

# ALABAMA COLLEGE APPLICATION CAMPAIGN



## SITE COORDINATOR MANUAL

**OCTOBER 18-22, 2021**

Alabama State Department of Education, Career & Technical Education Workforce Development

### **Non-discrimination Statement**

The Alabama State Board of Education and the Alabama State Department of Education do not discriminate on the basis of race, color, disability, sex, religion, national origin, or age in its programs, activities, or employment and provide equal access to the Boy Scouts and other designated youth groups. The following person is responsible for handling inquiries regarding the non-discrimination policies: Title IX Coordinator, Alabama State Department of Education, P.O. Box 302101, Montgomery, AL 36130-2101, telephone (334) 242-8165.

Alabama State Department of Education, Dr. Eric G. Mackey, State Superintendent of Education

## Table of Contents

<b>Welcome to the Alabama College Application Campaign...</b>	<b>2</b>
<b>Alabama Resolution.....</b>	<b>3</b>
<b>Joining the Alabama College Application Campaign.....</b>	<b>4</b>
<b>Implementing a College Application Campaign Program: Overview .....</b>	<b>5</b>
<b>College Application Event Resource Audit .....</b>	<b>6</b>
<b>School Team: Agenda Items for your Convening.....</b>	<b>7</b>
<b>Site Coordinator: College Application Event Timeline.....</b>	<b>8</b>
<b>Materials</b>	
<b>Pre-event Activities .....</b>	<b>14</b>
<b>College Application Worksheet .....</b>	<b>16</b>
<b>Kuder Worksheet.....</b>	<b>17</b>
<b>Test Scores.....</b>	<b>18</b>
<b>Personal Information.....</b>	<b>19</b>
<b>Application Fee Waivers .....</b>	<b>20</b>
<b>Ask me about it! .....</b>	<b>21</b>
<b>Student/Family Information Letter.....</b>	<b>22</b>
<b>Community Information Letter.....</b>	<b>23</b>
<b>Phone Blast Message.....</b>	<b>24</b>
<b>Sample Communications</b>	
<b>Press Release.....</b>	<b>25</b>
<b>Sample Mayoral Proclamation .....</b>	<b>26</b>
<b>Other Pre-Event Activities .....</b>	<b>27</b>
<b>During Your College Application Program .....</b>	<b>30</b>
<b>Ask Me! Buttons, Badges, and Stickers .....</b>	<b>31</b>
<b>Volunteer Tasks .....</b>	<b>32</b>
<b>Student Instructions on Day of Event .....</b>	<b>33</b>
<b>College Application Event Sign-Out .....</b>	<b>34</b>
<b>Reminders and Recognition .....</b>	<b>35</b>
<b>What's Next Handout .....</b>	<b>36</b>
<b>Volunteer Thank you letter.....</b>	<b>38</b>
<b>Post-Event Press Release.....</b>	<b>39</b>
<b>Site Coordinator Checklist.....</b>	<b>40</b>
<b>References.....</b>	<b>42</b>

## WELCOME TO ALABAMA COLLEGE APPLICATION CAMPAIGN

Greetings Alabama College Application Campaign Site Coordinator:

The Alabama College Application Campaign (ALCAC) is excited that your high school is hosting an Alabama College Application Campaign! We provided this manual to assist you as your high school participates in this multi-state effort to increase college access through dissemination of ideas, development of practices, and technical assistance for implementation of a College Application Campaign.

The Alabama College Application Campaign is sponsored by American College Application Campaign, Alabama State Department of Education, and Alabama Possible.

The Alabama College Application Campaign goal 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 to college. ALCAC encourages all high school students to apply to college early in their senior year.

This Site Coordinator Manual was developed to provide you with important information and resources to assist you in planning and implementing a successful Alabama College Application Campaign. This ALCAC manual provides information on implementation, organizational planning, and a guidebook/toolkit of resources, checklists, sample letters and schedules. We hope you find this guide useful as you implement strategies to achieve increased college access in your school. The most recent version of the Alabama Site Coordinator Manual can be found online at ALSDE website.

Alabama College Application Campaign appreciates your school's interest in hosting an event during this Campaign Initiative. Participating schools are asked to complete a registration form to indicate their interest in participating in the ALCAC as a host site. Schools will be contacted with additional information upon receipt of a completed registration form to confirm your school's participation in the program. Each school wishing to participate must complete a registration form to receive campaign materials.

We extend our dedication and commitment to assist you in making this endeavor a success. Please share any information, suggestions, or ideas you may have that will make this event or future events more exciting. You may contact Dr. Monica P. Mack, Education Specialist, if you have questions or need additional information by email at [monica.mack@alsde.edu](mailto:monica.mack@alsde.edu) or by phone at 334-694-4768.

## Alabama Resolution

### RESOLUTION PROCLAIMING **October 18-22, 2021**, AS ALABAMA COLLEGE APPLICATION WEEK

**WHEREAS**, all students must have an opportunity to reach their full potential and to realize their lifelong aspirations; and

**WHEREAS**, the U.S. Department of Labor estimates 90 percent of our nation’s upcoming 21st Century careers will require employees to have postsecondary experience; and

**WHEREAS**, the college application process may be a barrier that could keep some high school students from pursuing postsecondary education—because of an absence of information or support; and

**WHEREAS**, obtaining a postsecondary degree is linked to higher income, better health, and even increased community involvement; and

**WHEREAS**, to celebrate *Alabama College Application Week* special activities, official proclamation ceremonies, and other events have been planned state-wide; and

**WHEREAS**, only 43 percent of adults in Alabama’s working population (between the ages of 25-64) have obtained a two-year or four-year degree or an industry credential; and

**WHEREAS**, if this current trend continues, it is estimated that about 51 percent of adults in Alabama will hold a college degree in 2025; and

**WHEREAS**, this year over 400 Alabama’s local high schools will be participating in this event, which is focused on preparing students for the exciting opportunities of the 21st Century; and

**WHEREAS**, the Alabama College Application Week Campaign is designed to increase the number of students that are applying to and ultimately enrolling in college with a particular focus on first-generation and low-income students; and

**WHEREAS**, the Alabama College Application Week Campaign is particularly focused on assisting first-generation and low-income students; and

**WHEREAS**, in Alabama Achieves a prepared graduate is partially defined as possessing the knowledge and skills needed to enroll and succeed in credit-bearing, first-year courses at a two- or four-year college, trade school, and technical school without the need for remediation; and

**WHEREAS**, in the **Class of 2021, more than half of Alabama high school seniors** applied for financial aid services and completed the *Free Application for Federal Student Aid* (FAFSA); and

**WHEREAS**, this celebration will also highlight the importance of the “college and career readiness” concept, which focuses on creating a *seamless transition* between students leaving high school, entering college, and moving into the workforce; and

**WHEREAS**, the State Superintendent of Education recommends approval:

**NOW, THEREFORE, BE IT RESOLVED**, That the Alabama State Board of Education does hereby proclaim **October 18-22, 2021**, as *Alabama College Application Week* and encourages local boards of education, schools, business professionals, and local educational organizations to participate in this celebration through activities that demonstrate the importance of Alabama’s students achieving their aspirations of academic excellence and personal achievement.

