

## **An Overview and Data Report on College Application Month (CAM) 2014**

### **Background**

The American College Application Campaign (ACAC), launched by the American Council on Education (ACE), is a national effort implemented in 50 states whose primary focus is to increase the number of first-generation and low-income students who pursue a postsecondary education. ACAC highlighted research studies that found students are either not applying to college or not applying early enough in their senior year, not applying to colleges that are a good fit, and are not applying to enough colleges. Findings included: a) positive correlations between the number of colleges high school students apply and their likelihood of four-year college enrollment (*College Board Advocacy and Policy Center Research Brief, October 2011*); and 2) only a small number of high-achieving, low-income students apply to colleges that resemble their achievement's like their counterparts (*Hoxby & Turner, 2013*). Also, the research indicated that providing college application "coaching" to high school seniors increased postsecondary enrollment (*Carrell & Sacerdote, 2013*), and the decision to not apply to college suggests that decisions are made before high school graduation (*Hahb & Price, 2008*).

As a proactive response to the findings, the national effort aims to assist high school seniors in navigating the college admissions process and to ensure that each participating student submits at least one college admissions application.

The South Carolina Commission on Higher Education (CHE) staff, in collaboration with the South Carolina Department of Education, met with North Carolina/GEAR UP in 2009 to study the College Application Day model and possibly implement a program in South Carolina. SC joined ACE in 2009 as the fifth state to implement CAM events statewide. With additional support from community and business leaders, volunteers and college admission professionals, CAM has transitioned from a month into a "season" which includes September, October, and November each year. South Carolina is among 50 states that actively participate in the national college application effort.

### **Program Model: College Application Month**

In 2014, 214 high schools across the state hosted College Application events in the fall (September – November) during regular school business hours in academic spaces such as computer labs or classrooms utilizing laptops/desktops/tablets. Depending on the needs/space/time available at the individual high school, events were held during a full class period, full day, two-day or for an entire month to allow for flex-scheduling for appointments with seniors by the school counselor. During these events, high school seniors were provided with the opportunity to receive one-on-one college application assistance from the community, school volunteers and college admissions professionals. In addition to the assistance received, many college admission professionals, as approved by their respective institution, provided application fee waivers to students to be validated either on that specific event day or during the length of CAM. This is one of many efforts the CAM events provide to alleviate reported common barriers of applying and accessing college in SC. (**Attachment I**)

### **Sustainability**

CAM 2009-2014 was funded by the College Access Challenge Grant (CACG), a federal grant from the U.S. Department of Education. The purpose of the CACG grant was to increase the number of low-income students who are prepared to enter and succeed in postsecondary education. Due to the inability to meet the maintenance of effort requirement from the State to fund higher education, which was a required component of CACG, grant funding was not

awarded in FY 2015. CHE staff created a pilot sustainability year before the grant closeout date in August 2014. With the additional assistance of an eight member College Application Month Sustainability Committee which consisted of college admissions officers and high school counselors, CHE staff created interactive materials that were made available online via [www.sccango.org](http://www.sccango.org), such as the Site Coordinator Toolkit, Student Resource Manual, CAM flyer and poster templates, and the “Step 1 Step 2 College” brochures. Each of the items are available on the website and are print and email responsive. After careful evaluation of the program, estimated costs to host basic CAM events statewide, is approximately \$5,500. Current partners of CAM events consist of CHE, SC Department of Education and the SC Chamber of Commerce.

### **Evaluation of the Data**

In 2014, 214 South Carolina high schools (public, charter, virtual and adult education centers) participated in CAM events. These high schools consisted of approximately 43,931 high school seniors who had the opportunity to participate in a CAM event at their respective high schools. Of the total number of high school seniors, 20,416 (46%) signed-in to a CAM event. 8,505 (42%) of the signed-in high school seniors completed and submitted an online student survey during an event. As reported from the student responses, 26,907 college applications were completed and submitted by the high school seniors. Based on these numbers, an estimated 64,598 college applications were completed and submitted by all high school seniors who signed-in to a CAM event. **(Attachment II)**

