Iowa College Application Campaign, College Decision Day & FAFSA Completion Initiative

Agenda

- College Application Campaign
  - Background
  - The need
  - 2014 campaign
  - Input from site coordinators
  - Volunteers
  - Data collection
  - Registration
- College Decision Day
- FAFSA Completion Initiative

Background

- National effort to increase the number of first-generation and low-income students pursuing a college degree or postsecondary education
- Started in North Carolina 2006
- 28 States in 2013

2014 Campaign

- Location 1 – November 1
  - Schools can host events during one day or one week (or entire month)

Iowa College Aid will provide:

- **Site Coordinator Guide and Toolkit**
- Promotional posters
- Teacher sign
- Stickers for students
- Training webinar in the fall
- Assistance connecting sites with volunteers

Iowa College Application Campaign

- Campaign piloted in Iowa in 2012 with only a few participating high schools
- 33 Iowa high schools participated in 2013
  - Governor Terry Branstad acknowledged all participating schools with a ceremony held at East High School in Des Moines

CDD Ideas

- Use daily announcement to share where students will be attending.
- Create a bulletin board where students can add their name and where they will be attending.
- Utilize the school newspaper to share where students will be attending.
- Have faculty dress up in alma mater shirts and have seniors wear gear from their future school.
- Host a signing day.

College Decision Day

- May 1 is known as National College Decision Day as many colleges set this day as the deadline for students to notify them of their decision.

How can your school celebrate and create a more college going culture?

FAFSA Completion Initiative

- FAFSA Completion Initiative launched in spring 2014
- FAFSA importance
  - Determines federal, state and college/university student aid eligibility
  - Strong correlation between FAFSA completion and college enrollment

Registration

- Registration is open
- Registration closes September 1, 2014
  - Those registered after this date are not guaranteed a DAC materials
- Daily reminders will go out every three days (beginning in August) with continuous communications

Data Collection

Schools provide:

- Number of graduating seniors in school
- Number of seniors that applied to at least one college or university (during event or outside event)
- Total number of applications completed

Volunteers

- School staff
- College and University representatives
- Retired educators
- Community leaders and organizations
- Local businesses
- TRIO Program Specialists

Best Practices

"We would encourage more college representatives to be present. When there were reps here, it was very helpful for them to talk with students and answer all the questions that they had about their school and the application process."

"We asked our teachers to wear shirts from their alma maters and seniors to wear shirts from the colleges they are attending."

"Hold an event during the school day, as opposed to before or after the school day."

2013 Stats

Prezi

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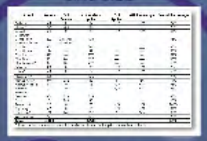

Registration

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- Those registered after this date are not guaranteed CAC materials
- Early registrants will guarantee more time
- Be staff focused with volunteer commitment

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Background

- National effort to increase the number of first-generation and low-income students pursuing a college degree or postsecondary education
- Started in North Carolina 2004
- 10 States in 2013

2014 Campaign

- October 1 – November 1
- 3 Iowa sanctioned events during one day, one week or entire month

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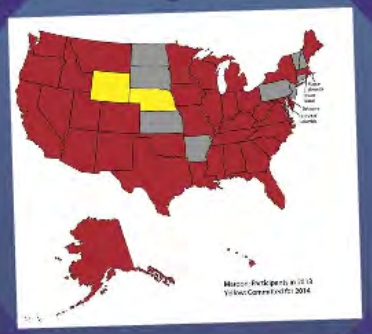

