



IowaCollegeAid.gov
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NEWS RELEASE

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College Application Week Encourages Iowa Students to Start the Application Process
Program to be piloted October 29 – November 16, 2012 at 12 Iowa high schools across the state

Des Moines, IA., October 23, 2012 – The Iowa College Student Aid Commission (Iowa College Aid) is leading the effort to implement College Application Week in Iowa from October 29 through November 16, 2012. It is part of a national effort to encourage high school seniors to start the college application process. Iowa is one of nine states piloting the program this year.

College Application Week is an initiative designed to engage and inform students across the state about the college application process. The primary goal is to increase the number of students (especially first-generation college applicants) completing a college application to any of Iowa's 15 community colleges, 3 public universities, and the more than 30 independent colleges and universities.

Des Moines Public Schools, Waterloo Public Schools, as well as high schools in Algona, Clinton and Lake Park will pilot the program this year, with assistance from trained school staff and volunteers from College Application Week sponsors - Iowa College Student Aid Commission, the Iowa Department of Education, Iowa Public Television, Iowa Regent Universities, Iowa Independent Colleges and Universities, Iowa Community Colleges, Iowa Association for College Admission Counseling, Iowa School Counselor Association, and the Iowa College Access Network.

“Nothing is more important to Iowa's economic future than making sure we sustain a highly educated workforce,” said Karen Misjak, executive director of Iowa College Aid. “With nearly two-thirds of Iowa's fastest growing occupations requiring training or education beyond high school, it is increasingly important to help every high school student take that first step towards continuing education. It is our hope that this first College Application Week will raise awareness among students and their families that college is possible,” said Misjak.

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Iowa College Aid is kicking off College Application Week with a free, virtual college prep event through College Week Live called Get Prepped 4 College, on October 29, 2012 from 12 p.m. to 7 p.m. The virtual event is open to all students and families who can login anytime to get their college questions answered via online chat and to watch both live and recorded presentations by financial aid experts, Iowa college and university officials, and college students. Those interested can register for this free event at <http://bit.ly/iowafinaid>, or by scanning the following QR code with a smartphone.



For more information about College Application Week, as well as resources Iowa College Aid provides to help Iowa families plan, prepare and pay for college, visit www.IowaCollegeAid.gov or contact Iowa College Aid at 877-272-4456.

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About the Iowa College Student Aid Commission

Iowa College Aid provides college access, financial literacy, and outreach services to Iowa's students and families as they plan, prepare and pay for college. Iowa College Aid also administers state scholarship, grant, work study, and loan forgiveness programs totaling over \$60.0 million annually; provides I Have A Plan Iowa™, the state-designated career information system, free to all Iowans; partners with financial institutions in the state to offer an online financial literacy platform free to all Iowa high schools; conducts research and distributes higher education data; and offers Iowans assistance in obtaining student financial aid and college-related information. Additionally, Iowa College Aid is the administrator of the Federal GEAR UP Grant, a multi-year state-wide grant which is being used to provide early awareness programming and outreach initiatives to thousands of Iowa's students and families. Through its role, Iowa College Aid also serves as the state-designated administrator of the U.S. Department of Education's College Access Challenge Grant, which is designed to increase the college-going culture in Iowa. Iowa College Aid is also responsible for registering postsecondary institutions and other instructional schools under Iowa Code Chapter 261B and sections of Chapter 714. More information is available at www.IowaCollegeAid.gov.