

Journey College

Apply Missouri

MISSOURI DEPARTMENT OF HIGHER EDUCATION



Site Coordinator Guidebook • 2015

Helping Missouri students apply to college

Applying to college can be a daunting process, especially for students who would be the first in their family to attend college, low-income students and others who are underrepresented in higher education.

Helping students navigate the college application process can put them on a path to reach their full potential.

Apply Missouri 2015 is a college application event designed to help students plan for their future. All high schools in Missouri are invited to participate in the event this September and October.

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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 one or more applications to higher education institutions. The program can help create a college-going culture, generating interest and engagement among students.

Participating schools can schedule events any time during September and October.

Schools are asked to:

- Register to host an event
- Provide a computer lab, staffing and time during the school day for students to submit college applications
- Report the results of their efforts to the Missouri Department of Higher Education

High schools are encouraged to offer other college-related activities, including assemblies, college and career fairs, contests and class assignments.

This is the first year the event is open to all Missouri high schools. During the 2013 pilot program, more than 2,000 students at 26 high schools submitted college applications. Nearly 2,900 students at 55 high schools submitted applications in 2014.

By participating in Apply Missouri 2015, your school can ensure that all seniors have an opportunity to receive hands-on assistance to help them take the first big step toward continuing their education beyond high school.

Apply Missouri is a part of the American College Application Campaign, a national program sponsored by the American Council on Education. All 50 states participate in College Application Campaign activities.

On the cover: The Missouri Department of Higher Education's student ambassadors

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Structuring your Apply Missouri activities

Section checklist

- Build a school-wide Apply Missouri planning team to encourage teachers and staff to get involved.
- Ask teachers to dedicate an in-class assignment to admissions essay preparation and college readiness.
- Add activities to the school's calendar.
- Reserve space for activities, including computer lab space for submitting applications and other online activities.

Creating your planning team

A school-wide planning team with representation from teachers and staff is critical. Teachers and administrators must be on board with Apply Missouri goals and activities to ensure students are provided time during the school day to plan and prepare for college and to ensure all seniors have the opportunity to participate. Consider establishing your planning team as early as possible before your Apply Missouri event is scheduled to occur. Meet regularly with the planning team to touch base on progress with tasks and assignments. It is a good idea to use your planning team to select activities appropriate for your students and school environment as well as to determine the best dates and times for scheduling activities.

Developing your schedule of activities

Utilize the [sample activity schedule](#) to prioritize your activities and to help keep school staff and students informed. Plan various activities throughout the week using the [sample activity chart](#) and the following ideas:

Kick-off assembly or celebration. For this activity, you may want to solicit an outside speaker, showcase and explain Apply Missouri activities and procedures, distribute Apply Missouri student materials, and/or offer door prize(s) for attendance. The Missouri Department of Higher Education will provide a large indoor/outdoor vinyl banner that your high school can use for the assembly or celebration. The general idea for the kick-off event is to build excitement about Apply Missouri and about postsecondary education. Students and classes may be used to help promote the kick-off event. For instance, you may enlist an art or graphic design class to help decorate or a media class to create a special Apply Missouri promotional video.



Jessie W.

Major: English education
Missouri Western State University

Class assignments. Ask teachers to dedicate an in-class assignment related to obtaining postsecondary education. Some ideas you may want to consider include:

- Have English teachers assign a project to write admissions essays. There are many websites devoted to lesson planning and ideas for this kind of project. Below is a list of a few of these websites:
 - ~ http://learning.blogs.nytimes.com/2013/04/11/getting-personal-writing-college-essays-for-the-common-application/comment-page-1/?_r=0
 - ~ http://www.k12.wa.us/SecondaryEducation/CareerCollegeReadiness/SparkCurriculum/Grades11-12/STF_Gr11-12_Lesson07.pdf
 - ~ <http://www.ownyourownfuture.com/files/documents/writing-coll-admissions-essay-s.pdf>
 - ~ http://www.successlink.org/GTI/lesson_unit-viewer.asp?lid=7898
- Have government and economics teachers lead a “college match” lesson where students research and identify schools that are a good fit academically, financially and educationally. Students may complete the “[college fit](#)” [worksheet](#) as part of this activity, placing a copy in their College Portfolio.
- Ask mathematics or personal finance teachers to do a lesson on calculating financial need and student loan repayment options. The following is the URL for the U.S. Department of Education’s Federal Student Aid Repayment Estimator that can be used for a portion of the assignment:
 - ~ <https://studentloans.gov/myDirectLoan/mobile/repayment/repaymentEstimator.action>
- Have students use the FAFSA4caster to help them understand loan/award amounts.
 - ~ www.fafsa4caster.ed.gov
- In addition, the following website contains relevant lesson plans for a multitude of college student needs:
 - ~ https://www.practicalmoneyskills.com/foreducators/lesson_plans/highschool.php

- Work with media/journalism classes to create ads for local media outlets including radio, television and newspaper. Media and journalism classes may also be a good resource for creating an Apply Missouri social media campaign for the school’s Twitter, Facebook or other social media account.

One-on-one assistance to students completing and submitting admissions applications.

For this activity it is important to reserve enough computers and lab time so each high school senior can submit at least one admission application during your Apply Missouri activities. An average student typically requires about an hour to successfully complete and submit one college application. Even if the student is planning to enter the military or workforce, it is beneficial to have that student complete at least one admissions application. Having every student complete an admissions application gives them the experience for the future. Prior to participating in this activity, the student should have completed the “[student admissions application](#)” [worksheet](#). Reminder: this worksheet contains personal identifying and credit card information. Encourage students to be cautious when using this form to keep their information private. Students should also save confirmation printouts from their submitted applications in their College Portfolios.

Parent/teacher conferences. You may want to set up a table during parent/teacher conferences, which are typically held in October. This can be a great time to promote Apply Missouri activities and to answer questions students or parents may have about applying for college.

FAFSA account creation. After applying for admissions, one of the next steps in the college preparation process is submitting financial aid forms. The FAFSA is not available until after January 1 each year, but Apply Missouri is a perfect time to help students get ready for the FAFSA by setting up their username and password. If your school is planning to host a FAFSA Frenzy event, you may wish to distribute FAFSA Frenzy promotional materials or items to students who participate in a FAFSA-related activity. The FAFSA Frenzy main event date is set for Sunday, Feb. 28, 2016. The 2016 site hosting application may be found at www.dhe.mo.gov/ppc/collegetgoalsundayFAO.php. The site application deadline is Friday, Aug. 28, 2015 at 5 p.m.

College fairs. The Missouri Association of College Admissions Counselors (MOACAC) organizes about 100 college fairs each fall during the months of September and October. If your school is hosting or attending a MOACAC college fair, you may want to coordinate your Apply Missouri activities with the college fair. This can be a great way for your seniors to direct questions to specific colleges as well as build enthusiasm over college attendance.

College T-shirt/decorating day. Designate a special day during your Apply Missouri event for teachers and staff to wear shirts from their college alma maters to help heighten excitement about college and the vast options for higher education. Encourage teachers to decorate classrooms or doors with flyers, pennants, or other swag from their alma mater and to urge students to ask about their college experiences.