## Joining the Alabama College Application Campaign

### About the Campaign

The Alabama College Application Campaign (ALCAC) is a statewide initiative of high schools with a goal to increase the number of first-generation and low-income students who pursue 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 Alabama College Application Campaign Week will be held **October 18-22, 2021** at participating high schools. **All high schools** interested in **participating** are asked to complete a registration form to indicate their interest in joining ALCAC as a host site in **2021**. The ALCAC coordinator will follow up with your school upon receipt of a completed registration form to confirm your schools participation in the program.

### Responsibilities of Participating High Schools

High schools implementing a successful College Application Campaign at their school will include the following as part of their initiative:

- ❖ Host a program during the school day that is open to any student interested in applying with a focus on engaging first-generation students, low-income students, and students who may otherwise not apply to college. The Alabama initiative is a week-long and the schools may host events **virtually or face-to-face** on any day(s) during that week.
- ❖ Leverage support of the school team to ensure that students are prepared to participate in the event (essays are completed prior to the program; students have researched the institutions to which they want to apply, etc.).
- ❖ Engage the local community, families, and others through volunteer opportunities, information letters, and advertising the program.
- ❖ Create a college-going culture within the school through a variety of approaches – some suggestions are included in this guide.
- ❖ Collect data as requested by the State Coordinator including, but not limited to, the number of students participating, and the number of applications submitted.
- ❖ Follow up with students after the event to ensure applications submitted are complete (transcripts, college entrance exam scores, letters of recommendation, etc.).
- ❖ **Campaign Resources for your High School**

For questions about Alabama College Application Campaign, contact  
Dr. Monica P. Mack  
Education Specialist  
Alabama State Department of Education  
Email: [monica.mack@alsde.edu](mailto:monica.mack@alsde.edu)  
Phone: 334-694-4768

## **Implementing a College Application Campaign: Overview**

### **Campaign Implementation at the School-Level: Site Coordinator**

Each high school will identify a site coordinator, who will be responsible for implementing the campaign locally. ALCAC has provided tools and resources that your high school can use or customize to your school's program.

### **Planning and Communicating the Campaign**

It is important that your school communicate this opportunity to students, their families, and your local community. Suggestions for communicating and marketing Alabama's College Application Campaign are available in this manual and on ACAC's website, <https://equityinlearning.act.org/acac> under Resources.

Volunteers are a critical component of any school's College Application Campaign. To assist your school in identifying volunteers from your local community, informational letters intended for community partners and families of your seniors are included in this guide.

It is important to begin planning your program early. A timeline to guide the planning of your school's campaign is provided in this manual.

## Alabama College Application Week – Planning Committee Audit

The Alabama College Application Campaign held at participating high schools is a collaborative initiative. As such, engaging education partners from the local community is highly recommended at the school-level. This worksheet is intended to assist your school in identifying potential partners to assist with the planning and implementation of your school’s College Application Campaign. The list is not exhaustive and other key stakeholders and initiatives in your community should be included in the College Application Campaign as determined by your school’s leadership. Keep in mind when planning for engagement of your school team, you should follow all district and school policies regarding non-school personnel visiting, volunteering, or otherwise assisting with your school’s program.

### **SCHOOL PARTNERS**

Use the table below to identify potential education partners in your community for your College Application Campaign event. Space has been provided at the bottom of the table for you to add additional partners, if needed.

Potential Partners	Name of Contact	Email Address	Phone Number
Admissions Representative from Local College			
Local Business Leader			
Local Chamber of Commerce			
Community-Based College Access Initiative			
Faith-Based Community Representative			
Non-Profit Representative			
PTA or Parent Representative			
Student Representative			
Other			

### **School Team: Agenda Items for your Convening**

As outlined above, a school team comprised of a variety of stakeholders is extremely effective in creating support and buy-in for your school's College Application Campaign. 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 Campaign?
- Role of school team
- Date(s) for the ALCAC is October\_18-22, 2021
- Communication strategy: student, parents, school staff, community
- Pre-Application events – ensuring students are prepared by creating or enhancing a college-going culture
- Alabama State Department of Education Proclamation
- Recruiting students for the initiative
- Engaging volunteers
- Evaluation and data collection
- Application follow-up – ensuring the college and financial aid processes are completed

After your Alabama College Application Campaign, 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 Campaign as possible. By quickly assessing what worked and what areas need improvement, your school team can get a jump-start on planning for the following year's program and create an action plan to follow-up with participating students who need to complete the college application and financial aid application processes.

### **Timeline: Implementing a College Application Program**

Alabama College Application Campaign will be held during the week of **October 18-22, 2021**. It is important that your school begin planning for the program now. Below, you will find a recommended timeline for your school's College Application Campaign. The timeline may need to be shifted based on the dates selected for your state's campaign and other nuances of your state's initiative.



## Site Coordinator: College Application Campaign Timeline

### Summer Training

All participating host schools are **encouraged** to attend a training workshop to plan and implement ALCAC.

- ❖ Register your high school for participation in the ALCAC.
- ❖ Print and review the current Site Coordinator Manual from the website.
- ❖ Add ALCAC to your school's master calendar.
- ❖ Establish a school team to assist with your school's preparation; host first meeting.
- ❖ Ensure that you have adequate counts of fee waivers for those students who are unable to afford the application fees. Contact the College Board, ACT, or NACAC if additional waivers are needed. Links to these resources are included in this manual.

### Fall

**8 weeks prior to event, Week of: \_\_\_\_\_**

- ❖ Communicate the opportunity to students, families and the community using the information letters available in this manual.
- ❖ Recruit volunteers to assist with your event! (sample letters are available in manual)

**7 weeks prior to your event, Week of: \_\_\_\_\_**

- ❖ Arrange a schedule for your event, including which groups or classes of students will participate at what time.
- ❖ Encourage students to begin career, major and college research.
- ❖ Review supplemental activities found in this manual and determine which activities you want to use to make your school's event fun and exciting.
- ❖ Encourage teachers to begin connecting classroom lessons to your Alabama College Application Campaign. *Direct Your Future* lesson plans on ACPS-Kuder are a good match for many of the ALCAC pre-activities and are available at no cost.

