



SOUTH CAROLINA

COMMISSION ON HIGHER EDUCATION

Agenda Item 6.03.D
CHE Meeting

August 1, 2019

Memorandum

TO: Chairman Wes Hayes and Members, SC Commission on Higher Education

From: Chair Paul Batson, and Members, Committee on Access & Equity and Student Services

An Overview and Data Report on College Application Month 2018

Background

The American College Application Campaign (ACAC), launched by the American Council on Education (ACE), is a national effort implemented in all 50 states and the District of Columbia whose primary focus is to increase the number of first-generation and low-income students who pursue a postsecondary education. ACAC highlighted research studies that found students are either not applying to college or not applying early enough in their senior year, not applying to colleges that are a good fit, and are not applying to enough colleges. Findings included: a) positive correlations between the number of colleges high school students apply and their likelihood of four-year college enrollment (*College Board Advocacy and Policy Center Research Brief, October 2011*); and 2) only a small number of high-achieving, low-income students apply to colleges that resemble their achievement's like their counterparts (*Hoxby & Turner, 2013*). Also, the research indicated that providing college application "coaching" to high school seniors increased postsecondary enrollment (*Carrell & Sacerdote, 2013*), and the decision to not apply to college suggests that decisions are made before high school graduation (*Habb & Price, 2008*).

As a proactive response to the findings, the national effort aims to assist high school seniors in navigating the college admissions process and to ensure that each participating student submits at least one college admissions application.

The South Carolina Commission on Higher Education (CHE) staff, in collaboration with the South Carolina Department of Education, met with North Carolina/GEAR UP in 2009 to study the College Application Day model and possible implementation of a program in South Carolina. South Carolina joined ACE in 2009 as the fifth state to implement College Application Month (CAM) events statewide. With additional support from

community and business leaders, as well as volunteers and college admission professionals, CAM has transitioned from a month into a “season” which includes September, October, and November each year.

Program Model: College Application Month

In 2018, 237 high schools across the state registered to host College Application events in the fall (September – November). The events occurred during regular school business hours in most high schools, but some high schools elected this year to host evening events. The events were held in academic spaces such as computer labs or classrooms utilizing laptops, desktops and tablets. The school day events were held during select class periods or throughout the entire school day. Some schools elected for two-day events, or an entire month of events to allow flex-scheduling for appointments with seniors by the school counselor. During these events, high school seniors were provided with the opportunity to receive one-on-one college application assistance from the community, school volunteers and college admissions professionals. In addition to the assistance received, many college admission professionals, as approved by their respective institution, provided application fee waivers to students to be validated either on that specific event day or during the length of CAM.

In 2018, Cyber Academy of South Carolina hosted the first South Carolina Virtual College Application Day for their students. During that event, the school’s Seniors logged on to their Blackboard Account and worked with college representatives from five schools (Midlands Technical College, Southern Wesleyan University, Central Carolina Technical College, Charleston Southern University and Greenville Technical College) to complete college applications. The college representatives were able to log into Blackboard and assist virtually, when needed. The Cyber Academy staff set up Blackboard training prior to the event, so that the representatives would be familiar with the platform. CHE staff is hopeful that this model will prove beneficial for the various virtual. **(Attachment I)**

Sustainability

From 2009-2014 the College Application Month Program was funded by through the College Access Challenge Grant (CACG), a federal grant from the U.S. Department of Education. The purpose of the CACG was to increase the number of low-income students who are prepared to enter and succeed in postsecondary education. Due to the inability to meet the maintenance of effort requirement from the State to fund higher education, which was a required component of CACG, grant funding was not awarded in FY 2015. After careful evaluation of the program, estimated costs to host basic CAM events statewide, is approximately \$5,500. Since 2015, CAM has been funded through the SC Commission on Higher Education, with contributions from partners, such as the SC Chamber of Commerce and the South Carolina State Treasurer’s Office. For their part, the School Counselors in each of the registered high schools, and the college representatives have continued to execute and grow the CAM program each year. CHE will continue to explore and evaluate additional funding sources and resources to support CAM. To continue evaluating and evolving the program to a state of sustainability, CHE staff convenes a College Application Month Sustainability Committee each year. The Committee consists of college admissions officers, Regional Workforce Advisors from the South Carolina Department of Commerce, South Carolina Department of Education staff and high school counseling personnel.

Finally, staff also created interactive materials that are available online via www.sccango.org, such as the Site Coordinator Toolkit, Student Resource Manual, CAM flyer and poster templates, and the “Step 1 - Step 2 – Step 3 College” brochures. Each of the items are available on the website and are print and email responsive.

CAM 2018 also continued the partnership with the Carolina Association of Collegiate Registrars & Admissions Officers (CACRAO). CACRAO is the professional organization that represents the Admissions and Recruitment officers at the State’s higher education institutions. A major part of the CAM program is the presence of college and university representatives at the CAM events in each high school to assist with application and admissions questions. In an effort to maximize this opportunity for both the high schools and higher education institutions, CHE and CACRAO developed a partnership that would introduce preferred weeks for high schools to hold their CAM events. In the agreement, high schools would be encouraged to hold their events during specific weeks, based on their geographic region of the state. If a high school held their CAM event during their preferred week, CACRAO could guarantee college representation for their CAM event. While a high school could still register for an event outside of that preferred week, the school would do so without a guarantee of having college representation at their CAM event. The partnership has proven beneficial for both the high schools and institutions and will continue in 2019.

CAM 2018 also introduced a new challenge for our high schools, in that they were asked to begin hosting both CAM and College Goal South Carolina events, which focus on completing the Free Application for Federal Student Aid (FAFSA), in the Fall. With the release of the FAFSA moving to October each year, students may apply for federal education funding at an earlier point in the college admissions process. The early FAFSA release has provided an opportunity for students and institutions to connect two steps in the college admissions process, the college application and the FAFSA. During Fall 2018, 80 high schools that registered for CAM events also held College Goal South Carolina FAFSA completion events during the fall term. This was done to help the high schools encourage the completion of the FAFSA, since the students were already in the college access mindset following their CAM event. CHE staff coordinated with leadership from the South Carolina Association for Student Financial Aid Administrators (SCASFAA) to provide institutional support at the pilot events. The feedback from the high schools proved positive, and CHE will look to open the College Goal South Carolina Program during Fall 2019.

