



**November 11-15, 2013**

Welcome Letter .....	1
History of College Application Week .....	2
Program Overview .....	2
<b>Section 1: Planning Your CAW Event .....</b>	<b>3</b>
General Recommendations .....	4
Site Coordinator Checklist .....	6
Event Day Reminders .....	7
<b>Section 2: Getting the Support You Need .....</b>	<b>8</b>
Engaging Others in Your Efforts .....	9
Managing Volunteers .....	11
Potential Volunteer Tasks .....	12
Sample Agenda for Volunteer Training .....	13
<b>Section 3: Promoting Your CAW Event .....</b>	<b>14</b>
On-Site Promotion Ideas .....	15
Local Community Promotion Ideas .....	17
<b>Section 4: Student Resources .....</b>	<b>18</b>
Online Search Tools .....	19
Important Student Reminders .....	19
Application Fees and Fee Waivers .....	19
Admission Office Contact Information .....	21



Dear Idaho College Application Week Site Coordinators:

On behalf of the Office of the State Board and the Idaho College Application Week Steering Committee, thank you for hosting College Application Week at your school. Your involvement will contribute to the success of the statewide College Application Week initiative. The goal of this program is to provide an opportunity for all Idaho seniors to complete at least one college application, and to promote excitement and enthusiasm about the college exploration and preparation process within your school. This year we are starting with only 18 schools as a pilot of this program with the intention that next year, and subsequent years after, this program will expand statewide.

This handbook is designed to assist you in planning and implementing your College Application Week event. It's packed with tips, helpful hints, and resources from colleagues around the country. In addition to the ideas you'll find in this guide, you'll want to be sure to complete the following tasks as soon as possible:

1. Schedule time in the computer lab or other appropriate space during College Application Week to allow students the opportunity to explore colleges and to submit college applications.
2. Review the best practices included in this handbook and brainstorm ideas to plan additional college exploration activities for your school's College Application Week. Consider engaging students in your planning to both lighten your load and increase their excitement for this project.
3. Invite all seniors or GED candidates at your school or organization to participate, and make efforts to ensure that each senior student who has not already completed a college application this year submits at least one college admissions application by the end of the week.
4. Recruit volunteers from your school or community to support the site coordinator and assist students during lab hours and other activities.
5. Keep a log of on-going feedback to help improve the process and expand statewide.
6. Keep up-to-date with statewide efforts by reading all Idaho College Application Week (CAW) emails. Regular updates to the website are designed to inform site coordinators and build support for the project. Don't forget to keep an eye out for those!
- 7.

We sincerely appreciate all of the effort and time that you have committed to make this event a success. Your involvement will help Idaho's students and families learn more about their options for college and pursue the dream of completing postsecondary education. Please do not hesitate to contact our office if you have any questions about Idaho College Application Week.

Sincerely,

A handwritten signature in cursive script that reads "Dana Kelly".

Dana Kelly



## History of College Application Week

College Application Week started in one North Carolina high school in 2005. Since then, the American College Application Campaign (ACAC) has grown into a national effort, sponsored by the America Council on Education (ACE). Its aim is to increase the number of first-generation and low-income students pursuing a college degree or other higher education credential.

<http://www.acenet.edu/about-ace/special-initiatives/Pages/ACAC.aspx>

## Idaho's Pilot Program

In the past eight years, the College Application Week Event has grown throughout the country. This year, Idaho has decided to join in the ACAC and start a pilot program with 18 schools around the state. Sixty-one Idaho high schools were invited to apply to the program. These schools were selected based on size, region, and available college resources. From those applications, 18 schools were selected to receive focused support during this initial year.

After the testing year, the goal of the committee is to grow the program statewide in subsequent years, encourage every senior in the state of Idaho to apply to a postsecondary institution.

## Program Overview

November 11-15 has been designated as Idaho College Application Week. Selected Pilot Schools will host events that week to assist students with the college application process. The goal of Idaho College Application Week is to provide an opportunity for all Idaho seniors to explore postsecondary opportunities and complete college applications. While the events are geared toward students who may not otherwise apply to college, we encourage participating sites to include activities for all students, including freshmen, sophomores, juniors, and seniors who have already applied to college.

The College Application Week initiative seeks to address a serious need for our state. Improving college attainment is critical to the growth of Idaho's economy. As educational attainment increases, income also increases and the percent of the population living in poverty decreases. Moreover, the Governor's Complete College Idaho Initiative asks the state to ensure that 60% of its students will attain a postsecondary certificate or degree by 2020. College Application Week is just one of several initiatives designed to ensure we do our part in reaching the goal.



## **Section 1: Planning your College Application Week Event**

Your College Application Week can be whatever you want it to be! With proper planning, event promotion, and creative thinking, your College Application Week will inspire all students to prepare for college and a career. Let's get started!

In the following pages, you will find general recommendations for developing your site's plan, a checklist that can be tailored to your event and a page of helpful reminders for the day(s) of the event.



# Section 1: Planning Your College Application Week Event

## General Recommendations

Identify a Site Coordinator. This can be a counselor or advisor, a GEAR UP, GO ON, or TRIO coordinator, or even a teacher or parent volunteer. The coordinator will be responsible for planning and implementing the College Application Week (CAW) at your school and for communicating with the CAW staff. It may also be helpful to choose a back-up coordinator.

Build a School-Wide Team. Recruit counselors, teachers and other staff to help plan and implement the event. Forming a team will help share and ensure the entire school supports the event.

---

### Helpful Hint!

Including students on your school-wide planning team will encourage greater participation and excitement for your event. Consider offering community service hours or offering the opportunity as a senior project.

---

Encourage School-Wide Involvement. Get the entire school excited about the event and applying to college. Remember, it's never too early to begin thinking about college! Encourage all students and staff to participate in activities, such as holding daily trivia contests, wearing college shirts, sharing college stories, or decorating classroom doors with college logos, photos and other mementos.

