

MICHIGAN

College Application Week

Final Report

November 3-7, 2014



Michigan College Application Week: History and Context

What is Michigan College Application Week?

Michigan College Application Week (CAW) is part of a national initiative with the goal to provide every graduating high school senior the **opportunity** to apply to college. Special focus is placed on assisting students who might be the first in their families to attend college, and students who may not have otherwise considered applying to college. Michigan CAW can open the door for students by encouraging them to take a significant step toward college in their senior year.

Our CAW Goal: To ensure all seniors complete at least one application at a host high school, by the conclusion of Michigan CAW.

College Application Week is one part of a suite of statewide initiatives facilitated by the Michigan College Access Network that guide seniors through the entire college admissions process, from application to enrollment.

Why One Week?

The national campaign recognizes the application process is **one step** within a long path a student must take to get to college. The application process can be daunting, even for students surrounded by a support system of caring adults. Schools help break down the application process for students by providing dedicated time and space during the academic day, which ensures all graduating seniors have the opportunity to submit at least one application and celebrate the completion of the college application process.

While some colleges and universities encourage seniors to apply before November 1st each year, the American College Application Campaign encourages states to select a week in November to serve as the conclusion and celebration of the college application season. This ensures statewide efforts are reaching the target population of students who might not otherwise complete a college application, and provides ample time and opportunity for all graduating seniors to complete at least one application by the conclusion of CAW.



National Efforts: American College Application Campaign

In 2005, the American College Application Campaign began as a pilot effort on a single day at a single high school in Siler City, North Carolina. It has since grown to a nationwide effort reaching every corner in the country. Fifty states and the District of Columbia hosted American College Application Campaign events in 2014.

Michigan Efforts and Leadership

A steering committee guides the development and growth of Michigan CAW. It provides oversight to the campaign and information about programming; encourages buy in; assists with planning and publicizing the event; ensures necessary resources are available; recruits and mobilizes volunteers and sponsors; and evaluates effectiveness of the campaign. The Michigan College Access Network serves as the state coordinator by providing how-to materials for site coordinators, training volunteers, producing collateral materials for the campaign, and facilitating marketing and communication. More about MCAN and the steering committee can be found on page 10.

“Our LCAN is amazing. I participate because of incentives. My students do not have opportunities to get “treated” and it is wonderful to provide incentives and parties for them doing the right thing.”

- High School Counselor



Resource materials this year included:

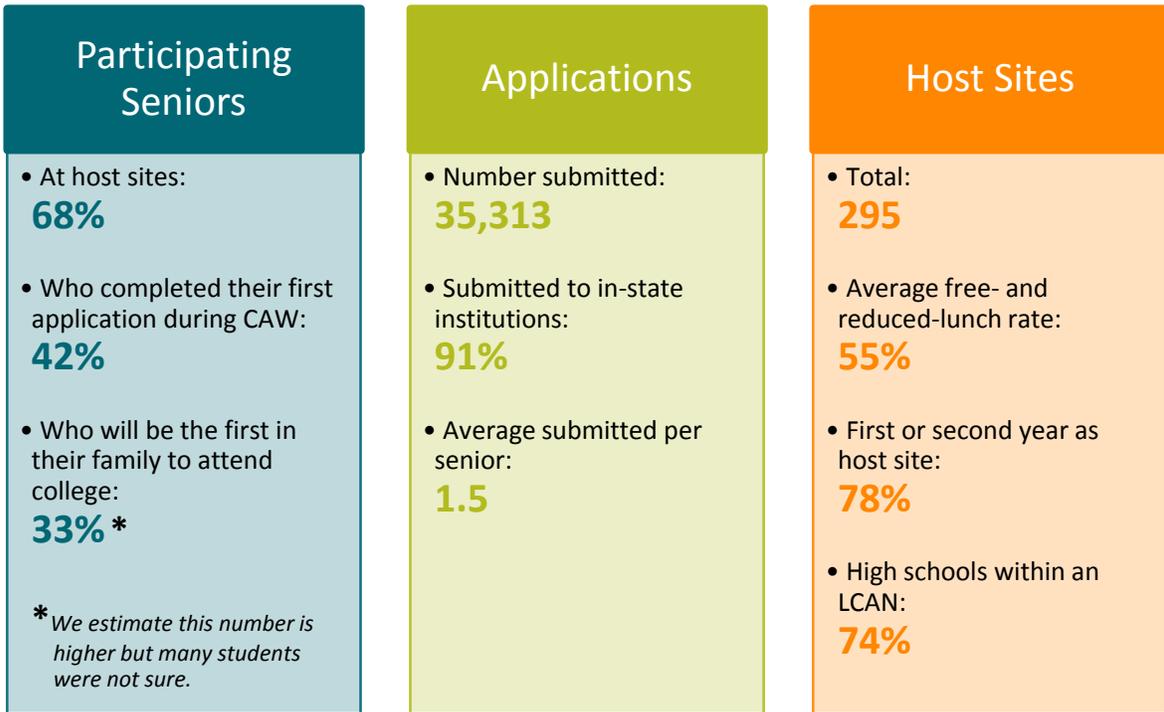
- Site Coordinator Resource Guide
- Senior Resource Guide
- Outreach and Sponsorship Guide
- Volunteer Resource Guide
- Creating a College Going Culture Guide
- Site Coordinator Discussion ListServ
- College & University List regarding Application Fees, Essay, and Letters of Recommendation
- Marketing Materials (including: pens, posters, bookmarks, stickers)