The online student survey (n=8,505) produced data from areas that focused on gender, race/ethnicity, first in family status, application assistance, promotional efforts (where did the student about CAM), application completion and institutions the student applied to during a CAM event. The survey presented the following results: 54% of the participating high school seniors were female and 45% were male; of the students that self-identified in a specific race/ethnicity category, 45% reported Caucasian, 43% reported Black or African American, and 7% reported Hispanic or Latino. Twenty-nine percent reported that they were the first in their family to go to college, 97% reported they learned about CAM events from their school counselor, teacher or friend, and 86% reported they received college application assistance mainly from their school counselor and a college representative. Fifty-one percent of the students completed one college application, 21% completed two, 16% completed three or more and 13% reported they did not complete a college application during CAM. Lastly, Coastal Carolina University, College of Charleston, and Winthrop University received the highest number of applications as reported by the students who participated in the student survey. **(Attachment III)**

### **One Step – Two Step Process**

Once high school seniors complete and submit college applications during CAM (Step 1), the second step for high school seniors is to seek sources to help pay for postsecondary education. For several students in SC, timely completion and submission of the Free Application for Federal Student Aid (FAFSA) is an essential part of this process. College Goal SC (Step 2) is funded by USA Funds, administered statewide by CHE staff and supported by the South Carolina Association of Student Financial Aid Administrators.

College Goal SC is an annual event during the month of February which provides assistance to students and families/guardians who are completing the FAFSA. Additionally, the FAFSA can be a prerequisite for qualifying for the SC Need-based Grant and private awards. Students receive professional financial aid assistance in completing and submitting the FAFSA during a College Goal SC event. Students are also provided information on state scholarship programs, as well as information about the state’s two and four-year higher education institutions.

**Attachment I**

**College Application Month 2014 Event Sites**

<b>School</b>	<b>Date</b>	<b>Start Time</b>	<b># of Signed in Students</b>
Abbeville High School			73
AC Flora High School	10/10/2014	9:00 AM	196
Academic Magnet	9/18/2014	12:30 PM	42
Academy for Technology and Academics	9/25/2014	8:30 AM	145
Academy for the Arts, Science, and Technology	10/17/2014	9:00 AM	92
Aiken High School	11/18/2014	8:30 AM	51
Airport High School	10/7/2014	9:00 AM	45
Allendale-Fairfax High School	10/15/2014	8:30 AM	50
Andrew Jackson High School	10/23/2014	9:00 AM	112
Andrews High School	11/6/2014	1:30 PM	56
Ashley Ridge High School	10/10/2014	8:00 AM	145
Aynor High School	10/2/2014	8:30 AM	67
Bamberg-Ehrhardt High School	9/25/2014	8:00 AM	77
Baptist Hill Middle High School	10/22/2014	8:00 AM	37
Barnwell High School	10/24/2014	8:00 AM	19
Batesburg-Leesville High School	9/23/2014	10:00 AM	71
Battery Creek High School	9/25/2014	8:00 AM	80
Beaufort High School	9/25/2014	8:00 AM	177
Beaufort-Jasper Academy for Career Excellence	10/3/2014	8:30 AM	31
Belton Honea Path High School	10/16 & 17/2014	8:30 AM	174
Berea High School	10/28/2014	11:00 AM	156
Berkeley High School	10/3/2014	8:30 AM	83
Bethune-Bowman Middle/High School	9/26/2014	8:30 AM	31
Blacksburg High School	10/17/2014	8:00 AM	126
Blackville-Hilda High School	10/23/2014	9:00 AM	2
Blue Ridge High School	9/30/2014	9:00 AM	111
Bluffton High School	9/25/2014	8:00 AM	106
Blythewood High School	10/8/2014	8:30 AM	149
Boiling Springs High School	10/17/2014	8:30 AM	401
Branchville High School	10/10/2014	9:15 AM	27
Brashier Middle College Charter High School	10/3/2014	11:30 AM	37
Brookland Cayce High School	10/2/2014	9:00 AM	60
Broome High School	10/3/2014	8:30 AM	166
Buford High School	10/9/2014	2:00 PM	36
Burke High School	10/15/2014	9:00 AM	35

