



### **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>.

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