https://www.acenet.edu/about-ace/special-initiatives/Pages/ACAC.aspx

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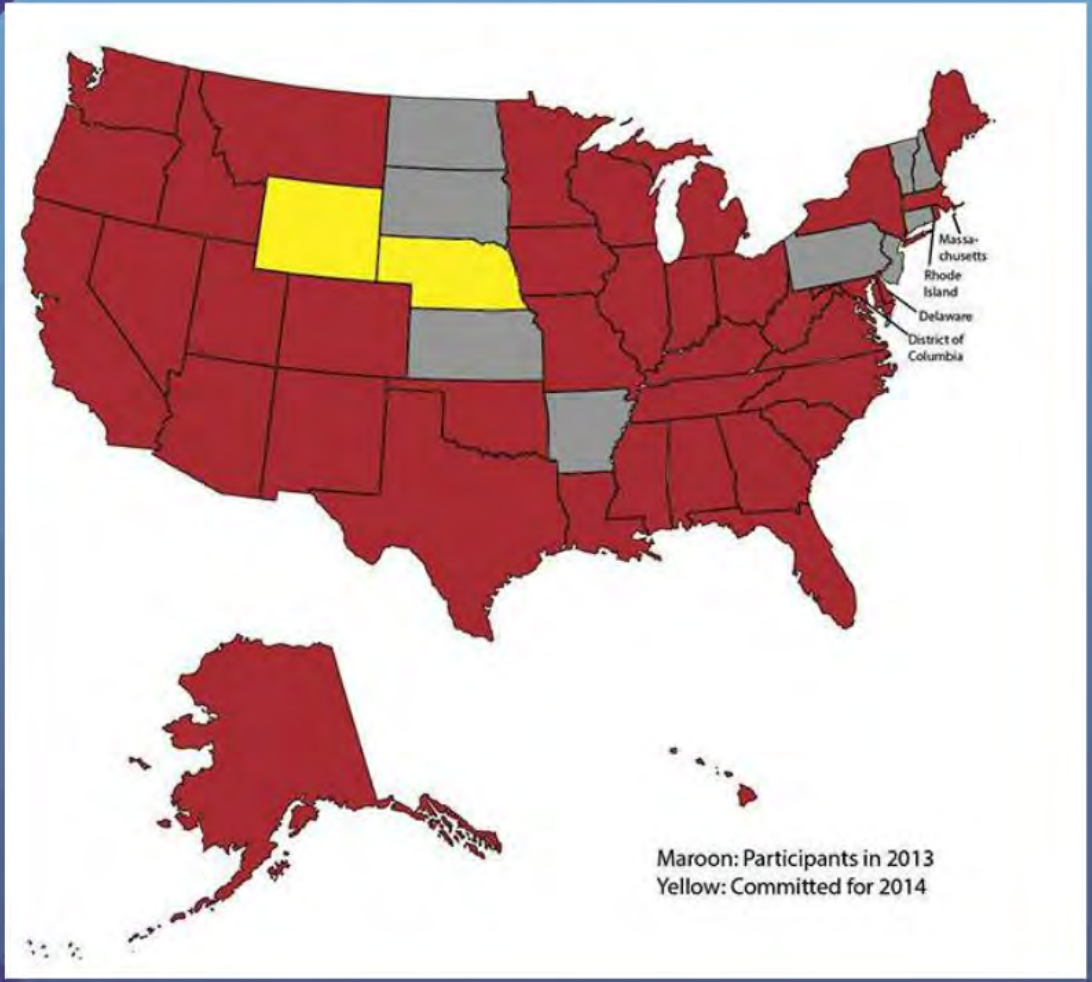

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2013 Stats

School	Seniors	GUI Seniors	# of students applied	GUI Applied	GUI Percentage	Overall Percentage
Audubon	43	0	32	N/A	N/A	74%
Clinton*	249	238	181	—	—	73%
Central Community*	32	0	8	N/A	N/A	25%
Council Bluffs Thomas Jefferson*	222	251 (with alt. school)	125	—	—	56%
DSM East	455	—	360	—	—	80%
DSM Hoover	194	—	97	—	—	50%
DSM Lincoln	429	—	278	—	—	57%
DSM North	351	261	193	—	—	55%
DSM Roosevelt*	395	181	270	—	—	68%
Dubuque	403	0	36	N/A	N/A	9%
Lisbon*	43	0	29	N/A	N/A	67%
Mason City*	230	1	176	—	—	77%
Marshalltown*	349	332	38	6	2%	11%
Nashua-Plainfield*	50	0	18	N/A	N/A	36%
Northeast Hamilton*	20	0	17	N/A	N/A	85%
Ottumwa*	354	313	152	—	—	43%
Perry*	155	143	93	—	—	60%
Remsen Union	30	0	30	N/A	N/A	100%
Sigourney	42	0	13	N/A	N/A	31%
Storm Lake*	153	146	122	98	67%	80%
Waterloo East	221	—	170	—	—	77%
Total:	**4,420**	---	**2,438**	---	---	**56%**

*These numbers are a reflection of the number of students that applied during the event only.