Viewing of the documentary “Why Not Us?” “Why Not Us?” is a documentary created by The College Board, in partnership with Roadtrip Nation, which follows the journey of four first-generation college students as they take a roadtrip across the United States. During their journey, they interview “trailblazing leaders –like Ana Maria Cavez, CEO of Girl Scouts of America, Grammy and Academy

Award-winner John Legend, and Starbucks CEO Howard Schultz” who are all the first in their families to go to college. It is an inspiring documentary that is sure to promote a college-going atmosphere in your school. This documentary can be accessed at <https://lp.collegeboard.org/roadtrip-nation/why-not-us?excmpid=SM046-ST-BF-tw>. A Companion Discussion Guide is also available at this website.

Daily college-related PA announcements, contests with prizes. You may wish to organize contests such as college trivia, [college bingo](#), a scavenger hunt, or an art, video or design contest. You may want to solicit donations for prizes, such as gift cards or college T-shirts, from local postsecondary institutions and local businesses. School office staff may announce a daily riddle or provide a daily fun fact or tip related to attending college.

One-on-one counseling with students about college fit and calculation of total costs and net price. According to a 2009 U.S. Department of Education survey, public school students received an average of only 38 minutes of college admissions advice from their guidance counselors. Effective college guidance for low-income students involves a host of tasks, including helping students identify college matches that offer robust support structures and adequate funding. You may wish to use the [“college fit” worksheet](#) to help guide discussions and to help students document and remember their needs and concerns about attending college. This type of activity may also include helping students log into the Missouri Department of Higher Education student portal, which may be found at <https://web.dhe.mo.gov/dhe/famous/portal/splogin.faces>. Through the portal, a student can access online tools such as a Missouri college and program search and information about state aid eligibility. To access the MDHE Student Portal, a student must have a Microsoft Live ID.

One-on-one assistance to students applying for ACT or SAT exam fee waivers and registering for a test date. The ACT website can be found at <http://www.actstudent.org/>. To be eligible for an ACT fee waiver, a student must be enrolled in the 11th or 12th grade, either a U.S. citizen or testing in the U.S., U.S. territories, or Puerto Rico and meet one or more indicators of economic need listed on the fee waiver form. Eligible students may receive a maximum of two separate fee waivers in total. A waiver is used at the time the student registers for an exam and may not be used to cover late registration fees, test date changes, test location changes, or other fees or services. Copies of test registration confirmation pages should be stored in the College Portfolio to help keep the student organized.

Workshops with military representatives to discuss ROTC opportunities or veterans' education benefits. The branches of the U.S. military offer education payment and training benefits for service members. For more information about education programs, visit www.benefits.va.gov/gibill/education_programs.asp.

College preparation workshops. Schedule workshops with college student panels to address college-life questions, etc.

Individual student selfies or videos to gather student feedback and quotes. This type of activity should be fun for students and may be useful to promote your next year's Apply Missouri activities. You may want to consider using Vine, Instagram, Snapchat or other social media platforms to help reach as many students as possible and build excitement.

End of the week or month "I applied" celebration. You may wish to celebrate with a school assembly, or you may want to try something a little more creative such as a college tailgate party. This is a perfect time to share the list of all schools to which students applied during your Apply Missouri event.

Kiona S.
Major: Sociology
Central Methodist University

Ross N.
Major: Electrical distribution systems
State Technical College of Missouri

Danielle L.
Major: Elementary education
Culver-Stockton College



The following chart may help you plan Apply Missouri activities:

Activity	Potential volunteers	Add to school calendar?	Reserve facilities?
Kick-off celebration	<ul style="list-style-type: none"> • Outside speakers • Promotion assistance from students or teachers and their classes 	Yes	Large room such as the gym
Class assignments	<ul style="list-style-type: none"> • English teachers for admissions essay assignment • Economics or government teachers for college fit project • Personal finance or math teachers for college costs, financial need, and student loan assignment 	No	No
Parent/teacher conferences	Volunteers may be needed to staff an Apply Missouri information table	Yes	Yes
FAFSA account creation	One-on-one technical assistance	Yes	Computer lab
College fair		Yes	
College T-shirt or decorating day	Art or media teachers	Yes	No
Viewing of the film First Generation	Teacher or staff to set up hardware and moderate	Yes	Yes
College-related daily PA announcements, contests and prizes	Office staff — to generate awareness of daily activity or give a morning “Fun fact” (could go with trivia contest)	No	No
Admissions application assistance	One-on-one technical assistance: <ul style="list-style-type: none"> • Local postsecondary school academic advisors • Staff from college access organizations • Financial planners • Seniors who have already completed the admissions process at one or more schools 	Yes	Computer lab
Counseling students about college fit, net price and costs, etc.	One-on-one assistance	Yes	Classroom or larger room
ACT or SAT exam waiver or test registration assistance	One-on-one assistance		Computer lab
ROTC or military education benefits workshop	Outside speakers	Yes	Classroom or larger room
College preparation workshops with student panels	<ul style="list-style-type: none"> • Seniors who have already completed their admissions applications may provide testimonials or answer questions • Outside speakers from local postsecondary institutions, such as someone from residential life 	Yes	Classroom or larger room
Apply Missouri participant testimonials	Students from school media classes or staff	No	No
Apply Missouri “I applied” celebration	Photography or journalism students	Yes	Large room such as the gym

Promoting your Apply Missouri activities

Section checklist

- Order promotional items and materials from the Missouri Department of Higher Education.
- Hang your Apply Missouri banner in a visible, well-trafficked area such as the cafeteria or gym.
- Verify all Apply Missouri planned activities are listed on the school calendar.
- Request Apply Missouri activities be added to school announcements and social media posts, as well as your school's outdoor sign.
- Promote Apply Missouri by using media classes to create ads for local or school radio, television and newspapers.
- Schedule phone blast and/or text message reminders.
- Identify and contact community organizations and individuals to gain community support. A sample letter to community organizations is available in the Resources section of this guidebook.

Electronic flyers

Electronic flyers are available on the Missouri Department of Higher Education's website (visit <http://www.dhe.mo.gov/ppc/applymissouri.php>). These may be printed and hung or distributed, or you may choose to distribute flyers via email or other electronic means.

Ordering promotional materials

Make sure you have ordered all of your promotional items and materials at least three to four weeks prior to your event. This allows time for them to arrive at least one week prior to your event. To order, visit <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces> and select "Apply Missouri site coordinator" from the "Tell us who you are" drop-down list box. Items available for the fall of 2015 include:

Apply Missouri buttons — These can be distributed to teachers, staff and volunteers to wear to help promote events and identify volunteers.

Promotional banners — Large 8-foot x 3-foot banners that can be used for a kick-off assembly, hung in the cafeteria, or used for other promotional purposes.

Apply Missouri promotional items — The Missouri Department of Higher Education will make some additional promotional items available to Apply Missouri participating high schools. See the online publication order form at <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces> for information about items and materials available.

College Portfolios — The portfolio is designed specifically for students to help them keep their college preparation and financial aid documents organized. Each senior should receive one of these before Apply Missouri activities begin. Because the portfolio will contain personal identifying information, advise students to keep it private. You may wish to distribute the portfolios during your Apply Missouri kick-off celebration.