Michigan College Application Week Outcomes and Data

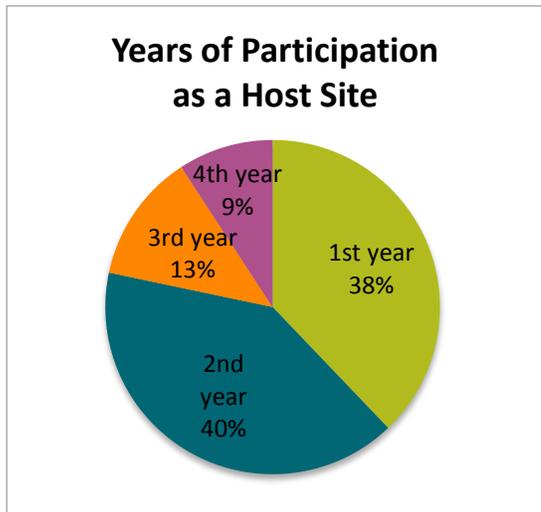
Michigan’s CAW efforts have grown tremendously since our pilot year in 2011 with 37 high schools. We have expanded our reach beyond Local College Access Networks to all Michigan high schools and welcome career technical centers as participants. A total of 295 host sites signed up to participate in 2014 CAW, increasing from 208 host sites in 2013. Of those 295 schools, 272 ultimately submitted data; the other 23 schools either dropped out along the way or were unable to compile and submit their data to MCAN. A map of the 2014 host sites is available at www.micollegeaccess.org/2014-host-sites.

