

12TH YEAR CAMPAIGN

2018-19

American College Application Campaign &
College Goal Washington

Resource Guide



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12th Year Campaign Communication Resources

Sample Text Message Reminders for Students

- Remember to bring a credit card to school during the events to pay for college application fees! If needed, meet with your counselor to get a fee waiver.
- College Information Night will be held **(date/time/location)** for students/parents/guardians who have questions about applying or need help with the College Application Checklist.
- Seniors: Have you completed the College Application Checklist? Make sure to have it completed by **(date)**!
- The first day of College Application Campaign **(date)** is College Spirit Day – remember to wear your college apparel or college colors and attend the pep rally in the afternoon!
- Seniors – where did you apply? Share your experiences on Facebook and Twitter using the hashtag #IApplied and #ImGoingToCollege.
- Now that applications are in, stay tuned for updates about College Goal Washington, where you'll get help completing the FAFSA or the WASFA if you are a DREAMer.

Sample Text Messages for Families

- Talk to your child about where they plan to apply to college. Students should start thinking about college options now to prepare for college application completion in October.
- Make sure your child brings a credit card to school if they plan to apply to a college that charges an application fee or make sure your child has completed a fee waiver form.
- College Information Night will be on **(date/time/location)** for students/parents/guardians who have questions about applying or need help with the College Application Checklist.

Sample Phone Call Script

- 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. To us, college means any education program beyond high school including certificate programs, two-year degree programs, and four-year degree programs. Students should come prepared to apply by completing the College Application Worksheet available in the workbook at readysetgrad.org/educators/grad/college-application-campaign. 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 Text Messages/Tweets

- Need to file your FAFSA or WASFA? Come 2 CGW @ **(date, time, location)**.
- Want \$\$ 4 college? Come file ur FAFSA @ CGW @ **(date, time, location)**.

Sample Phone Call Script

Hello, this is **(School Counselor/Principal/Site Coordinator)** calling to invite you to our College Goal Washington event at **(date, time, location)**. College Goal Washington aims to provide students and families support with the financial aid application process, by providing trained volunteers to assist individuals filing the Free Application for Federal Student Aid (FAFSA) or Washington Application for State Financial Aid (WASFA) for DREAMers.

Please see readyssetgrad.org/college-goal for a list of items to bring to this event. At a minimum, don't forget your parents' tax return! (If you are in foster care, you are considered an independent youth and do not need your parent's tax return). All information will remain safe and confidential.

If you have any questions please call **(Name, Title, at (000) 000-0000)**.

Sample Email #1

Dear students and families,

Our school will be hosting a College Goal Washington event on **(date, time, and location)**. College Goal Washington aims to provide students and families support with the financial aid application process by providing trained volunteers to assist individuals filing the Free Application for Federal Student Aid (FAFSA) or Washington Application for State Financial Aid (WASFA). Throughout October and November, College Goal Washington events will occur in various locations around our state.

We encourage all graduating seniors to attend a College Goal Washington event, even if you are undecided about your post-high school plans. If you have any questions please call **(Name, Title, at (000) 000-0000)**. Thank you in advance for your support of this exciting initiative to encourage Washington's students to make college a part of their future.

Sincerely,

(School Counselor/Principal/Site Coordinator)

Sample Email #2

Dear students and families,

It's almost time for our College Goal Washington event on **(date, time, and location)**. College Goal Washington aims to provide students and families support with the financial aid application process by providing trained volunteers to assist individuals filing the Free Application for Federal Student Aid (FAFSA) or Washington Application for State Financial Aid (WASFA) for DREAMers.

To prepare for this event, please bring the following:

- Social Security Card (FAFSA filers only).
- Driver's license.
- Income information, including bank statements, a W-2 or pay stub, and a past tax return.
- Your parent, if you are 24 or younger.

- Your parents' financial information. Parents should bring a copy of their previous year's tax return. (If you are in foster care, you are considered an independent youth and do not need your parent's tax return). All information will remain safe and confidential.
- One parent's social security number (if they have one).
- Any additional financial information – such as child support statements, TANF or welfare information, real estate, stocks or bonds investments, family business or farm info.

We encourage all graduating seniors to attend a College Goal Washington event, even if you are undecided about your education after high school. If you have any questions please call **(Name, Title, at (000) 000-0000)**. Thank you in advance for your support of this exciting initiative to encourage Washington's students to make college a part of their future.

Sincerely,
(School Counselor/Principal/Site Coordinator)

Sample Student/Family Information Letter

(School logo or letterhead)

(Position title and/or college access program affiliation of site coordinator)

(School name)

(School address)

(Phone number)

(Email of contact person)

(High school website)

(Date)

Dear students and families,

Washington State's American College Application Campaign initiative is taking place October-November 2018. Throughout the two months, high schools across the state will host events to assist students with the college application process. Our school will participate in this effort with the goal of ensuring that all members of our senior class apply to at least one two-year or four-year college or university program this fall.

The goal of the American College Application Campaign is to provide an opportunity for seniors to complete and file college applications. To us, college means any education program beyond high school and includes certificate programs, two-year degree programs, and four-year degree programs. Research shows that most new jobs will require some form of education and training beyond high school. We care about your student's future, and want to be sure they are accessing the resources available to them to continue their education beyond high school.

In order to apply to college during the American College Application Campaign, students will need to complete the College Application Checklist we have attached to this letter. We are encouraging all students who have not yet applied to college to complete the College Application Checklist prior to the event as it has all the information they will need to complete an online application. We expect that students and their families will need to work together in gathering the information listed in the checklist.

