

APPLY YOURSELF!



**FLORIDA
COLLEGE APPLICATION WEEK**

**SITE COORDINATOR PLANNING GUIDE
2016**



research • communication • advocacy • support



WELCOME

Dear Site Coordinator:

On behalf of the Florida College Access Network (Florida CAN) and the College Ready Florida steering committee, thank you for participating in Apply Yourself Florida! This exciting initiative would not be possible without the commitment of schools like yours across the state.

Apply Yourself Florida, also known as Florida College Application Week, is part of a national effort to increase the number of first-generation and low-income students pursuing a college degree or other credential. Its focus is to help seniors navigate the complex college admissions process and ensure that they apply to at least one college or career school. Schools do this by dedicating time and space during the school day in which all graduating seniors have the opportunity to successfully submit at least one application to the school of their choice, with the support of trained volunteers.

This guide aims to give an overview of Apply Yourself Florida and provide the resources you need to successfully implement this initiative at your school. While this guide includes nearly everything you'll need, there are some additional resources included on our website, at www.floridacollegeaccess.org/about-apply-yourself-florida. If you are reading a print copy of this guide, you can also download an electronic copy on that same webpage, which will allow you to easily use all the links and templates included.

Please feel free to contact Arianna Pineiro, Florida CAN's Special Projects Coordinator, at (813) 974-6429 or apineiro@floridacollegeaccess.org if you have any questions about planning and implementing the event at your school. We will be sure to keep you updated with additional information you may find useful.

We thank you for leading this initiative at your high school. We hope that this is the start of a tradition that that will help to build a college-going culture for ALL Florida students and their families!

Sincerely,

The FCAN Team

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OVERVIEW

About the Florida College Access Network

Florida College Access Network (Florida CAN) is a statewide network of leaders, organizations, educators, and individuals who are collectively committed to dramatically increasing postsecondary opportunities for all Florida students—especially students traditionally underrepresented in higher education, such as low income students and those who are the first in their families to go to college.

Our Mission: To create and strengthen a statewide network that catalyzes and supports communities to improve college and career readiness, access, and completion for all students.

Our Vision: At least 60% of working-age Floridians will hold a high-quality post-secondary degree or credential by the year 2025.

Our Guiding Values:

- **College is postsecondary education.** Florida College Access Network uses the term “college” to refer to the attainment of high-quality postsecondary credentials beyond high school, including technical certificates and academic degrees.
- **College readiness is career readiness.** All Florida students deserve to receive a high-quality PreK-12 education which prepares them academically for success in college or a career.
- **College is for everyone.** All Florida students deserve the opportunity to pursue a high-quality postsecondary education that prepares them to effectively communicate, engage, and compete in the 21st century knowledge-based global economy.
- **College is a public good.** Postsecondary educational opportunity and attainment are critical to a just and equitable society, strong democracy, robust economy, and healthy communities.
- **Reaching Goal 2025 will require collective action.** Accelerating high-quality degree production in Florida to meet Goal 2025 requires strategic partnerships and active involvement from all sectors.

About Apply Yourself Florida

What is Apply Yourself Florida?

Apply Yourself Florida, also known as Florida College Application Week, is part of the American College Application Campaign (ACAC), a national initiative that aims to increase the number of first-generation and low-income students pursuing a college degree or other postsecondary credential. It does this by **helping high school seniors navigate the complex college admissions process** and **ensuring that they apply to at least one postsecondary institution** (2-year or 4-year college, certificate program, or vocational school). Florida CAN began serving as the statewide coordinator of this initiative in the 2015 – 2016 school year.

When is Apply Yourself Florida?

Schools are encouraged to host their Apply Yourself Florida events during October or early November. Often, the application event itself is held over one or more days, depending on the school's size and computer lab availability. The rest of the week may be dedicated to fun activities to build a college-going culture for all students, as well as to ensure that seniors have everything they need to complete their application.

How do schools participate in Apply Yourself Florida?

To participate in Apply Yourself Florida, schools **dedicate time and space during the normal school day to a college application event**. At these events, students will have the opportunity to fill out their college applications with the support of **trained volunteers** from the school and community.

Students should be encouraged to **consider fit, match, and cost** of schools before applying, and should have the opportunity to apply to the **school of their choice**.

The event should be **open to all graduating seniors**, with a special focus on engaging first-generation students, students from low-income families, and students who may otherwise not apply to college.

While the application event is focused on graduating seniors, many schools take advantage of this opportunity to **create a college-going culture for all students**.

What this looks like in practice will vary from school to school. Here is just one example of a successful Apply Yourself Florida event:

- Leading up to the school's event, teachers and school counselors make the Apply Yourself Guide available to students. As part of morning announcements leading up to the event, seniors are reminded about the steps they need to take before completing their applications, such as gathering needed documents, qualification for fee waivers, letters of recommendation, etc.
- English teachers incorporate an assignment on college application essays into their curriculum.
- The week of the event, the school emphasizes activities that build a college-going culture for all students, such as a "College T-Shirt Day." Such activities build excitement around the event and also impact younger students' college aspirations.
- For one or more days, the computer lab is open in shifts to seniors, and trained volunteers from the school and/or community are on hand to answer last-minute questions about the application

process and otherwise assist students. As students leave, they complete a sign-out sheet, or simply report the number of schools they applied to, and receive an “I Applied!” sticker that they are encouraged to wear proudly the rest of the day. The school might also provide other “giveaways” to participating students, offer door or raffle prizes, etc.

- After the event, the school submits participation data and feedback to Florida CAN. This data is critical to document the outcomes and overall success of the initiative both at the school and statewide, as well as help Florida CAN improve the supports we provide in future years.

What are our responsibilities?

While schools are welcome to adapt their Apply Yourself Florida events to meet their students’ needs, we ask participating schools to commit to the following:

The Essentials

- ❑ [Sign up here](#) to ensure you receive promotional materials, updates, and support.
- ❑ Designate a site coordinator as the primary point person for your event.
- ❑ Recruit volunteers, either school staff or community members, who are able to assist students with their applications. We recommend having at least three volunteers on hand to work with each group of 20-25 students.
- ❑ Dedicate time and space (such as the school computer lab) during normal school hours in which all graduating seniors will have the opportunity to successfully submit at least one application.
- ❑ Keep a record of the number of students who completed applications and how many each student completed, and report this information to Florida CAN in the follow-up survey.

Recommended Activities

- ❑ Identify a school-wide team to support the site coordinator in implementing the event. This may include school staff as well as community volunteers.
- ❑ Engage families and the local community, making sure college is a topic of conversation both inside and out of school.
- ❑ Ensure students are prepared to participate prior to the event (for example, through access to resources and support for researching colleges that match their interests and talents; assistance with the preparation of admissions essays; and support for gathering the supplemental materials needed to complete their applications).
- ❑ Create a college-going culture for all students through activities leading up to the event.
- ❑ Follow up with students after the event to ensure that applications are complete and encourage FAFSA completion

What support does Florida CAN provide?

Florida CAN is committed to supporting schools as they plan and implement this exciting event. Site coordinators will be provided with a comprehensive toolkit including this **planning guide**, **select promotional materials (such as posters and “I Applied” stickers)**, and **student resources, such as the Apply Yourself Student Guide**. Florida CAN will also offer **trainings for site coordinators** and a PowerPoint for **volunteer training** that site coordinators can adapt for their needs. Throughout the process, Florida CAN’s special projects coordinator will be available to answer questions and provide technical assistance, for example, assistance with volunteer recruitment and data collection. Florida CAN also uses social media to recognize and celebrate the successes of school’s across the state.

