



12th Year Campaign – Interest Form

The Washington Student Achievement Council is leading the 12th Year Campaign, encompassing both the American College Application Campaign and College Goal Washington. We invite all Washington State high schools to participate in these campaigns.

American College Application Campaign

The focus of the American College Application Campaign is to increase the number of first generation and low-income students pursuing a college degree or other postsecondary credential. This campaign will take place October 13th through November 14th, 2014. Participating sites agree to the following:

1. Participate in kickoff Discover U events during the first week of the campaign. On a site-designated day during the week, all school staff will wear college gear, educators will share their education or career pathways, and every student will participate in a 10-15 minute college/career exploration activity during the day.
2. Hold in-school activities during the month focused around college exploration, preparation, and application. School counselors will receive suggestions for these activities in the College Application Campaign manual.
3. Provide dedicated time, space, and help for students completing college applications. This could take place at a “College Application Event,” or through other means, such as in-class lessons on the parts of a college application essay. Sites that hold events will be asked to use an event sign-in (will be provided), and will be asked to report the aggregate data from the sign-in forms to the Washington Student Achievement Council.
4. Distribute a student workbook (will be provided) for seniors.
5. Conduct a student survey in the week following the campaign to measure what students worked on during the month (such as making progress on personal statements or the number of applications filed.)

Sites that participate in the College Application Campaign are highly encouraged to participate in College Goal Washington.

I would like my school to participate in the College Application Campaign. Please send me a site agreement and inform me when further details are available.

Name: _____

Title: _____

School: _____

Contact Email: _____



College Goal Washington

College Goal Washington is a free, on-site program that helps students and families complete the Free Application for Federal Student Aid (FAFSA), the form that is required to apply for federal financial assistance for postsecondary programs. Annual events take place in January and February at locations throughout Washington State. Attendees receive assistance on completing an initial FAFSA submission and guidance on next steps in the financial aid application process. Participating sites agree to the following:

1. Designate a site lead to coordinate the program at your site, including:
 - a. Serve as the main contact person with WSAC staff.
 - b. Set the event-day agenda.
 - c. Recruit a support team with the skills and knowledge to support the event.
2. Participate in site lead training, to take place via webinar in October 2014.
3. Participate in FAFSA training, to take place via webinar in December 2014.
4. Open a computer lab for a FAFSA completion event.
5. Recruit and train volunteers using WSAC-provided materials.
6. Assist with the collection of evaluation data and forward all evaluation data to WSAC following the event.

In addition to training, participating College Goal Washington sites receive assistance finding trained FAFSA experts and other volunteers for their event. Sites receive materials about financial aid, TheWashboard.org, and Guaranteed Education Tuition (GET). Participating sites will receive event promotion via the College Goal Washington website.

Sites that participate in College Goal Washington are encouraged to also participate in the American College Application Campaign.

I would like my school to be a College Goal Washington site. Please send me a site agreement and inform me when further details are available.

Name: _____

Title: _____

School: _____

Contact Email: _____

If you already have a date and time for your College Goal Washington event, please list those here:

Date(s): _____

Time: _____

For more information, please contact Anna Batie, Program Associate for Outreach, at 360-753-7856 or annab@wsac.wa.gov.