Families are welcome to visit the school to assist their student during the application process. In addition, if you are interested in volunteering during the event, please let me know. Volunteers can greet and sign-in students, assist students with the completion of online college applications, or distribute information about financial aid opportunities.

If you have any questions please call **(Name, Title, at (000) 000-0000)**. Thank you in advance for your support of this exciting initiative to encourage Washington's students to make college a part of their future.

Sincerely,

(School Counselor/Principal/Site Coordinator)

Sample Student/Family Information Letter

(School logo or letterhead)

(Position title and/or college access program affiliation of site coordinator)

(School name)

(School address)

(Phone number)

(Email of contact person)

(High school website)

(Date)

Dear Students and Families,

Our school will be hosting a College Goal Washington event on **(date, time, and location)**. College Goal Washington provides students and families support with the financial aid application process. Event attendees will work with trained volunteers to fill out the Free Application for Federal Student Aid (FAFSA) or Washington Application for State Financial Aid (WASFA) for DREAMers. Throughout October and November, College Goal Washington events will occur in various locations around our state.

Even if you are undecided about your education after high school, you should come to a College Goal Washington event. You will have the opportunity to connect with financial aid staff from a nearby college or university to ask questions about college and financial aid. To us, college means any education program beyond high school including certificate programs, two-year degree programs, and four-year degree programs. This initiative is important because research shows that most new jobs will require some form of education and training beyond high school. We care about your child's future, and we want to be sure they can access available resources to continue their education beyond high school.

In order to fill out the FAFSA or the WASFA, students should bring the following:

- Social Security Card (FAFSA filers only).
 - Driver's license.
 - Income information, including bank statements, a W-2 or pay stub, and a past tax return.
 - Your parent, if you are 24 or younger.
 - Your parents' financial information. Parents should bring a copy of their previous year's tax return.
 - One parent's social security number (if they have one). (If you are in foster care,
- you are considered an independent youth and do not need your parent's tax return). All information will remain safe and confidential.
- Any additional financial information – such as child support statements, TANF or welfare information, real estate, stocks or bonds investments, family business or farm info.

College Goal Washington is not just open to graduating seniors from our school. You or your older children in college may also file the FAFSA or WASFA at this event. Volunteers can greet and sign in students, as well as assist students with completing the FAFSA or WASFA. If you have any questions please call **(Name, Title, at (000) 000-0000)**. Thank you in advance for your support of this exciting initiative to encourage Washington's students to make college a part of their future.

Sincerely,

(School Counselor/Principal/Site Coordinator)

Event Reminders for Students

Create appointment cards with the times and dates of the ACAC event. Have students pick up cards from the guidance office. Modify the samples below to fit the needs of the site.

Sample Appointment Cards:

APPLY YOURSELF!



College Application Campaign

College Application Campaign **Reminder**

WHO: _____ ALL SENIORS _____

WHEN: October **at** (enter time)

WHERE: _____ (enter location) _____

Sample Press Release: Pre-Event

(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)

WASHINGTON COLLEGE APPLICATION CAMPAIGN TO BE HELD **(DATES)** AT **(HIGH SCHOOL NAME)**.

(City), WA - **(High school name)** will participate in the Washington College Application Campaign sponsored by the Washington Student Achievement Council during October – November 2018.

As part of Washington's college access initiative, **(high school name)** will work with its seniors on **(event dates)** to complete and submit at least one college application.

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

(Site coordinator name), Site Coordinator for **(high school name)**, 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).

This initiative is part of the American College Application Campaign (ACAC), a national initiative that is an effort of the American Council on Education. In 2017, ACAC campaigns took place in all 50 states and the District of Columbia.

For more information: **(website or email)** or

Contact: **(Site coordinator name)**

Phone: **(Site coordinator's phone number)**

##

Sample Press Release: Pre-Event

(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)

(City), WA - **(Site name)** is pleased to announce its participation in College Goal Washington. College Goal Washington is part of the statewide 12th Year Campaign, administered by the Washington Student Achievement Council (WSAC).

Students and parents are invited to attend the College Goal Washington event on **(date, time)**. Attendees will receive assistance in filling out the FAFSA (Free Application for Federal Student Aid) from trained volunteers.

In addition, financial aid experts from **(college or university name)** will be on site to answer student questions about how to pay for college, how to access financial aid, and to work individually with students on a case-by-case basis.

Students who are ineligible for the FAFSA due to citizenship status may be eligible to file the Washington Application for State Financial Aid (WASFA) and access the State Need Grant, helping them pay for college.

(Site name) has participated in this campaign for **(number)** of years, serving **(number)** of students and families from our community.

College Goal Washington is part of the nationwide College Goal Sunday initiative administered by the National College Access Network designed to increase low income, first generation, and underrepresented students' completion of the Free Application for Federal Student Aid (FAFSA).

For more information: **(website or email)** or

Contact: **(Site coordinator name)**

Phone: **(Site coordinator's phone number)**

#

Sample Press Release: Post-Event

(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)

SCHOOL NAME PARTICIPATES IN STATEWIDE COLLEGE APPLICATION CAMPAIGN

(City), WA - To assist students in preparing for and applying to college, **(school name)** participated in Washington's statewide College Application Campaign held between October - November 2018. The goal was to help all seniors apply to a postsecondary program, including certificate programs, two-year degree programs, and four-year degree programs. Approximately **(number)** **(school name)** students participated in the event.

(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).

The ACAC is coordinated by the Washington Student Achievement Council (WSAC) as part of the 12th Year Campaign.

For more information: **(website or email)** or

Contact: **(Site coordinator name)**

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 44 percent of Washington's working population, aged 25-64, has an Associate's degree or higher. ¹

WHEREAS Washington 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, Washington's 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 **(dates of school's campaign)** Washington's College Application Campaign in **(city)** and encourage all seniors to take advantage of the assistance provided through this initiative.