Timeline

This is a suggested timeline for planning your event. Please feel free to adjust the dates and tasks to fit your school best.

As Early As Possible:

- ❑ Confirm potential event dates with school's master calendar and technology team, and reserve the computer lab. If you are hosting an in-person volunteer training, reserve space for that as well at this time.

7+ Weeks Before Your Event:

- ❑ Commit to hosting an Apply Yourself Florida event and designate a site coordinator.
- ❑ Submit [registration form](#) to Florida CAN.
- ❑ Participate in an in-person or virtual Site Coordinator Training hosted by Florida CAN.
- ❑ Build a school-wide team to support the site coordinator in planning and implementing Apply Yourself Florida.
- ❑ Brainstorm a schedule and activities for your school, based on the suggestions included throughout this guide.

6 Weeks Before Your Event:

- ❑ Finalize your Apply Yourself Florida schedule.
- ❑ Create a plan for how you will promote the event, both inside and outside of your school. Begin promoting your event as early as possible. See the "Promoting Your Event" section of this guide for more details.
- ❑ Develop a plan to reach out to local businesses for sponsorships or in-kind donations (such as pizza, raffle prizes, giveaways like flash drives and pens, etc.). With your event team, brainstorm a list of businesses to approach and decide who will take the lead. See the "Business Outreach" section of this guide for more details.
- ❑ Decide how many volunteers you will need for your event. We recommend having at least three volunteers on hand to work with each group of 20-25 students. Discuss volunteer recruitment options with Florida CAN. For more information, see the "Volunteer Management" section of this guide.

5 Weeks Before Your Event:

- ❑ Begin outreach to businesses that might be interested in sponsoring your event.
- ❑ Begin recruiting volunteers for your event. These might include school faculty and staff, student leaders, parents, and/or community members. Contact the admissions office of your local colleges to request support. Make sure to allow ample time to complete background checks and to comply with other school rules for outside volunteers.

- ❑ Begin preparing students for the event. Print and distribute the *Apply Yourself Student Guide* to students and encourage students to begin researching colleges. See the “Preparing Your Students” section of this guide for more details.

4 Weeks Before Your Event:

- ❑ Make a list of all the supplies you will need for your event and begin collecting supplies.
- ❑ Continue promoting your event within the school through announcements, parent newsletter, school newspaper, etc.
- ❑ Continue outreach to businesses and volunteers.

3 Weeks Before Your Event:

- ❑ Estimate how many students will need application fee waivers and make necessary arrangements for these students. For more information on fee waivers, see the “Preparing Your Students” section of this guide.
- ❑ Create a schedule for volunteers; be sure to allow for lunch or other breaks.
- ❑ If you are hosting an in-person volunteer training, prepare your presentation.

2 Weeks Before Your Event:

- ❑ Finalize volunteer list and ensure that all volunteers have had necessary background checks to assist at the school. Share time and place of the event with volunteers as you confirm their participation.
- ❑ If you plan to promote to local media, send out a press release or media advisory. Before sending out press releases, be sure to check with your principal to ensure they comply with district rules.
- ❑ Send home the informational letter included in the “Engaging Families” section to remind students and parents that your event is coming up.

1 Week Before Your Event:

- ❑ Ensure all event supplies are ready.
- ❑ Remind volunteers of the time and place of the event and confirm their attendance. If distributing the volunteer resource guide, share with volunteers now. If you want to host an in-person volunteer training before the day of the event, hold it this week. If using the on-demand webinar, share the link with volunteers now.
- ❑ Remind teachers, counselors, and administrators of the next week’s activities and schedule. Encourage them to participate in any “college-going culture” activities planned.
- ❑ Remind students and families to be prepared for the event by completing the worksheets included in the *Apply Yourself Guide*.
- ❑ Also remind students that they will need a form of payment (if they do not have a fee waiver) to complete their application. Most often, a credit card is the preferred form of payment, but often a check by mail will be accepted.

Day of Event:

Before Students Arrive

- ❑ Have refreshments for volunteers set up before volunteers are expected to arrive.
- ❑ Ask volunteers to arrive 15 minutes before the activity begins, to give time for a quick orientation and any last minute preparations. If you plan on holding a volunteer training on the day of your event, have the volunteers come in 45 minutes early.
- ❑ Conduct volunteer orientation/training.
- ❑ Ensure that the computer lab or other event space is ready. Make sure computers and printers are on and working, set up a sign-out station, and hang any signage and/or decorations.

As Students Arrive

- ❑ Make sure each student receives an instruction sheet (page 20).
- ❑ Students should have with them: a completed College Application Worksheet, essay (if needed) stored on USB or in an email, and other required supplemental materials.
- ❑ Encourage students to find a seat and start the application process quickly, to be sure they have enough time to complete an application.

As Students Complete & Submit Applications

- ❑ As students apply, have volunteers/school staff available to monitor and help any students that are having difficulties.
- ❑ Remind students to print out confirmation page as they finish their application.
- ❑ Once students have finished their application(s), direct students to the sign-out station where they will complete the sign-out sheet and receive an “I Applied!” sticker. See the “Data Collection” section for details on the sign out station.
- ❑ If your school will be hosting a FAFSA completion event (such as a FAFSA Night or College Goal Sunday), hand out a flyer reminding students of your upcoming event.

After Your Event:

- ❑ Follow up with students who need to submit fee waivers.
- ❑ Using the templates included in this guide, send thank you letters to volunteers and businesses that have supported your event. These letters should be sent no more than a week after the event, and should provide some basic data reflecting the success of your event, such as the number of students served.
- ❑ Send the follow up letter included in this guide to participating students and their families to congratulate them on being one step closer to attending college! Remind them to complete the Free Application for Federal Student Aid (FAFSA) as soon as possible, if they haven’t already.
- ❑ Submit participation data and feedback to Florida CAN using the Site Coordinator Survey (link will be emailed to you in October).

Budget

In the early stages of planning, we recommend that you determine your school’s budget for this event, as well as a list of supplies and services you will need to execute the event. While it is up to each school to figure out what works best for them, Apply Yourself Florida events can be organized on a small budget, or even for free! Even if your school is interested in providing food or prizes, many businesses are willing to donate supplies. For more information on outreach to local businesses, see the Business Outreach section.

Funding from High School: \$ _____

Other Sources of Funding/In-Kind Donations: _____

Item/Service	Purchased/ Donated	Anticipated Cost	Actual Cost	Notes
TOTAL:				

BUILDING A COLLEGE-GOING CULTURE

Students whose parents, schools, and communities demonstrate high expectations that college is their next step after high school view college as a “given.” However, for students who do not experience such expectations, encouragement or support, college may seem unrealistic or out of reach.

Apply Yourself Florida provides a great opportunity to celebrate and build excitement around the college going process for all students. The following suggestions are just some of the ways your school can take advantage of this opportunity to build a college going culture and make Apply Yourself Florida an event that all students, seniors and underclassmen alike, can participate in.

Suggested Activities

“Ask Me About It!”

- **Activity:** Have all faculty and staff display a poster that lists their alma mater(s).
- **Purpose:** Encourage students to ask faculty and staff about their college experience, the application process, etc.
- **Preparation:** Email the sample “Ask Me About It!” Poster (on the next page) to all faculty and staff and designate a posting date.

