IMPLEMENTING A COLLEGE APPLICATION CAMPAIGN PROGRAM

OVERVIEW

STATE COORDINATOR – ROLE AND RESPONSIBILITIES

Each participating state should identify a lead agency and person to act as coordinator for the state's College Application Campaign event. The coordinating agency has varied greatly across participating ACAC states and includes leadership from K-12, higher education, state financial aid authorities, and college access initiatives or programs. Though the lead agency and State Coordinator will be responsible for planning and implementing the program, it should be done in collaboration with a multitude of stakeholders in the state as outlined in the available Steering Committee resources on the ACAC website. Therefore, one of the key responsibilities of the State Coordinator will be identifying and convening a steering committee representative of the stakeholders. Steering committee resources are available on the ACAC website or upon request.

HOST SITE COORDINATOR - PROGRAM IMPLEMENTATION AT THE COMMUNITY-LEVEL

Each host site will identify a site coordinator who will be responsible for implementing the program at their school or community organization. This can be a high school counselor, a college advisor, assistant principal, or a teacher who works in the building on a regular basis and is known by the students and staff. ACAC has provided tools and resources that the state and/or participating high schools can customize to your state's program. Encourage host sites to share resources and ideas. ACAC is constantly amazed by the amount of creativity we see from our host sites.

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PLANNING AND COMMUNICATING THE CAMPAIGN PROGRAM

Whether your state is implementing a pilot event or a statewide initiative, it is important to communicate the opportunity to high schools in your state. Site Coordinator resources are available on the ACAC website (equityinlearning.act.org/acac/resources) for high schools and community organizations implementing the program. Additionally, some state campaigns provide their own version of a Site Coordinator Manual. Many states have found it helpful to break up content into topic or time-specific documents that can be quickly and easily utilized by participating schools.

Although your state's program will not be implemented until the fall, it is important to begin planning for the program early in the calendar year. A timeline to guide the State and Site Coordinators in planning a College Application Campaign event is provided within ACAC's resources.

Additionally, it is important to ensure host sites understand the goal is to ensure all graduating seniors have the opportunity to apply with an emphasis on supporting first-generation college students and students from low-income families.

TECHNICAL ASSISTANCE

The ACAC team is available to provide technical assistance to your state as you convene your state's College Application Campaign steering committee, train your pilot high school site coordinators, and work through the various logistics necessary to implement a successful program.

EDUCATION LANDSCAPE

As you plan for expansion of your college application campaign, it is important to understand the education landscape in your state. How many high schools are in the state, what data are available on the student populations served by those schools, what are other college access initiatives in the state that you can collaborate with, and what professional development opportunities can be leveraged to help spread the word about your Campaign? Use the ACAC Resource Audit to summarize the education landscape in your state.

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