



# **KENTUCKY** goes to college

**CLOSE THE DEAL**  
**KY COLLEGE APPLICATION CAMPAIGN**  
**SITE COORDINATOR TRAINING WEBINAR**

# KENTUCKY GOES TO COLLEGE

- Resources for schools and organizations interested in enhancing their college-going culture through initiatives like Close the Deal, Kentucky College Application Campaign, and College Decision Day
- One-stop site offering tools to help school counselors, community leaders or college access providers implement one or more of these programs
- Resources for students who are going through the college application and financial aid process
- Site has been expanded with additional resources– College Decision Day toolkit, 12<sup>th</sup> grade planning calendar template
- [kygoestocollege.com](http://kygoestocollege.com) is sponsored by Kentucky Higher Education Assistance Authority (KHEAA).



# WHAT IS CLOSE THE DEAL?

- Started in Louisville in 2008 by then mayor Jerry Abramson, and expanded into the state when he became Lt. Governor
- Brings *college admission reps, financial aid professionals and community and business leaders* into the school for a one-day program
- Goal is to inspire students to explore their options and solidify a plan for what to do after graduation—postsecondary education, military or workforce
- Participating schools asked to register online at [kygoestocollege.com](http://kygoestocollege.com)



Community volunteers advised seniors at Bullitt Central High School about college and career paths at a Close the Deal event

# CLOSE THE DEAL LOGISTICS

- Traditionally targeted at seniors in early fall
  - Explore alternative timing/grade levels that work for your school and students (i.e. sophomores or juniors in spring)
- Flexible program formats to suit your needs
  - Table Talks
    - 3 20-minute rotations where students hear from business leader/local employer, college admission rep and financial aid professional
    - Principal, superintendent or other notable guests can address the whole group
    - Usually includes a meal and college fair
  - Mini-Conference
    - Students are broken into smaller groups and rotate between a few 20-30 minute sessions: business/employer, college admissions, financial aid, recent college grads, military, etc.
    - Principal, superintendent or other notable guests can address the whole group
    - Usually includes a meal, may or may not include a college fair





# TIPS AND BEST PRACTICES

- Start with buy-in from school and district administrators
- Line up volunteers and guest-speakers *early*
  - The number of volunteers needed will depend on format
  - Have an *engaging* speaker to start or end the program
- Use ILP reports to know which schools to invite
- Decorate to make the event feel exciting and special
- Prepare students prior to the event
  - Tell them what it is and why you are doing it
  - Remind students about how to interact with volunteers
  - Give sample questions they may want to ask
- Professional dress makes a big difference!
- Solicit local businesses for donations
- Utilize the resources on [kygoestocollege.com](http://kygoestocollege.com)

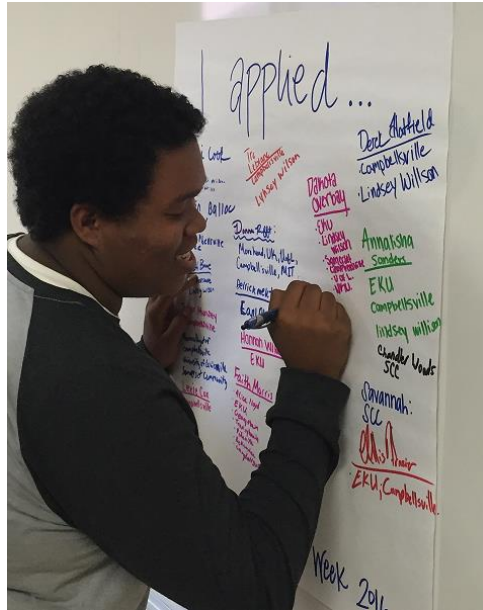
# **Close the Deal Questions?**

# WHAT IS THE AMERICAN COLLEGE APPLICATION CAMPAIGN?

- National effort to increase the number of first-generation and low-income students pursuing a college degree or postsecondary credential
- Primary purpose is to help high school seniors navigate and complete the college admission process
- Events occur during the school day and complement existing college access efforts
- Designed to be a low cost/no cost event that can be easily implemented anywhere in the country
- All 50 states and the District of Columbia now participate in the American College Application Campaign



# KY COLLEGE APPLICATION CAMPAIGN



- Seventh year for the program in Kentucky
- Focus on helping seniors complete admission applications
- Schools are asked to register online at [kygoestocollege.com](http://kygoestocollege.com)
- Online toolkit created to help any school implement its own program
- Can be held any time in the fall of senior year



