

South Carolina Commission on Higher Education

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May 3, 2018

MEMORANDUM

TO: Chairman Tim Hofferth and Members, SC Commission on Higher Education

FROM: Chairman Paul O. Batson, III and Members, Committee on Access & Equity and Student Services

An Overview and Data Report on College Application Month 2017

Background

The American College Application Campaign (ACAC), launched by the American Council on Education (ACE), is a national effort implemented in all 50 states and the District of Columbia 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. South Carolina joined ACE in 2009 as the fifth state to implement College Application Month (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.

Program Model: College Application Month

In 2017, 231 high schools across the state registered to host College Application events in the fall (September – November). The events occurred during regular school business hours in most high schools, but some high schools elected this year to host evening events. The events were held in academic spaces such as computer labs or classrooms utilizing laptops, desktops and tablets. The school day events were held during select class periods, or entire school day. Some schools elected for two-day events, or an entire month of events to allow 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. **(Table I)**

Sustainability

From 2009-2014 the College Application Month Program was funded by through 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. After careful evaluation of the program, estimated costs to host basic CAM events statewide, is approximately \$5,500. Since 2015, CAM has been funded through the SC Commission on Higher Education, with contributions from partners, such as the SC Chamber of Commerce and the South Carolina State Treasurer's Office. For their part, the School Counselors in each of the registered high schools, and the college representatives have continued to execute and grow the CAM program each year. CHE will continue to explore and evaluate additional funding sources and resources to support CAM. To continue evaluating and evolving the program to a state of sustainability, CHE staff convenes a College Application Month Sustainability Committee each year. The Committee consists of college admissions officers, South Carolina Department of Education staff and high school counseling personnel. Finally, staff also created interactive materials that are available online via www.sccango.org, such as the Site Coordinator Toolkit, Student Resource Manual, CAM flyer and poster templates, and the "Step 1 - Step 2 – Step 3 College" brochures. Each of the items are available on the website and are print and email responsive.

CAM 2017 also continued the partnership with the Carolina Association of Collegiate Registrars & Admissions Officers (CACRAO). CACRAO is the professional organization that represents the Admissions and Recruitment officers at the State's higher education institutions. A major part of the CAM program is the presence of college and university representatives at the CAM events in each high school to assist with application and admissions questions. In an effort to maximize this opportunity for both the high schools and higher education institutions, CHE and CACRAO developed a partnership that would introduce preferred weeks for high schools to hold their CAM events. In the agreement, high schools would be encouraged to hold their events during specific weeks, based on their geographic region of the state. If a high school held their CAM event during their preferred week, CACRAO could guarantee college representation for their CAM event. While a high school could still register for an event outside of that preferred week, they would do so without a guarantee of having a college representation at their CAM event. The partnership has proven beneficial for both the high schools and institutions, and it is likely that the preferred week method will continue in CAM 2018.

CAM 2017 saw the introduction of a pilot program to test high schools' ability to host multiple college access programs during the same period, or semester. With the early release of the Free Application for Federal Student Aid (FAFSA), the federal government's application to access funding for higher education, students may apply for federal education funding at an earlier point in the college admissions process. The early FAFSA release has provided an opportunity for students and institutions to connect two steps in the college admissions process, the college application and the FAFSA. During Fall 2017, 29 high schools who registered for CAM events were also asked to hold College Goal South Carolina FAFSA completion events during the fall term. The pilot high schools held both CAM and College Goal South Carolina events within 1-7 days of one another. This was done to help the schools encourage the completion of the FAFSA, since the students were already in the college access mindset following their CAM event. CHE staff coordinated with leadership from the South Carolina Association for Student Financial Aid Administrators (SCASFA) to provide institutional support at the pilot events. The feedback from these pilot high schools proved positive, and CHE will look to open the College Goal South Carolina Program earlier on a statewide basis, beginning in Fall 2018.

CAM 2017 also was the start of a partnership between CHE and the State Treasurer's Office. A major element of the CAM process is the data collected through the events, both in the site coordinator End of Event Report, and the student survey. In the Spring 2017 CAM Sustainability Committee, it was suggested that the student incentive for completing the survey, being entered into a drawing for an Ipad, was no longer as meaningful an incentive for students. The suggestion was made that a scholarship be offered to generate student incentive in CAM, and the student survey. CHE staff approached the State Treasurer's Office staff regarding the possibility of sponsoring a student scholarship. The scholarship could be for \$529, and could also be used to advertise the State of South Carolina's 529 College Savings Plans administered through the treasurer's office. The treasurer's office agreed to sponsor two \$529 scholarships to CAM students selected through a random drawing. The timing of the agreement made it difficult to know if the survey completion was impacted by the new incentive. However, the plan is to offer the scholarships again for CAM 2018. With a spring and summer to advertise the scholarships, CHE staff is hopeful that the scholarships will increase survey completion and CAM interest.