CAM 2018 also continued a partnership between CHE and the State Treasurer’s Office. A major element of the CAM process is the data collected through the events, both in the site coordinator End of Event Report, and the student survey. In Spring 2017, the suggestion was made that a scholarship be offered to generate student investment in CAM and the student survey. CHE staff approached the State Treasurer’s Office staff regarding the possibility of sponsoring a student scholarship. The scholarship could be for \$529, and could also be used to advertise the State of South Carolina’s 529 College Savings Plans administered through the Treasurer’s Office. The Treasurer’s Office agreed to sponsor two \$529 scholarships to CAM students selected through a random drawing. The number of completed surveys for CAM 2018 increased by over 900 students. While it is impossible to definitively say this is because of the new incentives, CHE staff is confident that the possibility of winning the scholarship had an impact on survey completion. The plan is to offer the scholarships again for CAM 2019.

Evaluation of the Data

In 2018, 237 South Carolina high schools (public, charter, virtual and adult education centers) registered to hold CAM events. These high schools consisted of approximately 47,406 high school seniors who had the opportunity to participate in a CAM event at their respective high schools. Of the total number of high school seniors, 24,129 (51%) signed-in to a CAM event. 7,324 (30%) of the signed-in high school seniors completed and submitted an online student survey during an event. According to the student survey response data, 14,336 college applications were submitted by students who completed the CAM survey. Based on these numbers, an estimated 47,230 college applications were completed and submitted by all high school seniors who signed-in to a CAM event. This number represents a 12.7% increase (5,328 applications) in the estimated number of applications completed during CAM 2018. **(Attachment II)**

The online student survey (n=7,324) produced data from areas that focused on gender, race/ethnicity, first in family status, application assistance, promotional efforts (where did the student about CAM), application completion and institutions the student applied to during a CAM event. The survey presented the following results: 54% of the participating high schools seniors were female and 46% were male; of the students that self-identified in a specific race/ethnicity category, 46% reported as White or Caucasian, 38% Black or African American, and 12% reported Hispanic or Latino. Thirty-two percent reported that they were the first in their family to go to college, 66% reported they learned about CAM events from their school counselor, and a total of 86% reported they received college application assistance mainly from their school counselor and a college representative.

Forty-seven percent of the students completed one college application, 20% completed two, 21% completed three or more and 12% reported they did not complete a college application during CAM. Finally, Coastal Carolina University, Winthrop University, USC-Columbia, Clemson and College of Charleston received the highest number of applications as reported by the students who participated in the student survey. **(Attachment III)**

Three Step Process

During Spring 2016, CHE added a third step to the college access process, College Decision Day. The purpose of College Decision Day is to celebrate a student's decision to attend a post-secondary institution upon high school graduation, much in the manner that high school athletes are celebrated on their College Signing Day. Decision Day events can take various forms, depending on the high school in which the event occurs. The program is designed as a low cost, low administration program with high rewards. Schools are asked to place emphasis on a high school junior's decision to attend college and a high school senior's decision on which college they wish to attend upon graduation. Participating schools are able to access promotional materials to support their College Decision Day event through the SCANGO website. In its third year, 124 schools registered to hold College Decision Day events throughout the months of April and May 2019. This represents an increase of 21 high schools over the previous year (103 schools registered).

Attachment I

College Application Month 2018 Event Sites

** Final End of Event Reports for these College Application Month events were not submitted by the site coordinator by the deadline 1/31/19.*

School	Date	Start Time	# of Signed in Students
Abbeville High School	10/25/2018	9:00 AM	130
AC Flora High School	9/27, 9/28/2018	8:30am - 3:00pm	186
Academy for Technology and Academics	10/25/2018	8:00am - 2:00pm	126
Academy for the Arts, Science, and Technology	10/19/2018	8:00am - 1:00pm	121
Adult Education - Conway Education Center	10/23/2018	10:00am - 12:00pm	18
Adult Education - Myrtle Beach Family Learning Center	10/24/2018	10:00am - 12:00pm	31
Aiken High School	9/27/2018	9:00am - 1:00pm	180
Airport High School	10/18/2018	8:00am - 3:00pm	63
Alfred Rush Academy	10/5/2018	10:00am - 12:00pm	5
Allegro Charter School of Music	10/12/2018	8:00am - 12:00pm	8
Allendale-Fairfax High School	9/21/2018	9:00am - 12:00pm	50
Anderson Five Charter School	10/9/2018	9:00am - 1:00pm	22
Andrew Jackson High School	9/18/2018	8:00am - 4:00pm	124
Andrews High School	10/25/2018	8:00am - 2:00pm	105
Ashley Ridge High School	10/10/2018	9:00am - 2:00pm	176
Aynor High School	10/10/2018	10:00am - 1:00pm	51
Bamberg-Ehrhardt High School	9/20/2018	8:00am - 1:00pm	90
Baptist Hill Middle high School	10/9/2018	9:00am - 12:00pm	57
Barnwell High School	9/26/2018	8:00am - 2:00pm	115
Batesburg Leesville High School	10/19/2018	8:00am - 1:00pm	68
Battery Creek High School	10/12/2018	9:00am - 3:00pm	120
Beaufort Academy	10/12/2018	9:00am - 12:00pm	25
Beaufort High School	10/12/2018	9:00am - 3:00pm	210
Belton Honea Path High	10/15, 10/16/2018	8:00am - 3:00pm	200
Berea High School	10/30/2018	10:00am - 4:00pm	93
Berkeley High School	10/15/2018	9:00am - 4:00pm	86
Bethune-Bowman Middle/High School	9/20/2018	9:00am - 1:00pm	59
Blacksburg High School	9/28/2018	8:00am - 3:00pm	110
Blackville-Hilda High School	9/20/2018	12:00pm - 2:00pm	37
Blue Ridge High School	10/19/2018	9:00am - 1:00pm	91
Bluffton High School	10/5/2018	9:00am - 3:00pm	74
Blythewood High School	10/10/2018	9:00am - 12:00pm	85

