

# UTAH COLLEGE APPLICATION WEEK



## HIGH SCHOOL EVENT COORDINATOR MANUAL 2023



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# Executive Summary

## **New Event Coordinators**

Welcome to Utah College Application Week! This manual serves the purpose of supporting the planning of a UCAW event. Refer to this manual to organize and plan tasks. There are several items in this manual to begin the planning process:

- Welcome & Background: Utah College Application Week 7
- Event Coordinator Responsibilities 9
- Event Coordinator Checklist 10
- Best Practices: Creating a College-Going Culture/UCAW Awareness 22
- College-Focused Activities in the Classroom 22
- Application Fee Waivers 36
- Data Collection 37
- After Your College Application Event 39
- Resources and Handouts 42

## **Returning Event Coordinators**

Welcome back to Utah College Application Week! This manual serves to remind coordinators of planning tasks and train new UCAW staff members. There are several items in this manual to refresh planners on the process:

- Event Coordinator Responsibilities 9
- Event Coordinator Checklist 10
- Application Fee Waivers 36
- Data Collection 37
- Resources and Handouts 42

## **Partnership with the National American College Application Campaign**

Utah College Application Week aims to provide every high school senior at our partner schools with the opportunity to complete at least one college or university application during the school day. Particular focus is placed on students who will be the first in their families to attend college, low-income students, and students who may not have otherwise considered applying to college.

UCAW is part of the [American College Application Campaign and the ACT Center for Equity in Learning \(ACAC/ACT\)](#). ACAC/ACT is a national effort to increase college access through sharing ideas, developing best practices, and providing technical assistance to implement a college application event.

Remember that UCAW is part of a 1-2-3 step approach that includes a FAFSA Completion Event (refer to the FAFSA Night manual) to ensure students apply for financial aid to receive funding opportunities such as scholarships and grants. Lead-up events can assist students in registering for their FSA ID, and a celebration of College Decision Day in May is the final event in the cycle.

After College Application Week events, school teams should meet to debrief the successes and challenges of the current year's initiative. By quickly assessing what worked and what areas need improvement, teams can jump-start planning for the following year's program and create an action plan to work with students who still need to finish the college and financial aid application processes.

For any questions regarding the information included in this document or about Utah College Application Week, please contact the UCAW State Coordinator at [ucaw@ushe.edu](mailto:ucaw@ushe.edu).

American College Application Campaign  
[equityinlearning.act.org/acac](http://equityinlearning.act.org/acac)

Utah System of Higher Education [ushe.edu/utah-college-application-week](http://ushe.edu/utah-college-application-week)





# SECTION 1: INTRODUCTION

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## Welcome to Utah College Application Week!

This initiative aims to help high school seniors navigate the college admissions process and ensure each high school senior submits at least one college admissions application during the school day. Below are a few items that schools say make a successful UCAW event:

- There is no participation fee or cost for schools participating in UCAW.
- Success is heavily reliant on school buy-in and the ability of a site coordinator to absorb the hours required for planning and implementation.
- As part of Utah College Application Week, schools should plan a FAFSA Completion Event to ensure students apply for financial aid. Lead-up events can assist students in registering for their FAFSA FSA ID.
- A celebration of College Decision Day in May is the final event in the cycle. Nationally, this is viewed as the 1-2-3 step approach.

## About our National Partners: ACAC/ACT

The ACAC initiative began in 2005, run by a single GEAR UP program in Chatham County, North Carolina. By 2008, several other states had started implementing a College Application Campaign. In 2014, ACAC was integrated into all fifty states. Utah joined the initiative in November 2013 with a pilot program of eight high schools in three districts with 2,300 students. Last year, 150 Utah high schools in 43 districts participated, from Logan to Blanding and Tooele to Moab. More than twenty-four thousand seniors completed college applications as part of UCAW last fall.

*\*\*As an ACAC partner state, Utah commits to tracking completed college applications statewide. Tracking college applications and data in each school becomes vital to the sustainability of this program.\*\**





# SECTION 2: UCAW EVENT COORDINATOR PLANNING



## Event Coordinator Role & Responsibility

- Each high school will identify a site coordinator, typically a counselor or an assistant principal, who will be responsible for implementing the program at their school.
- Institutional memory is valuable! This is why we ask that interns and other temporary employees be reserved for assisting in the planning and implementation of UCAW events and that the primary site coordinator be either a school counselor or a permanent school employee. Temporary employees, like interns, are essential to accomplishing UCAW events and maintaining rapport with students and will be an excellent support to a permanent school employee on site.

## Responsibilities of the Utah System of Higher Education

- The state UCAW coordinator will provide national and statewide coordination, overall planning, timelines, tracking/reporting data, and implementation for this program at a state level.
- USHE will create training materials for successful implementation and provide links to UCAW resources on the USHE website: [ushe.edu/utah-college-application-week](https://ushe.edu/utah-college-application-week).

## Responsibilities of Participating High Schools/Districts

- Participating schools are expected to hold their UCAW event during October, which is the state of Utah's official Utah College Application and Financial Aid Awareness Month.
- We encourage site coordinators to implement UCAW in a way that will work with their individual school demographics, staff, volunteers, geography, and resources. The success of UCAW is based on the flexibility to tailor the program to serve best your school schedule, school culture, and student population.
- Many schools have succeeded with a two-week model: one week for building awareness and excitement, followed by the actual application week. Other schools are small enough that their College Application Week is just one day. For more details, see the section *Structuring the Application Event* on page 16.



# Event Coordinator Checklist

## BEFORE UCAW

- ☐ Register your school to participate in UCAW and FAFSA Nights at [https://csbsutah.co1.qualtrics.com/jfe/form/SV\\_88joIEOPTRKtqKi](https://csbsutah.co1.qualtrics.com/jfe/form/SV_88joIEOPTRKtqKi).
  - *Please note that UCAW and FAFSA Night events do not need to occur on the same day or week. The idea is that your school schedules a UCAW event to occur during the school day to allow seniors access to a knowledgeable adult to help them submit at least one college application **AND** a FAFSA Night to occur in the evening to provide parents access to attend.*
- ☐ Review the [2023 UCAW/FAFSA Night List-Public](#) to ensure your school has scheduled the correct dates. Please provide ample time to request a change to ensure volunteer coverage.
  - *Need to change your school's UCAW or FAFSA Night date(s)? Refer to the link above and select "I need to change details on my event."*
- ☐ Build a school site team. Plan the first meeting date and include key planning stakeholders (i.e., teachers, SBOs, administrators, college access personnel, etc.). See the section "Building a UCAW Team" below this checklist.
- ☐ Add the UCAW dates to your school's master calendar.
- ☐ Reserve space and computer labs/carts for UCAW. *The structure of UCAW will be different for each school, but the idea is to reserve time and space to help students apply.*
- ☐ Communicate the opportunity to students, parents, families, and the community; this is a great way to recruit volunteers. Sample letters are in the Resources and Handouts section.
- ☐ Recruit and train school and community volunteers for the day of event tasks. Volunteers may include student leaders, teachers or staff, parents/PTA, alumni, community groups, or local businesses.
- ☐ Coordinate with regional college representatives and college/university admissions offices to serve as volunteers to help students fill out any college applications.
- ☐ Check [ushe.edu/utah-college-application-week](https://ushe.edu/utah-college-application-week) for updated information on college admissions, college application links, and other handouts you can use during UCAW.

Personalized to-dos:

- ☐
- ☐
- ☐

## DURING UCAW

- ☐ Set a goal for seniors to complete at least one college application. College is 1, 2, 4, or more.
- ☐ Welcome volunteers and make sure they are all clear on their roles and responsibilities.
- ☐ Coordinate with your school's FAFSA Night Coordinator to help students register for their FAFSA FSA ID during UCAW.
  - *Be prepared to share information about HB-144 and scholarship opportunities for undocumented students.*
- ☐ Help promote your school's FAFSA Night to students and parents. The idea is that whenever there is a conversation about applying to college, there is a conversation about paying for college.
- ☐ Help students send transcripts to colleges and universities immediately after submitting a college application.
  - *Utilize electronic transcripts whenever possible to reduce time and cost. Refer to the "Electronic Transcript Info & Instructions" handout linked on the UCAW website.*
- ☐ Ensure each senior receives a packet of information, including the "What's Next" document and information on FAFSA completion
  - *Optional: Plan for a make-up event to catch students who were not able to participate during your school's UCAW.*
- ☐ Remember to take pictures during UCAW events and upload them to Facebook, X (formerly Twitter), or Instagram and use hashtags #iApplied, #CollegeBound and #UCAW
- ☐ New Option! College Application Checklist in Keys to Success App. Students explore Utah colleges and have access to a step-by-step checklist of the college application process.

Personalized to-dos:

- ☐
- ☐
- ☐



## EVENT FOLLOW-UP

- ☐ Submit all requested information and data to the Utah System of Higher Education. i.e., your response to the UCAW Event Coordinator Survey.
- ☐ With the support of a college access adviser or scholarship coordinator, create a plan to follow up with students to ensure they submit transcripts and/or submit incomplete college applications.
  - *Optional: Stage a make-up event for those absent or not completing an application.*
- ☐ Have a wrap-up meeting with your school team; discuss positives and things that went well; discuss things that could be improved; and brainstorm ways to eliminate those issues next year.
- ☐ Thank your volunteers; see the Resources and Handouts section for a sample letter.