**6 weeks prior to your event, Week of: \_\_\_\_\_**

- ❖ Provide eligible students with application fee waiver information. (Examples are ACT, SAT and NACAC)
- ❖ Begin implementing Alabama College Application Campaign event supplemental activities. Recommendations are included in this manual.
- ❖ Contact the Mayor's office to have your College Application Day(s) proclaimed. If other

schools in your district are hosting events, coordinate with them on the request. A template has been provided.

**5 weeks prior to your event, Week of: \_\_\_\_\_**

- ❖ Discuss the research students have done and where they would like to apply. We recommend that each student apply to at least four colleges.
- ❖ Confirm that computer facilities are reserved for the event and that your school's technology coordinator is ready and willing to serve should any technology issues arise.

**4 weeks prior to your event, Week of: \_\_\_\_\_**

- ❖ Create a schedule for volunteers, considering the availability of your volunteers, as well as breaks and lunch.
- ❖ Inform parents of your school's ALCAC and solicit their help in preparing their children.

**3 weeks prior to your event, Week of: \_\_\_\_\_**

- ❖ Remind families of your ALCAC using email, phone tree, school newsletter, website and/or social media to let them know their students may need their help to prepare.
- ❖ Remind teachers and volunteers of detailed information of your event, including when/where to meet.
- ❖ Log-in to your ACPS web portal to confirm that all seniors have now created an account. Follow up with seniors as needed.

**2 weeks prior to your event, Week of: \_\_\_\_\_**

- ❖ Begin implementing ALCAC event supplemental activities.
- ❖ Remind teachers, administrators, and counselors of ALCAC schedule and ensure all seniors will have the opportunity to participate.
- ❖ Be sure that you have materials for your school and use the event materials provided by ALCAC.
- ❖ Contact the ALCAC State Coordinator if you have additional questions.

## **1 week prior to your event, Week of: \_\_\_\_\_.**

- ❖ Make an announcement to remind students that the event is next week and that they will need to:
  - ❖ Know where they would like to apply.
  - ❖ Have a plan for application fees and to speak with school counselor if they believe they qualify for a fee waiver.
  - ❖ Remind students to confirm required essays or personal statements have been proofed and in final version, and to bring to the event.
  - ❖ Gather the information needed to complete applications. Some information may need to come from parents (residency information, social security number, etc.).
  
- ❖ Make final preparations for your event.
- ❖ Prepare “I Applied to College”! bulletin board for participating students to sign.
- ❖ Encourage school staff to wear college clothing on the day(s) of the event.
- ❖ Alert your local media about your event. A press release template is included in this manual in the Resources section.
- ❖ Send volunteers a reminder about the event a day or two prior to your event.
- ❖ Place a reminder about the event on your school’s website home page.

## ***Your Alabama College Application Week!***

- ❖ Enjoy your college application event!
- ❖ Welcome volunteers and thank them for their support!
- ❖ Let volunteers know what their role is for the day.
- ❖ Ensure they receive a badge identifying them as a volunteer.
- ❖ Participating students should “sign-out” of the event and provide the requested information.
- ❖ Make sure each student completing an application receives an “I Applied” Sticker.
- ❖ Students should register for their FSA ID during the College Application Campaign.

## **After Your Event**

- ❖ Submit any requested data to your State Coordinator
  - ❖ The total number of students in your senior class for 2022.
  - ❖ The number of seniors who applied to college during your school's event.
  - ❖ The number of college applications submitted during your school's event.
- ❖ Communicate the program's impact with the local media. A post-event press release template is included in the manual.
- ❖ Thank your volunteers. A sample thank you letter is included in the manual.
- ❖ Follow-up with school team to share your success!

## MATERIALS

The Alabama College Application Campaign has created materials to help your high school make their event successful and special. These materials include:

Alabama Colleges & Universities Map - This map is available online to assist students in the registration process. It provides information on all colleges and universities in the state of Alabama. Please review the map on the web portal with your students prior to your event to allow them to become familiar with the necessary information to register.



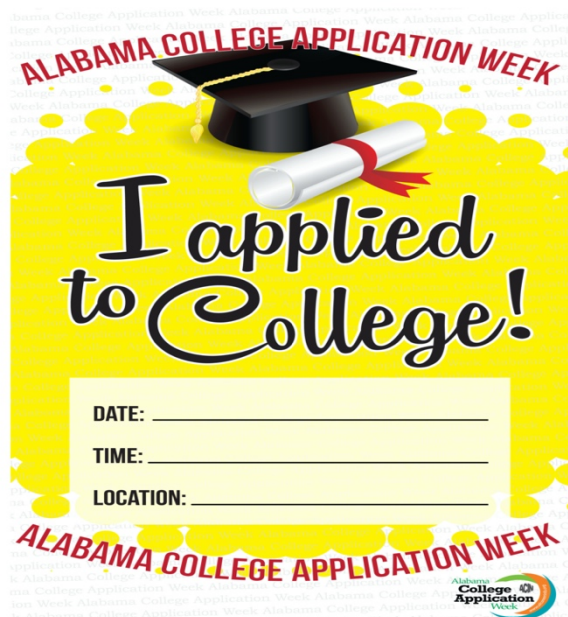
“I applied to College!” stickers - Each senior completing an application during your school’s Alabama College Application Campaign will be provided with an “I Applied to College!” sticker prior to leaving the event. These stickers are a way for students to be congratulated on their accomplishment and for them to share with their classmates.



“Ask Me About Alabama College Application Week!” buttons - Each staff member in your school should receive a staff button. These buttons are a way for staff to be identified and to assist students in the process of completing applications. Buttons will be provided to each site coordinator prior to your event.



The Alabama College Application Campaign Posters - ALCAC templates for the posters will be available for download. The posters are a great way for your school to advertise your event. We encourage schools to hang these posters in their schools the week prior to the event. This will encourage students to start thinking about their participation. Each school may input their information to complete the date, time, and place of their event.



Alabama College Application Campaign Banner – This banner may be purchased by individual schools participating in the event for a minimum cost. Please contact the state coordinator for additional information on banners. The banner is a great way to get the entire school thinking about applying to college. The banner may be hung at the entrance of your school building to attract the attention of all students and to advertise your special event. Please store your banner in a safe place so it may be reused each year.



