Site Coordinator Campaign Timeline

Although New York State's College Application Month program is in October, it's important to begin planning early, ideally at least four weeks in advance. Below is a recommended timeline for your college application event. The timeline may need to shift based on the dates selected for your state's event program and your school's schedule. Most of these tasks will need to be implemented annually, so keep this timeline for future reference!

SPRING OR START OF SCHOOL YEAR

- ◯ Register your school/organization for participation in the NYS College Application Campaign program.
- ◯ During spring course enrollment meetings with juniors, make each student aware of the College Application Month program and encourage them to consider and research the colleges and universities to which they want to apply.
- ◯ Review the current site coordinator resources provided at hesc.ny.gov/cam.
- ◯ Establish a team (school administrators, school counselors, college access personnel, students) to assist with your school's/organization's preparations.
- ◯ Add the college application event date(s) to your school's/organization's public calendar.
- ◯ Reserve the computer facilities for your school's/organization's college application event.
- ◯ Ensure you have adequate knowledge of how to obtain fee waivers for students who cannot afford the application fees. Visit www.hesc.ny.gov/cam for available fee waiver resources.

4 WEEKS PRIOR TO YOUR EVENT

- ◯ Consider hosting a recommendation letter writing workshop for School or District leads. Encourage them to share with counselors and teachers new to the process.
- ◯ Inform students they should start on any required essays or personal statements.
- ◯ Create a schedule for any volunteers.

3 WEEKS PRIOR TO YOUR EVENT

- ◯ Remind families of your school's college application event using your school web portal, blast emails, newsletters, and social media to let them know their students may need help preparing.
- ◯ Send a message to your volunteers to give them the event details, including when and where to meet.
- ◯ Remind students to continue working on any required essays or personal statements.

2 WEEKS PRIOR TO YOUR EVENT

- ◯ Send a notification to parents/guardians explaining the day and when it is happening so they can help prep their children.
- ◯ Remind families that now is the time to sit down with their child about the colleges on their list.
- ◯ Remind teachers, counselors, and administrators of the event schedule and ensure all seniors will have the opportunity to participate. Be sure to download and utilize event materials available at www.hesc.ny.gov/cam.

1 WEEK PRIOR TO YOUR EVENT

- ◯ Make an announcement to remind students that the event is next week, and remind them that they will need to:
  - ◯ Research schools and know where they would like to apply.
  - ◯ Have a plan for application fees and to speak with their school counselor if they believe they qualify for a fee waiver.
  - ◯ Confirm that required essays or personal statements are proofed and in final version. They should have access from the cloud, an email attachment, or on a thumb drive.
  - ◯ Gather the information needed to complete applications. Some information may need to come from families (residency information, Social Security Number, etc.). Use the ACAC Student Application Worksheet to help keep track of their information.
  - ◯ Use the Student Application Worksheet to help them keep track of their information.
- ◯ Encourage school staff to wear college clothing on the day(s) of the event.
- ◯ Alert your local media about your event. A press release template is available at www.hesc.ny.gov/cam.
- ◯ Place a reminder about the event on your school's website and parent portal.
- ◯ Confirm all volunteers and staff understand the data collection process.

YOUR COLLEGE APPLICATION DAY!

- Eligible students and parents should register for their StudentAid.gov Account (FSA ID) during the College Application Event.
- When done, participating students should "sign out" of the event and provide the requested information. This is a critical step for proper data collection.
- Ensure students get the Next Steps and FAFSA Completion event handouts - available at www.hesc.ny.gov/cam.

AFTER YOUR EVENT

- Remind students to complete the college application process by ensuring they submit their transcripts, letters of recommendation, and/or college entrance exam scores to the institutions to which they applied.
- Remind students to share where they applied through the CAM Event sign-out sheet.
- Be sure to complete the HESC post-event survey to report your CAM Event numbers and give any feedback on the event or the resources you'd like HESC to offer to help support the CAM initiative.