Personalized to-dos:

- ☐
- ☐
- ☐

## SPRING EVENTS

- ☐ FAFSA Completion events or programming. Work with your school's FAFSA Night coordinator to co-plan or promote any follow-up events happening at your school.
- ☐ National Decision Day, May 1. Plan a small celebration, assembly, or lunchtime activity to celebrate seniors' decision to enroll in college, university, or any postsecondary plan, such as going to the military or Peace Corps, serving a religious mission, or entering the workforce.

Personalized to-dos:

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# Building a UCAW Team

Utah College Application Week events held at participating high schools are collaborative initiatives organized by the event coordinator. A school team comprised of a variety of stakeholders is extremely effective in creating support and buy-in for your school's UCAW event.

Leveraging partnerships with the following groups will provide much-needed volunteers, increase success, and generate additional ideas. The worksheet below provides suggestions for groups to incorporate as you build your team.

- Community organizations
- PTAs and other parent or family groups
- Community councils
- Student clubs or honor societies (Black Student Union, Latinos in Action, etc.)
- Teachers
- College readiness personnel within your school or district (i.e., Utah College Advising Corps, GEAR UP, PACE, TRIO)
- Local college access groups that serve your area

After your Utah College Application Week event, your school team should meet to debrief the successes and challenges of the current year's initiative. By quickly assessing the items below, your school team can get a jump-start on planning for the following year's program.

- What worked and can be continued in next year's event
- What areas need improvement,
- Create an action plan to work with students who still need to finish the college application and financial aid application processes
- Additional items your school team would like to address



## UCAW TEAM WORKSHEET

Potential Partner	Name	Email Address	Phone Number
Administration (principal, assistant principal, etc.)			
School counselors			
Utah College Advising Corps Adviser or Regional Coordinator (if applicable)			
Student leaders			
Teachers			
Title 7 representative (Indian Education)			
PTA, parent, or community council representatives			
School district foundation			
Community non-profit organization			
Faith-based community representative			
K-12 or K-16 alliance			
Local business leaders			
Mayor's office			
School Board Association			



College Access Personnel (may not be applicable in all districts or all schools)			
AVID partner			
GEAR UP			
TRiO – Talent Search			
TRiO – Upward Bound			
POP (People of the Pacific)			
BSU (Black Student Union)			



# Staging a Successful Event

## School Buy-In

Based on feedback from previous UCAW events, the schools with the most success during UCAW had strong support from school administration and district staff. Engaging teachers and other staff to help with awareness activities and application efforts also creates a more successful event.

Key Elements High schools implementing a successful Utah College Application Week event at their school will include the following as part of their initiative:

- **School team.** Identify and gather a school team comprised of counselors, staff, and community members with support from the school administration and district.
- **Space to host event activities.** Reserve and use computer rooms or classrooms for students to complete their applications during UCAW events.
- **FSA ID.** Assist each eligible high school senior in registering for an FSA ID. This helps to link the college application process to financial aid opportunities by hosting at least one FAFSA Completion event.
- **Follow up with students after the event** to ensure the applications they submitted are complete, including official high school and Concurrent Enrollment transcripts, college entrance exam scores, payment of application fees, etc.
- **Create awareness of postsecondary options.** Continue to create a college-going culture within your school through a variety of approaches—some suggestions and best practices are included in this guide.
- **Decision Day.** Create a celebration surrounding National Signing Day/College Decision Day during the first part of May. Visit [Better Make Room College Signing Day](#) for more information and ideas.
- **Engagement with the local entities.** Engage local college access programs, community organizations, families, and others through volunteer opportunities, informational letters, advertising campaigns, or other marketing efforts.

## Best Practices to Set up an Event

- Leverage the support of the school team to ensure that students are prepared to participate in the event.
- Plan pre-application activities, such as giving students the assignment to research the institutions they want to apply to through the Keys to Success College Application Checklist, Student Interest Worksheet, or College Application Checklist.
- Work with students to be aware of the information required to file a college admissions

application by using the College Application Worksheet (i.e., application fees, testing requirements, driver's license, enrollment deposit).

- Use student leaders or other peer-to-peer mentors throughout the process. Several other schools reported this as a very positive addition to their UCAW event.
- **Optional:** Solicit funds from businesses, community organizations, or district foundations to support students with financial needs to help with application fees, as well as other donations to be used as prizes and giveaways for students.

## Branding

UCAW is a statewide initiative linked to a national campaign. Although implementation is done at the school level, each event is treated as part of national and statewide college access programming. Please include the UCAW logo in addition to any district or school logos when planning and executing your own advertising, marketing, and communication efforts; this includes all letters or communications to students and parents, handouts, printed posters, press releases, and thank you letters. **All school-produced documents should include the UCAW logo, any district or school logs, and copyright.**

The logo for Utah College Application Week, featuring the words "UTAH COLLEGE APPLICATION WEEK" in a bold, blue, sans-serif font.The logo for the American College Application Campaign (ACAC) Utah. It features the letters "ACAC" in a large, blue, serif font, with a red graduation cap icon integrated into the letter "A". Below "ACAC" is the text "American College Application Campaign" in a smaller, blue, sans-serif font, and below that is the word "Utah" in a large, blue, serif font.A rectangular button or sticker for Utah College Application Week. It has a light gray background with the words "UTAH COLLEGE APPLICATION WEEK" in a bold, white, sans-serif font.The logo for the American College Application Campaign (ACAC) and the ACT Center for Equity in Learning. It features the letters "ACAC" in a large, blue, serif font, with a red graduation cap icon integrated into the letter "A". Below "ACAC" is the text "American College Application Campaign" in a smaller, blue, sans-serif font. Below that is the "ACT" logo in a blue, sans-serif font, followed by the text "Center for Equity in Learning" in a smaller, blue, sans-serif font.

Promotional material during UCAW events includes the button and/or sticker. USHE tries to provide these materials to schools, but materials may not be provided each year. Schools have the option to use the button and sticker design and print their own.

See page 52 for UCAW material files. If you need specific files, please reach out to [ucaw@ushe.edu](mailto:ucaw@ushe.edu).



# Structuring the Application Event

## The Core Class Model

The most popular model for UCAW is to organize the event around core classes that enroll all high school seniors, usually English, and bring those classes to the computer lab during regular class time to participate in UCAW. For schools with limited computer labs, this means scheduling class lab space throughout the week. This is the easiest model to plan, but be aware of other events that may have recently encroached on core class teachers' instruction time.

## The Non-Core Model

Instead of using core classes, some schools have used citizenship/government classes for College Application Week. Keep in mind that not all seniors are in this half-year class during the fall. Schools that use this model have identified students who were outside the citizenship/government courses and checked them out of another non-core class to participate.

## The Technology Model

Some schools have enough computer labs, individual laptops, and bandwidth for the entire senior class to be online at the same time filling out applications. Schools will still need to designate a room for students using laptops and staff those rooms with teachers, counselors, or volunteers who are familiar with the application process to help answer questions. Using this formula, a high school may be able to schedule all seniors to complete an application in a single day or half-day, depending on school size.

## The Hybrid Model

Some schools, for example, Provo High School, distribute a short survey to their seniors, asking them to identify the top schools they wish to apply to. Provo High then checked out students based on the institution they were applying to and sent them to the appropriate computer lab. For example, all students who were applying to UVU were in the same computer lab at the same time, with a college rep from UVU there to help answer questions. All students who were applying to USU were in the computer lab at the same time with a USU rep there to offer additional assistance. Having all students fill out the same application at the same time contributed to some group troubleshooting. This method takes more planning and preparation hours but runs very smoothly.



## **Optimizing Resources Model**

San Juan is a rural district with a lot of square mileage and five high schools. Their College Application Week team consisted of individuals from the district and from the USU-Blanding campus. This team spent one day at each high school for a week, assisting students in filling out applications. Due to their small class size and large distances between schools, this method helped each high school maximize its resources. The district and USU-Blanding were able to equally support the schools by traveling to each one on a designated day.

## **Individualized College Planning Model**

For schools that have a small senior class, you may find it more effective to meet with students individually to discuss their college plans with the goal of submitting one college application together. When the student hears back about their acceptance and financial aid package to multiple colleges, you may consider holding a meeting involving the student's parents or guardians to talk about choosing the best college for the student's needs.

## **Distance Learning Model**

Given the rise of the pandemic in 2020, many schools implemented UCAW through distance learning. Schools have created a self-directed Canvas course, while others have created a page on their school counseling site for their event. Schools may also consider directing students to the Keys to Success College Application Checklist to help students explore colleges. Social distanced events may be possible, so please follow your district and school policy.

## **Online Model**

Some schools operate fully online or may choose to plan an online event to cater to their students' needs. This model is very similar to the distance learning model in that you may consider setting up a Zoom with breakout rooms and assigning a volunteer to help on a specific college application so all students walk through the application together. If your school is small enough, you may consider meeting with students individually to discuss their college plans with the goal of submitting a college application by the end of the meeting. Parents could also be involved in this process.



