

**College Application Month, College Goal SC and College Signing/Commitment Day**  
**Proposed Budget FY2016 through FY2018**  
October 1, 2015

**Background**

**College Application Month (CAM) and College Goal SC (CGSC)**

CAM and CGSC have evolved into statewide efforts in a ‘Step 1-Step 2’ college access process. This process includes two important steps to accessing higher education - Step 1: applying to college and Step 2: paying for college.

The College Application Month (CAM) initiative began with a small pilot in 2009 implemented by the Commission on Higher Education (CHE) under the federal College Access Challenge Grant program. In 2010, this initiative was expanded to include an endorsement and a kick-off by former United States Secretary of Education and former South Carolina Governor, the Honorable Richard C. Riley, and CHE. College Application Month events have grown across South Carolina from 12 participating high schools with 1,000 high school seniors completing over 2000 applications to over 214 high schools with over 43,000 high school seniors completing an estimated 64,000 college applications. College Application Month events are designed for one critical purpose: to make the first step of the college access process (applying to college) a positive experience for South Carolina students. This effort is supported by CHE Staff and the Carolinas Association of Collegiate Registrars and Admissions Officers. **(Attachment I)**

The College Goal SC initiative began in 2006 when CHE was awarded a three-year grant from the Lumina Foundation, a non-profit education policy foundation to support College Goal Sunday. The purpose of College Goal Sunday was to increase the number of college-bound students who complete the Free Application for Federal Student Aid (FAFSA). This project was initially piloted in South Carolina in 17 counties along the I-95 corridor which stretches from Jasper County to Marlboro County. Today, College Goal Sunday has evolved into College Goal South Carolina (CGSC) as an annual event hosted during the month of February primarily by financial aid officials and volunteers around the state. Similar to the College Application Month model, students and families who attend CGSC events receive one-on-one assistance in completing the FAFSA.

CGSC is currently funded by the National College Access Network, a foundation that supports initiatives that focus on college access and workforce initiatives. This funding will end in FY2016. CHE has built a statewide network of sustainable partnerships with the support of the South Carolina Association of Student Financial Aid Administrators (SCASFAA). During the month of February 2015, CGSC events were hosted in 38 higher education institutions, high schools, and libraries throughout the state. A total of 1045 students and parent/guardians participated in these statewide events (reported by sign-in sheets from each location). Out of the total number of participants, 642 (61%) reported as a college bound student or current senior in high school and of the 526 (50%) students who completed the participant survey, 305 reported they submitted a FAFSA form. **(Attachment II)**

**Proposal - Step Three - College Signing/Commitment Day**

A third step - College Signing Day or College Commitment Day - would allow students and families to celebrate their success as they enter into higher education. A college signing day would gather a community’s high school seniors and celebrate their commitment to attend college, enroll in a certificate program or other post-secondary training (similar to the celebrations experienced by athletes as they sign intent letters to colleges of their choice). As the third step in this triad, planning events to celebrate the postsecondary paths of graduating high school seniors could include declaring the month of May as “College Signing/Commitment” month in South Carolina. This low-cost step would involve

coordinating a social media campaign and publication of an online CHE guide on how high schools can celebrate the postsecondary plans of ALL their graduating seniors in ways that entice the student body, attract the local media, and encourage a college-going culture. The third step - College Signing/Commitment Day would be funded with existing state carryover funds. **(Attachment III)**

**Recommendation:**

The Committee on Access & Equity and Student Services commends favorably to the Commission funding of College Application Month, College Goal SC, and College Signing/Commitment Day in the amount of \$20,417.00 through existing grant funding and for FY 2016-17 supplemented with existing carryover funds.

# 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*
<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***

*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*

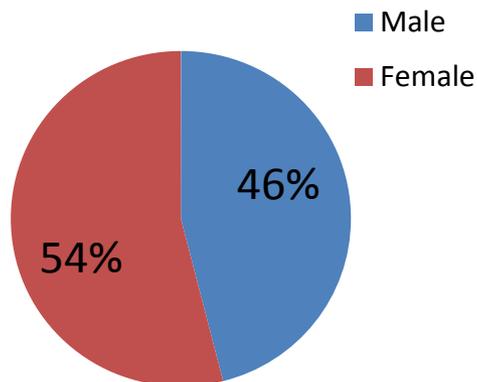
*\*\*201 out of 214 End of Event reports were submitted to CHE following CAM events by the deadline (1/30/15)*