Recruit volunteers. Most successful CAW events involve volunteers from the community who are on hand to greet students and calm their nerves as they arrive, assist them as they complete their applications, remind them to fill out the CAW survey, and congratulate them on submitting applications as they leave. See section 2 for ideas and resources related to recruiting and utilizing your volunteers.

Advertise and Promote Your Event. The CAW Steering Committee is responsible for building statewide exposure for the initiative. At the same time, we ask that you do some basic work in your school and local community to get the word out. See section 3 for specific ideas, tools, and resources.

Provide all Seniors and GED Candidates Access to the Event. Develop a schedule for your event that allows everyone the opportunity to participate. For high school sites that means providing time during the school day, while community based organizations may be better served by hosting their events in the late afternoons or evenings. Requiring that students sign up beforehand is strongly discouraged as often those who could benefit the most from the event will not sign up.

---

Some sites prefer to host their CAW event on just one day; others prefer to offer multiple opportunities throughout the week. It's up to you to determine what will work best at your site. As long as you are providing opportunities for all of your students to participate, the structure of the week is flexible.

---

# Section 1: Planning Your College Application Week Event

Encourage students to complete college research prior to the event. To help ensure students are able to make the most of their College Application Week experience, students should arrive to the event with a list of colleges that they have determined would be a good match for them and to which they would like to apply. Consider developing a worksheet or online activity to help guide students through the process of researching colleges.

Allow for adequate student preparation prior to the event. Help students make the most of their College Application Week experience by encouraging them to arrive with all of the necessary information and supplementary documents needed to complete their applications. Encourage students to fill out the College Application Worksheet (download from the College Application Week Website) and bring it with them to your CAW event. Doing so will ensure they have all the required information at their fingertips when filling out application forms. Students may also find the Application FAQs helpful when completing the worksheet.

Encourage students to explore the College Application Week Website prior to the event.

---

There are a number of great resources to aid students in their college search.  
One of the most comprehensive and user-friendly online options is  
[BigFuture.org](http://BigFuture.org).

---

# Section 1: Planning Your College Application Week Event

Encourage students to complete college research prior to the event. To help ensure students are able to make the most of their College Application Week experience, students should arrive to the event with a list of colleges that they have determined would be a good match for them and to which they would like to apply. Consider developing a worksheet or online activity to help guide students through the process of researching colleges.

Allow for adequate student preparation prior to the event. Help students make the most of their College Application Week experience by encouraging them to arrive with all of the necessary information and supplementary documents needed to complete their applications. Encourage students to fill out the College Application Worksheet (download from the College Application Week Website) and bring it with them to your CAW event. Doing so will ensure they have all the required information at their fingertips when filling out application forms. Students may also find the Application FAQs helpful when completing the worksheet.

Encourage students to explore the College Application Week Website prior to the event.

---

There are a number of great resources to aid students in their college search.  
One of the most comprehensive and user-friendly online options is  
[BigFuture.org](http://BigFuture.org).

---



# Section 1: Planning Your College Application Week Event

## Site Coordinator Checklist

The following table is designed to provide guidance in your planning. These are the steps we believe will be necessary to complete for most College Application Week (CAW) sites, but it may not be exhaustive for your site. Use the blank spaces for additional tasks necessary for planning your event. Remember, you don't have to do all this work alone! Recruit volunteers and co-workers to assist.

Status	Due Date	Task	Notes
		Recruit your core Idaho College Application Week implementation team and meet with them to determine the dates of your site's College Application Week and which activities you plan to undertake. Sign up to participate by completing the interest survey on the CAW website: <a href="http://gotocollege.idaho.gov">gotocollege.idaho.gov</a>	
		Review the Site Coordinator Handbook and the CAW website ( <a href="http://gotocollege.idaho.gov">gotocollege.idaho.gov</a> ) with any initial questions.	
		Reserve computer lab or other appropriate space for your CAW activities.	
		Add CAW activities to your school or organization's calendar of events.	
		Complete the Pre-event Information Survey to inform the steering committee about your event dates and times	
		Distribute the CAW Overview for Teachers and Staff handout (download from the CAW website). Encourage them to brainstorm additional college awareness and readiness activities to be held during your event.	
		Send a notice about CAW home to parents and encourage them to talk with their students about the event and application process. (Download a Family Letter template on the CAW website.)	
		Solicit door prizes from area colleges and businesses. It is a good idea to put someone on your committee in charge of this task.	
		Request that your local governmental municipality proclaims your selected week as "College Application Week in [your town/city/county/etc.]"	
		Use sample press release and PSA's to help spread the word in your community. Download samples from the CAW website ( <a href="http://gotocollege.idaho.gov">gotocollege.idaho.gov</a> )	



# Section 1: Planning Your College Application Week Event

## Event Day Reminders

This checklist offers essential reminders for a successful College Application Week event, including those that will enable you to fulfill your obligations to the CAW steering committee. You may find that there are other tasks to complete on the day of your site's event. Use the blank space to customize this list to your site.

Status	Task	Notes
	Turn on all computers with your preferred web browser open to <a href="http://gotocollege.idaho.gov">gotocollege.idaho.gov</a>	
	Post required school information (mailing address, phone, CEEB code, etc.) in each computer lab or classroom where students will be completing online applications. Students may need to reference this information when completing applications. CBOs may need to post multiple signs, one for each high school their students attend. (Download a School Information poster from the CAW website.)	
	Greet volunteers, provide them with a nametag, and give them a job to do.	
	Have seniors sign in as they arrive. A sample sign-in sheet is available on the CAW website, but we strongly urge you to print a list of all seniors' names and birth dates to use as a sign-in sheet.	
	Distribute the "You've Applied ... Now What?" handout. (Download a copy from the CAW website.)	
	Be sure that when students complete and submit their application(s), they print confirmation page(s) or save their application(s) for final work within the next day or two.	
	Before students leave, ensure they do the following: <ul style="list-style-type: none"> <li>▣ Complete the Student Survey on the CAW website</li> <li>▣ Review the "You've Applied ... Now What?" handout</li> <li>▣ Collect a sticker to celebrate their participation in CAW.</li> </ul>	



## **Section 1: Planning Your College Application Week Event**

### **Event Day Reminders**

This checklist offers essential reminders for a successful College Application Week event, including those that will enable you to fulfill your obligations to the CAW steering committee. You may find that there are other tasks to complete on the day of your site's event. Use the blank space to customize this list to your site.