College Bingo Activity

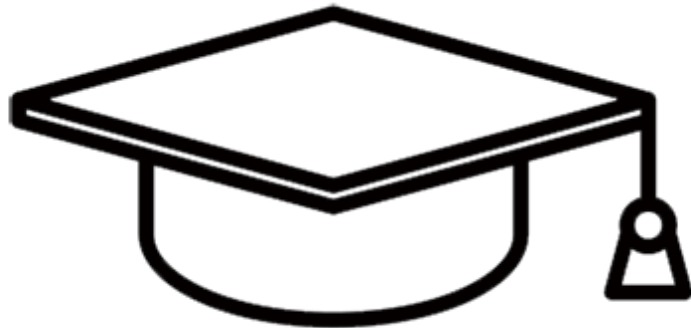
- **Activity:** Have students identify faculty/staff members who have had the different college experiences listed on the Bingo sheet. To add more excitement to the game, award prizes to the first students to win.
- **Purpose:** Engage students in conversations with faculty and staff about their college experiences, helps students understand the diversity of college experiences.
- **Preparation:** Print and distribute “College Bingo” Sheet (on page 13) to students in each home room, and set one or more days in which students can play.

Other Activities

- Encourage students and staff to wear college apparel on one day during College Application Week.
- During announcements, include a college trivia question or fight song guessing game.
- Create a “College Wall” where students can highlight the institutions where they plan to apply, or where they have been accepted.
- Check out last year’s [Storify](#) for some examples of how schools embraced a college-going culture!

(Name of Staff/Teacher)

I GRADUATED FROM...



(Name of College/University)

(Optional: Major/Concentration)

ASK ME ABOUT IT!

College BINGO

Complete your BINGO card by locating teachers or other school staff members who had the college experience listed in the bingo squares. Be sure to get the individual to sign in the space. You can only have each person sign one square!

B	I	N	G	O
Attended a 4-Year College	Lived at Home While Attending College	Worked Full-Time While Attending College	Is Still Close Friends with His/Her College Roommate	Studied Abroad While in College
Attended a College in Florida	Went to College on a Scholarship	Changed Majors 2 or More Times	Attended a 2-Year College	Majored in Math
Majored in Science	Attended an Out-of-State College	FREE SPACE	Worked for the School Newspaper, TV Station, or Radio Station in College	Met His/Her Partner in College
Lived on Campus	Is Currently Enrolled in a College Program or Course	Had a Mentor or Other Close Advisor in College	Was President or Leader of a School Club	Has Completed Graduate School
Attended 2 or More Colleges	Wishes They Were Still in College	Ate Ramen Noodles Several Times a Week While in College	Played Sports in College	Took Out Student Loans to Pay for College

PREPARING YOUR STUDENTS

One of the most important factors in your event's success is whether students are prepared with all the information necessary to complete a college application. Students should come into the application event knowing which schools they are interested in applying to, what the requirements for those schools are, and the information they need to complete the application. It is highly encouraged that you take steps in advance of your event to ensure that students are prepared with this information.

Apply Yourself Student Guide

(Available for download on the Florida CAN website)

In addition to this guide for site coordinators, FCAN has produced the Apply Yourself Student Guide to help prepare students to complete their college applications. This guide aims to help students choose colleges to apply to, gather the information they need to apply, and consider next steps after applying.

We highly recommend you make this guide available to your students, as either an electronic or paper copy, about a month before your event. This will give them time to take advantage of the included resources. It may also be helpful to remind students to complete specific parts of the guide as your event approaches.

College Exploration Resources

In the Apply Yourself Guide, students are directed to a number of online resources that can help them in the college search process. They include:

[MyCareerShines](#)

MyCareerShines uses a series of inventories to help students find careers that might be a good fit, provides information on the education needed to pursue those careers, and allows students to search for schools that offer the program they'll need. The MyCareerShines search includes technical schools as well as 2- and 4-year colleges and universities.

[ACT Profile](#)

ACT Profile is another tool that combines college and career planning. It's a great tool for students that are just starting to think about their futures, and can provide an interesting perspective for students who already have an idea of what they want to do.

Note: This resource also has a social component. Please remember to use the same caution on ACT Profile as you would normally on social media.

[BigFuture](#)

The College Board’s BigFuture website provides a wealth of information on colleges and universities across the country. From the homepage, students can look up in-depth information about schools they’re already interested in, or they can use the College Search tool to find schools based on fit, match, and cost.

[FloridaShines](#)

For students interested in staying in state, FloridaShines provides similar information specifically for Florida public colleges and universities.

[College Abacus & Pell Abacus](#)

Cost is a major concern for many students and families when looking at colleges. A net price calculator allows families to get a personalized estimate of how much a particular college will actually cost. College Abacus allows users to compare estimated net prices for up to three schools at once. Pell Abacus works the same way, but simplifies the process for students who receive free or reduced price lunch.

¡Ahora en español! For families that would prefer to view this information in Spanish, there’s [College Ábaco](#) or Pell [Ábaco](#)!

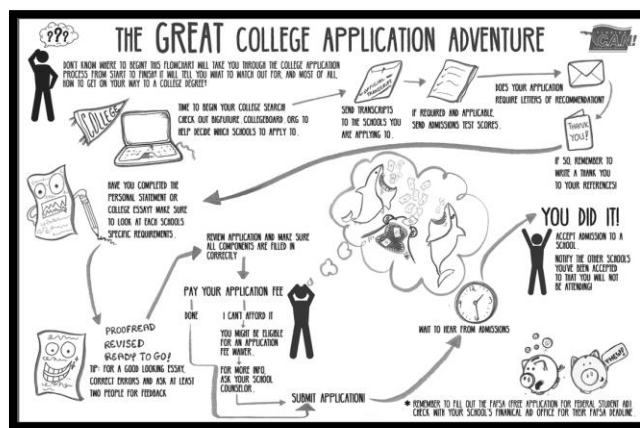
Up Next

The “Up Next” campaign is a text messaging campaign that provides guidance to students on college and financial aid. It is a part of the First Lady’s Reach Higher initiative and her Better Make Room campaign, an effort to inspire students across the nation to pursue education after high school. To learn more about Up Next, check out their website at www.whatsupnext.us. You can also promote this exciting tool at your school using the tools available at bit.ly/UpNextPromo.

Great College Application Adventure Handout

(Available for download on the Florida CAN website)

Florida CAN has also produced a fun one-page handout that provides an overview of the college application process. Please feel free to make copies and share with students along with the Apply Yourself Guide.



Application Fee Waivers

One way you can help students be ready to apply is to inform students about the possibility of obtaining a fee waiver. With the average application fee now around \$35, applying to several colleges can be expensive for many students, and they might not know that they may be eligible for a fee waiver.

Who is eligible for a fee waiver?

Typically, fee waivers are available to students for whom the college application fees would create a financial burden or hardship. Students who were eligible for fee waivers to take college entrance exams, such as the SAT or ACT, are usually also eligible for college application fee waivers.

What kinds of fee waivers are there?

ACT Fee Waiver

ACT provides a fee waiver application in their *ACT User Handbook for Educators* publication, link below, which can be used at many colleges. Students who are eligible for and used a fee waiver to the ACT college entrance exam are also eligible for this type of college application fee waiver. School counselors need only print out the number of fee waivers needed and sign-off on student eligibility. Students must also sign the form. The fee waiver may be found on page 43 at:

<https://www.act.org/content/dam/act/unsecured/documents/ACT-UserHandbook.pdf>

College Board Fee Waiver

Students who have received a College Board fee waiver for the SAT or the SAT subject tests may also be eligible for up to four college application fee waivers. Students should receive their college application fee waivers at the beginning of their senior year through their SAT accounts. College Board fee waivers will no longer require school counselor approval.

