

Media talking points

- Apply Missouri provides high school seniors with free help to complete the college application process.
- The purpose of Apply Missouri is to encourage students to consider a variety of higher education options, find the “best fit” for them, and submit an application to one or more postsecondary schools.
- All Missouri high schools are invited to host Apply Missouri activities during September and October.
- Increasing access to college is an important part of Missouri’s goal to increase the percentage of working-age adults with a two- or four-year degree or professional certificate. By 2020, nearly 66 percent of all jobs in Missouri will require a postsecondary degree or certificate. For more information, visit <http://dhewd.mo.gov/initiatives/MissourisBigGoal.php>.
- Apply Missouri is part of The American College Application Campaign, which began in 2005 in North Carolina and was modeled after FAFSA completion programs such as the FAFSA Frenzy program in Missouri. All 50 states now participate in the American College Application Campaign.
- The Missouri Department of Higher Education and Workforce Development initiated a college application program in October 2013 with assistance from the Missouri College Advising Corps. Twenty-six Missouri high schools participated during the pilot year. Cumulatively since then Missouri has had 357 Apply Missouri high school sites with more than 55,000 seniors participating in Apply Missouri activities.
- 74.9% of seniors participating in Apply Missouri during the 2017-18 academic year indicated that their participation increased the likelihood of their enrolling in two- or four-year postsecondary institution.
- Apply Missouri is the first of three Journey to College programs designed to help students plan and pay for college. The others are FAFSA Frenzy and Decision Day.