



SITE COORDINATOR MANUAL

Part 2: During Your Event

2017 Edition

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All items found in the Site Coordinator Manual are available on the American College Application Campaign website for you to download and print. Visit www.acenet.edu/acac and select “Resources.”

Preparing and Implementing a College Application Event

There are a variety of activities that high school site coordinators can do prior to, during, and after the school's College Application event to ensure it is successful and meaningful for participating students. These activities are outlined in three Site Coordinator Manuals and samples are included in corresponding sections of each manual. Each manual has been updated by your state's designated State Coordinator to reflect the implementation of the College Application Campaign in your state. Additionally, there is a **site coordinator checklist** to assist you with tracking the implementation of each activity. All materials are available on ACAC's website, www.acenet.edu/acac, under Resources.

Site Coordinator Manual Part 1: Pre-Event Planning: Creating a College-Going Culture and Getting Students Prepared

There are several activities that schools participating in the College Application Campaign program can do prior to the event in order to prepare students and to generate enthusiasm and support for the program. Part 1: Pre-Event Planning Site Coordinator Manual focuses on pre-event activities that high school site coordinators can utilize as they plan for the program.

- Brand Standards
- Planning Committee Audit and Agenda
- College Research Worksheet
- College Application Worksheet
- Application Fee Waivers
- "Ask Me!" About It Signs
- Information Letters
- Phone Blasts
- Sample Newsletter Article
- Mayoral Proclamation
- Social Media Engagement
- Website Content Recommendations
- Sample Press Releases and Media Advisory
- Volunteer Outreach Resources
- Other Pre-Event Activities

Site Coordinator Manual Part 2: During your College Application Event

You have completed all of the planning for your College Application Campaign program and due to the pre-event activities, your students are prepared and the community is engaged in this exciting initiative. Use these activities and resources to help make your event a success!

- Ask Me! Button, Badges, Stickers
- Student Instructions for Day of Event
- College Application Sign-Out Sheet/Student Sign Out Form
- Reminders and Recognition
- Next Steps Handout
- Reminders for FAFSA Completion Event
- Social Media Engagement

Site Coordinator Manual Part 3: After your College Application Event

Congratulations! You have successfully implemented a College Application Campaign program for your students and started them on the pathway to enrolling in college next fall. The following templates and suggestions are provided to assist you with post-event activities.

- Volunteer Thank You Letters
- Post-Event Press Releases
- Understanding Financial Aid Award Letters
- FAFSA Completion Campaign
- College Signing Day

During Your College Application Event – Resource Overview

Samples of the following materials are included in this manual. Common uses for each are detailed below. Many of the provided resources included were adapted from ACAC state campaign participants. ACAC appreciates the willingness of the states to share with the campaign network. The materials have been updated by your College Application State Coordinator to reflect your state's implementation.

Ask Me! Buttons, Badges, and Stickers

These are an easy and low-cost way for volunteers and school staff to identify themselves as a resource to students during your College Application event. If budget allows, create buttons or nametag badges that can be reused for future College Application programs. Otherwise, print these out on stickers or labels for the day of your event.

Volunteer Reference Guide

Complete this reference sheet and email it to volunteers prior to their arrival at your school.

Student Instructions on Day of Event

This handout details the step-by-step process students will need to complete during the day of your event including where to log-in to apply to college online, how to register for a FSA ID, and a reminder of the handouts available after the event. A critical component to a student completing the college admissions and financial aid application processes is submitting a complete FAFSA. The first step in completing the FAFSA is registering for a FSA ID. We encourage all participating schools to make FSA ID registration a part of their College Application event. All students participating in your school's College Application event should register for their FSA ID immediately following the submission of their college application(s).

College Application Sign-Out Sheet

Crucial to your ability to know who participated in the program, where they applied to college, and with whom you will need to follow-up after the initiative, please use a sign-out sheet to keep track of individual student's information. Assign this task to one of your volunteers!

Reminders and Recognition

Reminder Cards and Stickers – Two templates of reminders (a sticker and card) are provided in this manual. Use these the week of your event to ensure students remember. Recognition Stickers - Similar to the "I Voted!" sticker we receive on Election Day, these stickers are a cost-effective way for students to proudly display their accomplishment – they applied to college! Your state may provide these stickers or you can easily print these on copier labels and have a volunteer assist you in distributing them to students after they submit their college application.

Next Steps Hand-out

The Next Steps handout should be distributed to students **after** they complete their applications during your College Application event. The handout includes a helpful list of reminders and next steps that students will need to do in order to complete the college application and financial application process.

