



2015 Iowa College Application Campaign

Site Coordinator Guide



to be held within the dates of
October 1, 2015 - November 1, 2015

Iowa College Application Campaign Site Coordinators:

On behalf of Iowa College Aid and the Iowa Association for College Admission Counseling, thank you for agreeing to host College Application Campaign at your school. Your involvement will ensure the success of the statewide College Application Campaign initiative. The goal of this program is to provide an opportunity for all Iowa seniors to complete at least one college application, and to promote excitement and enthusiasm about the college exploration and preparation process within your school.

The following manual will provide you with handouts and assistance in getting you started with events at your school.

Here are the steps to creating a successful College Application Campaign event at your school:

1. Find time during the school day for the college application completion day.
2. Schedule computer lab time during College Application Campaign to allow students the opportunity to explore colleges and to submit college applications.
3. Invite all seniors at your school to participate, and make efforts to ensure that each senior student who has not already completed a college application this year submits at least one college admissions application by the end of the week.
4. Brainstorm ideas and review the best practices included in this handbook to plan additional college exploration activities for your school's College Application Campaign.
5. Recruit volunteers from your school or community to support the site coordinator and assist students during lab hours and other activities.
6. An online evaluation will be emailed immediately after Iowa College Application Campaign. Please complete the evaluation no later than November 30.

We sincerely appreciate all of the effort and time that you have committed to make this event a success. Your involvement will help Iowa's students and families learn more about their options for college and pursue the dream of completing postsecondary education. Please do not hesitate to contact our office if you have any questions about Iowa College Application Campaign.

Sincerely,
Keyli Keifer
keyli.keifer@iowa.gov

What the word “College” means to your students.

College is important, there’s no doubt about it. Nationally, the numbers of new jobs in occupations that require some postsecondary education are expected to experience higher rates of growth through at least 2018 than those in on-the-job training categories¹. In Iowa, nearly two-thirds of the top 50 fastest growing occupations require some type of formal training program or postsecondary education². Of the top 50 jobs in Iowa with both high demand and high salaries, 98 percent require postsecondary education³. By 2018, it is projected that 1.1 million jobs in Iowa, or 62 percent, will require postsecondary education or training beyond high school⁴.

Every Iowa student should plan to complete some type of education beyond high school. Iowa’s colleges and universities assist in that goal, offering a wide variety of educational options that meet the unique needs of all of our state’s students:

Apprenticeships

An apprenticeship is a training program that combines classroom studies with on-the-job training supervised by a trade professional where students earn wages while learning a skilled profession in a specific field. It can take several years to become fully trained in a chosen occupation. Examples of careers requiring an apprenticeship include electrician, plumber and carpenter.

Certificates and Diplomas

A certificate or diploma program focuses on a particular skill needed for a specific career and can generally be earned in two years or less at a community college, career/technical/business college or some four-year colleges. Examples of possible careers requiring a certificate or diploma include paralegal, cosmetologist, welder, chef, certified nursing assistant and radiological technician.

Associate Degree

Associate degrees can usually be earned in two years (sometimes less) at any community college or some career/technical/business colleges and four-year colleges. Some associate degrees can be applied toward a bachelor’s degree at a four-year college or university. Examples of possible careers requiring an associate degree include dental hygienist, administrative assistant, registered nurse, veterinary technician and auto mechanic.

Bachelor’s Degree

A bachelor’s degree, or undergraduate degree, typically takes at least four years to complete at any four-year college or university. Careers that require a bachelor’s degree include teacher, engineer, accountant, dietitian and social worker.

[1] U.S. Bureau of Labor Statistics. Occupational Outlook Handbook, 2010-11 Edition.

[2] Iowa Workforce Development. Iowa Occupational Projections 2008-2018. Chart Source: BLS Division of Occupational Outlook.

[3] Iowa Workforce Development (December, 20110). Iowa’s Hot 50 Jobs 2008-2018.

