OREGON COLLEGE APPLICATION WEEK
Coordinator Handbook
oregongoestocollege.org/caw

Updated August 2019
WHAT IS OREGON COLLEGE APPLICATION WEEK?

Oregon College Application Week (CAW) offers students dedicated time and space during the school day to complete college applications with the assistance of school staff and volunteers. Schools and community based organizations host CAW events during November, designated as “Oregon Goes To College Month” by Governor Kate Brown. Since its start in 2012, more than 20,000 students have submitted applications to colleges in Oregon and throughout the country and world during their school’s CAW event. More than one-third of Oregon high schools host events each year, often providing “the only reason [students are] able to apply for everywhere [they] wanted to.”

Beginning in 2020, schools may also host spring college application events to assist students who don’t yet have a plan for education after high school.

Oregon College Application Week is an official program of the American College Application Campaign, sponsored by ACT’s Center for Equity in Learning. Learn more about the program in all 50 states.
HOW DO I GET STARTED?

CAW is most successful with a committed coordinator (or two!) at each site. We recommend that coordinators work with a dedicated team of colleagues, volunteers, and students to develop a CAW event that is unique to the needs and interests of your community. As with most things, a successful CAW event is about being prepared. This handbook and the additional resources are designed to help you and your students be as prepared as possible for your event.

“Because of this program, most of our seniors will have completed a college application and will have the option to go after they’ve graduated.”

Coordinator

WHO IS COLLEGE APPLICATION WEEK FOR?

Everyone! All of our senior year events are designed to be inclusive, not exclusive. The goal of CAW is to increase the number of low-income and first-generation students applying to colleges and universities. But we know the events are fun and helpful for all types of students. In fact, when we say “college,” we mean all formal education or training after high school. So your CAW event is just as important for the students planning to begin an apprenticeship as it is for students applying to a four year university!

When you registered to be a CAW site, you agreed to be inclusive by

- Inviting all graduating seniors or GED candidates in the school or program to participate.
- Hosting events during the school day or, in the case of community based organizations, during regular operating hours. This ensures that all students are able to attend, including those who might have after school responsibilities.

“Scheduling time specifically to apply for colleges...really helps when you have a busy schedule like mine.”

Student

“It was super helpful! I was really stressed beforehand about applications, but with the help of people who know about them, it wasn’t so bad. :)

Student
HOW CAN I HELP STUDENTS PREPARE FOR CAW?

When students come to your CAW event prepared, they are more likely to have enough time to submit completed applications to schools that will be a good fit for them. Prepared students generally have a list of which colleges they want to apply to, what they need to submit with their application—and a solid start on things like personal statements or short answer responses, and the demographic information they’ll need to complete the application.

USE IT’S A PLAN: COLLEGE CHECKLISTS

Available online and as PDF downloads you can print for your students and their families, these Oregon-specific checklists are timed to walk students through each step of developing a college list and gathering their materials so they’ll be ready to submit applications during your CAW event in November. In the educator checklists, you’ll find resources to support students with each step.

Encourage students to download the free It’s A Plan mobile app to track their progress, get personalized reminders of deadlines, and have a secure place to store sensitive information they’ll need to complete their applications.

HOST ADMISSIONS VISITORS

Welcome admissions representatives to your school to meet with students in small groups. Encourage students to attend these visits to learn more about colleges that already interest them or to explore new options they haven’t yet considered.

In a rural school or one that doesn’t regularly receive many admissions visits? Offer to host Virtual Visits! Representatives from colleges and universities throughout the country have expressed an interest in meeting with your students, even if they aren’t able to come to your school.

Register your school on RepVisits, set up your calendar of available appointments, and indicate that you welcome virtual visitors. Representatives who want to virtually visit rural Oregon students will be on the lookout for your accounts and sign up for a time.

Learn more and discover best practices for successful visits.
The best way to be prepared for CAW is to keep on top of planning. These checklists can help. We’ll also email you weekly reminders in the Coordinator Newsletter of the key things you need to do each week to be ready by November.

