

College Application Month 2018 Review

College Application Month South Carolina

2019

American College Application Campaign

Overview:

The American College Application Campaign (ACAC), launched by the American Council on Education (ACE), is a national effort to increase the number of first-generation and low-income students who pursue a postsecondary education.

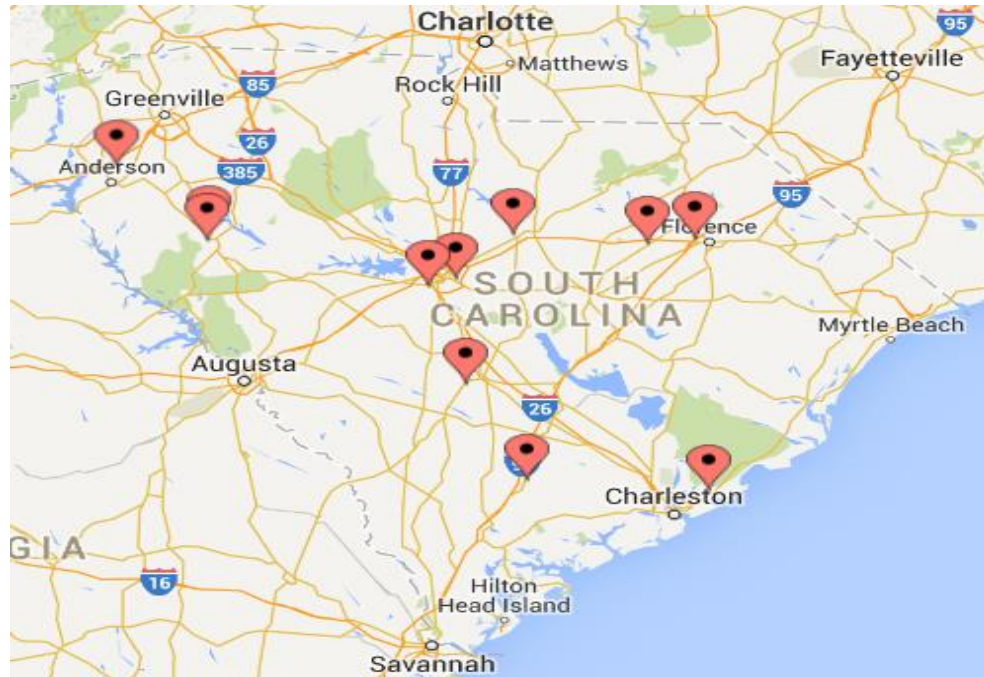
Purpose:

Help high school seniors navigate the college admissions process and ensure that each participating student submits at least one admissions application.

American College Application Campaign

South Carolina:

CHE, in collaboration with the SC Department of Education, met with North Carolina/GEAR UP in 2009 to study the College Application Day model. SC then joined ACE in 2009 as the fifth program cohort to implement College Application Month events statewide.



College Application Month

Format Examples

Spartanburg High School

- Event held for one **day**
- Whole day during regular school hours: *sessions arranged by English or Elective Class*
- Included school counselors, teachers, principal, and 13 college representatives
- 397 students in senior class

Charleston Charter School for Math and Science

- Event held for one **evening**
- During evening hours:
6:00pm – 8:00pm
- Included school counselors, teachers, and 6 college admissions representatives
- 59 students in the senior class

West Oak High School

- Event held for one **Entire Month**
- During regular school day hours: *8:00am – 3:00pm*
- Students made appointments throughout month. College representatives were invited and scheduled by counselors directly.
- 208 students in the senior class

RESULTS

- 88% of senior class participated
- 438 college applications were completed

- 36% of senior class participated
- 21 college applications were completed

- 85% of senior class participated
- 295 college applications were completed

College Application Month

Format Example: The Virtual CAM event

Last Fall saw the first virtual CAM event! Cyber Academy of South Carolina hosted the first South Carolina Virtual College Application Day for their students on October 17, 2018, from 10:00am – 1:00pm. During that time period, the school's 14 Seniors logged on to their Blackboard Account and worked with college representatives from five schools (Midlands Technical College, Southern Wesleyan University, Central Carolina Technical College, Charleston Southern University and Greenville Technical College) to complete college applications. The Seniors completed 20 applications to multiple colleges. The reps were on hand to assist virtually, when needed. The Cyber Academy staff set up Blackboard training prior to the event, so that the college reps would be familiar with the platform.

The academy was pleased with the event, and look forward to participating again this coming Fall.

