

HOST SITE FAQ: WHAT SCHOOLS NEED TO KNOW

What is the American College Application Campaign?

The American College Application Campaign (ACAC) is a national effort of the American Council on Education to increase the number of first-generation students and students from low-income families who pursue a postsecondary education. By removing the barriers that often prevent these students from applying to a postsecondary institution, ACAC ensures that all high school seniors complete at least one college application.

What is the benefit to my school/organization and students? Why join?

This is a school-wide, a community-wide, a state-wide and a national movement. Together, we can elevate all of our student-focused efforts and shine a light on the important work all of us do to achieve a common goal. If your school is already implementing an approach to support students through the college application process, joining the national campaign elevates your good work and provides a platform for your school/organization to serve as a leader in this work. See ACAC's "Why Join?" document available on ACAC's resources webpage.

What are the expectations of host sites?

As a host site, it is expected your school or organization will provide an opportunity for all seniors to complete at least one college application during the school day and school hours. You are also expected to report basic data to the state campaign coordinator about the number of students who participate and applications submitted.

Is there a training?

Each state handles training differently. Some host in-person events while others host webinars. Typically, training is only required for new host sites and new host site coordinators. Check with your state campaign coordinator.

Is there a cost associated with participating?

There is no requirement to spend financial resources on your campaign events. Schools can do as much or as little as their budget allows for hosting a college application completion event. Most schools report spending less than \$200 to cover snacks for volunteers and preparing event resources.

How much time is required of staff?

Most schools report spending an average of 2 hours per week on planning and execution of their application events. Typically, schools spend more time planning in the first year or two but once the event is established, less time is required for planning. Also, planning efforts usually start 6-8 weeks prior to the application event. More time is required during the week/day(s) of the event than pre- and post-event.

Who does my school contact with questions about the Campaign?

Each state has a state campaign coordinator. You can find contact information for your state campaign coordinator on the ACAC website at: www.acenet.edu/acac