## Additional Resources

American College Application Campaign

[acac@act.edu](mailto:acac@act.edu)

College Application Week Utah System of Higher Education

[ushe.edu/utah-college-application-week](http://ushe.edu/utah-college-application-week) [ucaw@ushe.edu](mailto:ucaw@ushe.edu)

Keys to Success

[ktsutah.org/ucaw](http://ktsutah.org/ucaw)

Georgia Apply to College Materials University System of Georgia

[usg.edu/apply-to-college](http://usg.edu/apply-to-college)

Go On, Idaho! Statewide FAFSA DAY

[financialaid.boisestate.edu/timely-tips-archive/goonidahostatewidefafsaday](http://financialaid.boisestate.edu/timely-tips-archive/goonidahostatewidefafsaday)

Kentucky College Application Week Materials Kentucky Higher Education Assistance Authority

[kheaa.com/website/kycaw/home](http://kheaa.com/website/kycaw/home)

Michigan College Application Week

[micollegeaccess.org/events/college-application-week](http://micollegeaccess.org/events/college-application-week) [micollegeaccess.org/events/college-application-week/site-coordinator-resources](http://micollegeaccess.org/events/college-application-week/site-coordinator-resources)

North Carolina College Application Week College Foundation of North Carolina

[cfnc.org/caw](http://cfnc.org/caw)

Oregon College Application Week Oregon Goes to College

[oregongoestocollege.org](http://oregongoestocollege.org)

West Virginia College Application and Exploration Week College Foundation of West Virginia

[cfwvconnect.com/caew.html](http://cfwvconnect.com/caew.html)







# SECTION 3:

## Pre-Event Awareness & Activities

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# Best Practices: Creating a College-Going Culture and Preparing Students for College Application Week

Provide activities for **all students** in your school prior to and during Utah College Application Week. You might organize workshops during student/family pre-college evening events, during homeroom with students, or during the actual College Application Week. You can find templates for some of these activities included in the Resource and Handouts section.

Some topics to focus on include:

- **9th grade:** Decision making, learning styles, study habits, high school transcript, academic planning, connections between school and careers, how to qualify for a scholarship, colleges and the degrees/certificates offered, college admission criteria, etc.
- **10th grade:** Progress check, extracurricular activities, earning college credit during high school (AP, IB, Concurrent Enrollment), college costs and ways to pay, college visits (including online visits), ACT, etc.
- **11th grade:** Money management, finding scholarships, admissions process, college entrance tests, preparing to apply, writing personal statements and essays, etc.
- **12th graders who have already applied to college:** peer-to-peer mentoring during College Application Week, what to expect in college, resume writing, FAFSA, searching for scholarships, finding the right college for you, etc.

## College-Focused Activities in the Classroom

- **New Option: Keys to Success (KTS) College Application Checklist.** Students explore Utah colleges and have access to a step-by-step checklist of the college application process. The feature launched in October 2022, and now there is a KTS app available all year so students can keep track of the steps it takes to apply to college. Download the KTS app from the Apple Store or Google Play.
- The US Department of Education Federal Student Aid Office and the Utah System of Higher Education have grade-level checklists and research tools to help students become academically and financially prepared for postsecondary education. These checklists and resources can be utilized in classroom preparation activities:
  - [studentaid.gov/resources/prepare-for-college/checklists](https://studentaid.gov/resources/prepare-for-college/checklists)
  - [https://ushe.edu/wp-content/uploads/pdf/k-12/college\\_guide-english.pdf](https://ushe.edu/wp-content/uploads/pdf/k-12/college_guide-english.pdf) (English)
  - [https://ushe.edu/wp-content/uploads/pdf/k-12/college\\_guide-spanish.pdf](https://ushe.edu/wp-content/uploads/pdf/k-12/college_guide-spanish.pdf) (Spanish)
- Ask English teachers if they would be willing to coordinate a writing workshop for

personal statements or essays. Teachers can go over correct grammar and language to use on a college application or scholarship. Additionally, stress the importance of using appropriate email addresses (i.e., not hottiegirl1@gmail.com or [skoolsucks@gmail.com](mailto:skoolsucks@gmail.com)).

- See if civics, psychology, or social studies teachers will lead a college match lesson where students research and identify schools that are a good fit for their academic records and goals.
- Ask financial literacy teachers if they would be willing to do a lesson on calculating financial need, student loan repayment options, and the return on investment of a college degree. Investigating the average salaries of students who graduate in particular fields is an important piece of the research.

# Communicating to Students, Families, Community Organizations

The following are examples, ideas, and suggestions for UCAW activities you can implement at your school. You will have the opportunity to share what your school has done by sharing a response to the UCAW Event Coordinator survey.

## College Logo Pennants

A fun way to celebrate students who have applied to college is the college logo pennants. After a student applies to a college, have them write their name on a college pennant and hang it up on the designated bulletin board or wall.

Some schools hang up a map of UT or the U.S. on a wall of a high-traffic area and pin the location of the colleges to the senior class that has applied. This option may cut down on paper pennants.



## College Application Week Folder

The College Application Week folder has become a popular way to make sure students have all their necessary application information in one place. Event coordinators create a folder for each student with the student's name, their current transcript, and copies of all UCAW worksheets and informational documents, as well as places for students to write down their usernames and passwords for college or university applications. The folders are theirs to keep and refer to throughout their senior year.

## "Ask Me!" Signs

"Ask Me!" signs are a quick and low-cost way to create awareness and excitement for your

school's College Application Week. Send the "Ask Me!" sign to all staff members in the school, have them customize it, and hang it on the door or the wall outside their classroom or office.



### **College Application Worksheet**

Create a list of common information regularly found on college applications so that students can gather the necessary information before applying during UCAW.

### **Student Interest Worksheet**

Create a form to provide to students prior to UCAW events to determine colleges they are interested in and help prepare students to create a list of colleges prior to UCAW. This can help volunteers and UCAW event staff learn the colleges most students are interested in applying to and build a relationship with college admissions reps.

### **Senior Assembly**

An assembly can be a great way to build excitement about applying to college. Invite guest speakers to talk about their college experience or talk about resources while in college. Be creative and consider having student leaders create the agenda with your support.

### **Mini Senior College Tour**

Invite degree-granting and technical colleges in your area to visit with seniors before UCAW. If



your school participated in the Utah Higher Education Day (aka, Utah College Tour, Junior College Day), this could be a mini version of that. In essence, you would reserve space for a few colleges to present to students about their admissions process, tuition, scholarships, first-year programs, and resources. Students pick 2-3 colleges they want to hear from during the school day.

### **Lunch Activities**

Lunchtime can be a good starting place to promote UCAW and build momentum to apply to college. This could be as simple as a table with signage of “Ask Me How to Apply to College” or “Ask Me About Ways to Pay for College.” The idea can help facilitate your school’s goals to promote a college-going culture for all students, with a special focus on sending the message to seniors to apply to college.

### **College Fairs**

Invite Utah colleges and universities to set up a booth with information about admissions, a specific program, or resources. This could also be a workshop event by having colleges present to students and their families. Evening can work best to be accessible to parents and guardians.

### **Utah College Application Week Poster**

Hang these posters throughout your campus to bring awareness to all students of the dates UCAW will happen at the school. Invite seniors to participate during your school’s UCAW dates and engage on social media by using **#UCAW**, **#CollegeBound**, and **#iApplied**. Get creative by creating your own school-specific hashtags.

### **College T-Shirt/Sweatshirt Days**

An easy and fun way to generate some excitement in your school is to host college t-shirt or sweatshirt days. Get everyone involved—all students, staff, and administrators! Many schools host these types of college spirit days for several Fridays prior to the school’s College Application Week or every day during the week preceding the event.

### **School Website**

Use your school’s website to communicate the opportunity to participate in Utah’s College Application Week to students, their families, and the community. In addition to adding your College Application Week to your school calendar, be sure to include pre-event activities on the calendar as well. Use your website to post any materials that you want students and their families to have access to prior to your event.





## Senior Canvas Course

Use your school's Canvas portal to create a one-stop shop for all seniors to access throughout October and throughout the year. In addition to information about Utah colleges (2-year, 4-year colleges, and technical colleges), post information on scholarships, FAFSA, and other resources that are pertinent to the student demographics. If your school has a college adviser, you may consider including them in the creation of this canvas course.

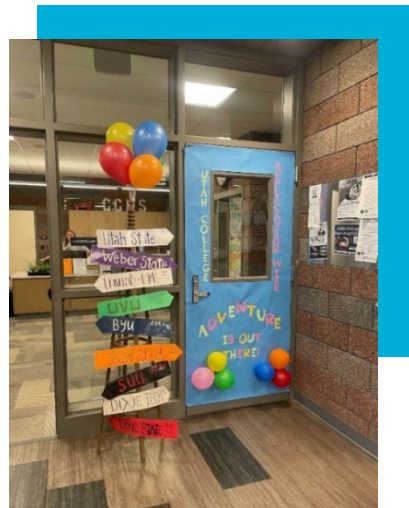
## Morning Announcements

You can also generate excitement by highlighting different colleges and universities during school announcements in the weeks leading up to your event.

Make the announcements exciting by having speakers provide a unique fact about the school, sing the school's spirit song, or take other creative approaches.

## Involve Teachers and Staff

Invite teachers/staff to share their college experience, wear their alma mater gear, decorate their classroom or door with college banners, mascots, or other items, and post signs on classroom doors. Throughout your high school, promote multiple colleges, not one specific college.



## Informational Letters

Send letters or postcards to parents and community partners with information and a timeline for UCAW.