## Preparing and Implementing a College Application Campaign

There are a variety of activities that high school site coordinators can do before, during, and after the school's College Application Campaign to ensure it is successful and meaningful for participating students. These activities are outlined below, and samples are included in corresponding sections of this manual.

### **Pre-Event Activities: Creating a College-Going Culture and Getting Students Prepared**

There are several activities that schools participating in the Alabama College Application Campaign can do to prepare students for this event and to generate enthusiasm and support for the program, both within the high school and in the community. This section of the manual focuses on pre-event activities that high school site coordinators are encouraged to utilize as they plan for their program.

- ❖ College Application Worksheet
- ❖ Application Fee Waivers
- ❖ "Ask Me!" About It Signs
- ❖ Information Letters
- ❖ Phone Blasts
- ❖ Sample Press Release
- ❖ State Department Proclamation
- ❖ Other Pre-Event Activities

### **During Your College Application Campaign**

You have completed all the pre-event activities and 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
- ❖ Volunteer Tasks
- ❖ Student Instructions on Day of Event
- ❖ College Application Sign-Out Sheet
- ❖ Reminders and Recognition

### **After Your College Application Campaign**

Congratulations! You have successfully implemented a College Application Campaign for your students and started them on the pathway to enrolling in college next fall. After the event, it is important to thank your volunteers, communicate to the community and the State Coordinator about your successes, and update your school team. The following templates and suggestions are provided to assist you.

- ❖ Volunteer Thank You Letters
- ❖ Post-Event Press Releases
- ❖ Other Follow-Up

## **Pre-Event Activities: Creating a College-Going Culture and Getting Students Prepared**

Samples of the following materials are included in this manual. Common uses for each are detailed below. The materials have been updated by your College Application Campaign State Coordinator to reflect your state's implementation.

### **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 Campaign so they can ask any questions they may have before they apply.

### **Application Fee Waivers**

Students who are eligible for fee waivers associated with college entrance exams (SAT or ACT) are usually eligible for college application fee waivers. It is important to begin talking with students about this payment option early in the school year. This section provides additional details on the fee waiver process and resources.

**"Ask Me!" About It Signs** -This is a quick and low-cost way to create awareness and excitement for your school's College Application Campaign. Send the "Ask Me!" sign to all staff members in the school – ask them to customize it and hang it on their door or on the wall outside their classroom or office.

### **Information Letters**

To assist/help get the word out, sample letters are included that can be sent to families and community partners about your school's College Application Campaign. These should be sent about two months prior to your event on school letterhead.

### **Phone Blasts**

To remind parents that the College Application opportunity is available to their child, a sample phone blast is included. To ensure students still have time to prepare for the campaign, it is recommended that this is implemented at least three weeks prior to the event.

### **Sample Press Release**

Contact your local media to inform them of your College Application Campaign. 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 event for your school and students.

### **Sample Mayoral Proclamation**

A state proclamation is included in this manual for Alabama College Application Campaign. This proclamation for your school's event is a wonderful complement. You may display this proclamation in your school to reflect your participation and implementation as well as the state's support for this important event.

### **Other Pre-Event Activities**

Other ideas for enhancing a college-going culture prior to the College Application Campaign are included here such as: college t-shirt/sweatshirt day, morning announcements, marquee announcements, school website updates, and bulletin boards.



## Alabama College Application Worksheet

**Student Instructions:** Complete the College Application Worksheet and bring it with you on the day of your school's College Application Campaign. You may need to ask your family, school counselor, or another adult you trust to assist you in answering all the questions. **Be sure to keep this information in a safe place given the personal information included.**

### Top Three Colleges and Universities you Plan to Submit an Application

Prior to participating in your school's College Application Campaign, you should do research on the schools to which you plan to apply. Use the worksheet below to keep track of the information gathered during your research on your top three colleges and universities.

#### 1. Name of College:

Is an essay or personal statement required to apply? If so, note the prompt so you can draft a response!

Deadline for application:

Cost to apply:

Payment option:

SAT and/or ACT required?

Recommendation letter required.

Deadline for scholarship or institutional financial assistance:

#### 2. Name of College:

Is an essay or personal statement required to apply? If so, note the prompt so you can draft a response!

Deadline for application:

Cost to apply:

Payment option:

SAT and/or ACT required?

Recommendation letter required.

Deadline for scholarship or institutional financial assistance:

#### 3. Name of College:

Is an essay or personal statement required to apply? If so, note the prompt so you can draft a response!

Deadline for application:

Cost to apply:

Payment option:

SAT and/or ACT required?

Recommendation letter required.

Deadline for scholarship or institutional financial assistance:

It is **strongly recommended** that you write your essays and personal statements well in advance of your school's College Application Campaign. Your English teacher, school counselor, or other adults you trust are good resources to assist you in getting your essays to a final version. You should bring a final, proofed, electronic copy of your essays and/or personal statements on a flash drive to the event. If flash drives are not allowed on your school computers, talk to your school counselor before the College Application Campaign about how you can access these documents while applying.

# Kuder Worksheet



## ALABAMA CAREER PLANNING SYSTEM



- Home
- Learn About Myself
- Explore Occupations
- Plan for Education
- Plan for Work
- Find a Job
- My Portfolio

- Learn About Options after High School
- Make an Education Plan
- Find Expanded Learning Opportunities
- Review Education Needed for Favorite Occupations
- Find Schools
- Prepare for College Entrance Tests
- Learn About Financial Aid

### Career Planning Timeline

This timeline tells you which activities you should complete in Kuder® Navigator at each grade level. Be sure to complete those for the grade you're in now. Just click on the activity to do it. Please check off each task after you have completed it.

#### High School Tasks

##### 9+ Grade Tasks

COMPLETED	TASK
<input type="checkbox"/>	1. Take, retake, or review results of the <a href="#">Kuder® Career Interests Assessment</a> .
<input type="checkbox"/>	2. Explore occupations in the top 5 pathways from your <a href="#">Kuder® Career Interests Assessment</a> score report.
<input type="checkbox"/>	3. Make a tentative selection of the pathway(s) of your highest interests.
<input type="checkbox"/>	4. Review your college after high school.
<input type="checkbox"/>	5. Review sample plans of study.
<input type="checkbox"/>	6. Review or update your education plan.
<input type="checkbox"/>	7. Update your portfolio.
<input type="checkbox"/>	8. Update your grade level at the end of school year.