Evaluation of the Data

In 2017, 231 South Carolina high schools (public, charter, virtual and adult education centers) registered to hold CAM events. These high schools consisted of approximately 47,746 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, 22,617 (47%) signed-in to a CAM event. 6,389 (28%) of the signed-in high school seniors completed and submitted an online student survey during an event. According to the student survey response data, 11,837 college applications were submitted by students who completed the CAM survey. Based on these numbers, an estimated 41,902 college applications were completed and submitted by all high school seniors who signed-in to a CAM event. This number represents an 11% increase (4,246 applications) in the estimated number of applications completed during CAM 2017. Moving forward, CHE will work with the CAM Sustainability Committee to determine how to encourage more students to complete the survey. **(Table II)**

The online student survey (n=6,389) 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: 53% of the participating high schools seniors were female and 47% were male; of the students that self-identified in a specific race/ethnicity category, 46% reported as White or Caucasian, 38% Black or African American, and 11% reported Hispanic or Latino. Thirty-one 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.

Forty-seven percent of the students completed one college application, 20% completed two, 21% completed three or more and 12% reported they did not complete a college application during CAM. Finally, Coastal Carolina University, Winthrop University, USC-Columbia, Clemson and College of Charleston received the highest number of applications as reported by the students who participated in the student survey. **(Table III)**

Three Step Process

During Spring 2016, CHE added a third step to the college access process, College Decision Day. The purpose of College Decision Day is to celebrate a student’s decision to attend a post-secondary institution upon high school graduation, much in the manner that high school athletes are celebrated on their College Signing Day. Decision Day events can take various forms, depending on the high school in which the event takes place, and the program is designed as a low cost, low administration program with high rewards. Schools are asked to place emphasis on a high school junior’s decision to attend college and a high school senior’s decision on which college they wish to attend upon graduation. Participating schools are able to access promotional materials to support their College Decision Day event through the SCANGO website. In its second year, 103 schools registered to hold College Decision Day events throughout the months of April and May 2017.

Table I

College Application Month 2017 Event Sites

** Final End of Event Reports for these College Application Month events were not submitted by the site coordinator by the deadline 1/31/18.*

School	Date	Start Time	# of Signed in Students
Abbeville High School	10/19/2017	9:00AM	68
AC Flora	9/14/2017	9:00 AM	233
Academy for Technology and Academics	10/26/2017	8:00 AM	124
Academy for the Arts, Science, and Technology	10/27/2017	9:00 AM	105
Adult Education - Conway Education Center	10/25/2017	10:00 AM	*
Adult Education - Myrtle Beach Family Learning Center	10/26/2017	10:00 AM	35
Aiken High School	10/24/2017	9:00AM	200
Airport High School	10/17/2017	10:00 AM	50
Alfred Rush Academy	11/29/2017	10:00 AM	14
Allendale-Fairfax High School	9/8/2017	9:00 AM	60
Andrew Jackson High School	9/5/2017	8:00 AM	142
Andrews High School	10/26/2017	8:00 AM	154
Ashley Ridge High School	11/9/2017	8:00 AM	199
Aynor High School	10/27/2017	9:00 AM	63
Bamberg-Ehrhardt High School	9/14/2017	8:00 AM	89

Baptist Hill Middle High School	10/18/2017	9:00 AM	55
Barnwell High School	9/20/2017	8:00 AM	128
Batesburg Leesville High School	10/18/2017	9:00 AM	104
Battery Creek High School	10/13/2017	8:00 AM	150
Beaufort High School	10/13/2017	9:00 AM	215
Beaufort-Jasper Academy for Career Excellence	11/8/2017	9:00 AM	25
Belton Honea Path High	10/5 & 10/6/2017	8:00 AM	249
Ben Lippen School	10/16/2017	8:00 AM	7
Berea High School	10/12/2017	10:00 AM	82
Berkeley High School	11/14/2017	9:00 AM	101
Bethune-Bowman Middle/High School	9/13/2017	9:00 AM	46
Blacksburg High School	10/6/2017	8:00 AM	110
Blackville-Hilda High School	9/22/2017	10:00 AM	*
Blue Ridge High School	10/13/2017	9:00 AM	138
Bluffton High School	10/13/2017	9:00 AM	65
Blythewood High School	10/18/2017	9:00 AM	119
Boiling Springs High School	10/18/2017	8:00 AM	231
Branchville High	9/14/2017	9:00 AM	40
Brashier Middle College Charter HS	9/8/2017	12:00 PM	42
Brookland-Cayce High School	10/19/2017	9:00 AM	80
Buford High School	9/5/2017	8:00 AM	72
C. E. Murray High School	11/2/2017	9:00 AM	63
C.A. Johnson High School	10/19/2017	9:00 AM	75
Calhoun County High	9/8/2017	8:00 AM	75
Calhoun Falls Charter School	10/27/2017	9:00 AM	22
Cane Bay High School	11/8/2017	9:00 AM	189
Carolina Forest High	11/3/2017	8:00 AM	199
Carolina High School	10/5/2017	9:00 AM	123
Carvers Bay High	10/26/2017	8:00 AM	90
Central High School	10/25/2017	9:00 AM	98
Chapin High School	10/17/2017	8:00 AM	30
Chapman High School	10/5/2017	8:00AM	*
Charleston Charter School for Math and Science	9/27/2017	9:00 AM	50
Cheraw High School	10/5/2017	8:00 AM	103
Chesnee High	10/11/2017	9:00 AM	145
Chester High School	10/26/2017	8:00 AM	97
Chesterfield High School	10/24/2017	9:00 AM	125
Clinton High School	10/18/2017	8:30 AM	67
Clover High School	9/6/2017	9:00 AM	152
Coastal Leadership Academy	10/26/2017	12:00 PM	26
Colleton County High School	11/9/2017	9:00 AM	198
Columbia High	11/7/2017	9:00 AM	118
Conway High School	10/31/2017	8:00 AM	105