### **Phone/Email Blast Message**

To ensure students have time to prepare for the event, we recommend that you send a phone or text blast to parents at least three weeks prior to the program. If your school has a college adviser, you may consider including them in engaging parents. Sample message: “This is a friendly reminder that (Name of High School) will be hosting Utah College Application Week October XX-XX to encourage all seniors to apply to at least one college if they haven’t already done so. Students should come to school that week knowing where they want to apply and should be prepared to fill out a college application by bringing the necessary information like prior college courses completed (AP, Concurrent Enrollment). Please reach out to our [job title of the person overseeing UCAW] at [contact information] to answer any questions.”

### **School Newspaper**

Enlist the yearbook staff or school newspaper writers to interview seniors about their college plans and publish these interviews in the school paper. Post graphics or ads in the school newspaper or create a special section in the school newspaper talking about College Application Week.



### **School District Awareness & Possible Financial Support**

You may want to ask your school district foundation to set aside some funds to help high-need students pay college application fees. Additionally, a districtwide proclamation of UCAW can spread awareness throughout the community and elementary and junior high/middle schools within your district.





# SECTION 4:

## Media and Public Relations

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# Utah College Application Week Media

## Information and Guidelines

As a statewide campaign, USHE is able to gain public support and momentum through strategic public relations, press releases, and communication.

Coordination of local and statewide media generates support and awareness from the government, businesses, and the community.

Individual schools and districts are welcome to contact and speak with the media regarding their College Application Week events. Please make sure to follow district or LEA media policies and rules. Suggested press release verbiage is in the Resources and Handouts section; we ask that schools include this information in any communications with media.

## Photo/Video Release Forms

If you are planning to use a student's likeness via photo or video images, please follow your district or LEA guidelines on photo release forms and keep them on file.

## Local Press Releases

Contact your local media to inform them of your College Application Week. If school policy allows, invite media to cover your program. Media coverage will help students, families, and the community recognize the importance of this program for your school and students. If your school or district has a public relations specialist, utilize them to draft your press release and send it to the proper outlets.

## Mayoral Proclamations

USHE will work with the Governor's Office to proclaim October Utah College Awareness & Application Month. A mayoral proclamation for your city is a wonderful complement. If there are multiple schools in your city limits implementing an event, be sure to coordinate with them so the proclamation is accurate and reflects all participating schools. A sample proclamation is included in the Resources and Handouts section.

## Social Media

Social media is one of the easiest and quickest ways to share information. It is helpful to create posts ahead of time that include theUCAW hashtags so you can encourage students to use their own social media accounts to share the event with their friends. Pre-selected hashtags are **#UCAW**, **#whyapply**, and **#iApplied**; hashtags help brand theUCAW campaign, make those messages searchable, and group them online to identify whether they are trending. Follow **@USHECounselor** and **@higheredutah** on X (formerly Twitter).





### ***Example Social Media Posts***

**Facebook:** Post multiple 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. Include photos when possible to illustrate the success of your event.

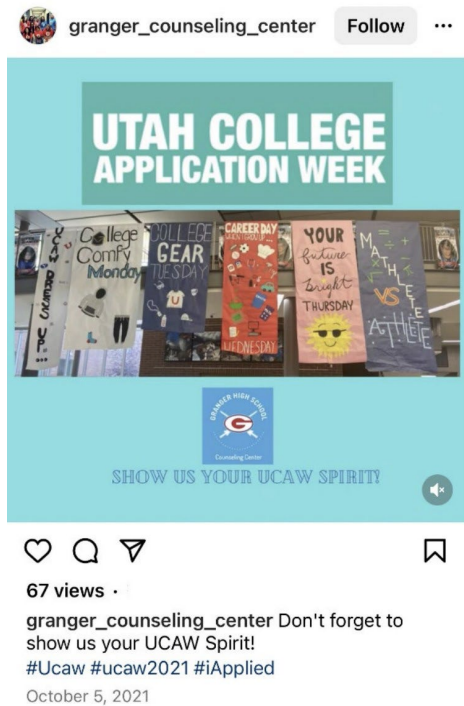
**X (formerly Twitter):** X has a limit of 280 characters per post. To leave space for users to retweet your post and add a comment, try to keep them to 140 characters or less. Use the recommended hashtags **#UCAW**, **#CollegeBound**, and **#iApplied** to help with branding and searchability. Include photos when possible. Encourage students to use these hashtags as well. Follow **@USHECounselor** and **@higheredutah** on X.



## X (formerly Twitter) Example:



## Instagram Example:





## Media/PR Tips

In accordance with your respective district/LEA's media policy:

### Media

If the media contacts you to do a story or if they agree to film any UCAW assemblies or activities:

- Send them to the public relations/communications professional at your district/LEA, if applicable ([www.schools.utah.gov/schoolsdirectory](http://www.schools.utah.gov/schoolsdirectory); and here for districts: [www.schools.utah.gov/schooldistricts](http://www.schools.utah.gov/schooldistricts)).
- Contact Trisha Dugovic, Utah System of Higher Education Director of Communications, at [tdugovic@ushe.edu](mailto:tdugovic@ushe.edu).

If you are reaching out to the media by press release or other action:

- Make sure that the public relations/communications professional at your district/LEA is involved, if applicable
- Follow all current school district media protocol
- Blind Copy (BCC) Trisha Dugovic on all press releases or other actions ([tdugovic@ushe.edu](mailto:tdugovic@ushe.edu))

### Press releases

We suggest that the following paragraph be used at the bottom of press releases:

#### About Utah College Application Week

Utah College Application Week (UCAW) gives every high school senior in participating schools the opportunity to apply to college during the school day. UCAW is coordinated by the Utah System of Higher Education, is part of the American College Application Campaign (ACAC) and ACT Center for Equity in Learning, and focuses on supporting first-generation and low-income students to apply to and enroll in college.





# SECTION 5:

## During Utah College Application Week

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## Utah College Application Week Materials

Previously, the Utah System of Higher Education has providedUCAW materials such as buttons and stickers. We have limited resources to provide these materials. However, we encourage schools to still utilize any “Ask Me about College” buttons you have recycled for volunteers. Buttons are for volunteers and school staff to use annually and identify them as a resource to students during your college application event. If you would like to print your own buttons and stickers, see page 52 for files to save you time on designing your own.

## Schedule of Events

To keep your school team, administration, teachers, other staff, and volunteers on the same page throughout your College Application Week event, we recommend distributing a detailed schedule of what will be happening where and when in your school.

## Student Instructions on the Day of the Event

Provide students with the *Students Instructions Handout* for a step-by-step checklist of the college application process. This handout is similar to the information students find within the Keys to Success App feature called College Application Checklist. The online version of this checklist will provide more details with direct links to applications from Utah colleges and universities, as well as information on financial aid and scholarships.

To access the online College Application Checklist, have the student create a KTS login. If a student already has a login, they will have access to this feature.

## Volunteer Tasks

Volunteers are an important part of a successful College Application Week. Be sure to follow your district and LEA guidelines on using volunteers in the school. Although familiarity with the college application process is a plus, it is not required for volunteers to have a meaningful experience at a participating high school. Here are a few tasks that volunteers can perform during any given College Application Week event:

- Post directional signs in the school for the event. Good signage is the key to reminding students of the event and getting them to the right place.
- Greet students as they arrive at the computer lab.
- Help students log on to a college’s website portal 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.
- Help students register for the FSA ID after they submit their college application(s).



- Share personal college experiences with students, as requested.
- Distribute materials to students after they complete their college application(s), such as the “I Applied, What’s Next?” handout and a reminder to attend the FAFSA Completion event scheduled at the school.
- Congratulate each student on applying to college and encourage them to complete their admission by sending in their high school transcript, test scores, or any other documentation that the college may require.
- Encourage students to share their experiences with other classmates.

## **Application Fees**

USHE does not have the ability to distribute monies to help low-income students cover application fees. We ask that individual schools or districts take on the task of finding secure dollars and formalizing processes for their use. During your event team meetings, you will need to brainstorm and finalize any options for helping low-income students pay college application fees. In previous years, some schools used school district foundation funds; others solicited businesses and community organizations to donate funds to pay application fees. Some schools have loaded donated funds onto a VISA debit card; others have used a school credit card and carefully tracked the charges. Be sure to clear this process with your administration and/or school district.

## **Facts-at-a-Glance and Application Waiver Matrix**

The USHE Access team works throughout the summer to update the Facts-at-a-Glance. This document provides information on application fees, Utah college admission and scholarship deadlines, and tuition costs. In addition, a matrix of application fee waiver codes provided by institutions is also updated. If you have registered as an event coordinator, we will provide up-to-date information on fee waivers and application requirements via email and on the USHE College Application and Financial Aid Resources [website](#) by September.



# Data Collection

USHE needs to be able to report back to the Utah Board of Higher Education, the Governor's Office, and the state legislature, as well as our national partners, on how many high school seniors participate in UCAW events across the state.

You will also probably want to report to school administrators, the school board, parents, volunteers, and community members about the impact of your program.

Data tracking helps both of those efforts. USHE continues to administer the UCAW Coordinator Survey to help reduce surveying students directly. Your response will help capture the number of students who applied to college. In an effort to capture all students, please count the students who apply to college during and after your school's UCAW event. **Please submit your survey response by December 2023.**

[https://csbsutah.co1.qualtrics.com/jfe/form/SV\\_1TRAwdmJthswYce](https://csbsutah.co1.qualtrics.com/jfe/form/SV_1TRAwdmJthswYce)

## QR Code to UCAW Coordinator Survey





## SECTION 6:

# Post-Event & Follow Up

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# After Your College Application Event

## Team Debrief

As noted on the timeline and checklist included in this manual, it is important that your school team meet after the College Application program to discuss what worked and identify areas for improvement. This time can also be used to share first impressions of the results of your program.

