(SCHOOL NAME).

Ask me about it!

(Staff Member's Name)

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Appendix E

Student/Family Information Letter (available in the 2020 Templates document)

 (School Logo)

(School Address)

August 2020

Dear Students and Families,

During the fall term the Nevada System of Higher Education will be sponsoring Nevada's College Application Month. On (Date(s) of event), all seniors expected to graduate at the end of this academic year will be encouraged to apply for admission to at least one college or university, if they have not already done so. This event is possible due to the collaborative efforts of the administration, faculty, and staff at [Name of your high school], as well as students, their families, and volunteers across the community.

The purpose of this [day/week/month] is to acquaint students with the college application process and to communicate the importance of applying to college. Information about completing the Free Application for Federal Student Aid (FAFSA) will also be made available during the event. There is a College Application Worksheet which we encourage students to complete prior to the event that is available on the Nevada College Application Month website, https://www.nevada.edu/CAM. Click on the "Educators" button to access the resources [or ask school to post it to their website and include the link here]. Having this Worksheet completed and available at the college application event will allow students to quickly and easily complete college applications.

We anticipate that students and their families will need to work together in gathering the information listed in the College Application Worksheet. Families are welcome to visit [Name of your high school] on [Date(s) of event] to assist their student during the application process. In addition, if family members are interested in volunteering or guest speaking during the event, please let me know. Volunteers can greet and sign-in students, assist students with the completion of college applications, or distribute information about financial aid opportunities.

Additionally, we encourage you to join us in celebrating the college application process on social media. September 18th will kick off the American College Application Campaign with a #WhyApply Day. We encourage you to use the hashtag #WhyApply to share with students the importance of applying for college. You can also join the conversation throughout October and November using #Iapplied and #ApplyNevada.

 If you have any questions please call [Site Coordinator's Name, Site Coordinator's Title], at [Site Coordinator's phone number]. Thank you in advance for your support of this exciting initiative to encourage all Nevada's students to make a decision about their post high school college and career plans!

Sincerely,

[Name of Site Coordinator]

[Title]

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Appendix F

Parent/Guardian Phone Blast Message (available in the 2020 Templates document)

 This is a friendly reminder that (Name of High School) will be hosting a college application event on (Date(s) of event) to encourage all seniors to apply to at least one college if they haven't already done so. Students should come prepared to apply by completing the College Application Worksheet available at https://www.nevada.edu/CAM . Click on the "Educators" button to access the resources. [or ask schools to post to their website and provide link here]. If you have any questions please call (NAME, TITLE), at (PHONE NUMBER). Thank you in advance for your support of this exciting initiative to encourage all (Name of High School) students to make college a part of their future.

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Appendix G

<div style="border: 2px solid green;">

Community Information Letter   (available in the 2020 Templates document)

(School Logo)
(School Address)

September 2020

Dear Community Member,

[Name of Your High School] is pleased to announce its participation in Nevada's College Application Month campaign! In an effort to further expand college access across the state, the Nevada System of Higher Education is sponsoring College Application Month during October. The goal of Nevada's College Application Month is to provide every graduating high school senior the opportunity to apply to college [Insert additional goals, if necessary].
This event is possible due to the collaborative efforts of the administration, faculty, and staff at [Name of your high school], as well as students, their families, and volunteers across the community.

The purpose of this [day/week/month] is to acquaint students with the college application process and to communicate the importance of applying to college. Information about completing the Free Application for Federal Student Aid (FAFSA) will also be made available during the event.

[Name of your high school] will be hosting our College Application event on [Date(s) of event] to assist their student during the application process. We welcome the community to be a part of the program. If you are interested in volunteering or guest speaking during the event, please let me know. Volunteers can greet and sign-in students, assist students with the completion of college applications, or distribute information about financial aid opportunities.

Additionally, we encourage you to join us in celebrating the college application process on social media. September 18th will kick off the American College Application Campaign with a #WhyApply Day. We encourage you to use the hashtag #WhyApply to share with students the importance of applying for college. You can also join the conversation throughout October and November using #IApplied and #ApplyNevada.

If you have any questions please call [Site Coordinator's Name, Site Coordinator's Title], at [Site Coordinator's phone number]. Thank you in advance for your support of this exciting initiative to encourage all Nevada's students to make college a part of their future.

Sincerely,
[Name of Site Coordinator]
[Title]

</div>

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Appendix H

Sample Newsletter Article (available in the 2020 Templates document)

The following newsletter article template can be utilized within school, district and/or parent newsletters. Additionally, external planning committee members can consider modifying the article for their organization newsletters.

Local - Student/Parent Newsletter

Between football games, part-time jobs and writing papers, [High School] seniors are also thinking of where they hope to be next fall. [High School] hopes every senior is currently making plans to attend a university, community college, or credential-bearing career training program after graduation next spring.

It is important to note that most colleges have strict application deadlines. For early acceptance, this date is usually by November of your senior year. Other admissions deadlines vary by school, but applications should be completed as soon as possible.

To apply for colleges, students will need their high school transcript, their GPA, and their standardized test scores along with other information. Many universities and colleges also require an essay or interview, so it is wise to start to prepare for this in advance. Most community colleges in Nevada offer open enrollment with semester-based deadlines. Contact the school you are planning to attend for specific guidelines.