Planning for Financial Success calendar — This publication is provided by the Missouri Department of Higher Education to help students understand financial matters related to pursuing a postsecondary education. Plan to order enough so each senior can have one. You may want to distribute them at the same time you distribute College Portfolios. You also could distribute them to students completing a class assignment related to college costs.

FAFSA Frenzy promotional leaflets — Promotional leaflets 8.5-inch x 3.75-inch in size, with English on one side and Spanish on the other. Apply Missouri is the perfect time to emphasize next steps in the college matriculation process, such as completing a Free Application for Federal Student Aid. FAFSA Frenzy provides students and their families with free professional assistance to complete the FAFSA during January, February, and March.

FAFSA Frenzy mood cups — These 17-oz. stadium cups change colors when filled with cold liquid.

FAFSA Frenzy mood pencils — These #2 pencils are suitable for use during testing.

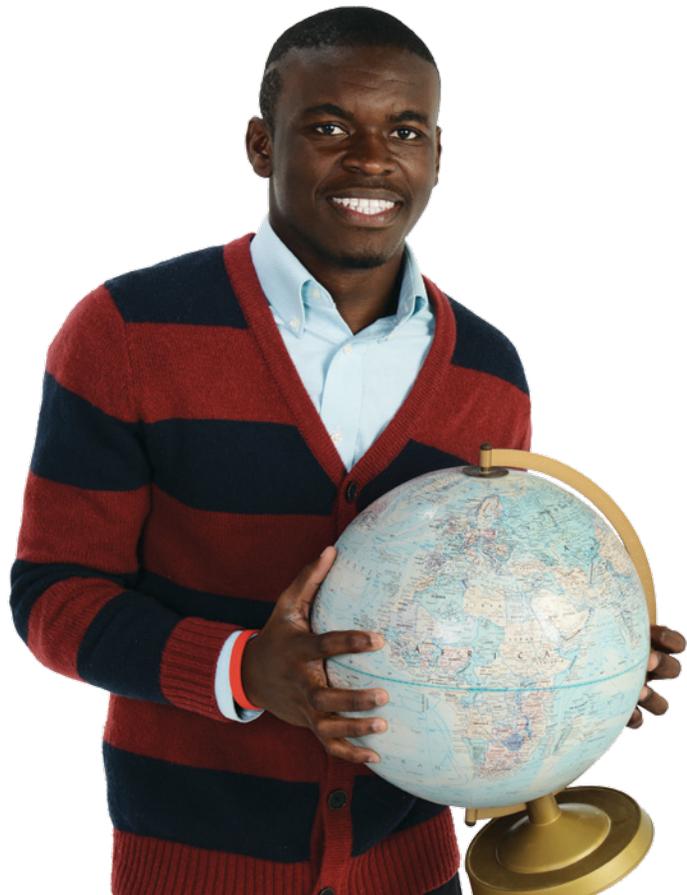
If you do not receive your items in a timely manner, contact the Missouri Department of Higher Education at 573-751-2361.

Working with local media

You may want to highlight your Apply Missouri activities by contacting your local media. A fillable PDF [local news release template](#) and a [local public service announcement template](#) are provided for your use. For further assistance with local media, this guidebook also offers some [media talking points for interviews](#).

Generating local support

Ask parents to get on board with Apply Missouri activities by sending a letter explaining the event. Consider asking community groups and organizations to help support your school in creating a college going culture also by mailing a letter. A [sample letter to community organizations](#) and a [sample letter to students/families](#) are available for your use.



Brian B.
Major: International relations
St. Louis Community College—
Meramec

Helping students prepare for Apply Missouri

Section checklist

- Distribute event preparation materials and promotional items to students.
 - College fit worksheet
 - Student admissions application worksheet
 - College Portfolios
 - Planning for Financial Success brochures
 - Sample letter to students/families
- Encourage students to complete college research prior to Apply Missouri activities.

School choice and counseling students about college fit

Ideally students should arrive at the computer lab during the admissions application activity with a list of colleges they are interested in attending. The “college fit” worksheet is an ideal tool for students to research and record information about the schools in which they may be interested. Postsecondary school characteristics students should consider include:

Location. In state or out of state; proximity to home and travel expenses necessary to visit home. Students with questions about their state residency may want to review information on the Missouri Department of Higher Education’s website at <http://www.dhe.mo.gov/policies/student-residency.php>.

Size. Would the student be interested in the experience of a large university? Or would the student benefit from a smaller school where it might be easier

to develop connections with teachers and school staff? Information about a school’s enrollment as well as its student-to-faculty ratio should be available on its website.

Available majors and programs and admissions selectivity. Is the student interested in obtaining an associate or bachelor’s degree? For students who want to obtain a bachelor’s degree, a community college may still be the place to begin. Consideration should be made according to transferability of credits and courses as well as cost. Students qualifying for A+ scholarships may or may not find the community college route to be the least expensive. Work with both two- and four-year schools to help students find the best fit for their future. Help students understand the college transfer process for continuing their education beyond an associate degree. Transferability of credits can be researched using the Missouri Department of Higher Education’s transfer course library (<http://dhe.mo.gov/CoreTransfer.php>). The department offers an online college, degree and program search tool (<http://collegesearch.mo.gov/>) that can be helpful in determining the types of programs Missouri schools offer. Additional information about school type, admissions selectivity and other factors can be found at <http://www.dhe.mo.gov/ppc/exploringmyoptions.php>.

Services for first-generation students or at-risk populations. Students should be aware of campus offerings such as summer bridge programs, tutoring services, availability of emergency funds for needy students, multi-cultural student clubs and organizations, on-campus health services, and dormitories that are open during the holidays.

Total cost, net price and other data. Net price is the difference between the “sticker” price (full cost) to attend college, minus any grants and scholarships. By federal law, each institution is required to provide a version of the Net Price Calculator on its website. To find out the “net price” for a specific college or university, check out www.collegecost.ed.gov/netpricecenter.aspx. Schools will also typically provide information such as their first-to-second year retention rates, the numbers and percentages of students enrolled by various demographic categories, graduation rates, average student loan debt of its graduates, and more. The U.S. Department of Education’s College Affordability and Transparency Center provides a College Scorecard to help students and families better understand the affordability and outcomes associated with particular postsecondary schools. For more information, visit www.collegecost.ed.gov/scorecard.



Adrienne L.
Majors: Strategic communications
 and graphic design
 University of Missouri

Admission fees

Most colleges require an application fee when a student submits an application to their school. Many colleges will require a credit card, pre-paid credit card, debit card or electronic check information in order to submit an application online. Students who are unable to provide payment information during Apply Missouri, can save an application and submit it later when they can provide a payment method.

To help students prepare for the online admissions process use the [list of Missouri’s two- and four-year schools](#), which includes their current application fees.

College application fee waivers

Applying for college can be expensive for any student. Some postsecondary institutions do not charge admissions fees (see the [list of Missouri’s two- and four-year schools](#) and their fees). Application fees may prohibit some families, especially those with a financial burden or hardship, from applying to college. It is important to let students and parents know that they may be eligible for waivers of these fees.

There are three types of fee waivers typically accepted by colleges and universities, but it is important to note that not all colleges and universities will accept fee waivers. For further information about fee waivers, students should speak directly with their high school counselor to determine which colleges will accept fee waivers.

