



KENTUCKY
goes to college

Close the Deal
KY College Application Campaign
Site Coordinator Training Webinar

Kentucky Goes to College

- **Resources** for Close the Deal, Kentucky College Application Campaign, and College Decision Day
- **Tools** to help implement one or more of these programs
- Resources for **students** who are going through the college application and financial aid process
- Site now includes College Decision Day **toolkit** and 12th grade planning calendar template

*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



Community volunteers advised seniors at Nicholas County 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
- 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

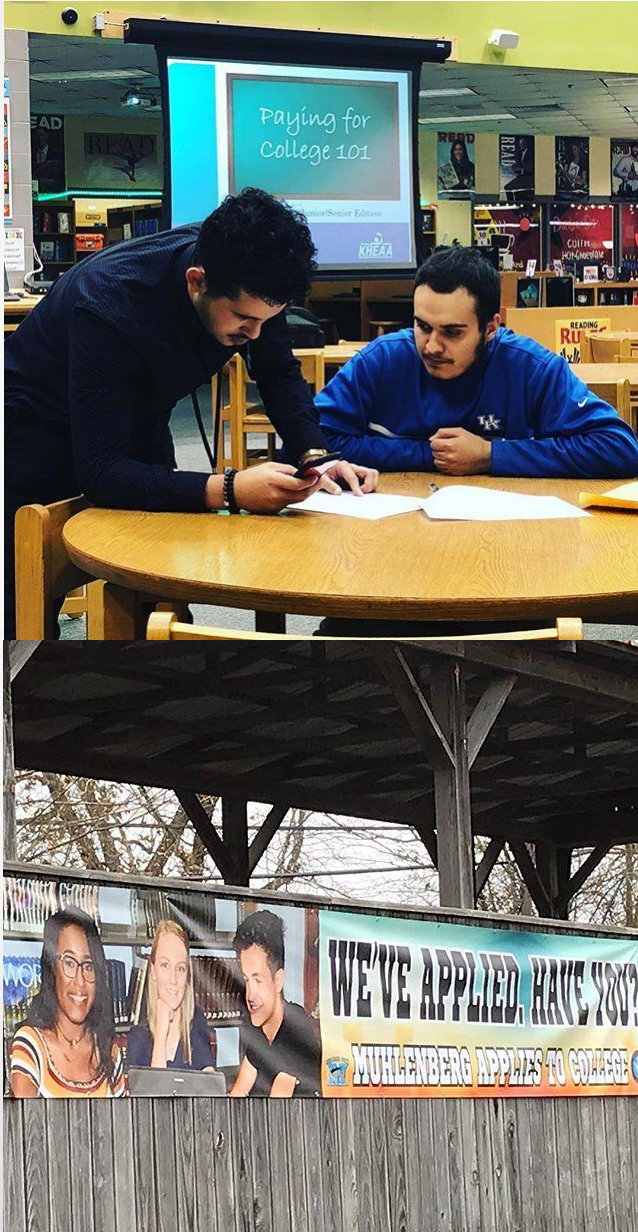
- Close the Deal Questions?

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



- Ninth year for the program in Kentucky
- Focus on helping seniors complete admission applications
- Schools are asked to register online at 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
 - **2020-2021 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 an application during a College Application Campaign 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

Best Practices

- Put a task list on the board in front of the room to help students stay focused during lab time
- Students love having college representatives, business, military reps and others visit to help complete applications
- Provide scholarship application assistance for students who had already applied to college before event
- Organize a school-wide door decorating competition (principal included) and pizza party for the winner

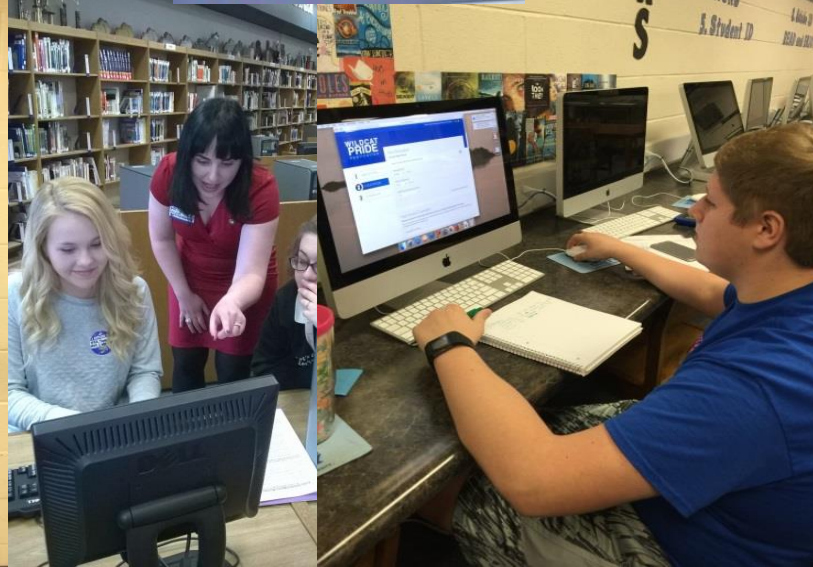
- *Complete a college application*
- *Send your transcript*
- *Complete CAC student survey*