Boiling Springs High School	10/31/2018	8:30am - 1:00pm	233
Branchville High School	9/20/2018	8:00am - 11:00am	42
Brashier Middle College Charter HS	11/2/2018	9:00am - 1:00pm	20
Brookland-Cayce High School	10/25/2018	9:00am - 3:00pm	47
Broome High School	10/17/2018	8:00am - 2:00pm	155
Buford High School	9/13/2018	9:00am - 3:00pm	70
Burke High School	10/16/2018	9:00am - 1:00pm	*
C. E. Murray High School	10/2/2018	9:00am - 12:00pm	62
C.A. Johnson High School	10/24/2018	Postponed	*
Calhoun County High	9/20/2018	9:00am - 12:00pm	80
Calhoun Falls Charter School	9/27/2018	9:00am - 12:00pm	12
Cane Bay High School	10/9/2018	9:00am - 4:00pm	212
Carolina Forest High	10/26/2018	8:00am - 4:00pm	236
Carolina High School	10/25/2018	9:00am - 12:00pm	111
Carvers Bay High School	10/5/2018	8:00am - 3:00pm	70
Central High School	10/25/2018	9:00am - 12:00pm	97
Chapin High School	10/26/2018	8:30am - 4:00pm	78
Chapman High School	10/4/2018	8:00am - 2:00pm	67
Charleston Charter School for Math and Science	10/23/2018	6:00pm - 8:00pm	21
Charleston County School of the Arts	10/16/2018	9:00am - 1:00pm	31
Cheraw High School	10/1/2018	8:00am - 3:00pm	51
Chesnee High School	11/1/2018	8:00am - 11:00am	*
Chester High School	9/19/2018	9:00am - 1:00pm	93
Chesterfield High School	10/25/2018	9:00am - 2:00pm	87
Clinton High School	11/1/2018	9:00am - 3:00pm	66
Clover High School	9/19/2018	9:00am - 1:00pm	185
Coastal Leadership Academy	10/23/2018	12:00pm - 4:00pm	21
Colleton County High School	10/11/2018	9:00am - 3:00pm	105
Colleton Preparatory Academy)	9/7/2018	10:00am - 12:00pm	23
Columbia High	10/17/2018	10:00am - 1:00pm	112
Conway High School	10/30/2018	8:00am - 3:00pm	96
Creek Bridge High School	10/8/2018	12:00pm - 3:00pm	25
Crescent High School	10/12/2018	8:00am - 3:00pm	115
Crestwood High School	10/24/2018	9:00am - 3:00pm	219
Cross High School	10/12/2018	9:00am - 12:00pm	*
Cyber Academy of South Carolina	10/17/2018	10:00am - 1:00pm	14
D.W. Daniel High School	10/9/2018	10:00am - 1:00pm	109
Denmark-Olar High School	9/20/2018	9:00am - 12:00pm	42
Dillon High School	10/19/2018	8:30am - 2:30pm	*
Dixie High School	10/25/2018	12:00pm - 2:30pm	40
Dorchester Academy	9/7/2018	10:00am - 12:00pm	18

Dorman High School	10/4, 10/11, 10/18, 10/25/2018	9:00am - 3:00pm	336
Dreher High School	10/10/2018	8:00am - 1:00pm	107
Dutch Fork High School	10/18/2018	10:00am - 3:00pm	161
Easley High School	10/11/2018	9:00am - 2:00pm	86
East Clarendon Middle-High School	10/19/2018	8:00am - 11:00am	27
Eastside High School	10/10/2018	8:00am - 2:00pm	115
Eau Claire High School	9/27/2018	9:00am - 12:00pm	103
Edisto High School	9/24/2018	8:00am - 3:00pm	103
Emerald High School	9/5/2018	9:00am - 3:00pm	97
Estill High School	10/23/2018	9:00am - 3:00pm	36
Fairfield Central High School	10/26/2018	10:00am - 2:00pm	120
Fort Dorchester High School	10/26/2018	9:00am - 11:00am	163
Fort Mill High School	10/4/2018	1:00pm - 3:30pm	92
Fox Creek High School	9/27/2018	8:30am - 1:00pm	131
Gaffney High School	9/25/2018	8:00am - 3:00pm	282
Garret Academy of Technology	10/12/2018	9:00am - 2:00pm	64
Georgetown County Adult Education	Postponed	Postponed	*
Georgetown High School	10/16/2018	8:00am - 2:00pm	50
Gilbert High School	10/25/2018	9:00am - 3:00pm	65
Goose Creek High School	10/24/2018	8:00am - 1:00pm	146
Great Falls High School	9/12/2018	12:00pm - 3:00pm	46
Green Sea Floyds High School	10/17/2018	9:00am - 3:00pm	38
Greenville Classical Academy	10/23/2018	7:00pm- 8:00pm	*
Greenville Early College	10/29/2018	9:00am - 2:00pm	17
Greenville Senior High School	10/17/2018	12:00pm - 3:00pm	201
Greenville Technical Charter High School	10/19/2018	9:00am - 1:00pm	30
Greenwood High School	8/28/2018	9:00am - 3:00pm	97
Greer High School	11/2/2018	9:00am - 2:00pm	128
Greer Middle College Charter High School	10/19/2018	Postponed	*
Greg Mathis Charter High School	10/12/2018	9:00am - 12:00pm	*
Hanahan High School	10/12/2018	9:00am - 2:00pm	*
Hannah-Pamplico High School	10/3/2018	8:00am - 12:00pm	66
Hartsville High School	10/3/2018	8:00am -3:00pm	230
HCS Early College High School	9/10, 9/11/2018	8:00am - 3:00pm	69
HCS Scholars Academy	9/14/2018	12:00pm - 2:00pm	*
Hemingway High School	10/4/2018	9:00am - 12:00pm	64
Heyward Career and Technology Center	9/13/2018	9:00am - 2:00pm	*
High Point Academy	10/18/2018	12:00pm - 3:00pm	59
Hillcrest High School	10/10/2018	9:00am - 3:00pm	496