### SPRING/SUMMER

**Register.**

- Sign up to be an official CAW site.
  - While you’re at it, consider registering to host all three 12th grade events: College Application Week, College Cash Campaign, and Decision Day.

- Follow us on social media so you can keep up to date and share useful posts with students. We’re on [Facebook](#), [Twitter](#), and [Instagram](#).

**Think ahead.**

- Recruit your CAW team. Include a variety of people who will help plan and host your event - administrators, teachers, parents, and students are all good choices!

- Meet with them to choose which week in November you’ll host your event.

- Decide the format for your event.
  - You might choose drop-in hours or scheduled class visits. You might focus on community college applications one day, public universities the next, and private and out-of-state colleges after that. You might ask college admissions staff to present to your students or have on-site admissions. It’s your call! Decide what works best for your students and community.

- Plan schoolwide activities to help make your event useful and fun.
COLLEGE APPLICATION WEEK COORDINATOR CHECKLIST

SEPTEMBER

☑ Get ready.

☐ Review the Coordinator Handbook and materials.
  • Contact Oregon GEAR UP with any questions. E-mail or use the "Contact Us" form on our website.

☐ Reserve a computer lab, classroom, the library – wherever you plan to host your CAW event.

☐ Add CAW to your school/organization calendar.

☐ Encourage students to download the free It’s A Plan mobile app for iPhone and Android.
  • The Oregon-specific app guides students through the ten key steps to apply, pay, and go to college and provides a safe place to store important information they’ll need to complete their applications - like SSNs, usernames, and passwords.
  • The app is available in the Apple Store and Google Play.

☐ Watch the mail for your supply of CAW posters and stickers. Make a plan for how you’ll use them.

☑ Spread the word.

☐ Distribute the CAW Overview for Teachers and Staff. Encourage them to participate in your activities & allow students to attend your events, and ask if they have additional ideas for ways to add college knowledge and readiness to their classes.

☐ Tell students and families about your event. Send a Student and Family Letter home.
  • In addition to English, templates for these letters are available in the following languages: Spanish, Arabic, Chinese, Russian, Somali, and Vietnamese.

☐ Request a proclamation of College Application Week from your mayor or city council.

☐ Join the national #whyapply campaign on social media. Tell the world why students should apply to your alma mater, the local university, or postsecondary education in general. Challenge your friends and colleagues to do it, too.
# COLLEGE APPLICATION WEEK COORDINATOR CHECKLIST

## OCTOBER

**☑️ Recruit help.**

- **Request college gear, gift certificates, or other fun items from area colleges and local businesses.** Use these for door prizes during your event.

- **Recruit volunteers from the school and community.** Volunteers can help before and after the event. They can assist with setting up, checking students in, and answering questions while students complete their applications.

- Work with your school's counseling staff to identify students who haven't applied to college yet.
  - Send them special invitations to participate in your CAW event.

- Share your detailed CAW schedule, including any special activities, with teachers and school staff. Ask which elements they want to participate in or help with.

**☑️ Remind everyone.**

- Send a reminder home for students and families. Include suggestions of ways parents/guardians can help their senior prepare for the event.
  - Hint: completing the "My Plan" section of the *It's A Plan* mobile app is one great way! For students who don't have the app on their phone, use the [College Organizer](#) in PDF or [Google Doc](#).

- **Send a press release to your local media.** Consider inviting them to send a reporter to cover the event.

**☑️ Prepare for the big day(s).**

- Confirm your volunteers.

- Hang posters and other signs around your building to advertise the event. Color posters came with your CAW mailing. If you need more, [print black & white ones](#) and ask students to decorate them.

- Double check that your district hasn't blocked [oreongoestocollege.org](http://oreongoestocollege.org) or college/university websites from shared computers.

- Print a complete list of your senior class to use as a sign-in sheet during your CAW event. Include space to ask how many applications they submitted.
  - If you can't print a class list, [print a generic sign-sheet](#).

