

A WICHE Webinar:

College Application Week

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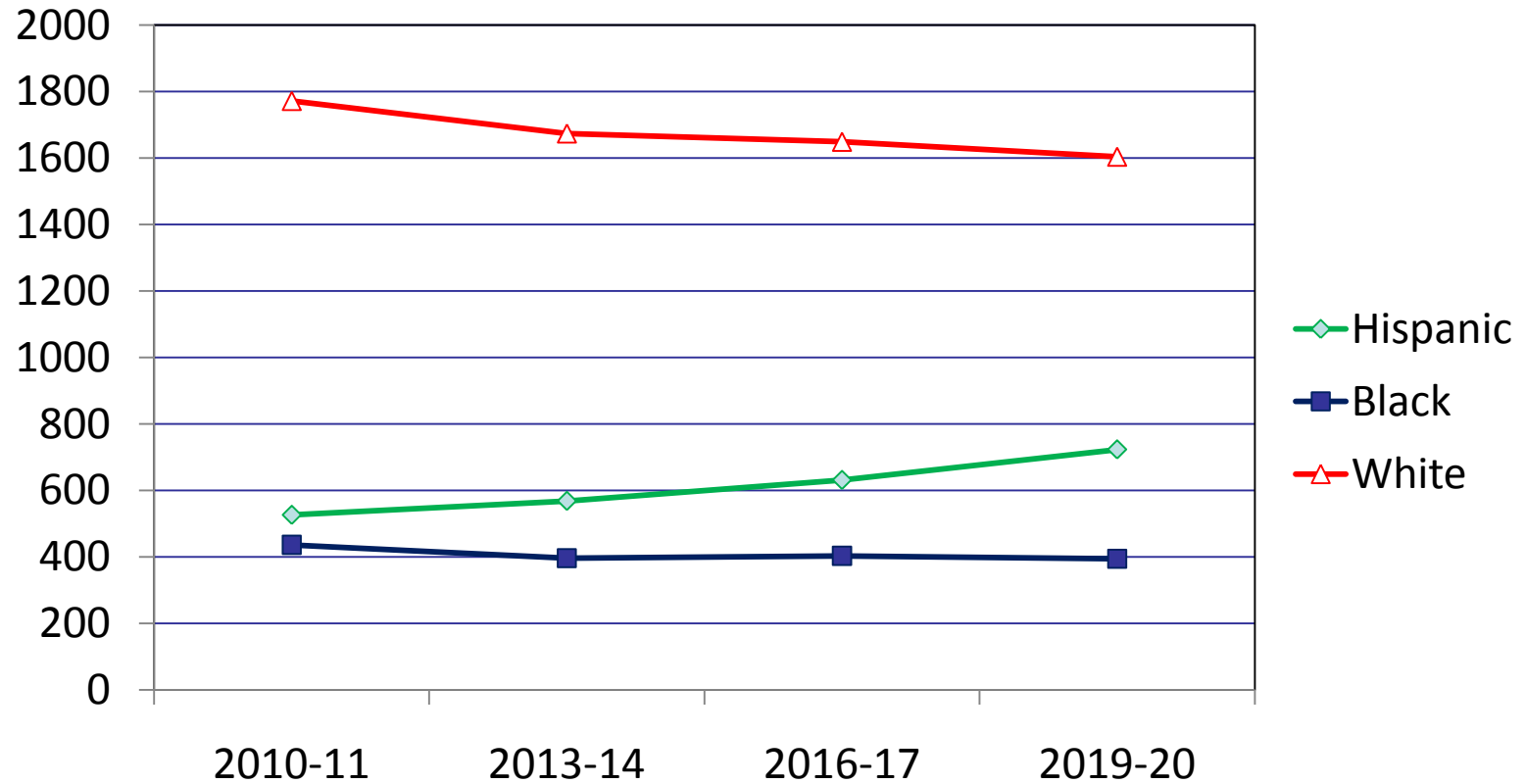
The Question

How do we reach the goal where we once again lead the world with the greatest percentage of workers with a higher education and achieve the goal to “...increase the proportion of Americans with high quality degrees and credentials to 60% by the year 2025”?

How do we reach this goal?

