UTAH’S PUBLIC COLLEGES & UNIVERSITIES

Research Universities
University of Utah
- Medical school, law school, pharmacy school, etc.
Utah State University
- Includes regional campuses

Regional Universities
Dixie State University
Southern Utah University
Utah Valley University
Weber State University

Community Colleges
Salt Lake Community College
Snow College

175,509
Students in Fall 2016
(3rd week enrollment)

33,307
Degrees and Certificates
ACAC BACKGROUND

- Utah joined in 2013
- All states participated in 2014
UTAH COLLEGE APPLICATION WEEK
STATE + NATIONAL LEVELS

ACAC

Utah Steering Committee & Program Manager

UCAW Partner District
District Coordinator

UCAW Partner School
HS Site Coordinator

UCAW Partner School
HS Site Coordinator

UCAW Partner School
HS Site Coordinator

Students Apply to College!
120 school & community sites from 32 school districts
19,519 student participants 25,365 applications

84% or more said that participating in UCAW:
- Increased their comfort level with the college application process (90%)
- Increased their likeliness to ask for help with college applications (84%)
- Increased their interest in going to college (86%)

28% identified as first generation students*
*(specified as neither parent/guardian attending college)

79% are planning to submit a FAFSA
WHERE DID STUDENTS APPLY?

98.8% applied to a Utah institution

87% of in-state applications were submitted to a USHE institution

73% of in-state applications were submitted to a 4-year institution

27% 2-year institution

13% private or other

25,365 College applications submitted during UCAW.

Data Source: 2016 UCAW student survey was distributed to 31,746 high school senior participants, with a response rate of 57%.
### BY THE NUMBERS

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating school districts</td>
<td>25</td>
<td>32</td>
</tr>
<tr>
<td>UCAW partner high schools</td>
<td>85</td>
<td>117</td>
</tr>
<tr>
<td>Senior student participants</td>
<td>20,000</td>
<td>19,519</td>
</tr>
<tr>
<td>Students identifying as first generation</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td>Increased interest in attending college</td>
<td>90%</td>
<td>86%</td>
</tr>
<tr>
<td>College Applications Submitted</td>
<td>21,476</td>
<td>25,365</td>
</tr>
<tr>
<td>Plan to submit a FAFSA</td>
<td>82%</td>
<td>79%</td>
</tr>
</tbody>
</table>

**Data Sources:**
- UCAW 2015 student survey: distribution of 20,000, 80% response rate.
- UCAW 2016 student survey: distribution of 31,746, 57% response rate.
THE BASICS OF UCAW

- Occurs in the fall: **November 2017**
- Takes place **during the school day**
- Focus on students who may not otherwise apply to college: *first-generation, low-income students, other underrepresented populations*
- Requires collaboration (K-12/HE), utilizes existing networks
- **Complements** current statewide college-going/college-access efforts
- Combine with **FAFSA**/financial aid process
- Low cost to schools (planning hours, office supplies/copies)
- If possible, provides admissions **fee waiver opportunities** to students who qualify (demonstrated economic need)
- **College Decision Day** activities in May
DEGREES AND CERTIFICATES
“1, 2, 4 OR MORE!”
All seniors should have the opportunity to apply during the school day but there should be an intentional focus on students who:

- are first in their families to attend college
- have not previously considered college as a viable option
- may not have the support/resources to apply at home
UCAW IMPLEMENTATION STEPS

- **Pre-event Site Planning**
  - Create team; reserve lab, on master calendar
  - FAFSA Completion component in fall

- **Market and communicate** opportunity to school personnel, students, families, and community

- **Identify volunteers** involved to assist with the event (PTA, community council, teachers, staff)

- Coordinate schedule/plans to USHE by **October**

- **Prepare students** for the event, required docs

- **School-wide activities to build college awareness**

**UCAW: November 2017**

- Check-in, application, fee waivers, survey, FAFSA

- Post-event **follow-up**
BEFORE UCAW EVENT: COLLEGE AWARENESS ACTIVITIES

- School Kickoff Assembly / Guest Speaker
- Parent information night
- College BINGO or Scavenger Hunt
- College Application Worksheet
- Door decorating contests
- College pennants, posters, etc. in school
- Wear college gear (teachers, staff, students)
- Teachers talk about college experiences
- Personal statement writing workshop / essay assignment
- Signage showing teacher’s degree & alma mater
- Student Body Officer-sponsored activities or assembly
- Lunchtime activities: music, *minute-to-win-it* games, treats, trivia games, prizes, etc.
BEST PRACTICES:
Core Class Model

- Most popular model

- Bring core classes (usually English) down to computer lab one at a time to participate in UCAW

- Easiest to plan for counselors

- English teachers may oppose yet another lost class period for school-wide activities
TECHNOLOGY MODEL