##### 10+ Grade Tasks

COMPLETED	TASK
<input type="checkbox"/>	1. Take, retake, or review results of the <a href="#">Kuder® Skills Confidence Assessment</a> .
<input type="checkbox"/>	2. Look at the composite report for the <a href="#">Kuder® Career Interests Assessment</a> and <a href="#">Kuder® Skills Confidence Assessment</a> .
<input type="checkbox"/>	3. Determine skill/knowledge areas that need improvement (where interests are high and skills are low).
<input type="checkbox"/>	4. Explore occupations in favorite pathway(s) extensively and develop a short list.
<input type="checkbox"/>	5. Decide or review selection of path to take after high school (work, military, college, 2+ years, community college or technical school, four-year college).
<input type="checkbox"/>	6. Review sample plans of study.
<input type="checkbox"/>	7. Review or update your education plan.
<input type="checkbox"/>	8. Update your portfolio.
<input type="checkbox"/>	9. Update your grade level at the end of school year.

##### 11+ Grade Tasks

COMPLETED	TASK
<input type="checkbox"/>	1. Think about your work-related values by taking the <a href="#">Kuder® Work Values Assessment</a> .
<input type="checkbox"/>	2. Retake the <a href="#">Kuder® Career Interests Assessment</a> .
<input type="checkbox"/>	3. If you are going for further schooling after high school, select possible schools and store them in your portfolio.
<input type="checkbox"/>	4. Find out which admission test, if any, is required by the schools you have selected.
<input type="checkbox"/>	5. Develop a résumé.
<input type="checkbox"/>	6. Review sample plans of study.
<input type="checkbox"/>	7. Review or update your education plan.
<input type="checkbox"/>	8. Update your portfolio.
<input type="checkbox"/>	9. Update your grade level at the end of school year.

##### 12+ Grade Tasks

COMPLETED	TASK
<input type="checkbox"/>	1. If you are going for further schooling after high school, narrow your list to no more than three schools.
<input type="checkbox"/>	2. Apply for admission to selected school(s).
<input type="checkbox"/>	3. If financial aid is needed, complete the <a href="#">Free Application for Federal Student Aid (FAFSA)</a> .
<input type="checkbox"/>	4. Update your résumé.
<input type="checkbox"/>	5. Review sample plans of study.
<input type="checkbox"/>	6. Review or update your education plan.
<input type="checkbox"/>	7. If you are planning to go to work, find job openings.
<input type="checkbox"/>	8. Update your portfolio.

career planning timeline

Completed tasks: 0%

Check out the tasks on your [Career Planning Timeline](#) for high school.

note taker

Keep track of dates, meetings, and events important to your education and career planning.

[Go](#)

### Test Scores

Many applications for college admission will request information related to tests that you have taken. Use the worksheet below to list the scores for tests you have already taken. If you have not yet taken the SAT or ACT, speak with your school counselor about upcoming test dates – you will need to take at least one of these college entrance exams soon! Most colleges will also require an “official” score that is sent by College Board (SAT scores) or ACT (ACT scores). Talk with your school counselor about how to do this.

#### SAT

Test #1:

Date Taken:

Total Score:

Critical Reading Score:

Mathematics Score:

Writing Score:

Test #2:

Date Taken:

Total Score:

Critical Reading Score:

Mathematics Score:

Writing Score:

#### ACT

Test #1:

Date Taken:

Composite Score:

Reading Score:

English Score

Mathematics Score:

Science Score:

Writing Score:

Test #2:

Date Taken:

Composite Score:

Reading Score:

English Score

Mathematics Score:

Science Score:

Writing Score:

### Extra-Curricular Activities

Some applications request information related to the activities that you participate in outside of your high school classes. This could include clubs, organizations, or any other activity that you want to share with the college. List your activities below, including the year(s) you participated and if you held a position or received an award related to the activity.

Activity 1:

Years Participated:

Leadership position(s) held:

Awards:

Activity 2:

Years Participated:

Leadership position(s) held:

Awards:

Activity 4:

Years Participated:

Leadership position(s) held:

Awards:

Activity 3:

Years Participated:

Leadership position(s) held:

Awards:

Activity 5:

Years Participated:

Leadership position(s) held:

Awards:



## **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.

### **Who accepts fee waivers?**

This information will be provided by the counselors at the various schools.

### **What fee waivers are available?**

There are three types of 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 can order these forms and sign-off on student eligibility. Students must also sign the form. Fee waiver information may be found here:

<http://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. School counselors should receive these “Request for Waiver of College Application Fee” forms as part of the SAT Program fee-waiver materials shipped to them in the summer. The College Board indicates that these can be distributed to students as necessary. If your school needs additional forms, call the Educator Helpline at 888-SAT-HELP (728-4357).

More information on the College Board fee waiver can be found here:

<https://collegereadiness.collegeboard.org/sat/register/fees/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.



**Alabama College Application Campaign Week  
October 18-22, 2021**

---

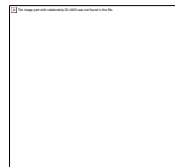
**I graduated from**

**SCHOOL NAME**

---

**Ask me about it!**

(Staff Member's Name)



## Student/Family Information Letter

(School Logo)  
(School Address)

October 2021

Dear Students and Families,

During the week of October 18-22, 2021, the Alabama State Department of Education will be sponsoring Alabama College Application Week. During this week, all seniors expected to graduate in 2021 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 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. 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 \_\_\_\_\_ to assist their student during the application process. In addition, if family members are interested in volunteering or serving as a guest speaker during this event, please let me know. Volunteers can greet and sign-in students, assist students with the completion of college applications, or distribute information regarding financial aid opportunities.

If you have any questions, please call Site Coordinator Name and number. Thank you in advance for your support of this exciting initiative.

Sincerely,

Site Coordinator



## Community Information Letter

(School Logo)  
(School Address)

September 2021

Dear Community Member,

During the week of October 18-22, 2021, the Alabama State Department of Education will be sponsoring Alabama College Application Week. During this week, all seniors expected to graduate in 2022, 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 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 Campaign on October 18-22, 2021 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.

If you have any questions, please call Site Coordinator, at \_\_\_\_\_ Thank you in advance for your support of this exciting initiative.

Sincerely,





### **Phone Blast Message**

This is a friendly reminder that **(Name of High School)** will be hosting a College Application Campaign on \_\_\_\_\_ 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. 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.

