

APPLY2 COLLEGE



Nebraska Campaign

A2C with an FAP and FSA ID: The Alphabet Soup for Applying to College

Presented by

Les Monroe

Director of College Planning

EducationQuest Foundation – Lincoln, Nebraska



About EducationQuest

Who we are:

- **Private, non-profit** organization
- Established in **1986**
- **32** staff members
- **Four locations** serving the state

Our mission

Improve Access to Higher Education in Nebraska



We provide:

- **Free** college planning services that help students and parents:
 - research careers
 - explore scholarships
 - select a college
 - complete of the FAFSA
- Need-based **scholarships**
- **Grants** that help high schools increase the number of students who go to college
- **Outreach services** for community agencies statewide

APPLY2 COLLEGE



Nebraska Campaign

Alphabet soup ingredients:

- A2C** – Apply2College (Nebraska College Application Campaign)
- FAP** – Financial Aid Program
- FSA ID** – Federal Student Aid Identification
- NACRAO** – Nebraska Association of Collegiate Registrars & Admissions Officers
- EPP** – Educational Planning Program
- NeASFAA** – Nebraska Association of Student Financial Aid Administrators



The Campaign - 2014

- Joined national campaign in 2014
- Pilot program consisted of 6 high schools
 - Southern High School (30 seniors)
 - Chadron (63 seniors)
 - Lexington (212 seniors)
 - Omaha Bryan (481 seniors)
 - Lincoln North Star (527 seniors)
 - Santee Community (9 seniors)
- Steering Committee provided input



The Campaign - 2014

Steering Committee included reps from:

- Nebraska P-16 Initiative
- Nebraska Department of Education
- Nebraska Coordinating Commission for Postsecondary Education
- NACRAO
- NeASFAA
- Nebraska School Counseling Association
- Educational Service Unit
- University of Nebraska System
- State college system
- Private college
- Community college
- High schools



The Campaign - 2015

- Goal: 75 high schools
- 158 high schools registered
 - Official dates: October 19-30, 2015
- Promotional support provided by:
 - Testimonials from pilot schools
 - Nebraska school counselors
 - NACRAO
- Seniors completed at least one application
- Events took place during school day

Schools provided feedback via:

■ Email

- Number of participating students
- Number of applications completed
- Colleges to which applications were submitted

■ Survey Monkey

- Impact on creating a college-going culture
- How long it took to plan, operate and evaluate
- Would they participate again
- When were students submitting applications



The Campaign - 2015

Summary (emails)

- 158 schools participated w/ estimated senior enrollment: 16,385
- 41% of high schools reported:
 - 2,567 seniors participated
 - 3,810 applications submitted
 - 337 colleges received at least one application

Summary (Survey Monkey)

- 86% of participating schools reported:
 - Event as 4.52 out of 5.0 (5 = 'very helpful') in promoting a college-going culture
 - Events averaged 4 hours to plan, 6 hours to operate, 1 hour to evaluate
 - 93% planned to participate next year
 - 29% of their seniors completed their first application before their event
 - 46% of completed their first application during the event