¹ The Lumina Foundation. (2016). *A Stronger Nation 2016: Postsecondary learning builds the talent that helps us rise*. Retrieved from https://www.luminafoundation.org/files/publications/stronger_nation/2016/A_Stronger_Nation-2016-Full.pdf

12th Year Campaign Volunteer Resources

Volunteer Tasks

Familiarity with the college application process is a plus, but is not required for all volunteers. Volunteer tasks include:

- Post directional signs in the school for the event.
- Greet students as they arrive.
- Help students log on to the computer and begin a college application.
- Guide students through the college application process. Help answer any questions students may have, regardless of where the student wishes to apply.
- If volunteer has expertise in this area, review drafts of student personal statements and offer suggestions.
- 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 FSA ID after they submit their college application(s).
- Share appropriate personal college experiences with students, as requested.
- Instruct each student to complete a survey.
- Hand out materials to students after they complete their college application(s) such as a “Next Steps” handout, and a reminder to attend the CGW events.
- 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.

Volunteer Training

Training volunteers for an ACAC event is not a complex task. Provide volunteers with enough information to be useful but not so much as to overwhelm them. Provide training as a short face-to-face gathering either a week before the event or the day of the event. If the 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.

Sample Agenda Items

- **Welcome and Thank You.** Have volunteers sign in with name, phone number(s), and address (site leads will need the address later in order to send a follow-up thank you note).
- **Purpose of the ACAC Event.** To encourage and assist all students to apply to college, especially those who are from first-generation college families. Applying to college in the fall of their senior year will increase their options as they decide what to do after high school. To provide additional information to students about the college going process such as a) what to do when they hear back from an institution, and b) how to apply for financial aid. To reinforce a college-going culture within the community.
- **College Application 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. Provide dates and times of the event including when volunteers are expected to be available. Assign volunteer tasks.

Volunteer Information Handout

(School logo or letterhead)

(School name)

Thank you for volunteering for Washington's College Application Campaign at **(high school name)**! On **(dates)**, graduating seniors will be encouraged to apply to college.

This campaign 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. 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 College Application Campaign.

Logistical information for **(high school name)**:

(High school name) Site Coordinator

(Name), (Title), (email and/or phone number)

- **Parking.**
(Insert information where to park and what to do if that parking is full.) Upon entering the school, please go to **(location)** to check in.
- **Event Times/Shift Times.**
(Insert dates and times of shifts) Please plan to arrive 15-30 minutes prior to the start of a volunteer shift.
- **Assignment Location.**
Students will be filling out applications in the **(location)**.
- **Appropriate Attire.**
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 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.**
(School name) is located at **(address)**.

Volunteer and Community Involvement Resources

How to Ask For Donations

Asking businesses for donations can seem intimidating; however, many local businesses want to support school events.

Getting Started

- Identify what the school needs for the event. Create a list of items to request.
- Create a letter of request. Use the provided template and include contact information. Tailor each letter to the specific business.
- Ask as early as possible.
- Articulate the benefits of contributing to an ACAC event. For example, their partnership will create a stronger community, help support students and families, and promote business and products locally.

The “Ask”

- Start with a business will likely donate. Keep a list of participating businesses.
- Make requests in person. Ask for the store manager or owner. Give a copy of your letter of request to the manager or owner if they need time to review it.
- Introduce yourself, what school you are from, what the ACAC is, and how they can help.
- Offer to display company name or logo at the event or on materials for their donation.
- Follow up with businesses that do not respond within one week.
- Be flexible. Sites may ask for food and end up receiving items that can make good incentives.
- Some businesses will only donate goods to 501c3 organizations. *If the school is not a 501c3, check with the Parent-Teacher Organization to see if they will request the goods on your behalf. Many PTOs and PTAs are 501c3 organizations.*
- Invite the business to attend the event. Ask them to post flyers.
- Thank the manager or owner for taking the time to talk even if they do not donate. Don't be discouraged if businesses say no. They may have specific donation policies or get many requests.

Follow-Up

- Display a list of ACAC contributors at the event.
- Thank businesses after the event.
- Have students sign a thank you card to send.

Sample Volunteer Recruitment or Donation Request Letter

(School logo or letterhead)

(Position title and/or college access program affiliation of site coordinator)

(School name)

(School address)

(Phone number)

(Email of contact person)

(High school website)

(Date)

Dear **(Organization name)**,

(High school name) is pleased to announce its participation in the statewide American College Application Campaign event. The Washington Student Achievement Council (WSAC) designates October-November 2018 as the dates for this initiative. The goal of the American College Application Campaign is to provide an opportunity for Washington high school seniors to complete and submit college applications. To us, college means any education program beyond high school including certificate programs, two-year degree programs, and four-year degree programs. While the focus is on helping all students, special attention is given to first-generation, minority, and other students who might face barriers in applying to college.

We will host activities on **(dates)** and would welcome **(assistance, donations, etc)**. With your help, students can connect to resources available outside of the classroom that will help them prepare for college. Our students would appreciate and benefit from your help and support as they take a big step toward going to college.

If you are able to assist us in making the American College Application Campaign a success, please contact **(name, contact info at high school name)**.

Thank you!