**Sample Press Release**  
(School Logo or Letterhead)



FOR IMMEDIATE RELEASE

Contact: (Name of Site Coordinator)  
(School name)  
(School address)  
(Phone number)  
(Email of contact person)  
(High school website)

**Alabama College Application Week Campaign to be held October 18 - 22, 2021 at**  
**(Name of High School)**

(Name of Your High School) will participate in Alabama College Application Week Campaign sponsored by Alabama State Department of Education October 18-22, 2021.

As part of Alabama college access initiative, (Name of Your High School) will work with its seniors on \_\_\_\_\_ to complete and submit at least one college application.

The goal of the program is to get more students applying to college early in their senior year. During this event, students may apply to participating community colleges, independent colleges, and public universities in which they are interested.

(Name of Site Coordinator or School Principal), Alabama College Application Week Campaign Site Coordinator for (Name of Your High School), expects more than (Insert Number) seniors to participate with the help of (Insert Number) volunteers from (Insert school staff, administration, college and community resources, and others who are assisting).

This initiative is part of the American College Application Campaign (ACAC), a national initiative that is an effort of the ACT Center for Equity in Learning. As of the 2020 campaign year, over 3.6 million students have been served and over 5.8 million college applications were submitted. All states are planning to hold College Application campaign events in 2021.

For more information: (Insert website link or an email address) or  
Contact: (Name of Site Coordinator)  
Phone: (Site Coordinator's phone number)



## Sample Mayoral Proclamation

WHEREAS the college application process may be a barrier to some high school students pursuing postsecondary education due to an absence of information or support

WHEREAS obtaining a postsecondary degree has been linked to higher income, better health, and increased community involvement.

WHEREAS only 43% of Alabama's working population, aged 25-64, have obtained a two-year or four-year degree or an industry credential. If the current rate continues, about 51 % of this state adult will hold a college degree in 2025.

WHEREAS Alabama and (**participating high school(s) name**) are working to prepare students for the opportunities and challenges of the 21st century

WHEREAS (**high school(s) name**) is/are part of a statewide initiative, Alabama College Application Campaign, designed to increase the number of students who apply to and enroll in college with a particular focus on first-generation and low-income students

I, (Mayor's Name) do hereby declare \_\_\_\_\_(date), Alabama College Application Campaign in (city) and encourage all seniors to take advantage of the assistance provided through this initiative.

## **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 Government and Economics teachers will lead a college match lesson where students research and identify schools that are a good fit with their academic records and goals.

Ask Math teachers if they would be willing to do a lesson on calculating financial need 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. These checklists and resources can be utilized in classroom preparation activities: <https://studentaid.gov/resources/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. Post this information about two weeks prior to your school's event:

“**Your school name here** “

Class of **2022** Applying to College on \_\_\_\_\_ !

### **College T-Shirt/Sweatshirt Day**

An easy and fun way to generate some excitement in your school is by hosting a 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 further, 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.

### **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 college(s) 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 ball started. Students who apply during your event can join the fun and add their notes after they submit their applications.

### **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.

### **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 Campaign 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 Campaign. 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.

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: <https://studentaid.gov/resources/prepare-for-college/checklists>

### **Friday Night Lights**

Have an information table set up at your high school's football games to make students and families aware of your school's upcoming event. Have an information sheet available to hand out and a sign-up sheet for any parents or community members who would like to volunteer at your program.

### **Engaging Underclassmen in the Program**

The earlier students begin thinking about college, the better. Many schools have started engaging underclassmen in their College Application Campaign 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 Campaign:

- **9<sup>th</sup> grade:** Decision making, learning styles, study habits, HS transcript and academic planning, connection between school and careers, how to qualify for a scholarship, colleges and the degrees offered, and college admission criteria
- **10<sup>th</sup> grade:** Progress check, extracurricular activities, earning college credit during HS, world of work, college costs and ways to pay, college visits (online), PSAT, etc.

- **11<sup>th</sup> grade:** Money management, finding scholarships, admissions process, college entrance exams, preparing to apply, writing personal statements and essays, etc.

Also, 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: <https://studentaid.gov/resources/prepare-for-college/checklists>

### **During Your College Application Program**

Samples of the following materials are included in this manual. Common uses for each are detailed below. The materials have been updated by your College Application State Coordinator to reflect your state's implementation.

### **Ask Me! Buttons, Badges, and Stickers**

These are an easy and low-cost way for volunteers and school staff to identify themselves as a resource to students during your College Application event. If budget allows, create buttons or name tag badges that can be reused for future College Application programs. Otherwise, print these out on stickers or labels for the day of your event.

### **Volunteer Tasks**

A list of tasks typically delegated to College Application event volunteers is included.

### **Student Instructions on Day of Event**

This handout details the step-by-step process students will need to complete during the day of your event including where to log-in to apply to college online, how to register for a FAFSA PIN, and a reminder of the handouts available after the event. A critical component to a student completing the college admissions and financial aid application processes is submitting a complete FAFSA. The first step in completing the FAFSA is registering for a personal identification number (PIN). We encourage all participating schools to make FAFSA PIN registration a part of their College Application event. All students participating in your school's College Application event should register for their FAFSA PIN immediately following the submission of their college application(s).

### **College Application Sign-Out Sheet**

Crucial to your ability to know who participated in the program, where they applied to college, and with whom you will need to follow-up after the initiative. Please use a sign-out sheet to keep track of your student's information. Assign this task to one of your volunteers!

### **Reminders and Recognition**

Reminder Cards and Stickers – Two templates of reminders (a sticker and card) are provided in this manual. Use these the week of your event to ensure students remember.

**Recognition Stickers** - Similar to the "I Voted!" sticker we receive on Election Day, these stickers are a cost-effective way for students to proudly display their accomplishment – they applied to college! You can easily print these stickers on copier labels and have a volunteer assist you in distributing them to students after they submit their college application.

**Next Steps Hand-out** -The Next Steps hand-out should be distributed to students after they complete their applications during your College Application event. The handout includes a helpful list of reminders and next steps that students will need to do in order to complete the college application and financial application process.

## Ask Me! Buttons, Badges, and Stickers

Ask Me! Buttons, badges, or stickers can also be worn by volunteers, teachers, administrators, and the school implementation team members. If you have access to a button maker, simply use the template below. Otherwise, print Ask Me! on name badges that can be reused or on stickers for your event day. Here are some examples of how Ask Me! Buttons, badges, labels or stickers can look.

