



SOUTH CAROLINA  
can go to college

# College Application Week

December 3, 2009

▶ South Carolina students can make it happen.

# Purpose

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The objective of College Application Week is to provide all seniors at select high schools the opportunity to apply to college.

# Background

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In September 2008, the Higher Education Study Committee released ***Leveraging Higher Education For A Stronger South Carolina: Action Plan Implementation***.

One of the central goals of the report is to make South Carolina one of the most educated states in our nation by 2030. Per Recommendation 1.20, ***“the expansion of statewide college access initiatives should provide every graduating senior the opportunity to apply for college.”***

South Carolina College Application Week was established to show all students that college is possible, if they prepare.

The principle tenet of College Application Week is to assist all high school seniors with completing and filing college applications. While the focus is to assist all students, emphasis is placed on first-generation and minority students. In addition, College Application Week acts as a final boost of encouragement to students who may not otherwise apply to college.

# North Carolina Model

- ***Year 1-2005:***
  - 1 high school
  - 150 students
  - 150 applications
- ***Year 2 – 2006:***
  - 15 high schools
  - 900 students
  - 1,000 applications
- ***Year 3-2007:***
  - 109 high schools
  - 12,808 students
  - 21,445 applications
- ***Year 4-2008:***
  - 294 high schools
  - 19,000 students
  - 37,932 applications
- ***Year 5-2009:***
  - 380+ high schools
  - National Clearing House  
(data for college enrollment)

# South Carolina Model

- **Year 1 -2009**
  - 10 high schools
  - 1,000 students
  - 36% of each senior class participated
  - Average 2 applications per student = 2,000
- **South Carolina Demographics**
  - 212 public SC High Schools
  - 51,000 seniors (est.HSAP)
  - Fall 2008 entering college freshmen = 34,808

