

1. **Question:** What is the 12th Year Campaign?

Answer: The 12th Year Campaign is a joint effort combining two national campaigns, the *American College Application Campaign* and *College Goal Washington*. The campaign, which is administered by the Washington Student Achievement Council, aims to boost college and financial aid application rates in Washington State.

2. **Question:** What is the American College Application Campaign?

Answer: A nationwide initiative by the American Council on Education, the American College Application Campaign is designed to increase the number of first-generation and low-income students who pursue a college degree by removing some of the barriers to participation. The 2015 campaign took place October 19–November 20, 2015.

Sites typically hold a kickoff event at which school staff wear college gear, educators share stories about their education or career pathways, and every student participates in a brief college and career exploration activity during the day. Sites then hold in-school activities throughout the month focused around college exploration, preparation, and application. Sites also help students complete college applications.

3. **Question:** What is College Goal Washington?

Answer: College Goal Washington is part of the national College Goal Sunday FAFSA (Free Application for Federal Student Aid) completion initiative. The FAFSA is a federal form that is required to apply for federal financial assistance for postsecondary programs. College Goal Washington is a free, on-site program that helps students and families complete the FAFSA. College Goal Washington events take place in January and February at locations throughout the state. College Goal Washington sites also provide assistance with the Washington Application for State Financial Aid (WASFA).

4. **Question:** What is the Washington Student Achievement Council's (WSAC) role in administering the 12th Year Campaign?

Answer: WSAC provides overall oversight and guidance for the campaign, recruits sites into the programs, provides training materials, creates and disseminates site coordinator handbooks, and provides marketing material. Agency staff also oversee evaluation surveys and are responsible for finding statewide partners for the campaign.

5. **Question:** Where does funding for the 12th Year Campaign come from?

Answer: Funds for the 2015-16 campaign were provided by WSAC, Washington State Employees Credit Union, National College Access Network, and USA Funds.

6. **Question:** Who provides assistance at 12th Year Campaign events?

Answer: High school guidance counselors serve as site leads for the American College Application Campaign. They are responsible for planning and directing events at their school. They receive a site coordinator manual from WSAC in the fall with suggestions for activities, as well as a resource guide and additional materials for use during the campaign. Guidance counselors may also choose to work with local college access nonprofits, programs such as GEAR UP or TRiO, or local college admissions staff in planning events at their school. Many regional college access programs also assist with campaign activities.

Each College Goal Washington event is staffed by trained volunteers, and a financial aid staff person from a local postsecondary institution is usually available as well. Volunteers at 2015 College Goal Washington events included 794 individuals from 134 organizations. Nonprofit organizations supporting the program included the College Success Foundation, the University of Washington Dream Project, the Community Center for Education Results/Roadmap to College Initiative, and Futures NW. Federal programs such as GEAR UP and TRiO also provided support.

7. **Question:** Is the campaign successful?

Answer: The 12th Year Campaign, now in its second full year as a statewide initiative, continues to grow. WSAC anticipates over 115 sites for the 2015-16 campaign, compared to 98 in the previous year.

College Goal Washington is meeting its goal of reaching underserved students, as 67 percent of attendees at 2015 events came from first-generation, underrepresented, or low-income backgrounds. In particular, the program appears to have reached a diverse audience as compared to the state population overall. According to the U.S. Census Bureau, four percent of Washington State's population is Black or African American and almost 12 percent is Hispanic or Latino. At College Goal Washington events in 2015, eight percent of survey respondents identified as Black, African American, or African, and 22 percent identified as being of Hispanic or Latino origin.

Results for the 2015 American College Application campaign will be compiled in early 2016. Initial survey data indicate that almost 6,000 students participated in campaign activities, compared to just over 3,500 in 2014. Over 3,500 college applications were submitted during the 2015 campaign.