



ACAC
American College Application Campaign

ACT Center for
Equity in Learning

HOST SITE RECRUITMENT: TIMELINE AND BEST PRACTICES

ACAC recommends states start host site recruitment in the spring of each year. Though the Campaign won't be implemented until the fall, it is important to secure participating high schools prior to the start of the school year. This is to ensure host sites have enough time to receive training and begin implementation. Many host site and state coordinators have expressed over the years that starting the host site planning process in September feels too late. However, most state coordinators do offer late registration, especially for those schools that have had staff turnover.

Below, you will find a recommended recruitment timeline for outreach, confirmation, and training of host sites. The timeline may need to shift based on the dates selected for your state's Campaign program and other nuances of your state's initiative. Additionally, these recommended steps should be a shared responsibility of the state campaign steering committee. Find champions from the committee to take ownership of a task or process.

HOST SITE RECRUITMENT: TIMELINE AND BEST PRACTICES

MARCH

- Create a host site sign up form and establish a timeline for schools to commit. Sign-up templates are available on the ACAC website and upon request.
- Look for presentation opportunities at school counselor association conferences, superintendent association conferences, college admissions conferences, and state college access network conferences.
Note: This is a step that may need to happen year round depending on when the conferences typically occur.
- Ask partner organizations and agencies for newsletter or blog opportunities to promote the Campaign and recruit additional host sites.
- Draft social media copy to promote upcoming sign-up process.
- Establish a goal of the number of host sites the state hopes to reach this year.
- Create a target list of schools to approach – this list should include past host sites and potential new sites.

HOST SITE RECRUITMENT: TIMELINE AND BEST PRACTICES

APRIL

- Launch an official Call for Host Sites - ideally this is an online process, but at the very least, have the form readily available on the state campaign website.
- Reach out to target schools and invite them to participate in your fall Campaign event.
- Draft and mail a letter to superintendents, principals, and counselors of potential new schools on your target list.
- Host an information webinar and/or in-person meeting about the Campaign and host site expectations.
- Continue to look for presentation, newsletter and/or blog opportunities to promote the Campaign and call for host sites.
- Share call for host sites on social media; ask steering committee members to share on their social media channels.
- Outline what a school is committing to do during the registration process (ie host an event during the school day open to all students, collect and submit data to state coordinator, support students in research, applying, and completing the college application process).

MAY/JUNE

- Review ACAC Site Coordinator Toolkit and draft a customized version for your state using the available templates. To make materials more user-friendly for high schools, you may want to provide the materials in activity or time-specific individual documents.
- Notify selected schools; share any important dates and reminders like training, deadlines to order give-a-ways, deadlines to submit plans, etc.
- Post materials to your state's Campaign website.

AUGUST

- Mail and email materials to participating schools.
- Reach out to all schools to remind them of their commitment and the upcoming Campaign; make note of any staff changes that may have occurred over the summer.
- Notify schools about the national #WhyApply Day, held each September, and state campaign hashtags and encourage they participate on social media.