## Section 2: Getting the Support You Need

### Engaging Others in Your Efforts

We hope that College Application Week will be a community-wide event, but we don't want all of the work to fall to coordinators! Below you'll find creative ways to involve members of your school and local communities. We know these just scratch the surface of what's possible. Don't forget to let us know if you have other ideas of ways to increase community involvement.

**Students:** Excited students can make all the difference in the world! When teens see their peers being excited about something, they want to do it too. Capitalize on the positive peer pressure to make your CAW event a success.

- Identify students from each grade who would love to bring some of their own ideas to the table. Choose student helpers from each grade and educate them about College Application Week. Ask them to share implementation ideas and post and distribute materials.
- Recruit seniors to mentor freshman, sophomores/juniors on preparing for post-secondary education. Senior mentors can meet with assigned freshmen, sophomores, or juniors during College Application Week or recruit them to assist during the week.

Ask students to promote the event through their Facebook or Twitter accounts. Encourage them to share the "I Applied!" image on their Facebook timelines and Twitter feeds. Nationwide, students will be using the #IApplied! Twitter hashtag to celebrate their participation.

**Teachers:** Teachers are your greatest allies in motivating students to pursue higher education. It's not only their job; it's their passion. We recommend enlisting their help to make your school's College Application Week a huge success.

- Share the calendar with them and ask for their help in brainstorming ways to make this event something the whole school embraces.
- Ask teachers to incorporate college-planning and exploration activities into their classes leading up to College Application Week. Examples include lessons on paying for college and calculating a return on investment in math class, or writing college or scholarship application essays in English class.
- Ask teachers to wear their favorite college gear during College Application Week.

---

Encourage a school wide "college gear" week and reward students who wear college affiliated clothing.

- 
- Suggest that teachers post fliers on their doors indicating where they attended college and encouraging students to ask them about their experiences.
  - Encourage teachers to decorate their classrooms and doors with college pennants, posters, and information.

---

Implement an all-school door decorating contest! Give awards for best "Idaho Institution", "Out of State Institution", and "Community College"

---



## Section 2: Getting the Support You Need

**School Staff and Support Personnel:** Other successful College Application Weeks have been most successful when they got the whole school community involved. Encourage your school staff, including custodians, cooks, and administrative assistants to wear college gear, post signs and information about College Application Week, and to encourage students with whom they interact to apply.

**Community Engagement:** Involvement from members of the local community is crucial to the success of your event.

- Ask local businesses to donate raffle prizes for participating seniors. Request items that could be useful for a student's first year of college – something to decorate a dorm room, a shower caddy, or even a tune-up for their car. Be creative in your requests!
- Request that the neighborhood ice cream shop or sandwich place get involved by offering a free cone or cookie to any student who participated in your CAW event. Encourage students to wear their "I Applied!" sticker for proof that they applied!
- Recruit community volunteers to assist students on the day of the event.
- Encourage parents to participate in your event as volunteers.



## **Section 2: Getting the Support You Need**

The success of College Application Week event relies not just on you, but on your school and community. Engaging the school community in the planning and implementation process will create excitement about the event. And the more support you have, the more success you will see. Additionally, the community plays an important role in creating and sustaining a college-going culture.

In the following pages, you will find ideas for involving members of your school and your local community.



## Section 2: Getting the Support You Need

### Managing Volunteers

#### Recruiting Volunteers

1. We recommend having at least one staff member and two volunteers at all times when working with a group 20-25.
2. Identify contacts in your community who may be interested in helping make your College Application Week a success by volunteering on the day of the event. The presence of community members in your school can lend weight and excitement to the initiative and showcase your community's dedication to promoting student success. Consider including the following groups of people in your CAW events:
  - School alumni
  - Students' families, the PTA/O, the School Improvement Council
  - Students who have already completed their applications (call them "College Application Ambassadors"!)
  - Retired Educators
  - Community services, senior citizens, or church groups
  - College and university representatives and faculty
  - Business, community, and political leaders
  - Local politicians
3. Send potential volunteer groups a College Application Week Volunteer Recruitment Letter (download a template from the CAW website).
4. When promoting your College Application Week event, always mention the need for volunteers in your communication.
5. Create a system for collecting volunteer information. Depending on your school district's policy, you may need to conduct a background check, run volunteer names through Idaho's Sex Offender List and/or make sure that school staff or IACRAO (College and University Staff) are always present when students are present.

#### Information for Volunteers

1. Identify specific responsibilities and duties for your volunteers. For example, you may create shifts for greeting, sign-in, computer lab, other activities, etc. Create a short explanation of each responsibility for volunteers to follow throughout the day. (See the "Potential Volunteer Tasks" section for a list of ideas.)
2. Finalize a volunteer list, send a reminder with the date and time of their shift, and encourage volunteers to visit the CAW website to download the Volunteer Resource Guide and review other helpful materials.
3. Encourage volunteers to dress in college gear.
4. Provide name tags for volunteers on the day of the event.
5. Conduct a quick orientation, perhaps the morning of the event, to familiarize volunteers with the details of your event. Make sure that volunteers are familiar with the confidentiality of student records. Limit access to personally identifiable information to school staff or IACRAO volunteers assisting with the application process.

