2015 Massachusetts College Application Celebration!

November 16th – 20th or November 23rd – 27th

***Your High School is invited to participate in the 4th Annual Massachusetts College Application Celebration!***

***Massachusetts College Application Celebration!*** (MCAC) encourages students to take a significant step toward college by providing assistance and building excitement for the college application process. Sponsored by **GEAR UP Massachusetts** (gearup.mass.edu), administered through the Massachusetts Department of Higher Education in collaboration with ***YourPlanFortheFuture.org (YPFF) (yourplanforthefuture.org)****,* the goal is to give every graduating senior the opportunity to complete at least one application by the conclusion of the week-long event. Hosting a College Application Celebration event builds a college-going culture and allows your high school the opportunity to ensure all seniors strongly consider pursuing a postsecondary education.

***WHAT IS THE MASSACHUSETTS COLLEGE APPLICATION CELEBRATION?***

MCAC is part of the American College Application Campaign (<http://www.acenet.edu/news-room/Pages/American-College-Application-Campaign.aspx>), initiative sponsored by the American Council on Education (ACE) with the goal of providing every graduating high school senior the opportunity to apply to college. Special focus is placed on assisting students who would be the first in their families to attend college, low-income students, and students who may have not otherwise seriously considered applying to college.

***Why one week dedicated to completing college applications?*** The application process can be daunting, even for students surrounded by a support system of caring adults, and often students cannot afford the application fee. Too often, high school seniors begin the college application process and get stuck or simply procrastinate on completing the requirements, resulting in the application never being completed or submitted. MCAC is designed to provide the guidance and support needed by students in addition to harnessing the positive peer pressure of a week of events culminating in the submission of a completed college application. Host sites will select either week (Nov. 16th – 20th or 23rd – 27th) that best fits their schedule (\*if another week or set of days works better for your school, we are flexible\*)!

**HOW DID COLLEGE APPLICATION CAMPAIGN/CELEBRATION BEGIN?**

It began in North Carolina as College Application Day at a single high school in 2005 as a pilot effort of the GEAR UP program and has since grown to a state-wide effort. Since then, many other states, including Massachusetts, have joined the efforts. Activities now occur in more than 49 states and the District of Columbia. We piloted this program in 2012 at Lowell high school in Lowell, MA and 225 applications were completed. In 2013 we hosted 6 MCAC events throughout the Commonwealth where 750 applications were completed and this past winter we expanded MCAC to 14 high schools where over 3,000 applications were completed! Every year we are looking to continue expanding the program outside of our GEAR UP high schools.

\*Check out MCAC featured on the Springfield news: <http://www.mass.edu/gearup/videos/videos.asp> (2nd & 3rd videos down)

2015 Massachusetts College Application Celebration!

**HOST SITE EXPECTATIONS**

Massachusetts public high schools interested in hosting a MCAC event will be required to set aside time, space and access to computer labs **during the school day** for graduating seniors to complete **at least** one application for any university, community college or trade school that they are qualified for and interested in applying to. Assistance and encouragement for students and their parents will be provided by high school, college and community staff and volunteers, college admissions representatives and financial aid professionals. Each host school/district must complete the 2015 MCAC application and work with a web portal (ex. YPFF, Naviance, etc.) in order to measure and monitor student progress on college applications. Additionally, host sites will spend the weeks leading up to MCAC helping students identify the right institutional fit, drafting essays, and securing all information needed to complete their applications during the event. The MCAC committee will provide a resource manual for all host sites to assist with the organization of the event, site coordinator training webinars, and provide assistance with volunteer recruitment.

**If you are interested in becoming a Massachusetts College Application Celebration host site, please complete, sign and email/send in the application form on page 3 (see below) by Friday, August 14th, 2015.** **Selected Host sites will be notified by August, 28th.** Once you are selected as a Host Site, more information will be made available regarding Site Coordinator trainings, implementation and volunteer recruitment. On behalf of the 2015 MCAC committee, thank you for your consideration.

**2015 MCAC TIMELINE:**

|  |  |
| --- | --- |
| **Date:** | **2015 MCAC Activity:** |
| **Aug. 14th** | Signed 2015 MCAC application deadline due at GEAR UP Mass. office by 5 pm |
| **Aug. 17th** | Site Coordinator Resource Manual available via website – notified by email |
| **August or Sept. 10th** | Site Coordinator Training Webinar/Podcast - required participation for Host sites to view one |
| **September 18th** | Technical Assistance Webinar/Podcast available - required participation for Host sites |
| **September 25th** | Site Coordinator Training Webinar/Podcast: Volunteer recruitment/ data collection- required |
| **October 5th** | Site Coordinator marketing resources shipped to Host sites |
| **October (TBA)** | YPFF Technical Assistance trainings scheduled with Host sites on case by case basis |
| **Nov. 16th - 20th or 23rd - 27th** | 2015 MCAC events held at Host sites |

**Massachusetts College Application Campaign 2015**

***Host Site Application: (due by August 14, 2015)***

**High School Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Best week for event (circle): Nov. 16-20 Nov. 23-27**

**School Guidance Director’s information (must work in the high school):**

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

School address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ City/State/Zip:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of guidance counselors at your school: \_\_\_\_\_\_\_\_\_\_\_ Do you use YPFF now? Yes No

Below, list all College Access programs/partners that you will collaborate with (ex: GEAR UP, Talent Search, CACG)

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_

***Data should be provided based on current ESE data*** *(*[*http://www.doe.mass.edu/apa/dart/default.html*](http://www.doe.mass.edu/apa/dart/default.html)*).*

Anticipated size of 2016 graduating senior class: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
2015 Graduation Rate (reported previous year’s grads): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2015 Anticipated College Enrollment Rate (please site source of data): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I understand as a host site, we will need to provide a location with computers and internet

access during school hours for our students to participate in MCAC.

I understand that as a host site, our guidance staff will need to participate in trainings sponsored

by YPFF and/or GEAR UP Massachusetts program staff members as outlined in this agreement.

I understand I will be required to recruit enough volunteers to assist with students during the

designated application times.

 I understand our school will need to track and share specific aggregate data according to procedures established by the MCAC committee.

**Signature of school HS Principal:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signature of School Guidance Director:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signature of GEAR UP Mass. Regional Director:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Return completed form by email (preferred), fax or mail to:**  
GEAR UP Massachusetts  
Attn: Krista Cosco, GEAR UP Scholarship & School Initiatives Coordinator  
454 Broadway, Suite 200

Revere, MA 02151

Phone: (617) 391-6074/Fax: (617) 727-0667 or scan and email to [kcosco@osfa.mass.edu](mailto:kcosco@osfa.mass.edu)