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C. E. Murray High School	10/9/2014	9:00 AM	64
C.A. Johnson High School	10/15/2014	9:00 AM	85
Calhoun County High School	9/24/2014	9:00 AM	80
Calhoun Falls Charter School	10/10/2014	9:00 AM	18
Cane Bay High School	10/9/2014	8:30 AM	147
Carolina Forest High School	11/7/2015	8:00 AM	105
Carolina High School	10/1/2014	9:00 AM	66
Carvers Bay High	10/3/2014	8:00 AM	80
Chapin High School	9/15 & 16 /2014	8:30 AM	267
Chapman High School	10/16/2014	8:30 AM	108
Charleston Charter School for Math and Science	10/22/2014	9:00 AM	31
Charleston County School of the Arts	10/7/2014	11:30 AM	43
Cheraw High School	10/23/2014	8:30 AM	81
Chesnee High School	10/28/2014	8:00 AM	157
Chester High School	10/17/2014	8:00 PM	96
Chesterfield High School	10/28/2014	8:00 AM	86
Clinton High School	10/24/2014	8:30 AM	64
Clover High School	10/10/2014	10:00 AM	140
Colleton County High School	10/9/2014	8:30 AM	113
Columbia High School	9/17/2014	9:00 AM	104
Conway High School	9/18/2014	8:30 AM	112
Comenius School for Creative Leadership	10/2/2014	1:00 PM	11
Creek Bridge High School	9/26/2014	8:30 AM	50
Crescent High School	10/30/2014	8:00 AM	62
Crestwood High School	10/8/2014	9:00 AM	122
Cross High School	10/2/2014	9:00 AM	31
Darlington High School	10/22/2014	8:00 AM	179
Denmark-Olar High School	9/26/2014	8:30 AM	32
Dillon High School	10/14/2014	9:00 AM	172
Dixie High School	10/6/2014	8:00 AM	73
Dreher High School	10/15/2014	8:00 AM	149
Easley High School	10/23/2014	9:00 AM	33
East Clarendon High School	10/17/2014	8:30 AM	55
Eastside High School	10/15/2014	8:45 AM	170
Eau Claire High School	9/25/2014	8:30 AM	110
Edisto High School	10/3/2014	8:00 AM	119
Emerald High School	9/19/2014	9:00 AM	84
Estill High School	10/3/2014	8:00 AM	43
F.E. DuBose Career Center	10/16/2014	12:00 PM	15
Fairfield Central High School	9/5/2014	9:00 AM	167
Fort Dorchester High School	10/15/2014	7:30 AM	219