[4] Georgetown University Center on Education and the Workforce. (June 2010). The Midwest Challenge: Matching Jobs with Education in the Post-Recession Economy

Iowa College Application Campaign 2015

An Overview for Teachers, Staff, Volunteers, and Community Members

Our school is participating in Iowa's statewide College Application Campaign! To ensure that our event is a success for our students, we need your help in promoting and coordinating this event — and making sure our initiative is exciting and fun for our students, families, and community!

What is Iowa College Application Campaign?

Iowa College Application Campaign is a series of events coordinated by Iowa College Aid (ICA) at Iowa high schools within or near October, 2015. The American Council on Education has successfully implemented programs similar to Iowa's College Application Campaign in all 50 states and the District of Columbia.

What is the goal of Iowa College Application Campaign?

Our goal is to provide every graduating high school senior with the opportunity to apply to college. While much of the focus of Iowa College Application Campaign is geared toward first-generation and low-income college students, we encourage all students (including freshmen, sophomores, juniors and seniors who have already applied to college) to participate in events which will help them explore and prepare for postsecondary education, including certificate programs, two-year degrees and four-year degrees.

What happens during Iowa College Application Campaign?

Think of Iowa College Application Campaign as a School Spirit Week during which we all work together building excitement and awareness around the college exploration and application process. We will provide computer lab time to students allowing them to explore colleges and apply online. The event becomes truly spectacular when we integrate fun activities into our school and community environments. For example, we can decorate our doors and classrooms in college themes, post signs and pennants in our community, decorate storefronts, have college trivia contests — let's get creative!

How can I help?

You can help by assisting students with applications, contributing to the "spirit" of the week or — perhaps most importantly — reaching out to students to encourage them to apply to college. Seek out those students who might traditionally be overlooked when it comes to college planning and talk to them about their options for college. Be sure to ask students if they've applied as they board the bus, go through the lunch line or walk into church, a store or your classroom!

College Application Campaign is sponsored by Iowa College Aid.

About Iowa College Aid: Iowa College Aid provides college access, financial literacy and outreach services to Iowa's students and families as they prepare, plan and pay for college. Iowa College Aid also administers state scholarship, grant, work study and loan forgiveness programs totaling over \$64.0 million annually, conducts research and distributes higher education data and offers Iowans assistance in obtaining student financial aid and college-related information. Iowa College Aid is the administrator of the Federal GEAR-UP Grant, a multi-year state-wide grant which is being utilized to provide early awareness programming and outreach initiatives to thousands of Iowa's students and families. More information is available at www.iowaCollegeAid.gov.

The College Preparation Process

Submitting an application is just one step in getting your students ready for postsecondary education. Two other essential steps in preparing for college are taking the ACT and/or SAT and filing the Free Application For Federal Student AID (FAFSA). Here's how you can assist your students with these elements:

ACT and SAT Test Prep

Advise students on the differences between the ACT and the SAT so that they can take the test most applicable to their targeted schools. This may mean taking both tests. Keep in mind that changes to the SAT will take place in 2016. The ACT consists of five components: English, Mathematics, Reading, Science and an optional Writing Test. The ACT is only scored by the number of correct answers, there is no penalty for guessing, as is the case with the SAT. The SAT consists of three components: Critical Reasoning, Mathematics and a required Writing Test. Free test prep is available for students through www.IHaveAPlanIowa.gov.

Filing the FAFSA

The most crucial step to receiving financial aid for college is completing the Free Application for Federal Student Aid (FAFSA). The FAFSA is the key to federal and some state and institutional aid. Encourage students to also complete the Iowa Financial Aid Application in order to be considered for all forms of state-funded aid.

IOWA FAFSA COMPLETION INITIATIVE

Some students and their families may be unfamiliar with the FAFSA filing process and may require additional help. Have students reach out to the financial aid office of their targeted college, Iowa College Aid, Iowa College Access Network (ICAN), College Goal Sunday events and any other local events that offer FAFSA assistance. If possible, host financial aid nights at your school for students and their families. Remind students that filing the FAFSA is free and that they should never pay to receive assistance completing it.