(Site lead name, title)

Sample Volunteer Recruitment or Donation Request Letter

(School logo or letterhead)

(Position title and/or college access program affiliation of site coordinator)

(School name)

(School address)

(Phone number)

(Email of contact person)

(High school website)

(Date)

Dear (**Organization name**),

(**Location name**) is pleased to announce its participation in the statewide College Goal Washington campaign. This campaign, sponsored by the Washington Student Achievement Council, is part of the nationwide College Goal Sunday effort to get more students and families to file the Free Application for Federal Student Aid (FAFSA) and apply for financial aid. Students and families will be able to file the FAFSA or the Washington Application for State Financial Aid (WASFA) at our College Goal Washington event. In addition, they will have the opportunity to connect with financial aid staff from a nearby college or university to ask questions about college and financial aid.

To us, college means any education program beyond high school including certificate programs, two-year degree programs, and four-year degree programs. This initiative is so important because research shows that most new jobs will require some form of education and training beyond high school. We care about the future of Washington State residents, and want to be sure they are accessing the resources available to them to continue their education beyond high school.

We will be hosting (**activities on dates**) and would welcome (**request of assistance, donations, etc.**). For more information about College Goal Washington, including volunteer roles, please visit readyssetgrad.org/college-goal. With your help, students can apply for the financial aid needed to make their postsecondary dreams a reality. Our students would appreciate and benefit from your help and support as they take a big step toward going to college.

If you are able to assist us in making College Goal Washington a success, please contact (**name, contact info at site location**).

Thank you!

(**Site lead name, title**)

Sample Volunteer Thank You Letter

(School logo or letterhead)

(Position title and/or college access program affiliation of site coordinator)

(School name)

(School address)

(Phone number)

(Email of contact person)

(High school website)

(Date)

Dear (Name of person or organization),

(High school name) is grateful for your assistance during the American College Application Campaign. The effort to expand college access initiatives in our state is critical to supporting its economic vitality and increasing community engagement. Your involvement in this work provides our students with a model for becoming engaged citizens in the future.

We are pleased to report that (number) students applied to at least one college during the event. We will continue to work with these students as they complete the college admissions process by sponsoring a financial aid application day (date). Scholarship opportunities will be shared with our students as well. Our goal is for each student to enroll and complete a program of study beyond high school. Because of your support, we are on our way to meeting this goal.

Again, thank you for your assistance. We could not have done it without you and look forward to seeing you in our high school again. We hope that you will join us next year for Washington's College Application Campaign.

Sincerely,

(Site lead name, title)

Sample Volunteer Thank You Letter

(School logo or letterhead)

(Position title and/or college access program affiliation of site coordinator)

(School name)

(School address)

(Phone number)

(Email of contact person)

(High school website)

(Date)

Dear (Name of Person or Organization),

(High school name) is grateful for your assistance during College Goal Washington. The effort to expand college access initiatives in our state is critical to supporting its economic vitality and increasing community engagement. Your involvement in this work provides our students with a model for becoming engaged citizens in the future.

We are pleased to report that (number) students and families attended the event and received assistance filing the FAFSA or WASFA. We will continue to work with these students on comparing financial aid awards so they can make an informed decision about their postsecondary plans. We will share scholarship opportunities with students, too. Our goal is for each student to enroll and complete a program of study beyond high school. Because of your support, we are on our way to meeting this goal.

Again, thank you for your assistance. We could not have done it without you and look forward to seeing you in our high school again. We hope that you will join us next year for College Goal Washington. I will contact you next fall with our plans.

Sincerely,

(Site lead name, title)

Pre-Event Activities

There are a variety of activities to do prior to, during, and after the school's ACAC event to ensure it is successful and meaningful for students. Before an event, sites should prepare students as much as possible.

- **“Ask Me! About It” Signs.** This quick, low-cost activity creates awareness and excitement for your school's event. Ask staff to create a sign that reads, “I graduated from _____. Ask me about it!” Have them customize it to their alma mater, then hang on door or on the wall outside their classroom or office.
- **College Application Checklist (Grades 11-12).** This worksheet helps students identify common information asked on college applications. Ensure students have this well in advance of the event so they have time to get answers before they apply.
- **College Counseling Résumé (Grades 10-12).** Adapted from NACAC materials, this résumé helps students track high school accomplishments, examine college and career interests, and write down factors that may affect where they choose to apply.
- **Information Letters.** Sample promotional letters are included. Send to families and community partners preferably about two months prior to an event on school letterhead.
- **Mayoral Proclamation.** A mayoral proclamation is a wonderful promotional tool. If there are multiple schools nearby are hosting an event, coordinate with them so the proclamation accurately reflects all participating schools.
- **Morning Announcements.** Generate excitement by highlighting different colleges and universities during morning announcements leading up to the event. Provide a unique fact about the school, or other creative approaches. Ask students, staff who are alums, community alums, or representatives from the colleges to do the announcements.
- **Family/Student Information Nights.** Invite students and families to an information night about the ACAC event. Explain why the school is hosting ACAC, the importance of students applying to college early in their senior year, and the resources that are available for their student to prepare to participate in the event. Encourage family members to participate in the event. **Federal Student Aid has checklists for parents to use to track the steps needed to take to prepare financially and academically for college:* <http://studentaid.ed.gov/prepare-for-college/checklists>
- **Phone Blasts.** Remind families that ACAC is available to their child through phone blasts. A sample is included. Implement at least three weeks prior to the program.
- **Sample Press Release.** Contact the local media to inform them of the event. If school policy allows, invite them to be a part of the program. Media coverage will help students, families, and the community recognize the importance of this program.
- **School Website.** Use the school's website to communicate and promote ACAC to students, their families, and the community. In addition to adding the event to the school calendar, be sure to include pre-event activities as well. Use your website to post any materials that students and families should have access to prior to the event.
- **Selection Criteria Chart (Grades 11-12).** Adapted from NACAC materials, this chart helps students compare different colleges based on their own selection criteria.