Use the student sign-out sheet to understand the number of students who applied to college and the number of applications that were submitted. During this debrief meeting, the school team should identify a plan to follow up with participating students to ensure they complete the application process (by submitting transcripts, test scores, application fees, etc.) and that they submit a completed FAFSA.

School counselors, AVID, GEAR UP, TRiO, or UCAC advisers can be potential staff members to help follow up individually with students to ensure all application fees have been paid and transcripts are submitted to colleges and universities.

## FAFSA Completion

All students should have an FSA ID after College Application Week. Talk with students and families about the importance of FAFSA completion and notify them of FAFSA completion events in your area or offer any other assistance necessary. This includes giving all students additional information on scholarships (state, institutional, and private), grants, and H.B. 144 as potential options outside of federal financial aid. **Please refer to the FAFSA Night Coordinator Manual for additional information.**

## Volunteer Thank you Letters

You notified your community that the event was coming up—now make sure you communicate about the success of your program! Use the post-event press release template in the Resources and Handouts section to update your local media about the impact of your program.





# College Decision Day Activities

The end of a student's senior year is often centered on celebrating their graduation from high school. Decision Day is also intended to celebrate their decision to attend an institution of higher education or pursue other postsecondary plans. While National College Decision Day is May 1, any time in May would be appropriate for this activity. It is easy to honor every senior's postsecondary plans, whether that includes a 2-year or 4-year college degree, military or religious service, or a technical certificate.

## Ideas for College Decision Day:

- Have a school-wide event, inviting student groups from the local college or university to talk about First Year programs and what it's like to be a student.
- Organize a College Decision Day assembly.
- Have a carnival-type celebration with activities and games and include the school administration.
- Keep things casual by having a quick morning or lunchtime event, where you invite seniors, their parents, underclassmen, faculty, and counselors to mingle in the cafeteria for 30-45 minutes. Hosting this event in the morning, prior to 1st period, won't interfere with many events, and working parents can stop in on their way to work. Doughnuts, bagels, muffins, juice, and coffee make it a celebration without spending too much money. Invite the principal to say a few quick remarks about how proud they are of the seniors and all their wonderful accomplishments.
- Encourage students and faculty to wear college t-shirts, college colors, or other college gear.
- Hang up a picture of each senior and include their postsecondary plans and perhaps also a quote, yearbook-style. Or have seniors fill out a blank pennant with their name, their college, and any major or career plans.
- Play college fight songs at a table where students can write thank-you notes to teachers or faculty who have helped with their college applications. Have a photo wall backdrop where students can take pictures to upload to Facebook, X (formerly Twitter), or Instagram and encourage the use of the hashtag #DecisionDay.
- Create a bulletin board or wall map with names of students and where they are going to college, for example, "Where is the Class of \_\_\_\_\_ Going?"



# Social Media Surrounding National Decision Day

Post multiple times a week on your social media channels 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. We recommend using the hashtags **#DecisionDay**, **#CollegeSigningDay**, and **#BetterMakeRoom** to help brand your campaign and make messages related to Utah College Application Week searchable online. Include photos, when possible, to illustrate the success of your event.

## Sample social media posts:

- You've taken the ACT, and you've filled out the FAFSA; now, your hard work is about to pay off! College **#DecisionDay** is May 1. We can't wait to hear where you are going this fall.
- College **#DecisionDay** is around the corner. What factors will weigh into what college you choose?
- While you're thinking about who your prom date might be, don't forget to keep thinking about where you're going to college this fall. Whether it's a community college, a 4-year university, or a technical college, you've made a big decision to keep learning!

### **#DecisionDay**

- May 1 is College **#DecisionDay**! Join us in congratulating our seniors on this big decision.
- Tomorrow is College **#DecisionDay**. Show your spirit as we celebrate your future! We are so proud of our seniors.
- Today is the day seniors tell us where they are going to college. Don't forget to wear your college gear to celebrate. It's **#DecisionDay**!
- Seniors! May 1 is College **#DecisionDay**. Where are you going?
- Congratulations, seniors, on your College Decision Day!
- College **#DecisionDay** is next week. Remember to wear your **#college** colors to school.
- It's Utah's College **#DecisionDay**! Show us how you're celebrating.
- You've made the right choice for planning for life after high school. **#DecisionDay**

For more ideas to plan a celebration, visit the Better Make Room website:

[collegesigningday.bettermakerroom.org/](http://collegesigningday.bettermakerroom.org/)





# Student Resources & Handouts

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# How to Apply to College

**Congratulations! You are taking the first step toward going to college—applying!** Refer to this list as you complete the college application process.

**Step 1: Make a list of colleges and compare them to determine the best fit for you.** You can discuss your list with a parent, college adviser, or school counselor. Create a comparison list through [ktsutah.org/log-in](https://ktsutah.org/log-in) under the “College Application Checklist” feature or use the list from the Utah Programs and Majors Guide [utahmajors.org/types-of-colleges](https://utahmajors.org/types-of-colleges).

**Step 2: Choose the type of certificate or degree and major you want to pursue in college.** Each college and program will have different offerings, such as certificates, associate, applied associate, bachelor’s, master’s, or doctorate degrees. To learn more, visit [utahmajors.org](https://utahmajors.org).

**Step 3: Use the resources below to discover exciting career paths.** Part of going to college is exploring what you want to do with the degree or certificate you will earn. Explore your options with [launchmycareer.utahfutures.org](https://launchmycareer.utahfutures.org).

**Step 4: APPLY! Go to the college’s website and find their admissions application portal.** You can find a list of college application links through your high school’s website or at [ktsutah.org/ucaw](https://ktsutah.org/ucaw). Check with your school counselor or volunteer for application fee waiver codes.

**Step 5: Send your OFFICIAL high school transcript after you submit your college applications and, if applicable, Concurrent Enrollment college transcript(s).** Most colleges allow students to send electronic transcripts directly from their high school. Ask your school counselor or volunteer for the process to send transcripts. **Make a note of any additional items you need to submit with your application** (essay, transcripts, ACT or SAT scores, or recommendation letters).

**Step 6: Create your FSA ID at <https://studentaid.gov/fsa-id/create-account/>.** **REMEMBER YOUR FSA ID!** You will need this to fill out and sign your Free Application for Federal Student Aid (FAFSA) form as soon as possible! This is an important step because many grants and scholarships may require that you submit a FAFSA. Write it down to help you remember and keep it in a safe place. **Be sure to ask your school counselor or college adviser for help researching scholarships you can apply to!**

**Step 7: Follow up and apply for aid and scholarships!** Make sure you submit any additional information required by the colleges you applied to, such as recommendation letters, test scores, and high school transcripts. The next step is for you to complete your FAFSA form and scholarship applications. Sit down with your parents/guardians to submit the FAFSA or ask your counselor or college adviser about a FAFSA Completion Open House taking place at your school.

## Congratulations! You are on your way to starting college!

### I've Applied to College! What's Next?

Congratulations! You have taken the first step to go to college – you've applied! Once you have submitted your online application, colleges should be in touch with you to inform you of the status of your application. **Make sure to check your email.** If the college has not contacted you within four to six weeks of your submission, contact the admissions office to ask about your application status.

**With the online portion of your application complete, there are a few more steps you need to finish.**

**You need to submit:**

- Official high school transcripts (signed and with a school seal or electronic sent from the high school registrar)
- If you are applying for HB-144, you will also need to **send your official final transcript with your graduation date listed along with the affidavit corresponding to the college.**
- Application fee (if you chose the “pay later” option)
- College transcripts from Concurrent Enrollment (CE) courses or AP test scores (if required)
- ACT scores (if required)
- Letters of recommendation (if required)
- Essay (if required)

**After you are accepted, consider the following to make your final decisions and prepare for college expenses:**

- After completing the FAFSA, you will receive a financial aid offer letter. Review your offer letter and decide what financial aid and scholarships you will accept.
- Decide if you want to live on campus, off campus, or commute. Remember to do this EARLY! Most colleges have early deadlines for on-campus housing.
- Attend new student orientation.
- Schedule a meeting with an academic adviser to discuss first-year coursework.
- Register for classes as a new student.

## Financial Aid

**Seniors graduating high school in 2024 should file the 2024-2025 FAFSA.** In December 2023, you can complete the Free Application for Federal Student Aid (FAFSA) online. You must complete the FAFSA to be considered for grants, work-study funds, student loans, and some scholarships. You should complete the FAFSA as soon as possible to meet your college's FAFSA deadline to access the most money possible.

**Steps to take to be the most prepared to submit your FAFSA form EARLY:**

- Participate in your school's FAFSA Completion Night. Ask your school counselor for help completing the FAFSA form or for more information.
- Speak with family members and school counselors about your financial aid options.
- Keys to Success has several resources on saving and paying for college. You can access a full FAFSA walkthrough video to help you fill out the FAFSA form at [ktsutah.org/resources](https://ktsutah.org/resources).
- You and a parent will need an FSA ID to complete your FAFSA yearly. If you did not register for an



FSA ID or have forgotten it, visit [studentaid.gov/fsa-id/create-account](https://studentaid.gov/fsa-id/create-account).