# COLLEGE APP CAMPAIGN LOGISTICS

- Timing is flexible
  - Consider whether or not you also plan to do Close the Deal
  - **2018-2019 FAFSA submission starts October 1**
    - Should college apps be done before or after?
- Key element is *computer lab time* for students to get help completing applications
  - Many schools incorporate other activities to make this an exciting time for seniors and the whole school
  - Customize your event to make it as elaborate or as simple as you want



A student fills out paperwork during a College Application event

# TIPS FOR IMPLEMENTATION

## Student Preparation

- Use folders to help students gather info in advance
  - Set up Parchment accounts in advance
  - <http://exchange.parchment.com/toolkit>
- Meet with seniors in advance to discuss college research, match vs. fit, essays and recommendation letters
- Help students become familiar with the various fee payment options prior to your event

## Volunteer Coordination

- The more the merrier!
- Enlist teachers and other school personnel as much as possible – most find this event very fun and rewarding
- Take advantage of student leaders and “early birds”
- Reach out to the community
- College admission personnel are great but *ask early!*

Utilize the resources on [kygoestocollege.com](http://kygoestocollege.com)

# BEST PRACTICES

- Students loved having college representatives, business, military reps and others visit to help complete applications
- Scholarship application assistance for students who had already applied to college before event
- School-wide door decorating competition (principal included) and pizza party for the winner
- Task list on board in front of room helped students stay focused during lab time (i.e. complete application(s), send transcript via Parchment, complete student survey, research scholarships, etc.)
- Advertise on website, social media, local business signs, local paper and radio, so whole community can rally around seniors
- Have a celebration at the end with food, games, prizes
- Copied activities from [kygoestocollege.com](http://kygoestocollege.com) and gave to teachers to use in classrooms
- Do not try to incorporate ILP completion and Parchment sign-up on same day as applications, not enough time – do ahead of time
- Pre-stuffed folders with transcripts so students could use to complete applications







# **KY College Application Campaign Questions?**

# RESOURCES

**Resources are made available to help site coordinators plan and implement activities for both programs:**



- **New Planning Calendar**
- **Implementation Guide**
  - Sample schedules, media talking points, volunteer tips, thank-you letters, and morning announcements
- **KHEAA Regional and Mobile Outreach Staff**
  - Hands-on assistance with preparation, weekly activities and materials
- **[kygoestocollege.com](http://kygoestocollege.com)**
  - Materials and templates for any school or organization interested in implementing a program.
  - Student activities
  - Student and site coordinator surveys

# PROMOTIONAL ITEMS

These promotional items will be provided to all schools that registered online by May 31<sup>st</sup>

- **Posters**

- Customizable for school-specific events and announcements



- **Folders**

- A place for students to organize their admission documents



- **Stickers**

- Allow students to tout their top choices



# SIMPLIFIED DATA COLLECTION

- **All data collection being done via online survey**
  - No more emailing spread sheets!
- **Minimum request for site coordinators:**
  - Complete the site coordinator survey after event
    - # of students participating (CTD and CAC)
    - # of apps completed (CAC)
- **Minimum request for students:**
  - Complete CTD student survey after event
  - Complete CAC student survey after completing applications (before leaving computer lab is ideal)
- **Schools that complete the site coordinator survey and have students complete the student survey by **December 11, 2017** will be entered into a drawing for a \$50 gift card!**
- **Reminders will be sent via email throughout the fall**

# Website Overview

[kygoestocollege.com](http://kygoestocollege.com)



# FINAL THOUGHTS

- Do what works best for your school and students
- Utilize social media and encourage your students to do the same
  - **#kygoestocollege**
  - **#iappliedky**
- Make it fun and special
- Involve the whole school
- Utilize the resources at [kygoestocollege.com](http://kygoestocollege.com)
- Use Aug./Sept. events as a time to start promoting October 1 FASFA completion
  - Contact your KHEAA Outreach Counselor to schedule a financial aid night and FAFSA workshop

# WE'RE HERE TO HELP!

- **Kim Dolan**, Director of Outreach Services
  - kdolan@kheaa.com
- **Susan Bradley**, Outreach Services Assistant
  - sbradley@kheaa.com

Locate additional outreach contact information through the **Counselors** section at [kheaa.com](http://kheaa.com).