Creek Bridge High	11/29/2017	9:00 AM	25
Crescent High School	10/12/2017	8:00 AM	138
Crestwood High	10/17/2017	9:00 AM	209
Cross High School	11/10/2017	9:00 AM	39
Cyber Academy of South Carolina	10/12/2017	10:00 AM	8
Denmark-Olar High School	9/7/2017	1:00PM	37
Dillon High School	9/28/2017	9:00 AM	177
Dixie High School	10/14/2017	8:30 AM	Cancelled
Dorchester Academy	9/8/2017	11:00 AM	15
Dorman High School	10/5, 10/12, 10/19, 10/26/2017	8:00 AM	231
Dreher High School	10/11/2017	8:00 AM	174
Dutch Fork High School	10/19/2017	10:00 AM	110
Early College High School	10/30, 10/31/2017	8:00 AM	*
Easley High School	10/12/2017	9:00 AM	68
East Clarendon Middle-High School	12/8/2017	8:00 AM	42
Eastside High School	10/11/2017	8:00 AM	130
Eau Claire High School	10/19/2017	9:00 AM	102
Edisto High School	9/15/2017	8:00 AM	*
Emerald	9/27/2017	8:00 AM	107
Estill High School	11/8/2017	9:00 AM	44
Fairfield Central High School	10/25/2017	8:00 AM	152
Fort Dorchester HS	11/9/2017	9:00AM	132
Fort Mill High School	10/3/2017	9:00 AM	73
Fox Creek high School	9/28/2017	9:00 AM	136
Gaffney High School	10/5/2017	8:00 AM	350
Garret Academy of Technology	11/10/2017	9:00 AM	58
GEAR Up, Burke High School	10/24/2017	9:00 AM	9
Georgetown County Adult Education (Howard Adult Center)	10/31/2017	10:00 AM	61
Georgetown High	10/31/2017	8:00 AM	107
Gettys D Broome High School	10/19/2017	8:00 AM	145
Gilbert High School	10/27/2017	8:00 AM	63
Goose Creek High School	10/18/2017	9:00 AM	130
Great Falls High	10/25/2017	12:00 PM	38
Green Sea Floyds High School	11/1/2017	8:00 AM	43
Greenville Classical Academy	10/3, 10/12/2017	7:00 PM	0
Greenville Senior High School	10/13/2017	11:30 AM	50
Greenville Technical Charter High School	10/13/2017	9:00 AM	15
Greenwood High School	9/21/2017	9:00 AM	89
Greer High School	10/13/2017	9:00 AM	158
Greg Mathis Charter High School	11/15/2017	9:00 AM	15
Hanahan High School	11/8/2017	9:00 AM	77
Hannah-Pamplico High School	11/28/2017	9:00 AM	70

Hartsville High School	10/5/2017	8:00 AM	215
HCS Scholars Academy	11/12/2017	12:00 PM	0
Hemingway High School	10/26/2017	9:00 AM	*
Heyward Career and Technology Center	10/18/2017	9:00 AM	30
High Point Academy	10/10/2017	8:00 AM	*
Hillcrest High School	10/11/2017	9:00 AM	248
Hilton Head Island High School	10/13/2017	9:00 AM	70
Indian Land High School	9/6/2017	9:00 AM	73
Irmo High School	10/19, 10/20/2017	8:00 AM	300
Islands Academy	10/13/2017	8:00 AM	12
J.L. Mann High School	10/5/2017	8:00 AM	229
James F Byrnes High School	10/26/2017	8:00 AM	279
James Island Charter High School	11/9/2017	8:00 AM	125
Jefferson Davis Academy	9/8/2017	8:00 AM	18
John Paul II Catholic	11/8/2017	9:00 AM	Cancelled
Kingstree Senior High School	10/10/2017	9:00 AM	*
Lake Marion High School and Technology Center	9/15/2017	9:00 AM	116
Lakewood High School	10/24/2017	8:00 AM	153
Lamar High School	11/29/2017	9:00 AM	46
Lancaster High School	10/2/2017	8:00 AM	80
Landrum High School	10/6/2017	8:00 AM	81
Latta High School	10/3/2017	8:00 AM	116
Laurens District 55 High	10/4/2017	9:00 AM	110
Lee Central High School	10/20/2017	9:00 AM	125
Legacy Early College High School	10/6/2017	9:00 AM	46
Lewisville High School	10/27/2017	8:00 AM	68
Lexington High School	10/16/2017	9:00 AM	68
Liberty High School	10/4/2017	8:00 AM	96
Loris High School	10/26/2017	9:00 AM	147
Lowcountry Leadership Charter School	11/8/2017	8:00 AM	*
Lowcountry Montessori School	11/17/2017	8:00 AM	17
Lowcountry Prep School	10/31/2017	9:00 AM	*
Lower Richland High	10/11/2017	8:00 AM	193
Lugoff Elgin High School	10/19/2017	8:00 AM	68
Manning High School	9/19/2017	9:00 AM	119
Marion High School	9/14, 9/15/2017	8:00 AM	110
Marlboro County High	10/12/2017	8:00 AM	185
Mauldin High School	10/11/2017	9:00 AM	122
May River High School	10/13/2017	10:00 AM	145
McBee High School	11/20/2017	11:00 AM	34
McCormick High School	9/22/2017	9:00 AM	21
Mid Carolina High School	9/27/2017	9:00 AM	68
Midland Valley High School	10/17/2017	9:00 AM	190
Midlands Middle College	10/16/2017	11:30 AM	33