Reminders for FAFSA Completion Event

This manual includes a reminder for your state's FAFSA completion event that your students should receive after submitting their college application(s). You can assign the distribution of this reminder flyer to one of your volunteers!

Brand Standards

The more unified the individual state campaigns and host site events appear, the more recognizable our efforts will be nationally. Though many states have created their own logos and websites to fit the needs of your state, we encourage host sites to utilize the ACAC name and logo as much as possible. Please keep this in mind as you utilize the available templates.

If your state already has a college access campaign marketing or branding strategy, be sure to follow their brand standards and guidelines.

National ACAC Color Palette

ACAC Red
RGB: 172 51 60
CMYK: 27 93 79 11
HEX#: ac333c

ACAC Blue
RGB: 0 82 136
CMYK: 100 45 0 37
HEX#: 005288

Recommended font: Archer and Frutiger for designed materials. Arial is acceptable for body copy font.

Access to ACAC's logo and the recommended font can be made available upon request. Contact Lisa King at Liking@acenet.edu.

Ask Me! Buttons, Badges, and Stickers

Ask Me! Buttons, badges, or stickers can also be worn by volunteers, teachers, administrators, and the school implementation team members. If you have access to a button maker, simply use the template below. Otherwise, print Ask Me! on name badges that can be reused or on stickers for your event day. Here are some examples of how Ask Me! buttons, badges, labels or stickers can look.



Student Instructions on Day of Event

Congratulations! You are taking the first step necessary for going to college – applying! [Name of State’s ACAC program] is a program designed to assist you with this process. Be aware, there are several things you will need to do after today to complete the college application process. Most importantly, as part of this event, you will have an opportunity to begin the process of submitting a Free Application for Federal Student Aid (FAFSA) which will help you determine the financial aid you are eligible to receive.

The college and financial application process in 10 Steps!

Step 1: If you are applying online, go to the college application website and find the colleges to which you are prepared to apply. This could be a website with multiple college applications or the specific website of the college(s) to which you are applying. Check with your school counselor or a volunteer if you are unsure. If you are not applying to college online, get a hard copy of the admissions application from your school counselor.

Step 2: If you think you qualify for an application fee waiver – talk to your school counselor.

Step 3: Complete the application(s) to the colleges and universities to which you want to apply.

Step 4: Make note of any additional items you need to submit with your application (essay, transcripts, SAT or ACT scores, recommendation letters).

Step 5: Print out a copy of your confirmation page if you applied online. If you are applying through a paper application, talk to your school counselor about how to make a copy of your application. Keep the confirmation page or a copy of the application for your records!

Step 6: Register for your FSA ID – you will need this to complete your Free Application for Federal Student Aid after your college applications are submitted. Many grants, loans, and scholarships will require that you submit a FAFSA so this is a very important step. Go here to register for your FSA ID: <https://studentaid.ed.gov/sa/fafsa/filling-out/fsaid>

You will need your Social Security Number (SSN), your mailing address, and an email address to complete the process. **REMEMBER YOUR FSA ID!** Write it down and take a picture of it on your phone, if that will help you remember it and keep it in a safe place!

Step 7: After you submit your college application and register for your FSA ID, be sure to submit the [Name of State’s ACAC Program]’s student survey. Your feedback is extremely important to us.

Step 8: Complete the student sign-out sheet before you leave the computer lab. You will need to list the colleges you applied to and whether you completed the FSA ID process.

Step 9: Be sure to get the handouts provided by your school after you sign-out!

Step 10: Follow-up! Make sure you submit any additional information the colleges you applied to require. This could include recommendation letters, test scores, and high school transcripts. Also, the next important step in the process is completing your FAFSA. You already have your FSA ID, make sure you submit your FAFSA early – it is available October 1st!

Congratulations! You are on your way!

College Application Event Sign-Out Sheet – Option 1

Student Name	List Colleges You Applied To	Registered for FSA ID? (Y/N)

College Application Event Sample Student Sign-Out Form - Option 2

The following sign-out sheet is an option that allows you to provide the students an individual form to complete.

Student Name:

How many colleges have you applied to total?

How many colleges did you apply to today?

Is today the first time you submitted a college application?

Please list the colleges and indicate if a transcript request has been completed for each college:

College Name	Transcript Requested?

