

**R. Wes Hayes, Jr.**  
Chairman

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President & Executive Director

Agenda Items 6.03.D  
CHE Meeting



June 2, 2022

## MEMORANDUM

**To:** Chair 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 2021

#### 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 achievements 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 (*Hahb & Price, 2008*).

As a proactive response to the findings, the national effort aimed 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. In 2018, the ACAC operations and staff ended their contract ACE, and now reside with ACT, Inc.



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## Program Model: College Application Month

In 2021, 242 high schools across the state registered to host College Application events in the fall (September – November). This represented an increase of 11 school registrations over the prior year. This suggests that more schools are returning to normal operational patterns as we continue working through the COVID-19 pandemic. The events occurred during regular school business hours in most high schools. While many schools were able to return to in-person instructional formats, there were a number of schools that did not allow in-person volunteers to enter the building during Fall 2021. As a result, there were CAM programs that could not be supported by college representatives. This also meant the hosting and data collection presented challenges for the high schools. However, the increase in the number of in-person CAM events for the season indicates that the program is moving back to pre-COVID pandemic levels. During the in-person CAM events where college representatives could participate, high school seniors were provided with the opportunity to receive application assistance from the community and college admissions professionals. Regardless of whether the programs were executed in-person or virtually, many colleges were still able to provide application fee waivers to students to be validated either on that specific event day or during the length of CAM.

To assist the students and families with providing additional opportunities to interact with college admission officers, and receive additional help with answering questions regarding applications, CHE staff again joined with interested colleges and universities to provide supplemental programming for Fall 2021. This was the second year of these after-hours programs, which were held to fill in any gaps that existed in CAM programming.

CHE staff worked with the state's colleges and universities to develop co-sponsored application nights for students to attend during Fall 2021. The invitation to co-sponsor a college specific night was given to every college in South Carolina. The college would designate at least one evening during the Fall to virtually meet with students and parents on a virtual platform and answer any questions they had regarding the institution, or its application. Though each college was asked to host at least one event, many elected to co-sponsor multiple events. CHE staff assisted with promotion of the events in the community and agreed to join the colleges on the meeting to answer any questions regarding state scholarship & grant programs. In total, there were total of 19 CHE/Institution co-sponsor application nights held during Fall 2021. The colleges who accepted the invitation to co-sponsor were:

- Central Carolina Technical College
- Winthrop University
- The University of South Carolina - Columbia
- Midlands Technical College
- Aiken Technical College
- The University of South Carolina - Lancaster
- Horry-Georgetown Technical College
- Trident Technical College
- Florence-Darlington Technical College
- Anderson University

Finally, to assist those students who attended high schools that elected not to have a CAM program in 2021, or who were attempting to complete college applications outside of College Application Month events or normal school hours, CHE provided opportunities for institutions to develop “how-to” videos to support students who were working through their applications. Each institution was contacted and provided an opportunity to create a video for display on the SCCANGO College Application Month page. The 24 “how-to” videos CHE received from responding institutions were posted on the page in August and remained on the page to support those students who had not completed and submitted a college application.

## 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 federal 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 2019, CAM has been funded through the SC Commission on Higher Education operating budget, with no outside funding assistance. The work of the program has been made possible through collaborations with the school counselors in each of the registered high schools, and the college representatives who 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.

CAM 2021 continued its 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 2022. CAM 2021 also saw the continuation of partnerships between CHE and the state's standardized testing agencies, ACT, and the College Board.

The partnership with ACT was created in an effort to incentivize high schools to host high quality CAM events, and place an emphasis on data collection and timely reporting. The partnership annually awards one outstanding high school each year. ACT agreed to partner with CHE to designate one school each year as a School of Excellence. The winning school would need to host a program, provide their data to CHE by established deadlines, and demonstrate either consistency or significant improvement in student success and participation in the program. The winner for 2021, Carver's Bay High School in Hemingway, SC, will be awarded this Spring.