2014 College Application Week: At-A-Glance

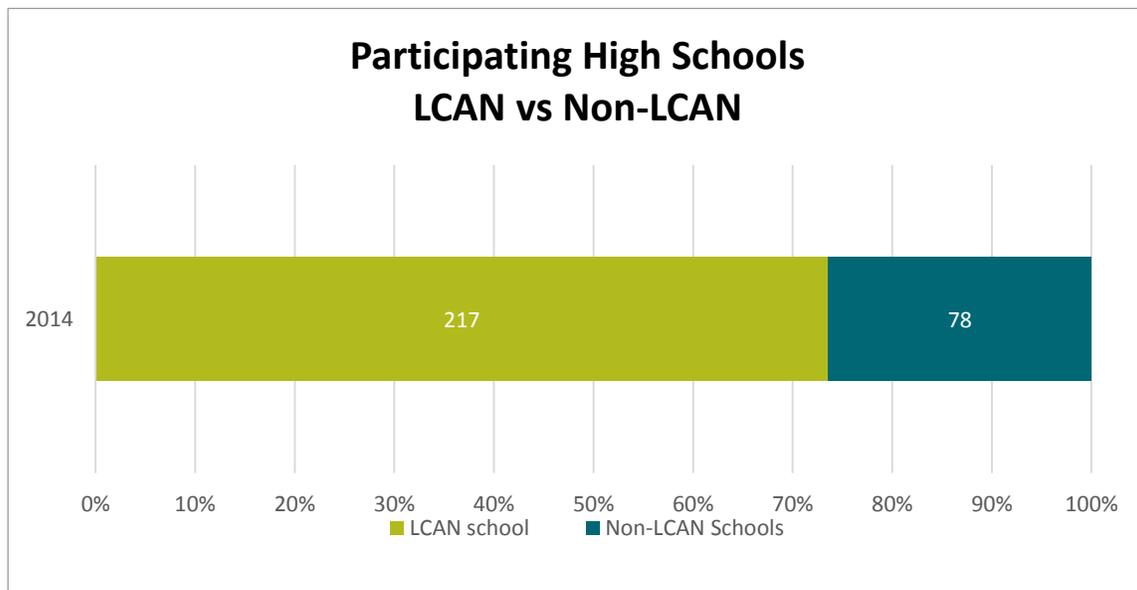


Host-Site Breakdown

High schools willing to serve as host sites are essential to the success of CAW in Michigan, and more new sites participate each year. Seventy-eight percent of host sites were participating in 2014 for the first or second time. In 2011, CAW was launched as a pilot effort in 37 Michigan high schools that hosted a National College Advising Corps member; those schools are now in their fourth year. In 2012 we targeted outreach to high schools in LCANs. In 2013, the opportunity was made available statewide, and MCAN and the steering committee conducted a heavy and widespread push for recruitment, which helped us reach nearly 300 host sites in 2014.

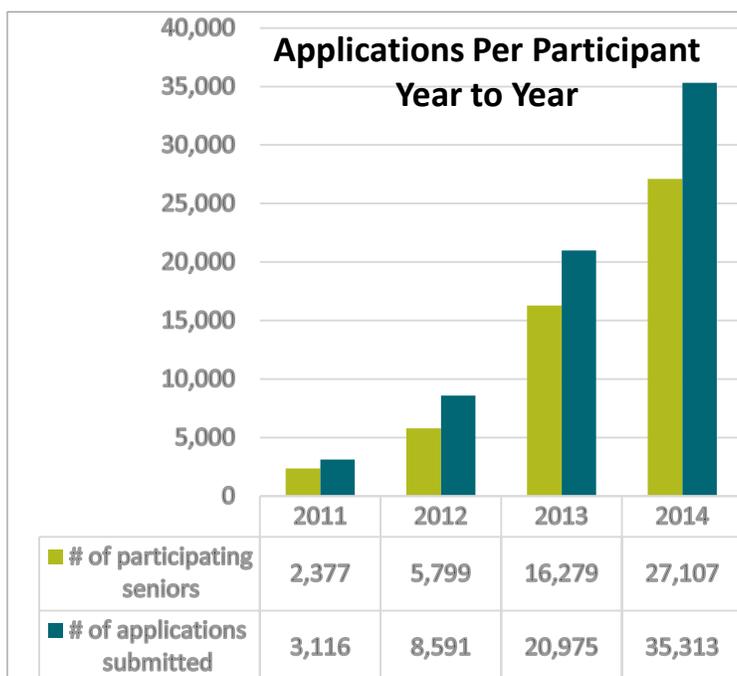
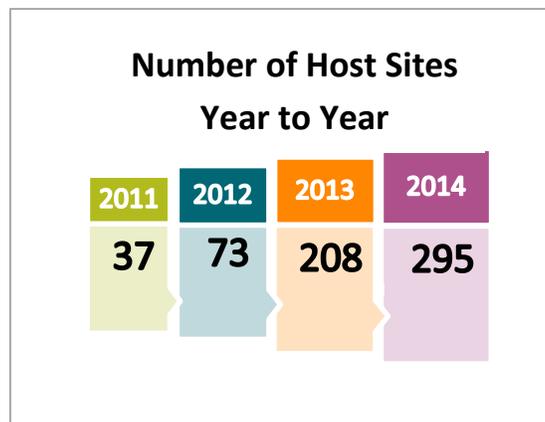