- If your parent does not have a Social Security number, they will still be able to create an FSA ID. Talk with your school counselor or college adviser for more information.

## Scholarships

### Resources for Finding Scholarships

Scholarships are a great way to pay for college because they do not have to be paid back. You must dedicate time and energy to submit additional scholarship applications. **Read all requirements** and instructions carefully and **stick to all deadlines**. Lean on the help from counselors, teachers, and college advisers who can support you in applying for scholarships!

### Here are a few places to search for scholarships:

- Ask your school counselor or scholarship coordinator.
- Apply through your college or university.
- Explore options through your parents' employers.
- Explore local and community scholarships.
- Search for scholarships online.
- Explore the [state of Utah's scholarships and aid programs](#).
- [Keys to Success](#) connects students with local scholarships, internships, and other opportunities.
- Scholarship lists for undocumented students:
  - [linktr.ee/slccdreamcenter](https://linktr.ee/slccdreamcenter)
  - [dream.utah.edu/dream\\_scholarships.php](https://dream.utah.edu/dream_scholarships.php)

## 2024-2025 FAFSA

(Updated information on what you'll need to complete the form is coming soon.)

**Before you apply for financial aid**, create one FSA ID (aka the FAFSA username and password) for you, the student, and all parents involved in the FAFSA [studentaid.gov/fsa-id/create-account](https://studentaid.gov/fsa-id/create-account).

### Students and parent/(s) need to gather these things:

- Social Security cards for both student and parent(s)
  - If the parent(s) does not have one, enter ITIN or type 000-00-0000 for the SSN.
  - If the student doesn't have one, you will be unable to file the FAFSA. Please talk with a school counselor or college adviser about other ways to pay for college, scholarship opportunities, and HB 144.
- If applicable, the student's I-94 paperwork or Permanent Resident Card
- If applicable, the student's driver's license
- W-2 forms and other records of taxed income\*\* for both student and parent(s)
- Federal Income Tax Return\*\*\* for both student and parent(s)
- Current bank statements for both student and parent(s)
- Untaxed income records for both student and parent(s)
- Current information pertaining to businesses and investments, including documentation outlining the value of businesses or farms, stocks, bonds, 529 or Coverdell college savings plans, cryptocurrency, mortgage information about any properties OTHER THAN a primary residence, or other investment records\*\*\*\* for both student and parent(s).



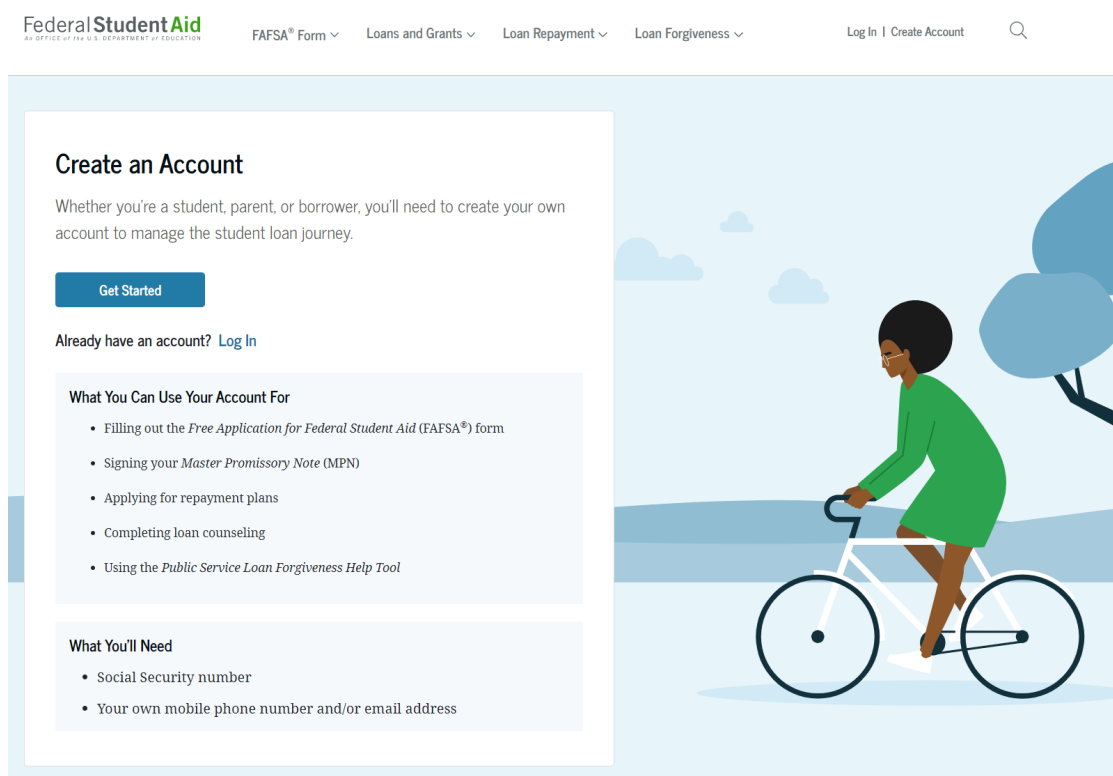
## USHE Financial Aid/FAFSA Help Information:

Phone: 801-646-4562

Email: [fafsahelp@ushe.edu](mailto:fafsahelp@ushe.edu)

### FSA ID Registration

Go to [studentaid.gov/fsa-id/create-account](https://studentaid.gov/fsa-id/create-account) and select “Get Started.”



- Your FSA ID will not change, and you should use it every year you file a FAFSA form. Use a permanent email address (not your school email address).
- Remember your information by writing it down below.
  - Username:
  - Password:
  - Email Address:
  - Mobile Phone Number (used to sign up):
  - Other Info:
  - Challenge Question 1:
  - Challenge Question 2:
  - Challenge Question 3:
  - Challenge Question 4:

- Backup Code:
- Need more help? Ask your school counselor or college adviser for more information about the FAFSA process!





## Senior Year Timeline

# Senior Year Timeline to College Readiness

### Take/Retake the ACT or SAT

Although taking the ACT/SAT costs money, it may save you more by helping you earn academic scholarships. Some private scholarships will ask for your scores as well.

### File the FAFSA!!!

(Free Application for Federal Student Aid)

The FAFSA is the #1 place to get financial aid for college. Even if you feel like you wouldn't be eligible, still apply, it's free!  
*\*Many scholarships and some colleges require it to be completed.*

The FAFSA provides:

**Grants:** free money for eligible students.

**Loans:** borrowed money for all students.

**Work-Study:** funding for a campus-affiliated part-time job for eligible students.

### Apply for scholarships

There are many different types of scholarships.

The best way to find them is:

- Search scholarship websites,
- Talk to your counselor about local scholarships,
- Apply to college department scholarships

### What's next?

- **Choose your school**
- **Deferment**, if applicable. This is for those taking gap years for religious service, military, work, etc.
- **New student orientation**
- **Meet the academic advisor** at your college
- **Register** for classes

Beginning of senior year

### Meet with your high school counselor

Meet with your high school counselor as soon as possible to ask about ACT/SAT, scholarships, FAFSA, and college deadlines! Write down any questions you have before and during your appointment.

In the fall

All year

### Keep your GPA up all year

Your GPA plays a big role in scholarships and some college applications. Many colleges in Utah offer academic scholarships that take your GPA and ACT/SAT scores to determine an award amount. You can earn this scholarship just by applying to the college!

October 1st

FAFSA



**DREAMERs, DACA, & Undocumented students cannot file the FAFSA.**

However, there are many resources to assist you in paying for college. Search for private scholarships and reach out to colleges' Dream Centers.

November

### Look up college deadlines & apply!

In Utah, some colleges have priority deadlines starting at the beginning of November. Look up the deadlines for the colleges you are interested in and apply ASAP. Then, if you're going to live on-campus, apply for housing.

All year

In the spring

End of the school year

### Accept your financial aid awards

In the spring, or sooner, you may receive your financial aid award. The award will consist of scholarships, grants, loans, and work-study (if you filed the FAFSA and applied to scholarships). Ask the college or your high school counselor how to accept those.

*\*Some students may need to provide extra paperwork to the college verifying their FAFSA information before the college can give an award. Follow their instructions.*

1st day of college

UTAH SYSTEM OF HIGHER EDUCATION



## College Application Worksheet

**Instructions:** Students, complete this College Application Worksheet and bring it with you on the day of your school's college application event. You may need to ask your family, school counselor, or another adult you trust to assist you in answering all of the questions. **Be sure to keep this information in a safe place because it has your personal information.**

### Personal Information

First and Last Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

High School Graduation Date: \_\_\_\_\_

State ID or Driver's License Number: \_\_\_\_\_ List the state your ID was issued: \_\_\_\_\_

### College List

College Choice 1: \_\_\_\_\_ Application Fee: \_\_\_\_\_ Application Deadline: \_\_\_\_\_

College Choice 2: \_\_\_\_\_ Application Fee: \_\_\_\_\_ Application Deadline: \_\_\_\_\_

College Choice 3: \_\_\_\_\_ Application Fee: \_\_\_\_\_ Application Deadline: \_\_\_\_\_

College Choice 4: \_\_\_\_\_ Application Fee: \_\_\_\_\_ Application Deadline: \_\_\_\_\_

College Choice 5: \_\_\_\_\_ Application Fee: \_\_\_\_\_ Application Deadline: \_\_\_\_\_

When do you want to start college? Fall / Spring / Summer

### Academics

ACT/SAT Test Score: \_\_\_\_\_ Cumulative GPA: \_\_\_\_\_

Intended College Major/Field of Study: \_\_\_\_\_

Have you taken AP, IB, and/or Concurrent Enrollment? Y / N

*\* Some colleges have an admissions process for concurrent enrollment students. Check with your college of interest for details.*

### Extracurricular and Employment

List extracurricular activities or clubs, leadership positions, awards, and the years participated/earned:

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List any employment history, the company, your position, and the years employed:

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## Student Interest Survey

Use this form to help you determine the colleges you are interested in applying to. Work with your high school counselor or college adviser to narrow down the college that best fits your needs.