12th Year Campaign Implementation Resources

ACAC Reminders

1. **Direct seniors to complete the student worksheets:** ACAC Checklist, the College Counseling Résumé, the Selection Criteria Chart, and the FSA ID Worksheet. Find copies of these handouts in the student workbook. Pro Tip: Include juniors. They can also begin to complete these worksheets.
2. **Work with the guidance office to contact students who may be eligible for fee waivers.** Typically, students who are eligible for fee waivers on college entrance exams will be eligible for college application fee waivers.
3. **Identify students who have not yet applied to college.** Begin working with them to explore their options. Encourage other staff members to work with these students and be sure to foster a culture in your school that considers every student to be “college material.”
4. **Become familiar with and educate volunteers on college application sections** for various postsecondary institutions.
5. **Remind students that information about their addresses and parents is used to determine tuition and residency.** Students should be sure to provide the accurate addresses of their parents.
6. **Remind students to bring their social security number, as this is required for submitting some college applications.** (You may want to have a secure list of social security numbers just in case students do not have this information.)

In-School Activity Ideas

- **Conduct “Trial Runs” in Classes (Grades 11-12).** Complete a sample application with students. Teachers can review grammar and language to use on applications. Stress the importance of using appropriate e-mail addresses. If necessary, have students create an e-mail address specifically for college communications. Coordinate writing workshops for personal statements or essays. English teachers can encourage students to work on admission or scholarship essays. Encourage students to research a college major that they might be interested in pursuing. Have them identify which colleges offer the major, what type of jobs/careers are typically held by people obtaining a degree in that major, what type of courses are required to obtain a degree in that major, etc. and then have them present this information to their classmates.
- **Door Decorating Contest.** Take the “Ask Me!” signs one step farther and 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 vote on the winners. See if a local store will donate a gift card to the winning educator as a prize.
- **Dress the Part.** Encourage teachers and staff to wear a t-shirt, sweatshirt, or hat from the college they attended. Have them bring in their college yearbook or other items with their college mascot to share with students and decorate their classrooms or work spaces.
- **Engage Underclassmen.** Engage in event activities to create awareness and excitement for the school’s event.

- **9th 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
- **10th grade:** Progress check, extracurricular activities, earning college credit during HS, world of work, college costs and ways to pay, college visits (online), PSAT, Aspire, etc.
- **11th grade:** Money management, finding scholarships, admission process, college entrance tests, preparing to apply, writing personal statements and essays, etc.
- **Friday Night Lights.** Display or host an information table at the high schools' sporting events to promote the opportunity to students, families, and the community. Provide an information sheet and a sign-up sheet for those who would like to volunteer.
- **Friendly Competition (Grades 9-12).** Sponsor a class contest between grades to inspire students to take the college preparation process seriously. Classes can compete against each other during a spirit week. Use College Knowledge Games and Activities to incorporate grade level appropriate activities for students in grades 9 - 11, as well as seniors who have already applied to college.
- **Get the Word Out (Grades 9-12).** Use daily PA announcements to generate awareness of ACAC activities at your school. If the school has a morning news program, coordinate with the producers to feature a countdown or a fun fact each morning leading up to the event. Coordinate interviews with students who plan to attend/participate in the event. Student newspapers are also a great place to highlight the event. Encourage student writers to feature stories.
- **Give Away College Gear.** Hold drawings or coordinate contests. Ask colleges and universities to donate promotional items (banners, hats, t-shirts, sweatshirts, etc.) and businesses to provide donations students can use in college (e.g. microwaves, coffee pots, twin sheet sets, gas cards) to use as giveaways.
- **Host a College "Prep Rally" (Grades 9-12).** Ask school administrators to hold a kick-off "prep rally" to get everyone in the college frame of mind. Ask students to wear college gear from their favorite schools. Introduce seniors who have been accepted into a school or certificate program. Ask them to share one thing they are looking forward to in college or why they selected the school or program. Incorporate contests and fun activities — and get student clubs involved in building enthusiasm! Invite recent alumni who are now in college come back and talk about college life, as well as the importance of preparing for college.
- **Host Homeroom or Advisory Workshops.** Potential workshop topics include:
 - **Freshmen:** Decision making, learning styles, study habits, high school transcript and academic planning, connection between school and careers, how to qualify for a scholarship, colleges and the degrees offered, college admission criteria, etc.
 - **Sophomores:** Progress reports, extracurricular activities, earning college credit during high school, world of work, college costs and ways to pay, college visits, PSAT, etc.
 - **Juniors:** Money management, finding scholarships, admission process, ACT and SAT test preparation, preparing to apply, writing personal statements and essays, etc.
 - **Seniors:** What to expect in college, résumé writing, FAFSA or WASFA, searching for scholarships, finding the right college for you, etc.
- **Host a Family Night.** Ask family and community members who have completed different levels or gone to different types of college to participate in a panel. Discuss college choices, why they made them, and what they currently do for a living. Invite families to come with questions or discussion ideas.
- **Invite Guest Speakers.** Invite admissions staff from local colleges and universities to provide general information related to their campus. Include the majors offered, admission requirements, the application process, and cost of attendance.

