Partner of the
American College Application Campaign®

SITE COORDINATOR MANUAL
2015 Edition

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American College Application Campaign

Welcome to the American College Application Campaign

The American Council on Education is pleased to provide a home to the American College Application Campaign, a multi-state effort to increase college access through dissemination of ideas, development of practices, and technical assistance for implementation of a College Application Campaign event.

This manual gives an overview of American College Application Campaign and particularly its efforts to assist states and US territories as each implements a College Application Campaign event. This manual is intended for high school site coordinators, typically school counselors or assistant principals, as they plan and implement a College Application Campaign event at their school. A separate guide and resources are available on ACAC's website, www.acenet.edu/acac, for the designated State Coordinator.

This manual has been updated by your state's designated State Coordinator to reflect the implementation of the College Application Campaign in your state. For any questions regarding the information included in this document, please contact your State Coordinator.

The ACAC initiative began in 2005, in a single GEAR UP North Carolina high school in Chatham County. Since that time, the program has expanded statewide in North Carolina with every district and over 470 high schools participating annually. Since 2008, the number of states implementing a College Application program has been growing. In 2014, ACAC took place in over 4,000 schools in all 50 states and the District of Columbia. This manual highlights the most effective practices of participating states.

We hope you find this guide useful as you implement strategies to achieve increased college access in your school.

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WELCOME TO WSG2C
(Wisconsin Students Go 2 College)

About the WSG2C Campaign

The WSG2C Campaign, is a state-wide initiative under The American College Application Campaign (ACAC), an effort of the American Council on Education (ACE), *to increase the number of first-generation and low-income students who pursue a postsecondary education*. *The purpose is to help high school seniors navigate the college admissions process and ensure each participating student submits at least one admissions application.*

Responsibilities of Participating High Schools

High schools implementing a successful WSG2C event at their school will include the following as part of their initiative:

- Hosting a program during the school day that is open to any student interested in applying with a focus on engaging first-generation students, students from low-income families, and students who may otherwise not apply to college. WSG2C runs for 4 weeks state-wide, but most schools host events on only one or two days, depending on the size of the senior class.
- Identifying and convening a school team comprised of staff and community members.
- Utilizing support of the school team to ensure that students are prepared to participate in the event (essays are completed prior to the program, students have researched the institutions to which they want to apply, etc.).
- Engaging the local community, families, and others through volunteer opportunities, information letters, and advertising the program.
- Creating a college-going culture within the school through a variety of approaches – some suggestions are included in this guide.
- Collecting data as requested by the State Coordinator, Mary Kleusch, including, but not limited to, the number of students participating and the number of applications submitted.
- Following-up with students after the event to ensure applications submitted are complete (transcripts, college entrance exam scores, letters of recommendation, submitting a complete FAFSA, etc.).

Campaign Resources for your High School

For questions about Wisconsin Students Go 2 College, contact:

Mary Kleusch
DPI – WEOP Supervisor, and State Coordinator for WSG2C
Department of Public Instruction, Wisconsin Educational Opportunity Program
Email: Mary.Kleusch@dpi.wi.gov
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Implementing WSG2C Program: Overview

Program Implementation at the School-Level: Site Coordinator

Each high school's site coordinator, typically a high school counselor or assistant principal, will be responsible for implementing the program locally. WSG2C has provided tools and resources that your high school can use or customize to your school's program. These implementation tools are available in the Resources and Templates manual.

Planning and Communicating the Campaign

It is important that your school communicate the opportunity to students, their families and your local community. Suggestions for communicating and marketing your event are available in the Resources and Templates manual and on ACAC's website, www.acenet.edu/acac under Resources.

Volunteers are a critical component of a school's College Application event. To assist your school in identifying volunteers from your local community, information letters intended for community partners and families of your seniors are included in the resource packet. In addition, DPI will assist your school in recruiting volunteers by notifying the admissions offices of local post secondary education institutions.