Have you registered for a FSA ID? Yes No

Have you submitted the FAFSA? Yes No

Will you be the first person in your family to attend college? (*First-generation means so one in your immediate family has earned a college degree*) Yes No

Reminders and Recognition

APPLY YOURSELF!



[Name of State's ACAC Program]
[High School Name]
[Dates of ACAC Program]

State Logo

[Name of State's ACAC Program]
Reminder

for ALL SENIORS

on (DATES) at (TIMES)

in (LOCATION)

(Site Coordinator's Name), (Site Coordinator's Title)

**#IApplied
to College!**



What's Next Handout

I've Applied...What's Next?

Congratulations! You have taken the very important first step to going to college – you've applied! **During the program, you also should have applied for and received your FSA ID.** Here are some tips and reminders of tasks that you need to complete over the next several months. If you have questions, contact your school counselor.

Paying Your Application Fee

When you submit your application, you may be required to pay an application fee. If so, you can pay your application fee the following ways:

1. You can pay via credit or debit card online. Some colleges require a credit card to apply online. If you chose this option, you will need the following information: credit card type (Visa, MasterCard, etc.), credit card number, security code, name on credit card, date credit card was issued, or expiration date.
2. You can submit your application online and pay via check in the mail. You will likely need to include a copy of your confirmation page with your check.
3. You can choose the fee waiver option on most applications if you qualify. Check with your school counselor about this option. You will likely need to include a copy of your Confirmation Page with the fee waiver. **DO NOT CHOOSE FEE WAIVER OPTION IF YOU DO NOT QUALIFY.** Ask your school counselor for more information.
4. You can save your application, print it, and mail it in with your payment or fee waiver.

Follow Up with Transcripts, Test Scores, Recommendation Letters and Essays

Many admission offices require students to submit additional information in order to complete the application process such as SAT or ACT scores and recommendation letters. It is important to find out what other information is required and send it to the campus ASAP! The more quickly you submit all the necessary forms, the sooner you will receive a response from the admission office.

Don't forget your confirmation page

If you applied online, do not leave the computer lab without a hardcopy printout of your confirmation page! Also, some schools require this page to be signed and mailed to the admission office to complete the application process. Whether the school requires this form or not, you still need a printed copy for your records. Either way, make sure you put this confirmation page in a safe place. If you are applying by hard copy, be sure to make a copy of your application for your records.

Schools should contact you!

Once you have submitted your online application, campuses should be in touch with you via email or letter to inform you of the status of your application. Make sure to check your email! If you have not been contacted by the school within two weeks of your submission, get in touch with the college or university's admission office to inquire about your application status.

Now that I applied to college, where can I learn more about paying for college?

- [Insert information about state resources for financial aid research.] In addition, the U.S. Department of Education has resources to help you understand the types of financial aid, whether you qualify for aid, and how to apply for aid: <http://studentaid.ed.gov/>
- Speak with your family and school counselor about your financial aid options.
- Mark your calendar for [Name of State's FAFSA Completion Event] at a college, university, or community center near you to learn more about your options.
- Complete and submit the FAFSA as early as possible. The sooner you submit the form, the better chance you have of getting an affordable financial aid package.

FAFSA Completion Event Reminders

[Name of State's FAFSA Completion Event]

[FAFSA Completion Event's Logo]

Assistance with Your Free Application for Federal Student Aid (FAFSA)

Date: [FAFSA Completion Event Date]

Time: [FAFSA Completion Event Time]

Location: (Nearest location)

Contact Info

Host: [FAFSA Completion Event Group or Organization]

Contact Phone Number: [Phone Number for FAFSA Completion Event]

Contact Email: [Email for FAFSA Completion Event]

What to Bring

The following items are what you should bring to the event.