[*If applicable*] This [campaign day/week/month], [High School] is hosting Nevada's College Application Month campaign. Dedicated time and space will be set aside for volunteers and students to complete the application process together. For more information, [PROVIDE RESOURCES].

Why is attending college important for our seniors? According to projected job growth statistics, 66 percent of jobs by 2025 will require at least some college education Currently, only 37.9 percent of Nevada residents over 25 have a college degree

[High School] is committed to making sure every student has the opportunity and resources to pursue a postsecondary education, especially during the application process. Resources are available to students and parents at [website/contact information].

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Appendix I

Host Site Media Advisory (available in the 2020 Templates document)

[High School logo]

FOR IMMEDIATE RELEASE
Contact: [Name of site coordinator]
[Position title]
[Phone number]
[Email of contact person]

September 18th is #WhyApply Day in Nevada

[Date], [City] – [Your High School Name] will participate in the American College Application Campaign's #WhyApply Day on Friday, September 18, 2020, as the official kickoff to the college application season leading up to Nevada's College Application Month.

What: #WhyApply Day is the official kickoff to the college application season. [High School Name] will be hosting its Nevada's College Application Month on [Dates]. To celebrate this important step and provide encouragement to seniors across the state as they prepare for the college application process, wear college gear on September 18th and use the hashtag #WhyApply to tell seniors why they should apply to college.

When: Friday, September 18, 2020

Where: Any social media accounts and applications of your choosing. *[Insert any in-person kickoff activities]*

Social Media: Follow the conversation using #WhyApply. Stay connected by liking GoToCollegeNevada on Facebook https://www.facebook.com/GoToCollegeNevada/ and follow us on Twitter https://twitter.com/GoToCollegeNV and on Instagram https://www.instagram.com/gotocollegenv/. Find the American College Application Campaign on Facebook (www.facebook.com/americancac/) and Twitter (@American_CAC)

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Appendix J

Sample Press Release (available in the 2020 Templates document)

[School Logo or Letterhead]

FOR IMMEDIATE RELEASE

Contact: [Name of site coordinator]

[Position title and/or college access program affiliation of site coordinator]

[School name]

[School address]

[Phone number]

[Email of contact person]

[High school website]

Nevada's College Application Month to be held (Dates) at (Name of High School)

[Name of Your High School] will participate in Nevada's College Application Month sponsored by the Nevada System of Higher Education during the month of October.

As part of Nevada's college access initiative, [Name of Your High School] will work with its seniors on [Your School's Event Dates] to complete and submit at least one college application. The goal of the program is to get more students applying to colleges early in their senior year. During this event, students may apply to any of Nevada's four community colleges, two public universities, state college, or out-of-state colleges in which they are interested.

This is the [number] year that [high school] has participated in Nevada's College Application Month. [Name of Site Coordinator], Nevada's College Application Month event Site Coordinator for [Name of Your High School], expects more than [Number] seniors to participate with the help of [Number] volunteers from [Insert school staff, administration, college and community resources, and others who are assisting]. [If you have data from participation the previous year, share it here. Consider including a quote from a student].

Nevada's College Application Month is coordinated by the Nevada System of Higher Education in partnership with all Nevada school districts and Nevada Department of Education. Nevada also partners with the American College Application Campaign, which includes all 50 states and the District of Columbia. For fall 2018, 7129 high schools hosted programs, helping 586,253 seniors complete 865,535 college applications.

For more information: (Insert website link or an email address) or

Contact: (Name of Site Coordinator)

Phone: (Site Coordinator's phone number)

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High School Volunteer Recruitment Letter (available in the 2020 Templates document)

[School Logo or Letterhead]

School Address

August 2020

Dear [NAME OF ORGANIZATION],

[NAME OF YOUR HIGH SCHOOL] is pleased to announce its participation in Nevada's College Application Month! In an effort to further expand college access initiatives, the Nevada System of Higher Education is sponsoring Nevada's College Application Month during the month of October. The goal of Nevada's College Application Month is to provide every graduating high school senior the opportunity to apply to college [INSERT ADDITIONAL GOALS, IF NECESSARY].

Nevada's College Application Month can open the door for students by encouraging them to take significant steps toward college in their senior year. What began in 2005 as a single day at one high school in North Carolina has evolved into 50 state campaigns to help students. This year, Nevada expects over 80 high schools to participate in our statewide campaign. A critical component of Nevada's College Application Month is the one-on-one support provided by volunteers who help students fill out applications at school. Volunteers may include high school staff, registrars and admissions officers, and financial aid advisers from nearby postsecondary institutions, and representatives from the community.

We will be hosting our event on [DATE(S) AND TIME] and would welcome representatives from [NAME OF ORGANIZATION] to visit our school during this exciting and important time. Volunteers can greet and sign-in students, assist students with the completion of online college applications, or distribute additional information about financial aid opportunities. Our students would really appreciate your help and support as they take a big step toward going to college.

If you or any of your colleagues at [NAME OF ORGANIZATION] are interested in working with [NAME OF YOUR HIGH SCHOOL] in any capacity, **please contact me at** [SITE COORDINATOR INFO].

Thank you!

Volunteer resources and webinar information are available at [WEBSITE].

[SITE COORDINATOR NAME]

[YOUR TITLE]

[CONTACT INFO]