#### Follow Up

Send a thank you letter to all volunteers for their dedication to College Application Week! (Download a Volunteer Thank You Letter template from the CAW website.)



## Section 2: Getting the Support You Need

### Potential Volunteer Tasks

When assigning tasks, consider the expertise and comfort level of the volunteer with various roles. The power of the volunteer comes from students seeing that members of the broader community see education as an important goal. The following are tasks that will need to happen during your event and might be ideal responsibilities for volunteers. Don't forget to share additional ideas on the CAW Facebook page!

- Post directional signs in the school for the event. Good signage is key to reminding students of the event and getting them to the right place.
- Greet students as they arrive. Make sure they use the sign-in sheet.
- Help students access the Idaho College Application Week website ([www.gotocollege.idaho.gov](http://www.gotocollege.idaho.gov)) or the specific college/university website and begin an application. If the school does not have enough computers or stable online service, the site coordinator should be prepared with paper applications. Volunteers can hand out the correct application.
- Guide students through the college application process and help answer any questions students may have, regardless of where the student wishes to apply.
- Monitor printers to ensure that any applications that need to be printed remain in order and replenish the paper supply as needed.
- Share personal college experiences with students.
- Instruct each student to complete an evaluation of their College Application Week experience. Hand out the evaluation. All students who complete the survey will be entered in a prize drawing.
- Give an "I Applied!" sticker, tattoo, and/or wristband to each student as they complete their applications.
- Remind students to use the sign-out sheet before leaving so that site coordinators can track the number of students who participated and where students applied.
- Wear a college t-shirt or sweatshirt.



## Section 2: Getting the Support You Need

### Sample Agenda—Volunteer Training/Orientation

Training volunteers for College Application Week is not a complex task. You want to provide volunteers with enough information to be useful to you and the students but not so much as to overwhelm them. In addition to the very real assistance they can provide to ensure that College Application Week is successful, they also are likely to become college access advocates in the community.

Below is a sample volunteer training agenda. It covers the basic needs and expectations for volunteers across the state. It will NOT cover the individual site needs for each host high school or community based organization. Host sites are not required to provide a volunteer training. When deciding whether or not to host an orientation, use your judgment as to the comfort of the volunteers with respect to the tasks you expect them to complete. You can provide it as a short face-to-face gathering either a week before the event or the day of the event. If your school requires a background check for non-school personnel to work with students on your campus, then be sure to handle this requirement prior to the training.

The following is a suggested outline for a volunteer orientation session. As with all CAW activities, feel free to add any additional information you think will be helpful to your volunteers.

- I. Welcome and Thank You!
  - a. Have all volunteers sign in and provide you with name, phone number, and address (you will need this for a follow-up thank you note).
- II. Purpose of College Application Week
  - a. To encourage and assist all students to apply to college, especially those who are from low-income and first generation college families, because applying to college in the fall of their senior year will increase their options as they decide what to do after high school.
  - b. To provide additional information to students about the college going process such as what to do when they hear back from an institution, and how to apply for financial aid.
  - c. To reinforce a college-going culture in the community.
  - d. This is not a recruitment activity for a specific school. If a volunteer has a strong relationship with (or love for) a particular school, it is important to leave it at the door.
- III. College Application Week Logistics
  - a. Provide a short tour of the school, highlighting where the event will be held, main office, facilities they may use or go into, as well as those that they should not
  - b. Dates and times College Application Week/Day will be held in our site
  - c. Times that volunteers are expected to be available (it is strongly recommended that they are asked to arrive 15-30 minutes prior to the start of the event)
  - d. Assign tasks to be done by Volunteers (see task list)
  - e. Review College Application Worksheet and Application FAQs
- IV. Questions?
- V. Again—Thank You!



## **Section3: Promoting Your College Application Week Event**

Promoting and building excitement around your College Application Week is crucial. While much of the focus for College Application Week is geared toward seniors, a truly successful event has the entire community actively engaged. In the following pages, you'll find ideas and sample activities you can use to promote the event to all those involved — both within your school or organization and outside your walls, in your local community.



## Section 3: Promoting your CAW Event

### On-Site Promotion Ideas

You'll want to do everything you can to get the word out! In addition to increasing the number of students who attend your event, promoting College Application Week is a great opportunity to continue building a college-going culture in your community. The following ideas come from colleagues around the country. We encourage you to use them and to engage students in planning activities that they'll enjoy.

#### PA Announcements

- Use daily PA announcements to generate awareness of College Application Week activities at your school or organization. If you have a morning news program, coordinate with the producers to feature a count-down or a fun fact each morning leading up to the event. Coordinate interviews with students who plan to attend/participate in the event. Student newspapers and newsletters are also a great place to highlight the event. Encourage student writers to feature stories.
- Use the PA announcements to build general awareness of local colleges and universities. Encourage students to research a school that interests them and develop a brief, informational "ad" to be read during morning or afternoon announcements. End the announcements with a plug for College Application Week: "Like what you hear? Consider applying during College Application Week!"

#### Host a College "Prep Rally"

Talk with your administrators about holding a kick-off "prep rally" to get everyone in the college frame of mind. Ask students to wear college gear from their favorite schools. Introduce seniors who have already been accepted into a school or certificate program and have them tell the student body the one thing they are most looking forward to in college or why they selected the school or program they did. Incorporate contests and fun activities — and get your student clubs involved in building enthusiasm!

#### Friendly Competition

Sponsor a contest between the different grades to inspire all students to take the college preparation process seriously during College Application Week. Classes can compete against each other to design the best "College App Wall," or to come up with the best idea to promote College Application Week and college awareness.