Although your school's program will not be implemented until the fall, it is important to begin planning for the program early in the calendar year or at the beginning of the school year at the very latest. A timeline to guide the planning of your school's event is provided in this manual.

Identifying Volunteers and Convening a School Team

Schools that have successfully implemented a WSG2C event have done so through the collaboration of multiple individuals. A key approach to engaging individuals is the creation of a school team that will provide input on and support for the various logistics necessary to implement a successful campaign event at the school level. Below, you will find a **list of recommended local resources** that you can use to identify possible volunteers in your community. Keep in mind that this list is not exhaustive and you should engage any other community partners that have a vested interest in college access and success. When planning and implementing your school's WSG2C initiative, you should follow all district and school policies regarding non-school personnel visiting, volunteering, or otherwise assisting with your school's program.

Potential community partners include:

- Admissions representatives from local colleges (two-year and four-year)
- Local business leaders
- Local Chamber of Commerce
- College access initiatives (federally-funded, state-funded, or community-based)
- Faith-based community
- Non-profit organizations such as the YMCA, 4H, Boys and Girls Club, etc.
- PTA and other parents/family members who want to be engaged in the process
- Student leaders in your high school
- Retired school personnel
- Local government officials or elected representatives

WSG2C Event Potential Team Members

SCHOOL/COMMUNITY PARTNERS

Use the table below to identify potential education partners in your school's community. Space has been provided at the bottom of the table for you to add additional education partners, if needed.

Potential Partner	Name of Contact	Email Address	Phone Number
Admissions Representative from local college			
Local business leader			
Local Chamber of Commerce			
Community-based college access initiative			
Faith-based community representative			
Non-profit representative			
PTA or parent representative			
Student representative			

School/Community Team: Details to Communicate

Some of the key topics the school team should discuss are:

- What is the College Application Campaign event?
- Outlining the role of school team
- Identifying date(s) for the event
- Developing a communication strategy: student, parents, school staff, community
- Ensuring students are prepared well before the event (researching schools, learning how to pay for the application, understanding additional admission requirements)
- Creating or enhancing a college-going culture that is visible in the school in the weeks leading up to the event
- Encouraging and recruiting students to participate in the initiative
- Including underclassmen in the effort
- Engaging volunteers
- Ensuring a process for evaluation and data collection
- Following-up with applications – ensuring the college and financial aid processes are completed

After your event, if possible your school/community team should meet to debrief on the successes and challenges of the current year's initiative. Invite feedback in order to get a jump-start on planning for next year's program and create an action plan to follow-up with participating students who need to complete the college application and begin the financial aid application processes.

Volunteer Tasks

How Volunteers Can Support the College Application Campaign

Although familiarity with the college application process is a plus, it is not required for someone to fulfill a useful task and have a meaningful volunteer experience at a participating Campaign high school. Here are a few tasks that volunteers could contribute to the initiative at any given Campaign high school:

- Post directional signs in the school for the event. Good signage is key to reminding students of the event and getting them to the right place.

- Greet students as they arrive to the computer lab.

- Help students logon and begin an application. If the school does not have enough computers or stable online service, be prepared with paper applications. Volunteers, in that case, can hand out applications.

- Guide students through the college application process and help answer any questions students may have, regardless of where the student wishes to apply.

- Monitor printers to ensure that any applications that need to be printed remain in order and replenish the paper supply as needed.

- Help ensure students register for the FAFSA PIN after they submit their college application(s).

- Share personal college experiences with students, as requested.

- Instruct each student to complete an evaluation of their College Application event experience.

- Handout materials to students after they complete their college application(s) such as wristbands (DPI will supply these), a “Next Steps” handout, and a reminder to attend the FAFSA Completion event (FAFSA Day, College Goal, etc.) held in Wisconsin.

- Congratulate each student on applying to college and encourage them to complete their admission file by sending in their high school transcript, test scores, or any other documentation that the college may require.

- Encourage students to share their experience with other classmates.