New Additions to the CAM Family for 2018

- Allegro Charter School of Music
- Anderson Five Charter School
- Beaufort Academy
- Charleston County School of the Arts
- Colleton Preparatory Academy
- D.W. Daniel High School
- Greenville Early College
- Greer Middle College Charter High School*
- Hunter Kinard Tyler High School
- Lake City Early College High School
- Oceanside Collegiate Academy*

* Registered, but did not hold event in 2018.

Results: How Did We Do?

College Application Month Data – Since 2009

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total # of Participating High Schools	12	57	121	152	186	214	215	223	231	237*
Total # of high school seniors reported by site coordinators	1,000	15,000	20,820	32,178	39,358	43,931	45,828	48,298	47,746	47,406
Total # of volunteers and college representatives who assisted with CAM events.	N/A	N/A	N/A	N/A	1,763	2,240	854	2,366	2,218	1,368
# of high school seniors who signed into a CAM event	N/A	N/A	N/A	N/A	20,262	20,416	21,904	22,052	22,617	24,129
# of signed in high school seniors that completed the Student Survey	N/A	N/A	N/A	4,958	8,302	8,505	6,595	8,499	6,389	7,324
# of students who completed the Student Survey self-reported as “First in Family”	N/A	N/A	N/A	N/A	N/A	2,475	2,088	2,718	1,985	1,366
# of completed college applications reported from high school seniors who completed the Student Survey/sign in sheet	N/A	N/A	N/A	8,638	14,497	26,907	9,662	14,513	11,837	14,336
Estimated # of completed college applications for all high school seniors who signed into a CAM event	N/A	N/A	N/A	N/A	35,382	64,598***	32,090***	37,656***	41,902***	47,230***

N/A = information was either not collected or requested by ACE during that specific program year

**There are ~293 public high schools and ~207 private high schools in South Carolina*

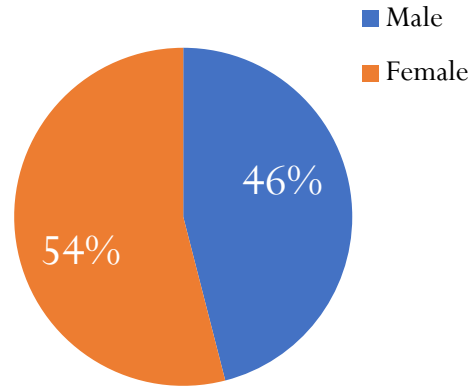
***214 out of 237 End of Event reports were submitted to CHE following CAM events by the deadline (1/31/18)*

****Total # of high school seniors who signed-in to a CAM event divided by # of signed-in high school seniors who completed the Student Survey multiplied by the # of completed college applications reported by high school seniors who completed the Student Survey/sign in sheet.*

