



BACKGROUND:

The American College Application Campaign (ACAC) is a national initiative of the American Council on Education (ACE) to increase the number of first-generation and low-income students who pursue a postsecondary education. The purpose of the initiative is to help high school seniors navigate the college admission process and ensure each participating student submits a viable application during the school day in November with support from counselors, teachers, access groups, college and university representatives, or other volunteers. Additional activities and programming surround FAFSA Completion and celebrating a student's decision to attend college at College Signing/College Decision Day in May.

In addition to the goal of providing every high school senior in partner schools the opportunity to complete at least one application, Utah College Application Week (UCAW) has a particular focus on students who will be the first in their families to attend, low-income students, or students who may not have otherwise considered applying to college. This program is low cost for schools although success is reliant on school buy-in, and the ability for the site coordinator to dedicate the hours required for planning and implementation.

2013 PILOT:

Utah piloted college application week with eight high schools in three districts. Over 2,300 students participated submitting over 1,500 college applications. Students reported UCAW increased their interest in going to college by 87%; 55% identified as first-generation college students.

2014 + 2015 EXPANSION:

Utah College Application Week saw enormous growth in both 2014 & 2015 increasing from eight to 49 schools, to 85 school and community sites throughout the state in 2015. With the 2014 campaign UCAW expanded to two weeks with 12,822 college applications submitted while the 2015 campaign saw 21,476 applications submitted.

2016 EXPANSION:

Utah College Application Week continued to grow in 2016 and with 117 partner schools and community sites on board, the campaign expanded to the entire month of November allowing schools to choose their week to host their events. See page 2 for a detailed overview of the 2016 campaign.

117 school & community sites, in **32** school districts

19,519 students participated; submitting **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 after high school graduation (**86%**)

82% know the importance of applying for federal financial aid

79% are planning to complete and submit the FAFSA

28% identified as first-generation college students

(specified as neither parent/guardian attending college)

WHERE DID STUDENTS APPLY?

98.8% applied to a Utah institution

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

13%
private
or other

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

27%
2-year institution

For additional information, or to participate, contact:
Maria Martinez, mmartinez@ushe.edu, 801-366-8454