Timeline: Implementing Your WSG2C

Although your school's WSG2C program won't be implemented until the fall, it is important that your school begin planning for the program *early*, ideally no later than the start of the school year. Below, you will find a recommended timeline for your school's WSG2C program. The timeline may need to be shifted based on the dates selected for your school's program.

Site Coordinator: WSG2C Event Timeline[4]

Spring or Start of School Year

- Review the Site Coordinator Manual and Resources and Templates Manual
- Establish a school team to assist with your school's preparations; host first meeting
- Add the WSG2C event to your school's master calendar
- Reserve the computer facilities for your school's event
- Ensure you have adequate counts of fee waivers for those students who are unable to afford the application fees. Contact the College Board, ACT, or NACAC if additional waivers are needed. Links to these resources are included in this manual.

8 weeks prior to event, Week of:_____

- Communicate the opportunity to students, families, and the community using the school newsletter, daily announcements, or information letters available in this manual. This is a great way to recruit volunteers!
- Communicate with volunteers for your event using the letters in this manual, or by making announcements at school meetings, PTA/PTO meetings, and/or parent nights.

7 weeks prior to your event, Week of:_____

- Arrange a schedule for your event, including which groups or classes of students will participate at what time.
- Encourage students to begin career, major, and college research. Use ACT's ACT Profile http://www.act.org/profile/, College Board's Big Future https://bigfuture.collegeboard.org/, Education Trust's www.collegeresults.org, and other appropriate resources.
- Review supplemental activities provided in this manual and determine which activities you want to use to make your school's event fun and exciting.
- Encourage teachers to begin connecting classroom lessons to your College Application program. Suggestions are included.

6 weeks prior to your event, Week of:_____

- Provide eligible students with application fee waiver information. Discuss or create worksheet with payment options for students who do not qualify for fee waivers.
- Begin implementing College Application event supplemental activities. Recommendations are included in this manual and the resource material.

5 weeks prior to your event, Week of: _____

- Reconfirm that computer facilities are reserved for the event and that your school's technology coordinator is ready and willing to serve should any technology issues arise.

4 weeks prior to your event, Week of: _____

- Create a schedule for volunteers, taking into account the availability of your volunteers, as well as breaks and lunch.

3 weeks prior to your event, Week of: _____

- Remind families of your school's upcoming WSG2C event, and let them know that their students may need their help to prepare. Suggested information to share is included in the resource material.
- Send a message to your volunteers to give them the details of your event, including when/where to meet.

2 weeks prior to your event, Week of: _____

- Remind teachers, counselors and administrators of the event schedule and ensure all seniors will have the opportunity to participate.
- Be sure to put up event materials provided by WSG2C to promote the event.

1 week prior to your event, Week of: _____

- Make an announcement to remind students that the event is next week, and remind them that they will need to:
  - Know where they would like to apply
  - Have a plan for application fees and to speak with school counselor if they believe they qualify for a fee waiver
  - Write required essays or personal statements, have them proofed, in a final version, and bring to the event on a flash drive or as an email attachment they can access.
  - Gather the information needed to complete applications. Some information may need to come from parents (residency information, social security number, etc.).
- Make final preparations for your event.
- Encourage school staff to wear college clothing on the day(s) of the event.
- Alert your local media about your event. A press release is included in this manual or the resource material.
- Send volunteers a reminder about the event a day or two prior to your event.
- Place a reminder about the event of your school's website home page.

Your WISCONSIN STUDENTS GO 2 COLLEGE Day! *Enjoy your school's event!*

- Welcome volunteers and thank them for their support!
  - Let them know what their role is for the day; ensure they receive a badge or sticker identifying them as a volunteer. Templates and recommended volunteer tasks are included in the resources material.
- Students should register for their FAFSA PIN during the College Application event.
- Participating students should "sign-out" of the event and provide the requested information.
- Ensure students get the Next Steps and FAFSA Completion event handouts after they apply to college.
- As required by your State Coordinator, students, and site coordinators should complete requested surveys.

