



Promoting Colorado Applies Month in your Organization and Community

Purpose

To promote Colorado Applies Month events to your organization by:

- Disseminating information by phone, mail, e-mail, website, fliers, meetings, and word of mouth;
- Holding special events/meetings prior to applying;
- Recruiting volunteers from students' families and community organizations;
- Hosting guest speakers during the events.

Activities

- **Bring together a planning committee** to decide on the options throughout the month and brainstorm additional activities, then make assignments and deadlines. This committee may include different groups such as faculty, staff, families, student groups and community members.
- **Set goals for the number of seniors participating**, number of volunteers, etc. Remind everyone of these goals and the importance of reaching as many people as possible in your organization community.
- **Hold special event(s) such as a Parent Night.** Schedule visits to your organization prior to and during Colorado Applies Month by college admission professionals, first year college students and/or community and business leaders.
- **Send e-mail reminders to all parents, students**, and organization staff in addition to the official student/ family letter (see p. 14). Also, include information in the organization newsletter and post fliers around the organization and community about your Colorado Applies Month events.
- **Invite a guest speaker** for Colorado Applies Month as part of a kick-off ceremony to elaborate from personal experience on the importance of applying to and completing college.
- **Recruit volunteers from students' families and community organizations.** Be creative! Send the volunteer letter to volunteer groups, Boys and Girls Clubs, Pre-Collegiate Providers, YMCA, church groups, businesses in the community, banks, etc.



“Ask Me About It!”

Activities

- Have teachers and staff display an 8 ½ x 11-inch poster that lists their alma mater. Post signs and display them around the organization.
- Announce the posting date to the organization and set aside some time (i.e., during homeroom) and host a scavenger hunt for as many different organizations as they can find, the organization farthest away, the organization with the most alumni, etc. Award small prizes.

Preparation

- Email the sample sign included in this guide to all faculty and staff. Designate a posting date.
- Create an event plan or virtual event plan
- Choose your webinar platform (Zoom, Google Teams or Google Hangout)
- Select a time that fits best for your audience (morning, mid-day, afternoon or evening)
- Promote the event by working with your colleagues who may have experience in promoting events or communications or marketing team for support if available
- Alert and work to prepare your IT team for any support they can offer
- Make the event inclusive (invite an organization leader to give opening remarks) and invite a short guest speaker panel/presenter on the topic if appropriate or someone who has benefited from the topic
- Encourage engagement from participants and time after the presentation to offer a Q & A session and have a colleague volunteer for notes and tracking questions

Parent Night

Activities

- Ask parents and staff to wear gear, display flags or bring other items of interest to represent their favorite institutions.
- Invite admission offices to send materials for display or invite admission staff to attend.

Preparation

- Schedule an evening, possibly in conjunction with a PTSA/PTA meeting. Reserve a space and make a promotion plan. Ask parents and the PTSA/PTA officers to provide refreshments and college paraphernalia door prizes.



- Invite parents and staff to represent institutions for your student body.
- Invite admission counselors from nearby colleges to setup information tables.
- Create a “Good Questions to Ask” sheet for students to use as they visit alumni and collect information on their selected organizations of interest.

Community Outreach

Communication is Key to Successful Outreach! Capture stories from CAM event and send to local media outlets (i.e., newspapers, TV stations, community newsletters, etc.). Post banner images on your organization/organization district’s website.

Sample Press Release

(City), CO DATE– **(Name of Your High School)** will participate in the statewide Colorado Applies Month in September.

(Name of Site Coordinator or School Principal) expects more than **(Insert Number)** seniors to participate with the help of **(Insert Number)** volunteers from **(Insert School Faculty, Administration, College, Community Resources that will help).**

Colorado Applies Month encourages high school seniors to prepare, complete and submit at least one higher education, military, apprenticeship or job application using the career and education planning platform, [My Colorado Journey](#). The campaign culminates with [Colorado Free Application Day](#) on October 13, when students can apply to all state public colleges and universities and many private institutions for free.

