



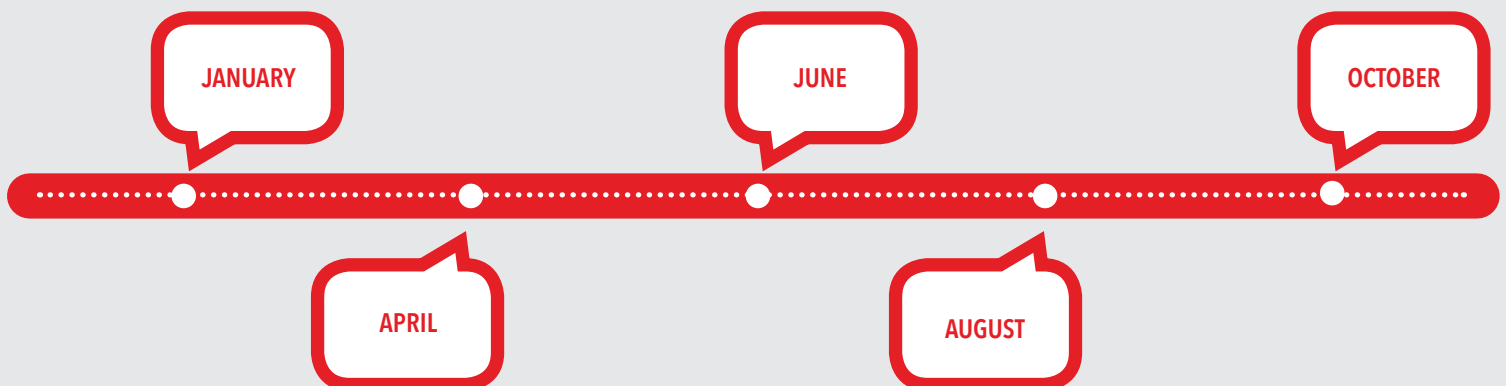
**ACAC**  
American College Application Campaign

**ACT** Center for  
Equity in Learning

# TIMELINE: IMPLEMENTING A COLLEGE APPLICATION CAMPAIGN PROGRAM

## STATE COORDINATOR CAMPAIGN EVENT TIMELINE

Although your state's College Application Campaign program won't be implemented until the fall, it is important that your state begin planning for the program early, ideally no later than the spring prior to the event. Below, you will find a recommended timeline following an initial pilot of a College Application Campaign program in your state. The timeline may need to be shifted based on the dates selected for your state's Campaign program and other nuances of your state's initiative. Most of these tasks will need to be implemented annually as your College Application Campaign program is scaled.



# STATE COORDINATOR CAMPAIGN EVENT TIMELINE

## JANUARY - MARCH PRIOR TO CAMPAIGN EVENT

- Review your state's College Application Campaign steering committee members and determine if additional representatives need to be included. A list of recommended steering committee members is included within the state campaign audit resources.
- Invite steering committee members to attend the scheduled meeting(s).
- Host steering committee meeting.
- Review whether the national ACAC team can support your state's Campaign by attending a state-level meeting, high school training, or a co-presentation, such as at a state-level school counselor's conference.

## APRIL - MAY PRIOR TO CAMPAIGN EVENT

- Follow-up on to-do items from steering committee meeting – ensure communication plan is implemented and includes notifying postsecondary institutions of the upcoming event.
- Review ACAC Site Coordinator resources and draft a customized version for your state using the available templates, if preferred. To make materials more user-friendly for high schools, you may want to provide the materials in activity or time-specific individual documents.
- Reach out to target schools prior to the close of the school year to invite them to participate in your fall Campaign event.
- Post materials to your state's Campaign's website, email materials to participating host sites, and/or mail materials to participating host sites.

## JUNE - JULY PRIOR TO CAMPAIGN EVENT

- Host second steering committee meeting to discuss recruitment of schools, materials and resources for schools, volunteer recruitment, and other pressing issues.

## AUGUST PRIOR TO CAMPAIGN EVENT

- Begin the process to obtain Governor's Proclamation.
- Finalize your state's ACAC materials. Ensure all items include your state's branding.
- Identify the data variables that you want collected during your program and the tools and sources (surveys, web-portal, etc.) from which you will collect the data.
- Create a social media plan of action and start to promote the Campaign.

## SEPTEMBER - OCTOBER PRIOR TO CAMPAIGN EVENT

- At the start of the school year follow-up with host sites that have committed to participate in the event to confirm participation and provide materials as needed.
- Conduct training for host site coordinators; early preparation of schools and students is key! ACAC has developed a training PowerPoint that you may customize to your state's program available on the ACAC website or upon request.



State Coordinator resources, referenced throughout this timeline, are available on the ACAC Resources web page.  
[equityinlearning.act.org/acac/resources](https://equityinlearning.act.org/acac/resources)