



Background:

The American College Application Campaign (ACAC), is a national initiative of the American Council on Education (ACE) to increase the number of first-generation and low-income students who pursue a postsecondary education. The purpose of this initiative is to help high school seniors navigate the college admissions process and ensure each participating student submits at least one college admissions application during the school day during the designated week.

The ACAC initiative began in 2005, in a single GEAR UP North Carolina high school in Chatham County. In November 2013, Utah joined 39 states and the District of Columbia in participating in the American College Application Campaign. In 2014 all states were engaged in the ACAC campaign.

The goal of Utah College Application Week (UCAW) is to provide every high school senior at our partner schools the opportunity to complete at least one college or university application during the school day. A special focus is placed on students who would be the first in their families to attend, low-income students, or students who may not have otherwise considered applying. This program is low cost for schools although success is heavily reliant on school buy-in, and the ability for the site coordinator to dedicate the hours required for planning and implementation.

2013 Pilot:

Utah piloted college application week with eight high schools in three districts. Over 2,300 students participated and submitted over 1,500 college applications. Utah College Application Week increased their interest in going to college by 87%, and 25% reported they did not previously plan to apply to college; 55% identified as first generation students.

(Data Source: 2013 UCAW Student Survey, distributed to 2,311 students with a 75% response rate.)

2014 Expansion:

In 2014, Utah College Application Week saw enormous growth, increasing from eight to 49 school sites throughout the state. High school seniors who participated in UCAW increased by 450%, and collectively 12,822 college applications were submitted throughout the two week period.

See reverse side for more detailed specifics of 2014 efforts.

49 high school sites, in **15** school districts

10,996 student participants

80% or more said that participating in UCAW:

- Increased their likelihood to seek help with applications (88%)
- Increased their understanding of the application process (88%)
- Increased their interest in going to college (80%)

18% said they would not have otherwise applied for college

34% identified as first generation students

41% have knowledge of FAFSA

WHERE DID STUDENTS APPLY?

98% applied to a Utah institution

86% of in-state applications were submitted to a USHE institution

14%
private
or other

75% of in-state applications were submitted to a 4-year institution

25%
2-year institution

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For additional information or to participate contact:
Heidi Doxey, hdoxey@ushe.edu, 801-321-7115