

3 Step Process to Increase College Access



1

Iowa College Application Campaign

Iowa College Application Campaign is part of a national effort to engage and inform Iowa students about the college application process. The primary purpose is to help high school seniors, especially those from underserved populations, navigate the college admissions process and ensure they apply to at least one college.

Support for participating schools includes:

- Training webinar and Site Coordinator Planning Guide;
- Free promotional posters and materials to use during events;
- Assistance with press releases and working with the media; and
- End-of-Campaign reports

2

Iowa FAFSA Completion Initiative

The importance of FAFSA completion is seen in the strong correlation between FAFSA completion and college enrollment as well as its necessity for students to receive financial aid. Through a partnership with the U.S. Department of Education, Iowa College Aid can help high schools identify seniors who have not completed a FAFSA so they can provide follow-up assistance.

- To participate, schools must complete the FAFSA Completion Data Share Agreement.
- Schools will have access to ICAPS, Iowa College Aid's online processing system, where they will upload a student roster and download a FAFSA Completion File.
- Schools are encouraged to use the FAFSA completion information to provide targeted FAFSA assistance.

3

Iowa College Decision Day

The goal of College Decision Day is to recognize high school seniors for their college plans and encourage the college aspirations of underclassmen. College Decision Day is held on or around May 1 to coincide with the date most seniors must inform a college of their plans to enroll. School events recognize all students for their postsecondary plans (2-year, 4-year, military, postsecondary certificate).

Support for participating schools includes:

- Toolkit with ideas and suggestions for hosting successful events;
- Design assistance and materials to use during events; and
- Assistance with press releases and working with the media.