Of the 295 host sites, 217 (or 74 percent) were part of an LCAN. Though LCANs continue to play a major role in recruiting and supporting host sites, we are happy to see a significant increase in schools outside of LCANs participating in 2014.



The following charts show the tremendous growth CAW has seen from year to year, both in applications submitted by participating seniors, and the number of host sites.

This data illustrates that on average, each student submits about **1.5 applications** during CAW.

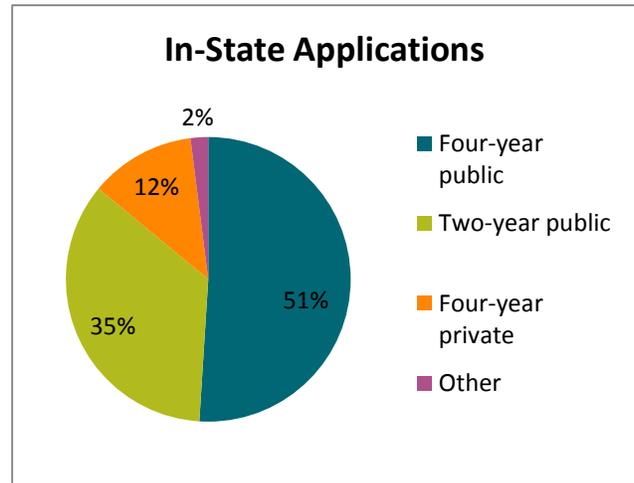


Note: We do not recommend that students wait until CAW to complete college applications. If they are ready in September, they should go for it! Seeing 42 percent of students complete their first application during CAW is encouraging because it shows that more than half of participating seniors complete applications before CAW week, just as we hope.

Applications Breakdown

Of the 35,313 applications submitted during CAW this year, **91 percent** were to in-state institutions, which is consistent with previous years' data. Since the overwhelming majority of applications submitted during the week have consistently been to Michigan colleges, this supports CAW's role in supplying an educated workforce to meet Michigan's needs, and reinforces its necessity in helping students navigate the process of applying to Michigan's colleges and universities.

The chart to the right shows the breakdown of in-state institutions to which students applied. Note that the "other" category encompasses any credential-bearing programs that are not part of a two- or four-year degree program (such as cosmetology).



Logistics

Host sites agree to submit their data and follow the expectations of CAW. In return, the steering committee and MCAN commit to providing a variety of support and resources, especially through volunteer outreach and paper applications for schools that do not have adequate technology to complete online applications during the week.

Volunteers

Volunteers are critical to a successful CAW event. Sites are encouraged to have three to four volunteers available when working with a group of 25-30 seniors. Volunteers are recruited through statewide and local efforts. The data set at right demonstrates the average number of volunteers needed to successfully host application-related activities. Volunteers included school faculty and staff, college or university staff, local business leaders, parents, school alumni, current college students and LCANs.

Number of Volunteers Who Assisted Per Site	
1-3	38%
4-6	21%
7-9	12%
10+	10%
None/Didn't request any	19%

Host sites generally find that they request too many, rather than too few volunteers, with a majority of sites reporting that they had just enough or even too many volunteers to assist with their events. As host sites return year after year, they get a better sense of their anticipated volunteer needs.

"After doing it the first time ever, I now know what to expect and will organize my college application process different for next year."