Name: \_\_\_\_\_

Two colleges you REALLY want to attend:

1. \_\_\_\_\_
2. \_\_\_\_\_

Two colleges that you MEET their admission requirements:

1. \_\_\_\_\_
2. \_\_\_\_\_

Two colleges that are your BACKUP colleges:

1. \_\_\_\_\_
2. \_\_\_\_\_

If you plan to enroll at a technical college or vocational training, list the program(s) you are interested in:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Have you already applied to college(s)? If yes, which one(s)?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Are you interested in the military? Y / N

If yes, which branch: \_\_\_\_\_

Do you plan to defer your college plans after high school? Y / N

*\*This could be because you plan to join the military, go on a religious mission, or for other personal reasons.*

## Online Scavenger Hunt

Use this handout to research colleges and universities in Utah. To help you get started, use these websites to find your answers.

- [utahmajors.org/](http://utahmajors.org/)
- [ktsutah.org/resources](http://ktsutah.org/resources)

Name: \_\_\_\_\_

1. List the names of three Utah public colleges and universities and their location.

- College 1: \_\_\_\_\_ Location: \_\_\_\_\_
- College 2: \_\_\_\_\_ Location: \_\_\_\_\_
- College 3: \_\_\_\_\_ Location: \_\_\_\_\_

2. Name at least two colleges in rural Utah.

- College 1: \_\_\_\_\_
- College 2: \_\_\_\_\_

3. What is technical education? Write the definition.

---

---

4. Name two technical colleges in Utah.

- College 1: \_\_\_\_\_
- College 2: \_\_\_\_\_

5. What is a major? Write the definition.

---

---

6. List two majors you are interested in.

- Major 1: \_\_\_\_\_
- Major 2: \_\_\_\_\_

7. List two colleges in Utah that offer degrees in the majors you listed above.

- College 1: \_\_\_\_\_
- College 2: \_\_\_\_\_

8. What Utah college can you train to be a paramedic?

- Name: \_\_\_\_\_
- Location: \_\_\_\_\_

9. What Utah college refers to students and alumni as "Aggies"?

- Name: \_\_\_\_\_
- Location: \_\_\_\_\_

10. Did you know there are USU extension campuses throughout Utah? Name two and their location.



- Campus 1: \_\_\_\_\_ Location: \_\_\_\_\_
- Campus 2: \_\_\_\_\_ Location: \_\_\_\_\_

11. What Utah college has a wolverine for a mascot?

- Name: \_\_\_\_\_
- Location: \_\_\_\_\_

12. What is the name and location of the oldest university in Utah?

- Name: \_\_\_\_\_
- Location: \_\_\_\_\_

13. Utah Tech University had other names before settling on its current name. What were two of the previous names of the university?

- Name 1: \_\_\_\_\_
- Name 2: \_\_\_\_\_



## College BINGO Activity

Complete this BINGO card by locating teachers or other school staff members who have experienced the following college scenarios and have the individual sign the space. You can only use one person per square.

<b>B</b>	<b>I</b>	<b>N</b>	<b>G</b>	<b>O</b>
Attended a 4-Year College	Lived at Home While Attending College	Worked Full-Time While Attending College	Is Still Close Friends with their College Roommate	Studied Abroad While in College
Attended a College in Utah	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	<b>FREE SPACE</b>	Worked for the School Newspaper, TV Station, or Radio Station in College	Met Their Partner in College
Lived on Campus	Is Currently Enrolled in a College Program or Course	Had a Mentor or Other Close Adviser 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



# UCAW Event Resources & Handouts

## UCAW Materials

Schools have the option to use the button and sticker design to print their own. If you need specific files, please reach out to [ucaw@ushe.edu](mailto:ucaw@ushe.edu).

3" button



1.5" stickers



2.5" sticker



## UCAW Event Coordinator Survey

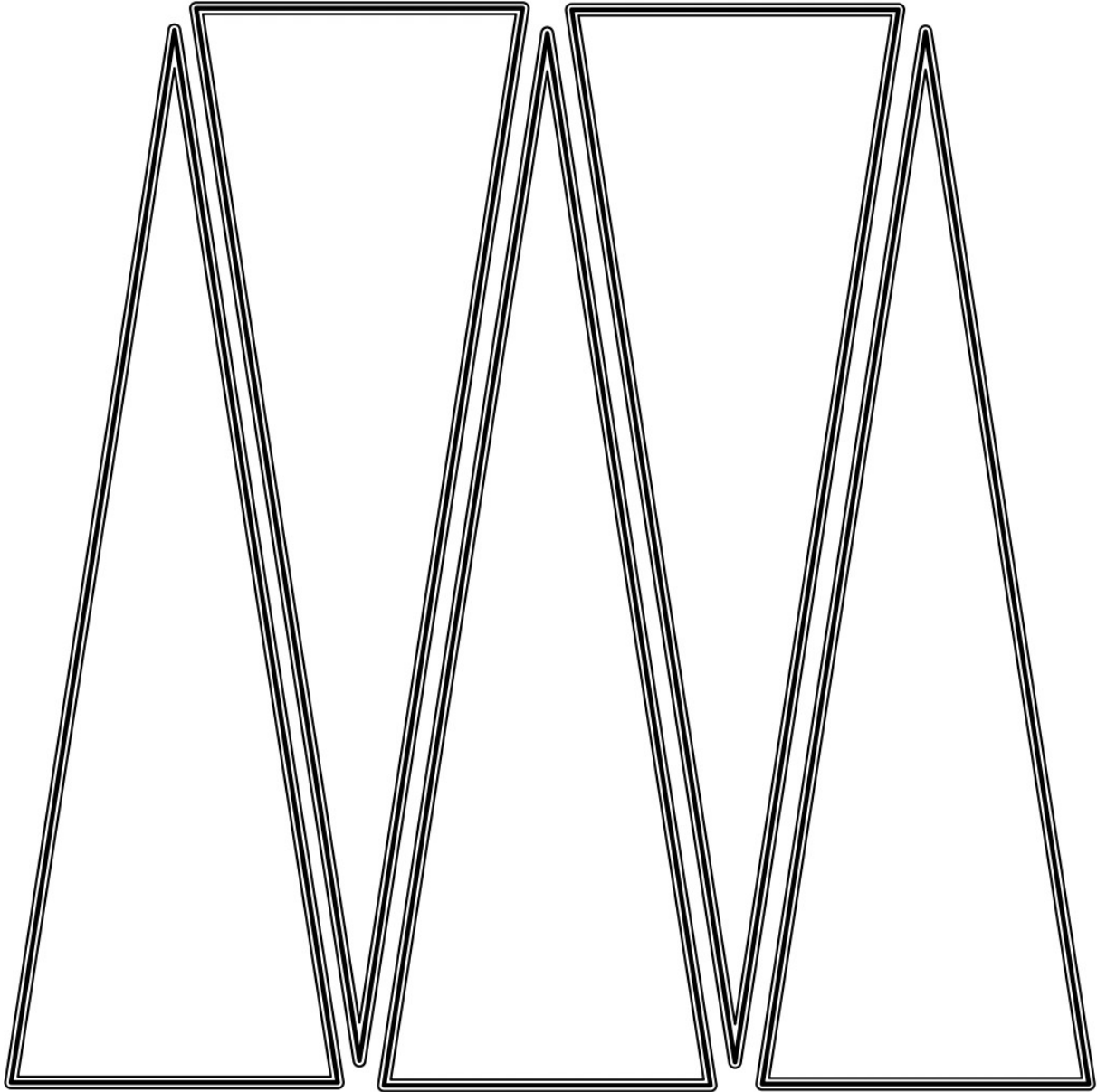
Historically, the UCAW survey was provided to schools to administer to students to gather data on their events. To help reduce the number of surveys administered to students from USHE AND achieve the goal of UCAW, which is to focus on students applying to college, USHE will ask UCAW Coordinators to submit a survey after their event to help track data.

[https://csbsutah.co1.qualtrics.com/jfe/form/SV\\_1TRAwdmJthswYce](https://csbsutah.co1.qualtrics.com/jfe/form/SV_1TRAwdmJthswYce)





## Pennants Template



## Utah College & University Logos



# UTAH COLLEGE APPLICATION WEEK



**When:** \_\_\_\_\_

**Where:** \_\_\_\_\_



Add Your High School  
Logo Here

# Ask me about

October **X** - **X**, 2023

## I graduated from...

---

(Add college or university mascot or logo)

Utah College Application Event

School: \_\_\_\_\_

Date: \_\_\_\_\_

Student First & Last Name	Student Number	What colleges did you apply to today?

