



Section 1: Structure

Key Responsibilities

Main Goal

- Host a program during a regularly scheduled day open to all seniors, with a focus on engaging first-generation students, low-income students, and students who may otherwise not apply to college
 - Provide an event space with computers for students to work on their college applications and other materials, such as a computer lab, library, or cafeteria
 - Optional: Welcome volunteers to work with students that day

Site Team

- Identify a Site Coordinator, typically a counselor or assistant principal, who will be responsible for implementing the program at their school.
- The Site Coordinator may wish to develop a team comprised of a variety of stakeholders to create support and buy-in for your site's ApplyNH event. Convene a meeting, or a schedule of meetings, with agendas set out ahead of time.

Event Structure

Outline a schedule for the day, taking into account:

- Appointment length
 - Recommendation: Set up appointments in blocks of about 20 minutes but allow for flexibility for students who need more time. This will keep the day moving for staff and volunteers while meeting students where they are.
- How many students you can comfortably accommodate with computers in one defined area at a time (suggestion: computer lab or library).
 - Take into account the workspace for the students, room for the volunteers, as well as considering having a separate section for check out.
- What your plan is to call students to the event area if they do not attend their scheduled appointment slot? We don't want students to miss out on the opportunity to participate. Will they come in the next block? At the end of the day?

Student tracking & data collection

- A key component of this event is student tracking. You will need to coordinate a volunteer to help students fill out the online student tracker form (highly recommended) or collect the paper

form ([Appendix 14](#)) for each student as they exit the event. We recommend having separate computers for this part so as not to hold up appointments.

- Aggregate participation and application numbers are compiled for all participating NH high schools and reported to The American Council on Education as part of their national data. New Hampshire is a national leader in data accuracy and reporting for the American College Application Campaign- let's keep it up!
- During your event's downtimes and/or by the end of the day, a volunteer can manually enter any paper forms into the online form.

Additional Steps

- Send pictures to us at findyourdirection@graniteedvance.org, or post and tag us on your socials! We want to be cognizant of your site's policies and any parental decisions not to have their student photographed. Please verify ahead of time if there are any students that may not have their pictures taken and let anyone taking pictures know.
- Follow up with students after the event to ensure their applications are complete and they apply for financial aid (students can book appointments with Granite Edvance for free **FAFSA** support at www.calendly.com/graniteedvance, etc.)
- Event evaluation
 - After your **ApplyNH** event, your site team should meet to discuss the successes and challenges of the current year's initiative (see [Section 5: Next Steps](#))

School, Student, & Community Engagement

- Develop a communication strategy for students, parents/guardians, staff, and the community
- **Ensure students are prepared well before the event** (see [Section 3: Preparation](#))
- Create or enhance a future-focused culture that is visible at the site in the weeks leading up to the event. See handouts "Celebrate in November" and "College Trivia" ([Appendix 1](#))
- Encourage all faculty and staff to wear their alumni gear, not only on the date of your school's event, but throughout the month
- Hang the **ApplyNH** door sign on each staff member's door and asking them to complete the information to foster discussion with students ([Appendix 2](#))
- Hang the **ApplyNH** banner (mailed to you) in your site's main entrance or other high traffic area to bolster awareness for the event
 - If your site participated in a prior **ApplyNH** event, hang the signed banner in a prominent area to showcase past student involvement
- Encourage and recruit students to participate in the initiative
- Utilize social media to promote the event to your community ([Appendix 3](#))
- Invite local media to cover your event
- Invite local elected officials to observe your event

Extending the Campaign

November is **ApplyNH** in New Hampshire and College Application Month around the country! We encourage everyone who works with students to promote college awareness and future planning throughout this month.

Ideas for Activities

Kick-Off Celebration- To encourage seniors to participate in your event, you may want to host an assembly where outside professionals (suggestions include community members, legislators, government officials, local college admissions staff, Granite Edvance staff, former students) speak to the importance of post-secondary education, pathway building, and promote students' participation in **ApplyNH**.

Provide a College Overview Presentation for Seniors- During the months of September and October, deliver a presentation outlining your site-specific college application process and any supports around additional pathways. Suggested topics include: your post-secondary advising method and tools, your timeline for receiving transcript and letters of recommendation requests, how to submit documents (i.e. through Naviance, Common App or other method), ways to round out a college list, etc. We recommend an evening timeframe so parents/guardians can attend, too.

College Fairs- Granite Edvance will provide your school with a list of upcoming college fairs ([Appendix 4](#)). Encouraging students to attend an in-person or virtual college and/or career fair will help build their enthusiasm to complete a college application during your event.

Daily Future-Related PA Announcements- Consider reading a college trivia question ([Appendix 1](#)) during morning announcements throughout November.

Student Peer Support- Encourage students who have already submitted college applications (Early Action and Early Decision candidates) to mentor those participating in your **ApplyNH** event. Answering questions and providing support and motivation peer-to-peer can help students who are unsure about attending college decide to submit a college application.

Get Creative!- Encourage your site team and students to create new programming and activities that would contribute to a future-focused culture at your school. Student voice is incredibly important and helpful in understanding what will resonate with their peers. After all, this is their journey!