-Host Site Coordinator

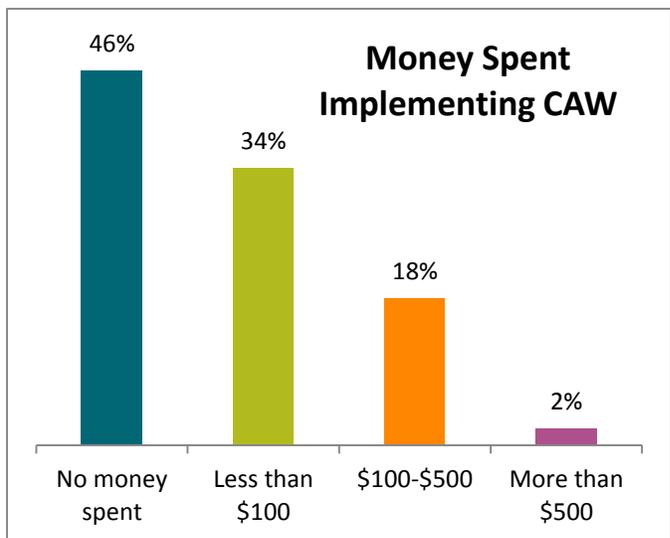
Paper Applications

Providing paper applications continues to be one of the steering committee’s priorities during CAW. Most host sites indicated that computers and internet were available and reliable, but five percent indicated they did not have adequate technology and relied on paper applications to participate in CAW. As part of MCAN’s mission to serve low-income and underrepresented students, we will continue to work with colleges across Michigan to help these schools get the materials they need to ensure their students are able to complete applications. Furthermore, cost and time are concerns and we are committed to keeping both of these as low as possible.

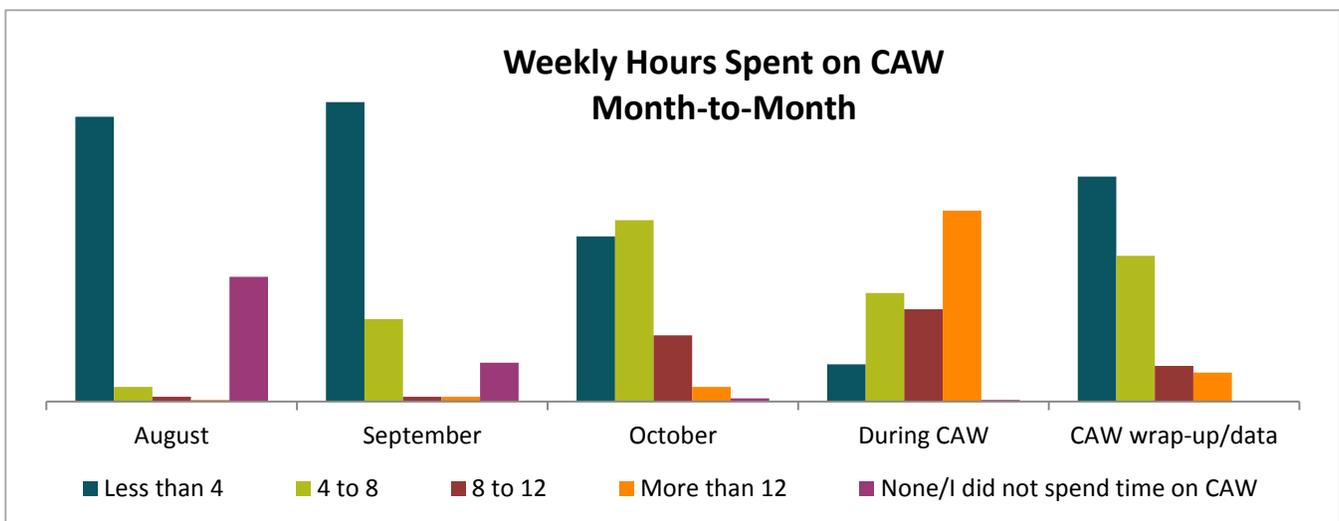


Time and Dollars Spent

The chart to the right shows the reported cost of implementing CAW. Promotional materials provided by MCAN help negate CAW costs; most sites were able to host events without spending money at all. Host sites that spent less than \$100 generally made small purchases such as paper or other supplies and snacks for volunteers. Host sites that incurred larger expenses often bought t-shirts or other prizes and incentives.