- **Involve Teachers/ Staff (Grades 9-12).** Ask staff to share their college experience, wear their alma mater gear and post signs on classroom doors advertising where they went to school. Promote the idea of college, not a specific school.
- **Marquee.** Use the school's marquee to inform and remind students, families, staff, and the community about ACAC. Post this information about two weeks prior to your school's event: "Washington College Application Campaign Class of 2018 Applying to College on (Dates)!"
- **Publicize Students' College Applications (Grade 12).** Interview seniors about their college plans. Send stories to local newspapers, or use as PSAs on local radio, homeroom announcements, or ads in the school newspaper. Create a special section in the school newspaper that names seniors and their prospective colleges by announcing acceptances.
- **Create a "College Wall."** Seniors write the names of the colleges to which they have applied on banners or strips of construction paper displayed in main hallway. Highlight college names when students receive acceptance letters. Use available art teachers for promotional materials to create a "college-going culture" around school. Ask students to update their information on the College Wall with their acceptances and plans. **(Grades 7-9)** Have younger students research different colleges and design a college t-shirt (on a piece of paper) for that school. Display student college artwork.

Career Guidance Washington

Career Guidance Washington is a statewide career and college readiness program. It provides a guidance curriculum and tools for middle and high school students to develop the High School & Beyond Plan. Access at: www.k12.wa.us/SecondaryEducation/CareerCollegeReadiness.

While any Career Guidance Washington lesson is an appropriate activity for the ACAC, the following lessons tie in particularly well with the campaign's goals.

Sixth Grade

- 6-17 Reasons for College.

Seventh Grade

- 7-4 Knowing Yourself.
- 7-10 After-Graduation Path.
- 7-12 College Bound Scholarship.
- 7-17 Occupations Scavenger Hunt.

Eighth Grade

- 8-11 Why Do I Want To Go To College?
- 8-13 Cost of College.
- 8-14 Postsecondary Admissions.

Ninth Grade

- 9-3 Options with Common Core: Becoming Work Ready.
- 9-5 Developing a Growth Mindset.
- 9-16 Career Focus.

Tenth Grade

- 10-3 After-Graduation Planning.
- 10-7 Introduction to Program of Study.
- 10-15 Defining Credentials.
- 10-16 Why Go to College?

- 10-18 Paying for College
TheWashBoard.org.

Eleventh Grade

- 11-3 Junior-Senior Calendar.
- 11-6 College Searches.
- 11-7 SAT and ACT Strategies.
- 11-8 Post-Secondary Admissions Requirements.
- 11-13 College Inquiries.
- 11-15 Post-Secondary Application.
- 11-16 Preparing for the College Application Essay.
- 11-17 Financial Aid Fundamentals.
- 11-18 An Investment in the Future.

Twelfth Grade

- 12-2 What Does it Take?
- 12-4 FAFSA Process – It's Not Just the Application.
- 12-10 Admissions Essay.
- 12-16 Career Bridge.
- 12-17 Accepting a Financial Aid Package.

NACAC Step by Step Curriculum

The National Association of College Admission Counseling has created a free college awareness and planning curriculum. Interested counselors and teachers may download it here: www.nacacnet.org/research/PublicationsResources/Marketplace/student/Pages/GuidingEducation.aspx.

There are three sections to this curricula – one for middle school students, one for early high school students (9-first semester 11), and one for late high school students (11-12). Some of the NACAC materials have been adapted for our ACAC student workbook. Many of the NACAC activities would be appropriate for the ACAC. Some suggestions are below.

Middle School

- Session II, Activity #2: College Knowledge.
- Session II, Activity #3: Know, Want, Learn.

- Session 4, Activity #3: Getting Involved.

Early High School

- Session I, Activity #2: What's Your Dream?

- Session 1, Activity #3: Why College?
- Session 2, Activity #3: Everything You Ever Wanted to Know About College but Were Afraid to Ask.
- Session 4, Activity #1: Translating Interests Into Activities.
- Session 4, Activity #2: Building Your Résumé and Getting Involved.
- Session 5, Activity #1: Beginning the Search.
- Session 5, Activity #2: Using College Viewbooks to Track Your Interest.
- Session 5, Activity #3: Learning Through Campus Visits and College Fairs.

- Session 5, Activity #4: Filling Out an Application.
- Session 6, Activity #1: Finding Friends and Mentors on the Path to College.

Late High School

- Session 1, Activity #1: Where Are You?
- Session 3, Activity #3: The Ultimate Test Drive.
- Session 4, Activity #2: The Application.
- Session 4, Activity #3: Teacher Recommendations.
- Session 5, Activity #1: Managing Expectations.
- Session 5, Activity#2: The College Essay.

College BINGO Activity

Complete a BINGO card by locating teachers or other school staff members that experienced the following college scenarios or can answer “yes” to the following situations. Be sure to get the individual to sign in the space. You can only use one person for each space.

B	I	N	G	O
Attended a 4-Year College.	Lived at Home While Attending College.	Worked Full-Time While Attending College.	Is Still Close Friends with their College Roommate.	Studied Abroad While in College.
Attended a College in Washington.	Went to College on a Scholarship.	Changed Majors 2 or More Times.	Attended a 2-Year College.	Majored in Math.
Majored in Science.	Attended an Out-of-State College.	FREE SPACE.	Worked for the School Newspaper, TV Station, or Radio Station in College.	Met their Significant Other in College.
Lived on Campus.	Is Currently Enrolled in a College Program or Course.	Had a Mentor or Other Close Advisor in College.	Was President or Leader of a College Club.	Completed Graduate School.
Attended 2 or More Colleges.	Took a Philosophy Class.	Ate Ramen Noodles Several Times a Week While in College.	Played Sports in College.	Took Out Student Loans to Pay for College.

Sample CGW Event Day Agenda

College Goal Washington

(Location)

(Date)

6:00 PM – Volunteers arrive.

6:30 PM – Volunteer orientation **in (room)**.

7:00-9:00 PM – FAFSA and WASFA filing in computer lab **(room #)**.

7:15 PM – Financial aid presentation by **(name, room)**.

