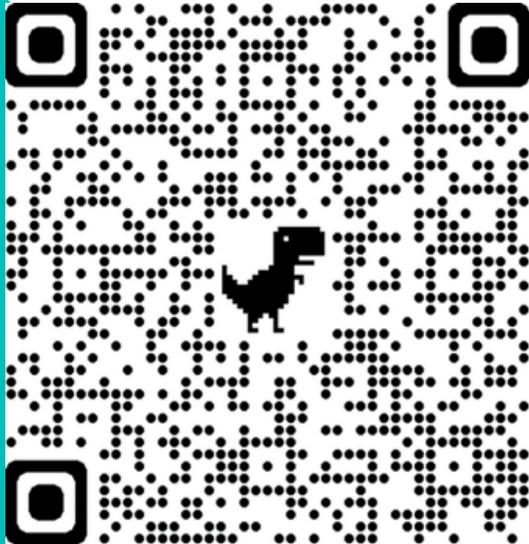


How to Participate



Application Events

The American College Application Campaign (ACAC) is a national initiative designed to increase the number of first-generation college students and students from under-resourced communities pursuing a college degree or other higher education credential. The purpose is to assist high school seniors as they navigate the college application and admissions process and ensure each participating student submits at least one admissions application.

The Campaign is conducted state by state and each state determines which week or month is officially designated as the College Application Campaign. Events across the country often take place between September-December of senior year.

College Match Events

In 2024, ACAC explored expanding the initiative to include junior year activities called College Match Day. The purpose of CMD is to support juniors in building a healthy list of potential colleges and universities. Research and exploration activities take place spring of junior year during the school day.

#WhyApply Day

To kick off the college application season and inspire high school seniors, #WhyApply Day is a social media campaign that provides encouragement and excitement as students begin the college application process. #WhyApply Day is typically the second or third Friday of September and individuals participate by posting inspiring messages to their social media accounts.



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Follow ACAC on Socials

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IG: www.instagram.com/american_cac
X: https://x.com/american_cac



Website:

<https://impactandlearning.act.org/acac/>

Host Site Expectations

As a host site, schools are expected to host their activities during the school day for all juniors and seniors, with an emphasis on supporting students systemically under-resourced including those from low-income communities, students of color, and students who will be the first in their family to apply to college.



Commitment To:



Include All Students

Activities schedule should be created to include all students from the junior class for College Match Day and the seniors for College Application Events. No student should be denied the opportunity to participate.



Collect Data

For your events, you are expected to track student participation and share it with your state coordinator. Data helps schools, the state campaigns, and ACAC evaluate our impact and improve our efforts.



Schedule Activities During the School Day

Create a schedule of activities during the school day or week. This helps eliminate barriers like transportation issues preventing a student from returning to the building or conflicting after school commitments like jobs, sports, and other extra curriculars.



Celebrate The Process

Students are taking an important step toward their future. It's important to celebrate them along the way. This can range from morning announcements, wall and locker decorates, social media posts, pizza parties, and/or student assemblies.