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Fort Mill High School	10/2/2014	8:30 AM	122
Fox Creek High School	10/1/2014	9:00 AM	83
Gaffney High School	9/19/2014	8:00 AM	301
Garrett Academy of Technology	10/7/2014	9:00 AM	39
Georgetown High	10/23/2014	11:00 AM	80
Gilbert High School	10/23/2014	8:30 AM	42
Goose Creek High School	10/7/2014	8:30 AM	140
Great Falls High School	10/16/2014	12:00 PM	51
Green Sea Floyds High School	11/5/2014	8:00 AM	47
Greenville High School	10/9/2014	11:30 AM	106
Greenville Tech Charter High School	10/24/2014	10:00 AM	23
Greenwood High School	9/23/2014	8:30 AM	163
Greer High School	10/29/2014	10:15 AM	129
Greg Mathis Charter High School	9/5/2014	9:00 AM	14
Hamilton Career Center	10/1/2014	8:30 AM	37
Hanahan High School	10/10/2014	8:30 AM	70
Hannah-Pamplico High School	10/1/2014	8:00 AM	85
Hartsville High School	10/2/2014	8:00 AM	243
HCS Early College High School	9/24 & 25/2014	8:00 - 2:00 (24th) 11- 2:20 (25th)	70
HCS Scholars Academy	10/1/2014	12:00 PM	15
Hemingway High School	10/8/2014	8:30 AM	63
Heyward Career and Technology	10/1/2014	9:00 AM	45
Hillcrest High School	10/15/2014	9:30 AM	140
Hilton Head Island High School	9/25/2014	8:00 AM	104
		10:00:00	69
Horry County Schools Adult Ed - Conway Education Center	10/23/2014	AM	
Horry County Schools Adult Ed - Myrtle Beach Family Learning Center	10/22/2014	9:00:00 AM	40
Howard Adult Center	10/21/2014	10:00 AM	20
Hunter-Kinard-Tyler High School	9/24/2014	9:30 AM	35
Indian Land High School	10/8/2014	9:00 AM	62
Irmo High School	10/3/2014	8:30 AM	172
J.L. Mann High School	10/3/2014	8:45 AM	179
James F Byrnes High School	10/1/2014	8:00 AM	379
James Island Charter High School	10/7/2014	8:30 AM	87
Kingstree Senior High School	10/21/2014	8:30 AM	111
Lake City College Prep Academy	10/15/2014	1:30 PM	2
Lake City High School	10/9/2014	8:15 AM	127
Lake Marion High School and Technology Center	10/24/2014	9:00 AM	122
Lakewood High School	9/10/2014	9:00 AM	193
Lamar High School	9/16/2014	8:00 AM	68

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Lancaster High School	11/20/2014	8:30 AM	1
Landrum High School	9/26/2014	8:30 AM	115
Latta High School	10/7/2014	8:00 AM	72
Laurens District 55 HS	10/27/2014	9:00 AM	122
Lee Central High School	10/9/2014	8:30 AM	112
Legacy Charter School	10/1/2014	9:00 AM	20
Lewisville High School	10/10/2014	8:15 AM	80
Lexington High School	10/21/2014	9:00 AM	47
Liberty High School	10/8/2014	8:00 AM	67
Lincoln Middle High School	10/15/2014	9:00 AM	*
Loris High School	9/30/2014	10:00 AM	124
Lower Richland High School	10/15/2014	8:30 AM	180
Manning High School	10/23/2014	8:30 AM	134
Marion High School	10/29 and 30 2014	8:30 AM	139
Marlboro County High School	10/8/2014	8:30 AM	161
Mauldin High School	10/30/2014	9:00 AM	150
McBee High School	11/12/2014	9:50 AM - 2:15 PM	46
McCormick High School	10/24/2014	12:30 PM	28
Mid Carolina High School	9/29/2014	8:30 AM	79
Midland Valley High School	11/3/2014	8:00 AM	65
Midlands Middle College	10/9/2014	12:30 PM	40
Midlands Technical College TRIO Program	11/1/2014	9:00 AM	30
Military Magnet	10/3/2014	9:00 AM	*
Mullins High School	10/21/2014	8:30 AM	94
Myrtle Beach High School	9/23/2014	6:00 PM	100
Nation Ford High School	10/1/2014	9:00 AM	131
Newberry High School	10/10/2014	8:30 AM	43
Ninety-Six High School	9/26/2014	8:25 AM	81
North Augusta High School	10/7/2014	8:30 AM	84
North Charleston High School	10/29/2014	9:00 AM	50
North Middle High School	9/25/2014	10:00 AM	40
North Myrtle Beach High	10/31/2014	8:25 AM	159
Northwestern High School	9/24/2014	11:30 AM	64
Orangeburg-Wilkinson High School	10/22/2014	8:00 AM	181
Palmetto High School	9/30/2014	8:30 AM	*
Paul M. Dorman High School	10/29/2014	7:45 AM	211
Pelion High School	10/3/2014	8:00 AM	54
Pendleton High School	10/3/2014	8:30 AM	97
Pickens County Career & Technology Center	10/9/2014	12:00 PM	140
Pickens High School	10/9/2014	8:30 AM	120
Powdersville High School	10/28/2014	8:00 AM	76