8:00 PM – Financial aid presentation by **(name, room)**.

9:00 PM – Event conclusion. Clean up.

Post-Event Activities

College Signing Day

College Signing Days are a simple and inexpensive way to celebrate our students, their accomplishments, and their futures. Similar to athletic signing days, during which high school seniors sign a letter-of-intent regarding the college they plan to attend, College Signing Days are an opportunity to recognize the important academic accomplishments of the graduating senior class.

Here are some suggestions for hosting a College Signing Day event to celebrate the important milestone of students deciding where they will attend college in the fall.

- **Host a College Signing Day pep rally or student assembly.** Have each senior come to the microphone and announce the college they plan to attend. Invite parents/guardians and underclassmen to attend the event to cheer each student's decision. Invite a speaker such as a college admissions representative, community member, high school principal, or district superintendent to open the event.
- **Create a College Signing Day bulletin board.** Have students write their name and the college they are going to attend and post it on a bulletin board. Get creative with the display. For example, create a tree with branches and have student announcements on leaves; post a map and student announcements in the city/town they will attend (have space for out-of-state students too!); or write announcements on graduation cap cut-outs.
- **Selfies from the future.** On a piece of paper, have students complete the following statement: *In _____, I will graduate from _____!* Have students dress up in caps and gowns and take a selfie from the future.
- **Print it in the school and/or local newspaper.** Print college enrollment plans in the school newspaper, school newsletter, and/or the local newspaper. Some local newspapers may be willing to "donate" the page – so be sure to ask!
- **Have a College t-shirt Signing Day.** On the College Signing Day event day, ask students to wear school colors or in a t-shirt of their desired school. Encourage school staff to wear the t-shirts or colors of their alma mater.
- **Hand out nails with ribbons.** Encourage students and families to hang a nail on the wall where the college diploma will eventually be displayed.

Since most colleges require that students sign enrollment commitment letters by May 1, schools should host their College Signing Day in May.

12th Year Campaign Background Information

College Application Fees

Payment Options

Paying college application fees varies from state to state and institution to institution. Private institution application fees are frequently higher than public university fees. Application fees typically range from \$25 to \$75 per college.

Steps to Consider

1. Before applying, students and families should look up the fees associated with each application. They should be prepared to pay the fees or research fee waiver options.
2. Encourage students to start an “Application Savings Account” and to put a portion of their allowance or earnings aside to defray the cost of applying later in the fall.
3. Provide a chart that lists all of the postsecondary institutions in the state with an indication of the payment options available for each institution. Provide to students, families, and staff. These options should include, but are not necessarily limited to the following:
 - **Application Fee Waivers.**
 - **Payment by Check.** Once the student has submitted their online application, they can typically send a check in the mail to that school. Be sure to remind the student to send a copy of their confirmation page with payment.
 - **Payment by Credit Card.** Some schools require that students pay online with a credit card. WSAC encourages students who are paying online to wait to complete this step at home or with a family member or guardian, unless the family member is able to be present when the application is submitted at school.

Application Fee Waivers.

- **Who is eligible?** Fee waivers are typically 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 eligible for college application fee waivers.
- **What fee waivers are available?** Colleges/universities typically accept four types of fee waivers. 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.
 1. **ACT Fee Waiver.** Students who are eligible for a fee waiver to the ACT college entrance exam are also eligible for a college application fee waiver. Counselors need only print out the number of fee waivers needed and sign-off on student eligibility. Students must sign the form. Find in the *ACT User Handbook for Educators* publication: <https://www.act.org/content/act/en/products-and-services/the-act-educator/resources.html>.
 2. **College Board Fee Waiver.** 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 no longer require school counselor approval. The College Board provides

additional information about which colleges accept their fee waiver at:

www.sat.org/fee-waivers. Learn more:

<http://professionals.collegeboard.com/guidance/applications/fee-waivers>

3. **National Association for College Admission Counseling (NACAC) Fee Waiver.**

Download from the NACAC website. Students complete their portion of the fee waiver request, and then the school counselor or TRiO representative verifies student eligibility (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:

www.nacacnet.org/studentinfo/feewaiver/Pages/default.aspx

4. **College or University-Specific Fee Waiver.** Some colleges and universities have their own fee waiver process. For example, students with a confirmed financial hardship can request a waiver of the \$60 application fee from the University of Washington. Students should check with the Office of Admissions at each university to which they plan to apply and ask for information about an in-house fee waiver. Should none of these options work for the student, site leads or counselors may write a personal letter on the student's behalf. The student turns this letter in with a hard copy of the application. Should a student choose this option, encourage them to follow up with the Office of Admissions to check the status of the fee waiver.

FAFSA Completion

Filing the FAFSA is an important step in the college-going process. The FAFSA is required in order to access federal Title IV student aid programs, including Federal Student Loans and Pell Grants. It is the only way a student can apply for work study (both federal and state). In addition, some postsecondary institutions require the FAFSA as part of the application process for institutional sources of aid, such as need-based scholarships. Students should file the FAFSA early, in October or November, in order to be eligible for the maximum amount of financial aid possible. Need-based financial aid may not be available for students and families who wait.

One of the biggest reasons why students do not file the FAFSA is that they do not understand how the process works. The FAFSA determines a student's Expected Family Contribution (EFC), which is what a family is expected to pay towards their child's college education. Colleges and universities use the EFC as an index to determine how much financial aid a student receives. The EFC is not necessarily the amount a family will pay towards college – some colleges may offer a student additional sources of merit-based aid beyond a student's need, reducing the total out of pocket cost.