#### Host Homeroom Workshops

Conduct workshops during homeroom with students throughout College Application Week. Potential workshop topics include:

- *Freshmen*: Decision making, learning styles, study habits, high school transcript and academic planning, connection between school and careers, how to qualify for a scholarship, colleges and the degrees offered, college admission criteria, etc.
- *Sophomores*: Progress reports, extracurricular activities, earning college credit during high school, world of work, college costs and ways to pay, college visits, PSAT, etc.
- *Juniors*: Money management, finding scholarships, admission process, ACT and SAT test preparation, preparing to apply, writing personal statements and essays, etc.
- *Seniors*: What to expect in college, resume writing, FAFSA, searching for scholarships, finding the right college for you, etc.



## Section 3: Promoting your CAW Event

### Dress the Part

During College Application Week, encourage teachers and staff to wear a t-shirt, sweatshirt, or hat from the college they attended, or have them bring in their college yearbook or other items with their college mascot to share with students and decorate their classrooms or work spaces.

### Host a Parent and Family Night

Sponsor a parent and family night and have parents, family members, and community members who have completed college participate in a panel to talk about their college choices, why they made them, and what they are currently doing. Invite parents and families to come up with questions or discussion ideas.

### Invite Guest Speakers

- Invite admissions staff from local colleges and universities to provide general information related to their campus, including the majors offered, admission requirements, the application process, and cost of attendance.
- Connect college to career by inviting speakers to talk about the work they do and what education was necessary to accomplish their goals.

### Conduct "Trial Runs" in Classes

- Complete a sample application with students. Teachers can go over the correct grammar and language to use on a college application. Stress the importance of using appropriate e-mail addresses. It should sound professional and provide a good impression of the student. If necessary, have students create an e-mail address specifically for their college communications. Students should complete the College Application Worksheet (download from the CAW website, or encourage students to complete the form online in the student section website) to prepare for the event.
- Encourage students to research a college major they think they might be interested in pursuing. Have them identify which colleges offer the major, what type of jobs/careers are typically held by people obtaining a degree in that major, what type of courses are required to obtain a degree in that major, etc. and then have them present this information to their classmates.
- Encourage English teachers to incorporate writing college and scholarship essays into their class curriculum.

### Give Away College Gear

Hold drawings or coordinate contests during College Application Week. Ask colleges and universities to donate promotional items (banners, hats, t-shirts, sweatshirts, etc.) and businesses to provide donations students can use in their first year of college (e.g., microwaves, coffee pots, XL twin sheet sets, gas cards) to use as giveaways during your event.

### Communicate

Send letters or e-mail reminders to all parents, students, and school staff. Also, include information in the school newsletter. (Download the Student and Family Letter template from the CAW website.)



## Section 3: Promoting your CAW Event

### Local Community Promotion Ideas

You *can* host a successful College Application Week without including your local community, but you'll host a much more successful one if you spread the word beyond the walls of your school or organization. Community members make great volunteers, and they can also help build and maintain a college-going culture among your students. Help them show support for your students and their aspirations by sharing news and information and providing them with concrete opportunities for them to assist you.

#### Local Press

- Community newspapers are frequently looking for feel-good, positive stories. Give them the opportunity to tell your neighbors about your students' exciting dreams. Write a press release before the event and get it to your local media sources about two weeks before. Invite reporters to observe the event or conduct an interview to get more information. Then, submit another press release when your event is over to share all of your successes. Don't forget to send photos!
- Local radio stations also want to share positive stories. Include them when you send out press releases. Ask if they will allow you to record a Public Service Announcement.

#### Governmental Proclamations

Governor Otter has proclaimed that November 11-15, 2013 will be College Application Week for the state of Idaho. Cities and other local municipalities also offer proclamations, often for a day or a week. Consider asking your local government to proclaim College Application Week to be the week of your event. Don't be afraid to leverage the Governor's proclamation when making your request! If more than one site is located within the bounds of your city or county, submit the request as a coalition of sites. Be sure to include the proclamation in your press releases. (View the Governor's proclamation and download a Local Proclamation Request template from the CAW website.)

#### Business Support

Ask local businesses, especially those where your students and their families shop, to show their support of students college aspirations and your College Application Week event by hanging a CAW sign in their storefront.



## Section 4: Student Resources

Students are strongly encouraged to explore colleges prior to the College Application Week event at your site. Many online resources exist to help students with this process. The resources listed on the following pages may be of particular use to coordinators and students as they embark on the college search and application process.

Don't forget to look at your *Higher Education in Idaho* books to research Idaho schools you may be interested in attending.

In this section, you will find

- Links to online college search tools
- Important student reminders
- Information about application fees and fee deferral and waiver information
- Admissions office contact information for Idaho's public universities, community colleges, and independent colleges and universities.



## Section 4: Student Resources

### Online College Search Tools

The College Application Week website ([www.gotocollege.idaho.gov](http://www.gotocollege.idaho.gov)) is a great place to start! It will provide students with links to some college search engines, the College Application Worksheet, and a Frequently Asked Questions page about required information for their applications, as well as links to scholarship and FAFSA websites. When they are ready to complete their applications, they'll find a page linking them to the application pages of every public university or community college in Idaho, as well as independent colleges and universities.

Students just beginning their college search may find the following sites especially helpful:

- Big Future – a comprehensive college search engine: <http://www.bigfuture.collegeboard.org>
- You Can Go – a search tool designed with first-generation students in mind: <http://youcango.collegeboard.org>
- Idaho Career Information System: <https://idcis.intocareers.org/default.aspx>

### Important Student Reminders

Before your event, you will need to prepare students as much as possible. To ensure that you have it all covered, here is a list of helpful student reminders.

1. Direct seniors to complete the College Application Worksheet.
2. Work with your guidance office to contact students who may be eligible for a fee waiver or deferment. Usually, those students who are eligible for fee waivers and deferments on college entrance exams are also eligible for college application fee waivers and deferments.
3. Identify students who have not yet applied to college and begin working with them to explore their options. Encourage other staff members to work with these students, and be sure to foster a culture in your school that considers every student to be "college material."
4. Remind students that information about their addresses and parents will be used to determine tuition and residency for public colleges and universities.
  - Students should be sure to provide the accurate addresses of their parents. Remind students to bring their social security number (SSN), as this is required for submitting most college applications. You may want to have a secure list of SSNs just in case students do not have this information.
  - Not using the student SSN on the applications may cause eligible students to miss out on financial aid opportunities at the college of their choice. While some applications list the SSN as optional, the process most colleges use to match students with any federal financial aid does involve the use of the SSN.