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Provost Academy	9/12/2014	9:00 AM	26
RB Stall High School	10/30/2014	9:00 AM	112
Richland Northeast High School	10/7/2014	9:00 AM	171
Richland One Middle College	10/30/2014	6:00 PM	13
Ridge Spring-Monetta High School	9/19/2014	9:00 AM	33
Ridge View High School	9/15/2014	9:00 AM	142
Ridgeland Hardeeville High School	10/16/2014	8:30 AM	114
River Bluff High School	10/21/2014	9:00 AM	*
Riverside High School	10/2/2014	9:00 AM	38
Rock Hill High School	10/3/2014	12:00pm - 5:00pm	48
Saluda High School	10/29/2014	8:00 AM	56
Scott's Branch HS	10/7/2014	10:00 AM	43
Seneca High School	Entire Month of October		210
Silver Bluff High School	9/18/2014	9:00 AM	61
Socastee High School	10/1/2014	8:30 AM	125
South Aiken High School	9/25/2014	8:15 AM	*
South Pointe High School	10/21/2014	4:30 PM	225
Southside High School	9/25/2014	9:00 AM	94
Spartanburg High School	10/23/2014	8:00 AM	259
Spring Valley High School	10/9/2014	10:00 AM	85
St James High School	9/26/2014	8:30 AM	203
St. John's High School	9/18/2014	8:30 AM	46
Stratford High School	10/2/2014	8:30 AM	92
Strom Thurmond High School	11/20/2014	9:25 AM	29
Sumter County Adult Education	10/9/2014	10:00 AM	17
Sumter High School	10/15/2014	9:00 AM	207
Swansea High School	9/12/2014	8:40 AM	74
Tamasee-Salem High School	10/20/2014	8:00 AM	35
Timberland High School	10/14/2014	9:00 AM	70
Timmonsville High School	10/1/2014	8:30 AM	22
TL Hanna High School	10/7/2014	8:30 AM	119
Travelers Rest High School	10/10/2014	8:45 AM	48
Union County High School	10/8/2014	8:00 AM	165
W. J. Keenan High School	10/15/2014	8:30 AM	120
Waccamaw High School	9/26/2014	9:00 AM	90
Wade Hampton High School (Greenville)	9/26/2014	8:00 AM	200
Wade Hampton High School (Varnville)	10/10/2014	8:45 AM	125
Wagener Salley High School	9/23/2014	9:00 AM	32
Walhalla High School	10/23/2014	8:00 AM	75
Wando High School	10/16/2014	9:00 AM	250
Ware Shoals High School	10/8/2014	9:00 AM	44

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West Ashley High School	10/22/2014	8:00 AM	220
West Florence High School	10/15/2014	9:00 AM	187
West-Oak High School	10/8 - 11/2014	8:30 AM	143
Westside High School	10/7/2014	8:30 AM	241
Westwood High School	10/7/2014	8:30 AM	195
Whale Branch Early College High School	9/25/2014	9:15 AM	76
White Knoll High School	10/23/2014	9:00 AM	68
Whitmire Community School	10/17/2014	9:40 AM	27
Williamsburg Adult Education			0*
Williston-Elko High School	10/3/2014	8:30 AM	60
Wilson High School	10/2/2014	8:30 AM	178
Woodland High School	10/16/2014	8:30 AM	95
Woodmont High School	11/13/2014	9:00 AM - 12:00 PM	111
Woodruff High School	9/18/2014	11:00 AM	100
Wren High School	9/24/2014	8:45 AM	88
York Comprehensive High School	10/01.2014	8:45 AM	*
York Preparatory Academy	10/1/2014	9:00 AM	22
Other			63
<b>TOTAL</b>			<b>20,416</b>

*\* Final End of Event Reports for these College Application Month events were not submitted by the site coordinator by the deadline 1/30/15.*

**Attachment II**

**Results of CAM 2009-2014**

*N/A = information was either not collected or requested by ACE during that specific program year*

*\*There are ~293 public high schools and ~207 private high schools in South Carolina*

*\*\*201 out of 214 End of Event reports were submitted to CHE following CAM events by the deadline (1/30/15)*

