

# 2017 Go Alliance Swap Meet



## Alabama College Application/Cash for College Campaign

### Overview

ALCAC/Cash for College Campaign is a statewide initiative implemented in over 300 high schools across the state of Alabama. As part of the nationwide American College Application Campaign® (ACAC) initiative, ALCAC/Cash for College seeks to increase the number of students who pursue postsecondary education. It also focuses on FAFSA completion and Financial Aid awareness throughout the state.

### Target Audience

**High School Seniors**

**First-generation**

**Low-income Students**

**Students who may not otherwise apply to college**

### Partners

ALCAC/Cash for College is supported by ALSDE, CTE/Workforce Development, Alabama Possible, Post-secondary Education, ALCA, Gear up Alabama, K12 and American College Application Campaign.

### Annual Timeline

Event	Action	Strategy	Month Delivered
CAW/CFC Trainings	Training	Provide localized professional development for counselors and career coaches on implementing the Cash for College and College Application Week Campaigns	June – September
AL College Application Week	College Application Week works to boost college application statewide.	Provide high school educators tools to equip students to complete college applications	November
Cash for College	Cash for College initiative works to boost FAFSA completion statewide.	Provide high school educators tools to equip students to complete the FAFSA (Goal setting; weekly emails; professional development webinars; FAFSA toolkit; FAFSA dashboard; incentives)	November - April
Statewide College Fair	Infinite Scholars	Provide College and Career Fair opportunities for high school seniors to apply to schools in-state and out of state. Many schools waive the application fee for seniors.	November
Achieve Alabama	Scholarship Portal created by CAMP (College Admissions Made Possible) ROTARACT Club of Birmingham  ALSDE	Tool, to assist High School students in AL in the college admissions and scholarship application process	Students complete profile on website Research Scholarships

Statewide College/ Career and Financial Aid Events	K12 Schools & Career Tech Centers	Provide awareness and training for counselors, students and parents on college preparation, career planning and financial aid.	August –February February is Career Tech Month
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**Data Collection/Evaluation/Outcomes**

<b>Activity</b>	<b>How is it measured?</b>	<b>Outcome</b>
Cash for College	School Participation and FAFSA completions	207 school participating and 10% increase over last year
Alabama College Application Campaign	# of High Schools participation # of High School Seniors # of High School Seniors Applications # of College Applications Submitted	300 high schools submitted data 35,015 Seniors Represented 25,591 Seniors applied to College 51, 919 Applications Submitted 63 schools had 100% Senior Class Participation

**Resources and Sustainability**

College Application Week and Cash for College will be a joint campaign moving forward that will require a single application for a high school to participate.

**Staff Contact and Resources**

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**Technical Assistance**

Participants will learn best practices on how to engage high schools; How to increase participation utilizing media, proclamations and communication strategy; Alabama Training Techniques and Topics; and the Resources provided to ensure the schools and students are prepared “College and Career Ready”. The sessions provide information on Alabama College Application Campaign, hosting the event, preparation and implementation of event, pre-event activities, planning and communicating the event, event timelines, resource materials, post–event activities, the Site Coordinator Manual..