The partnership with the College Board recognizes five high schools that excel in the execution of the company's Opportunity Scholarship Program. This program, which began in 2019, focuses on guiding students through multiple steps in accessing the higher education pipeline. Students begin the program as early as the 11<sup>th</sup> grade and work within their schools, completing six steps: 1. Building a college list; 2. Practice the SAT; 3. Explore Scholarships; 4. Strengthen the College List; 5. Complete the FAFSA; and 6. Apply to Colleges. By completing the program steps, the students have the opportunity to win college scholarships. In 2019, CHE was approached by College Board staff to help with promoting the program in South Carolina. The College Board recognized that their Opportunity Scholarship Program had several steps that were in alignment with the CHE College Access programs (College Application Month, College Goal South Carolina and College Decision Day), which were also designed to support students through the college access process, and were already begin executed in a significant number of high schools in South Carolina. A partnership between the two agencies was formed. A part of that partnership has been to annually recognize high schools who have committed to executing the College Board Opportunity Scholarship Program at high levels. During CAM 2021, five schools were recognized for their work in the

College Board program: Fort Mill High School, Dutch Fork High School, Carolina Forest High School, Blythewood High School, and Mauldin High School.

### Evaluation of the Data

In 2021, 242 South Carolina high schools (public, charter, virtual and adult education centers) registered to hold CAM events. These high schools consisted of approximately 44,363 high school seniors who had the opportunity to participate in a CAM event at their respective high schools. Six (6) events were postponed due to concerns with the COVID-19 pandemic. Five of the high schools did not submit an end-of-event report due to not collecting data during the event. Two-hundred thirteen high schools submitted an end-of-event report. The data regarding the program comes from the submitted end-of-event reports, and the student survey. In the high schools that hosted an event, 19,903 high school seniors signed-in to a CAM event. This represents a 59% increase in reported student participation over the last year's reported number. Based on the reported figures, an estimated 36,272 college applications were completed and submitted by all high school seniors who signed-in to a CAM event. This represents a 65% increase in the number of estimated completed applications over last year's figure. The participation and survey completion numbers for CAM 2021 are similar to the pre-pandemic figures and demonstrate the impact of the COVID-19 pandemic on the Fall 2020 cycle. CHE staff anticipates that as even more high schools return to in-person programming for Fall 2022, the CAM program will realize even stronger numbers for the Fall 2022 cycle.

The online student survey (n=2,126) produced data from areas that focused on gender, race/ethnicity, first in family status, application assistance, promotional efforts (where did the student learn about CAM), application completion and institutions the student applied to during a CAM event. The survey presented the following results: 57% of the participating high schools seniors were female and 41% were male; of the students that self-identified in a specific race/ethnicity category, 42% reported as White or Caucasian, 34% Black or African American, and 18% reported Hispanic or Latino. Twenty-four percent reported that they were the first in their family to go to college, and a total of 79% reported they received college application assistance mainly from their school counselor and a college representative.

Approximately 60% of the students completed one college application, 17% completed two, and 23% reported completed three or more college applications 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**).

## Attachment I

### College Application Month 2021 Event Sites

*\* Final End of Event Reports for these College Application Month events were not submitted by the site coordinator by the deadline 2/31/22*

School	Date	Start Time	# of Signed in Students
Abbeville High School	9/8/2021	9:00am - 12:00pm	77
AC Flora High School	9/14 & 9/15/2021	8:00am - 3:00pm	224
Academy for Technology and Academics	9/9/2021	8:30am - 3:00pm	92
Academy for the Arts, Science, and Technology	10/1/2021	9:00am - 3:00pm	96
Adult Education - Conway Education Center	10/27/2021	10:00am - 2:00pm	3
Adult Education - Myrtle Beach Family Learning Center	10/28/2021	10:00am - 2:00pm	15
Aiken High School	9/23/2021	9:00am - 12:00pm	84
Aiken Scholars Academy	9/17/2021	8:00am - 11:00pm	10
Airport High School	10/29/2021	9:00am - 12:00pm	45
Alfred Rush Academy	9/30/2021	10:00am - 12:00pm	9
Allegro Charter School of Music	10/18/2021	12:00pm - 1:00pm	13
AllendaleFairfax High School	9/23/2021	9:00am - 12:00pm	21
Anderson Five Charter School	10/20/2021	9:00am - 12:00pm	8
Andrew Jackson High School	9/10/2021	9:00am - 3:00pm	56
Andrews High School	10/21/2021	9:00am - 2:00pm	65
Ashley Ridge High School	10/6/2021	8:00am - 3:00pm	112
Aynor High School	9/28/2021	9:00am - 3:00pm	49
Bamberg-Ehrhardt High School	9/21/2021	8:00am - 1:00pm	71
Baptist Hill Middle high School	10/20/2021	9:00am - 1:00pm	60
Barnwell High School	9/23/2021	8:00am - 3:00pm	87
Batesburg Leesville High School	10/8/2021	8:00am - 3:00pm	21

