



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Governor Branstad to Proclaim College Application Campaign Essential in Developing Iowa's Workforce
Over 50 Iowa high schools will participate in statewide college access initiative

Des Moines, IA., September 24 2014 –Governor Terry E. Branstad will sign a proclamation at Hoover High School in Des Moines on Wednesday, October 1 to declare the month of October as College Application Month in the state. The event will officially kickoff the Iowa College Application Campaign, a statewide initiative to increase the number of high school seniors who complete and submit college applications. Hoover High School is one of over 50 Iowa high schools participating in the campaign by holding events throughout October to assist students, especially those from underserved populations, through the college admissions process.

The proclamations signing and campaign kickoff will take place:

WHEN: Wednesday, October 1, 2014
LOCATION: Des Moines Hoover High School Library
4800 Aurora Avenue
Des Moines, IA 50310
TIME: 10:30 a.m.

“I commend all of the high schools participating in Iowa College Application Campaign for taking dedicated action to encourage students to pursue postsecondary education,” said Branstad. “It is imperative for students to realize that future job opportunities in our state increasingly require college degrees or credentials beyond high school. College Application Campaign is a crucial step in helping Iowa students, especially first-generation students, overcome barriers to higher education.”

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Iowa College Application Campaign is part of the American College Application Campaign (ACAC), a national initiative to build awareness of higher education and encourage more students to apply to college early in their senior year. Last year, nearly 2,500 students from 33 participating high schools completed applications during Iowa College Application Campaign events. With over 50 high schools participating in 2014, that number is expected to increase this year.

“We are honored to have Governor Branstad recognize all the hard work of these students, their educators and the volunteers that are making these College Application Campaign events possible,” said Karen Misjak, executive director of Iowa College Aid. “The college application process can be intimidating for students, especially if they don’t have family members who have been through it before,” explained Misjak. “Students who might not otherwise apply to college are able to explore all of their options and take advantage of the help provided during the school day.”

For more information about Iowa College Application Campaign, including event dates at each of the participating high schools, contact Iowa College Aid at 877-272-4456 or go to the College Application Campaign section of Iowa College Aid’s website: <https://www.iowacollegeaid.gov/content/iowa-college-application-campaign>.

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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 \$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 used to provide early awareness programming and outreach initiatives to thousands of Iowa’s students and families. More information is available at www.IowaCollegeAid.gov.

2014 Iowa College Application Campaign Participating High Schools

Abraham Lincoln High School	Hudson High School
AGWSR High School	Independence Jr-Sr High School
A-H-S-T High School	Indianola High School
Algona High School	Janesville Jr-Sr High School
Audubon Middle-High School	John F. Kennedy High School
Battle Creek-Ida Grove Senior High School	Lisbon High School
Cedar Falls High School	Maple Valley-Anthon Oto High School
Cedar Rapids Metro High School	Marshalltown High School
Central City High School	Mason City High School
Central Community Jr-Sr High School	Missouri Valley High School
Central High School	Nashua-Plainfield Jr-Sr High School
Clay Central-Everly Jr-Sr High School	Newton Senior High School
Clayton Ridge High School	North High School – Des Moines
Clinton High School	North High School – Sioux City
Colo-Nesco Jr-Sr High School	Northeast Hamilton High School
Columbus Catholic High School	Ottumwa High School
Dike-New Hartford High School	Perry High School
Don Bosco High School	Prairie High School
Dubuque Senior High School	Remsen-Union High School
East High School – Des Moines	Rock Valley Jr-Sr High School
East High School – Sioux City	Roosevelt High school
East Sac County High School	Sigourney Jr-Sr High School
Elk Horn-Kimballton High School	Storm Lake High School
Emmetsburg High School	Sumner Fredericksburg High School
Grundy Center High School	Thomas Jefferson High School
Hempstead High School	Waspie Valley High School
Hoover High School	West Liberty High School