## College Application Week Projection

51,000 seniors x 36% participation rate  
**=18,360 students**

# Timeline/ Planning

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**January – March 2009**

**Statewide College Application and Financial Aid Literacy  
Preliminary Discussion Meetings**



**April – August 2009**

**Recruited College Application Week Pilot High Schools**

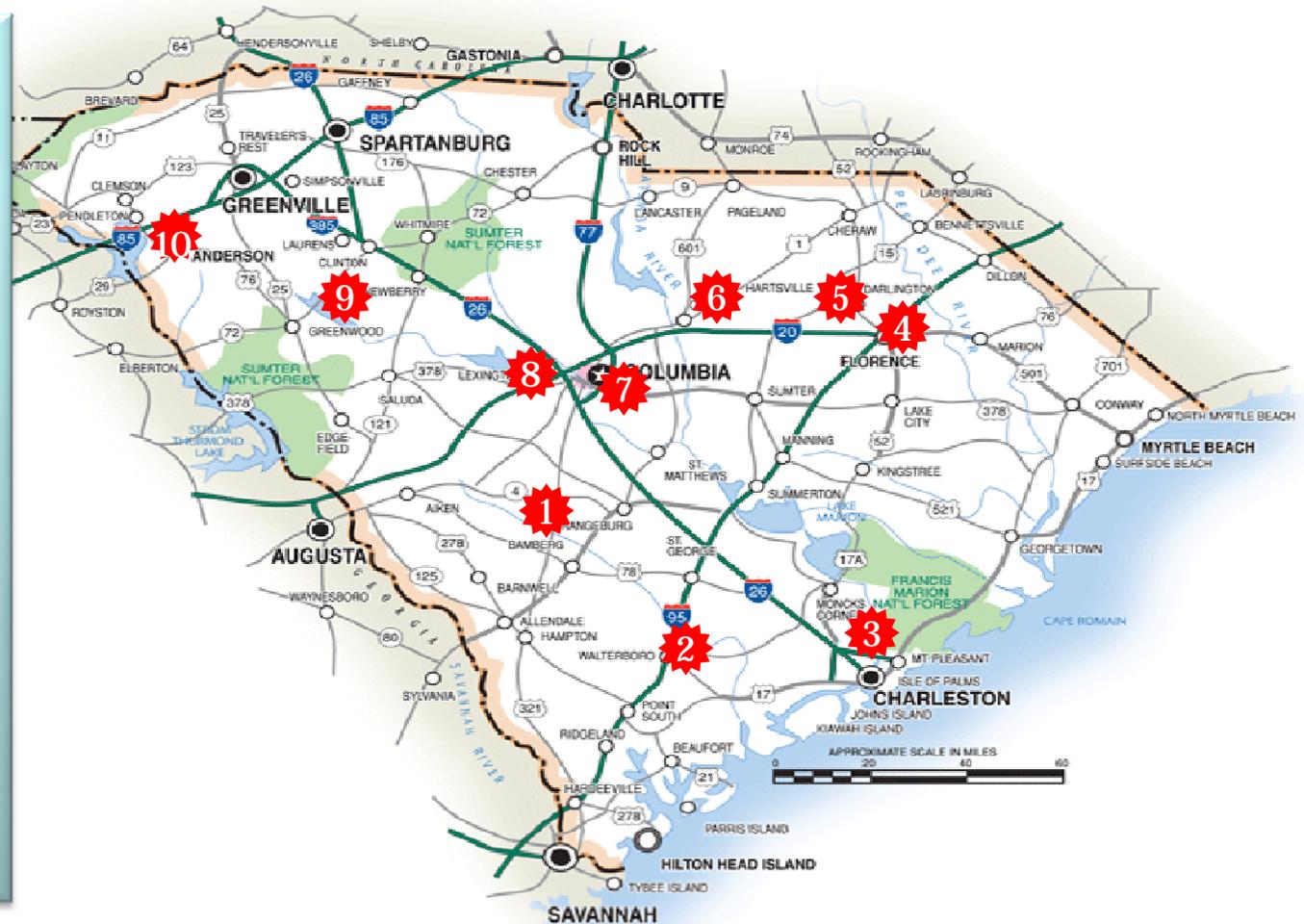


**October – November 2009**

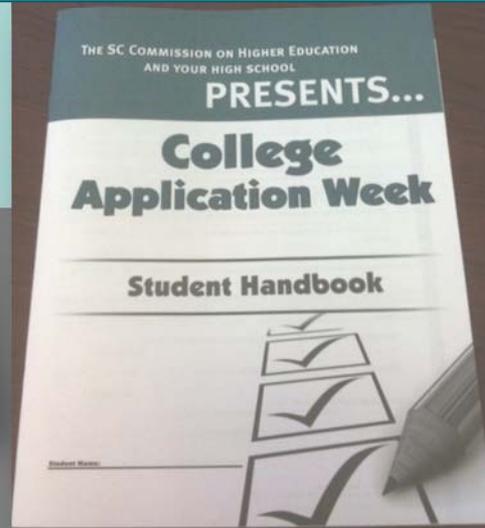
**Implemented College Application Week Programs at 10 Pilot High  
Schools**

# College Application Week

1. Edisto HS
2. Colleton County HS
3. Wando HS
4. West Florence HS
5. Lamar HS
6. Lugoff-Elgin HS
7. Richland 1 Middle College
8. Midlands Middle College
9. Emerald HS
10. TL Hanna HS



# Event In Action



# The Players

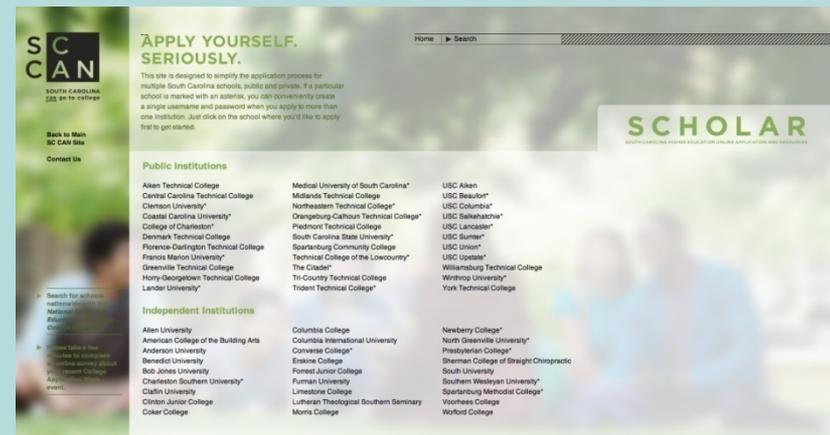
- CollegeNET, the technology partner on SCHOLAR for online applications
- Team on the ground:

High School Counselors

Parents

College Representatives

Students



# Behind the Scenes

- ***SCCHE Staff:***

Derrah Cassidy

Sjanna Coriarty

Rae McPherson

Karen Woodfaulk

Drucilla Russell

Nan Ford

Pinkney Epps

Arlene Criswell

Yolanda Myers

Altheia Anthony

Jonnita Smalls

Lorna Manglona-  
Williams

Gerrick Hampton

# Event Comments

## From Students:

- “It helped me on the road to college.”
- “Gave me an advantage than some other students who didn’t take the opportunity.”
- “It made applying to college easier.”
- “It helped me understand more of what I need to do to apply to college.”

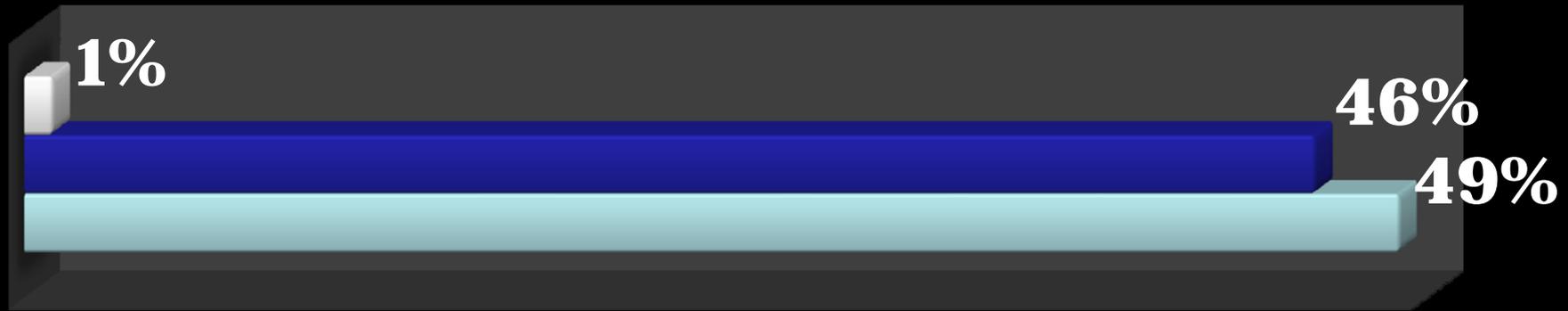
## From Counselors:

- 100% of the counselors would do a College Application Week again next year.
- “The volunteers were great.”
- “It was a superb experience.”