Midlands Technical College TRIO Programs	10/14/2017	9:00 AM	12
Military Magnet Academy	11/16/2017	9:00 AM	*
Mullins High School	10/20/2017	8:00AM	92
Myrtle Beach High School	10/26/2017	5:00 PM	99
Nation Ford High School	10/3/2017	9:00 AM	158
Newberry High School	9/28/2017	8:00 AM	104
NEXT High School	10/5/2017	9:00 AM	7
NEXT School Eagle Ridge	10/2/2017	11:00 AM	Cancelled
Ninety Six High School	9/22/2017	8:30 AM	86
North Augusta High School	10/20/2017	9:00 AM	190
North Charleston High School	11/8/2017	9:00 PM	58
North Middle/High School	9/18/2017	12:00 PM	*
North Myrtle Beach High School	10/31/2017	8:00 AM	215
Northside Christian Academy	10/24/2017	8:30 AM	Cancelled
Northwestern High School	10/5/2017	8:00 AM	258
Odyssey Online Learning	10/24/2017	10:00 AM	Cancelled
Orangeburg-Wilkinson High School	11/7/2017	9:00AM	165
Palmetto High School	10/3/2017	9:00 AM	20
Patrick Henry Academy	9/29/2017	8:00 AM	15
Pelion High School	10/26/2017	8:00 AM	92
Pendleton High School	10/4/2017	9:00 AM	147
Pickens County Career and Technology Cen	10/10/2017	12:00 PM	38
Pickens High School	10/2/2017	9:00 AM	117
Powdersville High School	10/2/2017	9:00 AM	52
RB Stall High School	11/9/2017	9:00 AM	80
Richland Northeast High School	10/17/2017	9:00 AM	299
Ridge Spring-Monetta High School	10/24/2017	9:00 AM	37
Ridge View High School	10/14/2017	8:00 AM	273
Ridgeland Hardeeville High School	11/9/2017	9:00 AM	111
River Bluff High School	10/18/2017	9:00 AM	259
Riverside High School	10/11/2017	9:00 AM	135
Rock Hill High School	10/6/2017	9:00 AM	235
Royal Live Oaks Academy of the Arts & Sciences Charter School	11/15/2017	8:00 AM	20
Saluda High	9/28/2017	8:00 AM	121
SC Whitmore School	10/18/2017	5:00 PM	20
SCCA	10/16/2017	9:00 AM	10
Scott's Branch Middle High School	10/16/2017	9:00 AM	81
SCVCS	10/24/2017	9:00 AM	42
Seneca High School	Month of October	8:45 AM	211
Septima P. Clark Academy	10/6/2017	9:00 AM	30
Silver Bluff High School	10/17/2017	9:00 AM	50
Socastee High School	11/1/2017	9:00 AM	154
South Aiken High School	10/16/2017	9:00 AM	205
South Florence High School	10/24/2017	9:00 AM	90

South Pointe High School	10/17/2017	5:00 PM	75
Southside High School	10/17/2017	9:00 AM	87
Spartanburg Christian Academy	10/27/2017	8:00 AM	23
Spartanburg High School	10/31/2017	9:00 AM	267
Spring Hill High School	10/12, 10/13/2017	8:00 AM	166
Spring Valley High School	9/27/2017	9:00 AM	200
St. James High School	10/27/2017	9:00 AM	76
St. John's High School	11/8/2017	9:00 AM	32
Stratford High School	11/8/2017	9:00 AM	59
Strom Thurmond High School	10/26/2017	9:00 AM	34
Sumter County Adult Education	9/28/2017	10:00 AM	4
Sumter High School	10/31/2017	9:00 AM	199
Swansea High School	10/18/2017	9:00 AM	96
Thomas Sumter Academy	10/20/2017	9:00AM	5
Timberland High School	11/8/2017	9:00 AM	86
Timmonsville High School	9/26/2017	8:00 AM	30
TL Hanna High School	10/3/2017	8:00 AM	165
Travelers Rest High School	10/6/2017	9:00 AM	59
Union County High School	10/6/2017	8:00 AM	151
W. J. Keenan High School	10/11/2017	8:00 AM	103
Waccamaw High School	10/6/2017	8:00 AM	75
Wade Hampton High School Greenville	10/5/2017	9:00 AM	160
Wade Hampton High School Varnville	11/9/2017	8:00 AM	*
Wagener-Salley High School	10/20/2017	9:00 AM	24
Walhalla High School	10/9, 10/10/2017	9:00 AM	153
Wando High School	11/10/2017	8:30 AM	81
Ware Shoals High School	9/28, 9/29/2017	9:00 AM	41
West Ashley High School	10/4/2017	7:15 AM	300
West Florence High School	10/13/2017	9:00 AM	153
West-Oak High School	10/9 - 10/11/2017	9:00 AM	187
Westside High School	10/3, 10/4/2017	9:00 AM	280
Westwood High School	9/21/2017	8:30 AM	296
Whale Branch Early College High School	10/13/2017	9:00 AM	100
White Knoll High School	10/17/2017	9:00 AM	115
Whitmire Community School	9/20/2017	10:00 AM	39
Williston-Elko High School	10/6/2017	8:00 AM	60
Wilson High School	10/10/2017	8:00 AM	180
Woodland High School	11/8/2017	8:30 AM	115
Woodmont High School	10/13/2017	9:00 AM	90
Woodruff High School	10/3/2017	9:00 AM	134
Wren High School	10/5/2017	8:30 AM	75
York Comprehensive High School	10/19/2017	9:00 AM	160
York Preparatory Academy	9/6/2017	8:00 AM	160
TOTAL			22,617