- Increase our *retention* and *graduation rates* of our current students.
- Bring back the adult learner with some college credit to become an *Adult Completer*.
- Increase the proportion of *first generation* and *low-income* high school graduates who pursue a postsecondary education.

High School Graduation Projections (in thousands)



High School Graduation Projections

	2010 – 11	2013 – 14	2016-17	2019 - 20
Hispanic	525,772	568,166	630,685	723,204
Black	435,571	395,721	403,074	394,345
White	1,771,531	1,674,011	1,648,723	1,603,816



College-going Rates of High School Graduates

3-Year Percent Rolling Average (2005-09)

	<u>2005-07</u>	<u>2006-08</u>	<u>2007-09</u>
• White	68.2(%)	68.7	69.5
• African-American	55.7	55.0	59.6
• Hispanic	58.8	62.0	62.3

• Low-income	24.3(%)	24.5	25.7

Preparation

A successful postsecondary education requires the Four A's:

Aspiration

Academic Preparation

Availability

Affordability

Start to Finish

Once aspiration and academic preparation are addressed, then there are 5 steps:

- Step 1 – Answer two questions for students:
 - 1) *Is there really a college for me?*
 - 2) *Can I really afford (financially) to go to college?*
- **Step 2 – Apply**
- Step 3 – Enroll
- Step 4 – Retain
- Step 5 – Complete/Graduate

Key Points

- Among high school graduates, the growth will come from:
 - First generation college students
 - Students from low-income families
 - Hispanic students (number of high school graduates is increasing; African-Americans are flat; Whites are declining)
- *“Sometimes a student going to college is as simple as someone helping them to apply”* (J. Watts, 2010)

Step 2 – Apply

College Application Week

- The Basics:
 - Focus is on the first generation college student
 - Occurs in mid-November
 - Done online during the school day
 - Requires collaboration between K-12 and Higher Ed
 - College Board and ACT waivers for the application fee
 - Low cost – requires training and volunteers
 - Utilize existing networks and infrastructures in the state
 - You can't enroll if you don't apply

The “Day”

- Directional signs and “Remember to Apply” posters in the school directing students and volunteers
- Sign-in sheets for students with name(s) of schools to which they apply
- Sign-in for volunteers with their home address
- “Ask me!” buttons for each trained volunteer or staff member
- Multiple computer stations and/or WiFi options for students to use. Can be a designated time slot or all day drop-in.
- Access to a phone
- Fee waiver information and College Application FAQs
- Assistance as needed to access and complete applications
- “What next?” handout and “I applied!” stickers given to all students on completion including the date for FAFSA Day or College Goal Sunday

Levels of Participation

- Level I:
 - Communication to K-12 and Higher Education leaders to encourage participation.
 - Press releases
 - Presentations (as available)
 - PSA's
 - Local grass roots promotion

Levels of Participation

- Level II includes the elements of Level I *plus*:
 - Governor proclaims a state College Application Week
 - Point person ensures wide communication of the proclamation.
 - Coordinated marketing efforts among stakeholders to build public awareness.
 - Ensure educators are aware of resources for technical assistance and training.

Levels of Participation

- Level III includes elements of Levels I and II *plus*:
 - A designated Champion to coordinate.
 - Establish an Implementation Committee of all stakeholders.
 - Partner with the state's AACRAO association to ensure support of Admissions Directors.
 - Training to coordinators at each high school.
 - Establish a link for the students from College Application Week to the state's FAFSA Day or College Goal Sunday.

Participating States

Colorado

Florida

Georgia

North Carolina

South Carolina

Tennessee

West Virginia (pilot in 2010)



Current and Future Resources

- SREB Implementation Manual – in 2011
- Materials available from North Carolina at:
http://www.cfnc.org/home/sc/dr/college_app_week.jsp
- High School Coordinator Training Manual – in 2011
- Technical Assistance from the ICCS:
 - Bobby Kanoy – kanoy@theiccs.org or (919) 489-4852
 - Joe Watts – watts@theiccs.org or (336) 407-5819
 - Joni Petschauer – petschaerjw@appstate.edu or (252) 241-5593