Battery Creek High School	10/8/2021	9:00am - 2:00pm	134
Beaufort Academy	10/15/2021	9:00am - 12:00pm	22
Beaufort High School	10/8/2021	9:00am - 3:00pm	209
Beaufort Jasper ACE	10/15	9:30am and 1:00pm	*
Belton Honea Path High	10/14 &10/15/2021	9:00am - 3:00pm	130
Ben Lippen School	10/26/2021	11:00am - 3:00pm	*
Berea High School	10/5/2021	10:00am - 4:00pm	55
Berkeley High School	10/21/2021	9:00am - 4:00pm	141
Berkeley Middle College	10/14/2021	11:00am - 1:00pm	15
Bethune-Bowman Middle/High School	9/16 & 9/22/2021	9:00am - 1:00pm	32
Blacksburg High School	9/24/2021	8:00am - 12:00pm	81
Blackville-Hilda High School	9/17/2021	10:00am - 1:00pm	28
Blue Ridge High School	10/1/2021	9:00am - 12:00pm	59
Bluffton High School	10/15/2021	9:00am - 12:00pm	208
Blythewood High School	10/13/2021	9:00am - 12:00pm	192
Boiling Springs High School	10/8/2021	8:00am - 12:00pm	240
Branchville High School	9/17/2021	8:00am - 2:00pm	30
Brashier Middle College Charter HS	10/1/2021	10:00am - 1:00pm	32
Bridges Preparatory Academy	Cancelled	12:00pm - 3:00pm	*
Brookland-Cayce High School	10/27/2021	9:00am - 4:00pm	99
Broome High School	9/24/2021	8:00am - 3:00pm	133
Buford High School	9/20/2021	9:00am - 3:00pm	*
Burke High School	10/20/2021	9:00am - 12:00pm	21
C. E. Murray High School	9/24/2021	9:00am - 1:00pm	51
C.A. Johnson High School	10/14/2021	10:00am - 12:00pm	65
Calhoun County High	9/15/2021	8:00am - 12:00pm	76
Calhoun Falls Charter School	10/1/2021	Will contact Colleges	19

Camden High School	Cancelled	Cancelled	*
Cane Bay High School	10/12/2021	9:00am - 4:00pm	185
Carolina Forest High	10/29/2021	8:00am - 3:00pm	376
Carolina High School	10/7/2021	9:00am - 12:00pm	92
Carvers Bay High School	10/5/2021	9:00am - 3:00pm	69
Catawba Ridge High School	9/13/2021	11:00am - 12:30pm	277
Central High School	Cancelled	9:00am - 1:00pm	*
Chapin High School	9/14/2021	8:00am - 4:00pm	321
Chapman High School	9/30/2021	8:00am - 2:00pm	152
Charleston County School of the Arts	10/15/2021	10:00am - 12:00pm	44
Cheraw High School	10/7/2021	8:00am -3:00pm	29
Chesnee High School	9/24/2021	8:00am - 11:00am	102
Chester High School	9/8/2021	11:00am - 2:00pm	55
Chesterfield High School	9/28/2021	8:30am - 3:00pm	15
Clinton High School	10/26/2021	9:00am - 3:00pm	52
Clover High School	9/8/2021	10:00am - 1:00pm	86
Coastal Leadership Academy	11/10/2021	1:00pm - 5:00pm	20
Colleton County High School	10/21/2021	9:00am - 12:00pm	188
Columbia High School	11/4/2021	9:00am - 12:00pm	52
Conway High School	10/28/2021	9:00am - 1:00pm	158
Cooper River Center for Advanced Studies	10/13/2021	9:00am - 11:00am and 1:00pm - 3:00pm	102
Crescent High School	10/15/2021	8:00am - 3:00pm	137
Crestwood High School	10/29/2021	9:00am - 3:00pm	*
Cross High School	10/22/0201	9:00am - 12:00pm	25
Cyber Academy of South Carolina	10/6/2021	11:00am - 1:00pm	15
D.W. Daniel High School	10/14/2021	9:00am - 1:00pm	125
Darlington High School	9/28/2021	8:00am - 12:00pm	126
Denmark-Olar High School	9/17/2021	1:00pm - 3:00pm	36