Table II

	2009	2010	2011	2012	2013	2014	2015	2016	2017
Total # of Participating High Schools	12	57	121	152	186	214	215	223	231*
Total # of high school seniors reported by site coordinators	1,000	15,000	20,820	32,178	39,358	43,931	45,828	48,298	47,746
Total # of volunteers and college representatives who assisted with CAM events.	N/A	N/A	N/A	N/A	1,763	2,240	854	2,366	2,218
# of high school seniors who signed into a CAM event	N/A	N/A	N/A	N/A	20,262	20,416	21,904	22,052	22,617**
# of signed in high school seniors that completed the Student Survey	N/A	N/A	N/A	4,958	8,302	8,505	6,595	8,499	6,389
# of students who completed the Student Survey self-reported as “First in Family”	N/A	N/A	N/A	N/A	N/A	2,475	2,088	2,718	1,985
# of completed college applications reported from high school seniors who completed the Student Survey	N/A	N/A	N/A	8,638	14,497	26,907	9,662	14,513	11,837
Estimated # of completed college applications for all high school seniors who signed into a CAM event	N/A	N/A	N/A	N/A	35,382	64,589***	32,090***	37,656***	41,902***

Results of CAM 2009-2017

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*

***214 out of 231 End of Event reports were submitted to CHE following CAM events by the deadline (1/31/18)*

****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.*

Table III

Student Survey Results (n=6,389) from College Application Month 2017

1. **Gender:** 53% (female), 47% (male)
2. **Race/Ethnicity:** 46% (white), 38% (Black or AA), 11% (Hispanic or Latino), 2.74% (other - included two or more races), 1.5% (Asian), 0.76% (American Indian or Alaska Native).
3. **First in Family:** 31% (Yes), 69% (No)
4. **Application Assistance:** 59% (School Counselor), 27.5% (College Representative), 8% (Other), 3% (Teacher), 1% (Community Volunteer), .8% (Parent), .2% (Business Leader), and .06% (Principal).
5. **Promotional Effort:** 67% (School Counselor), 15% (Teacher), 15% (Friend), 1% (Parent), .9% (Other), .7% (Flyers/Posters), .2% (News/Media), .2% (Social Media).
6. **Completion of Applications:** 47% (one), 20% (two), 21% (three or more), and 12% (Did not complete an application).
7. **Top 10 Applications:** Winthrop University, University of South Carolina/Upstate, Coastal Carolina University, College of Charleston, , University of South Carolina/Columbia, Francis Marion University, Greenville Technical College, Clemson University, South Carolina State University, and Charleston Southern University.

Student Comments from the 2017 Student Survey (n=6,389)

Students were asked to comment on their experiences and provide insight on improvements during CAM. A consistent theme among the student responses was the desire to have more college representatives attend. Typically, the colleges attend events occurring within their major service area, with some exceptions. CHE staff will explore ways to allow colleges outside the service area to attend events virtually. In addition, students commented on their desire to have the larger schools provide application fee waivers, similar to the code method provided by many of the smaller colleges. As in prior years, multiple responses on how to improve CAM centered on having additional time to participate in the CAM events. Overall, the general student response communicated in the survey was positive towards CAM.

College Application Month

South Carolina

Committee on Access & Equity and 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.