More information on the College Board fee waiver can be found here:

<https://bigfuture.collegeboard.org/get-in/applying-101/college-application-fee-waivers>

National Association for College Admission Counseling (NACAC) Fee Waiver

This fee waiver can be downloaded from NACAC's website, provided below. Students must complete their portion of the fee waiver request and a school counselor or TRIO representative must verify that a student is eligible to use the form (a list of eligibility requirements are provided on the NACAC website and on the fee waiver request – students must meet only one of the requirements to be eligible). NACAC recommends that students receive no more than four fee waivers for the college application process. Additional information on the NACAC fee waiver can be found on their website here:

<http://www.nacacnet.org/studentinfo/feewaiver/Pages/default.aspx>

Which schools accept fee waivers?

All state universities in Florida accept at least one of these fee waivers. Please reference the Fee Waiver Chart below for information on the policies of each university on which fee waivers they accept and how the waiver should be submitted. This information is also included in the *Apply Yourself Guide*.

For schools not within the state university system, encourage students to contact the admissions office to find out if fee waivers are accepted.

	WAIVERS ACCEPTED	HOW TO USE THE WAIVER
FLORIDA A&M UNIVERSITY (FAMU)	ACT, SAT	<ul style="list-style-type: none"> To use a fee waiver, you must apply on-line using the application for FL Fee Waiver applicants. You will be able to attach the fee waiver prior to submission.
FLORIDA ATLANTIC UNIVERSITY (FAU)	ACT, SAT	<ul style="list-style-type: none"> Submit application without payment. Mail fee waiver to the address listed on application screen.
FLORIDA GULF COAST UNIVERSITY (FGCU)	ACT, SAT	<ul style="list-style-type: none"> Complete the entire online admissions application and answer the question regarding qualifying for an application fee waiver. After answering all the questions on the application, stop and wait for a fee waiver code to be sent to you by the admissions office. Do not complete the credit card information. Then mail the ACT/SAT application fee waivers to the address below, or email to undergrad@fgcu.edu: Florida Gulf Coast University Office of Undergraduate Admissions 10501 FGCU Blvd. S. Fort Myers, FL 33965-6565 When they receive both your application and the fee waiver form, you will receive an email with additional information on completing the application.
FLORIDA INTERNATIONAL UNIVERSITY (FIU)	ACT, SAT	<ul style="list-style-type: none"> After completing the application and reaching the payment page, select the pay by check option. Then mail in the fee waiver to the admissions office address on the page, or email the waiver to your admissions counselor or admiss@fiu.edu.

FLORIDA POLYTECHNIC UNIVERSITY	ACT, SAT	<ul style="list-style-type: none"> On the payment page at the end of the application, select the waiver option. Mail fee waiver to the admissions office address listed or email to admissions@fpoly.org.
FLORIDA STATE UNIVERSITY (FSU)	NACAC, ACT, SAT	<ul style="list-style-type: none"> Complete and submit Part 1 of the online application. In Part 2 of the online application, upload copy of your signed fee waiver. Alternatively, the signed waiver may be faxed to 850.644.0197, emailed to admissions@fsu.edu, or mailed to: FSU Admissions PO Box 3062400 Tallahassee FL 32306
NEW COLLEGE OF FLORIDA	NACAC, ACT, SAT, Common App	<ul style="list-style-type: none"> Submit fee waiver through Common Application website
UNIVERSITY OF CENTRAL FLORIDA (UCF)	NACAC, ACT, SAT, Common Application, Free/Reduced Lunch, Tax Return	<ul style="list-style-type: none"> Submit application without payment. Mail a written request and fee waiver to the address listed on application screen or submit via email to uaoperations@ucf.edu. Please include your name and date of birth. If a Social Security Number (SSN) appears on the waiver request, please black out all but the last four digits for security purposes. OR If using the Common Application, submit the fee waiver through the Common Application website.
UNIVERSITY OF FLORIDA (UF)	SAT, ACT	<ul style="list-style-type: none"> Select “mail payment” as the payment option and then mail in the waiver. The address will be listed on the application screen.
UNIVERSITY OF NORTH FLORIDA (UNF)	NACAC, ACT, SAT	<ul style="list-style-type: none"> Bypass the payment page and submit your application without payment. Fax your application fee waiver to 904-620-2414.
UNIVERSITY OF SOUTH FLORIDA (USF)	ACT, SAT, NACAC	<ul style="list-style-type: none"> Submit application without payment.

	<ul style="list-style-type: none"> • Mail fee waiver to the address listed on application screen, email to admissions@usf.edu, or fax to 813-974-9689.
UNIVERSITY OF WEST FLORIDA (UWF)	<p>NACAC, ACT, SAT, Free/Reduced Lunch</p> <ul style="list-style-type: none"> • The application should give the option to mail in application payment. Select this option. • Send waivers to UWF via email, fax, regular mail or stop by to drop it off. <ul style="list-style-type: none"> Fax: (850) 474-3360 Email: admissions@uwf.edu Mail to: UWF Undergraduate Admissions 11000 University Pkwy. Bldg. 18 Pensacola, FL 32514

Application is not considered complete until either payment or the application fee waiver is received by the university. All information verified as of 07/2016

Reminders for Students

- Some applications will require an admission essay or a personal statement. Remind students to bring an electronic copy of their completed essay(s) with them, for example, on a USB or by emailing it to themselves.
- A credit card will be required for colleges or universities with application fees. Some schools may also allow payment by check or e-check. Remind students to check what kind of payment is required for their school, and bring the appropriate payment method with them on the event day.
- Remind students that information about their addresses and parents will be used to determine tuition and residency.
- Students may question information they are asked to supply about their addresses and parents' residency (i.e., in-state or out-of-state). This private information, such as their SSN, will only be reported to the college(s) where they apply.

Student Instructions Handout

Print up these instructions and hand them out to students the day of your event.

Congratulations! You are taking the first step necessary for going to college – applying! Be aware, there are several things you will need to do after today to complete the college application process. Check the “Next Steps” section in the *Apply Yourself Guide!*

5 Easy Steps!

Step 1: Go to the admissions page on the website of the college(s) to which you are applying. On this page, there should be a link to the online application.

Step 2: Complete the application(s) to the colleges and universities to which you want to apply.

Step 3: Make note of any additional items you need to submit with your application (essay, transcripts, SAT or ACT scores, recommendation letters).

Step 4: Print out a copy of your confirmation page. Keep the confirmation page for your records!

Step 5: Get your “I Applied” sticker!

Have Extra Time? Register for your FAFSA PIN!

Many grants, loans, and scholarships will require that you complete the Free Application for Federal Student Aid (FAFSA). The first step in completing your FAFSA is to set up your FAFSA PIN. Go here to register for your FAFSA PIN: <http://www.pin.ed.gov>

You will need your Social Security Number (SSN), your mailing address, and an email address to complete the process. REMEMBER YOUR FAFSA PIN! Write it down if that will help you remember it and keep it in a safe place!

After Today

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. The sooner you complete the FAFSA, the better your chance of qualifying for a variety of financial aid.

Congratulations! You are on your way!

ENGAGING FAMILIES

By keeping families informed and engaged, you can increase the chances that students are prepared for your Apply Yourself Florida event and make college a topic of conversation at home, as well as at school.

Below, you will find a Student/Parent Information Letter and a Student/Parent Follow-Up Letter, in English and Spanish. Send out the Information Letter before your event to strike up conversations between students and their families about college, to recruit parent volunteers, and inform the school community of activities to promote a college going culture in your school. The Follow-Up Letter can be sent following your event to congratulate students and families and to encourage them to take the necessary next steps.

Send the letter via hard copy and /or email. You can also send out automated phone messages and use whatever other channels of communication your school has available.