### Application Fees and Fee Waivers

Students may be required to pay an application fee for some college applications (many online applications have an automatic fee waiver), or they may qualify for a fee waiver to cover the application fee or for a fee deferral. For further information on fee waivers, speak directly with your school counselor.

The Applications page of the College Application Week website has a table of all public and private, not-for-profit colleges and universities in the state of Idaho, as well as their current application fees.



## Section 4: Student Resources

### Fee Waiver or Deferral

Most of Idaho's public universities, college, and community colleges charge an application fee (See application fee table).

- Idaho public institutions offer fee waivers for low income students.
- Eligible students must submit a fee waiver to each college/university to which they plan on submitting an application.
- The form must be signed by both the student and a counselor or designated school official.
- It is recommended that you have copies of these forms available for students to complete during your College Application Week event.
  - Further, because these forms must be mailed to the admissions offices and most students will submit their application for admission online, it is recommended that you collect all completed forms from your event and mail them in a packet to each university.

Some of Idaho's independent colleges and universities do not charge an application fee, others will automatically waive their fee if a student applies online, and still others accept a fee waiver from ACT or the College Board or the Request for Admission Application Fee Waiver form provided by the National Association for College Admissions Counseling (download available on [www.gotocollege.idaho.gov](http://www.gotocollege.idaho.gov)). It is recommended that you print a few copies and have them available in the event a student qualifies for a waiver.

### Payment by Check

Once the student has submitted his/her online application, he/she can typically send a check in the mail to that school. Be sure to remind the student to send a copy of his/her confirmation page with payment.

### Payment by Credit Card

Some schools require that students pay online with a credit card. WE encourage students who are paying online to wait to complete this step at home or with a parent.



## Section 4: Student Resources

### Contact Information

Keeping a copy of this chart handy during your CAW event may prove helpful as students often have questions best answered by the experts in the college offices!

Institution	Address	Phone	Admission Email	College Website
University of Idaho	875 Perimeter Dr -MS 4264 Moscow, ID 83844-4264	(208)885-6326	admissions@uidaho.edu	www.uidaho.edu
Boise State University	1910 University Dr. Boise, ID 83725	(208)426-1156		www.boisestate.edu
Idaho State University	921 S. 8 <sup>th</sup> Ave Pocatello, ID 83209	(208)282-2475 (208)282-6475	<a href="mailto:admissions@isu.edu">admissions@isu.edu</a>	<a href="http://www.isu.edu">www.isu.edu</a>
Lewis-Clark State College	500 8 <sup>th</sup> Ave Lewiston, ID 83501	(208)792-2210	<a href="mailto:admissions@lcsc.edu">admissions@lcsc.edu</a>	<a href="http://www.lcsc.edu">www.lcsc.edu</a>
Eastern Idaho Technical College	1600 S. 25 <sup>th</sup> East Idaho Falls, ID 83404	(208)524-3000 ext.3390	<a href="mailto:Pamala.levan@my.eitc.edu">Pamala.levan@my.eitc.edu</a>	<a href="http://www.eitc.edu">www.eitc.edu</a>
College of Southern Idaho	315 Falls Ave Twin Falls, ID 83303	(208) 732-6795		www.csi.edu
North Idaho College	1000 Garden Ave. Coeur d'Alene, ID 83814	(208) 769-3311		<a href="http://www.nic.edu">www.nic.edu</a>
College of Western Idaho	5500 Opportunity Dr Nampa, ID 83687	(208) 562-3000		cwidaho.cc
Northwest Nazarene University	623 University Blvd. Nampa, ID 83686	(208)467-8000		<a href="http://www.nnu.edu">www.nnu.edu</a>
The College of Idaho	2112 Cleveland Blvd Caldwell, ID 83605	(208)459-5305	admission@collegeofidaho.edu	<a href="http://www.collegeofidaho.edu">www.collegeofidaho.edu</a>
Brigham Young University- Idaho	525 S. Center St. Rexburg, ID 83460	(208)496-1615		www.byui.edu
Boise Bible College	8695 Marigold St. Boise, ID 83714	(208)376-7731		www.boisebible.edu



Institution	Application Fee- Paper	Application Fee- Online	Accepts Waiver?
Boise State University	\$50	\$50	Yes
University of Idaho	\$60	\$60	Yes
Idaho State University	\$50	\$50	Yes
Lewis-Clark State College	\$0	\$5.25	No
College of Southern Idaho	\$10	\$0	No
North Idaho College	\$0	\$0	N/A
College of Western Idaho	\$25	\$25	All Waived CAW
Eastern Idaho Tech College	\$15	\$15	No



These are questions that students often have before filling out their college applications, this is a great form to give to your students prior to Application Week. This way they are prepared before filling out the application, and have a positive experience.

## Frequently Asked Questions on Applications

### Enrollment Information

*What is my entering term and year?* Most students will select the Fall semester following senior year; however, choose the summer option if you intend to attend summer school prior to Fall enrollment.

*What is my entrance status?* The following are definitions for each status.

Freshman: This will be the first college in which you enroll after graduating high school. Check this even if you have advanced placement (AP) credit, or dual enrollment, or have earned college credit in high school.

Transfer: if you have already attended another college or university after high school. Most students who completed college courses while still in high school (dual enrollment) are considered freshmen.

Non Degree: You want to take college course(s) but are not seeking a degree.

*What is my desired major?* Under First Choice, you can choose your first choice of majors. You may check “Undecided.” Please note that you can change your major during your college program.

