

Utilizing an online career & education platform to power Colorado college application campaign

PRESENTERS:

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The objective of Colorado Applies Month is to encourage students and adults to take the next step in their education or career journey

- Five-week campaign in September to October
- Guides students and adults along the application and career planning process
- Culminates with Colorado Free Application Day where students can apply to any public, and many private, college or university for free
- High Schools across the state register to participate



Due to COVID, there were many challenges to implementing this campaign during 2020

- Reduction of staff supporting initiative
- Change in environment with all virtual programming rather than in-person
- Decreased available of participants
- Completing prioritized during a crisis

We leveraged My Colorado Journey to facilitate the campaign

- My Colorado Journey is a platform that connect Colorado residents to education, career, and support resources
- Platform guides students through the activities designed for each week of the campaign

The screenshot displays the 'My 11th grade Colorado Applies Month' campaign with 10 goals. Each goal includes a week number, a description, and the number of steps completed out of a total.

Week	Goal Description	Steps Completed
Week 1	Review my possibilities beyond high school	0/13
Week 2	Discover key Colorado industries	0/1
Week 2	Build my career pathway based on my experience, soft skills and interests	0/3
Week 3	Find a program or major that prepares me for my career	0/4
Week 3	Explore my future earnings for my program of study	0/1
Week 3	Learn about transferring my credits	0/3
Week 3	Confirm my education or training choices	0/1
Week 4	Understand my financial aid opportunities	0/4
Week 4	Estimate the federal aid I may receive	0/1
Week 5	Celebrate with my senior friends	0/1

My Colorado Journey helped make Colorado Applies Month was a huge success in 2020

Colorado Applies Month results

- Reached over 10,000 students from 105 schools
- Hosted more than 113 college application and FAFSA completion events

Free application day results

- Received 57,000 applications
- Saved students almost \$2.3 million in waived fees
- Increased education equity
 - Almost $\frac{1}{2}$ of students are of color
 - Nearly $\frac{1}{3}$ are first-generation students

We learned a great deal from conducting this campaign in such a unique year

- Interview advisors
- Make materials available for “on demand” for professionals
- Approach 5 week time period with flexibility

QUESTIONS?

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