



## GUK PLAYBOOK PROFILE

### Senior Events: College Application (CAPP) Campaign

#### what

College Application (CAPP) Campaign Events provide graduating high school seniors the opportunity to receive hands-on assistance and support in completing college admission applications. GEAR UP Kentucky (GUK) staff will work in collaboration with school districts to host or assist school administrators with a College Application Completion Event and/or build a sustainable CAPP Campaign where institutions of higher learning visit GUK schools and provide opportunities to complete applications.

CAPP events can coincide with college and career fairs, college admissions presentations from institutions, campus visits/tours, and/or any other event relevant to applying to college. Ideally, this program involves representatives from one or more postsecondary institutions sharing information about college admissions requirements and processes; events can be targeted to students who have shown interest in a particular institution through college match and fit advising.

#### why

For many students, particularly those who do not have an immediate family member who attended college, applying to college can seem overwhelming. For those students, not having someone who can help them navigate the college application process can be enough to prevent them from pursuing a postsecondary education. By implementing College Application Campaign events, GUK seeks to ensure that all seniors have the opportunity to receive hands-on assistance as they take the first step towards continuing their education after high school.

As part of the overall GEAR UP-4- Advising strategy, GUK seeks to increase student participation in CAPP events through individualized advising, increasing college acceptance rates and college enrollment rates, in participating GUK schools. Last, this is a crucial component of the Four Pillars of Student Success where the family, student, community, and institution develop sustainable advising resources in the school and greater community.

#### research basis

According to Forbes magazine, college enrollment continues to decline and there are 2 million less students attending college than a decade ago (Nietzel, 2019).

Overall, postsecondary enrollment decreased by 1.3% in fall 2019, a drop of more than 231,000 students from the previous year.

*Fall 2019 Current Term Enrollment Estimates report from the National Student Clearinghouse Research Center.*

## how

College application assistance services are free and available to all GUK senior students throughout the year; college planning for Priority Student Cohort (PSC) seniors will begin with administration of the Pre-12<sup>th</sup> grade survey.

Students will sign up to attend college fairs, meet with college representatives visiting their schools, take virtual tours, and be guided by their guidance counselor and/or their GUK advisor to choose the institutions and academic program that is the best match and fit for their unique goals and needs.

DPMs should utilize local news sources, school communication channels, and promote CAPP's through other school events. In order to have the campaign be as effective as possible, ongoing support and assistance will continue as long as there are students who need to apply to college.

- GUK staff will collaborate with their partner schools to communicate with college representatives, students, families, college admissions, financial aid counselors, and high school counselors to help as many students as possible to fill out a college application.
- GUK schools will provide a space and dates for college application assistance events to take place based upon the expected participation and size of the event. For example, a college and career fair may require use of the gym, while a CAPP event, where a different college visits each week to talk with interested students, may need a smaller space such as the conference room or library.
- If there are students who want to attend a college fair on a college campus, it is important that GUK staff collaborate with the school site team/administration to plan this event.
- The annual GUK district budget includes funds allocated to CAPP events. Any associated CAPP event expenses need to be included in the QAEP; if food is requested, a use of funds from is required.
- GUK staff should collaborate with the school site team to promote planned events; possible strategies include:
  - Send information to parents/families via text
  - Post weekly announcements on Google classroom with links to event information.
  - Digital signage in the school building
  - Daily PA announcements, email newsletters, send-home newsletter
  - Website and social media announcements.
  - Display posters/signs throughout school in highly visible and high-traffic areas (e.g. lunchroom, bathrooms, cafeteria, and senior hallway).
  - Information table or other station at athletic, extracurricular or community events, and distribute information to maximize participation in upcoming events.

## who

All Priority Service Cohort students (PSC) and their families have the opportunity to participate in CAPP Campaign events. Students will need to contact the GUK staff member at their school to sign up for this event. All students who have self-selected specified schools who will be presenting at the school or presenting at a college fair should have priority to discuss their options and complete applications with admissions officers.

Minimum participation target for each event is the number required by the event or partner institution, college fairs will have higher participation rates compared to individual college school based events. If there are fewer than 10 students who need to connect with a specific institution, consider setting up a one-on-one or small group meeting rather than hosting a full event.

## when

While College Application Month is designated in Kentucky as the month of November, these activities may begin as early as September each school year. Dates and times for College Application Month activities and events should be determined by each school, with the DPM working closely with school administration and counselors to customize these opportunities to the unique needs of their students. An ideal event will occur between September 1 and November 30; however, college application assistance should continue throughout the school year, as student need warrants.

Points to consider include:

- Most high schools either host or take their junior and senior classes to participate in college fairs during the months of September and October.
- Many colleges and universities offer free college application waivers during the College Application events at each school. Those coincide with the College Fairs. Meaning, those college reps are usually in the area (region) of a cluster of high schools and prefer participating in College Fairs and individual College Application events around the same period. |
- Ideally, staff begin to build opportunities for institution representatives to attend and present to students on a recurring basis.

