What is the American College Application Campaign?

Low cost/no cost program designed to enhance/expand college-going culture, expectations, and outcomes

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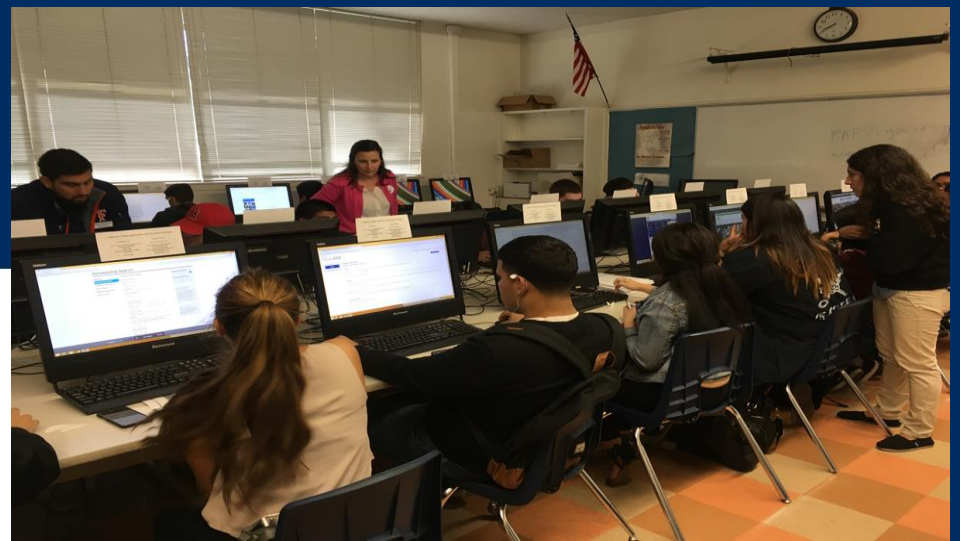
ACT Center for Equity in Learning

Key Components: Support & Celebrate

Support Research, Preparation, and Submission

- College Search/List
- Information Collection
- Fee Waiver/Payment
- Essays
- Follow-Through



Celebrate!

Student Support Framework

- Share information and build awareness
- Provide individualized advising
- Assist with application completion
- Engage families and community
- Make decisions and plan ahead

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Source: MDRC, Promoting College Match for Low-Income Students: Lessons for Practitioners, Sept 2013 (https://www.mdrc.org/sites/default/files/college_match_brief.pdf)

Celebrating the Milestone

Ocean View High School in California (you can watch the full video here: (https://www.youtube.com/watch?v=W_ki6bn7gZ8)

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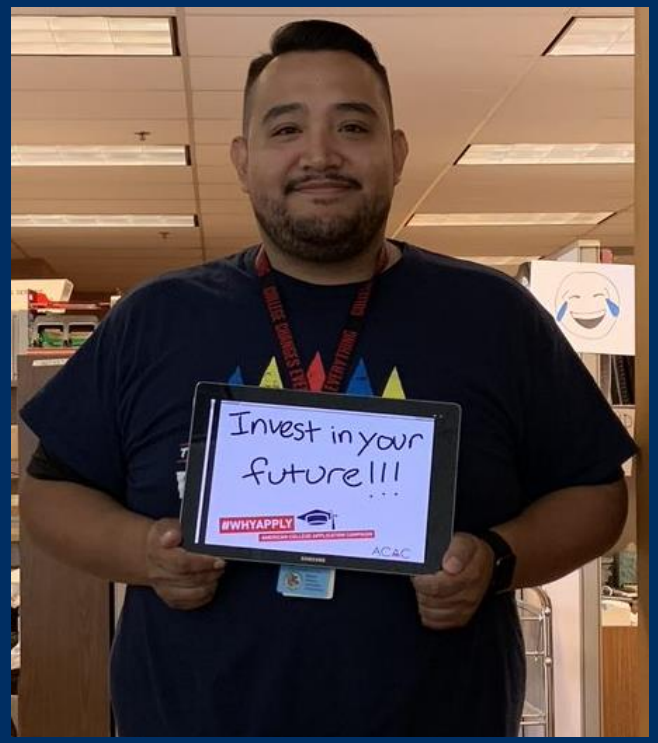
Distance and Virtual Support