*\*\*\*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.*

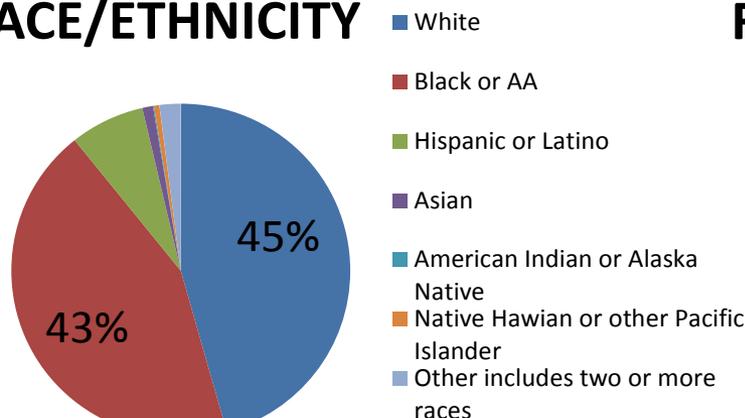
# College Application Month Survey

*n=8,505*

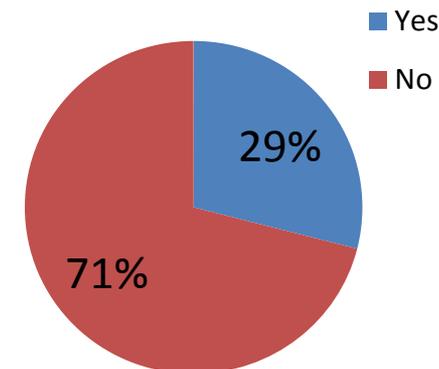
## GENDER



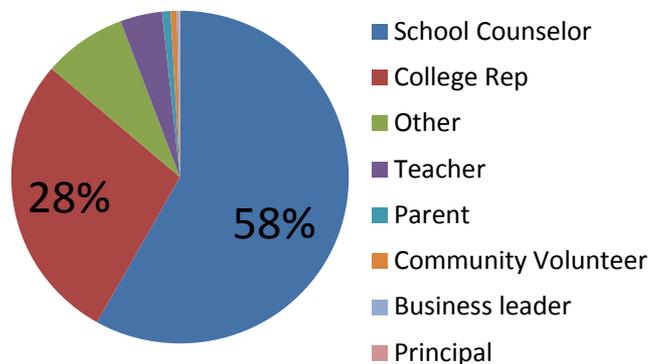
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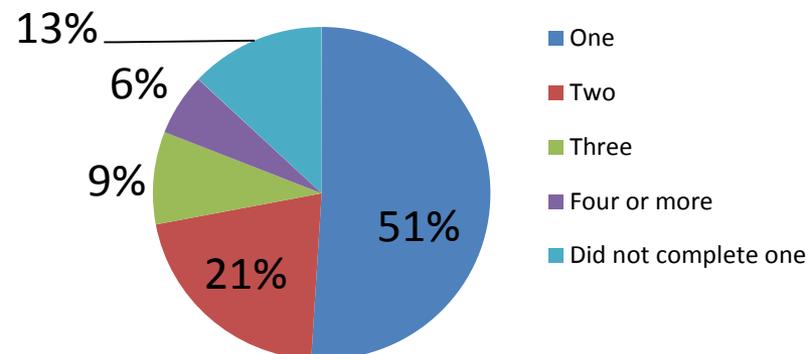
## FIRST IN FAMILY