Hilton Head Island High School	10/5/2018	9:00am - 3:00pm	57
Hunter Kinard Tyler	9/27/2018	10:00am - 11:00am	30
Indian Land High School	9/12/2018	8:00am - 3:00pm	67
Irmo High School	10/18- 10/19/2018	8:00am - 4:00pm	280
Islands Academy	10/12/2018	10:00am - 2:00pm	19
J.L. Mann High School	11/1/2018	8:00am - 2:00pm	197
James F Byrnes High School	10/30/2018	8:00am - 3:00pm	312
James Island Charter High School	10/16/2018	8:00am - 3:00pm	84
Jefferson Davis Academy	9/20/2018	9:00am - 12:00pm	16
John Paull II Catholic School	10/16/2018	9:00am - 11:00am	*
Johnsonville High School	10/25/2018	9:00am - 2:00pm	51
Kingstree Senior High School	10/29/2018	9:00am - 12:00pm	75
Lake City Early College High School	10/4/2018	8:00am - 1:00pm	141
Lake Marion High School and Technology Center	9/21/2018	9:00am - 12:00pm	135
Lakewood High School	10/25/2018	9:00am - 3:00pm	163
Lamar High School	10/3/2018	9:00am - 11:00am	64
Lancaster High School	9/18/2018	9:00am - 4:00pm	212
Landrum High School	10/31/2018	8:00am - 1:00pm	102
Latta High School	10/9/2018	8:00am - 3:00pm	111
Laurens District 55 High	10/15/2018	8:00am - 3:00pm	140
Lee Central High School	10/17/2018	9:00am - 12:00pm	*
Legacy Early College	10/26/2018	9:00am - 1:00pm	58
Lewisville High School	9/14/2018	8:00am - 1:00pm	88
Lexington High School	10/17/2018	9:00am - 12:00pm	63
Liberty High School	10/9/2018	9:00am - 3:00pm	90
Loris High School	9/18/2018	9:00am - 1:00pm	125
Lowcountry Leadership Charter School	10/3/2018	8:30am - 12:00pm	*
Lower Richland High	10/10/2018	8:00am - 12:00pm	160
Lugoff Elgin High School	10/24/2018	8:00am - 12:00pm	80
Manning High School	10/18/2018	9:00am - 1:00pm	163
Marion High School	10/4/2018	8:00am - 3:00pm	120
Marlboro County High School	10/4/2018	9:00am - 3:00pm	187
Mauldin High School	10/30/2018	9:00am - 2:00pm	490
May River High School	10/5/2018	9:00am - 3:00pm	109
McBee High School	10/4/2018	11:00am - 1:00pm	89
McCormick High School	10/5/2018	9:00am - 12:00pm	34
Mid Carolina High School	9/7/2018	9:00am - 12:00pm	71
Midland Valley High School	9/20/2018	8:00am - 3:00pm	227
Midlands Middle College	10/18/2018	11:00am - 1:00pm	40
Midlands Technical College TRIO Programs	10/13/2018	9:00am - 12:00pm	20
Military Magnet Academy	10/31/2018	10:00am - 12:00pm	36

Mullins High School	10/18/2018	8:00am - 2:00pm	94
Myrtle Beach High School	10/16/2018	10:00am - 2:00pm	203
Nation Ford High School	10/4/2018	9:00am - 12:00pm	159
Newberry High School	9/7/2018	8:00am - 3:00pm	88
NEXT High School	10/31/2018	8:00am - 3:00pm	25
NEXT School Eagle Ridge	10/16/2018	12:00pm - 1:00pm	15
Ninety-Six High School	9/27/2018	9:00am - 3:00pm	91
North Augusta High School	10/5/2018	8:00am - 2:00pm	200
North Charleston High School	10/12/2018	9:00am - 3:00pm	*
North Middle/High School	9/27/2018	9:00am - 11:00am,	29
North Myrtle Beach High School	10/31/2018	8:00am - 3:00pm	261
Northwestern High School	10/4/2018	9:00am - 3:00pm	196
Oceanside Collegiate Academy	10/15/2018	Postponed	*
Orangeburg-Wilkinson High School	11/20/2018	9:00am - 1:00pm	94
Palmetto High School	10/11/2018	9:00am - 11:00am	50
Patrick Henry Academy	8/31/2018	9:00am - 12:00pm	13
Pelion High School	9/28/2018	9:00am - 2:00pm	58
Pendleton High School	10/9/2018	9:00am - 3:00pm	155
Pickens County Career and Technology Cen	10/9/2018	12:00pm - 3:00pm	29
Pickens High School	10/9/2018	8:40am - 1:00pm	298
Powdersville High School	10/16/2018	8:00am - 2:00pm	60
RB Stall High School	10/24/2018	9:00am - 2:00pm	107
Richland Northeast High School	10/30/2018	9:00am - 2:00pm	242
Richland One Middle College	10/17/2018	10:00am - 4:00pm	36
Ridge Spring-Monetta High School	9/21/2018	9:00am - 1:00pm	57
Ridgeland Hardeeville High School	11/13/2018	9:00am - 12:00pm	121
Ridgeview High School	10/23/2018	8:00am - 4:00pm	241
River Bluff High School	10/18/2018	9:00am - 3:00pm	275
Riverside High School	10/10/2018	9:00am - 2:00pm	62
Rock Hill High School	10/26/2018	9:00am - 4:00pm	250
Royal Live Oaks Acad of the Arts & Sci Charter	10/10/2018	8:00am - 4:00pm	35
Saluda High School	9/7/2018	8:00am - 12:00pm	134
Scott's Branch Middle High School	10/17/2018	8:00am - 3:00pm	41
Seneca High School	Month of October		412
Septima P. Clark Academy	10/9/2018	9:00am - 1:00pm	*
Silver Bluff High School	9/24/2018	9:00am - 1:00pm	*
Socastee High School	10/25/2018	8:00am - 2:00pm	206
South Aiken High School	9/26/2018	9:00am-12:00pm	149
South Florence High School	10/11/2018	9:00am - 3:00pm	202
South Pointe High School	Counselor Will Contact	Counselor will contact	150

