August 28, 2019

MEMORANDUM

TO: City and County Superintendents of Education

FROM: Eric G. Mackey, Ed.D.
State Superintendent of Education

SUBJECT: Alabama College Application Campaign/Cash for College Workshops

The Alabama State Department of Education (ALSDE) is pleased to announce workshops for the Alabama College Application Campaign (ALCAC)/Cash for College Program. This program will be open to all high schools in our state to participate. The goal of the campaign is to increase the number of first-generation and low-income students who pursue a postsecondary education by assisting high school seniors with the college admissions process and ensuring that each participating student submits at least one admissions application and one Free Application for Federal Student Aid (FAFSA).

The ALSDE, Career and Technical Education/Workshop Development Section, and Alabama Possible will provide workshops August through October 2019 on the ALCAC/Cash for College Program. Topics that will be covered are hosting the event; preparing and implementing the event; planning pre-event activities; planning and advertising the event; reviewing event timelines; providing resource materials; planning post-event activities and workshops; and reviewing the FAFSA data and Postsecondary Enrollment Data. The four-hour workshop training is available for all Alabama school guidance counselors. Specific dates, times, and locations of the training may be found on the STI-PD website. The session number is SDECT0164.

The Alabama College Application Campaign Week/Cash for College is scheduled for November 4-8, 2019. If your school would like to participate as a host site, please complete the application by accessing the following website:

http://alabamapossible.org/programs/cash-for-college/registration/.

Thank you for your support of the college application campaign program to high school students statewide. For questions or more information, please contact Mr. Tommy Glasscock, Assistant State Superintendent of Career and Technical Education/Workforce Development, at 334-694-4876 or Dr. Willietta Ellis Conner, Education Specialist, at 334-694-4764 or by e-mail at wconner@alsde.edu.

EGM: TG: WEC

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