Sometimes students will assume their parents make too much money to be qualified for state or federal aid. There's no way to know this without filing a FAFSA. There is no income cut-off to qualify for financial aid. An EFC of \$5,000 goes further at a college where the cost of attendance is \$20,000 than it would at a college where the cost of attendance is \$50,000.

Data show a strong correlation between completing the FAFSA and enrolling in college. To assist counselors, districts, and schools with FAFSA completion, the Washington Student Achievement Council will use the U.S. Department of Education FAFSA completion data and match them with the roster of the senior class on the FAFSA Completion Initiative. Districts with signed data sharing agreements are able to look at individual student-level data via the WSAC online portal to determine which students have completed their FAFSA. This tool allows a user to see if the student completed the FAFSA successfully, with errors, or missing signatures.

State Financial Aid for DREAMers

In 2014, Washington State expanded eligibility for the Washington State Need Grant to low-income, non-citizen students who meet the program's eligibility requirements and satisfy the following residency requirements established in HB 1079:

1. Have graduated from a Washington high school or obtained a GED (or will do so before beginning college).
2. Have lived in Washington for three years prior to, and continuously since, earning the high school diploma or equivalent.
3. Sign an affidavit (written promise) affirming eligibility and promising to become a permanent resident/citizen of the United States when eligible to apply.

As of 2015, State Need Grant and the College Bound Scholarship are available to students who have DACA status. Students must meet the following requirements:

1. Must meet the same residency requirements as a U.S. citizen (typically parents living in the state for one year prior to college).
2. Must provide DACA documentation.
3. Eligibility for the College Bound Scholarship still restricted to those who successfully applied in 7th or 8th grade.

Students who fit either set of criteria and are unable to file the FAFSA due to citizenship status will file the Washington Application for State Financial Aid or WASFA. They will start that process at www.readysetgrad.org/wasfa.

College Goal Washington events will provide support for students filing either the FAFSA or the WASFA.

FAFSA or WASFA?

Some students and families have asked if they should file both applications. Students will file either the FAFSA or the WASFA – not both. The WASFA application begins with questions designed to determine whether or not a student is eligible for the WASFA. Students should start a WASFA by going to <http://readysetgrad.org/wasfa>.

In general, most of the students will be able to file the FAFSA. The FAFSA requires students to have a valid social security number. It can be filed by U.S. citizens or U.S. nationals, U.S. permanent residents (those with a green card), and some non-residents. Students granted refugee statuses are eligible to file the FAFSA. Please check the Federal Student Aid site (fsa.ed.gov) to see if a student is eligible.

The WASFA is for non-citizen students who do not fall into any of the above referenced non-citizen categories.

Online Resources

There are many online resources out there that can help site leads and your students during the 12th Year Campaign.

College Access Information

ACT Profile	www.act.org/profile
Big Future	www.bigfuture.collegeboard.org/
Center for Student Opportunity I'm First	www.lmfirst.org
The College Board	www.collegeboard.org
Colleges That Change Lives	www.ctcl.org
The Common Application	www.commonapp.org
Get Schooled	www.getschooled.com
Getting It Right: Reference Guides for Registering Students with Non-English Names	http://ies.ed.gov/ncee/edlabs/regions/northwest/pdf/REL_2016158.pdf
KnowHow2Go	www.knowhow2go.org
NACAC Undocumented Student Information	www.nacacnet.org/issues-action/legislativenews/pages/undocumented.aspx
Ready, Set, Grad	www.readysetgrad.org
Supporting Transgender Students: College Admissions & Financial Aid. A Resource Guide for College Access Professionals	http://www.gearup.wa.gov/sites/default/files/resources/supporting_transgender_students_0.pdf

Financial Aid and Scholarship Information

College Bound Scholarship	www.readysetgrad.org/college/college-bound-scholarship-program
CSS/Profile	https://student.collegeboard.org/css-financial-aid-profile
Federal Student Aid	www.studentaid.ed.gov
Free Application for Federal Student Aid (FAFSA)	www.fafsa.gov
FAFSA4Caster	www.studentaid.ed.gov/sa/fafsa/estimate
The WashBoard	www.thewashboard.org
Washington Application for State Financial Aid (WASFA)	www.readysetgrad.org/wasfa
Washington State Need Grant	www.readysetgrad.org/college/state-need-grant
Zombie Apocalypse! A Scholarship Activity	www.gearup.wa.gov/sites/default/resources/zombie_apocalypse_a_scholarship_activity.pdf

Online Mentoring

College Point	www.collegepoint.info
Strive For College	www.striveforcollege.org

Testing

ACCUPLACER	https://accuplacer.collegeboard.org/student/practice
ACT	https://academy.act.org/
ACT Fee Waiver Instructions	www.actstudent.org/faq/feewaiver.html
ASVAB	http://official-asvab.com/applicants.htm
Khan Academy	www.khanacademy.org
PSAT	www.collegereadiness.collegeboard.org/psat-nmsqt-psat-10
SAT	www.sat.collegeboard.org
SAT Fee Waiver Instructions	www.sat.collegeboard.org/register/sat-fee-waivers

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Many of these activities in this manual and in the Resource Guide have been adapted from the national American College Application Campaign, and also from materials from other participating states. Materials for this manual were drawn from the following sources.

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Notes



The American College Application Campaign and College Goal Washington are a part of the 12th Year Campaign, an initiative administered by the Washington Student Achievement Council (WSAC) with support from the Washington State GEAR UP and College Bound programs, and from the Washington State Employees Credit Union. For more information and resources to help with your college preparation, visit www.readysetgrad.org.

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The contents of this manual were developed under a grant from the Department of Education. However, those contents do not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the Federal Government.