After Your Event

- Submit any requested data to your State Coordinator (sign-out sheets, surveys)
- Communicate the program's impact with the local media. A post-event press release is included in the resource material.
- Thank your volunteers. A sample thank you letter is included in the resource material.
- Follow-up with school team to share your success!

Preparing and Implementing the WSG2C Event

There are a variety of activities that high school site coordinators can do prior to, during, and after the school's College Application event to ensure it is successful and meaningful for participating students. These activities are outlined below and samples are included in the resource manual. The **site coordinator checklist** will assist you with tracking the implementation of each activity.

Pre-event Activities: Creating a College-Going Culture and Getting Students Prepared

There are several activities that schools participating in the WSG2C program can do prior to the event in order to prepare students and to generate enthusiasm and support for the program. Templates for these activities are located in the resource manual

- College Research Worksheet
- College Application Worksheet
- Application Fee Waivers
- "Ask Me!" About It Signs
- Information Letters
- Phone Blasts
- Sample Press Release
- Mayoral Proclamation
- Other Pre-Event Activities

During your College Application Program

You have completed all of the planning for your WSG2C program and due to the pre-event activities, your students are prepared and the community is engaged in this exciting initiative. Use these activities and resources to help make your event a success! These materials are located in the Resources and Templates manual.

- Student Instructions for Day of Event
- College Application Sign-Out Sheet
- Reminders and Recognition
- Next Steps Handout
- Reminders for FAFSA Completion Event

After your College Application Program

Congratulations! You have successfully implemented a College Application Campaign program for your students and started them on the pathway to enrolling in college next fall. The following templates and suggestions are provided in the resource manual to assist you with post-event activities.

- Volunteer Thank You Letters
- Post-Event Press Releases
- Understanding Financial Aid Award Letters
- College Signing Day
- Other Follow-Up Activities

As we all know, the journey to successfully enrolling in postsecondary education does not end with the submission of a college application. There are several more steps that each participating student will need to complete over the next few months including, but not limited to, submitting college admissions test scores, submitting transcripts (current and final), submitting recommendation letters, and completing and submitting a FAFSA. As such, it is important that your team implements a plan to follow-up with participating students.

Pre-Event Activities for WSG2C

Creating a College-Going Culture and Getting Students Prepared

Samples of the following materials are included in the resource manual. Common uses for each are detailed below. The materials have been updated by your College Application Campaign State Coordinator to reflect your state's implementation.

College Research Worksheet

Understanding match, fit, and cost is critical to researching colleges. Have students use this worksheet to help them research and identify the colleges to which they want to apply.

College Application Worksheet

This worksheet is an opportunity for students to identify some of the most common information asked on college applications prior to the event. Ensure students have this well in advance of the College Application event so they can ask any questions they may have before they apply.

"Ask Me!" About It Signs

This is a quick and low-cost way to create awareness and excitement for your school's College Application event. Send the "Ask Me!" sign to all staff members in the school – ask them to customize it to their school(s) and display it outside their classroom or office. These signs will be sent to you from DPI in August.

Information Letters

To assist getting the word out, sample letters are included that can be sent to parents and community partners about your school's College Application event. These should be sent about two months prior to your College Application event on school letterhead.

Phone Blasts

To remind parents that the College Application opportunity is available to their child, a sample phone blast is included. To ensure students still have time to prepare for the event, it is recommended that this is implemented at least three weeks prior to the program.

Sample Press Release

Contact your local media to inform them of your College Application event. If school policy allows, invite them to be a part of your program. Media coverage will help students, families, and the community recognize the importance of this program for your school and students.

Other Pre-event Activities

Other ideas for enhancing a college-going culture prior to the College Application event are included in Resources Manual.

Other Pre-Event Activities

There are a variety of other activities your school can implement before your College Application event to help enhance the college-going culture and spread the word and excitement about the upcoming event.