- Print copies of [Oregon Public University Fee Deferral Forms](#) and [NACAC Fee Waivers](#) to have on hand during your event.
  - Have information about tuition equity and the affidavit form for undocumented students.
**COLLEGE APPLICATION WEEK COORDINATOR CHECKLIST**

**NOVEMBER**

- ✔ Prepare your space.
  - Post [important school information](#) and [student survey posters](#) near computers.
  - Open browsers on all computers to [oregongoestocollege.org/apply](http://oregongoestocollege.org/apply).
  - Designate a clear place where students will sign out so you can track who has participated and how many colleges they've applied to.
  - Greet volunteers, give them a nametag, and assign them a job to do.
    - Tip: Use the CAW "I Applied" stickers as nametags. Encourage volunteers to write the name of their alma mater(s) on the tag so students know they can ask more specific questions about the colleges.

- ✔ Do it!
  - Have fun!
  - Help students apply to college. Celebrate their successes when they do.
  - Remind students to complete the [Student Survey after](#) they have completed their college applications.
  - Remind students to sign out on your sheet, including the number of applications they submitted.
  - Post photos of your event to social media. Use #IApplied and tag Oregon Goes To College.

- ✔ Follow up.
  - Complete the [Coordinator Survey](#).
  - [Thank your volunteers](#).
  - [Send a press release](#) to local media to encourage your community to celebrate your students' successes. Share any published stories on social media and tag Oregon Goes To College.
  - Debrief with your CAW team. What went well? What will you change for next year?
  - Set a date for your spring CAW to serve students who don’t yet have a plan for next year.
**BEFORE YOUR EVENT**

**MAKE A SCHEDULE**

- Decide which week in November you’ll host an event. How many days? How many hours each day?
- Decide the format for your event. Will you have an open lab for working on applications? Will you have workshops to teach students about writing essays or completing their activities resume? Will you offer on-site or “instant” admissions like Instant Viking at PSU or Instant Wolves at WOU? (If so, you’ll want to contact the university admissions office as soon as possible to ensure they’re available.)
- Decide how you’ll invite students. Will you bring entire English classes to the computer lab to work on applications at one time, or will you have drop-in times when students can come on their own?
- Schedule it. Reserve the computer lab or library. Put the week on your school/organization calendar.

*Special Consideration* Think about how you might include your College Cash Campaign activities at the same time. The OSAC Scholarship and Oregon Promise applications both open on November 1, and the FAFSA/ORSAA will already have been open for a month. For students who have already completed their college applications—or for students who quickly complete their applications, providing resources to get them started on paying for college is a great next step.

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**College Application Week Schedule**

<table>
<thead>
<tr>
<th>Date/Time</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>Monday 11/9/15 9:30-10:30</td>
<td>Instant Wolf - Admission Decision Meetings</td>
</tr>
<tr>
<td>Monday 11/9/15 9:30-10:30</td>
<td>OSU Application Workshop - Use Admissions assistance from the OSU Admission team completing your applications. Face questions answered and help with your essay section.</td>
</tr>
<tr>
<td>Monday 11/9/15 9:30-10:30</td>
<td>USC Application Workshop - Get your questions answered and make sure your application is complete before submitting.</td>
</tr>
<tr>
<td>Monday 11/9/15 9:30-10:30</td>
<td>Instant Wolves - Admission Decision Meetings</td>
</tr>
<tr>
<td>Monday 11/9/15 9:30-10:30</td>
<td>OSAC Presentation - Oregon Promise (community college for lone)</td>
</tr>
<tr>
<td>Monday 11/9/15 9:30-10:30</td>
<td>Scholarship Application Workshop - LK AM Student success and work on Scholarship applications.</td>
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**College Application Week Activities, November 2-6, 2015**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon, Nov. 2</td>
<td>Community College Application Workshop with PCC representative</td>
<td>9:30-11:00</td>
<td>North Computer Lab</td>
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<tr>
<td></td>
<td>Common Application Workshop for any college</td>
<td>1:00-2:00</td>
<td>North Computer Lab</td>
</tr>
<tr>
<td>Tue, Nov. 3</td>
<td>Oregon State University Application Workshop</td>
<td>9:00-10:00</td>
<td>Room 100</td>
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<tr>
<td></td>
<td>Oregon State University Application Workshop</td>
<td>9:00-10:00</td>
<td>Room 100</td>
</tr>
<tr>
<td>Wed, Nov. 4</td>
<td>Oregon State University Application Workshop</td>
<td>9:30-10:30</td>
<td>South Computer Lab</td>
</tr>
<tr>
<td></td>
<td>Oregon State University Application Workshop</td>
<td>11:15-12:15</td>
<td>North Computer Lab</td>
</tr>
<tr>
<td>Thu, Nov. 5</td>
<td>Oregon State University Application Workshop</td>
<td>12:15-1:30</td>
<td>North Computer Lab</td>
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<td></td>
<td>Oregon State University Application Workshop</td>
<td>12:15-1:30</td>
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**David Douglas High School**