Today nearly three in four jobs in Colorado require postsecondary education or training. My Colorado Journey helps students forge a post-high school path that suits their interests and aptitudes, whether they pursue a certificate, two-year or four-year degree, join the military or enter the workforce.

For more information about **(Name of Your High School)**, please contact **(Name of Site Coordinator and contact info).**

For more information about Colorado Applies Month, visit [MyColoradoJourney.com](#)

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Student / Family Informative Letter

SCHOOL LOGO

SCHOOL ADDRESS

DATE

Dear Students and Families,

This September, the Colorado Department of Higher Education is leading Colorado Applies Month (CAM). This campaign is possible thanks to the collaboration among **HIGH SCHOOL** administration, faculty, and staff as well as students, their families and volunteers across the community.

Colorado Applies Month encourages high school seniors to prepare, complete and submit at least one higher education, military, apprenticeship or job application using the career and education planning website, [My Colorado Journey](#). The campaign culminates with Colorado Free Application Day on Oct. 13, 2020, when students can apply to all state public colleges and universities and many private institutions for free.

To get started, students can create an account on [MyColoradoJourney.com](#), identify career goals and chart their path get there. As they prepare applications, students will likely need your help in gathering some of the information and completing tasks.

Families are welcome to visit **YOUR NAME** High School on **DATE(s) OF EVENT(S)** to assist their student during the application process. If family members are interested in volunteering or guest speaking during the event, please let me know. Volunteers can greet and sign in students or assist them with filling out and submitting applications.

Today nearly three in four jobs in Colorado require postsecondary education or training. My Colorado Journey helps students forge a post-high school path that suits their interests and aptitudes, whether they pursue a certificate, two-year or four-year degree, join the military or enter the workforce.

If you have any questions please call **NAME, TITLE, at (000) 000-0000**. Thank you for supporting this exciting initiative to encourage Colorado students to reach higher.

Sincerely,

CAM COORDINATOR



Volunteer Resource Guide

Reaching out to community groups and members during Colorado Applies Month is an effective way to inspire students to reach higher. Volunteers can donate food and supplies or assist with events. Use the templates and resources provided to help recruit and inform your volunteers.

Managing Volunteers: Step-by-Step

Recruiting Volunteers

1. Identify contacts in your community that may be interested in helping make your Colorado Applies Month event(s) a success by donating time and/or resources. Some examples may include:
 - School alumni;
 - Students who have already completed their application (i.e., college application ambassadors);
 - Student families, PTA;
 - Retired teachers;
 - Volunteer, senior, or church groups;
 - Community college and university representatives and faculty;
 - Business, community, and political leaders;
 - Representatives from youth programs (i.e., YMCA, Boys and Girls Clubs, 4H, Girl and Boy Scouts of America, etc.).
2. Send potential volunteer groups a Colorado Applies Month Volunteer Recruitment Letter (*see below*).
3. When promoting your Colorado Applies Month event(s), always mention the need for volunteers in your community.
4. Reach out to student leaders in your school. For example, students who have already completed their application could help other students during the event and be called the "CAM Ambassadors."
5. Create a system for collecting volunteer information. Depending on your school district's policy, you may need to conduct a background check.



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6. Identify specific responsibilities and duties for your volunteers. For example, you may create shifts for greeting, sign-in, computer lab, other activities, etc. Create a short explanation of each responsibility for volunteers to follow throughout the day.
 7. Finalize a volunteer list and, as a reminder, send information using the following template notifying volunteers of event details.
 8. Provide nametags for volunteers on the day of the event.
 9. Conduct a quick orientation, perhaps the morning of the event, to familiarize volunteers on the details of your event. Provide volunteers with a volunteer reference guide to Colorado Applies Month.

Follow-Up

10. Send a thank you letter to all volunteers for their dedication to Colorado Applies Month.