Incorporate College Application Activities into the Classroom

Ask English teachers if they would be willing to assign a college application essay, personal statement, or a scholarship essay as homework prior to the event. Students should be able to research the prompts on the college applications or scholarship applications to which they are interested in applying.

See if Civics or Social Studies teachers will lead a college match lesson where students research and identify schools that are a good fit to their academic records and goals. Educated citizens are more likely to vote and be engaged in their communities.

Ask Math teachers if they would be willing to do a lesson on calculating financial need and repayment options. A critical component to a student being an informed consumer is having an understanding about the cost of attending college, the financial aid that is available, and what, if any, repayment students will need to do. Investigating average salaries of students who graduate with their major is an important piece of the research.

The Federal Student Aid Office at the US Department of Education has grade-level checklists and research tools to help students become academically and financially prepared for postsecondary education here. These checklists and resources can be utilized in classroom preparation activities: http://studentaid.ed.gov/prepare-for-college/checklists.

Marquee

Use your school's marquee to inform and remind students, families, staff, and the community about your upcoming College Application event. Post this information about two weeks prior to your school's event: WSG2C

Class of 2016 Applying to College on (Dates)!)"

College T-Shirt/Sweatshirt Day

An easy and fun way to generate some excitement in your school is to host college t-shirt or sweatshirt days. Get everyone involved – students, staff, and administrators! Many schools will host these types of college spirit days on Fridays for a few weeks prior to the school's College Application program.

Door Decorating Contest

Taking the "Ask Me!" signs one step farther, have staff and administrators participate in a door decorating contest focused on the college they graduated from or what college means to them. Students can then vote on which door wins and the winner can be announced the week prior to your College Application program. See if a local store is willing to donate a gift card to the winning educator as a prize.

College Wall

Use a bulletin board in the school to celebrate the applications submitted by your seniors. Have students write their name and the names of the colleges they applied to on construction paper and post it to the college wall. Students who apply prior to your College Application event can participate and get the wall started. Students who apply during your event can join the fun and add their notes after they submit their applications.

Morning Announcements
Generate excitement by highlighting different colleges and universities during morning announcements on the weeks leading up to your event. Students, staff who are alums, community alums, or representatives from the colleges themselves can do the announcements. Make the announcements exciting by having speakers provide a unique fact about the school, sing the school's spirit song, or other creative approaches.

Guest Speaker
Engage a local community leader or a recent graduate of your high school who is attending college to speak with your senior class about the importance of attending college and applying early. Ask the speaker to encourage your students to take advantage of the College Application event that will be hosted at your high school.

School Website
Use your school's website to communicate the opportunity to participate in your school's College Application event to students, their families, and the community. In addition to adding your College Application event to your school calendar, be sure to include pre-event activities as well. Use your website to post any materials that you want students and their families to have access to prior to your event.

Parent/Student Information Nights
Invite students and their families to an information night on your College Application event. Provide details on why your school is hosting this event, the importance of students applying to college early in their senior year, and the resources that are available for their student to plan and prepare for participation in the program. This is also a great opportunity to encourage family members to participate in your school's event.

The Federal Student Aid office at the US Department of Education has checklists for parents to use to track the steps their students need to take to prepare financially and academically for college: http://studentaid.ed.gov/prepare-for-college/checklists

Friday Night Lights
Set up an information table at your high school's football games to make students and families aware of your school's upcoming event. Make an information sheet available and a volunteer sign-up sheet for parents or community members who would like to volunteer at your program. During the game, have your College Application event dates flash on the score board.

Engaging Underclassmen in the Program
The earlier students begin thinking about college, the better. Many schools have started engaging underclassmen in their College Application event activities to create awareness and excitement for the school's event. This is a great way to ensure students are prepared when it's their time to apply to college! Here are some information sessions and activities you can implement with your underclassmen prior to or during your College Application event:

- **9th grade:** Decision making, learning styles, study habits, HS transcript and academic planning, connection between school and careers, how to qualify for a scholarship, colleges and the degrees offered, and college admission criteria
- **10th grade:** Progress check, extracurricular activities, earning college credit during HS, world of work, college costs and ways to pay, college visits (online), PSAT, PLAN, etc.
- **11th grade**: Money management, finding scholarships, admission process, college entrance tests, preparing to apply, writing personal statements and essays, etc.