### Address

*Can I list a Post Office Box?* You will need to include a physical address even if you use a Post Office Box for your mailing address. Make sure this information is correct. The date the address became your permanent mailing address is the month and year you moved to this location which may even be your date of birth.

### Personal Information

*What types of personal information will I need to provide?* 1) Social Security Number: Enter your nine-digit social security number. This number is not *always* required, but your financial aid and application can process faster with the addition of this number.

2) In some cases, your high school code will also be necessary for the application.

### College Information

*What should I list for current college courses in progress or planned, including the term (to be) taken, course subject and number (example: BIO 1001), credit hours, and college/university?* Please note that dual enrollment (high school and college classes) may be added here; however, do not list AP courses. Previous college attendance includes any college credit received while in high school excluding AP courses. List the college from where the dual credit/tech prep courses is/are being granted and the number of credits the granting college is allowing for courses taken.

## **Family Information**

*What family information am I required to submit?* You will need to answer the following required question: Are your father and/or mother living? Also, *Legal Guardian Information* is the same information requested for father and mother and Emergency Contact Information is required if it is other than parent or guardian.

## **Activities and Interests**

*Do I have to list all my activities and interests for each college application?* Yes. Colleges may use this information during the admission process or for scholarship consideration. If you have a significant number of activities and interests that you wish to include, you might consider putting them on a flash drive to cut and paste to your applications.

## **Campus Specific Information**

*What additional information will I need to include for each college application?* This information varies by educational institution. You can find more information by looking at the campus website.

## **Residency**

Residency is outlined by Idaho Code [§33-3717B](#). In most cases students select “I am/will be a graduate from an accredited Idaho High School and will attend college during the immediate term following graduation” (in most cases meaning starting school the fall term). In other cases, students select, “One or more of my parents/guardians is domiciled (has permanent residence) in Idaho and has lived in Idaho for 12 months and I receive at least 50% of my financial support from my parent/guardian.” If you have questions, please refer to the statute.

In the residency section when asking of dates (to the best of your abilities) list the date from when you lived in Idaho/county and if you are currently living and plan to continue to live in Idaho you may write the word “present” for the to: date.

## **Miscellaneous Information**

*What types of questions will I be asked about my past criminal activity?* Virtually all campuses require students to answer questions about legal infractions. Answering "yes" to one or more of the questions will not necessarily preclude your being admitted. However, your failure to provide complete, accurate, and truthful information can be grounds to deny or withdraw your admission, dismiss you, or subject you to disciplinary sanctions after enrollment. A campus may spot-check records and obtain official court and/or school documentation to ensure accuracy, and these campuses may share pertinent information as needed for the safety of others. Some campuses have a process for conducting criminal background checks on applicants which may or may not happen with regard to your application.

Complete honesty is expected.



### Sample Student/Family Letter

This letter should be distributed to students and families in October. Delete the text in the header and update the blue/bold pieces with your site's event information. Feel free to add more event details to generate interest.

**SCHOOL LOGO AND/OR ADDRESS**

**DATE**

Dear Students and Families,

The Office of the State Board of Education is pleased to announce November 11-15, 2013, as Idaho College Application Week. Throughout this week, high schools across the state will host events to assist students with the college application process. **NAME OF SCHOOL/CBO** will participate in the College Application Week pilot year, with the goal of ensuring that all members of our senior class apply to at least one two-year or four-year college or university program this fall.

The overarching goal of Idaho College Application Week is to provide an opportunity for all Idaho seniors to complete and file college applications. To us, college means any education program beyond high school including certificate programs, two-year degree programs, and four-year degree programs.

To be efficient when applying to college during College Application Week, students should complete the College Application Worksheet we have attached to this letter. We are encouraging all students who have not yet applied to college to complete the worksheet prior to the week, as it has all the information students will need to complete an online application. We expect that students and their families may need to work together in gathering the information listed in the checklist.

Families are welcome to visit the school to assist their student during the application process. In addition, if you are interested in volunteering during the event, please let me know. Volunteers can greet and sign in students, assist students with the completion of online college applications, or distribute information about financial aid opportunities.

If you have any questions please call **NAME, TITLE**, at **(000) 000-0000**. You can also find more information about the initiative online at [gotocollege.idaho.gov](http://gotocollege.idaho.gov). Thank you in advance for your support of this exciting initiative to encourage Idaho's students to make college a part of their future.

Sincerely,

**SCHOOL COUNSELOR/SITE COORDINATOR/PRINCIPAL**



Idaho College Application Week  
**Pre-Event Information Survey**  
Return by September 30, 2013

Site Name: \_\_\_\_\_

Site Coordinator: \_\_\_\_\_

Site Coordinator - Email Address: \_\_\_\_\_

Site Coordinator Phone: \_\_\_\_\_

Number of seniors: \_\_\_\_\_

Idaho College Application Week: November 11-15, 2013

During this week, which day(s) will you host events?

Monday Time: \_\_\_\_\_

Tuesday Time: \_\_\_\_\_

Wednesday Time: \_\_\_\_\_

Thursday Time: \_\_\_\_\_

Friday Time: \_\_\_\_\_

Please return via email to [IDappweek@osbe.idaho.gov](mailto:IDappweek@osbe.idaho.gov) or mail it to

Idaho College Application Week  
Office of the State Board of Education  
Attn: Dana Kelly  
P.O. Box 83720  
Boise, ID 83720-0037

Phone: 208-334-2270





Our school/organization is participating in Idaho's statewide College Application Week! To ensure that our event is a success for our students, we need your help in promoting and coordinating this event — and making sure our initiative is exciting and fun for our students, families, and community!

What is College Application Week?

## **An Overview for Teachers & Staff**

College Application Week is an event coordinated by The Office of the State Board of Education. As Governor Otter has proclaimed November 11-15 to be College Application Week in Idaho, high schools and community based organizations across Idaho will participate in a pilot year of College Application Week.