Student/Parent Information Letter

Dear Students and Families,

This year, **[NAME OF HIGH SCHOOL]** will be holding **[EVENT NAME]**, which is part of a statewide effort to ensure all high school seniors prepare for their next educational steps. On **[EVENT DATE(S)]**, all seniors expected to graduate at the end of this academic year will be encouraged to apply for admission to at least one college or university. The purpose of this day is to familiarize students with the college application process and to ensure that all graduating seniors have the opportunity to complete at least one application to a college or trade school.

There is a College Application Worksheet that we encourage students to complete prior to the event, available on **[DESCRIBE WHERE/HOW WORKSHEET IS AVAILABLE TO STUDENTS]**. Having this worksheet completed and available at the college application event will allow students to quickly and easily complete their applications. We anticipate that students and their families will need to work together in gathering the information listed in the College Application Worksheet, and ask that you review the worksheet with your student.

In addition, if family members are interested in volunteering during the event, please let me know. Volunteers can greet and sign in students, assist students with completing college applications, or distribute information about financial aid opportunities.

If you have any questions, please call **[SITE COORDINATOR'S NAME, SITE COORDINATOR'S TITLE]**, at **[SITE COORDINATOR'S PHONE NUMBER]**. Thank you in advance for your support of this exciting initiative to encourage all Florida students to make college a part of their future.

Sincerely,

[NAME OF SITE COORDINATOR]

[TITLE]

Student/Parent Information Letter – Spanish

Queridos estudiantes y familias de estudiantes,

Este año, **[NAME OF HIGH SCHOOL]** llevará a cabo **[NAME OF EVENT]**, una iniciativa de solicitar admisión a colegios universitarios y universidades. El **[DATE OF EVENT]** se animará a cada estudiante de último año (senior) que piensa graduarse al final del año académico, solicitar admisión a por lo menos un colegio universitario o universidad si no lo han hecho ya. El propósito de este día es familiarizar a los estudiantes con el proceso de solicitar admisión a una universidad y asegurar que todos los que se gradúan hayan tenido la oportunidad de solicitar admisión a un colegio universitario o escuela técnica.

Hay un formulario (College Application Worksheet) que aconsejamos a los estudiantes completar antes del evento. El formulario está disponible **[DESCRIBE WHERE/HOW WORKSHEET IS AVAILABLE]**. Haber completado este formulario y tenerlo disponible durante el evento permitirá que los estudiantes completen rápida y fácilmente sus solicitudes. Se espera que los estudiantes y sus familias trabajen juntos para reunir la información que se pide en el formulario, College Application Worksheet. Se pide a los padres que revisen el formulario junto con el estudiante.

Si hay miembros de la familia que quisieran servir de voluntarios durante este evento, favor de ponerse en contacto. Los voluntarios pueden saludar a los estudiantes, inscribirlos y ayudarlos en completar una solicitud a un colegio aniversario y distribuir información acerca de ayuda financiera.

Si tienen preguntas favor de llamar a **[SITE COORDINATOR NAME AND TITLE, OR THAT OF A SPANISH-SPEAKING STAFF MEMBER]** al teléfono **[PHONE NUMBER]**. Gracias de antemano por su apoyo en esta iniciativa innovadora para animar a cada estudiante de Florida a hacer la carrera universitaria parte de su futuro.

Cordialmente,

[NAME OF SITE COORDINATOR]

[TITLE]

Student/Parent Follow-Up Letter

Dear Students and Families,

Recently, your student participated in [HIGH SCHOOL NAME]'s Apply Yourself Florida event. Congratulations on taking this important step toward continuing your student's education!

What's Next?

Now that your student has applied to a college or university, it is important that you file the **Free Application for Federal Student Aid (FAFSA) as soon as possible, if you haven't already**. The U.S. Department of Education's Office of Federal Student Aid ensures that all eligible individuals can benefit from federally funded financial assistance for education and training beyond high school.

If you haven't set up an FSA ID, first go to www.fsaed.gov to create your ID. Parents as well as students will need to set up an FSA ID in order to submit the FAFSA online. If you have difficulty creating an FSA ID, please contact [School counselor/college advisor] at [contact information] for guidance.

Once you have created your FSA ID, you can then apply online at www.fafsa.ed.gov. For additional assistance, [add information here about FAFSA events being held at the school or in the community].

Remember, schools *should* contact you!

Once your student has submitted their online college application, campuses should be in touch with them via email or letter to inform them of the status of their application. If your student has not been contacted by the school within 2-3 weeks of their submission, they should get in touch with the college or university's admission office to inquire about their application status.

If you have any questions, please call [NAME, TITLE], at [PHONE NUMBER OR EMAIL]. Thank you for supporting your student's future and helping them navigate the path to college!

Sincerely,

[SCHOOL COUNSELOR/PRINCIPAL/SITE COORDINATOR]

Student/Parent Follow-Up Letter – Spanish

Queridos estudiantes y familias de estudiantes,

Recientemente su estudiante participó en el evento [NAME OF EVENT] en [HIGH SCHOOL NAME]. Felicitaciones por haber tomado este paso importante hacia los estudios futuros de su estudiante.

¿Qué viene ahora?

Ahora que su estudiante ha solicitado admisión a un colegio universitario o universidad es importante que usted envíe la solicitud de ayuda financiera, **Free Application for Federal Student Aid (FAFSA) cuanto antes, si no lo ha hecho ya.** La Oficina Federal de Ayuda Financiera para Estudiantes del Departamento de Educación (FSA) asegura que cada estudiante elegible pueda beneficiarse de fondos de ayuda financiera subvencionadas por el gobierno federal para educación y formación profesional más allá de la escuela secundaria.

Si usted no ha creado un nombre de usuario en FSA, primero tiene que ir al sitio web www.fsaid.ed.gov para crear su nombre de usuario. Los padres tanto como los estudiantes necesitan establecer un nombre de usuario en FSA para poder entregar la solicitud de FAFSA en línea. Si no logran establecer un nombre de usuario en FSA, favor de ponerse en contacto con **[SITE COORDINATOR NAME AND TITLE, OR THAT OF A SPANISH-SPEAKING STAFF MEMBER]** al teléfono **[PHONE NUMBER]** para conseguir ayuda.

Una vez que haya creado su nombre de usuario FSA puede solicitar ayuda financiera en línea en el sitio www.fafsa.ed.gov. Para ayuda e información adicional, **[add information here about FAFSA events being held at the school or in the community]**.

No se olviden, las instituciones a las cuales solicita admisión deben ponerse en contacto con ustedes. Una vez que su estudiante haya completado la solicitud en línea, las instituciones deben ponerse en contacto por medio de carta o email para informarle acerca del estatus de su solicitud. Si su estudiante no ha recibido información de la institución después de 2 a 3 semanas de la fecha de entregar la solicitud debe ponerse en contacto con la oficina de admisiones de la institución.

Si tienen preguntas favor de llamar a **[NAME, TITLE]** al teléfono **[PHONE NUMBER]** o al email **[EMAIL]**. Gracias por apoyar a su estudiante con su futuro académico y ayudarlo a navegar el camino a la universidad.

Cordialmente

[SCHOOL COUNSELOR/PRINCIPAL/SITE COORDINATOR]

MANAGING VOLUNTEERS

An enthusiastic group of volunteers is an essential part of a successful Apply Yourself Florida event. **We recommend having at least one site coordinator and three volunteers and/or school staff on hand at all times when working with a group of 20-25 students.** In addition to the very real support they provide as students complete their applications, engaging volunteers in the process helps build a college-going culture in the community as well as the school.