# Student Survey Results

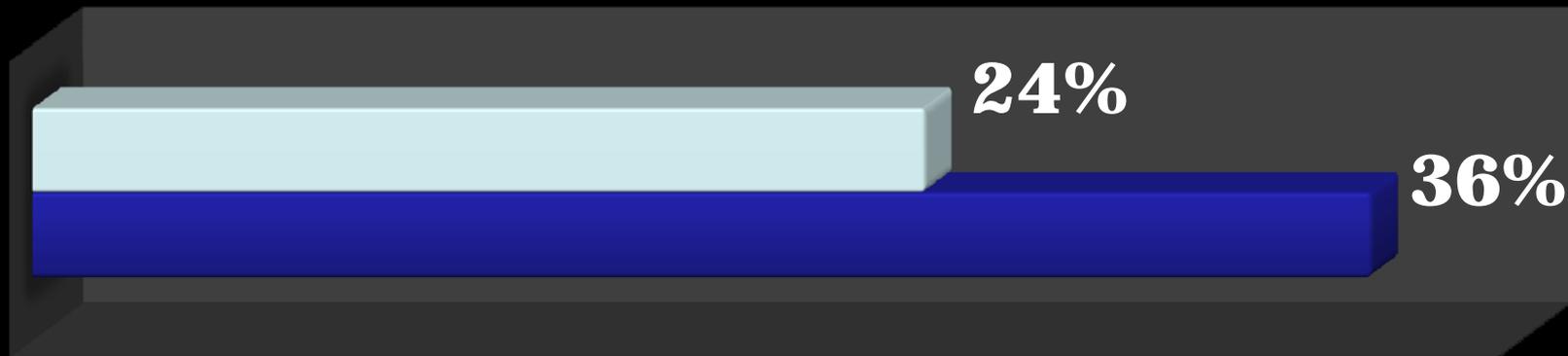
## Ethnicity

■ Hispanic Students   ■ Caucasian Students   ■ African American Students



## Other Demographics

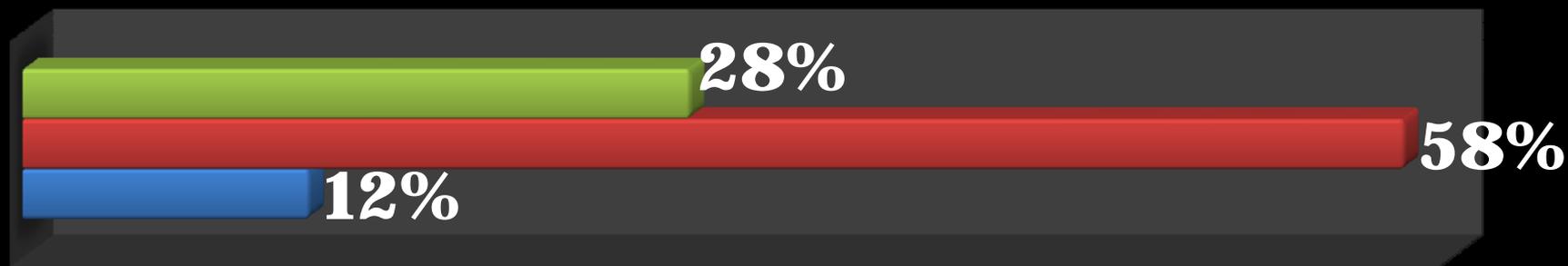
■ First Generation Students   ■ Senior Students Served (939 total)



# Student Survey Results

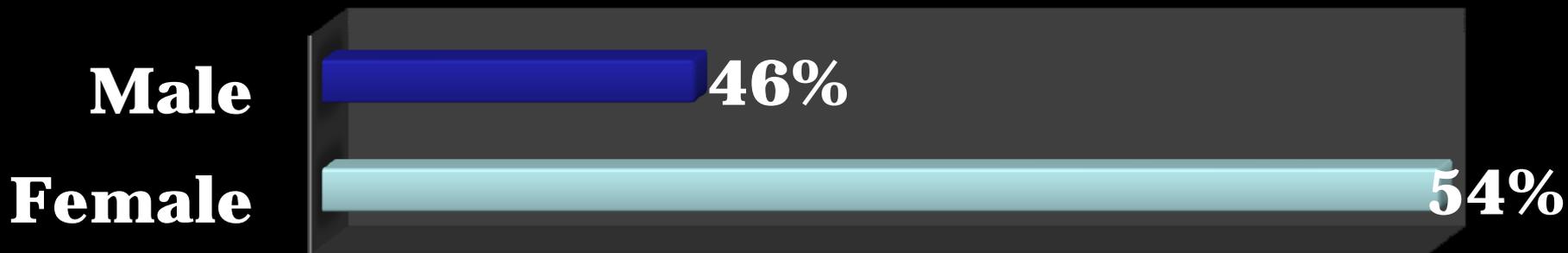
## Expected Degree

- Expect to Attain a Graduate Degree
- Expect to Attain a Bachelor's Degree
- Expect to Attain an Associate's Degree



## Gender

- Female
- Male



# Student Survey Results

Students required assistance from volunteers

98%

Completed two or more applications

57%

Completed three or more applications

29%

Students requested additional information regarding financial assistance and scholarships

79%

Students found the College Application Week Handbook helpful

89%

# Why College Application Week Works

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## Student Centered



## SCHOLAR

- Centralizes all South Carolina online college applications
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## Collaborations

- *-CollegeNET*
- *-High School Counselors*
- *-SC Department of Education*
- *-College and University Representatives*
- *-SC Commission on Higher Education*