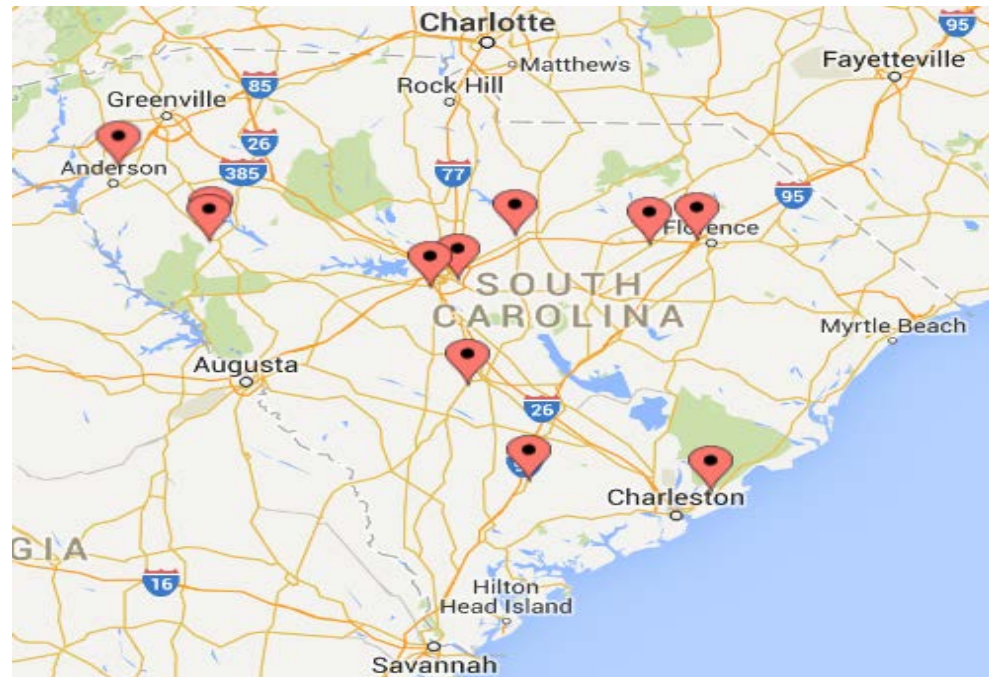
Purpose:

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

River Bluff High School

- Event held for one **day**
- Whole day during regular school hours: *sessions arranged by English or Elective Class*
- Included school counselors, teachers, principal, and 20 college representatives
- 436 students in senior class

Myrtle Beach High School

- Event held for one **evening**
- During after school hours: *4:00pm – 7:00pm*
- Included school counselors, teachers, and 15 college admissions representatives
- 315 students in the senior class

Belton-Honea Path High School

- Event held for one **Multiple Days**
- During regular school day hours: *8:00am – 3:00pm*
- Included school counselors, teachers and 16 volunteers and 3 college representatives
- 293 students in the senior class

RESULTS

- 73% of senior class participated
- 798 college applications were completed

- 35% of senior class participated
- 208 college applications were completed

- 100% of seniors in program participated
- 397 college applications were completed

New Additions to the CAM Family for 2017

- Ben Lippen School
- C.A. Johnson High School
- Greenville Classical Academy
- High Point Academy
- John Paul II Catholic School*
- Lancaster High School
- Legacy Early College
- Lowcountry Montessori School
- Lugoff Elgin High School
- Northside Christian Academy*
- Patrick Henry Academy
- SC Whitmore School*
- Seneca High School
- Septima P. Clark Academy

* Registered, but did not hold event in 2017.

Example of School Based Promotion (Beaufort County School District Video):



College Application Month Data

South Carolina

	2009	2010	2011	2012	2013	2014	2015	2016	2017
Total # of Participating High Schools	12	57	121	152	186	214	215*	223*	231*
Total # of high school seniors reported by site coordinators	1,000	15,000	20,820	32,178	39,358	43,931	45,828	48,298	47,746
Total # of volunteers and college representatives who assisted with CAM events.	N/A	N/A	N/A	N/A	1,763	2,240	854	2,366	2,218
# of high school seniors who signed into a CAM event	N/A	N/A	N/A	N/A	20,262	20,416	21,904**	22,052**	22,617**
# of signed in high school seniors that completed the Student Survey	N/A	N/A	N/A	4,958	8,302	8,505	6,595	8,499	6,389
# of students who completed the Student Survey self-reported as "First in Family"	N/A	N/A	N/A	N/A	N/A	2,475	2,088	2,718	1,985
# of completed college applications reported from high school seniors who completed the Student Survey/sign in sheet	N/A	N/A	N/A	8,638	14,497	26,907	9,662	14,513	11,837
Estimated # of completed college applications for all high school seniors who signed into a CAM event	N/A	N/A	N/A	N/A	35,382	64,598***	32,090***	37,656***	41,902***

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*

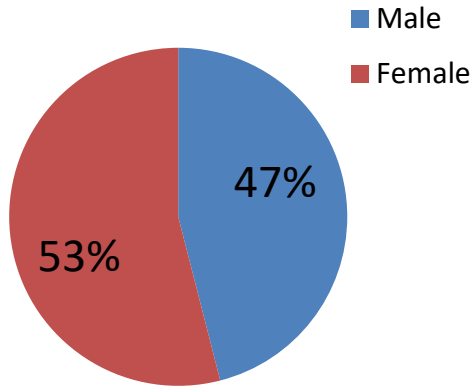
***214 out of 231 End of Event reports were submitted to CHE following CAM events by the deadline (1/31/18)*