Need

- It is projected that by 2018, 62% of jobs in Iowa will require postsecondary education.
- As educational attainment increases, income increases and the percent of the population living in poverty decreases.
- For Iowans with only a high school degree, the poverty rate is three times higher than those with a bachelor's degree or higher.

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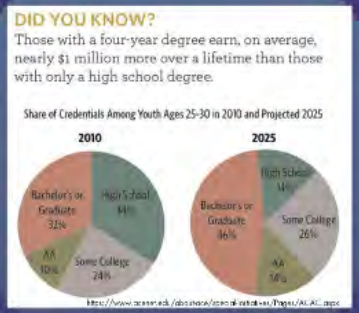

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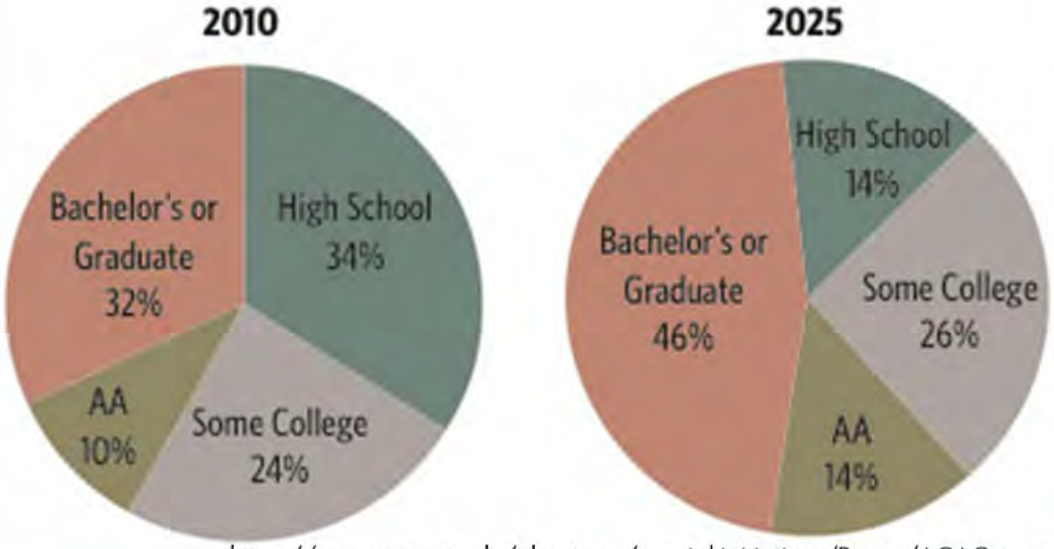
Need

DID YOU KNOW?

Those with a four-year degree earn, on average, nearly $1 million more over a lifetime than those with only a high school degree.

Share of Credentials Among Youth Ages 25-30 in 2010 and Projected 2025



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Volunteers

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Potential Volunteers

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Options for collecting data:
- Sign in/Sign out sheet
- Individual sheets for each student
- Online student survey (results will be collected by Iowa College Aid and provided back to the school)

Data Collection

Benefits for school counseling program

- Using disaggregated data ensures every student receives benefits
- Identifies access and equity issues
- Closes achievement or opportunity gaps
- Evaluates the effectiveness of this activity
- Educates stakeholders about importance of a school counseling program
- Meets Iowa Administrative Rules

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Hastings College
Iowa State

Hastings College
Wayne State
NORTHWEST

Awing
DECA
College Decision Day
Thomas Jefferson High School

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Iowa FAFSA Completion Initiative

- 2014-15 Pilot
- 2015-16 Statewide Initiative
  - www.IowaCollegeAid.gov - School Resources - K-12 School Professionals - FAFSA Completion

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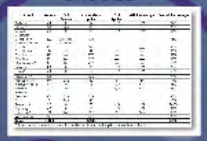

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