1. **National Association for College Admission Counseling (NACAC).** The NACAC Request for Admission Application Fee Waiver Form is for traditional high school students who meet NACAC’s requirements. Students should use this form to apply to the schools they are most interested in attending (up to four schools). Not all schools will accept the NACAC fee waiver form.

2. **ACT.** Many colleges and universities will consider waiving or deferring the admission application fee for students who have been granted an ACT Fee Waiver. To facilitate consideration of such requests, ACT has provided a request form in the *2014–15 ACT User Handbook for Educators* (page 12) for high school counselors to photocopy and complete for students. Individual institutions are not obligated to waive or defer their admission application fees for any specific applicants.
3. **College Board.** The College Board fee waivers cover more than just SAT testing fees. Students who are eligible for fee waivers can also receive up to four Requests for Waiver of College Application Fee forms free or at a reduced price. For more information about the SAT and available resources view the *2014–16 Advising and Admission Handbook*.

The “[student admissions application](#)” worksheet includes spaces to record the appropriate information for fees and waivers.

U.S. Department of Education school code lists

Federal school codes may be found at <http://ifap.ed.gov/ifap/fedSchoolCodeList.jsp>. School codes are issued by the U.S. Department of Education at the time the school is approved to participate in any of the federal financial aid programs, such as the Pell Grant or student loans. The school code is useful at the time of applying for admissions and is required when the student submits the Free Application for Federal Student Aid, or FAFSA, after Jan. 1.

Communicating with parents

To make sure your students are fully prepared to submit admissions applications during your Apply Missouri activities, it is important to communicate with parents of seniors. In some cases, students may need to obtain a parent’s credit card to take care of any required admissions fees. It is important that parents are aware of the activities you are planning and their needed support and encouragement. For some activities, it may be appropriate to invite parents to participate along with their student. Additionally, parents may be helpful to students in reviewing potential colleges and determining what schools are a good fit for individual circumstances and preferences.



Celena M.

Major: Civil engineering
Missouri University of Science and Technology

Recruiting and managing volunteers

Section checklist

- Seek volunteers from among your school's staff as well as admissions or academic advising staff from any local postsecondary institutions.
- Seek volunteers from among student leadership.
- Notify volunteers if school policy requires background checks.
- Communicate with your volunteers early and often. Be sure your volunteers know well in advance their assignments and event(s) schedule.
- Communicate any training opportunities to your volunteers. The Missouri Department of Higher Education will communicate training opportunities to site coordinators.

Recruiting volunteers

It is recommended you have one volunteer for every four to five computer stations during the designated time(s) for completing and submitting admissions applications.

Consider using seniors who have already completed college admissions applications to volunteer to help their peers who have not yet gone through the college admissions process. Additionally, student ambassadors from any grade level can help distribute materials, decorate the school, and promote Apply Missouri activities — especially by working with local media as well as liking and sharing Apply Missouri Facebook posts or by re-tweeting Twitter messages. Identify students from each grade who would like to bring some ideas of their own. Ask students from each grade level to share and implement ideas and post and distribute materials.

Community groups that may be helpful as volunteers include:

- PTA/PTO members
- Retired persons with teaching, counseling or postsecondary administration experience
- Boys and Girls Clubs
- Staff from any local postsecondary institutions, such as admissions counselors or academic advisors
- Local elected officials, such as school board or city council members
- Local business leaders and extension services
- Staff at college access organizations or with non-profit social services groups
- Parents
- School alumni

As you recruit volunteers, be sure everyone involved with Apply Missouri activities understands the program is NOT a recruitment opportunity for individual colleges and postsecondary institutions. Volunteers from local colleges and universities are welcome, but they do need to be aware they may be helping students apply to any of the thousands of postsecondary schools nationwide. Additionally, volunteers may wear a specific college's T-shirt, such as one from their alma mater, but they should refrain from promoting that school.

Many school districts require background checks before a person may participate in a school day event. You may need to distribute your school's policy to potential external volunteers. You may also need to supply a list of volunteers to your school's administration.

Communicating with volunteers

You should contact volunteers regularly. Make sure each volunteer knows what his or her assignment is, when and where he or she should report, any specifics about parking or school procedures, what the appropriate or recommended attire is, and any contingency plans in case of inclement weather or an emergency.

Provide volunteers with information and links to help them prepare for your Apply Missouri event. For instance, you may want to provide samples of the student preparation materials you use, such as the ["college fit" worksheet](#) or ["student admissions application" worksheet](#). You may also want to distribute the [Apply Missouri FAQs](#).

After your Apply Missouri activities are over, be sure to thank your volunteers by sending them a [certificate of appreciation](#) or thank-you note.

Musdaf A.
Major: Health information technology
Crowder College



Stephanie S.M.
Major: Political communication
Evangel University



Dalton C.
Major: Biology
Metropolitan Community College-Maple Woods



Event measurements and how to track students

Section checklist

- Add a shortcut to computer lab desktops pointing to the Apply Missouri Student Survey at <https://surveys.mo.gov/index.php/738156/lang-en>
- Maintain a list of postsecondary institutions to which your Apply Missouri participants submitted applications
 - Use the Application Lab sign-in/sign-out sheet to gather student name, date of birth, time in, time out, number of applications submitted, and the schools to which applications were submitted (dhe.mo.gov/ppc/documents/Sign-inTemplate.xlsx)
- Complete the Apply Missouri Site Coordinator Survey online at <https://surveys.mo.gov/index.php/632592/lang-en>

Missouri's 2015 Apply Missouri goals and benchmarks

During Missouri's first two years of the program, which were limited in scope, the following data was reported for participating high schools:

	2014 National	2014 Missouri	2013 Missouri pilot
Number participating high schools	4,123	55	26
Number of seniors	252,000	9,464	5,449
Number of seniors who applied	—	2,871	2,017
Percent of seniors applying	—	30.34%	36.92%
Number of applications	—	4,656	—
Average applications per student	—	1.62	—

Apply Missouri's goal for 2015 is for participating high schools to have **at least 60 percent of their seniors submit at least one admissions application.**

Admissions Application Lab Sign-in Sheet template

The Missouri Department of Higher Education has created a [Sign-in Sheet](#) template in Excel that you may use to help keep track of students submitting admissions applications. When your Apply Missouri activities are finished, please send copies of completed Sign-in Sheets to the Missouri Department of Higher Education as follows:

- Electronic copies may be emailed to julie.meyer@dhe.mo.gov
- Paper copies may be mailed to:
Apply Missouri team
Missouri Department of Higher Education
P.O. Box 1469
Jefferson City, MO 65102-1469

The Missouri Department of Higher Education will use this information to calculate your Apply Missouri application submission rates and help evaluate the effectiveness of the Apply Missouri program.

Data for aggregated statistical purposes only

The [Student Survey](#) and the Excel [Sign-in Sheet](#) template gather student names and dates of birth. This data is being gathered only for aggregated, general statistical purposes. No student personal data will be shared in any way. Missouri's goal is to match students participating in Apply Missouri against students completing the 2016–2017 FAFSA and later against national college enrollment databases. We are planning to analyze the percentage of students participating in Apply Missouri who go on to enroll in college, persist in college and ultimately complete a postsecondary credential.