Dillon High School	10/1/2021	9:00am - 1:00pm	*
Dixie High School	9/3/2021	11:00am - 1:00pm	45
Dorchester Academy	9/3/2021	9:00am - 11:00am	17
Dorman High School	10/7, 10/14, 10/21, 10/28/2021	8:00am - 3:00pm	670
Dreher High School	10/13/2021	9:00am - 12:00pm	185
Dutch Fork High School	10/12/2021	9:00am - 3:00pm	232
Early College High School - Charleston County	10/13/2021	9:00am - 3:00pm	80
Easley High School	10/19/2021	9:00am - 12:00pm	*
East Clarendon Middle-High School	10/29/2021	9:00am - 12:00pm	30
Eastside High School	10/13/2021	9:00am - 2:00pm	129
Eau Claire High School	10/28/2021	9:00am - 11:00am	63
Edisto High School	9/8/2021	9:00am - 3:00pm	*
Emerald High School	9/1/2021	9:00am - 2:00pm	67
Estill High School	10/22/2021	9:00am - 2:00pm	*
Fairfield Central High School	10/27/2021	9:00am - 12:00pm	78
Fort Dorchester High School	10/21/2021	9:00am - 3:00pm	115
Fort Mill High School	9/13/2021	9:00am - 10:30am	127
Fox Creek High School	9/21/2021	8:00am - 12:00pm	130
Gaffney High School	9/15/2021	8:00am - 2:00pm	196
Georgetown High School	10/12/2021	8:30am - 2:00pm	51
Gilbert High School	10/28/2021	9:00am - 3:00pm	117
Goose Creek High School	10/14/2021	9:00am - 2:00pm	*
Great Falls High School	9/14/2021	12:00pm - 3:00pm	44
Green Sea Floyds High School	10/21/2021	9:00am - 3:00pm	70
Greenville Early College	10/22/2021	9:00am - 2:00pm	17
Greenville Senior High School	10/7/2021	12:00pm - 3:00pm	200
Greenville Technical Charter High School	10/15/2021	8:30am - 12:00pm	5



Greenwood High School	8/31/2021	9:00am - 3:00pm	53
Greer High School	10/8/2021	10:00am - 2:00pm	178
Greer Middle College Charter High School	9/17/2021	9:00am - 12:00pm	20
Hanahan High School	NO REPS	9:00am - 2:00pm	*
Hannah-Pamplico High School	10/7/2021	8:00am - 11:00pm	47
Hartsville High School	10/5/2021	8:00am -12:00pm	215
HCS Early College High School	9/13/2021, 9/14/2021	8:00am - 2:00pm	65
Hemingway High School	10/29/2021	9:00am - 12:00pm	30
Heyward Career and Technology Center	10/26/2021	9:00am - 2:00pm	22
High Point Academy	9/24/2021	8:00am - 9:30am	85
Hillcrest High School	10/13/2021	9:00am - 3:00pm	92
Hilton Head Island High School	10/15/2021	9:00am - 12:00pm	42
Holy Trinity Classical Christian School	10/19/2021	10:00am - 12:00pm	20
Hunter Kinard Tyler	9/21/2021	11:00am - 3:00pm	24
Indian Land High School	9/8/2021	9:30am - 12:30pm	166
Irmo High School	11/5/2021	8:00am - 3:00pm	198
J.L. Mann High School	9/30/2021	9:00am - 2:00pm	140
James F Byrnes High School	10/27/2021	8:00am - 3:00pm	150
James Island Charter High School	10/14/2021	9:00am - 3:00pm	76
John Paull II Catholic School	10/19/2021	9:00am - 2:00pm	*
Johnsonville High School	9/24/2021	9:00am - 1:00pm	*
J Paul Truluck Creative Arts and Science Magnet School	10/8/2021	10:00am - 2:00pm	25
Kingstree Senior High School	9/14/2021	9:00am - 12:00pm	20
Lake City Early College High School	10/1/2021	9:00am - 12:00pm	100
Lake Marion High School and Technology Center	9/24/2021	9:00am - 12:00pm	104
Lakewood High School	10/25/2021	10:00am - 3:00pm	98
Lamar High School	9/30/2021	10:00am - 12:00am	43