Southside High School	11/7/2018	9:00am - 3:00pm	155
Spartanburg High School	10/24/2018	8:00am - 3:00pm	353
Spartanburg Christian Academy	11/1/2018	8:00am - 11:00am	*
Spring Hill High School	10/2 & 10/3/2018	9:00am - 3:00pm	193
Spring Valley High School	10/16/2018	9:00am - 1:00pm	325
St. James High School	10/26/2018	8:00am - 3:00pm	136
St. John's High School	10/16/2018	9:00am - 1:00pm	75
Stratford High School	10/11/2018	9:00am - 4:00pm	66
Strom Thurmond High School	11/14/2018	9:00am - 12:00pm	31
Sumter County Adult Education Center	10/10/2018	10:00am - 12:00pm	7
Sumter High School	10/24/2018	9:00am - 2:00pm	81
Swansea High School	10/23/2018	9:00am - 4:00pm	90
Thomas Sumter Academy	10/19/2018	8:00am - 12:00pm	12
Timberland High School	11/7/2018	9:00am - 2:00pm	74
Timmonsville High School	10/5/2018	8:00am - 11:00am	36
TL Hanna High School	10/16/2018	8:00am - 3:00pm	112
Travelers Rest High School	11/1/2018	8:00am - 12:00pm	28
Union County High School	10/30/2018	8:00am - 2:00pm	73
W. J. Keenan High School	10/10/2018	8:00am - 11:00am	103
Waccamaw High School	10/22/2018	8:00am - 3:00pm	150
Wade Hampton High School (Greenville)	10/4/2018	9:00am - 3:00pm	176
Wade Hampton High School (Varnville)	10/12/2018	9:00am - 12:00pm	77
Wagener-Salley High School	9/20/2018	9:00am - 1:00pm	49
Walhalla High School	10/15, 10/16, 10/17/2018	9:00am - 4:00pm	175
Wando High School	10/12/2018	9:00am - 3:00pm	72
Ware Shoals High School	9/7/2018	9:00am - 12:00pm	49
West Ashley High School	10/10/2018	7:00am - 2:00pm	300
West Florence High School	10/12/2018	9:00am - 3:00pm	185
West-Oak High School	Counselor Will Contact	Counselor will contact	178
Westside High School	10/15, 10/16/2018	9:00am - 3:00pm	251
Westwood High School	9/25/2018	9:00am - 4:00pm	265
Whale Branch Early College High School	10/12/2018	9:00am - 3:00pm	97
White Knoll High School	10/23/2018	9:00am - 3:00pm	97
Whitmire Community School	9/6/2018	10:00am - 12:00pm	35
Williston-Elko High School	9/21/2018	8:00am - 3:00pm	
Wilson High School	10/18/2018	9:00am - 2:00pm	143
Woodland High School	10/9/2018	9:00am - 2:00pm	145
Woodmont High School	10/26/2018	9:00am - 1:00pm	80

Woodruff High School	10/4/2018	9:00am - 3:00pm	109
Wren High School	10/9/2018	8:00am - 12:00pm	42
York Comprehensive High School	Counselor Will Contact	Counselor will contact	145
York Preparatory Academy	9/13/2018	9:00am - 1:00pm	65
TOTAL			24,129

Attachment II - Results of CAM 2009-2018

N/A = information was either not collected or requested by ACE during that specific program year

**There are ~293 public high schools and ~207 private high schools in South Carolina*

***217 out of 237 End of Event reports were submitted to CHE following CAM events by the deadline (1/31/19)*

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total # of Participating High Schools	12	57	121	152	186	214	215	223	231	237*
Total # of high school seniors reported by site coordinators	1,000	15,000	20,820	32,178	39,358	43,931	45,828	48,298	47,746	47,406
Total # of volunteers and college representatives who assisted with CAM events.	N/A	N/A	N/A	N/A	1,763	2,240	854	2,366	2,218	1,368
# of high school seniors who signed into a CAM event	N/A	N/A	N/A	N/A	20,262	20,416	21,904	22,052	22,617	24,129**
# of signed in high school seniors that completed the Student Survey	N/A	N/A	N/A	4,958	8,302	8,505	6,595	8,499	6,389	7,324
# of students who completed the Student Survey self-reported as "First in Family"	N/A	N/A	N/A	N/A	N/A	2,475	2,088	2,718	1,985	1,366
# of completed college applications as reported from Student Survey	N/A	N/A	N/A	8,638	14,497	26,907	9,662	14,513	11,837	14,336
Estimated # of completed college applications for all high school seniors who signed into a CAM event	N/A	N/A	N/A	N/A	35,382	64,589	32,090	37,656	41,902	47,230***

****Total # of high school seniors who signed-in to a CAM event divided by # of signed-in high school seniors who completed the Student Survey multiplied by the # of completed college applications reported by high school seniors who completed the Student Survey/sign in sheet.*

Attachment III

Student Survey Results (n=7,324) from College Application Month 2018

1. **Gender:** 54% (female), 46% (male)
2. **Race/Ethnicity:** 46% (white), 38% (Black or AA), 12% (Hispanic or Latino), 2.0% (other - included two or more races), 1% (Asian), .5% (American Indian or Alaska Native), and .5% (Native Hawaii or other Pacific Islander).
3. **First in Family:** 32% (Yes), 68% (No)
4. **Application Assistance:** 60% (School Counselor), 28% (College Representative), 8% (Other), 2% (Teacher), 1% (Community Volunteer), 1% (Parent) and 1% (Principal).
5. **Promotional Effort:** 66% (School Counselor), 14% (Teacher), 14% (Friend), 1% (Parent), 2% (Other), 1% (Flyers/Posters), 1% (News/Media), 1% (Social Media).
6. **Completion of Applications:** 47% (one), 20% (two), 21% (three or more), and 12% (Did not complete an application).
7. **Top 10 Applications:** Winthrop University, University of South Carolina/Upstate, Coastal Carolina University, College of Charleston, , University of South Carolina/Columbia, Francis Marion University, Greenville Technical College, Clemson University, South Carolina State University, and Charleston Southern University.