*\*\*\*Total # of high school seniors who signed-in to a CAM event divided by # of signed-in high school seniors who completed the Student Survey multiplied by the # of completed college applications reported by high school seniors who completed the Student Survey/sign in sheet.*

	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Total # of Participating High Schools</b>	12	57	121	152	186	214*
<b>Total # of high school seniors reported by site coordinators</b>	1,000	15,000	20,820	32,178	39,358	43,931
<b>Total # of volunteers and college representatives who assisted with CAM events.</b>	N/A	N/A	N/A	N/A	1,763	2,240
<b># of high school seniors who signed into a CAM event</b>	N/A	N/A	N/A	N/A	20,262	20,416**
<b># of signed in high school seniors that completed the Student Survey</b>	N/A	N/A	N/A	4,958	8,302	8,505
<b># of students who completed the Student Survey self-reported as "First in Family"</b>	N/A	N/A	N/A	N/A	N/A	2,475
<b># of completed college applications reported from high school seniors who completed the Student Survey/sign in sheet</b>	N/A	N/A	N/A	8,638	14,497	26,907
<b>Estimated # of completed college applications for all high school seniors who signed into a CAM event</b>	N/A	N/A	N/A	N/A	35,382	64,598***

**Attachment III**

**Student Survey Results (n=8,505) from College Application Month 2014**

1. **Gender:** 54% (female), 46% (male)
2. **Race/Ethnicity:** 45% (white), 43% (Black or AA), 7% (Hispanic or Latino), 2.0% (other - included two or more races), 1% (Asian), .1% (American Indian or Alaska Native), and .5% (Native Hawaii or other Pacific Islander).
3. **First in Family:** 29% (Yes), 71% (No)
4. **Application Assistance:** 58% (School Counselor), 28% (College Representative), 8% (Other), 4% (Teacher), 1% (Community Volunteer), .8% (Parent), .2% (Business Leader), and .09% (Principal).
5. **Promotional Effort:** 68% (School Counselor), 15% (Teacher), 14% (Friend), 1% (Parent), .9% (Other), .7% (Flyers/Posters), .2% (News/Media), .2% (Social Media).
6. **Completion of Applications:** 51% (one), 21% (two), 9% (three), 6.0% (four or more), and 13% (Did not complete an application).
7. **Top 10 Applications:** Coastal Carolina University, College of Charleston, Winthrop University, University of South Carolina/Columbia, Francis Marion University, Greenville Technical College, University of South Carolina/Upstate, Clemson University, South Carolina State University, and Charleston Southern University.

**Student Comments from the 2014 Student Survey (n=8,505)**

Students were asked to comment on their experiences and provide insight on improvements during CAM. Students felt that “more time” was needed to complete their college applications during CAM. “More time” was categorized in two ways: longer class time during the event or allow for multiple days to host the event. Two additional areas that were recommended were: 1) provide more fee waivers; and 2) create easier applications. Several colleges provided fee waivers during the event but did not provide information prior to the start of CAM 2014 via CACRAO’s registration process. This area will be listed along with a review of the student comments provided in the survey as an action item when collaborating with CACRAO to plan for CAM 2015. Overall, students felt that CAM was extremely beneficial, successful and appreciated the assistance they received regarding the college access process.

# **College Application Month**

## *South Carolina*

Student Services

SC Commission on Higher Education

# *American College Application Campaign*

## ***Overview:***

The American College Application Campaign (ACAC), launched by the American Council on Education (ACE), is a national effort to increase the number of first-generation and low-income students who pursue a postsecondary education.