**Ask Me!**

About  
Alabama College  
Application  
Campaign

**Ask Me!**

About  
Where I Graduated  
from College

**ASK ME!**

About  
Applying to College



## **Volunteer Tasks**

### **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 given high school:

- Post directional signs in the school for the event. Good signage is key to reminding students of the event and getting them to the right place.
- Greet students as they arrive to the computer lab.
- Help students logon to the website portal and begin an application.
- Guide students through the college application process and help answer any questions they may have, regardless of where the student wishes to apply.
- Monitor printers to ensure that any applications that need to be printed remain in order and replenish the paper supply as needed.
- Help ensure students register for the FAFSA ID after they submit their college application(s).
- Share personal college experiences with students, as requested.
- Instruct each student to complete an evaluation of their 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 “Next Steps” handout, and a reminder to attend the FAFSA Completion event (FAFSA Day, Cash for College Event, College Signing Day).
- 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.

## **Student Instructions on Day of Event**

Congratulations! You are taking the first step necessary for going to college – applying! Alabama College Application Week Campaign is a program designed to assist you with this process. Be aware, there are several things you will need to do after today to complete the college application process. **Ask your counselor about FAFSA information.**

### **The college and financial application process in 10 Steps!**

**Step 1:** If you are applying online, **go to Alabama Colleges and Universities website** and find the colleges to which you want to apply. Check with your school counselor or volunteer if you are unsure. If you are not applying to college online, get a hard copy of the admissions application from your school counselor.

**Step 2:** If you think you qualify for an application fee waiver – talk to your school counselor.

**Step 3:** Complete the application(s) to the colleges and universities to which you want to apply.

**Step 4:** Make note of any additional items you need to submit with your application (essay, transcripts, SAT or ACT scores, recommendation letters).

**Step 5:** Print out a copy of your confirmation page if you applied online. If you are applying through a paper application, talk to your school counselor about how to make a copy of your application. Keep the confirmation page or a copy of the application for your records!

**Step 6:** Register for your FSA ID – you will need this to complete your Free Application for Federal Student Aid form early October. Many grants, loans, and scholarships will require that you submit a FAFSA, so this is a very important step. Go here to register for your FSA ID

You will need your social security number, your mailing address, and an email address to complete the process. **REMEMBER YOUR FSA ID!** Write it down if that will help you remember it and keep it in a safe place!

**Step 7:** After you submit your college application and register for your FSA ID, be sure to submit the Alabama College Application Week Campaign student survey. Your feedback is extremely important to us.

**Step 8:** Complete the student sign-out sheet before you leave the computer lab. You will need to list the colleges you applied to and whether you completed the FSA ID process.

**Step 9:** Be sure to get the handouts provided by your school after you sign-out!

**Step 10:** Follow-up! Make sure you submit any additional information the colleges you applied to require. This could include recommendation letters, test scores, and high school transcripts. Also, the next important step in the process is completing your FAFSA. You already have your FSA ID, make sure you submit your FAFSA early this year – it is available October 1<sup>st</sup>!



# APPLY YOURSELF!



Alabama College Application Week  
Campaign  
(High School Name)

## Alabama College Application Week Campaign

Reminder

for \_\_\_\_\_ ALL SENIORS \_\_\_\_\_

on October 19-23, 2021 at **(TIMES)**

in \_\_\_\_\_ **(LOCATION)** \_\_\_\_\_

**(Site Coordinator's Name),**

**(Site Coordinator's Title)**

222-333-4444

I Applied to  
College!



## **What's Next Handout?**

### **I've applied...What's next?**

Congratulations! You have taken the very important first step to going to college – you've applied! **During the program you also should have applied for and received your FSA ID.** Here are some tips and reminders of tasks that you need to complete over the next several months. If you have questions, contact your school counselor.

### **Paying Your Application Fee**

When you submit your application, you may be required to pay an application fee. If so, you can pay your application fee the following ways:

1. You can pay via credit or debit card online. Some colleges require a credit card to apply online. Do your research prior to the event to see if the college you want to apply to requires one! If you chose this option, you will need the following information: credit card type (Visa, MasterCard, etc.), credit card number, security code, name on credit card, date credit card was issued, or expiration date.
2. You can submit your application online and pay via check in the mail. You will likely need to include a copy of your confirmation page with your check.
3. You can choose the fee waiver option on most applications if you qualify. Check with your school counselor about this option. You will likely need to include a copy of your Confirmation Page with the fee waiver. **DO NOT CHOOSE FEE WAIVER OPTION IF YOU DO NOT QUALIFY.** Ask your school counselor for more information.
4. You can save your application, print it, and mail it in with your payment or fee waiver.

### **Follow Up with Transcripts, Test Scores, Recommendation Letters and Essays**

Many admissions offices require students to submit additional information in order to complete the application process. It is important to find out what other information is required and send it to the campus ASAP! The quicker you submit all the necessary forms, the sooner you will receive a response from the admissions office.

### **Don't forget your confirmation page**

If you applied online, do not leave the computer lab without a hardcopy printout of your confirmation page! Also, some schools require this page to be signed and mailed to the admission office to complete the application process. Whether the school requires this form or not, you still need a printed copy for your records. Either way, make sure you put this confirmation page in a safe place. If you are applying by hard copy, be sure to make a copy of your application for your records.

### **Schools should contact you!**

Once you have submitted your online application, campuses should be in touch with you via email or letter to inform you of the status of your application. Make sure to check your email! If you have not been contacted by the school within two weeks of your submission, get in touch with the college or university's admissions office to inquire about your application status.

### **Now that I applied to college, where can I learn more about paying for college?**

- The U.S. Department of Education has resources to help you understand the types of financial aid, whether you qualify for aid, and how to apply for aid
- Speak with your family and school counselor about your financial aid options.
- Mark your calendar for [Name of State's FAFSA Completion Event] at a college, university, or community center near you to learn more about your options.
- Complete and submit the FAFSA as early as possible. The sooner you submit the form, the better chance you have of getting an affordable financial aid package.

**Be sure to pick up copies of the handouts before leaving the computer lab today.**

### **After Your College Application Campaign**

Samples of the following materials are included in this manual. Common uses for each are detailed below. The materials have been updated by your College Application State Coordinator to reflect your state's implementation.

#### **Volunteer Thank You Letters**

It is important to recognize the time, energy, and effort that volunteers contributed to your school's College Application event. A thank you letter template has been provided. This is a great way to show your appreciation.

#### **Post-Event Press Release**

You notified your community that the event was coming up – now make sure you communicate about the success of your program! Use this template to update your local media about the impact of your program.