Planning Checklist

- Identify a site coordinator.** This can be a counselor or advisor who will be responsible for planning and implementing Iowa College Application Campaign events at your school.
- Build a school-wide team.** Recruit counselors, teachers and other staff to help plan and implement the event. Forming a team will help share the work and help ensure the entire school supports the event. Students could also be identified to volunteer to help and earn community service hours.
- Encourage school-wide involvement.** Get the entire school excited about both the event and students applying to college. Encourage all students and staff to participate in activities, such as wearing college shirts, sharing college stories or decorating classroom doors with college logos, photos and other mementos.
- Advertise.** Promote the event by using banners, college pennants and other CAC materials (from Iowa College Aid) including posters, stickers and “I Went to College. Ask Me How” signs.
- Recruit volunteers.** Ask local and area community leaders to help with the event. Reach out to such people as: representatives from local college and university admissions, financial aid and registrar offices, as well as current students and extension services representatives. Parents/PTA and Board of Education staff/school board members are also good potential volunteers.
- Provide all seniors access to the event.** Develop a schedule for your event which will provide all senior-year students the opportunity to participate. Application completion events held during the school day are most successful.
- Allow for adequate student preparation prior to the event.** Help students make the most of their Iowa College Application Campaign event experience. Promote college exploration before the Application completion time so that students know where they want to apply.
- Encourage students to complete college research prior to the event.** Promote college exploration before the application completion event so that students know where they want to apply. Students should arrive with a list of colleges that they have determined as a good match for them and to which they would like to apply.
- Gather information with the Senior Survey.** To have a better idea of what students are planning to do after high school, have them complete the Senior Survey (from the Site Coordinator Guide) prior to your College Application Campaign events.

Event-Day Reminders

1. Check all computers and make sure that no pertinent web sites are blocked by your school or your district.
2. If possible, set computer homepages to www.iowaCollegeAid.gov/CACStudentForm.
3. Post the following items in each computer lab or classroom where students will be completing online applications as students may need to reference this information when completing applications:
 - School mailing address
 - Phone number
 - Fax number
 - School code
 - Each counselor's contact information, including e-mail address
 - Past and upcoming SAT and ACT dates. Most colleges ask students to list the dates on which they took the test or when they plan to take it. A quick reference will make a big difference.
4. Distribute the student handout "I Applied... Now What?" and the "Your Course to College" guide.
5. Be sure that the students complete and submit application(s), print confirmation page(s) or save application(s) for final work within the next day or two.
6. After your students have completed the desired amount of college applications:
 - Remind each student to review the "I Applied... Now What?" handout.
 - Distribute stickers to students who have applied to a college.
 - Encourage students to attend a College Goal Sunday event. Iowa College Goal Sunday is an opportunity for students and families to receive free, confidential assistance completing the Free Application for Federal Student Aid (FAFSA). Iowa College Goal Sunday workshops will be held throughout early 2016. Visit www.iowacgs.org for more information.

Collecting Student Data

In order to measure the success of the Iowa College Application Campaign, Iowa College Aid requests that all participating schools report the number of seniors in their high school that applied to college during the campaign and the number of schools to which they applied.

Data Reporting

- [Online Form](http://www.iowacollegeaid.gov/content/iowa-college-application-campaign-student-survey) - Use the student sign in form /www.iowacollegeaid.gov/content/iowa-college-application-campaign-student-survey. Students will enter their first name, last name, high school and the names of the colleges they plan to complete applications for during the campaign.

Using Student Data

Iowa College Aid will distribute End of Campaign Reports with all student information collected. Your school can use the data to:

- Identify access and equity issues
- Close achievement or opportunity gaps
- Evaluate the effectiveness of this activity
- Educate stakeholders about the importance of a school counseling program
- Meet Iowa Administrative Rules