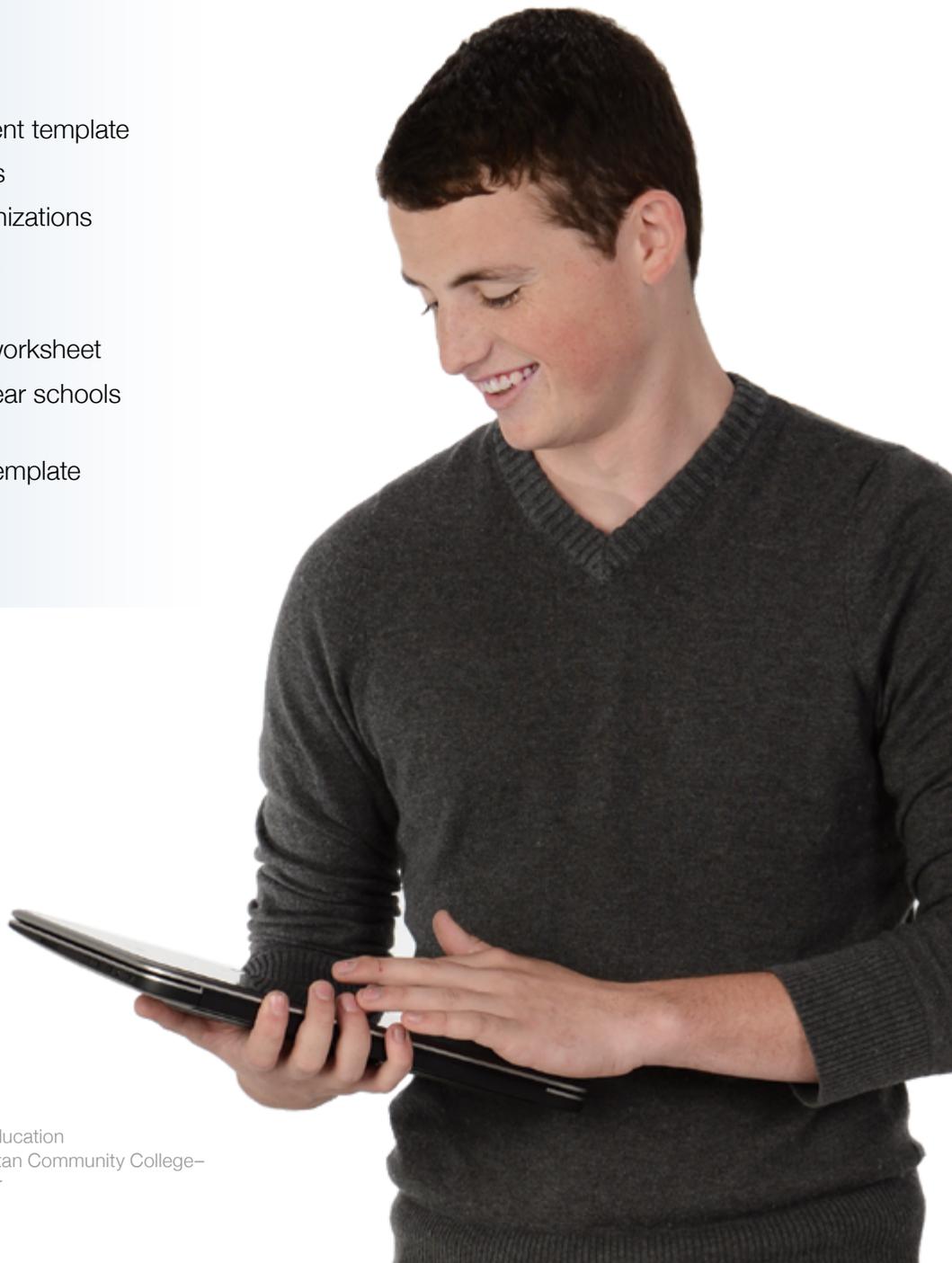
Apply Missouri Site Coordinator Survey

When your Apply Missouri activities are finished, the Missouri Department of Higher Education will email you to request that you complete the Apply Missouri [Site Coordinator Survey](#) online. The Site Coordinator Survey will ask you for final numbers of participating seniors and applications submitted. It also will gather feedback to help improve the Apply Missouri program going forward.

Resources

This section contains:

- Sample activity schedule
- Local news release template
- Local public service announcement template
- Media talking points for interviews
- Sample letter to community organizations
- Sample letter to students/families
- College fit worksheet
- Student admissions application worksheet
- List of Missouri's two- and four-year schools and their admissions fees, etc.
- Sample college bingo card and template
- Apply Missouri FAQs
- Volunteer appreciation certificate



Kyle P.
 Major: Education
 Metropolitan Community College-
 Blue River

Sample activity schedule

Day, date	Time	Activity	Location	Goals
Monday Oct. 20, 2015	8:45–9:45 a.m.	Apply Missouri kick-off assembly	Gym	<ul style="list-style-type: none"> Distribute College Portfolios and materials Introduce any volunteers or speakers Explain how Apply Missouri events will work
	10 a.m.–3 p.m.	Senior English classes work on admissions essay	Classrooms	<ul style="list-style-type: none"> Students should write a complete first draft and turn it in before the end of the class period Teachers should be prepared to return the following day with comments, suggestions
	10 a.m.–3 p.m.	Personal finance and economics classes work on “college fit” worksheets	Classrooms	<ul style="list-style-type: none"> Students should complete as much information within the worksheet as possible before the end of the class period Teachers should be prepared to return worksheets the following day with comments, suggestions
Tuesday Oct. 21, 2015	8:15 a.m.	Morning announcements – include college trivia/contest question	Office staff to announce over intercom system	<ul style="list-style-type: none"> Offer a question such as a statistic (e.g., what is Missouri’s college completion rate?) or a fun fact about a Missouri college (e.g., which Missouri school’s mascot is a mule?)
	10 a.m.–3 p.m.	Senior English classes work on admissions essay	Classrooms	<ul style="list-style-type: none"> Return essays to students with comments, suggestions; students should finalize Printed copies may be saved in students’ College Portfolios
	10 a.m.–3 p.m.	Personal finance and economics classes work on “college fit” worksheets	Classrooms	<ul style="list-style-type: none"> Return worksheets to students with comments, suggestions; students should finalize Final copies may be saved in students’ College Portfolios
	1 p.m.–3 p.m.	Student individual appointments to discuss “college fit” worksheet	Classroom or counseling offices	<ul style="list-style-type: none"> Answer student questions Help students narrow school choices
Wednesday Oct. 22, 2015	8:15 a.m.	Morning announcements – include college trivia/contest question	Office staff to announce over intercom system	<ul style="list-style-type: none"> Offer a question such as a statistic (e.g., how many students received Missouri student aid in 2012–13?) or a fun fact about a Missouri college (e.g., name a private/independent Missouri college in St. Louis)
	11:20 a.m.–12:40 p.m.	Set up tables/stations	Cafeteria	<ul style="list-style-type: none"> Promote remaining Apply Missouri activities Answer student questions about college application processes
	8:45 a.m.–3 p.m.	One-on-one assistance submitting college admissions applications	Computer lab	<ul style="list-style-type: none"> Have students submit at least one admissions application each
Thursday Oct. 23, 2015	8:15 a.m.–9:30 a.m.	Game day activity	Classrooms	<ul style="list-style-type: none"> Play college bingo or make a card or worksheet whereby students must match teachers to their alma maters; have seniors submit the card to an Apply Missouri volunteer at the end of the first period to be entered into a drawing
	8:45 a.m.–3 p.m.	One-on-one assistance submitting college admissions applications	Computer lab	<ul style="list-style-type: none"> Have students submit at least one admissions application each
Friday Oct. 24, 2015	8:45 a.m.–12:15 p.m.	One-on-one assistance submitting college admissions applications	Computer lab	<ul style="list-style-type: none"> Have students submit at least one admissions application each
	1:45–3 p.m.	Apply Missouri closing celebration and tailgate party	School parking lot	<ul style="list-style-type: none"> Have students share the schools to which they applied Have students turn in their activity tracking cards and student survey forms; conduct door prize drawings from completed forms

Local news release template

FOR IMMEDIATE RELEASE: _____

Contact: _____

_____ High School set to host Apply Missouri activities

_____ High School is participating in a new state program that aims to increase the number of students submitting college applications.