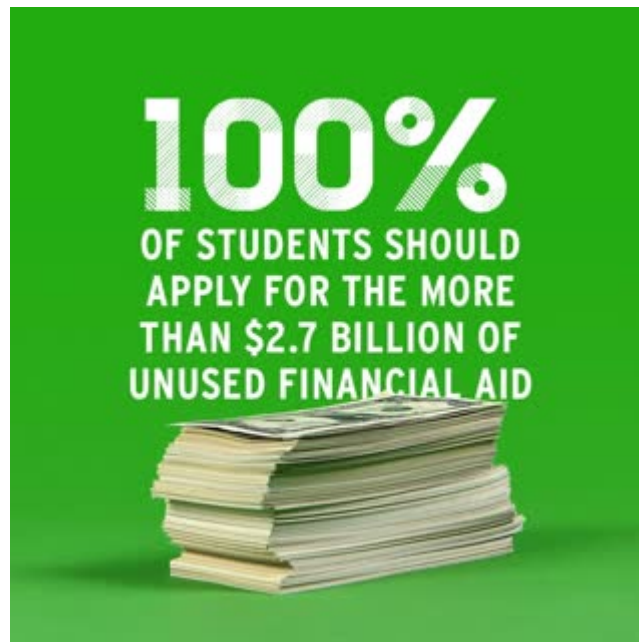
- Your FSA ID, if you have been assigned one. You should have registered for your FSA ID during [Name of State's ACAC program]. If you do not already have a FSA ID or if you have forgotten your FSA ID and need to retrieve it, you can go here: <https://studentaid.ed.gov/sa/fafsa/filling-out/fsaid>. Be sure to do this prior to the event!
- If you have previously completed a FAFSA Worksheet, please bring it with you.
- Your Social Security Number (SSN).
- Your driver's license (if any).
- Your parents' [Tax Year] W-2 forms (if you are a dependent student). If you earned income in [Tax Year], you should also bring your [Tax Year] W-2 forms.
- Your [Tax Year] untaxed income records (e.g., Veteran's non-education benefit records, child support received, worker's compensation).
- Your current bank statements.
- Your current business and investment mortgage information, business and farm records, stock, bond and other investment records.
- Your resident alien registration or permanent resident card (if you are not a U.S. citizen).

For more information, visit the [Name of State's FAFSA Completion Event] website here:
[FAFSA Completion Event Website]

FAFSA Awareness Campaign



Nearly all students would receive money for college if they applied for it, yet only [44 percent](#) of high school seniors do so before graduation. The National College Access Network's (NCAN) "[Form Your Future](#)" campaign urges young people -- particularly low-income, minority students who would be the first in their family to attend college -- to claim what is theirs and achieve their educational dreams by filling out the Free Application for Federal Student Aid (FAFSA). The campaign partners with celebrities and [social media](#) influencers with the goal of engaging students and reaching them on channels where they are most active. The [campaign website](#) also provides helpful free resources to volunteers and educators who want to provide one-on-one assistance on completing the FAFSA to students and their families, as well as ideas on how to spread the word and get others involved in the effort to encourage millions of students nationwide to apply for financial aid.
www.FormYourFuture.org



FAFSA Promotion Flyer

GETTING INTO
COLLEGE IS HARD.
GETTING COLLEGE
MONEY IS EASY.

92%

CHANCE OF GETTING
GRANT MONEY FOR COLLEGE

0%

CHANCE YOU'LL HAVE
TO PAY IT BACK



SUBMIT YOUR FORM AT [FAFSA.GOV](https://fafsa.gov)

*FORM
YOUR
FUTURE*

Sample Social Media Copy

The following are possible social media posts to utilize for your event. Keep in mind students appreciate authentic content and feeling a real connection to organizations. Take the sample copy below and adjust it to fit your event and social media efforts. Adding images or gifs to your posts help grab attention and increase likelihood the post will be shared.

Twitter examples:

- [State Campaign Date] is College Application Day/Week/Month. Where will you apply? #IApplied
- Good luck, seniors, as you complete your college applications! #IApplied
- It's College Application [Day/Week/Month]! Show us how you're celebrating. #IApplied
- College Application [Day/Week/Month] is next week. Remember to wear your #college colors/gear to school. #IApplied
- Tell us where you apply to #college. Tag @American_CAC + [high school or state campaign] and use #IApplied
- Congrats, [high school name] seniors on completing your #college applications! #IApplied

Facebook examples:

- Seniors! [State Campaign Date] is College Application [Day/Week/Month]. [High School name] will help seniors complete applications on [date]. Use #IApplied and tell @American_CAC [insert high school and/or state Facebook page link] where you apply!
- [State Campaign Date] is College Application [Day/Week/Month]! Join [high school name] in congratulating our seniors for this big next step. #IApplied
- Congratulations [high school name] seniors on your #college applications. #IApplied
- Today is #WhyApply Day! Don't forget to wear your college gear to celebrate! @American_CAC [tag state campaign]
- Sept 22 is #WhyApply Day. Show seniors you're proud of them and tell them why they should apply to college. @American_CAC
- It's officially your senior year! But the hard work isn't over. Make sure you apply to #college by [date]. Tell us where you're applying to college. #IApplied
- Your senior year has begun. It's officially #college application season. What are your college application questions? #WhyApply #IApplied