Also, use the grade-level checklists available on the US Department of Education's Federal Student Aid Office website to ensure students understand the steps they need to take to become academically and financially prepared for college: http://studentaid.ed.gov/prepare-for-college/checklists

During Your WSG2C Program

Samples of the following materials are included in the Resource Manual. Common uses for each are detailed below. The materials have been updated by your College Application State Coordinator to reflect your state's implementation.

Volunteer Reference Guide
Complete this reference sheet and email it to volunteers prior to their arrival at your school.

Student Instructions on Day of Event
This handout details the step-by-step process students will need to complete during the day of your event including where to log-in to apply to college online, how to register for a FAFSA PIN, and a reminder of the handouts available after the event. A critical component to a student completing the college admissions and financial aid application processes is submitting a complete FAFSA. The first step in completing the FAFSA is registering for a personal identification number (PIN). We encourage all participating schools to make FAFSA PIN registration a part of their College Application event. All students participating in your school's College Application event should register for their FAFSA PIN immediately following the submission of their college application(s).

Reminders and Recognition
DPI will send you recognition wrist bands and buttons. Distribute them to participating students.

Next Steps Hand-out
The Next Steps hand-out should be distributed to students **after** they complete their applications during your College Application event. The handout includes a helpful list of reminders and next steps that students will need to do in order to complete the college application and financial application process.

Reminders for FAFSA Completion Event
DPI will provide you with "save the date" cards for College Goal Wisconsin. Distribute them to participating students.

After Your WSG2C Program

It is important to ensure that students complete their college applications by submitting other required materials institutions may require such as high school transcripts, college entrance exam scores, recommendation letters, etc. In addition, students should be encouraged to submit additional applications after the event if they did not have time to complete as many as they wanted to during the event.

Other post-event activities are included below. Samples of the following materials are included in the resource manual. The materials have been updated by your College Application State Coordinator to reflect your state's implementation.

Volunteer Thank you Letters
It is important to recognize the time, energy, and effort that volunteers contributed to your school's College Application event. A template thank you letter has been provided. Feel free to print this on school letterhead and mail. Or, if you would like to send by email, that is a great way to show your appreciation as well.

Post-Event Press Release
You notified your community that the event was coming up – now make sure you communicate about the success of your program! Use this template to update your local media about the impact of your program.

Understanding Financial Aid Award Letters
Provide this handout to students and/or host information sessions as financial aid award letters begin to arrive. These guidelines to understanding financial aid award letters are pulled directly from the Federal Student Aid office at the U.S. Department of Education (http://studentaid.ed.gov/).

College Signing Day
U.S. Secretary of Education, Arne Duncan, encourages all high schools to host a College Signing Day. Intended to recognize the important academic achievements of students and their decision regarding where they will enroll in college, College Signing Days celebrate this important milestone. Use these suggestions and watch a video of one high school's approach to help plan and host your own College Signing Day!

Other Follow-Up
As noted on the timeline and checklist included in this manual, it is important that your school team meet after the College Application program to discuss what worked and identify areas for improvement. This time can also be used to share the results of your program. Use the student sign-out sheet to understand the number of students who applied to college and the number of applications that were submitted. During this debrief meeting, the school team should identify a plan to follow-up with participating students to ensure they complete the application process (by submitting transcripts, test scores, etc.) and that they submit a completed FAFSA.

College Signing Day

U.S. Secretary of Education, Arne Duncan is encouraging all high schools to host College Signing Days, "a simple and inexpensive way to celebrate our students, their accomplishments, and their futures." Similar to athletic signing days, during which high school seniors sign a letter-of-intent regarding the college they plan to attend, College Signing Days are an opportunity to recognize the important academic accomplishments of your graduating senior class.