## where

The College Application Campaign (CAPP) will occur in each GUK district. For in-person events, possible locations may include, but are not limited to:

- School library
- School cafeteria
- School media room
- School gymnasium
- Any school location that can accommodate a large number of people and supply computer access and privacy.
- Off-sight location such as a public library if facilities are not best for hosting at school
- KCTCS school

- University
- Local venue such as public library, community center, etc.

Multiple institutions can visit a high school throughout the year to maximize student participation and college application completion. GUK staff can collaborate with their high school or transport their students to other high schools to participate in college and career fairs where applications are completed.

## partners

The following people should be included in a successful CAPP Campaign: GEAR UP DPMs, high school counselors, AmeriCorps College Coaches, teachers, school administrators, and the Family Resource Youth Service Center. Postsecondary institution admissions representatives are crucial personnel to collaborate with and invite to your school for all events. If these folks are not present, it is difficult to get a fee waiver for your students. This is not an exhaustive or required list. An ideal event will include all the staff mentioned, but the DPM and admissions reps must attend.

## implementation timeline

when	what	GUK staff responsibilities
<b>AUGUST (in future do this in May/June)</b>	<ul style="list-style-type: none"> <li>- Pre-planning for College App Events</li> <li>- Begin discussing inviting admission reps to visit monthly with select students.</li> </ul>	GUK District Program Managers will: <ul style="list-style-type: none"> <li>• Schedule meeting with school counselor to set date(s) and time for College Application Campaign event. Ask about preferred month/week/day. College reps may have already scheduled when they will be at your school a year in advance; you will learn this from your counselor.</li> <li>• Discuss opportunity for inviting select college institutions to your school to present and allow applications for specific students.</li> <li>• Using college match and fit research or KHEAA: Getting the FACTS, see which students are interested in schools that will not be at your college fair or the one your school will attend. Begin reaching out to those schools to see if you can get them to visit your schools for an event.</li> </ul>
<b>August</b>	Contact Partners	GUK District Program Managers will: <ul style="list-style-type: none"> <li>• Offer to contact (or confirm if already scheduled) any college reps who will be attending your district event. Your counselor should have a contact list they can share with you (also included in College Application Campaign toolkit)</li> </ul>

		<ul style="list-style-type: none"> <li>• Ask participating postsecondary institution/college admissions representatives if they are willing to waive application fees for students who apply to their institutions as part of the event.</li> <li>• Invite partners from military and workforce organizations to participate.</li> <li>• Add any expenditures to your district budget (QAEP). You will need to find exact dates to add to correct quarter budget.</li> </ul>
<b>August/Sept</b>	<ul style="list-style-type: none"> <li>• Gather materials/venue</li> <li>• Promote event</li> </ul>	<p>GUK District Program Managers will:</p> <ul style="list-style-type: none"> <li>• Confirm with school a space to host the application event.</li> <li>• Confirm or schedule with media coordinator, or individual at your school who schedules/checks out computers, laptops, chrome books, or whatever your school offers for students to access the internet; a set number of those to be available on the set dates of your event.</li> <li>• Request promotional materials from GEAR UP central office.</li> <li>• Begin to promote the event using the CAPP Campaign toolkit.</li> </ul>
<b>September - November</b>	Prepare for/hold event(s)	<p>GUK District Program Managers will:</p> <ul style="list-style-type: none"> <li>• Confirm partners to participate including college admissions, military and workforce representatives. (Do this 2 - 4 weeks prior to event). Ask reps to bring college prop material with them for photo booth.</li> <li>• Continue promotion of the event using College Application Campaign toolkit.</li> <li>• Print sign-up sheets for students and sign-in sheet for college reps; place student sign-up sheets in well-viewed areas and promote sign-up.</li> <li>• Confirm location and computers.</li> <li>• Start creating your college backdrop for media pictures. (photo booth)</li> <li>• After event - Send thank you cards/emails to all college, military and workforce reps who attended event.</li> </ul>
<b>October - May</b>	CAPP events and assistance	GUK District Program Managers will continue to assist students with college applications both through advising and through setting up admission presentations with your school and PSE institutions.

## how we will measure success

GUK will measure the success of the CAPP events/activities by monitoring college application rates of GUK PSC students. GUK staff will report student completion of college applications in the designated data collection tool/system and then in GUSS once the task list page is available. The stated GUK objective aims to increase the percentage of PSC students who complete and submit a college application by 3 percentage points each school year.

Students and their families will be asked to complete a feedback form via online survey each College Application Campaign Event for the purposes of data collection and continuous improvement.

DRAFT