



# COLLEGE APPLICATION MONTH

#NorthDakota #CollegeApplicationMonth

# WHAT IS COLLEGE APPLICATION MONTH?

College Application Month is part of a national initiative known as the American College Application Campaign. The American Council on Education started this initiative in 2005 with a single high school in North Carolina. Today, it reaches more than 250,000 schools in all 50 states. North Dakota was the final state to join the initiative in 2014.

The goal of College Application Month is to increase the number of first-generation and low-income students pursuing a college degree or other higher education credential. In addition to applying for college, College Application Month also helps students and their parents learn about the FAFSA and begin that process. With changes to the FAFSA guidelines being implemented for the 2017-2018 college year, October is a perfect time of the year to conduct these events.

## How do you participate?

You participate by hosting a college application day at your school during October. This event can be as large and involved as you like. You may decide a low-key event is the best way to reach your students. Others may choose to give away door prizes, have a college shirt day, and ask the PTO for cookies and fruit to make it a large celebration.

## How to register?

Register your school for a college application day at [bnd.nd.gov/register](http://bnd.nd.gov/register) by June 9, 2016 to secure a date and have a chance to win a Tigirlily concert for your school. When registering you'll need to:

- Select a school day between October 3 and October 31, 2016 to host the event at your school
- Project the number of volunteers you will need – one volunteer per 12 to 15 students
- Identify a school coordinator to schedule the day's activities, promote the event and assign volunteers to classrooms
- Reserve time and space for the event

## Who are the volunteers?

BND will recruit volunteers from your community and the surrounding area through our partners in banking and economic development. Volunteers will be at the event to help students start or complete their first college application. BND will provide you with their names and contact information so you can follow up with them to provide them with details about the event.

## Student benefits

BND will cover the \$35 application fee for one North Dakota college or university if the student applies on your school's college application day. This campaign will help them kick start the application process and prepare for the next phase in their lives.

Nationally, this effort has been extremely effective in assisting first-generation and low-income students overcome the barriers that can be associated with applying to college.

*Last year, 74 percent of Montana students who participated in the Montana College Application Week enrolled in college.*

## School benefits

By getting your seniors involved early in the school year with their college applications and FAFSA submissions, it will help avoid the last-minute rush of students coming for help. With BND recruiting volunteers, providing promotional materials and support while implementing your college application day, the hours you'll put into arranging this event are a minimal trade-off compared to the impact it will have on your students.

You will have the opportunity to bring Tigirlily, the popular singing duo from Hazen, ND, to perform a concert at your school and share their message of the importance of studying hard in high school and continuing education after high school to earn a certification, associate degree or bachelor's degree. Four concerts will be awarded statewide, selected by random drawing for those who register for a college application day by June 9, 2016.

As you know, this is the year that students can start submitting FAFSA information in October. This would be an excellent time to host your Financial Aid Presentation in conjunction with your college application day.

### **To help with your event, BND will provide:**

- Posters to help you promote the day and stickers for students to wear after completing applications
- Every student will receive a voucher to pay for one \$35 application fee to any North Dakota college or university
- Volunteer recruitment for your event
- An eight-minute informational video for volunteers to review before the event so they understand their responsibilities
- Volunteer packets which include frequently asked questions from each ND college's application and a college hotline number to call if the volunteer has more questions when working on an application with a student
- Online resources through BND's College Planning Center
- Statewide media efforts, a press release and an article template which can be customized for your local area
- Financial Aid Presentation materials so you may conduct a session at your school the same evening of your college application day

## College Application Month partners

Bank of North Dakota  
North Dakota Office of the Governor  
North Dakota University System

If you have questions, contact Amanda Woidyla at 701.328.5655 or email at [awoidyla@nd.gov](mailto:awoidyla@nd.gov).



[#NorthDakota](#) [#CollegeApplicationMonth](#)