## Student/Family Information Letter

(School Logo)  
(School Address)

October 2023

Dear students and families,

This fall, we will be helping seniors complete and submit college applications as well as the Free Application for Federal Student Aid (FAFSA). Utah College Application Week (UCAW) combines these two major pieces of college readiness and will provide your student with step-by-step instructions and assistance to complete and submit a college and FAFSA application. On (Date(s) of event), all seniors expected to graduate in 2021 will be encouraged to apply for admission to at least one college or university if they have not already done so. This event is possible due to the collaborative efforts of the administration, faculty, and staff at (Name of your high school), as well as students, their families, and volunteers across the community. On (Date(s) of event), all seniors and their families are encouraged to attend our FAFSA Completion night to get help submitting their financial aid application.

The purpose of College Application Week is to acquaint students with the college application process and to communicate the importance of applying to college and financial aid. There is a College Application Worksheet, which we encourage students to complete prior to the event that is available on [provide state's College Application website or ask schools to post it to their website and include the link here]. Having this worksheet completed and available at the college application event will allow students to quickly and easily complete college applications.

We anticipate that students and their families will need to work together in gathering the information listed in the college application worksheet. Families are welcome to visit (Name of your high school) on (Date(s) of event) to assist their student during the application process. In addition, if family members are interested in volunteering or guest speaking during the event, please let me know. Volunteers can greet and sign in students, assist students with the completion of 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 Utah students to make college a part of their future.

Sincerely,  
(Name of Site Coordinator)  
(Title)

## Community Information Letter

(School Logo)  
(School Address)

October 2023

Dear Community Member,

During October 2021, (Name of your high school) will be participating in Utah College Application Week. On (Date(s) of event), all seniors expected to graduate in 2021 will be encouraged to apply for admission to at least one college or university if they have not already done so, followed by completing the Free Application for Federal Student Aid (FAFSA). These events are possible due to the collaborative efforts of the administration, faculty, and staff at (Name of your high school), as well as students, their families, and volunteers across the community and the Utah System of Higher Education.

The purpose of College Application Week is to acquaint students with the college application process, communicate the importance of applying to college, and to provide resources and information on how to finance their college education via federal aid, loans, grants, and scholarships.

(Name of your high school) will be hosting our college application event on (Date(s) of event) to assist their student during the application process. We welcome the community to be a part of the program. If you are interested in volunteering or guest speaking during the event, please let me know. Volunteers can greet and sign in students, assist students with the completion of college applications, or distribute information about financial aid opportunities.

If you or your organization would be interested in helping low-income students pay their college application fees, please (provide details for your local educational foundation).

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 Utah students to make college a part of their future.

Sincerely,

(Name of Site Coordinator)  
(Title)



## Sample Parent Email

Dear Parents,

College is the key to your child's future. College can be anything from a one-year certificate to a four-year degree and beyond. And because there are so many kinds of colleges and degrees, college can be a reality for everybody.

October [XXXX] is College Application Week at **High School Name**. Throughout the week, teachers, counselors, and volunteers will help students get started on the path to college by helping them fill out at least one college application.

This is an amazing opportunity! Please encourage your child to participate and help them do some research on the colleges, degrees, and professions they'd like best.

Thank you!

(Site Coordinator or Principal's Name)

(Site Coordinator or Principal's Title)



## Volunteer Thank You Letter

(School Logo)  
(School Address)  
(Date)

Dear (Volunteer Name),

On behalf of (Name of Your High School) and our students, I would like to personally thank you for volunteering your time at our Utah College Application Week event. This event could not have been a success without your help and the help of many others who volunteered their time. To improve our future College Application Week events and your volunteer experience, please complete this short online survey at your convenience: [\[survey link to be emailed to Site Coordinators in the fall.\]](#)

During Utah College Application Week, (number of seniors who submitted college applications) seniors submitted (number of college applications submitted) college applications. Thanks to our seniors' hard work and the assistance of volunteers like you, they are one step closer to actualizing their dreams of attending college!

Once again, (Name of Your High School) thanks you for your efforts and contribution of time at our College Application Week! We look forward to seeing you throughout the school year and especially at our event next year.

Thank you!

(Site Coordinator or Principal's Name)  
(Site Coordinator or Principal's Title)

## Sample Mayoral Proclamation

WHEREAS, the college application process may be a barrier to some high school students pursuing postsecondary education due to an absence of information or support; and

WHEREAS, obtaining a postsecondary degree has been linked to higher income, better health, and increased community involvement; and

WHEREAS, (name of city) and (participating high school(s) name) are working to prepare students for the opportunities and challenges of the 21st century; and

WHEREAS, (high school(s) name) is/are part of a statewide initiative, Utah College Application Week, designed to increase the number of students who apply to and enroll in college with a particular focus on first-generation and low-income students;

Therefore, I, (Mayor's Name), do hereby declare (Dates of School's College Application Program(s)) Utah College Application Week in (city) and encourage all seniors to take advantage of the assistance provided through this initiative.



## Sample School Press Release

(School Logo or Letterhead)

FOR IMMEDIATE RELEASE

Contact:

(Name of site coordinator)

(School name)

(School address)

(Phone number)

(Email of contact person)

(High school website)

### Utah College Application Week to be held (Dates) at (Name of High School)

(Name of Your High School) will participate in Utah College Application Week, coordinated by the Utah System of Higher Education, during October X-XX, 2023.

As part of Utah's college access initiative, (Name of Your High School) will work with its seniors on (Your School's Event Dates) to complete and submit at least one college application.

The goal of the program is to get more students applying to Utah's colleges early in their senior year. During this event, students should be encouraged to apply to any of Utah's 19 partner colleges, including eight public degree-granting colleges, eight public technical colleges, and three private institutions in which they are interested.

(Name of Site Coordinator or School Principal), Utah College Application Week event 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, college and community resources, and others who are assisting).

The Utah College Application Week initiative is part of the American College Application Campaign (ACAC) and ACT Center for Equity in Learning. Utah joined ACAC/ACT in 2013; in 2014, all states had a College Application Campaign. Utah College Application Week (UCAW) gives every high school senior in participating schools the opportunity to apply to college during the school day. UCAW is coordinated by the Utah System of Higher Education and focuses on first-generation and low-income students.

For more information: (Insert website link or an email address) or

Contact: (Name of Site Coordinator)

Phone: (Site Coordinator's phone number)

# # #

## Post-Event Press Release

(School Logo or Letterhead)

FOR IMMEDIATE RELEASE

Contact:

(Name of site coordinator)

(School name)

(School address)

(Phone number)

(Email of contact person)

(High school website)

**(YOUR HIGH SCHOOL NAME)’s seniors apply to college during Utah College Application Week.**

(Insert City, Date)—

(Insert Name of Your High School)’s seniors received hands-on assistance applying to college during the school’s College Application Week event held on (Insert Event Date/Dates). Roughly (Insert Number of Participating Students) (Insert name of your high school) students participated in the event held in the school’s (Insert location).

(Insert other details specific to your event, such as the number of volunteers on hand, how students were invited to participate, and/or details on any of the pre-event activities you did.)

(Insert quotes from students, parents, volunteers, site coordinator, or others.)

The Utah College Application Week initiative is part of the American College Application Campaign (ACAC) and ACT Center for Equity in Learning. Utah joined ACAC/ACT in 2013; in 2014, all states had a College Application Campaign. Utah College Application Week (UCAW) gives every high school senior in participating schools the opportunity to apply to college during the school day. UCAW is coordinated by the Utah System of Higher Education and focuses on first-generation and low-income students.

Additional information about the Utah College Application Week program can be found online at <https://ushe.edu/utah-college-application-week/>. For more information about (Name of High School)’s event, please contact (Site Coordinator’s Name) at (Insert Site Coordinator’s phone number) or by email at (Insert Site Coordinator’s email address).

For more information: (Insert website link or an email address) or

Contact: (Name of Site Coordinator)

Phone: (Site Coordinator’s phone number)

# # #

## Adult Photo/Video Release Form

Date: \_\_\_\_\_

I, the undersigned, being of full and legal age, hereby irrevocably release and authorize my high school and the Utah System of Higher Education and their representatives, successors, or assignees to use, publish, and otherwise distribute my name and photographs posed by me for any and all purposes, including advertising, publication, and other purposes of trade, without limitation. No other oral or written representation has been made to me.

Contact Information:

\_\_\_\_\_  
Name (Printed)

\_\_\_\_\_  
Email

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

## Guardian Photo/Video Consent Release Form

Date: \_\_\_\_\_

\_\_\_\_\_  
Child's Name (printed)

\_\_\_\_\_  
Child Signature

### GUARDIAN'S CONSENT

I am the parent or guardian of the minor named above and have the legal authority to execute the above consent and release. I approve the foregoing and waive any rights on the premises.

\_\_\_\_\_  
Parent/Guardian Signature

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Email

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

I, the undersigned, being the parent or legal guardian of \_\_\_\_\_, hereby irrevocably release and authorize **Name of High School** and the Utah System of Higher Education and their representatives, successors, or assigns, to use, publish and otherwise distribute my child's name and photographs for any and all purposes related to Utah College Application Week, including advertising, publication, and other purposes of trade, without limitation. No other oral or written representation has been made to me.