The chart below shows reported time spent planning for and implementing CAW each month. Traditionally, first-year sites will spend more time overall but host sites report the planning process taking less work each year as they become more comfortable.



“This was my first year as site coordinator and our first year of doing CAW at my high school. Everything exceeded my expectations, yet I already have a list of next-steps and improvements for next year. I can’t thank you guys enough for all the resources, encouragement and outreach. KIDS NEED THIS.”

- High School Counselor

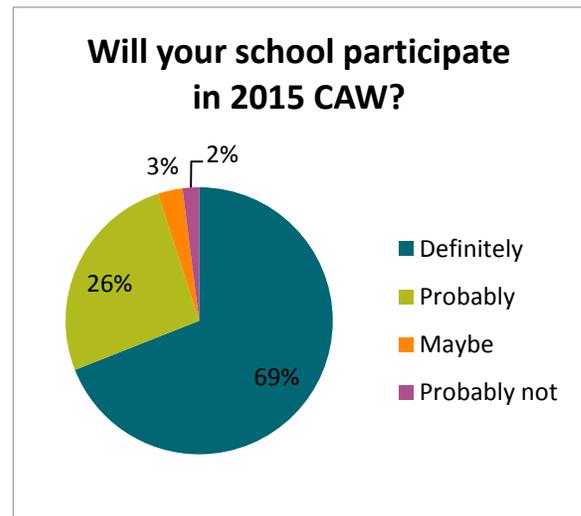
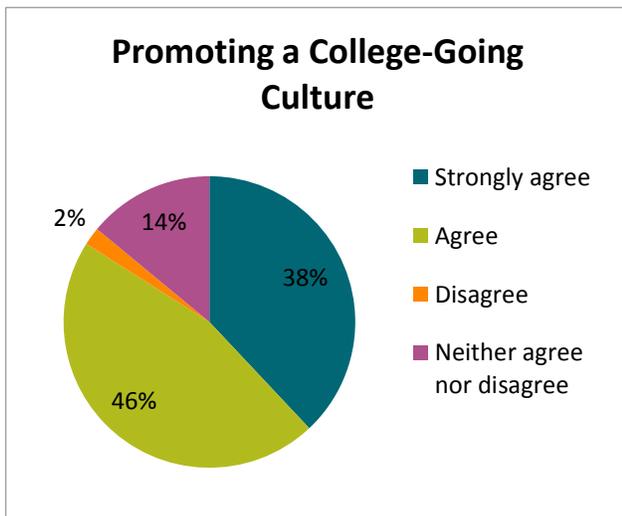
With the student-to-counselor ratio at 701:1 in Michigan, time constraints are a valid concern for counselors who are asked to host CAW in their schools. Year after year, CAW continues to be a cost- and time-effective event: counselors generally spend **fewer than four hours per week** planning for their CAW events and typically only spend over 12 hours during the week itself. Counselors have reported that in the long run, hosting CAW actually saves them time as it ensures applications are completed by a particular date, so they do not have to continually follow up with students week after week about their applications.

“Having a designated week to complete many of these tasks to make sure they are done or getting done is very helpful.”

- High School Counselor

Impact

The primary goal of CAW is to ensure every graduating senior has the opportunity to apply to college, but we conduct CAW for another important reason: to build a **school-wide, college-going culture** through **conversations** about, and **celebrations of college**. This year, we created a [College-Going Culture Resource Manual](#) to aid site coordinators with this important piece. Most site coordinators either agree, or strongly agree, that CAW helped build a college-going culture in their schools.



2015 Planning

The next Michigan CAW will be held **October 26 – 30, 2015**. Michigan CAW traditionally takes place in early November at the conclusion of the college application season. However, we have received feedback that the November date contradicts counselors' messaging to their students about applying early (prior to many scholarship and early consideration deadlines). We have incorporated this feedback for 2015 and are excited to see how the earlier date works out. We believe that the last week of October is still late enough to catch those students who may not have otherwise applied, while still being early enough to account for deadlines at many Michigan colleges.