The Campaign - 2015

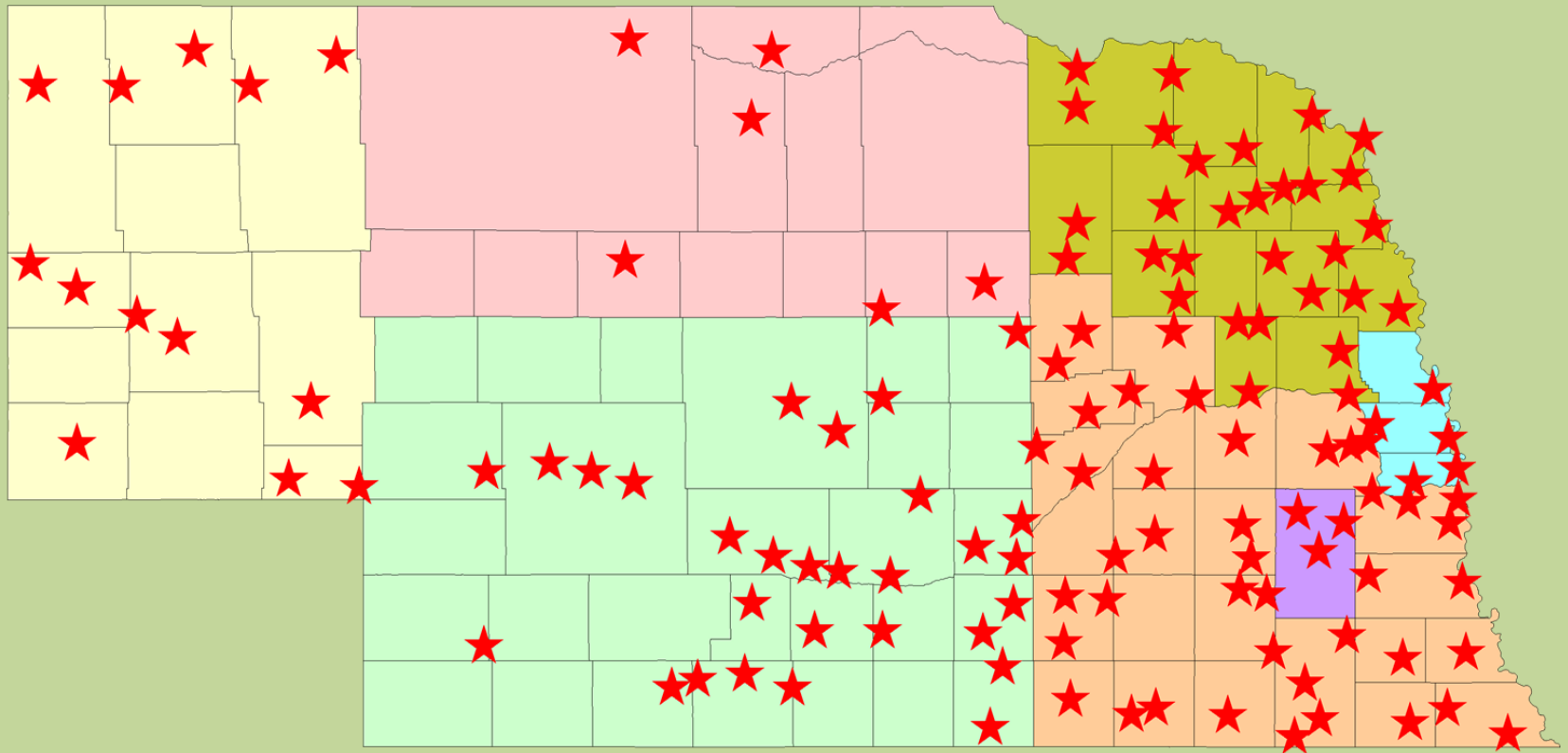
Comments from students:

- *"I didn't know this would be so exciting."*
- *"I'm so glad we had a chance to do this."*
- *"I needed a lot of help and I had my questions answered right away."*

Comments from School Counselors:

- *"We would not have had so many kids apply to so many colleges if it weren't for this event. Now they're getting acceptance letters and are really excited."*
- *"Why has it taken us so many years to come up with this approach? As counselors, we felt we were doing what we are supposed to be doing for our students. We look forward to it for next year."*

The Campaign - 2015



Note: Each pushpin may represent more than one school



The Campaign - 2015

EducationQuest promoted the event via:

- Bulletins to counselors and students
- News releases
 - Sent a general news release statewide
 - Provided schools with a template news release they could use to send their own
- Social media
 - Encouraged schools to post using **#Apply2CollegeNE**

Campaign generated over 35 news stories.



SC Seniors Partake in Apply2College Event

Sandy Creek seniors participated in the Apply2College Event sponsored by EducationQuest and coordinated by school counselor Connie Porter. The event was held on Sept. 15, at the Sandy Creek High School. The purpose of the event was for every senior to apply to at least one college. -Courtesy Photo

Creek Valley High students conduct 'Apply2College' event

FOR THE SUN-TELEGRAPH
Seniors at Creek Valley High School will take a critical step in the college preparation process when they participate in a college application event on Wednesday, Oct. 28 at the school.