Apply Missouri activities will be held _____ at _____ High School.

Schools participating in Apply Missouri provide time and resources during the school day to assist seniors with the college application process.

The program, sponsored by the Missouri Department of Higher Education, focuses on providing assistance to students who would be the first in their family to attend college, low-income students and others who may be unfamiliar with the college application process.

During the first two years of the program, about 50 high schools participated, helping nearly 5,000 high school seniors submit more than 8,000 admissions applications. For 2015, the program is being opened up to statewide participation by any Missouri high school.

Increasing access to college is an important part of Missouri's goal to raise the percentage of working-age adults with a two- or four-year degree or professional certificate. By 2018, nearly 60 percent of all jobs in Missouri will require a postsecondary degree or certificate.

For more information about Apply Missouri, contact _____

Local public service announcement template

This fall, _____ High School will participate in Apply Missouri 2015 to help high school seniors with the college application process.

Students will learn more about higher education opportunities, decide what type of school is the best fit for them and submit an application to one or more schools.

Apply Missouri 2015 can help students plan for their future and take that first big step toward college.

For more information about Apply Missouri 2015, go to [www - dot - dhe - dot - mo - dot - gov](http://www.dhe.mo.gov).

That's [www - dot - dhe - dot - mo - dot - gov](http://www.dhe.mo.gov).



Media talking points for interviews

- 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.
- The Missouri Department of Higher Education is opening the program to all Missouri high schools in 2015.
- Participating high schools will host Apply Missouri activities during September and October.
- 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 national College Goal Sunday Program, known in Missouri as FAFSA Frenzy.
- The Missouri Department of Higher Education 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. The following year, 55 schools participated.
- All 50 states now participate in the American College Application Campaign.
- 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 2018, nearly 60 percent of all jobs in Missouri will require a postsecondary degree or certificate. For more information, visit <http://dhe.mo.gov/initiatives/MissourisBigGoal.php>.

Lauren M.

Major: Chemistry (pre-med)
Columbia College

Sample letter to community organizations

Dear _____ :

On behalf of _____ High School, I am sending this correspondence to inform you of local Apply Missouri events and to solicit community support in the following ways:

- Raffle and door prize items, especially anything college-related
- Snacks for up to _____ students expected to participate in at least one Apply Missouri activity
- Sponsorship of specific activities: _____
- Volunteer participation

The Missouri Department of Higher Education and the Missouri College Advising Corps piloted this program at 26 high schools around the state during Oct. 2013, and 55 high schools participated in 2014. The program has been expanded and is now open to all Missouri high schools. Apply Missouri is part of the American College Application Campaign, which operates in all 50 states.

Apply Missouri makes applying for college easier by providing students with free, on-site help filling out college admissions applications and completing other college preparation tasks. Our local Apply Missouri events will be held _____ through _____ at _____ High School. All high school seniors attending _____ High School are encouraged to participate in at least one of the following activities:

- _____ activity on _____ date/time
- _____ activity on _____ date/time
- _____ activity on _____ date/time

In exchange for your contributions, your business logo and name will be displayed at the Apply Missouri events (e.g., in the hallways and classrooms of _____ High School). Your organization or company will also have the right to place special offers (e.g., coupons, flyers, etc.) in the Welcome Packets, which will be given out to each student during our school’s Apply Missouri kick-off assembly. Additionally, your contributions will be recognized in the _____ High School newsletter or website, through the school’s social media feeds, and with a Certificate of Appreciation for you to display in your place of business.

The success of this program depends in part on support from our community. For more information, please visit www.dhe.mo.gov.

Sincerely,

Sample letter to students/families

Dear students and families,

This fall, _____ High School will be participating in Apply Missouri 2015, sponsored by the Missouri Department of Higher Education. All seniors expecting to graduate in 2016 will have an opportunity to submit an application for admission to one or more colleges or universities, if they have not already done so. The event will be held _____ (date or dates of event).

The purpose of Apply Missouri 2015 is to provide students with information about higher education and the college application process. Information about completing the Free Application for Federal Student Aid (FAFSA) also will be available during the event.

Prior to the event, seniors will be encouraged to fill out a “college fit” worksheet to help them determine what type of higher education might be the best choice for them. Having the completed worksheet available at the Apply Missouri event will allow students to quickly and easily complete college applications. We anticipate that students and their families will work together to complete the worksheet.

Please be aware most colleges require a fee when an application is submitted. Many colleges will require some form of electronic payment with an online application.

Families are welcome to visit _____ High School to help their son or daughter during the application process. Family members also can volunteer to assist with the event, signing in students, helping students with the completion of college applications or distributing information about financial aid opportunities.

If you have any questions about Apply Missouri 2015 or you would like to volunteer during the event, please contact _____ (name, phone number and/or email address). Thank you in advance for supporting this exciting program to help students learn more about the higher education opportunities available to them.

Sincerely,

(Name of site coordinator)

(Title)

College fit worksheet

	<i>School 1</i>	<i>School 2</i>	<i>School 3</i>	<i>School 4</i>
School name:				
School code: For use on the FAFSA				
Driving distance from home:				
Missouri school or out of state?				
Annual number of students enrolled:				
Cost per credit hour:				
School scholarships and institutional aid?				
Degrees offered? (e.g., bachelor's, associate)				
Programs and majors I am interested in:				
Does the school offer any of the following services?				
Free tutoring services?				
Summer orientation or college preparation programs?				
Emergency funds?				
On-campus health services?				
Housing during holidays?				
Multi-cultural student clubs?				
Other:				
Other:				
Application, financial aid, and housing tracking information				
Deadline for application:				
Cost to apply:				
SAT or ACT required?				
Essay or personal statement required to apply?				
Recommendation letter required?				
Date applied:				
Date accepted:				
Date housing secured:				
Date FAFSA submitted:				
Deadline for scholarship or institutional financial assistance:				

Student admissions application worksheet

Full legal name:	Social Security number:
Citizenship status: (If not a citizen, record USCIS number)	
State residency information:	Residency is determined by the Missouri public institution to which the student is applying. Student residency requirements are covered in Missouri's code of State Regulations at http://www.sos.mo.gov/adrules/csr/current/6csr/6csr.asp Resident status factors may include: <ul style="list-style-type: none"> • Residing in the state for more than 12 months with the intent to make Missouri a permanent home • Military service • Automobile registration • Income or property taxes • Etc.
ACT test information Date of exam: Scores:	SAT test information Date of exam: Scores:
GPA:	Class rank:
Method of handling admission fees: <input type="checkbox"/> Fee waivers requested and approved? <input type="checkbox"/> Credit card: _____ Exp date: _____ CVV: _____ <input type="checkbox"/> Applying to schools that do not charge admissions application fees	
Application essay: <input type="checkbox"/> Essay complete? <input type="checkbox"/> Does it promote you? <input type="checkbox"/> Is it well written?	
Extracurricular activities:	Work experience:
Reference 1: teacher, coach, counselor, employer, etc.	Reference 2: teacher, coach, counselor, employer, etc.

