INVITING POTENTIAL HOST SITES TO YOUR COLLEGE APPLICATION CAMPAIGN

IDENTIFY AND COMMUNICATE

HOST SITES TO TARGET

The goal of the American College Application Campaign is to increase the number of first-generation, low-income, and underrepresented students who pursue a postsecondary education. As such, schools that serve low-income communities (as defined by the free-and-reduced lunch rate at the school) should be targeted for participation in your Campaign.

As the program grows annually, additional high-need schools should be targeted for participation. However, it is important to note that, regardless of a school's free-and-reduced lunch rate, there are students at all high schools who are first-generation, or who may not have plans to apply to college. The Campaign event is designed to assist those students at all schools.

In addition to targeting schools based on their free-and-reduced lunch rate, consider targeting schools with pre-college programs. These programs tend to serve high-need schools and high-need students. Many states have had success recruiting high schools with established college advising corps, GEAR UP, TRiO, or an AmeriCorps program. Often, these high schools quickly thrive as ACAC host sites because they have an established relationship with students and a commitment to postsecondary access and success that allows them to successfully implement and grow the initiative.

COMMUNICATION

Once the target schools are identified, communicating the opportunity in a clear, concise, and informative manner is essential to gaining the buy-in of school and district leaders. Superintendents, as well as, principals and school counselors at target high schools should be notified of the program, what is involved in joining the Campaign, and how they can confirm their participation.

Think carefully about what agency should send the invitation to participate. Certainly, more than one agency can send the invitation, but all efforts should be coordinated and seamless so as to not overwhelm and confuse targeted schools with too much information.

A sample invitation letter, recruitment form, and host site FAQ are available on the ACAC resources webpage and in the national ACAC Dropbox. Using these along with the "Why Join" document can be an effective way of communicating the importance of hosting a college application event and what the expectations are. Most resources should be modified to align with your state's program.

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