The event is part of a statewide Apply2College Campaign sponsored by EducationQuest Foundation. More than 150 high schools statewide are conducting Apply2College events this fall to help high school seniors apply to at least one college.

During the event at Creek Valley, seniors will get hands-on help with college applications from guidance counselor Kathy Ford.

"Completing a college application can be overwhelming for many students - especially those from families unfamiliar with the process," Ford said "This event will help reduce college application barriers many students face and should increase the number of seniors who go on to pursue higher education."

The Apply2College Campaign is part of the American College Application Campaign initiative sponsored by the American Council on Education. All states are now participating in the annual program. States that have participated in previous years are finding that as many as 79 percent of students who submit a college application go on to attend college.

CVHS seniors may also register for the ACT test on Dec. 12. Registration is due by Monday, Oct. 26.

B-R High School conducting 'Apply2College' event

Seniors at Bancroft-Rosalie High School will take a critical step in the college preparation process when they participate in a college application event Monday at the school.

The event is part of a statewide Apply2College Campaign sponsored by EducationQuest Foundation.

During the event at B-R, seniors will get hands-on help with college applications from school staff and college admissions volunteers.

"Completing a college application can be overwhelming for many students - especially those from families unfamiliar with the process," said School Counselor Ronda Ras. "This

event will help reduce college application barriers many students face in the hope of increasing the number of seniors who go on to pursue post-secondary education, whether that is at a community college, a trade school, or a four-year college."

The Apply2College Campaign is part of the American College Application Campaign initiative sponsored by the American Council on Education. All states are now participating in the annual program. States that have participated in previous years are finding that as many as 79 percent of students who submit a college application go on to attend college.

Scottsbluff High School administers day to apply for college

Previous Next



Posted: Wednesday, October 21, 2015 6:00 pm

JEFF SMITH Staff Reporter
jsmith@starherald.com

For students in high school, completing a college application might seem like a difficult task and there might not be a lot of people that they can ask for help if they are the first ones in their family to go to college.

An event held Tuesday was aimed at helping high school seniors get into the mentality of planning for the future and understand the process of applying for college. The Apply2College event



Lincoln Southeast High School

- 2,100 Students
- 27% Students of Color
- 33% Free/Reduced Lunch
- 492 Seniors





Lincoln Southeast High School

Advertised using:

- Daily bulletin
- Auto caller
- Monthly newsletter
- Senior meetings
- Twitter, Facebook, Instagram
- Counselors also personally called down students





Lincoln Southeast High School

4-Day Schedule

7:00 am - after school

October 21

University of Nebraska
Lincoln, Kearney, Omaha

October 22

Community Colleges

October 28

State College System
Chadron, Peru, Wayne

October 29

Private Colleges

LSE Seniors: An opportunity from the Counseling Center

Apply2College Days

Seniors: Plan to get your college applications completed during our special Apply2College Days. You **MUST** sign up in the Counseling Center in order to participate.

1. Choose the college/colleges in which you wish to submit an application.
2. Select the assigned date of your college
3. Choose the time period to submit your application.
4. Receive a pass from Mrs. Burkman in the Counseling Center
5. Complete your college application during Apply2College Days and get a prize.

<p>Wednesday, October 21st University of Nebraska-Kearney, University of Nebraska-Lincoln, University of Nebraska-Omaha</p> <p>Period: 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, or 3:05 PM</p>	<p>Thursday, October 22nd Southeast Community College- Beatrice, Lincoln, Milford or another Community College</p> <p>Period: 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, or 3:05 PM</p>
<p>Wednesday, October 28th Chadron State College, Peru State College, Wayne State College</p> <p>Period: 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, or 3:05 PM</p>	<p>Thursday, October 29th Concordia, Creighton, Doane, Hastings, Midland, Wesleyan or ANY out of state college/university</p> <p>Period: 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, or 3:05 PM</p>

All school day sessions will take place in the Media Center GP Computer lab. The 3:05 session will take place in the C114 computer lab. ?'s talk with your school counselor.