**Parkrose High School**
BEFORE YOUR EVENT

PROMOTE YOUR EVENT • RECRUIT VOLUNTEERS • REQUEST DONATIONS

• Inform the school or organization staff about your event. Enlist your administration to help build a culture of importance about the event. Brainstorm ways to ensure students will be able to participate, even if it means missing a class or two.
  
  CAW Overview for Teachers and Staff

• Let parents and families know about the event.
  
  Family Letters (.zip)

• Tell your students! Make sure that students know that CAW is coming and help them prepare. Encourage them to download the It's A Plan mobile app. It will help them identify the colleges they’ll be applying to and gather all the information they’ll need to submit an application. It’s also a great place for them to safely store secure information they’ll need during the event—things like SSN, usernames and passwords, and residency info.

  • Hang CAW posters around the school to build excitement and remind students and staff that the week is coming.
  
  Black & White Posters (color versions will come in the mail)

• Let your community know about CAW! Recruit volunteers. Ask local businesses to donate door prizes. Send out a press release encouraging the media to come out to your event. Invite your local elected officials to observe or—better yet!—as volunteers. Encourage everyone to celebrate students’ planning for the future.

  Volunteer Request Letter
  Donation Request Letter
  Pre-event Press Release
  Proclamation Request
DURING YOUR EVENT

ORGANIZE • HAVE FUN • CELEBRATE STUDENTS

• Set up your computer lab so that students can quickly get to work when they arrive. Have computers open to the CAW student page of the Oregon Goes To College website. Hang signs with info students will need - school address & phone number, CEEB code, etc.

  School Information Sheet

• Put your sign-in/out sheet at the door, so you can ensure you’re ready to provide the required data on your coordinator survey: number of students who participated and number of applications submitted.

  Sign In Sheet

• Encourage all students to complete the online Student Survey after they’ve finished their applications.

  Student Survey Poster

• Celebrate their great work! Have a display to show which students have applied to college and where they applied.

• Share on social media. Post pictures with #IApplied and tag Oregon Goes To College. Encourage students to update their Facebook profile photos with the #IApplied frame.
AFTER YOUR EVENT

EVALUATE • GET READY FOR NEXT STEPS

• Congratulations – you’ve hosted your CAW event! How’d it go? Take some time to evaluate your event. Did you meet your goals? What went well? What can you improve for next year? What follow-up do you still need to do with students?

• Complete the Coordinator Survey. This helps us continue to build the case for hosting this program across the state – and it lets us show off your great work to our colleagues around the country!

• Consider what’s next. Applying to college is just one of the steps in helping students to step foot on campus in the fall. They’ll also need help with paying for college, deciding where to go, and then actually getting there. Host College Cash Campaign and Decision Day events to help. Use the It’s A Plan: College Checklists to make sure students are completing all of the necessary tasks.

COLLEGE CASH CAMPAIGN

DECISION DAY

Woodburn High School

Taft 7-12 School