Student Comments from the 2018 Student Survey (n=7,324)

Students were asked to comment on their experiences and provide insight on improvements during CAM. A consistent theme among the student responses was the desire to have the larger schools provide application fee waivers, similar to the code method provided by many of the smaller colleges. In addition, students commented on their desire to have more college representatives attend. Typically, the colleges attend events occurring within their major service area, with some exceptions. CAM 2018 saw South Carolina successfully complete its first virtual CAM, using a web-based platform. CHE staff will explore ways to allow colleges outside the service area to attend events virtually, which may address the concern of having colleges attend events outside their traditional service areas. As in prior years, multiple responses on how to improve CAM centered on having additional time to participate in the CAM events. Overall, the general student response communicated in the survey was positive towards CAM.

College Application Month 2018 Review

Access & Equity and Student Affairs Committee

2019



American College Application Campaign

Overview:

The American College Application Campaign (ACAC), launched by the American Council on Education (ACE), is a national effort to increase the number of first-generation and low-income students who pursue a postsecondary education.

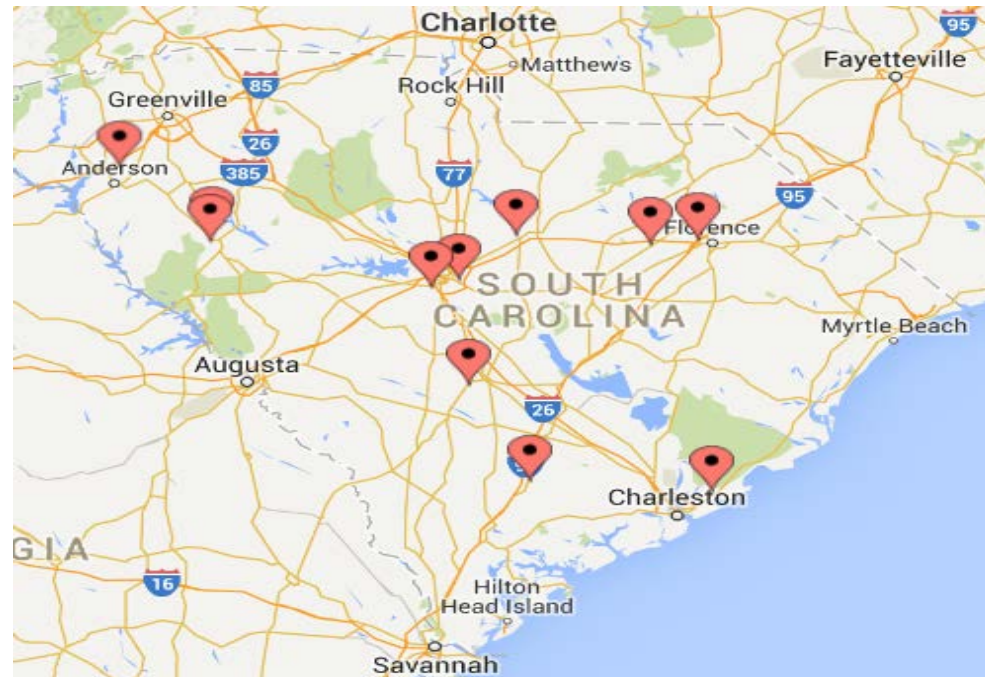
Purpose:

Help high school seniors navigate the college admissions process and ensure that each participating student submits at least one admissions application.

American College Application Campaign

South Carolina:

CHE, in collaboration with the SC Department of Education, met with North Carolina/GEAR UP in 2009 to study the College Application Day model. SC then joined ACE in 2009 as the fifth program cohort to implement College Application Month events statewide.



College Application Month

Format Examples

Spartanburg High School

- Event held for one **day**
- Whole day during regular school hours: *sessions arranged by English or Elective Class*
- Included school counselors, teachers, principal, and 13 college representatives
- 397 students in senior class

Charleston Charter School for Math and Science

- Event held for one **evening**
- During evening hours:
6:00pm – 8:00pm
- Included school counselors, teachers, and 6 college admissions representatives
- 59 students in the senior class

West Oak High School

- Event held for one **Entire Month**
- During regular school day hours: *8:00am – 3:00pm*
- Students made appointments throughout month. College representatives were invited and scheduled by counselors directly.
- 208 students in the senior class

RESULTS

- 88% of senior class participated
- 438 college applications were completed

- 36% of senior class participated
- 21 college applications were completed

- 85% of senior class participated
- 295 college applications were completed

College Application Month

Format Example: The Virtual CAM event

Last Fall saw the first virtual CAM event! Cyber Academy of South Carolina hosted the first South Carolina Virtual College Application Day for their students on October 17, 2018, from 10:00am – 1:00pm. During that time period, the school's 14 Seniors logged on to their Blackboard Account and worked with college representatives from five schools (Midlands Technical College, Southern Wesleyan University, Central Carolina Technical College, Charleston Southern University and Greenville Technical College) to complete college applications. The Seniors completed 20 applications to multiple colleges. The reps were on hand to assist virtually, when needed. The Cyber Academy staff set up Blackboard training prior to the event, so that the college reps would be familiar with the platform.

The academy was pleased with the event, and look forward to participating again this coming Fall.

