

**Questions: Contact the SC Commission
on Higher Education at (803) 737-2260**

EVENT SENSITIVE

Please Deliver to Guidance Department



This box contains materials for:

College Application Day

SOUTH CAROLINA

www.SCCANGO.org

What is College Application Month in South Carolina?

The South Carolina Commission on Higher Education, in collaboration with the South Carolina Department of Education, is pleased to announce October as **College Application Month**. Throughout the month of October, high schools across the state will host College Application Day events to assist students with the college application process. The goal of College Application Month is to provide a forum for all South Carolina seniors to complete and file college applications.

While much of the focus of College Application Month is geared toward first-generation college students and students who may not otherwise apply to college, we encourage participating high schools to include activities for all students, including freshmen, sophomores, juniors, and seniors who have already applied to college.

College Application Month You Tube
<http://www.youtube.com/watch?v=kryfOtBM5vU>

Where Have We Been?

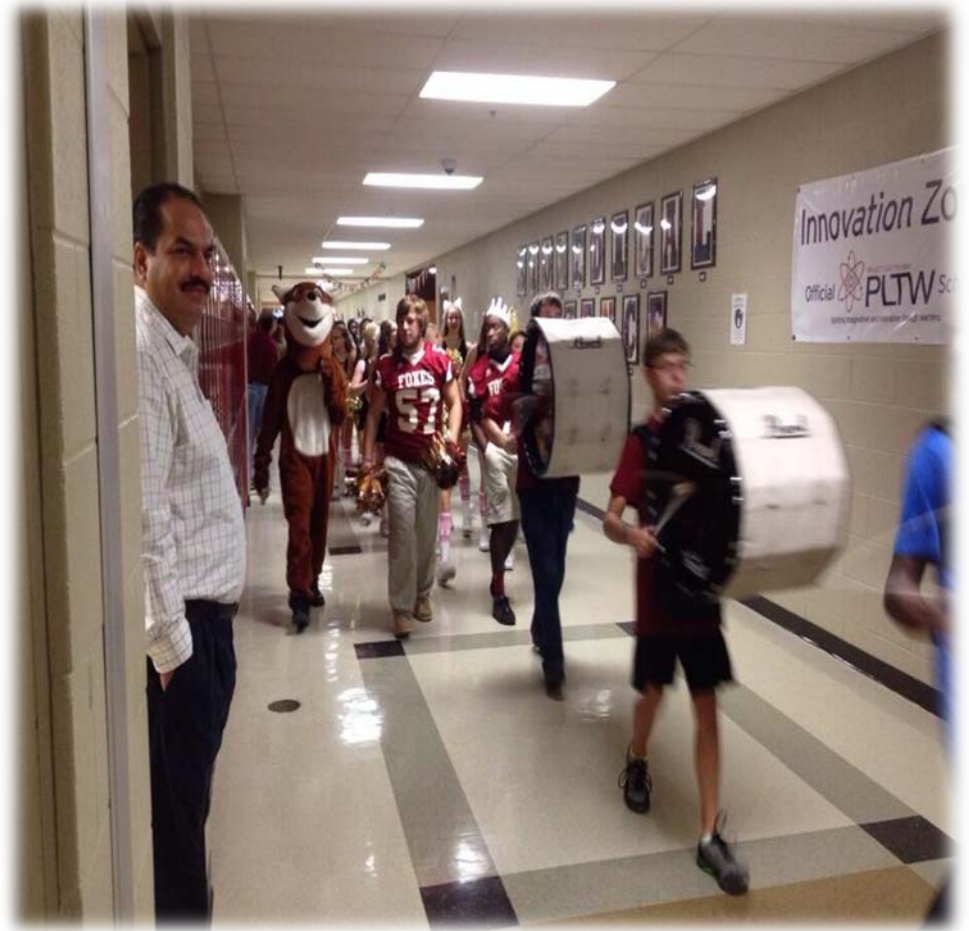


2009-2012

College Application Month Outcomes

Year Administered	# of Participating High Schools	# of Participating High School Students	# of Completed College Applications
2009	12	1,000	2,000
2010	57	15,000	30,000
2011	121	20,820	42,968
2012	152	32,178	53,346

Where We Are Now



College Application Month 2013

- As of November 7, 2013:
 - Out of the **39,000** high school seniors enrolled in **185** registered/participating high schools during the College Application Month 2013 Campaign:
 - **18,086** students signed in and out of an event (as reported by 160/185 End of Event reports)
 - Out of the reported participating students, **7,824** Student Surveys were completed.
 - From the surveys, **11,736** college applications were reported completed and submitted.