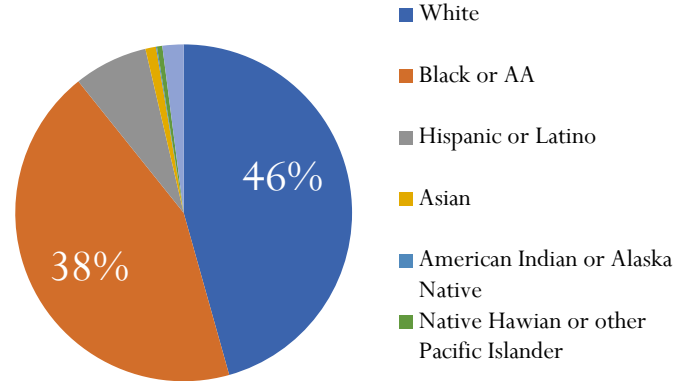
College Application Month Survey

$n=7,324$

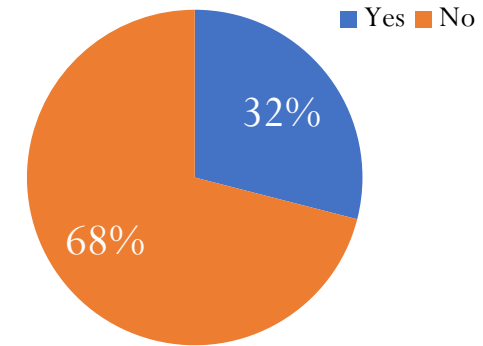
GENDER



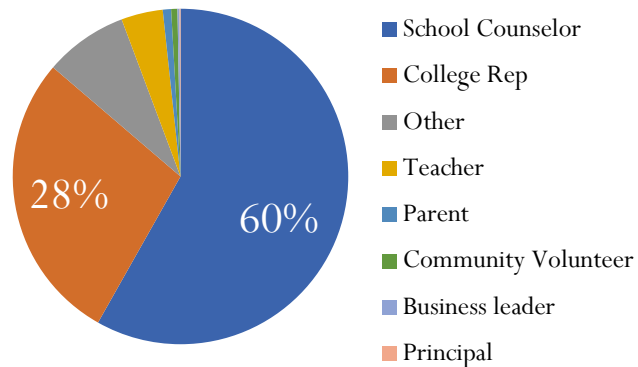
RACE/ETHNICITY



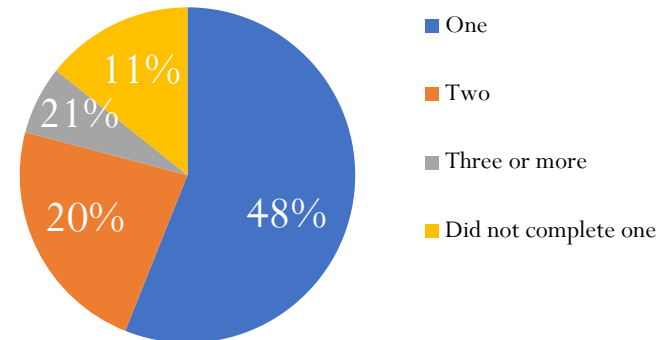
FIRST IN FAMILY



APPLICATION ASSISTANCE



COMPLETION OF APPLICATIONS



In 2018, based upon student survey responses:

- **Student Survey Results (n=7,324) from College Application Month 2018**
- **Gender:** 54% (female), 46% (male)
- **Race/Ethnicity:** 46% (white), 38% (Black or AA), 12% (Hispanic or Latino), 2.0% (other - included two or more races), 1% (Asian), .5% (American Indian or Alaska Native), and .5% (Native Hawaii or other Pacific Islander).
- **First in Family:** 32% (Yes), 68% (No)
- **Application Assistance:** 60% (School Counselor), 28% (College Representative), 8% (Other), 2% (Teacher), 1% (Community Volunteer), 1% (Parent) and 1% (Principal).
- **Promotional Effort:** 66% (School Counselor), 14% (Teacher), 14% (Friend), 1% (Parent), 2% (Other), 1% (Flyers/Posters), 1% (News/Media), 1% (Social Media).
- **Completion of Applications:** 47% (one), 20% (two), 21% (three or more), and 12% (Did not complete an application).
- **Top 10 Applications:** Coastal Carolina University, College of Charleston, Winthrop University, University of South Carolina/Columbia, Francis Marion University, Greenville Technical College, University of South Carolina/Upstate, Clemson University, South Carolina State University, and Charleston Southern University.

Continued Partnership with S.C. Treasurer's Office

- Each year students are encouraged to complete the CAM student survey. This allows CHE staff to collect data on the program. In the past, a drawing to receive an iPad has been held at the end of the CAM season, to encourage students to complete the survey. After discussing with this group two years ago, it was suggested that a different incentive might be attempted.
- During CAM 2018, CHE staff awarded two Scholarships to winners of the CAM drawing. To win, a student must participate in CAM and complete the CAM survey.

Continued Partnership with S.C. Treasurer's Office

- The scholarships in the amount of \$529 were sponsored by the South Carolina State Treasurer's Office, who will use the opportunity to promote the Future Scholar 529 College Savings Plan during the Spring/Summer.
- During CAM 2018, two more students were selected as winners.
- The student survey responses increased over 900 students for 2018.

529 Scholarship Winners

- Student #1: Kylie Whitlock – Gaffney High School, Gaffney, SC (Cherokee County)
- Kylie Blayne Whitlock is a senior at Gaffney High School. She plans to attend Greenville Technical College in the Fall to become a Dental Hygienist. She is ranked in the top 25% of her class and has a 3.912 GPA.



529 Scholarship Winners

- Student #2: Whitney Salters - Whale Branch Early College High School, Seabrook, SC (Beaufort County)
- Whitney Salters is a senior at Whale Branch Early College High School. She plans to attend Trident Technical College in the Fall to complete their two-year dental program. She completed her Certified Nurse Assistant program while in high school.