Potential Volunteer Tasks

There are many ways volunteers can take part in making your event a success, depending on their skills and interests. The following are just some ways your school might use volunteers:

- Leading up to your event, volunteers can help students with their admissions essays.
- Help to seek sponsors from the business community in advance of the event.
- Post directional signs in the school for the event. Good signage is key to reminding students of the event and getting them to the right place.
- Help students log on to/access the specific college/university website and begin an application.
- Guide students through the college application process and help answer any questions students may have, regardless of where the student wishes to apply.
- Monitor printers to ensure that any applications that need to be printed remain in order and replenish the paper supply as needed.
- Distribute the “I Applied” stickers, ensuring that students either complete a sign-out sheet (if required by the school) or report the number of applications submitted.

Volunteer Recruitment

- 1) Identify contacts in your community that may be interested in helping make your Apply Yourself Florida event a success by donating time and/or resources. Some examples may include:
 - School alumni
 - Student families, PTA (Parent Teacher Association)
 - Volunteer, civic, or church groups
 - Community college and university faculty, student organizations, admissions office, community engagement office, and financial aid representatives
 - Business, community, and local government leaders
 - Members of a local college access network (LCAN)
 - Youth programs (i.e., YMCA, Boys and Girls Club, United Way)
- 2) Send potential volunteer groups the Volunteer Recruitment Letter included on the next page.
- 3) When promoting your event, always mention the need for volunteers in your communication.
- 4) Reach out to student leaders in your school. For example, students who have already completed their application(s) could help other students during the event and be called the “college application ambassadors.”

- 5) Create a system for collecting volunteer information. Depending on your school district's policy, you may need to conduct a background check.

Volunteer Training

(Materials available for download on the Florida CAN website)

To ensure your volunteers are prepared to help students at your event, plan on holding a volunteer training either the week before or the day(s) of your event. If you hold the training in advance of your event, you will have the option of holding the training in person or via webinar. FCAN will provide a training PowerPoint and sample agenda for your training, which can be used to conduct your own training, as well as an on-demand webinar. For additional technical assistance with volunteer training, please contact the Special Projects Coordinator.

Volunteer Management

Before your event

- 1) Identify specific responsibilities and duties for your volunteers. For example, you may create shifts for greeting, sign-in, computer lab, other activities, etc. Create a short explanation of each responsibility for volunteers to follow throughout the day.
- 2) Finalize a volunteer list and, as a reminder, send out the Volunteer Reference Guide, on the next page, notifying volunteers of event details.
- 3) Conduct volunteer training.

Day of your event

- 1) Provide name tags for volunteers on the day of the event.
- 2) Conduct a quick orientation the morning of the event, or a training if you haven't already.
- 3) Provide water and snacks for volunteers, especially if they will be there for more than two hours.

Follow-up

Send out the Volunteer Thank You Letter (see page 28) to all volunteers for their dedication!

Volunteer Recruitment Letter/Email

Dear **[NAME OF ORGANIZATION/INDIVIDUAL]**,

This year, **[NAME OF YOUR HIGH SCHOOL]** will be taking part in Apply Yourself Florida, also known as Florida College Application Week. This initiative is part of a nationwide effort to increase the number of first-generation and low-income students pursuing a college degree or other postsecondary credential. It does this by helping high school seniors navigate the complex college admissions process and ensuring that every graduating student applies to at least one postsecondary institution (2-year or 4-year college, certificate program, or vocational school).

The one-on-one support provided by volunteers who help students fill out applications at school is essential to the success of this event. We will be hosting our event on **[DATE(S) AND TIME]** and would

welcome representatives from **[NAME OF ORGANIZATION]** to assist our school. Volunteers can greet and sign in students, assist students with the completion of online college applications, or distribute information about financial aid opportunities. Our students would really appreciate your help and support as they take a big step toward going to college.

If you or any of your colleagues at **[NAME OF ORGANIZATION]** are interested in working with **[NAME OF YOUR HIGH SCHOOL]**, please contact me at **[SITE COORDINATOR INFO]**.

Thank you!

[SITE COORDINATOR NAME]

[YOUR TITLE]

[CONTACT INFO]

Volunteer Reference Guide

Thank you for volunteering your time and energy for **[HIGH SCHOOL NAME]**'s Apply Yourself Florida event! On **[DATE(S)]**, all graduating seniors will be encouraged to apply to college. **[EVENT NAME]** is possible due to the collaborative efforts of the administration, faculty, and staff, as well as our students, their families, and volunteers like you. We appreciate your commitment to making college a reality for our students!

About Apply Yourself Florida

This event is part of Apply Yourself Florida, an initiative to increase the number of first-generation and low-income students pursuing a college degree or other postsecondary credential. It does this by helping high school seniors navigate the complex college admissions process and ensuring that every graduating student applies to at least one postsecondary institution (2-year or 4-year college, certificate program, or vocational school).

On **[DATE(S)]**, **[NAME OF HIGH SCHOOL]** will be setting aside time during the school day during which graduating seniors will have the opportunity to complete at least one college application, with the assistance of volunteers on hand to answer questions about the process.

Logistical Information for [HIGH SCHOOL NAME]:

Location

(Name of High School) is located at (address). (High School Event Name) will be held in the (location), which is located (description).

Event times/Shift times

(What time and date will the volunteer be working at your school?) Please plan to arrive (x) minutes prior to the start of your volunteer shift.

Parking

(Provide information here regarding where volunteers can park (usually visitor parking) and where it is located. What should volunteers do if that parking is full?) Upon entering the school, please go to (location) to check-in.

Attire

We ask that volunteers please come dressed in college attire. (Add other details as needed)

Breaks

(If needed, when will breaks be given?) (If hosting near breakfast or lunch, what are options for your volunteers?)

Contact information for volunteer questions on day of event

For questions on the day of event, please call (contact) at (phone number).

Volunteer Thank You Letter/Email

Dear **[VOLUNTEER'S NAME]**,

On behalf of **[NAME OF YOUR HIGH SCHOOL]**, I would like to personally thank you for volunteering your time at **[EVENT NAME]**. This event could not have been a success without your help and the help of many others who volunteered their time.

During **[NAME OF HIGH SCHOOL'S EVENT]**, **[NUMBER OF SENIORS SUBMITTING COLLEGE APPLICATIONS]** of our seniors submitted over **[NUMBER OF COLLEGE APPLICATIONS SUBMITTED]** college applications to colleges and universities across Florida and the country. Thanks to our seniors' hard work and the assistance of volunteers like you, they are one step closer to achieving their dreams of attending college!

Once again, **[NAME OF YOUR HIGH SCHOOL]** thanks you for your efforts and contribution of time at **[NAME OF HIGH SCHOOL'S EVENT]**! We look forward to seeing you throughout the school year and especially at our event next year.

Sincerely,

[YOUR NAME]

[YOUR TITLE]

BUSINESS OUTREACH

Apply Yourself Florida is designed to be a low- to no-cost event for schools to adopt. Even if your school is interested in providing food or prizes, you can keep costs down by asking local businesses to sponsor your event. Often, local businesses are very willing to donate goods or services such as gift certificates or food instead of a cash donation.

Below you will find several templates to use in your outreach to potential sponsors and to thank sponsors for their generosity.

Business Outreach Phone Script

Hello. This is **[NAME]** from **[HIGH SCHOOL]**. I help support the Apply Yourself Florida event at our school, which aims to help high school students understand and complete college applications.

Do you have a moment to learn about this initiative and how I hope **[BUSINESS NAME]** can help more students in our community get to college?

Apply Yourself Florida is a statewide initiative that encourages graduating seniors to complete a college application, with a particular focus on low-income students, first generation college-going students, and students who would have not otherwise considered college.

