



10 Ways to Build Excitement for Applying to College

1. **Start college-going conversations.** Leading up to your event, identify a date to ask all teachers to wear their college gear to school and to take 10-15 minutes at the start of each class to share their college-going experience. If classes are not meeting in person, share the answers on social media or in a short video. Some things for them to consider sharing:
 - a. Where did they apply and why?
 - b. Where did they enroll and why did they choose that college?
 - c. Did they transfer, change majors, etc.?
 - d. What were their fears, their concerns, and their successes?
 - e. What do they wish they'd known when they were a senior in high school?

2. **Share with the community.** Announce your upcoming event on social media and on your website. Host information nights at your school, your community center or library or as a webinar. Set up information tables about your event during football games. Use your high school marquee to inform families and the community of your college application event.



3. **Get community support.**
 - a. Reach out to colleges and businesses in your area and state to let them know you're having a college application event and see if they can donate SWAG – t-shirts, pens, gift cards, etc. – all great giveaways leading up to and during your event.
 - b. Invite alums (during their college fall break) to talk to seniors about their college application process and transition to college.
 - c. Invite local business and community leaders to share their college going experiences.
 - d. Invite your higher education partners from the admissions and financial aid offices to family information sessions held at the school, the community center, the library, and with the faith-based community.
 - e. Invite your partners to serve as volunteers during your event. Materials can be found [here](#) under “Volunteer Materials.”

4. **Ask Me!** Ask all staff in your school to complete the [Ask Me! template](#) and hang it outside their door. You can also make Ask Me! [buttons and stickers](#) for staff and volunteers to wear on the day of the event. This activity can also be modified for social media.
5. **Class time.** Use class time to support the preparation of students. Ask Math teachers to create an assignment around college financial aid. Ask English teachers to require students to write a college essay that outlines their strengths and growth opportunities. For younger students, implement the [Pre-College and Career Readiness Curriculum](#).

6. **Build awareness.**

- a. Create a college bulletin board that provides details (size, location, popular majors, application deadlines, etc.) for the colleges in your state.
- b. Establish a College Pride Day when everyone wears college colors/college gear to school.
- c. Encourage teachers, staff and community members to show their college pride in their yards/on their front doors or windows.



7. **Cheer them on!** As your seniors walk to the computer lab to apply to college, invite all 9-11th graders to stand in the hallway to applaud and cheer them on. Consider a motivation video if unable to gather the students together.

Ocean View High School in California (you can watch the full video here: https://www.youtube.com/watch?v=W_ki6bn7gZ8)



8. **Celebrate students on social media.** Create a photo booth at your event for students to show off their **#IApplied**. Ask students to use #IApplied and tag ACAC on social media (Facebook: AmericanCAC, Instagram: @American_CAC, Twitter: @American_CAC) and your [ACAC State Coordinating agency](#).



