



IowaCollegeAid.gov

NEWS RELEASE

FOR IMMEDIATE RELEASE

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2nd Annual College Application Campaign Helps Students Navigate the College Admissions Process
Program to be implemented October 1 – November 1, 2013 at 30 high schools across the state

Des Moines, IA., October 1, 2013 – The Iowa College Student Aid Commission (Iowa College Aid) announced today the launch of Iowa College Application Campaign from October 1 through November 1, 2013. It is part of a national effort to increase the number of first generation and low-income students pursuing a college degree or other higher education credential. The primary purpose of this effort is to help high school seniors navigate the college admissions process and ensure they apply to at least one postsecondary institution in the fall of their senior year of high school. The program was piloted in Iowa last year with 12 schools over a one-week period and has expanded to 30 high schools with events spanning the month of October. This year’s participating high schools include:

Algona High School	Marshalltown High School
Audubon High School	Mason City High School
Cedar Falls High School	Nashua-Plainfield High School
Central Community Jr-Sr High School (Elkader)	North High School (Des Moines)
Clay Central Everly High School	Northeast Hamilton High School (Blairsburg)
Clayton Ridge High School	Ottumwa High School
Clinton High School	Perry High School
Davenport West High School	Remsen-Union High School
Dubuque Senior High School	Roosevelt High School
East High School (Des Moines)	Sigourney Jr-Sr High School
East High School (Waterloo)	Storm Lake High School
Hoover High School (Des Moines)	Thomas Jefferson High School (Council Bluffs)
Laurens-Marathon High School	West High School (Waterloo)
Lincoln High School (Des Moines)	West High School (Sioux City)
Lisbon High School	West Liberty High School

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The Iowa Association for College Admission Counseling partnered with Iowa College Aid to sponsor Iowa College Application Campaign. Participating schools receive training, promotional materials and assistance in recruiting college admissions representatives and other volunteers who work directly with students completing applications.

“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. “Experts have estimated that almost two-thirds of Iowa’s occupations will require postsecondary education by 2018. This vastly increases the need to make sure every student is taking that first step towards continuing his or her education. We are very pleased to have more than doubled our school participation this year,” said Misjak.

College Application Campaign events occur during the school day to provide students the opportunity to receive help and guidance in completing college applications, particularly for those students who might not otherwise apply to college. Last year nearly 130,000 students from participating states completed more than 195,000 applications during College Application Campaign events.

More information about Iowa College Application Campaign, including event dates at each of the participating high schools, can be found at www.iowacollegeaid.gov/Highlights/CollegeAppCampaignParticipatingSchools.html. For information about the resources and services provided by Iowa College Aid 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 prepare, plan and pay for college. Iowa College Aid also administers state scholarship, grant, work study, and loan forgiveness programs totaling over \$68.0 million annually, administers the Federal Family Education Loan Program (FFELP) program, provides borrowers with assistance to avoid the serious consequences of default, conducts research and distributes higher education data, and offers Iowans assistance in obtaining student financial aid and college-related information. 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. Additionally, 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.