Our goal is to help these graduating seniors navigate the complete college admissions process and provide the opportunity to complete at least one application during the week of **[EVENT DATES]**.

High schools participate in this initiative for free, and we hope to keep it that way. In my role as the **[HIGH SCHOOL]** site coordinator, I'm reaching out to local businesses to ask for your support.

Would **[BUSINESS NAME]** want to support our school's Apply Yourself Florida event?

[Based on response, make your recommendation of general support or a specific type of gift.]

Thank you for your **[DONATION/TIME]**. We very much appreciate your support for our students, and all you do for the local community.

Donation Request Letter

Dear **[BUSINESS]**,

This year, **[HIGH SCHOOL]** will be holding **[NAME OF EVENT]**. This initiative is part of a statewide and nationwide effort to increase the number of first-generation and low-income students pursuing a college degree or other higher education credential. It does this by helping high school seniors navigate the complex college admissions process and ensuring that every graduating student applies to at least one postsecondary institution (2-year or 4-year college, certificate program, or vocational school).

On **[EVENT DATE(S)]**, all seniors expected to graduate at the end of this academic year will be encouraged to apply for admission to at least one vocational school, college, or university, if they have not already done so. Our computer lab will be open to students to complete applications, and we will have volunteers from the school and community on hand to help students through the process. **[CHANGE/ADD TO REFLECT DETAILS OF YOUR EVENT.]**

We respectfully request a donation of **[SUGGESTED DONATION]**, which will be used **[PURPOSE OF DONATION]**. Your donation will help our school celebrate the college-going process for our students and remind them of the support they have in their community.

If you are able to assist us in this effort, please contact me at **[PHONE NUMBER]** or at the address listed above no later than **[DEADLINE]**.

We appreciate your continued support.

Thank you!

[SITE COORDINATOR NAME AND TITLE]

Sponsor Thank You Letter

Dear **[SPONSOR'S NAME/BUSINESS NAME]**,

On behalf of **[HIGH SCHOOL NAME]** I would like to personally thank you for your **[donation/gift of X]** to support our Apply Yourself Florida event. This event could not have been a success without your contribution and the help of many others who volunteered their time or resources.

During our event, **[NUMBER OF SENIORS]** completed **[NUMBER OF APPS SUBMITTED]**. Our seniors are one step closer to actualizing their dreams of attending college!

[Summarize events or include any press coverage]

Once again, **[HIGH SCHOOL NAME]** thanks you for your contribution towards a successful Apply Yourself Florida event! We truly appreciate your commitment to our students, and hope to work with you again.

Sincerely,

[NAME]

[TITLE]

PROMOTING YOUR EVENT

Communication is key to successful outreach! Early on in the planning process, consider all the tools you have at your disposal to spread the word about your event (school website, newsletters, local news media, social media, etc.) and develop a plan for how you'll use them. The following are just some ideas you might consider.

Traditional Media

The media is an excellent tool for publicizing your Apply Yourself Florida event and for sharing your school's college-going celebrations with the community. A variety of media channels can be utilized to spread the word about your specific event (i.e., television stations, radio, newspapers, community newsletters, etc.).

Below, you'll find a Sample Press Release that you can use to inform the media about your event. While this press release is to be sent out in advance of the event, you may also choose to send out a press release following your event detailing your successes! Of course, check with your principal to make sure that the release complies with your school district's media policy.

Also included is a Sample Newsletter Article, which you might edit and include in a community or school newsletter in advance of your event.

Sample Press Release

[Apply Yourself Florida Logo]

(School Logo or Letterhead)

FOR IMMEDIATE RELEASE

Media Contact: (Name of Coordinator)
(Position title of site coordinator)
(School name)
(School address)
(Phone number)
(Email)
(High school website)

Title Example: [Name of High School] Helps More Seniors Complete College Applications

[Date][City] – On (DATE[S]), (NAME OF YOUR HIGHSCHOOL) will be holding (EVENT NAME).

The event is part of Apply Yourself Florida, a statewide initiative with the goal to give every student the opportunity to apply to college. During this event, students will apply to the college, university, or vocational schools of their choice. (NAME OF YOUR HIGH SCHOOL) will work with its seniors on (YOUR SCHOOL'S EVENT DATE/DATES) to complete and submit at least one college application.

(NAME OF SITE COORDINATOR OR SCHOOL PRINCIPAL), Apply Yourself Florida Site Coordinator for (NAME OF YOUR HIGH SCHOOL), expects more than (INSERT NUMBER) seniors to participate with the help of (INSERT NUMBER) volunteers from (INSERT SCHOOL STAFF, ADMINISTRATION, COLLEGES AND OTHERS WHO WILL HELP).

Apply Yourself Florida is coordinated at a state level by the Florida College Access Network, an organization that seeks to increase the proportion of Florida residents who hold a high-quality postsecondary degree or credential. This initiative is part of the American College Application Campaign (ACAC), a national effort of the American Council on Education. ACAC began in a single high school in North Carolina in 2005. Since that time, ACAC has expanded to over 4,000 schools in all fifty states.

For more information about (NAME OF YOUR HIGH SCHOOL), please contact (NAME OF SITE COORDINATOR AND CONTACT INFO).

###

Newsletter Article: 250 Word Count Example

Between football games, hanging out with friends, part-time jobs and writing papers, [HIGH SCHOOL] seniors are also thinking of where they hope to be next fall. [LCAN OR HIGH SCHOOL] hopes every senior is currently making plans to attend a university, community college or vocational school next fall.

Why is attending college important for our seniors? According to projected job growth statistics, 65% of jobs by 2020 will require at least some college education. Currently, only 46 percent of Florida residents over 25 have a postsecondary credential or degree.

This October, [LCAN OR HIGHSCHOOL] is hosting [EVENT NAME]. Dedicated time and space will be set aside for volunteers and students to complete the application process together. For more information, [PROVIDE RESOURCES].

To apply for college, students will need their high school transcript, GPA, and standardized test scores. Many universities and colleges also require an essay or interview, so it is wise to start to prepare for this in advance. All state colleges (formerly known as community colleges) in Florida offer open enrollment with semester-based deadlines. Students should contact the school they are planning to attend for specific guidelines.

Through [LCAN/ORG NAME/HIGH SCHOOL], we are committed to making sure every student has the opportunity and resources to pursue a postsecondary education, especially during the application process.

Fliers

(Available for download on the Florida CAN website)

Another traditional, but still effective, way to spread the word is through fliers posted around your school or in the community. Participating schools will receive up to 10 posters with space to fill in your school's information. On our website, you can also download a virtual copy of the poster, as well as fliers that address common student concerns.

Social Media

Social media is the perfect place to leverage excitement with students, parents, and community members as your school's Apply Yourself Florida event approaches.

Many students use social media tools like Facebook, Twitter, and Instagram daily, so use these networks to get students to think about where they want to go to school and what they are doing to get there. Social media is also a great medium to answer questions or speak to concerns that students have.

For examples of how social media can help promote and build excitement around your event, look at this [Storify](#) of last year's event!

Quick Tips:

Post an announcement asking for help!

In a world of busy email and voicemail inboxes, social media is another avenue to reach out to parents and volunteers for help with your event. As you look for volunteers, consider using Facebook to reach out to parents and other community members and get them involved.

Provide links to helpful resources

Social media has become the first place students look for the latest news and information. Why should helpful college preparation resources be excluded?

Share links to resources that will help students with the college research and selection process like bigfuture.collegeboard.org and FloridaShines.org.

Provide links to help with the financial aid process (how to apply for the FAFSA), as well as upcoming SAT and ACT dates prior to the event.

