



College Application Event Planning Timeline

Spring – Start of School Year

- Register your high school for participation in the Kentucky College Application Campaign program at kygoestocollege.com.
- During spring course enrollment meetings with juniors, make each student aware of the College Application program and encourage them to begin thinking about and researching the colleges and universities to which they want to apply. This is a great time to distribute KHEAA's *Getting In* publication to juniors.
- Print and review the current Implementation Guide as provided by your State Coordinator (or found on kygoestocollege.com).
- Establish a team to assist with your school's preparations; host first meeting.
- Add the College Application event to your school's master calendar for the fall.
- Reserve the computer facilities for your College Application event.
- Contact your KHEAA Outreach Counselor for assistance and to schedule any workshops or events that you may want them to be involved with.
- Ensure you have adequate counts of fee waivers for those students who are unable to afford the application fees. Contact the College Board, ACT, or NACAC if additional waivers are needed.

8 weeks prior to event, Week of: _____

- Communicate the opportunity to students, families, and the community using announcements, letters, social media and other media. This is a great time to recruit volunteers!
- Communicate with potential volunteers for your event by making announcements at school meetings, PTA/PTO meetings, and/or parent nights. If your school has a criminal background check requirement, be sure to follow those guidelines.

7 weeks prior to your event, Week of: _____

- Arrange a schedule for your event, including which groups or classes of students will participate at what time.
- Encourage students to continue college research or begin if they haven't started this process yet.
- Review activity and event suggestions from the Implementation Guide and determine which activities you want to use to make your school's event fun and exciting.
- Encourage teachers to begin connecting classroom lessons to your program.

6 weeks prior to your event, Week of: _____

- Provide eligible students with application fee waiver information.
- Begin implementing College Application Campaign supplemental activities. See the kygoestocollege.com website for samples and ideas.
- Contact your local Mayor's office to have your College Application Week or Day(s) proclaimed in your town. If other schools in your district are hosting events, coordinate with them on the request.

5 weeks prior to your event, Week of: _____

- Confirm that computer facilities are reserved for the event and that your school's technology coordinator is ready and willing to serve should any technology issues arise.

4 weeks prior to your event, Week of: _____

- Create a schedule for volunteers, taking into account the availability of your volunteers, as well as breaks and lunch.

3 weeks prior to your event, Week of: _____

- Remind parents of your school's College Application event using text messaging and/or the one-call system, and let them know that their students may need their help to prepare. Keep in mind first-generation students and be prepared to give parents suggestions for helping their student.
- Send a message to your volunteers to give them the details of your event, including parking information and when/where to meet.

2 weeks prior to your event, Week of: _____

- Remind teachers, counselors and administrators of the event schedule and ensure all seniors will have the opportunity to participate.
- Be sure that you have and use the free promotional materials provided by the KHEAA.

1 week prior to your event, Week of: _____

- Make an announcement to remind students that the event is next week, and remind them that they will need to:
 - Know where they would like to apply
 - Have a plan for application fees and to speak with school counselor if they believe they qualify for a fee waiver
 - Write required essays or personal statements, have them proofed, in a final version, and bring to the event
 - Gather the information needed to complete applications. Some information may need to come from parents (residency information, social security number, etc.). Make sure student has access to copies of their transcripts for GPA, test scores, class

ranks, etc.

- Make final preparations for your event.
- Encourage school staff to wear college clothing on the day(s) of the event. If staff is needed to participate in other activities, such as door decorations, prepare them for this as well.
- Alert your local media about your event. A sample letter is included at kygoestocollege.com.
- Send volunteers a reminder about the event a day or two prior.
- Place a reminder about the event on your school's website home page and/or social media pages.
- Send parents a final reminder about the even through your school's one-call system.

Your College Application Event!

- Welcome volunteers and thank them for their support!
 - Let them know what their role is for the day; ensure they receive a badge or sticker identifying them as a volunteer. Recommended volunteer tasks are included in the online toolkit.
- In order to capture your event totals, participating students should "sign-out" of the event indicating how many applications they submitted (required) and to which schools (optional).
- **Ensure that each student completes the online survey at kygoestocollege.com before they leave the computer lab.**
- Ensure students get the *What's Next* handout found in the online toolkit after they apply to college.
- ***Enjoy!***

After Your Event

- Complete the online site coordinator survey at kygoestocollege.com to provide your feedback and report your event totals.
- Communicate the program's impact with the local media.
- Thank your volunteers. A sample thank you letter is included online.
- Follow-up with the school team to share your success and start planning for next year!