REMEMBER: You must request transcript from the Registrar in the Counseling Center in D101.
Transcript Jump Code: P5P7



Lincoln Southeast High School

Event staffed by:

- Retired school counselors
- EducationQuest student ambassadors
- University of Nebraska – Lincoln and Omaha
- Nebraska Wesleyan University
- Hastings College



Lincoln Southeast High School

Once application was completed...

- Signed banner
- Received “Ducks in a Row” t-shirt
- Apply2College sticker
- Took Instagram picture w/printed college sign
- Posted on FB, Twitter & Instagram
- Surveyed all students





Administration

Counseling Team





The Campaign - 2016

2016 GOAL

All 314 high schools will register for an event

To help make this happen.....

- NACRAO EPPs moved to September
- Financial Aid Programs moved to October
- FSA ID registration

Early FAFSA

And then there is the Early FAFSA

So why not ALSO have students begin a FAFSA?





The new model

9:00 am - Explain types of aid and how to get it, including FSA ID and FAFSA

9:20 am - Students register for FSA ID

9:35 am - Students begin FAFSA

10:00 am - Students “Save” and close FAFSA. Parents bring it up at home to complete IRS DR, or call our office

10:00 am – Apply2College Event begins with college reps

We travel to next high school whose Apply2College event is underway



The Campaign - 2016

EducationQuest provides free resources



APPLY2 COLLEGE COLLEGE APPLICATION CHECKLIST EducationQuest FOUNDATION

Debit or credit card number to pay application fee, if applicable. (Keep this information in a secure place.)

Information about you and your parent(s) or legal guardian

Birthdates: _____

Email addresses: _____

Students: do not list your high school-issued email address because it will not function after you graduate.

Student's Social Security number (Keep this information in a secure place.)

Student's academic interests or planned area of study in college: _____

Father's and mother's (or legal guardian's) highest education level:

Father's Education Level _____ Mother's Education Level _____

Father's (or legal guardian) Employer _____

Mother's (or legal guardian) Employer _____

_____ and _____, year they graduated from high school (if applicable)

Age	Yr G
_____	_____
_____	_____

_____ to, provide their _____

_____ through student's or parent's _____

Work Experience

_____ school GPA: _____

_____ and awards: _____

_____ and/or SAT Score: _____ Date Taken: _____

Some college experience. Be prepared to describe why you chose a particular college, how you will contribute to and grow from your college experiences, and an adult who inspired you on your path to success.

APPLY2 COLLEGE SITE COORDINATOR CHECKLIST EducationQuest FOUNDATION

Adjust this timeline if your event is outside the official Apply2College dates.

AUGUST

Reserve the computer lab – or a room to set up a computer lab.

Recruit a planning team and discuss event implementation.

Review Pre-event Activities to determine activities your school may want to implement before the event.

Recruit volunteers to help seniors complete applications (school staff, college admissions representatives, retired school counselors or teachers, business leaders, etc.).

SEPTEMBER

Participate in the Apply2College webinar to learn more about hosting a successful event.

Ask seniors to research colleges and select 2-3 they want to apply to.

Encourage them to:

- use College Profiles at EducationQuest.org
- attend a fall College Fair or Educational Planning Program
- schedule campus visits to area colleges
- visit with college representatives who visit your school

Give seniors this College Application Checklist to help them prepare.

Review the College Admission Spreadsheet to learn admission criteria at Nebraska colleges.

Meet with students eligible for application fee waivers to discuss the process.

Create a schedule for volunteers, taking into account breaks and lunch.

APPLY2 COLLEGE

Nebraska College Application Campaign
Sponsored by EducationQuest Foundation

EducationQuest FOUNDATION



Email sent April 28, 2016

Wanted...your participation in the Apply2College Campaign!

Completing a college application can be daunting for students – especially those from low-income and first-generation families.

That's why EducationQuest is again sponsoring [Apply2College](#), a statewide campaign during which Nebraska high schools conduct college application events during the school day to help seniors with the application process. We encourage your high school to participate!

The official campaign dates are October 3-14, 2016. Your high school can pick a day(s) within this time frame to conduct an event. If it works better for your school, you may hold your event any time during September or October; however, your school may miss out on some promotion efforts.

To register for the campaign, [complete and submit this form](#) by June 3, 2016.