College Application Week has been successfully implemented in 24 states and the District of Columbia. The American Council on Education anticipates nearly 40 states will participate in 2013, with a goal of being in every state within a few years.

What is the goal of College Application Week?

Our goal is to provide every graduating high school senior with the opportunity to apply to college. While much of the focus of College Application Week is geared toward first-generation college students, low-income students, and other students who face barriers to applying to college, we encourage all students, including freshmen, sophomores, and juniors, as well as seniors who have already applied to college, to participate in events to help them explore and prepare for postsecondary education, including certificate programs, two-year degrees, and four-year degrees.

What happens during College Application Week?

Think of College Application Week as a school spirit week, during which we all work together to build excitement and awareness surrounding the college exploration and application process. We will provide computer lab time to students to allow them to explore colleges and apply online, but the event becomes truly spectacular when we integrate fun activities into our school and community environments. For example, we can decorate our doors and classrooms in college themes, post signs and pennants in our community, decorate storefronts, have college trivia contests — let's get creative!

How can I help?

You can help by assisting students in applying, contributing to the "spirit" of the week, or — perhaps most importantly — reaching out to students to encourage them to apply to college. Seek out those students who might traditionally be overlooked when it comes to college planning, and talk to them about their options for college. Be sure to ask students if they've applied as they board the bus, go through the lunch line, or walk into church, a store, or your classroom.



### **Sample Volunteer Recruitment Letter**

This letter should be distributed to any volunteer prospects and/or groups. Delete the text in the header and update the blue/bold pieces with your school's event information. Feel free to add more event details to generate interest.

**SCHOOL LOGO and/or ADDRESS**

**DATE**

Dear **(NAME OF ORGANIZATION)**,

**(NAME OF YOUR HIGH SCHOOL/ORGANIZATION)** is pleased to announce its participation in Idaho's College Application Week. In an effort to further expand college access initiatives College Application Week will be held at high schools throughout the state November 11-15, 2013. The goal of College Application Week is to provide every graduating high school senior the opportunity to apply to college with a particular focus on helping first-generation low-income students, and students who may not otherwise apply to college.

College Application Week can open the door for students by encouraging them to take a significant step toward college in their senior year. What began in 2005 as a single day at one high school in North Carolina has evolved into more than 35 statewide campaigns to help students. This year, Idaho is starting a pilot event, using 10 schools throughout the state. A critical component of College Application Week is the one-on-one support provided by volunteers who help students fill out applications at school. Volunteers may include high school staff, registrars and admissions officers from nearby postsecondary institutions, and representatives from the community.

We will be hosting our event on **(DATE(S) AND TIME)** and would welcome representatives from **(NAME OF ORGANIZATION)** to visit our school during this exciting and important time. Volunteers can greet and sign-in students, assist students with the completion of online college applications, or distribute information about financial aid opportunities. Our students would really appreciate your help and support as they take a big step toward going to college.

If you or any of your colleagues at **(NAME OF ORGANIZATION)** are interested in working with **(NAME OF YOUR HIGH SCHOOL/CBO)** in any capacity **please contact me no later than (DEADLINE)**.

Thank you!

**(SITE COORDINATOR'S NAME)**

**(SITE COORDINATOR'S TITLE)**

**(SITE COORDINATOR CONTACT INFO)**





## Sample Volunteer Thank You Letter

This letter should be sent to all volunteers who assisted with your CAW event. Delete the text in the header and update the blue/bold pieces with your school's event information. Feel free to add more details or information to personalize your letter.

**SCHOOL LOGO and/or ADDRESS**

**DATE**

Dear **(VOLUNTEER'S NAME)**,

On behalf of **(NAME OF YOUR HIGH SCHOOL/CBO)**, I would like to personally thank you for volunteering your time at our Idaho College Application Week event. This event could not have been a success without your help and the help of many others who volunteered their time.

During Idaho College Application Week, **(NUMBER OF SENIORS SUBMITTING COLLEGE APPLICATIONS)** of our seniors submitted over **(NUMBER OF COLLEGE APPLICATIONS SUBMITTED)** college applications to colleges and universities across Idaho and the nation. Thanks to our seniors' hard work and the assistance of volunteers like you, they are one step closer to actualizing their dreams of attending college!

Once again, **(NAME OF YOUR HIGH SCHOOL/CBO)** thanks you for your efforts and contribution of time at College Application Week! We look forward to seeing you throughout the school year and especially at our event next year.

Sincerely,

**(SITE COORDINATOR'S NAME)**  
**(SITE COORDINATOR'S TITLE)**



<b>Full School Name</b>		
<b>CEEB/School Code</b>		
<b>Phone Number</b>		
<b>Fax number</b>		
<b>Counselor Information</b>	<b>Full Name</b>	<b>Email Address</b>

[SCHOOL LOGO OR LETTERHEAD]

FOR IMMEDIATE RELEASE

Contact: [name of site coordinator]  
[school name]  
[school address]  
[phone number]  
[email of contact person]  
[high school website]

**College Application Week to be held [Dates] at [Name of High School]**

[Name of Your High School] will participate in College Application Week during the week of [dates].

As part of Idaho's college access initiative, [Name of Your High School] will work with its seniors [Your School's Event Dates and Times] to complete and submit online at least one college application.

The goal of the program is to get more students applying to colleges and universities early in their senior year.

[Name of Site Coordinator or School Principal], College Application Week event Site Coordinator/Principal for [Name of Your High School], expects more than [Insert Number] seniors to participate with the help of [Insert Number] volunteers from [Insert School Faculty, Administration, College, Community Resources That Will Help].

For more information: [INSERT WEBSITE LINK OR AN EMAIL ADDRESS] or  
Contact: [NAME OF SITE COORDINATOR]  
Phone: [PHONE NUMBER]

#####



**Apply for College! This Way!**



**Apply for College! This Way!**