

As a participant of the American College Application Campaign, resources are provided to support each state in their individual Campaign efforts. The following is an overview of the resources currently available on the ACAC website at https://equityinlearning.act.org/acac/resources/. In addition to the ACAC website, an ACAC Network SharePoint group is also available to all State Coordinators. The SharePoint is a resource used to share national templates and documents states create for their Campaigns. If you do not currently have access to the ACAC Network SharePoint, please contact an ACAC team member.

**State Coordinator Materials**

The State Coordinator Materials provide an overview of the Campaign at the state-level, templates for state personalization and how-to guidelines to ensure your state implements a successful Campaign program. We have grouped the resources by categories to make it easier for download and to share individual resources with steering committee members and site coordinators.

**#WhyApply Social Media Campaign:** Resources available include an invitation to participate in the social campaign with selfie printout, link to Facebook profile picture filter and Instagram filter, sample social media content and template calendar, graphics, and a social media toolkit.

**State Campaign Implementation:** Resources available include a state campaign timeline, a Why Join? handout, a state partner and resource guide, and implementation tips for roles and responsibilities.

**Host Site Recruitment:** Resources available include a recruitment timeline and best practices, host site FAQ, template invitation letters and registration forms, and a sample host site training agenda.

**Volunteer Management:** Resources available include a volunteer recruitment overview, volunteer management timeline, volunteer audit, template recruitment and thank you letters and graphics, a volunteer task list, a volunteer training guide and agenda, and template volunteer feedback survey.

**Data Collection and Analysis:**Resources available include a Why Data Matter handout, data collection timeline, data collection worksheet, host site data summary template, student sign-out templates, and tips for sharing your data.

**Communication:** Resources available include a communication audit, brand guidelines and standards, press release templates, 2020 certificate of participation, governor and mayoral proclamation templates, and a template community information letter.

**Site Coordinator Materials**

There are a variety of activities that host site coordinators can do prior to, during, and after the school's College Application event. The **Site Coordinator Materials**provide an overview of the Campaign at the school-level. Additionally, you will find a **Site Coordinator Checklist and Timeline**which brings the three-part planning and execution process together. State Coordinators are encouraged to review, edit, and customize the Site Coordinator Materials to reflect their state’s implementation of the Campaign. Once edited, the resources should be sent to Site Coordinators at participating high schools and posted to the state’s Campaign website. We have grouped the resources by categories to make it easier for download and sharing.

**Pre-Event Planning:** Resources and templates available include a host site coordinator timeline and checklist, host site planning committee audit, host site planning committee sample agenda, sample mayoral proclamation, press release and media advisory templates, student/family information letter, 10 steps for students applying handout, social media engagement tips, a Human Bingo activity template, and Ask Me About It posters, buttons and stickers.

**Day-of Event:** Templates for I Applied and Accepted buttons, stickers and pennants, sign in/out sheets, and data collection templates.

**Post-Event:** FAFSA awareness and completion handouts, next steps handouts, and College Signing Day FAQ.

**Student Resources:** Site coordinators are encouraged to utilize ACAC student worksheets to help students understand and navigate the college application process. Available worksheets include a college research worksheet, a college application worksheet, a college application fee waiver worksheet, next steps for students after applying handout, and a College App FAQ.

**K-12 Resources:** This section includes additional materials, from ACAC and partner organizations, for supporting a college-going culture in the school year-round. Included you will find the Pre-College and Career Readiness Curriculum for Students and Their Families**.** This curriculum provides students and their families an opportunity to become familiar with the language and processes associated with obtaining a postsecondary education diploma or credential. This curriculum is intended for middle and high school counselors and college access professionals who work with students to identify interests and lay the academic foundation for their careers and life. Also available is an Elementary and Middle School Activities Workbook. The curriculum is available in English and Spanish.

**Connecting with ACAC**

**Like/Follow Us:** During the college application season, we highlight every state’s application initiative through our social media channels. Like our page and/or follow us to see how colleagues across the country are accomplishing the ACAC goal. We encourage state coordinators to share content with us for our page and to interact with us on social media.

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[www.instagram.com/american\_cac](http://www.instagram.com/american_cac)

**Newsletter:** Subscribe to and share our newsletter. It is distributed every other month on the first Tuesday of the month. Our newsletter includes updates from ACAC, state campaign profiles, partner updates, resources, and best practices. Subscribe to our newsletter at: https://equityinlearning.act.org/acac/newsletter/