- Requires multiple computer labs/laptop sets, entire senior class online at once
- Reserve one lab/classroom for each college or university, students apply in that room
- Counselors or volunteers specialize in one application, answer questions for room
- Depending on school size, may be able to have all seniors participate in one day
Hybrid Model

- Requires more advance planning/prep
- Seniors designate the school they want to apply to (usually in a pre-UCAW survey)
- Counselors excuse all students applying to each institution for a designate day/time
- Easiest way to schedule college reps, maximizes their time
NON-CORE MODEL

- Pull seniors from non-core course
- Doesn’t disrupt core studies, core teachers happier
- Not all seniors are taking the same non-core courses at the same time, extra planning
MINIMAL RESOURCES MODEL

- Most success in rural districts or schools with minimal school/district personnel
- One day for each participating school
- District or outreach personnel can maximize their time during the week, still reach all schools/seniors
- May ease scheduling college reps
RECRUITING + TRAINING VOLUNTEERS

**WHO:** College advising corps members, college access professionals, retired teachers, PTA or community council members, political leaders, college/university reps

**WHAT:** Greet students, answer questions, review applications, manage sign-in sheets, assist with traffic flow, hand out “Next Steps” sheet, collect surveys, share personal experiences.
SUPPORT FROM THE CITY AND SCHOOL BOARD
MARKETING THE UCAW BRAND

- Coordinated state-wide effort, there is strength in numbers!
- Use USHE-provided language describing state campaign and national affiliation, provided at September training.
- USHE will coordinate state & local press releases.
- Proclamation templates for school board and mayoral or city proclamations of Utah College Application Week.
- Facebook / Twitter / Instagram @StepUpUtah
- Hashtags: #UCAW, #iApplied #WhyApply
Getting involved

#whyapply
#iapplied
#UCAW
**STEP UP WEBSITE: UCAW**

- Page for counselors/schools regarding **UCAW program pieces**
- **Page for students** on applying to college.
  - Lists **required documents**: personal and demographic info, high school info, residency info, SSN, transcript/ACT, payment
- **Direct links to applications** for Utah colleges and universities
- First steps for **financial aid** process: FSA ID and scholarships

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**Step 1: Submit your application.**

Pay attention to your chosen school's deadline, requirements, and other relevant application information.
USHE RESPONSIBILITIES

- Provide **ongoing training** and support to site coordinators and teams, as well as district liaisons: regular webinars, email communications, updates from institutions, troubleshooting, and Dropbox
- Provide “how to” **manual with examples, templates, and worksheets** for successful program
- Provide **UCAW-branded materials** to each site: banner, stickers, buttons for staff/teachers
- Provide **student survey** for data tracking, send reports for state, district, and school-level numbers
- **State-wide media and promotion**, including events, press release, TV/radio, proclamation, coordinate appearances by officials
- Overall **data analysis and reporting**, including National Clearinghouse submissions and reports, and student level FAFSA completion data by school and district
USHE RESPONSIBILITIES

- Provide **ongoing training** and support to site coordinators and teams, as well as district liaisons: regular webinars, email communications, updates from institutions, troubleshooting, and **Dropbox resources**.
  - Site Coordinator “How to” Manual
  - FAFSA videos
  - Application How To’s/screen shots
  - College Awareness Activities
  - Fee Waiver list
  - Printable/downloadable docs
USHE RESPONSIBILITIES

- Provide **UCAW-branded materials** to each site: banner, stickers, buttons for staff/teachers
USHE RESPONSIBILITIES

- Provide student survey for data tracking
- Overall data analysis and reporting, high school feedback reports, and student level FAFSA completion data by school and district
USHE RESPONSIBILITIES

State-wide media and promotion
**EXPECTATIONS OF SCHOOLS**

- Select a **site coordinator** and convene a team.
- Conduct a program **during the school day** for seniors to **submit one viable college application**
  - Try to avoid advisory or lunch-time only events
- Engage all students in **college awareness activities**.
- **Solicit funds** from district foundation, businesses, community organizations, to support the **application fees** of students with economic need.
- Distribute **student survey**.
- Plan/host a **FAFSA completion** event.
- **Follow-up programming**: Submissions of required doc, **FAFSA completion**, scholarship applications, and, May **College Decision Day** event.
NEXT STEPS:

- Finalize site team:
  - Counselor, Administration, & District buy-in!
- Don’t underestimate the importance of awareness and preparation activities in helping students overcome application challenges.
- **Application Fee Barrier:** soliciting funds from district foundation, community council, Chamber of Commerce, local businesses
- **Volunteer** recruitment and training
NEXT STEPS:

- Calendar of Events by Oct:
  - What are your school dates?
  - **How will you deliver** UCAW?
    - Please include copy of bell schedule

- Do you have access to **Dropbox**?

- What **additional resources** do you need?
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