New Additions to the CAM Family for 2018

- Allegro Charter School of Music
- Anderson Five Charter School
- Beaufort Academy
- Charleston County School of the Arts
- Colleton Preparatory Academy
- D.W. Daniel High School
- Greenville Early College
- Greer Middle College Charter High School*
- Hunter Kinard Tyler High School
- Lake City Early College High School
- Oceanside Collegiate Academy*

* Registered, but did not hold event in 2018.

Results: How Did We Do?

College Application Month Data – Since 2009

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total # of Participating High Schools	12	57	121	152	186	214	215	223	231	237*
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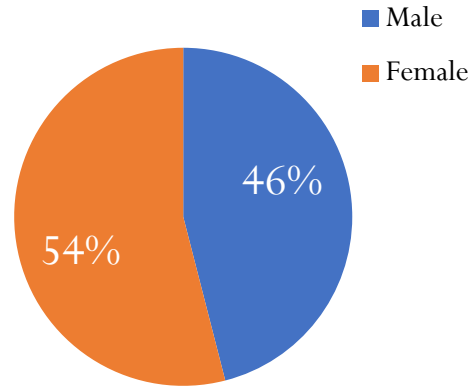
***214 out of 231 End of Event reports were submitted to CHE following CAM events by the deadline (1/31/18)*

****Total # of high school seniors who signed-in to a CAM event divided by # of signed-in high school seniors who completed the Student Survey multiplied by the # of completed college applications reported by high school seniors who completed the Student Survey/sign in sheet.*

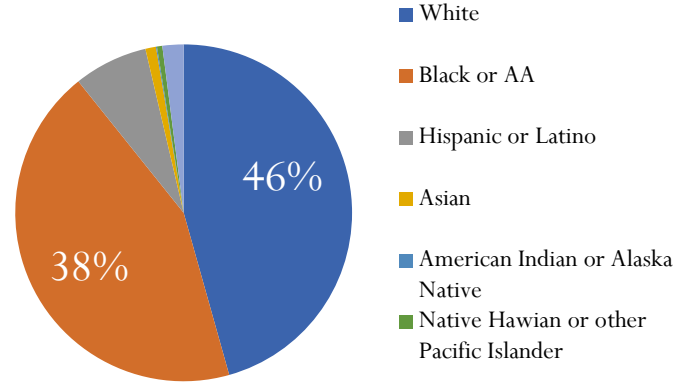
College Application Month Survey

$n=7,324$

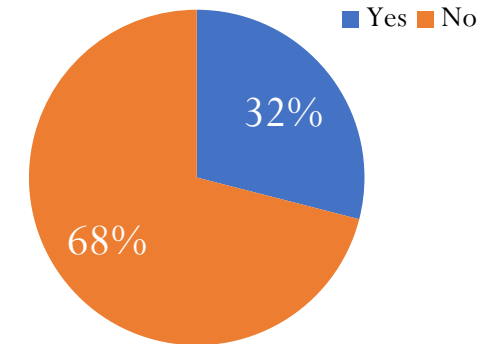
GENDER



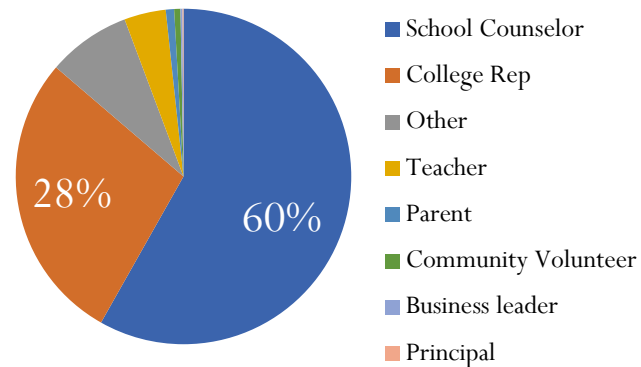
RACE/ETHNICITY



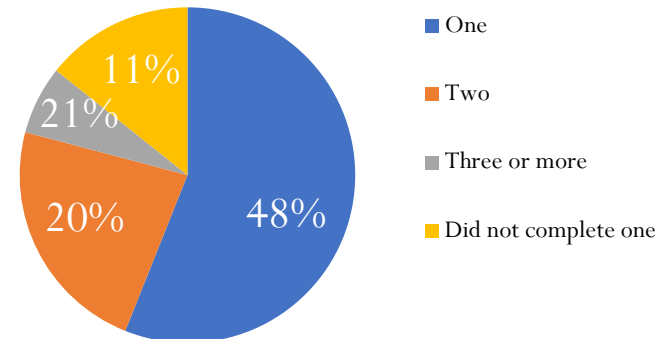
FIRST IN FAMILY



APPLICATION ASSISTANCE



COMPLETION OF APPLICATIONS



In 2018, based upon student survey responses:

- **Student Survey Results (n=7,324) from College Application Month 2018**
- **Gender:** 54% (female), 46% (male)
- **Race/Ethnicity:** 46% (white), 38% (Black or AA), 12% (Hispanic or Latino), 2.0% (other - included two or more races), 1% (Asian), .5% (American Indian or Alaska Native), and .5% (Native Hawaii or other Pacific Islander).
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- **Top 10 Applications:** Coastal Carolina University, College of Charleston, Winthrop University, University of South Carolina/Columbia, Francis Marion University, Greenville Technical College, University of South Carolina/Upstate, Clemson University, South Carolina State University, and Charleston Southern University.

Continued Partnership with S.C. Treasurer's Office

- Each year students are encouraged to complete the CAM student survey. This allows CHE staff to collect data on the program. In the past, a drawing to receive an iPad has been held at the end of the CAM season, to encourage students to complete the survey. After discussing with this group two years ago, it was suggested that a different incentive might be attempted.
- During CAM 2018, CHE staff awarded two Scholarships to winners of the CAM drawing. To win, a student must participate in CAM and complete the CAM survey.