Here are some suggestions for hosting your own College Signing Day to celebrate the important milestone of your students deciding where they will attend college in the fall. Pick one approach, create your own, or incorporate all of them into your celebration! The key to a College Signing Day is to have fun and celebrate!

1. **Host a College Signing Day pep rally or student assembly.** Have each senior come to the microphone and announce the college they plan to attend. Invite parents/guardians and high school underclassmen to attend the event to cheer each student's decision. Invite a speaker such as a college admissions representative, community member, high school principal, or district superintendent to open the event.

2. **Create a College Signing Day bulletin board.** Have students write their name and the college they are going to attend and post it on a bulletin board. Let your creativity flow in how the information is presented! Some ideas include: create a tree with branches and have student announcements on leafs; put a map of your state on the bulletin board and student announcements in the city/town they are attending college (have space for out-of-state students too!); have announcements written on graduation cap cut-outs.

3. **Print it in the school and/or local newspaper.** Print college enrollment plans in your school newspaper, school newsletter, and/or the local newspaper. Some local newspapers may be willing to "donate" the page – so be sure to ask!

4. **Have a College Signing t-shirt Day.** On your College Signing Day event, ask students to wear a t-shirt of the school they will attend. Or, the can dress up in their school's colors. Encourage school staff to wear the t-shirts or colors of their alma mater too!

5. **Hand out nails with ribbons.** Encourage students and parents to hang the nail on the wall where the college diploma will eventually be displayed.

Most colleges require that students sign enrollment commitment letters by May 1st. So, hosting your College Signing Day in May would be ideal.

For more information on Secretary Duncan's call to host College Signing Days, please visit the U.S. Department of Education's blog entry regarding these events:
https://www.ed.gov/blog/2014/02/the-case-for-college-signing-days/

The blog includes a link to a video of Houston's YES College Prep's College Signing Day event which you can also find here: http://www.youtube.com/watch?v=6yp3DMAHh9s

Application Fee Waivers

Who is eligible?

Typically, fee waivers are available to students for whom the college application fees would create a financial burden or hardship. Students who were eligible for fee waivers to college entrance exams, such as the SAT or ACT, are usually also eligible for college application fee waivers.

Who accepts fee waivers?

Application fee waiver requests for the University of Wisconsin System can be found at www.admissions.wisc.edu. Each Wisconsin Technical College administers their own fee waiver. http://www.wtcsystem.edu/colleges.htm Most Wisconsin Independent Colleges and Universities are free if applying online.
http://www.waicu.org/working-students/marketing-materials.

What fee waivers are available?

There are three types of fee waivers typically accepted by colleges and universities, but it is important to note that not all colleges and universities will accept fee waivers. Students or school counselors should confirm with the admissions office at specific institutions to ensure fee waivers are accepted.

ACT Fee Waiver

ACT provides a fee waiver application in their *ACT User Handbook for Educators* publication, link below. Students who are eligible for a fee waiver to the ACT college entrance exam are also eligible for a college application fee waiver. School counselors need only print out the number of fee waivers needed and sign-off on student eligibility. Students must also sign the form. The fee waiver may be found on page 37 here:
http://www.act.org/aap/pdf/ACT-UserHandbook.pdf

College Board Fee Waiver

The College Board states that students who have received a College Board fee waiver for the SAT or the SAT subject tests may also be eligible for up to four college application fee waivers. Students should receive their college application fee waivers at the beginning of their senior year through their SAT accounts. College Board fee waivers will no longer require school counselor approval.