- Reaching students
- Additional distance and virtual resources coming soon!
- Have an idea?
  - Email us: ACAC@act.org
  - Tag us: Facebook: AmericanCAC
    Instagram: @American_CAC
    Twitter: @American_CAC

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Resources available for schools at: https://equityinlearning.act.org/acac/

2019 CAMPAIGN RESULTS

Host Sites

7,300

Participating Students

763,400

Applications Submitted

1.2million

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#WHYAPPLY

Join ACAC!

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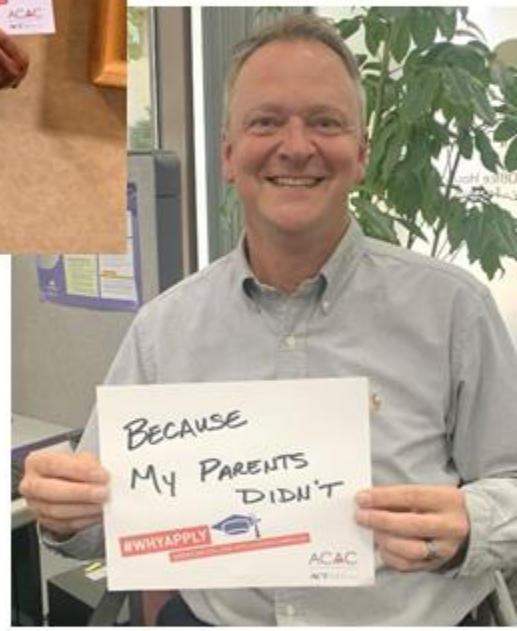
#WhyApply Day
September 18, 2020

Join the American College Application Campaign virtually on Sept. 18 as we kick off the college application season.

Head to your favorite social media channels and answer the question "Why apply to college?" Help inspire students as they begin the college application process.

Be sure to use the hashtag **#WhyApply** and wear your college gear!



#WHYAPPLY
AMERICAN COLLEGE APPLICATION CAMPAIGN

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ACAC School of Excellence

- Annual recognition
- One school per state
- To be eligible:
  - timely submission of data
  - demonstrated commitment to student success
  - serve as an exemplary model

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2019 School of Excellence Award

Osceola High School

Osceola, Missouri

Journey to College
Apply Missouri

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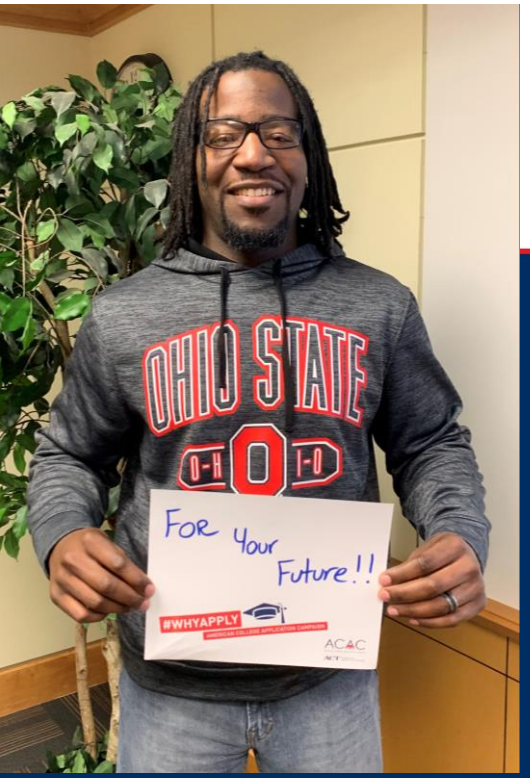