Best Practices Continued..

- Advertise events on your 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 and/or prizes
- Copy activities from kygoestocollege.com and give them to teachers to use in their classroom
- Do not try to incorporate Parchment sign-up on same day as applications – there is not enough time
- Pre-stuff folders with transcripts so students can use them to complete applications



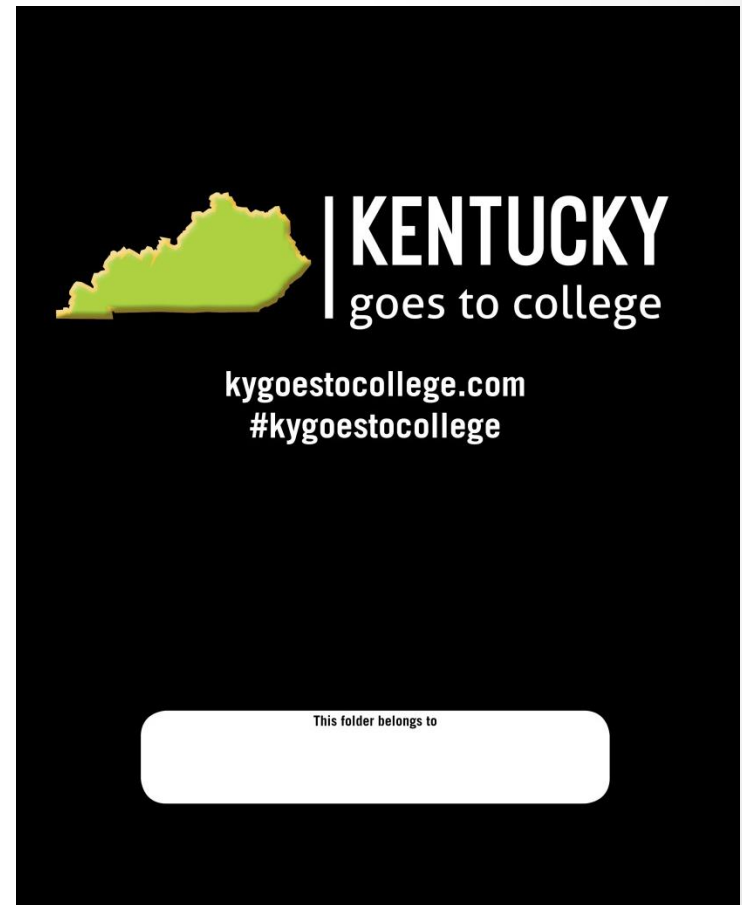


- KY College Application Campaign
 - Questions?

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**
 - Materials and templates for any school or organization interested in implementing a program.
 - Student activities
 - Student and site coordinator surveys



Promotional Items

- 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



#WHYAPPLY TO COLLEGE?

*To earn more
in my lifetime*

FACT:

Individuals with a college degree **EARN MORE**
than those with a high school diploma.

#WHYAPPLY

AMERICAN COLLEGE APPLICATION CAMPAIGN



ACAC
American College Application Campaign

ACT Center for
Equity in Learning

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 13, 2019** will be entered into a drawing for a \$50 gift card!
- Reminders will be sent via email throughout the fall

Website Overview

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**
 - **#iapplieky**
 - **#whyapply**
- Make it fun and special
- Involve the whole school
- Utilize the resources at kygoestocollege.com
- Use Aug./Sept. events as a time to start promoting October 1 FAFSA completion
 - Contact your KHEAA Outreach Counselor to schedule a financial aid night and FAFSA workshop

We're Here to Help!

- **Summer Gortney**, Assistant Director of Outreach Services
 - sgortney@kheada.com
- **Susan Bradley**, Outreach Services Assistant
 - sbradley@kheada.com

Locate additional outreach contact information through the **Counselors** section at kheada.com.