More information on the College Board fee waiver can be found here:
http://professionals.collegeboard.com/guidance/applications/fee-waivers

The College Board also provides additional information including a link to which colleges accept the College Board application fee waiver here:
http://www.sat.org/fee-waivers

National Association for College Admission Counseling (NACAC) Fee Waiver

This fee waiver can be downloaded from NACAC's website, provided below. Students must complete their portion of the fee waiver request and a school counselor or TRIO representative must verify that a student is eligible to use the form (a list of eligibility requirements are provided on the NACAC website and on the fee waiver request – students must meet only one of the requirements to be eligible). NACAC recommends that students receive no more than four fee waivers for the college application process. Additional information on the NACAC fee waiver can be found on their website here:
http://www.nacacnet.org/studentinfo/feewaiver/Pages/default.aspx

Site Coordinator Checklist

Use the checklist below to assist you as you implement a WSG2C. The checklist includes the activities outlined above.

	Pre-event preparation: first steps
__	• Review WSG2C Site Coordinator Manual and Resources and Templates Manual
__	• Identify and reserve site for the WSG2C event
__	• Add College Application event to school calendar
	• Identify a School Team to build support and assist with tasks
__	• Host school team meeting to discuss implementation of program at your school
	Communicate opportunity to students, their families, and the local community
__	• By phone blasts or email
__	• By posting information on school website, school newsletter, school marquee
__	• Pre-event press release
__	
	Prepare students for the event
__	• Focus on activities that encourage students to research and identify schools that are the best fit for them. Use the College Research Worksheet available in supplemental packet.
__	• Sponsor and/or support participation in college fairs or college visits
__	• Distribute College Application Worksheet for students to complete before event
__	• Implement college exploration and preparation assignments in classrooms
__	• Identify and meet with students eligible for application fee waivers
	Implement school-wide activities to build awareness and enthusiasm
__	• College t-shirt/sweatshirt days
__	• College wall bulletin boards
__	• "Ask Me!" signs on offices and classroom doors
__	• Door decorating contests
__	• Morning announcements
__	• Guest speakers
__	• Parent/Student Nights
__	• Engage underclassmen in school's College Application Campaign event
	Get volunteers involved to assist with the event
__	• Communicate with volunteers (letter and/or email)
__	• Assign tasks
__	• Ensure volunteers have "Ask Me!" stickers
	HOLD COLLEGE APPLICATION EVENT!
__	• Ensure students receive a 10 Steps document before they begin applying
__	• Ensure students register for the FAFSA PIN
__	• Ensure students sign-out
__	• Ensure students receive Next Steps, and FAFSA Completion flyers
	Post-event follow-up
__	• Write thank you letters to volunteers
__	• Submit data to state coordinator if requested
__	• Host post-event debrief with school team
__	• Release post-event press release
__	• Follow-up with students to ensure they complete the college admissions *and* financial aid application processes. Help them navigate award letters.
__	• Host College Signing Day celebration

References

[1] Delaware College Application Month
University of Delaware
http://www.ipa.udel.edu/cam/

[2] Georgia Apply to College Materials
University System of Georgia
http://www.usg.edu/apply-to-college/

[3] Go On, Idaho! Statewide FAFSA Day
http://financialaid.boisestate.edu/timely-tips-archive/goonidahostatewidefafsaday/

[4] Kentucky College Application Week Materials
Kentucky Higher Education Assistance Authority
www.kheaa.com/website/kycaw/home

[5] North Carolina College Application Week
College Foundation of North Carolina
www.cfnc.org/caw

[6] U.S. Department of Education
Homeroom – The official blog of the U.S. Department of Education
The Case for College Signing Days
https://www.ed.gov/blog/2014/02/the-case-for-college-signing-days/

[7] U.S. Department of Education
Federal Student Aid Office
http://studentaid.ed.gov/
http://studentaid.ed.gov/fafsa/next-steps#how-do-i-decide-what-aid-to-accept

[8] West Virginia College Application and Exploration Week
College Foundation of West Virginia
www.cfwvconnect.com/caew.html

Every effort has been made to reference the original source of materials presented in this manual. If you believe there is an incorrect reference or a missing reference, please notify the American College Application Campaign team at acac@acenet.edu.