



IowaCollegeAid.gov

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Heather Doe
515-725-3417
515-975-6769 cell
heather.doe@iowa.gov

Governor Branstad Proclaims College Application Campaign Essential in Developing Iowa's Workforce
Governor commends 33 high schools for their participation

Des Moines, IA., Nov. 13, 2013 – Today, Gov. Terry E. Branstad signed a proclamation at Des Moines' East High School commending schools across the state for their participation in the Iowa College Application Campaign. Events held at Des Moines' East High School led to 360 of their 455 graduating seniors completing at least one college application during the campaign. The proclamation was introduced by the Iowa College Student Aid Commission (Iowa College Aid) who partnered with GEAR UP Iowa and the Iowa Association for College Admission Counseling to implement the statewide campaign in an effort to help high school seniors navigate the college admissions process.

“I commend Des Moines' East High School, and all other high schools participating in Iowa College Application Campaign, for a tremendous effort in encouraging students and promoting postsecondary education in Iowa,” said Branstad. “It is important for students to recognize future job opportunities in our state increasingly require college degrees,” stated Branstad. “College Application Campaign is a crucial step in helping Iowa students, especially those who are first-generation, overcome barriers to higher education.”

Iowa College Application Campaign is part of a national effort to engage and inform students about the college application process. The purpose is to build awareness of higher education and encourage students, especially those from underserved populations, to take a significant step toward college by completing college applications their senior year. For many of these students, something as seemingly insignificant as not knowing what to enter on a particular field on a college application can deter them from applying to college.

“I have had students tell me that they wouldn't have completed a college application if they didn't do it as a group,” said Roxanne Kucharski, school counselor at Des Moines East High School. “Many said that it was nice to have someone to guide them through the process because they never thought they would be applying to college,” Kucharski said. “We have many first generation students at East High School and Iowa College Application Campaign was a great way to encourage them to explore all of their options beyond high school.”

-more-

In addition to Des Moines East High School, the following 32 other high schools across the state also held events in support of Iowa College Application Campaign:

- | | |
|---|---|
| Algona High School | Mason City High School |
| Audubon High School | Nashua-Plainfield High School |
| Cedar Falls High School | North High School (Des Moines) |
| Central Community Jr-Sr High School (Elkader) | North High School (Sioux City) |
| 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 (Waterloo) | Scavo Alternative High School (Des Moines) |
| Hoover High School (Des Moines) | Sigourney Jr-Sr High School |
| John F. Kennedy High School (Cedar Rapids) | Storm Lake High School |
| Laurens-Marathon High School | Thomas Jefferson High School (Council Bluffs) |
| Lincoln High School (Des Moines) | West High School (Waterloo) |
| Lisbon High School | West High School (Sioux City) |
| Marshalltown High School | West Liberty High School |

“We are honored to have Governor Branstad recognize all the hard work of these students, their educators and the volunteers that made these College Application Campaign events possible,” said Karen Misjak, executive director of Iowa College Aid. “We are pleased to have such an increase in participation during our second year of the program. It is also our hope that these students will follow through with their postsecondary education plans and utilize the resources our agency provides to assist them in successfully continuing their education.”

For more information about Iowa College Application Campaign as well as 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.

###

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, 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.