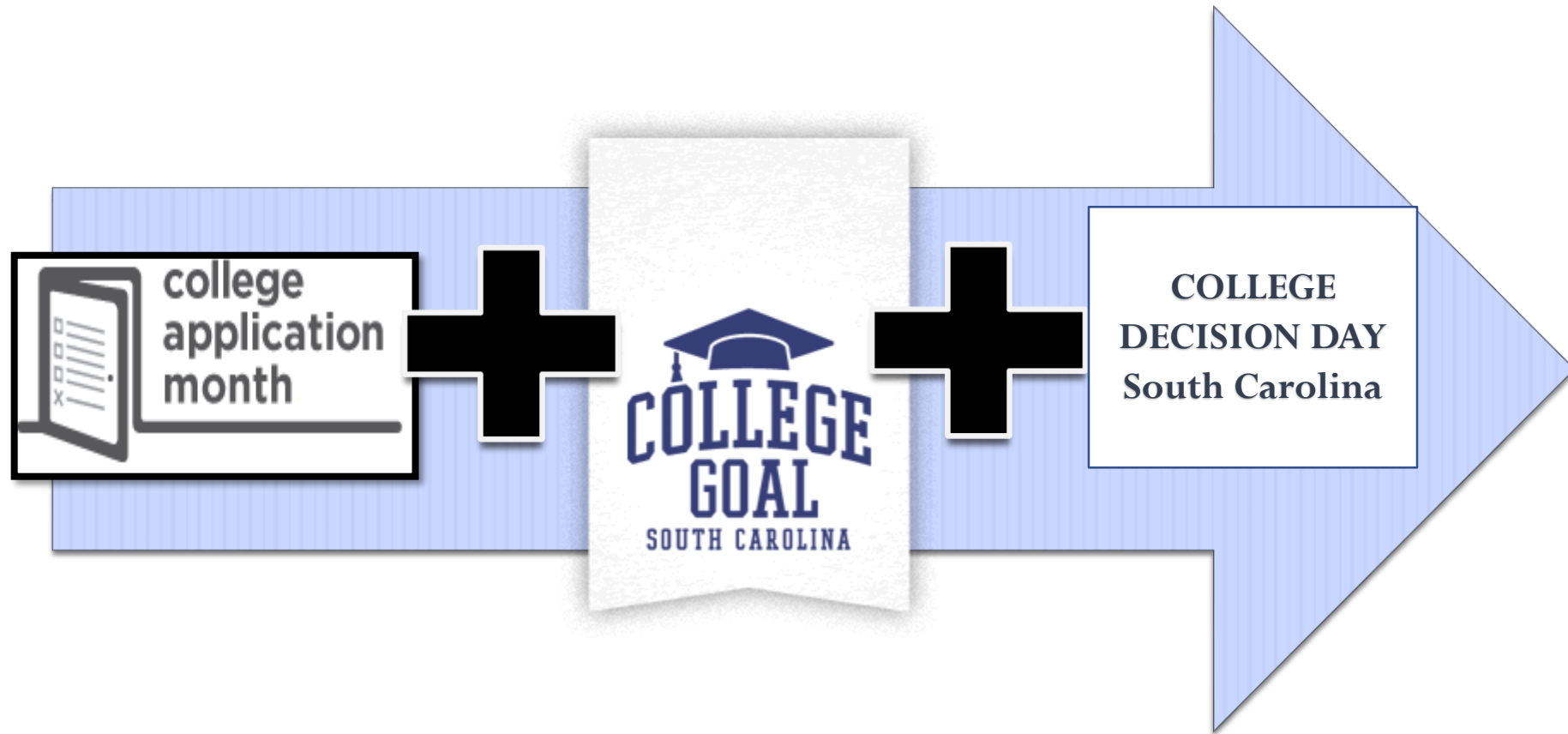


10th Anniversary of the College Application Month Program

- This year will mark the 10th cycle for the CAM program, and the Commission on Higher Education staff would like to recognize this tremendous accomplishment. As CHE staff approaches the 10th cycle, we would like to see how we can celebrate the past, present and future of program. This Fall, three high schools (one in Lowcountry, Midlands and Upstate) have been invited to host a relaunch of the College Application Month Program.
- Dignitaries from across the state will be invited to attend each event. The dignitaries would hopefully remain on site to support the students in completing college applications. At this point the plan is to invite, Miss Brooke Mosteller Burris, Mrs. Cindy Mosteller, Senator Tim Scott, the legislative delegations in each area and other local dignitaries (as determined by the school district).
- CAM Relaunch Events:
 - **Friday, October 4, 2019: Wando High School**
9:00 AM-9:30 AM CAM Kickoff
9:30 AM-3:30 PM Wando CAM event
 - **Thursday, October 10, 2019: Wade Hampton High School (Greenville, SC)**
9:00 AM-9:30 AM CAM Kickoff
9:30 AM-3:30 PM Wade Hampton CAM event
 - **Monday, October 21, 2019: Irmo High School**
9:00 AM-9:30 AM CAM Kickoff
9:30 AM-3:30 PM Irmo CAM event
- * CHE staff is exploring the possibility of co-sponsoring the relaunch events with CollegeBoard and ACT

Making the Connection

A Three-Step Process



Questions?