****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.*

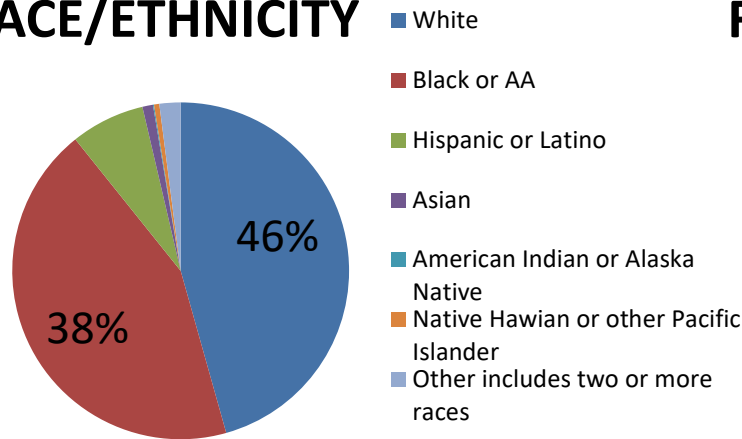
College Application Month Survey

n=6,389

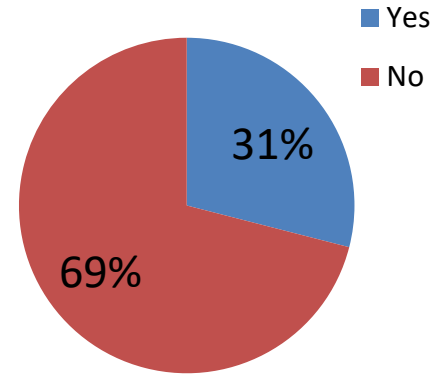
GENDER



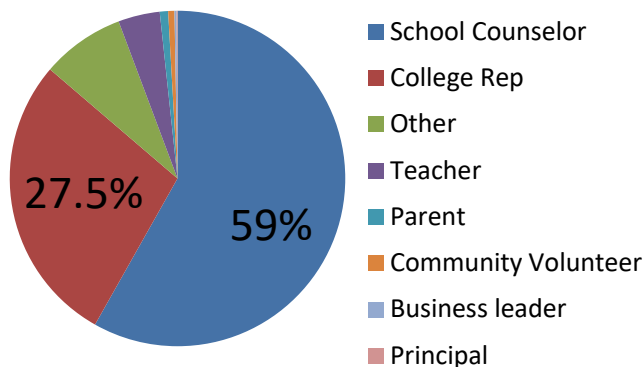
RACE/ETHNICITY



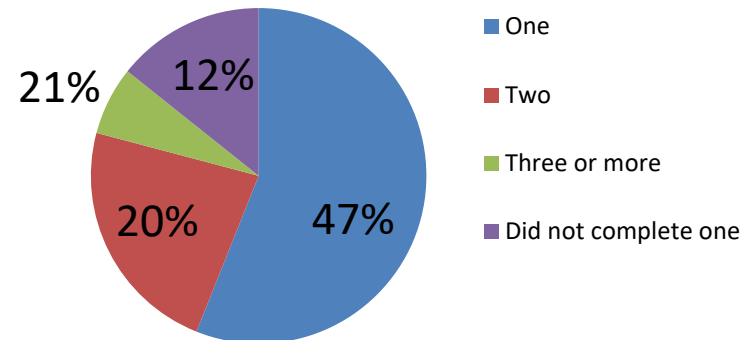
FIRST IN FAMILY



APPLICATION ASSISTANCE



COMPLETION OF APPLICATIONS



New Partnership with SC Treasurer's Office

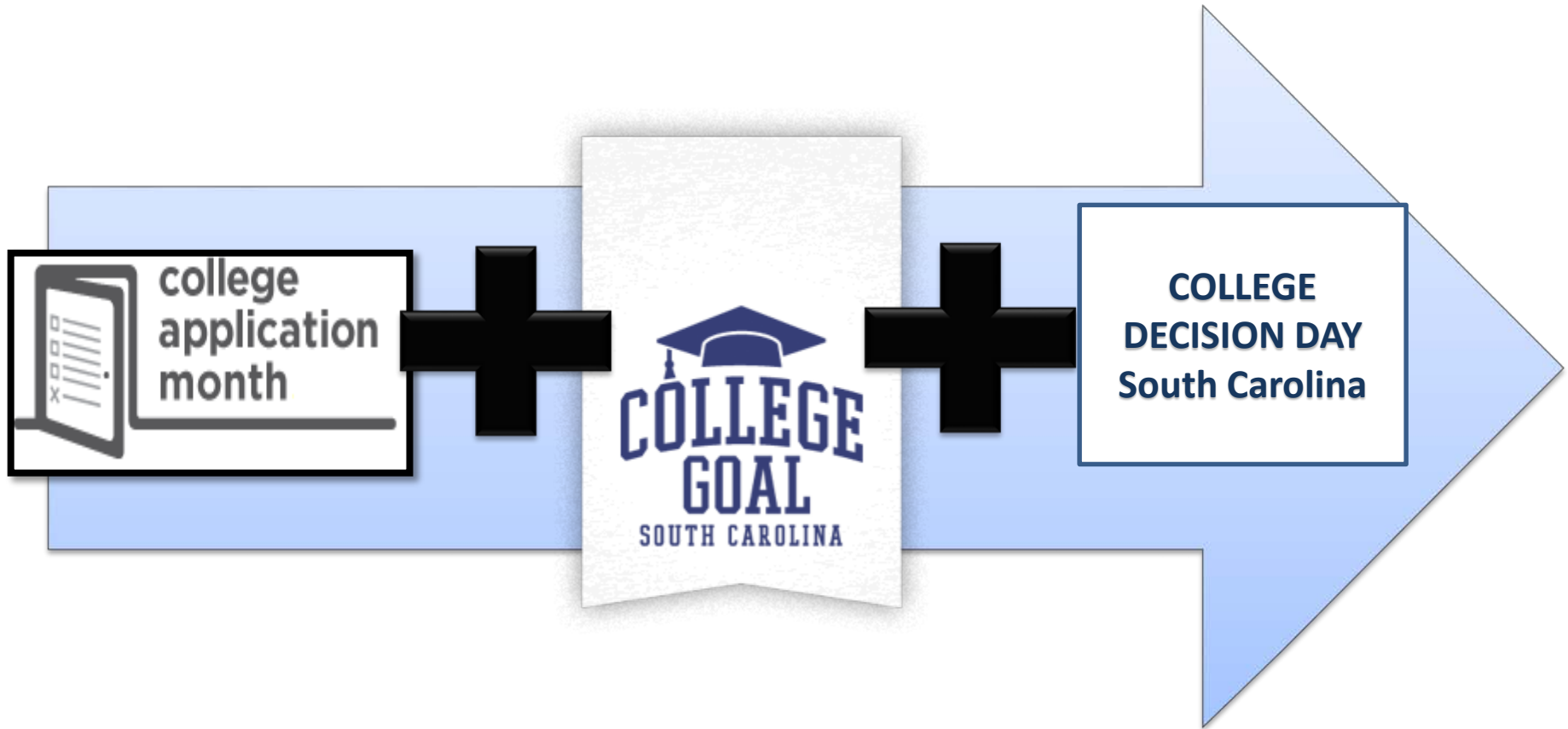
- Each year students are encouraged to complete the CAM student survey. This allows CHE staff to collect data on the program. In the past, a drawing to receive an iPad has been held at the end of the CAM season, to encourage students to complete the survey.
- After discussing with a core group of School Counselors, it was suggested that a different incentive might be attempted.

New Partnership with SC Treasurer's Office

- During CAM 2017, CHE staff awarded two Scholarships to winners of the CAM drawing. To win, a student must participate in CAM and complete the CAM survey.
- The scholarships in the amount of \$529 were sponsored by the South Carolina State Treasurer's Office, who will use the opportunity to promote the Future Scholar 529 College Savings Plan during the Spring/Summer.
- Winning students will be presented their scholarships this Spring.

Making the Connection