## APPLICATION ASSISTANCE



## COMPLETION OF APPLICATIONS



## College Goal South Carolina 2015 Site Locations

<b>Event locations</b>	<b>Total students and parents/guardians by site</b>	<b>College-bound student</b> (entered on sign-in form reported by site coordinator)	<b>% of total participants were reported college bound students</b>	<b># of FAFSAs submitted</b> (n-526 reported on participant survey)
Aiken Technical College	23	11	48%	3
Andrews High School	29	23	79%	*
Bluffton High School (Technical College of the Lowcountry hosted)	33	17	52%	5
C.E. Murray High School (SC GEAR UP)	12	5	42%	4
Central Carolina Technical College (Sumter location, FE Dubose location, Kershaw location, and Lee location)	66	49	74%	35
Central High School (USC Lancaster hosted)	9	4	44%	2
Clafin University	4	1	25%	2
Columbia International University	2	1	50%	1
Estill High School (SC GEAR UP)	15	8	53%	4
Francis Marion University	10	6	60%	15
Goose Creek High School	37	16	43%	1
Greenville Technical College	3	2	67%	1
Horry Georgetown Technical College (Georgetown location and Conway Campus location)	140	106	76%	62
Midlands Technical College	63	30	48%	14
Northeastern Technical College	5	4	80%	5
Rock Hill (USC Lancaster hosted)	4	4	100%	0
Spartanburg Community College (Cherokee County Campus location)	25	11	44%	13
St. John's High School (SC GEAR UP)	7	1	14%	1
Technical College of the Lowcountry	16	8	50%	7
Timberland HS (Trident Technical College hosted)	24	15	63%	0
Tri County Technical College (Anderson Campus location)	5	5	100%	5
Tri-County Technical College (Easley Campus location)	23	11	48%	10
Tri-County Technical College (Main Campus location)	12	8	67%	1
Trident Technical College	26	12	46%	16
Trident Technical College (Berkeley location)	14	8	57%	*
TriO - Richland Public Library	104	62	60%	6
University of South Carolina Lancaster	21	18	86%	10
University of South Carolina Union	17	14	82%	16
University of South Carolina Upstate	16	10	63%	13
Waccamaw High School	14	4	29%	2
Wade Hampton High School (Technical College of the Lowcountry hosted)	38	17	45%	1
Williamsburg Technical College	77	75	97%	10

## Attachment II

<b>Event locations</b>	<b>Total students and parents/guardians by site</b>	<b>College-bound student</b> (entered on sign-in form reported by site coordinator)	<b>% of total participants were reported college bound students</b>	<b># of FAFSAs submitted</b> (n-526 reported on participant survey)
Wilson High School (SC GEAR UP)	28	17	61%	11
York Technical College	106	59	56%	18
OTHER (did not click an event location on USA Funds survey)	17	*	*	11
<b>TOTAL</b>	<b>1045</b>	<b>642</b>	61%	<b>305</b>

*\*Although the sign-in information was collected by the site coordinator, the information for the data field was not reported on the participant survey.*

Three Step Process: College Application, College Goal SC and College Sign

START DATE: 9/4/2017

	SEP 5 - NOV 18			SEP 4 - NOV 17		
	9/5/2016	11/18/2016	TOTAL	9/4/2017	11/17/2017	
<b>College Application Month (CAM)</b>						
CAM MATERIALS						
Palm Cards		800.0	800.0		850.0	850.0
Flyers, Posters		1,500.0	1,500.0		1,550.0	1,550.0
Domain on Website (.COM,.NET,.ORG - EXPIRES 6/2019)						0.0
Maintenance (EXPIRES 6/2017)				2,500.0		2,500.0
Hosting (EXPIRES 5/2018)						0.0
Toolkits (USB)		700.0	700.0		750.0	750.0
<b>Total</b>		<b>3,000.0</b>	<b>3,000.0</b>	<b>2,500.0</b>	<b>3,150.0</b>	<b>5,650.0</b>
<b>College Goal</b>						
Banners, Palm cards		2,637.0	2,637.0		2,700.0	2,700.0
Flyers, Posters and signage		2,800.0	2,800.0		3,000.0	3,000.0
Planning meetings		500.0	500.0		550.0	550.0
\$100 Mini /Planning Grants (40)		4,000.0	4,000.0		4,000.0	4,000.0
Recognition plaques		1,180.0	1,180.0		1,200.0	1,200.0
<b>Total</b>		<b>11,117.0</b>	<b>11,117.0</b>		<b>11,450.0</b>	<b>11,450.0</b>
<b>College Commitment/College Signing Event</b>						
Initial Planning		100.0	100.0		100.0	100.0
Design (creatives)		700.0	700.0		300.0	300.0
Deployment on Website		1,500.0	1,500.0		0.0	0.0
Social Media/Campaign		4,000.0	4,000.0		4,000.0	4,000.0
<b>Total</b>		<b>6,300.0</b>	<b>6,300.0</b>		<b>4,400.0</b>	<b>4,400.0</b>
<b>Total</b>			<b>\$20,417.00</b>			<b>\$21,500.00</b>