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Resources

- Helping You Plan
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- Helping You Pay
- CFNC Training Resources
- CFNC.org Evaluation
- College Application Week
- College Compass
- Curriculum Materials
- Financial Literacy
- GEAR UP North Carolina
- Paws in Jobland Lesson Plans
- Newsletter Articles for Schools and Civic Groups
- Financial Aid Night Presentation
- Add CFNC Widgets To Your Website
- En Español

Videos

- Using CFNC.org
- Planning for College
- Applying for College
- Paying for College
- Videos and Games

College Application Week

Materials available on the topic you selected are listed below. Since content is subject to updates and changes, please download or order in limited quantities as needed for current use. For questions or to order, call 866-866-CFNC or email programinformation@CFNC.org to order.

College Application Week

- Accessing Online Applications
- Application Fees and Fee Waivers
- Applications Frequently Asked Questions
- Ask Me About It! I Applied To...
- Ask Me About It! I Graduated From...
- College Application Week Poster
- College Application Week Summary
- "I Applied, Now What?" Student Handout
- Key Reminders
- Participating High Schools - Coming Soon!
- Press Release
- Sign In Sheet
- Site Coordinator Checklist
- Site Coordinator Resource Guide
- Student and Family Letter - English
- Student and Family Letter - Spanish
- Student Handbook and College Application Checklist
- Volunteer Information
- Volunteer Recruitment Letter
- Volunteer Thank You Letter
- Welcome Letter

View Order



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Results from One State – NC 2008

Year	Start Date	End Date	Week	Total Apps Submitted
2008	9/28/2008	10/4/2008	Oct - Week 1	6,785
2008	10/5/2008	10/11/2008	Oct - Week 2	7,837
2008	10/12/2008	10/18/2008	Oct - Week 3	9,849
2008	10/19/2008	10/25/2008	Oct - Week 4	9,252
2008	10/26/2008	11/1/2008	Oct - Week 5	15,355
2008	11/2/2008	11/8/2008	Nov - Week 1	9,541
2008	11/9/2008	11/15/2008	Nov - Week 2	41,915
2008	11/16/2008	11/22/2008	Nov - Week 3	9,443
2008	11/23/2008	11/29/2008	Nov - Week 4	6,121
2008	11/30/2008	12/6/2008	Nov - Week 5	9,846

Results from One State – NC 2009

2009	9/27/2009	10/3/2009	Oct - Week 1	7,406
2009	10/4/2009	10/10/2009	Oct - Week 2	8,707
2009	10/11/2009	10/17/2009	Oct - Week 3	11,360
2009	10/18/2009	10/24/2009	Oct - Week 4	10,111
2009	10/25/2009	10/31/2009	Oct - Week 5	14,610
2009	11/1/2009	11/7/2009	Nov - Week 1	13,178
2009	11/8/2009	11/14/2009	Nov - Week 2	12,581
2009	11/15/2009	11/21/2009	Nov - Week 3	53,990
2009	11/22/2009	11/28/2009	Nov - Week 4	7,224
2009	11/29/2009	12/5/2009	Nov - Week 5	11,481

Results from One State – NC 2010

2010	9/26/2010	10/2/2010	Oct - Week 1	7,300
2010	10/3/2010	10/9/2010	Oct - Week 2	7,772
2010	10/10/2010	10/16/2010	Oct - Week 3	9,891
2010	10/17/2010	10/23/2010	Oct - Week 4	9,735
2010	10/24/2010	10/30/2010	Oct - Week 5	13,176
2010	10/31/2010	11/6/2010	Oct - Week 6	13,077
2010	11/7/2010	11/13/2010	Nov - Week 1	11,588
2010	11/14/2010	11/20/2010	Nov - Week 2	47,957
2010	11/21/2010	11/27/2010	Nov - Week 3	8,367
2010	11/28/2010	12/4/2010	Nov - Week 4	13,490

2008 Applicants

- 20,000 students submitting 41,915 applications
- Data on 17,000 that could be sent through the National Student Clearinghouse
- 79% matriculated in Fall 2009
- Additional Fact: In last 10 years, NC has increased college participation rate of lowest-income quartile of students + 3.2%

National College Application Week Steering Committee

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White House Domestic Policy Council

Council of Chief State School Officers

White House Domestic Policy Council



Questions?