Partnerships



- Regional Education Centers (RECs) - 12
- Regional Coordinators - 10
- High School Guidance Departments - 185

New Partnership:

Carolinas Association of Collegiate Registrars & Admissions Officers (CACRAO)



CACRAO Partnership



- Colleges/Universities signed up to attend College Application Day events that is provided by the SC Commission on Higher Education (in addition to travel month/Ed Op days).
- Provided information on college application fee waiver.
- More college representation at College Application Day events than ever before (data to come).

Volunteers – 1,422



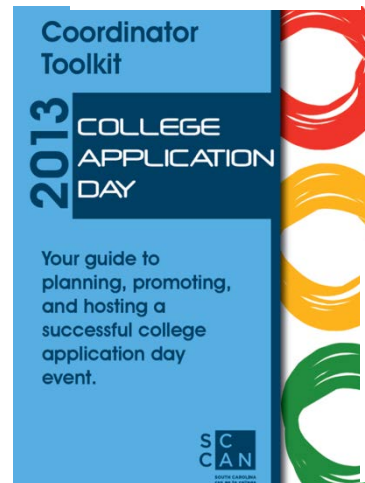
- Superintendents
- General Assembly members
- Miss South Carolina – Brooke Mosteller – Go Higher Campaign
- Business Leaders
- Fraternities/Sororities
- NASCAR

New: CAM Went Virtual!



Materials

- Student Booklets
- Step 1/Step 2 Folders
- “I Applied” Stickers
- SCCANGO oval stickers
- Buttons
- Blue drawstring bags (student incentive)
- Flyers and Posters
- USB and lanyard for site coordinators
- Coordinator Toolkit



The College Access Process

Step 1: Apply to College

www.SCCANGO.org

- **New:** SCCANGO Facebook and Twitter pages were created in April 2013 (#ReadySetApplySC2013)
- **New:** College Application Month rack cards were developed and disseminated around South Carolina in April/May 2013.
- **New:** Registration for College Application Month began in May 2013.
- **New:** High schools that registered before July 2013 received student incentives for their seniors.
- Students received student resource booklets, Step 1 and Step 2 folders (**new**), and College Goal SC rack cards to begin their college research in order to be prepared for their College Application Day.
- Once students completed their College Application Day, they completed the Student Survey.
- Once the students completed their applications, they received their “I Applied” sticker and student incentive is registered early.

Step 2: Apply for Financial Aid

www.CollegeGoalSC.org

- **New:** During College Application Day events, College Goal SC 2014 was promoted by using rack cards.
- **New:** CHE took College Application Month, College Goal SC and CCTI on the road and spoke to school counselors at CACRAO’s summer series and the SC Department of Education C3 Conferences (7 regional meetings around the state).
- **New:** College Goal SC 2013 had 23 sites. College Goal SC 2014 has 38.
- **71% of students who filled out the Student Survey during College Application Month 2013 stated they would attend a College Goal SC 2014 event.**

South Carolina College Application Month in the News

- <http://www.wmbfnews.com/story/23821063/local-students-take-part-in-free-college-application-day?autoStart=true&topVideoCatNo=default&clipId=9468383>
- <http://www.postandcourier.com/article/20131022/PC16/131029837/1009/college-application-month-encourages-south-carolina-high-school-students-to-apply-for-college&source=RSS>
- http://thetandd.com/news/local/area-high-schools-holding-college-application-day-bbhs-event-set/article_125251f0-2bc6-11e3-88f5-0019bb2963f4.html?comment_form=true
- http://mauldin.patch.com/groups/schools/p/greenville-county-schools-to-hold-college-application-days_d62dc4ec



Catherine Team

Higher Education Awareness Program Manager

College Access Challenge Grant

College Application Month

College Goal SC

Collaborative Counseling Training Initiative (CCTI)

Higher Education Awareness Program (HEAP)

SC Commission on Higher Education

803-737-9758

Cteam@che.sc.gov