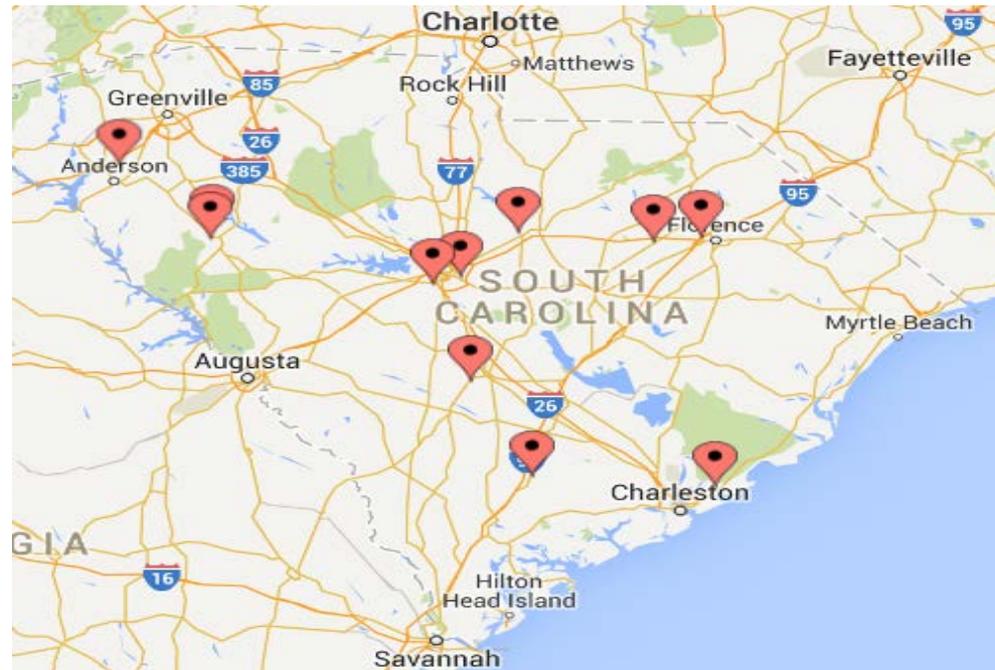
## ***Purpose:***

Help high school seniors navigate the college admissions process and ensure that each participating student submits at least one admissions application.

# *American College Application Campaign*

## ***South Carolina:***

CHE, in collaboration with the SC Department of Education, met with North Carolina/GEAR UP in 2009 to study the College Application Day model. SC then joined ACE in 2009 as the fifth program cohort to implement College Application Month events statewide.





# College Application Month

## *Format Examples*



### Carvers Bay High School

- Event held for one **day**
- Whole day during regular school hours: *90 min sessions arranged by alphabet*
- Included school counselors, teachers, principal, and 4 college representatives
- 100 students in senior class



### Hannah-Pamplico High School

- Event held for one **week**
- Half day during regular school hours: *8:00am – 11:00am*
- Included school counselors, teachers, and 6 college admissions representatives
- 85 students in the senior class



### Seneca High School

- Event held for one **month**
- During regular school hours: *by appointment*
- Arranged for one college representative per day to speak with seniors
- Included school counselors, teachers and 15 college representatives
- 250 students in senior class

## RESULTS

- 80% of senior class participated
- 233 college applications were completed

- 100% of senior class participated
- 128 college applications were completed

- 84% of senior class participated
- 325 college applications were completed

# College Application Month Data

## South Carolina

	2009	2010	2011	2012	2013	2014
<b>Total # of Participating High Schools</b>	12	57	121	152	186	214*
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<b>Estimated # of completed college applications for all high school seniors who signed into a CAM event</b>	N/A	N/A	N/A	N/A	35,382	64,598***

*N/A = information was either not collected or requested by ACE during that specific program year*

*\*There are ~293 public high schools and ~207 private high schools in South Carolina*

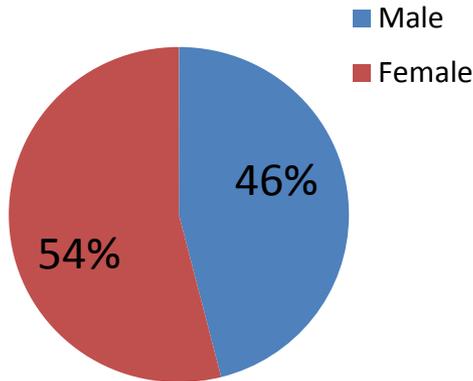
*\*\*201 out of 214 End of Event reports were submitted to CHE following CAM events by the deadline (1/30/15)*