Last year, 158 Nebraska high schools participated in the campaign and we hope to increase that number this year. For an overview of the 2015 campaign, [see our Aspire newsletter](#).

[Click here for more details.](#)



Email sent May 3, 2016

If you haven't already, you may now register for the 2016 [Apply2College campaign!](#)

By participating, your school will help seniors complete at least one college application by hosting a structured event during the school day.

Last year, 158 Nebraska high schools participated. This year, we want EVERY high school to participate. The official campaign dates are October 3-14, but schools can host an event any time in September or October.

[Please register by June 3.](#)

Last year's survey results remind us that the events:

- Take VERY LITTLE TIME to coordinate
 - COST LITTLE TO NOTHING to conduct
 - Create excitement and a COLLEGE-GOING CULTURE among the students
-
- *Provided 2015 highlights*
 - *Provided student/counselor testimonials*



Website Promotion

EducationQuest.org/Professionals

STUDENTS ▾PROFESSIONALSRESOURCES ▾BLOGABOUT US ▾Q SEARCH Sign in

Professionals

[Home](#) / [Professionals](#) / [Apply2College: Nebraska College Application Campaign](#)

8th Grade Campus Visit Grants	KnowHow2GO to College	College Access Grants	Reaching Your Potential Scholarship Program	EducationQuest Scholarship Program
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Apply2College: Nebraska College Application Campaign





- [Apply2College Information](#)
- [High School Registration Form](#)
- [Site Coordinator Checklist](#)
- [College Application Checklist](#)
- [Free Event Resources](#)
- [Pre-Event Activities](#)
- [Promoting the Event](#)
- [How Volunteers Can Support Your Event](#)
- [Reporting Requirements](#)
- [Participating High Schools](#)

Completing a college application can be daunting – especially for low-income and first-generation students who may not have the help they need at home.

That's why EducationQuest is sponsoring **Apply2College**, a national campaign in which high schools conduct college application events during the school day to help seniors apply to at least one college.

We encourage your high school to participate!

When is the campaign?

The campaign is **October 3-14, 2016**. Your high school can pick a day (or multiple days) within this time frame to conduct an event. If it works better for your school, you may conduct the event outside these dates; however, you may miss out on some promotion efforts.

How do I register my high school for the campaign?

[Complete and submit this form](#) to register your high school for the campaign.

What's involved in conducting a campaign event?

Your school's site coordinator will be responsible for securing school support (including a planning team and volunteers), setting dates during which a computer lab is available, preparing students, and reporting campaign results.

EducationQuest will provide **free** resources to help with the planning process (see sidebar at right for a [checklist](#), [free resources](#), and other details).

Who do I contact if I have questions about the campaign?

Contact [Les Monroe](#), Director of College Planning at 800.303.3745, ext. 6989.

Professionals

Home / Professionals / Apply2College: Nebraska College Application Campaign / Free Event Resources

[8th Grade Campus Visit Grants](#)

[KnowHow2GO to College](#)

[College Access Grants](#)

[Reaching Your Potential Scholarship Program](#)

[EducationQuest Scholarship Program](#)

Free Event Resources



These resources may be useful before, during and after your college application event.

Free resources for your students:

- [College Application Checklist](#) helps students prepare for the college application process.
- [Selecting a College section](#) at EducationQuest.org walks students through steps they should follow to find the right college.
- [About Nebraska Colleges](#) provides a list of all colleges in Nebraska with cost information and links to college websites.
- [College Profiles](#) has detailed information about colleges in Nebraska and across the nation.
- [Paying for College section](#) at EducationQuest.org helps students prepare for the next step – applying for financial aid.



These seniors at Southern High School participated in last year's college application event.

Free resources for you and your school:

- [Site Coordinator Checklist](#) walks you through steps you should follow to coordinate a successful event.
- [Nebraska College Admissions Spreadsheet](#) that lists specific application criteria for Nebraska colleges.
- [Apply2College banner](#) to hang in your school will help you promote the event.
- ["I Applied2College"](#) stickers for participating students will promote the event to younger students for future events.

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[High School Registration Form](#)

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Questions?



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