Missouri's two- and four-year public schools

	Public institution	School code	Application fee	Address	City
Two years or less	Applied Technology Services	030686	\$0	12721 W. Watson Road	Sunset Hills
	Cape Girardeau Career & Technology Center	005532	Varies by program	1080 S. Silver Springs Road	Cape Girardeau
	Carthage R-9 School District–Carthage Technical Center	041522	Varies by program	609 River St.	Carthage
	Cass Career Center	016354	\$0	1600 E. Elm St.	Harrisonville
	Clinton Technical School	024975	\$0	602 S. 5th St.	Clinton
	Columbia Area Career Center	022892	Varies by program	4203 S. Providence Road	Columbia
	Crowder College	002459	\$25	601 Laclede	Neosho
	Dallas County Technical Center	030728	\$0	33 Vo-Tech Road	Louisburg
	East Central College	008862	\$0	1964 Prairie Dell Road	Union
	Four Rivers Career Center	020561	Varies by program	1978 Image Drive	Washington
	Franklin Technology Center–MSSU	013568	\$50	3950 E. Newman Road	Joplin
	Grand River Technical School	005531	Varies by program	1200 Fair St.	Chillicothe
	Herndon Career Center	031743	\$50	11501 E. 350 Hwy.	Raytown
	Hillyard Technical Center	015801	\$83	3434 Faraon St.	St. Joseph
	Jefferson College	002468	\$25	1000 Viking Drive	Hillsboro
	Kirksville Area Technical Center	014698	\$40	1103 S. Cottage Grove	Kirksville
	Lake Career and Technical Center	015986	\$20	Township Road	Camdenton
	Lex La-Ray Technical Center	014971	\$25	2323 High School Drive	Lexington
	Metropolitan Community College–Kansas City	002484	\$0	3200 Broadway	Kansas City
	Mineral Area College	002486	\$15	P.O. Box 1000	Park Hills
	Missouri State University–West Plains	031060	\$15	128 Garfield	West Plains
	Moberly Area Community College	002491	\$0	101 College Ave.	Moberly
	Nevada Regional Technical Center	014134	\$65	900 W. Ashland	Nevada
	North Central Missouri College	002514	\$20	1301 Main St.	Trenton
	Northland Career Center	015451	\$150	1801 Branch St.	Platte City
	Northwest Technical School	015450	\$50	1515 S. Munn	Maryville
	Ozarks Technical Community College	030830	\$0	933 E. Central	Springfield
	Pike-Lincoln Technical Center	013785	Varies by program	P.O. Box 38	Eolia
	Poplar Bluff Technical Career Center	013683	Varies by program	3203 Oak Grove Road	Poplar Bluff
	Rolla Technical Institute	005429	\$50	1304 E. 10 th St.	Rolla
	Saint Louis Community College	002469	\$0	300 S. Broadway	St. Louis
	Saline County Career Center	015639	\$15	900 W. Vest	Marshall
	Sikeston Career and Technology Center	013243	\$75	1002 Virginia St.	Sikeston
South Central Career Center	005424	Varies by program	610 E. Olden	West Plains	
St. Charles Community College	017027	\$10	4601 Mid Rivers Mall Drive	Cottleville	
State Fair Community College	007628	\$0	3201 W. 16 th St.	Sedalia	
State Technical College of Missouri	004711	\$0	One Technology Drive	Linn	
Three Rivers Community College	004713	\$0	2080 Three Rivers Blvd.	Poplar Bluff	
Warrensburg Area Career Center	014434	\$100	205 S. Ridge View Drive	Warrensburg	
Waynesville Career Center	014833	\$100	400 G.W. Lane	Waynesville	
Four years	Harris-Stowe State University	002466	\$15	3026 Laclede Ave.	St. Louis
	Lincoln University	002479	\$20	820 Chestnut St.	Jefferson City
	Missouri Southern State University	002488	\$25	3950 E. Newman Road	Joplin
	Missouri State University–Springfield	002503	\$35	901 S. National	Springfield
	Missouri University of Science and Technology	002517	\$50	1870 Miner Cr G-1 Parker Hall	Rolla
	Missouri Western State University	002490	\$0	4525 Downs Drive	St. Joseph
	Northwest Missouri State University	002496	\$0	273 Admin. Bldg/800 University Ave.	Maryville
	Southeast Missouri State University	002501	\$30	One University Plaza	Cape Girardeau
	Truman Medical Center School of Nurse Anesthesia	005445	\$100	2301 Holmes St.	Kansas City
	Truman State University	002495	\$0	100 E. Normal	Kirksville
	University of Central Missouri	002454	\$30	1100 Ward Edwards Bldg.	Warrensburg
	University of Missouri–Columbia	002516	\$50	11 Jesse Hall	Columbia
	University of Missouri–Kansas City	002518	\$35	5100 Rockhill Road	Kansas City
University of Missouri–St. Louis	002519	\$35	8001 Natural Bridge Road	St. Louis	