Continued Partnership with S.C. Treasurer's Office

- The scholarships in the amount of \$529 were sponsored by the South Carolina State Treasurer's Office, who will use the opportunity to promote the Future Scholar 529 College Savings Plan during the Spring/Summer.
- During CAM 2018, two more students were selected as winners.
- The student survey responses increased over 900 students for 2018.

529 Scholarship Winners

- Student #1: Kylie Whitlock – Gaffney High School, Gaffney, SC (Cherokee County)
- Kylie Blayne Whitlock is a senior at Gaffney High School. She plans to attend Greenville Technical College in the Fall to become a Dental Hygienist. She is ranked in the top 25% of her class and has a 3.912 GPA.



529 Scholarship Winners

- Student #2: Whitney Salters - Whale Branch Early College High School, Seabrook, SC (Beaufort County)
- Whitney Salters is a senior at Whale Branch Early College High School. She plans to attend Trident Technical College in the Fall to complete their two-year dental program. She completed her Certified Nurse Assistant program while in high school.

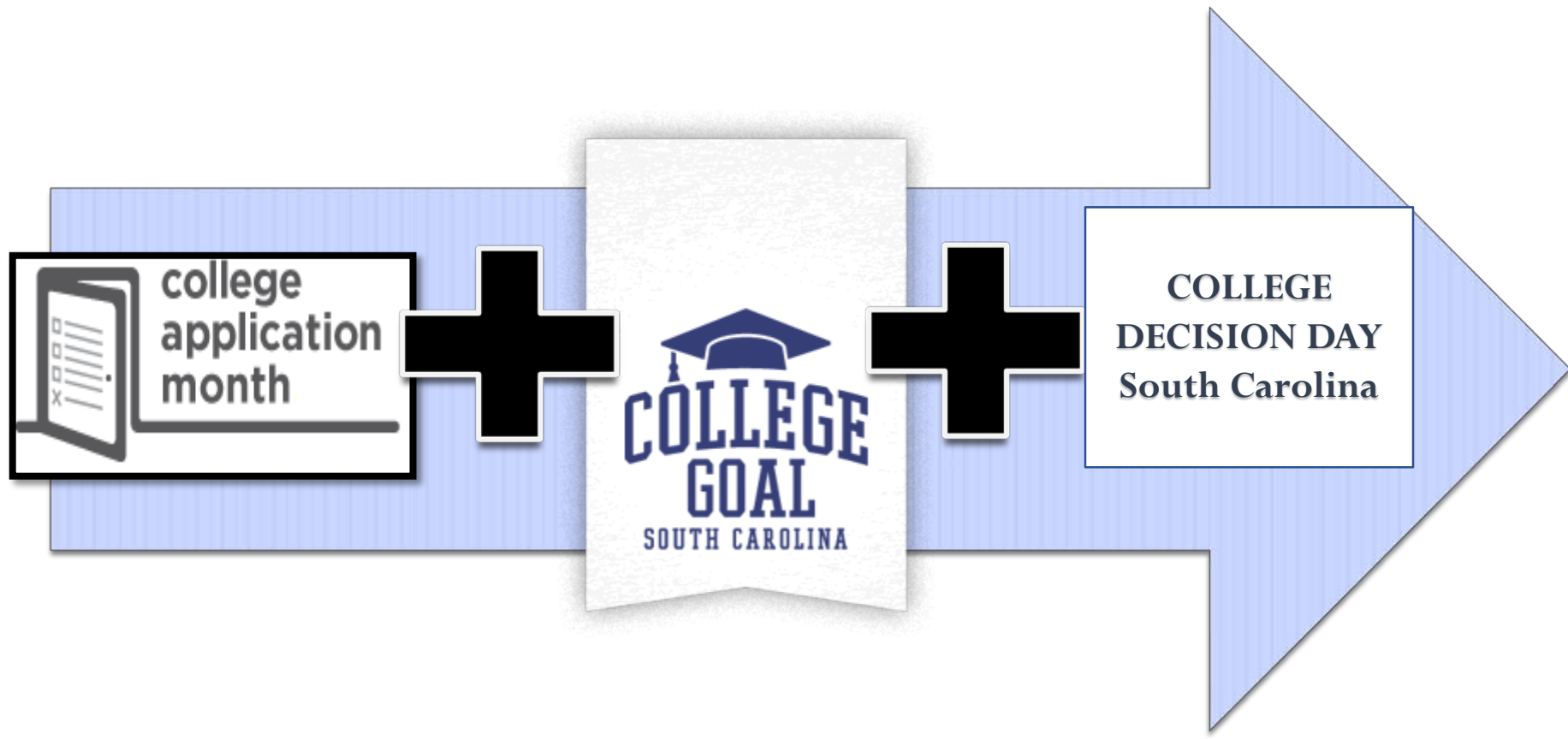


10th Anniversary of the College Application Month Program

- This year will mark the 10th cycle for the CAM program, and the Commission on Higher Education staff would like to recognize this tremendous accomplishment. As CHE staff approaches the 10th cycle, we would like to see how we can celebrate the past, present and future of program. This Fall, three high schools (one in Lowcountry, Midlands and Upstate) have been invited to host a relaunch of the College Application Month Program.
- Dignitaries from across the state will be invited to attend each event. The dignitaries would hopefully remain on sight to support the students in completing college applications. At this point the plan is to invite, Miss Brooke Mosteller Burris, Mrs. Cindy Mosteller, Senators Tim Scott, the federal and state delegations in each area, and other local dignitaries (as determine by the school district).
- CAM Relaunch Events:
 - **Friday, October 4, 2019: Wando High School**
9:00 AM-9:30 AM CAM Kickoff
9:30 AM-3:30 PM Wando CAM event
 - **Thursday, October 10, 2019: Wade Hampton High School (Greenville, SC)**
9:00 AM-9:30 AM CAM Kickoff
9:30 AM-3:30 PM Wade Hampton CAM event
 - **Monday, October 21, 2019: Irmo High School**
9:00 AM-9:30 AM CAM Kickoff
9:30 AM-3:30 PM Irmo CAM event

Making the Connection

A Three-Step Process



Questions?