A Three-Step Process



College Decision Day South Carolina

- Inspired by the NCAA's National Signing Day, when high school seniors sign a letter of intent to play sports at a specific college. College Decision Day events strive to ensure that every student making a college choice should receive the same level of attention.
- Goal for Spring 2018 is 110 schools
- High Schools can hold various types of events during their College Decision Day – Open Format. Interested high schools can register via the SCCANGO website and receive:
 - Materials
 - Videos
 - Pictures
 - Sample Press Releases
 - Coordinator Toolkit

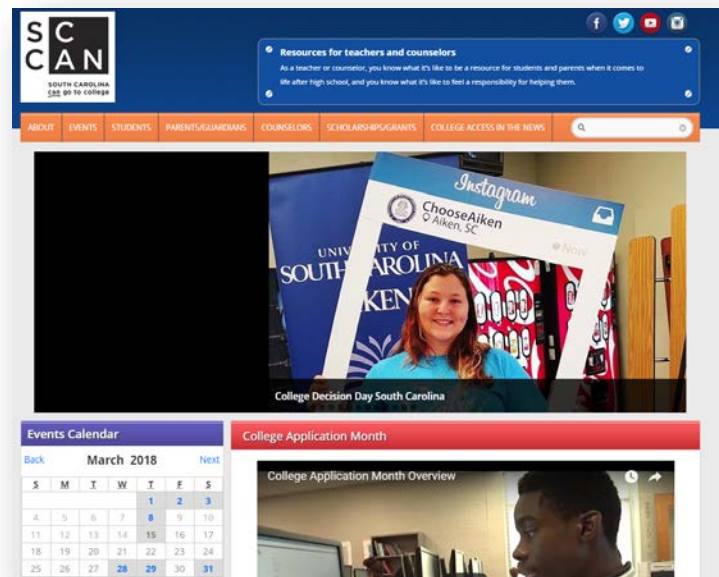
College Decision Day South Carolina



College Goal South Carolina

In October 2017, the FAFSA became available in Fall for 1st time.

- 26 Pilot High Schools held College Goal events in Fall 2017
- Events were supported by local institutions, TRIO programs and state’s professional organization for Financial Aid Officers (SCASFAA)
- Registration for College Goal SC 2018-19 will open in August through SCCANGO.org



College Goal South Carolina

- Successful response to Fall pilots
- Priority is to increase high school College Goal South Carolina sites moving forward.
- CHE is working with partners to guarantee Financial Aid Representation at high school College Goal Events (like CAM!)