Recruitment for 2015 Michigan CAW host sites will begin April 2015 and we hope to retain most of our 2014 host sites while also increasing our number of new host sites. The committee hopes to eventually reach all high schools in Michigan. The host site list is typically published by the start of the new school year with volunteer recruitment beginning in late August.

Michigan CAW is the first in a suite of statewide initiatives designed to support students through the entire college-going process during their senior year. It is followed by the **College Cash Campaign** for FAFSA completion from **February 1 to April 30** and then by **College Decision Day** on or around **May 1**.

For more information about these initiatives, visit our website at micollegeaccess.org/statewide-initiatives.

"Michigan College Application Week was very beneficial because it gave us the opportunity to use readily available resources, which made the process of applying to college easier."

- High School Senior

2015 CAW Steering Committee

Brandy Archer

Michigan Department of Education, Office of
Education Improvement & Innovation
representing Gregg Dionne

Bob Bartlett

Michigan Colleges Alliance

Cathryn Claerhout

Michigan Community College Admissions
Directors; Northwestern Michigan University

Patricia Farrell

Presidents Council, State Universities of
Michigan representing Mike Boulus

Jill Griffin

Michigan Department of Education, Office of
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William Hancock

Michigan Association for College Admission
Counseling (MACAC); Cranbrook School

Kylie Horrocks

Michigan State University College Advising Corps
serving Ionia High School

Karen Hutslar

Michigan Association of College Registrars &
Admissions Officers (MACRAO); Central Michigan
University

Ruthann Jaquette

Michigan Parent Teacher Association
representing Sandra York

Elizabeth Looney

Wells Fargo

Jody McKean

Michigan Association of Secondary School
Principals (MASSP) representing Wendy Zdeb-
Roper; DeWitt High School

Patrick O'Connor

Michigan College Access Network board of
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Jennifer Pahl

Directors of Admission for State Universities of
Michigan (DASUM); Saginaw Valley State
University

Cindy Reuss

Michigan Community College Admissions
Directors; Muskegon Community College

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(MCAC)

Jenny Schanker

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DELEG, King*Chavez*Parks Initiative (KCP)

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Michigan College Access Programs & Personnel
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Michigan State University College Advising Corps
(MSUCAC)

Charnay Wright

Michigan College Advising Corps serving J.W.
Sexton High School

STAFF:

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Lisa King, consultant, Michigan College Access Network

Sponsors

Thank you to our sponsors for helping make Michigan College Application Week possible. With their generous support, Michigan CAW continues to be a low- to no-cost initiative for high schools to host.

Our sponsors help support the needed funding for site coordinator materials, give-a-ways for students, and mailing resources across the state. If your organization is interested in supporting Michigan College Application Week, please contact Christi Taylor, director of statewide initiatives, at christi@micollegeaccess.org or (517) 316-1713.



MICHIGAN
COLLEGE ACCESS NETWORK

About Michigan College Access Network

As leader of the state's college access movement, MCAN's mission is to increase college readiness, participation and completion rates in Michigan, particularly among low-income students, first-generation college going students, and students of color. We believe:

- **College is post-secondary education.** MCAN uses the term "college" to refer to the attainment of valuable post-secondary credentials beyond high school, including professional/technical certificates and academic degrees.
- **College is a necessity.** Post-secondary education is a prerequisite to success in a knowledge-based economy. Everyone must pursue and complete a post-secondary credential or degree beyond high school.
- **College is for everyone.** The post-secondary education attainment rates among low-income students and students of color are significantly lower than those of other students. MCAN is committed to closing these gaps.
- **College is a public good.** Post-secondary educational opportunity and attainment are critical to a just and equitable society, strong economy, and healthy communities.



Save the Date!

MICHIGAN

College Application Week

October 26 - 30, 2015