Inform students about fee waivers for standardized testing and college applications.

On all social media, use hashtags #!

Hashtags (known to some as the pound sign) are an easy way to search for posts around a similar theme. They can be used on a variety of social media tools and aren't exclusive to a particular one. We recommend the use of pre-selected hashtags (especially #IApplied and #ApplyYourselfFL)

embedded in or at the end of content you post. Simply note your chosen hashtags on posters, flyers, Facebook, and other marketing materials and social media sites. Consider creating a hashtag specific to your school, so you can easily search for the hashtag, repost and share specific Apply Yourself Florida happenings at your school (e.g., “ApplyYourselfPanthers” or “OHSCollegeApplicationWeek”).

Disperse fliers on social media networks

Most social media networks allow for photos and images to be uploaded or attached to written posts, while Instagram specializes in picture sharing. Disseminate fliers about the event on social media. We’ve created fliers you can share as is or modify as you see fit.

“Share” the excitement!

Show students, teachers, community members and organizations that you appreciate their support and hard work by sharing, reposting or “retweeting” content they post about the College Application Week happenings at your school.

Facebook, Twitter and Instagram Strategies:

To date, Facebook and Twitter remain the top two social media tools utilized by today’s youth. Instagram is a close third. Below we provide tips and strategies for using all three.

Customize these posts by replacing “College Application Week” and “#CollegeAppWeek” with your school’s event name and hashtag.

Facebook:

Post at least 3 times a week leading up to important dates and deadlines. It is important to post items that will engage the audience and encourage them to participate in the conversation. Open-ended questions and asking for opinions are good ways to initiate dialogue.

Facebook examples:

Seniors! Don’t forget College Application Week is next week. Tell us where you are applying!
#ApplyYourselfFL

Seniors, it’s time to #ApplyYourselfFL. Have you applied yet? If so, give tips to your fellow students!

Congratulations seniors on completing your #college applications! #IApplied
#ApplyYourselfFL

Remember seniors: Plan for #CollegeAppWeek in October. For free help with your #college app, join the event here (INSERT LINK TO EVENT).

Did you know you could qualify for a college application fee waiver? Come to the (NAME OF OFFICE) to find out more! #ApplyYourselfFL

Congrats (INSERT ABBREVIATION OF HIGH SCHOOL) seniors! You've officially applied to #college! #Iapplied!

It's College Application Week! Have a question about the application process? Ask us! #ApplyYourselfFL

Need help deciding where to apply? Ask your school counselor or check out bigfuture.collegeboard.org and FloridaShines.org #ApplyYourselfFL #CollegeAppWeek

(HIGH SCHOOL NAME) teachers, parents, and alums, tell us where you went to college!!

"Apply" yourselves seniors! It's #CollegeAppWeek!

Didn't take the SAT or ACT? You can still #ApplyYourself. All FL state/community colleges are open admission and many colleges are test optional. Ask your school counselor for more info!

Create a College Application Week Event on Facebook

Invite parents and community members to participate in your College Application Week event using the Facebook event function. This is a great way to stimulate interest around your event and gauge how many plan to participate. Additionally, Facebook events allow you to easily send attendees important information updates and messages all at once.

Twitter:

Twitter has a limit of 140 characters per post. To leave space for users to retweet your post and add a comment, try to keep posts to 120 characters or less. Ask students to use the hashtag #IApplied and #ImGoingToCollege and have them announce where they applied.

Twitter examples:

Hey seniors, don't forget College Application Week is next week! #ApplyYourselfFL

"Apply" yourselves seniors! It's #CollegeAppWeek! #ApplyYourselfFL

It's time to #ApplyYourselfFL! Remember to send in transcripts, test scores, and essays along with your applications.

Congrats seniors on completing your college apps! #IApplied #ApplyYourselfFL

Did you know you might qualify for a college application fee waiver? Ask your school counselor how! #ApplyYourselfFL

Deadline to register for October 3rd SAT is Sep. 3. Get your tests, transcripts and essays ready for #CollegeAppWeek. #ApplyYourselfFL

No SAT or ACT? No Problem! You can still #ApplyYourself. All FL state colleges are open admission and many private colleges are test optional

Instagram:

Although Instagram is not as widely used as Facebook and Twitter, it is a perfect avenue for sharing pictures from your event. Instagram can be linked to multiple social media accounts, including Facebook and Twitter, making it easy to share photos on all networks instantaneously.

Consider sharing pictures of:

- Students as they submit their college applications
- An activity to take place on campus encouraging students to stop by.
- Teachers and volunteers along with a quote about their college experiences.
- Students themselves along with a quotation about how they feel before or after submitting their college applications.
- Students wearing their “I Applied” sticker.
- Celebrities who have been to college, along with the name of their degree-granting institution and field of study.
- Inspirational college/education related quotations and photos.

Provide incentives for students to post or re-post information about your school’s College Application

Week event on social media. As mentioned earlier, creating a customized hashtag for your high school and Apply Yourself Florida event is one way to easily search what your students are posting. Encourage on fliers and during morning announcements for students to participate in a weeklong social media contest or scavenger hunt using the custom hashtag.

Encourage students to share:

- A picture of their dream college
- A photo of themselves submitting an application
- A picture of themselves doing college research
- A picture of them with an “I applied” sticker.

DATA COLLECTION

Site coordinators are requested to collect and submit data to FCAN on the number of participating students and number of applications submitted. Florida CAN, in turn, will compile information from all participating sites to report to the American College Application Campaign and to the funders that make this program possible. The data is used to celebrate your successes and to track programs over time to ensure Apply Yourself Florida is fulfilling its intended purpose: to encourage more low-income students, first generation college-going students, and students who otherwise wouldn't have considered college to complete at least one college application.

Data Collection Methods

(Option 1) Senior Sign-Out Sheets

For privacy reasons, we request that the data you submit to Florida CAN **not** include student names. However, we highly recommend that schools collect student-level data. Short term, this will allow your school to follow up with students after they submit their application, ensuring the application process is complete and encouraging them to complete the Free Application for Federal Student Aid (FAFSA). Long term, you can use your school's data to evaluate whether students who participate in Apply Yourself Florida events are more likely to enroll in college and complete a degree.

On the next page, you will find a Sign-Out Sheet template, which you can print up and have students complete before leaving the computer lab. Feel free to edit to only collect the information you are most interested in having. You may want to set up a table where students will sign out and receive their "I Applied!" sticker, much like voters do at the polls after completing their ballots. Florida CAN provides these stickers free to schools that register through our website on a first-come, first-served basis.

After the event, you'll keep these sheets for your own use, and tally up the number of students participating, as well as the number of applications submitted. You'll then submit these numbers to Florida CAN in an online Site Coordinator Survey. The link to this survey will be emailed to you in October.

(Option 2) Quick and Easy Application Tally

If your school is not interested in collecting student-level data, we still ask that you record the number of students participating, as well as the number of applications submitted. This can be done easily by having a volunteer distribute the "I Applied!" stickers, asking each student how many applications they submitted, and keeping track of the number of students in one column, and the number of applications in another. After the event, the totals can then be submitted to Florida CAN in the online Site Coordinator Survey. The link to this survey will be emailed to you in October.

Senior Sign-Out Form

Name: _____

Was this your first college application?

- Yes
- No

Are you a first generation college-going student?

A first generation student is defined as neither parent having completed a degree

- Yes
- No
- Unsure

Schools Applied To:

College Name	Application Completed?	Fee Waiver Used?	Transcript Request Submitted?
	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Notes to School Counselor: _____

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Thank you for being part of Apply Yourself Florida!