#### **Other Follow-Up**

As noted on the timeline and checklist included in this manual, it is important that your school team meet after the College Application Campaign to discuss what worked and identify areas for improvement. This time can also be used to share the results of your program. Use the student sign-out sheet to understand the number of students who applied to college and the number of applications that were submitted. During this debrief meeting, the school team should identify a plan to follow-up with participating students to ensure they complete the application process (by submitting transcripts, test scores, etc.) and that they submit a completed FAFSA.

## Volunteer Thank You Letter

(School Logo)  
(School Address)  
(Date)

Dear (Volunteer Name),

On behalf of (**Name of Your High School**) and our students, I would like to personally thank you for volunteering your time during the **Alabama College Application Campaign**. This event could not have been a success without your help and the help of many others who volunteered their time. **[State Coordinators, include this if you plan to have a volunteer survey: To improve our future Alabama College Application Week Campaign events and your volunteer experience, please complete this short online survey at your convenience: [survey link]]**

During the Alabama College Application Week Campaign, (number of seniors who submitted college applications) seniors submitted (number of college applications submitted) college applications. Thanks to our seniors' hard work and the assistance of volunteers like you, they are one step closer to actualizing their dreams of attending college!

Once again, (**Name of Your High School**) thanks you for your efforts and contribution of time during our Alabama College Application Campaign! We look forward to seeing you throughout the school year and especially at our event next year.

Thank you!  
(**Site Coordinator or Principal's Name**)  
(**Site Coordinator or Principal's Title**)

## Post-Event Press Release

**(YOUR HIGH SCHOOL NAME)'s seniors apply to college during Alabama College Application Week Campaign.**

(Insert City, Date)—

(Insert Name of Your High School)'s seniors received hands-on assistance applying to college during the school's Alabama College Application Week Campaign held October 18-22, 2021. Roughly (Insert Number of Participating Students) (Insert name of your high school) students participated in the event, held in the school's (Insert location).

(Insert other details specific to your event such as number of volunteers on hand, how students were invited to participate, and/or details on any of the pre-event activities you did).

(Insert quotes from students, parents, volunteers, site coordinator or others).

Additional information about the Alabama College Application Week Campaign can be found online at ALSDE website. For more information about (Name of High School)'s event, please contact (Site Coordinator's Name) at (Insert Site Coordinator's phone number) or by email at (Insert Site Coordinator's email address).



## Site Coordinator Checklist

Use the checklist below to assist you as you implement a College Application event. The checklist includes the activities outlined above.

<p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p>	<p><b>Pre-Event Preparation: First Steps</b></p> <ul style="list-style-type: none"> <li>• Print and Review Alabama College Application Week Site Coordinator Manual</li> <li>• Identify and reserve site for the College Application Event</li> <li>• Add College Application Event to school calendar</li> <li>• Identify a School Team to build support and assist with tasks; use Site Coordinator Worksheet (p. 6)</li> <li>• Host school team meeting to discuss implementation of program at your school</li> <li>• Ensure you have adequate counts of ACT, SAT, and/or NACAC fee waivers available for you students’ use</li> </ul>
<p>—</p> <p>—</p> <p>—</p> <p>—</p>	<p><b>Communicate College Application Event throughout School Community</b></p> <ul style="list-style-type: none"> <li>• Include an announcement in the school newsletter and school newspaper</li> <li>• Distribute email/phone blasts to students/parents</li> <li>• Post information on school website and school marquee</li> <li>• Issue a pre-event news release</li> </ul>
<p>—</p> <p>—</p> <p>—</p> <p>—</p>	<p><b>Prepare students for the Event</b></p> <ul style="list-style-type: none"> <li>• Focus on activities that encourage students to research and identify schools that are the best fit for them.</li> <li>• Sponsor and/or support participation in college fairs or college visits</li> <li>• Distribute College Application Worksheet for students to complete before event</li> <li>• Implement college exploration and preparation assignments in classrooms</li> <li>• Identify and meet with students eligible for application fee waivers</li> </ul>
<p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p> <p>—</p>	<p><b>Implement school-wide activities to build awareness and enthusiasm</b></p> <ul style="list-style-type: none"> <li>• College t-shirt/sweatshirt days</li> <li>• College wall bulletin boards</li> <li>• “Ask Me!” signs on offices and classroom doors</li> <li>• Sponsor a “College Door” decorating contest</li> <li>• Morning announcements</li> <li>• Host guest speakers to talk about their college experiences</li> <li>• Parent/Student Nights</li> <li>• Engage underclassmen in school’s College Application Campaign Event</li> </ul>
<p>—</p> <p>—</p> <p>—</p>	<p><b>Get volunteers involved to assist with the event</b></p> <ul style="list-style-type: none"> <li>• Communicate with volunteers (letter and/or email)</li> <li>• Assign tasks</li> <li>• Ensure volunteers have “Ask Me!” stickers</li> </ul>
<p>—</p> <p>—</p> <p>—</p> <p>—</p>	<p><b>HOLD COLLEGE APPLICATION EVENT!</b></p> <ul style="list-style-type: none"> <li>• Ensure students receive a 10 Steps document before they begin applying</li> <li>• Ensure students register for the FAFSA PIN</li> <li>• Ensure students sign-out</li> <li>• Ensure students receive Next Steps, and FAFSA Completion flyers</li> </ul>
<p>—</p> <p>—</p>	<p><b>Post-event follow-up</b></p> <ul style="list-style-type: none"> <li>• Write thank you letters to volunteers</li> <li>• Analyze results from student sign-out sheet, submit to state coordinator if requested</li> </ul>

—	• Host post-event debrief with school team
—	• Release post-event press release
—	• Follow-up with students to ensure they complete the college admissions <i>and</i> financial aid application processes

## References

<sup>1</sup> ACT Center for Equity in Learning  
<https://equityinlearning.act.org/acac/>

<sup>2</sup> Go On, Idaho! Statewide FAFSA Day  
<http://financialaid.boisestate.edu/timely-tips-archive/goonidahostatewidefafsaday/>

<sup>3</sup> North Carolina College Application Week  
 College Foundation of North Carolina  
[www.cfnc.org/caw](http://www.cfnc.org/caw)

Every effort has been made to reference the original source of materials presented in this manual. If you believe there is an incorrect reference or a missing reference, please notify the American College Application Campaign team at [acac@acenet.edu](mailto:acac@acenet.edu).



**Contact Information**  
**Monica P. Mack, PhD, LPC, NCC**  
**State Department of Education**  
**Education Specialist**  
**334-694-4768**  
**[monica.mack@alsde.edu](mailto:monica.mack@alsde.edu)**