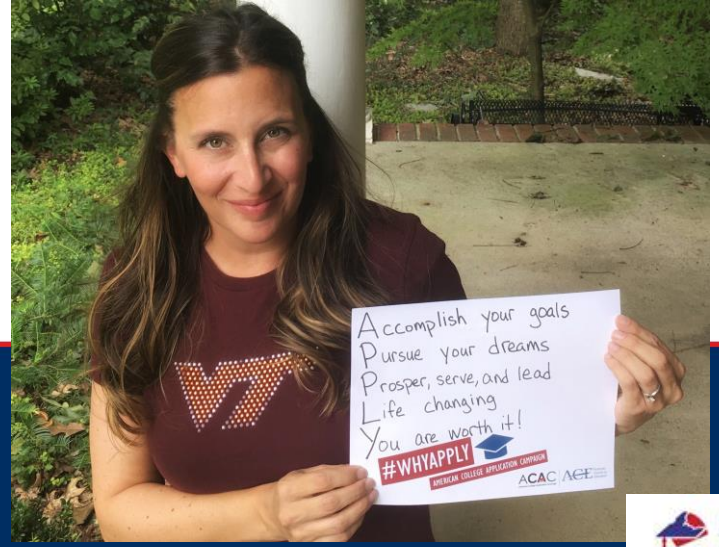

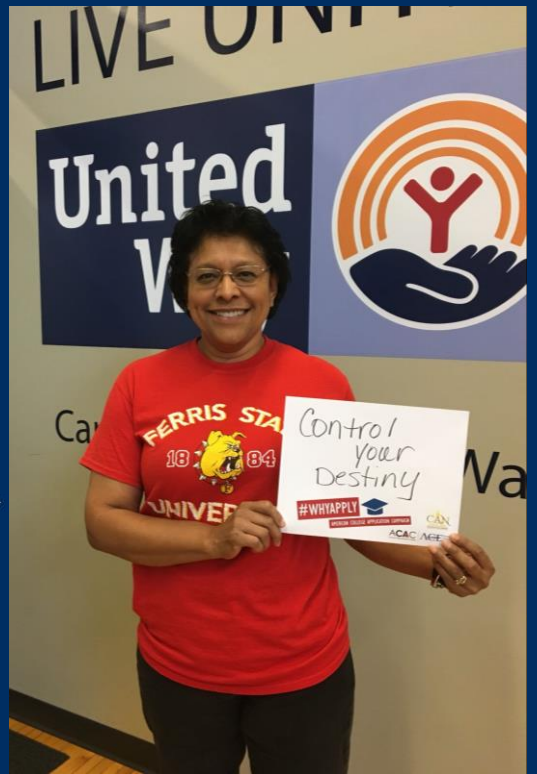

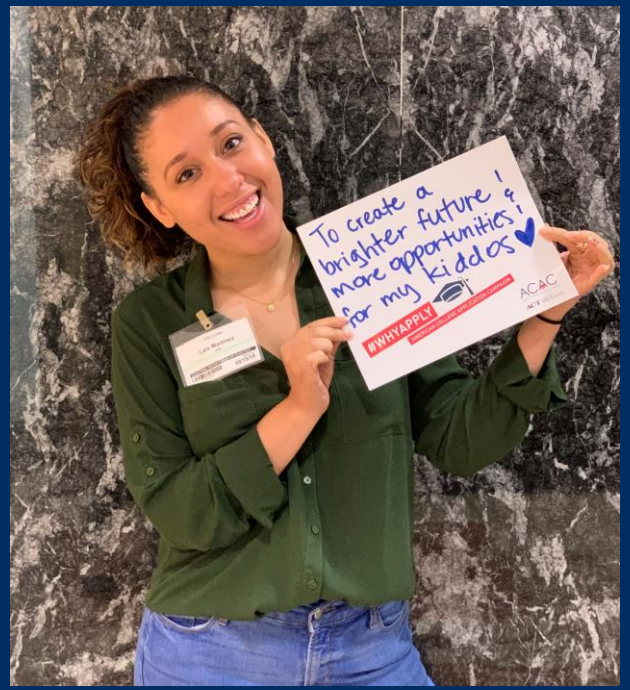

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