*\*\*\*Total # of high school seniors who signed-in to a CAM event divided by # of signed-in high school seniors who completed the Student Survey multiplied by the # of completed college applications reported by high school seniors who completed the Student Survey/sign in sheet.*

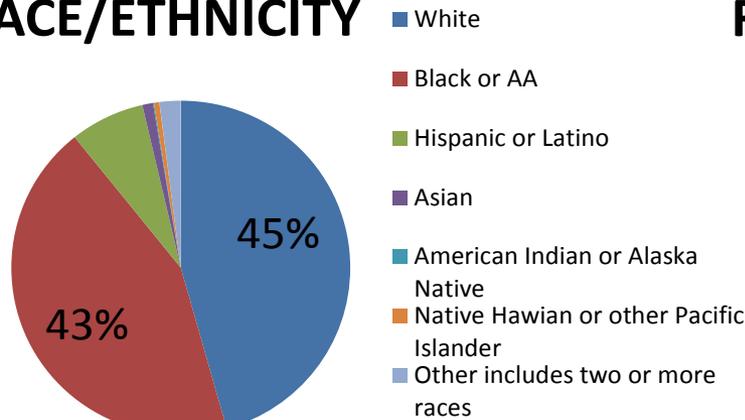
# College Application Month Survey

*n=8,505*

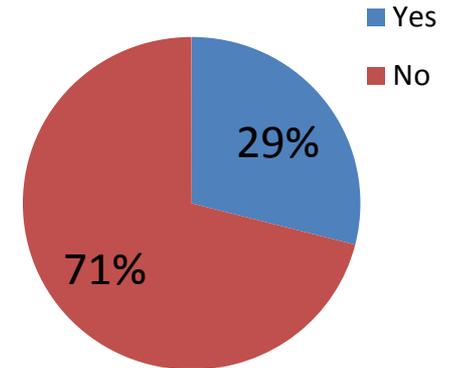
## GENDER



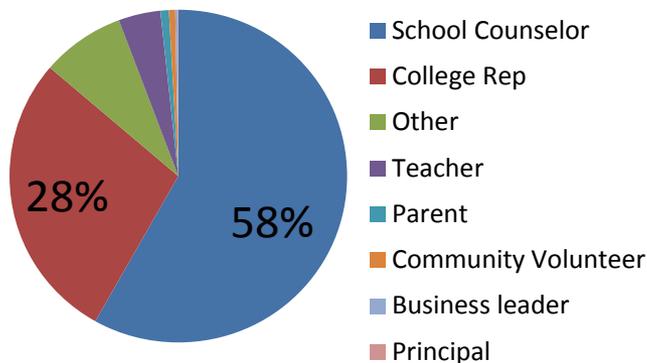
## RACE/ETHNICITY



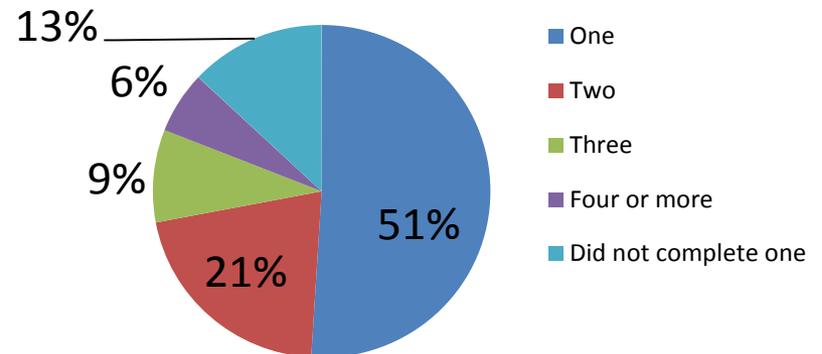
## FIRST IN FAMILY



## APPLICATION ASSISTANCE



## COMPLETION OF APPLICATIONS



# Making the Connection

*One-Step Two-Step Process*

