

TIMELINE: IMPLEMENTING A COLLEGE APPLICATION CAMPAIGN PROGRAM

→ STATE COORDINATOR CAMPAIGN EVENT TIMELINE

Although your state's College Application Campaign program won't be implemented until the fall, it is important that your state begin planning for the program early, ideally no later than the spring prior to the event. Below, you will find a recommended timeline following an initial pilot of a College Application Campaign program in your state. The timeline may need to be shifted based on the dates selected for your state's Campaign program and other nuances of your state's initiative. Most of these tasks will need to be implemented annually as your College Application Campaign program is scaled.



→ JANUARY - MARCH PRIOR TO CAMPAIGN EVENT

- Review your state's College Application Campaign steering committee members and determine if additional representatives need to be included. A list of recommended steering committee members is included within the state campaign audit resources.
- Invite steering committee members to attend the scheduled meeting(s).
- Host steering committee meeting.
- Review whether the national ACAC team can support your state's Campaign by attending a state-level meeting, high school training, or a co-presentation, such as at a state-level school counselor's conference.

→ APRIL - MAY PRIOR TO CAMPAIGN EVENT

- Follow-up on to-do items from steering committee meeting – ensure communication plan is implemented and includes notifying postsecondary institutions of the upcoming event.
- Review ACAC Site Coordinator resources and draft a customized version for your state using the available templates, if preferred. To make materials more user-friendly for high schools, you may want to provide the materials in activity or time-specific individual documents.

- Decide upon a method for selecting high schools to participate and set a goal for number of high schools to reach each year.
- Reach out to target schools prior to the close of the school year to invite them to participate in your fall Campaign. Send an invitation to the high school principal and head of school counseling. A template host site invitation letter and registration form are available on the ACAC website.
- Post materials to your state's Campaign's website, email materials to participating host sites, and/or mail materials to participating host sites.

→ JUNE - JULY PRIOR TO CAMPAIGN EVENT

- Host second steering committee meeting to discuss recruitment of schools, materials and resources for schools, volunteer recruitment, and other pressing issues.
- Discuss if the data collected or currently available data allows the state campaign to know the demographic breakdown of students reached.
- Investigate funding resources such as federal grants, state grants, and philanthropies. While a college application campaign can require minimal funding, additional resources will allow your state to make the initiative stand out. Consider providing participating high schools with items such as banners, posters, buttons, and stickers.
- Identify the data variables that you want collected during your program and the tools and sources (surveys, web-portal, etc.) from which you will collect the data.

→ AUGUST PRIOR TO CAMPAIGN EVENT

- Begin the process to obtain Governor's Proclamation.
- Finalize your state's ACAC materials. Ensure all items include your state's branding.
- Create a social media plan of action and start to promote the Campaign.

→ SEPTEMBER – OCTOBER PRIOR TO CAMPAIGN EVENT

- At the start of the school year follow-up with host sites that have committed to participate in the event to confirm participation and provide materials as needed.
- Conduct training for host site coordinators; early preparation of schools and students is key! ACAC has developed a training PowerPoint that you may customize to your state's program available on the ACAC website or upon request.

→ NOVEMBER - DECEMBER AFTER CAMPAIGN

- Follow up with host sites to collect data. Submit required data points to ACAC.
- Use your data and campaign results to nominate a School of Excellence and submit your selection to ACAC.