Missouri's two- and four-year private schools

	Private institution	School code	Application fee	Address	City
Two years or less	Mercy Hospital Springfield School of Radiologic Technology	004413	\$30	1235 E. Cherokee	Springfield
	Southeast Missouri Hospital College of Nursing and Health Sciences	030709	\$100	2001 William St.	Cape Girardeau
	Texas County Technical Institute	035793	\$50	6915 S. Highway 63	Houston
	Victory Trade School	041303	\$0	1715 N. Boonville Ave.	Springfield
	Wentworth Military Academy and Junior College	002522	\$25	1800 Washington Ave.	Lexington
Four years	A.T. Still University of Health Sciences	G02477	\$195	800 W. Jefferson	Kirksville
	Aquinas Institute of Theology	G01632	\$50	23 S. Spring Ave.	St. Louis
	Assemblies of God Theological Seminary	G12120	\$75	1435 N. Glenstone Ave.	Springfield
	Avila University	002449	\$0	11901 Wornall Road	Kansas City
	Baptist Bible College	013208	\$40	628 E. Kearney	Springfield
	Barnes Jewish College Goldfarb School of Nursing	006389	\$50	4483 Duncan	St. Louis
	Calvary Bible College and Theological Seminary	002450	\$0	15800 Calvary Road	Kansas City
	Central Christian College of the Bible	014619	\$50	911 E. Urbandale Drive	Moberly
	Central Methodist University	002453	\$0	411 Central Methodist Square	Fayette
	City Vision College	041191	\$25	712 E. 31 st St.	Kansas City
	College of the Ozarks	002500	\$0	1 Industrial Place	Point Lookout
	Columbia College	002456	\$35	1001 Rogers St.	Columbia
	Conception Seminary College	002467	\$0	Hwy 136 E. County Rd V V	Conception
	Concordia Seminary	G02457	\$50	801 Seminary Place	St. Louis
	Cotter College	002458	\$20	1000 W. Austin	Nevada
	Covenant Theological Seminary	G04707	\$50	900 N. Benton	St. Louis
	Cox College	013877	\$45	1423 N. Jefferson	Springfield
	Culver-Stockton College	002460	\$0	475 E. Lockwood Ave.	Canton
	Drury University	002461	\$0	1111 N. Glenstone	Springfield
	Eden Theological Seminary	G02462	\$40	6800 Wydown Blvd.	St. Louis
	Evangel University	002463	\$25	2885 W. Battlefield Road	Springfield
	Fontbonne University	002464	\$50	1401 W. Truman Road	St. Louis
	Graceland University	186601	\$0	4415 Warwick Blvd	Independence
	Hannibal-Lagrange University	009089	\$25	1750 Independence Blvd.	Hannibal
	Kansas City Art Institute	002473	\$45	5200 Glennon Drive	Kansas City
	Kansas City University of Medicine and Biosciences	G02474	Varies by program	3801 S. National Ave.	Kansas City
	Kenrick Glennon Seminary	002476	\$0	209 S. Kingshighway	St. Louis
	Lester E. Cox Medical Center School of Medical Technology	N/A	\$0	1851 Schoettler Road P.O. Box 1065	Springfield
	Lindenwood University	002480	\$30	650 Maryville University Drive	St. Charles
	Logan University	004703	\$50	5001 N. Oak St.	Chesterfield
	Maryville University of St. Louis	002482	\$0	One College Park Drive	St. Louis
	Midwestern Baptist Theological Seminary	002485	\$25	500 E. College	Kansas City
	Missouri Baptist University	007540	\$0 (online)	1700 E. Meyer Blvd.	St. Louis
	Missouri Valley College	002489	\$15	1111 N. Main	Marshall
	Nazarene Theological Seminary	G02494	\$50	8700 NW River Park Drive	Kansas City
	Ozark Christian College	015569	\$30	1700 E. Meyer Blvd.	Joplin
	Park University	002498	\$25	1111 N. Main	Parkville
	Ranken Technical College	012500	\$95	4431 Finney	St. Louis
	Rockhurst University	002499	\$0	1100 Rockhurst Road	Kansas City
	Saint Louis Christian College	012580	\$0	1360 Grandview Drive	Florissant
Saint Louis University	002506	\$25	221 No Grand Blvd.	St. Louis	
Saint Luke's College of Health Sciences	009782	\$35	8320 Ward Parkway Suite 300	Kansas City	
Southwest Baptist University	002502	\$30	1600 University Ave.	Bolivar	
St. Louis College of Pharmacy	002504	\$55	4588 Parkview Place	St. Louis	
Stephens College	002512	\$0	1200 E. Broadway	Columbia	
Urshan Graduate School of Theology	G41461	\$25	704 Howdershell Road	Florissant	
Washington University in St. Louis	002520	\$75	1 Brookings Drive Campus Box 1041	St. Louis	
Webster University	002521	\$35	470 E. Lockwood	St. Louis	
Westminster College	002523	\$0	501 Westminster Ave.	Fulton	
William Jewell College	002524	\$0	500 College St.	Liberty	
William Woods University	002525	\$0	One University Ave.	Fulton	

College bingo card – sample

B	I	n	G	O
Attended a four-year college or university	Lived at home while attending school	Worked full time while attending college	Is still close friends with his or her college roommate	Studied abroad while in college
Attended a college or university in Missouri	Had a least one scholarship for college	Changed majors two or more times	Attended a two-year college	Majored in math
Majored in Science	Attended an out of state college or university	FREE SPACE	Worked for the school newspaper, tv station or radio station while in college	Met his/her significant other in college
Lived on campus	Is currently enrolled in a college program or course	Had a mentor or other close advisor in college	Was President or leader of a college club	Completed Graduate school
Attended two or more colleges	Took a Philosophy Class	Ate Ramen noodles several times a week while in college	Played sports in college	Took out student loans to pay for college

College bingo card – template

B	I	n	G	O

Apply Missouri FAQs

What type of organization can be a site for the Apply Missouri program? Because Apply Missouri activities largely take place during the school day, sites must be high schools. Additionally, Apply Missouri does take a significant amount of effort. Therefore, it is important the school has demonstrated commitment to preparing students for postsecondary education. A participating high school may choose to select an internal person, such as a guidance counselor, to serve as its site coordinator, or may work with a college access organization serving as the site coordinator. Missouri has many college access organizations such as Missouri College Advising Corps, College Summit, College Bound of St. Louis, PrepKC and more. Many of these organizations work directly within high schools to help students prepare for college, and Apply Missouri can be an ideal program to help strengthen those existing efforts.

What does it mean to be a “sponsored” site, and what are the criteria? The Apply Missouri program may be implemented at any Missouri high school by using this guidebook, the templates and forms available on dhe.mo.gov and by registering to be a site. The Missouri Department of Higher Education offers some additional support in the form of promotional items and supplies to “sponsored” schools — or those with high populations of target audience students. The Apply Missouri registration form (<http://surveys.mo.gov/index.php/679716/lang-en>) requests information necessary to determine whether a school will be sponsored, such as the percentage of students receiving free or reduced lunch prices.

What type of students does Apply Missouri target? The program is mainly focused on helping high school seniors who would be the first in their families to attend college. These students are often referred to as “first generation” students. The Apply Missouri program also seeks to help low-income students. However, it is important to remember that Apply Missouri activities

are intended for ALL high school seniors, and the Apply Missouri ideal is to have 100 percent of all participating high schools’ seniors take part in at least one Apply Missouri activity.

Should I require students to sign up for specific Apply Missouri activities beforehand? The national College Application Campaign, of which Apply Missouri is part, strongly discourages requiring students to sign up for specific activities beforehand. This practice is likely to discourage or prevent target audiences from participating.

Can volunteers promote their colleges, organizations or businesses? As you recruit volunteers, be sure everyone involved with Apply Missouri activities understands the program is NOT a recruitment opportunity for individual colleges and postsecondary institutions. Volunteers from local colleges and universities are welcome and can serve as experts regarding college admission processes — but they do need to be aware that they will be helping students to apply to any of the thousands of postsecondary schools nationwide. Volunteers may wear a specific college’s T-shirt, such as one from their alma mater, but they should refrain from promoting that school.

Some Apply Missouri activities, such as showing the film *First Generation*, may cost the hosting school. Can those costs be passed along to students? For instance, could my school charge each student a dollar or two to attend the film screening? No. However, site coordinators may solicit local businesses to sponsor their Apply Missouri activities by paying for a screening of *First Generation*, donating prizes to be used in drawings or contests, providing refreshments during some Apply Missouri activities, and more.



Apply Missouri

MISSOURI DEPARTMENT OF HIGHER EDUCATION

Certificate of Appreciation

is awarded to

on

for service to Apply Missouri 2015