American College Application Campaign: West Virginia

Southern Regional Education Board, Annual Go Alliance Meeting

November 8, 2013
College Application & Exploration Week

• One week only
  – Early to mid-October
  – Awareness event

• Voluntary Registration
  – Elementary schools
  – Middle schools
  – High schools
  – Adult Basic Education classes
We provide...

• Basic Resources
  – Student Handouts and Guides
  – Promotional Kits
  – Door Prizes

• Best Practices and Ideas

• Statewide Press/Community Outreach

• That’s it!
  – (And we don’t encourage fee waivers)
Outcomes: 2012

• In 2012, 86 sites participated.
  – 79 high schools (130 high schools in WV)
  – 6 adult learner sites (pilot year)
  – 1 middle school (asked to participate)

• ~4,500 applications were submitted.

• ~25,400 students were exposed to services or messaging.
Early Outcomes: 2013

• In 2013, 156 sites participated.
  – 92 high schools (130 high schools in WV)
  – 22 adult learner sites
  – 20 middle schools
  – 22 elementary schools
Guides and Manuals
Student Resources
Community Outreach

College Application and Exploration Week 2013

West Virginia’s fourth annual College Application and Exploration Week is October 14 through 18, 2013! College Application and Exploration Week provides a fun opportunity for students — from kindergarteners to adult learners — to learn more about college and prepare for higher education.

Local high schools will join in state effort to promote college | www.morgantimes.com | Morgan Messenger

Berkeley Springs and Paw Paw High Schools will be among 330 schools in West Virginia participating in College Application and Exploration Week Oct. 14-18. The event is a statewide effort to help students of all ages explore their options for education and prepare beyond high school.

Webster County High School Students Create Time Capsule

Webster County High School students create a time capsule. Posted: Thursday, October 17, 2013 6:00 PM EST Updated: Thursday, October 17, 2013 6:01 PM EST This year’s senior class at Webster County High School is the first to make it through six years of education with the GEAR UP program, a statewide effort to encourage kids to continue to education past high school. “It’s kind of cool.”
Social Media

Lesia Sammons @lesiasmmons
17 Oct
Mingo Central seniors have applied to college!! @CFWV #IApplied pic.twitter.com/baGJlb59ko

Joe Canterbury @JoeCanterbury
17 Oct
"@lesiasmmons: Mingo Central seniors have applied to college!! @CFWV #IApplied pic.twitter.com/1HzYxozSdz"

Savana E. @Psych_Girl19
18 Oct
Because of @CFWV 's College week, I was accepted to West Liberty and Fairmont State. Thank you CFWV!
Expand

Rob Anderson @tusker88
21 Oct
@Psych_Girl19 @CFWV Way to go, Savana!!

Savana E. @Psych_Girl19
21 Oct
@tusker88 Thank you very much!

West Virginia HIGHER EDUCATION Policy Commission
Social Media

Blue Ridge CTC @BlueRidgeCTC
18 Oct
It’s College Application & Exploration Week! Learn more about what Blue Ridge CTC has to offer at blueridgectc.edu/earn-a-degree/
IApplied @CFWV
Expand

Hedgesville Guidance @HHSGuidance1
18 Oct
189 Hedgesville High seniors applied to college during @CFWV week! Go Eagles!! IApplied accomplishedSeniors2014
Expand
High School Activities

West Virginia HIGHER EDUCATION Policy Commission
Middle School Activities

• Quick Facts (Trivia, Announcements, Etc.)
• Mascot Match Game
• College Road Map
• College Vocabulary Words
• College Cross Word
• Essay Prompts
• Picture Yourself on a College Campus
Middle School Activities

- My College Collage
- Letter Writing Campaign
- Media Blitz
- Cube of Dreams
- Hello My Name Is Scavenger Hunt
- College Bingo
Gilbert Middle School
Elementary School Activities

- College Colors Day
- Quick Facts Announcements
- Mascot Match Game
- College Road Map
- College Vocabulary Words
- College Cross Word
- “My College Dream” Essay Prompt
Elementary School Activities

- Picture Yourself on a College Campus
- Hello My Name Is Scavenger Hunt
- College Bingo
As you get older, you can create and keep track of your college plan at www.cfwv.com.
Elementary School Activities
Download Materials and Guides

www.cfwvconnect.com/caew_resources
Contact Information

Jessica Kennedy, Assistant Director of Communications
Division of Student Success and P-20 Initiatives
West Virginia Higher Education Policy Commission
1018 Kanawha Boulevard East, Suite 700, Charleston, WV 25301
(304) 558-0655 • jkennedy@hepc.wvnet.edu
www.hepc.wvnet.edu