Lancaster High School	9/14/2021	9:00am - 4:00pm	150
Landrum High School	9/30/2021	9:00am - 1:00pm	65
Latta High School	10/5/2021	8:00am - 3:00pm	*
Laurence Manning Academy	10/26/2021	10:00am - 2:00pm	40
Laurens District 55 High	9/15/2021	9:00am - 3:00pm	65
Lee Central High School	10/27/2021	9:00am - 12:00pm	98
Legacy Early College High School	10/15/2021	9:00am - 12:00pm	70
Legion Collegiate Academy	9/10/2021	9:00am - 1:00pm	10
Lewisville High School	9/17/2021	12:00pm - 3:00pm	39
Lexington High School	10/26/2021	9:00am - 1:00pm	247
Liberty High School	10/14/2021	9:00am - 2:00pm	90
Loris High School	Will Contact Reps	-----	155
Lowcountry Leadership Charter School	10/22/2021	11:00am - 2:00pm	15
Lower Richland High	10/13/2021	8:00am - 12:00pm	175
Lugoff Elgin High School	9/28/2021	8:00am - 1:00pm	55
Manning High School	11/4/2021	9:00am - 3:00pm	107
Marlboro County High School	10/7/2021	9:00am - 12:00pm	117
Mauldin High School	10/8/2021	9:00am - 2:00pm	105
May River High School	10/15/2021	9:00am - 3:00pm	276
McBee High School	9/27/2021	9:00am - 11:00pm	52
McCormick High School	10/22/2021	9:00am - 2:00pm	27
Mid Carolina High School	9/10/2021	9:00am - 12:00pm	32
Midland Valley High School	9/23/2021	8:00am - 3:00pm	89
Midlands Middle College	10/28/2021	11:00am - 1:00pm	*
Midlands Technical College Upward Bound Programs	10/30/2021	9:00am - 12:00pm	53
Military Magnet Academy	Postponed	9:00am - 11:00am	50
Mullins High School	10/26/2021	8:00am - 10:00am	100

Myrtle Beach High School	9/30/2021	9:00am - 1:00pm	189
Nation Ford High School	9/13/2021	1:30pm - 3:00pm	127
Newberry Academy	9/3/2021	1:00pm - 2:00pm	*
Newberry County Career Center	10/20/2021	10:00am - 2:00pm	13
Newberry High School	10/1/2021	9:00am - 3:00pm	32
Ninety-Six High School	8/31/2021	9:00am - 3:00pm	40
North Augusta High School	9/21/2021	9:00am - 12:00pm	112
North Charleston High School	10/14/2021	9:00am - 2:00pm	37
North Middle/High School	9/22/2021	9:00am - 11:00am	20
North Myrtle Beach High School	11/12/2021	8:00am - 3:00pm	244
Northside Christian Academy	10/27/2021	11:00am - 1:00pm	*
Northwestern High School	9/14/2021	8:00am - 3:00pm	200
Oceanside Collegiate Academy	10/15/2021	11:00am - 1:00pm	50
Odyssey Online Learning	11/04/2021	10:00am - 12:00pm	*
Orangeburg Career and Technology Center	9/22/2021	9:45am - 12:00pm	50
Orangeburg-Wilkinson High School	9/17/2021	9:00am -1:00pm	114
Palmetto High School	10/19/2021	9:00am - 11:00pm	50
Palmetto Scholars Academy	Cancelled	11:00am - 12:00pm	*
Patrick Henry Academy	10/11/2021	1:00pm - 3:00pm	*
Pee Dee Math Science & Technology Academy	10/1/2021	10:00am - 12:00pm	54
Pelion High School	9/29/2021	9:00am - 12:00pm	151
Pendleton High School	10/12/2021	9:00am - 3:00pm	75
Phillip Simmons High School	10/12/2021	9:00am - 4:00pm	*
Pickens High School	Counselor Will contact	8:40am - 1:00pm	87
Powdersville High School	10/14/2021	9:00am - 1:00pm	87
RB Stall High School	10/15/2021	9:00am - 2:00pm	240
Richland Northeast High School	10/27/2021	10:00am - 3:00pm	150

Richland One Middle College	10/27/2021	12:00pm - 3:00pm	*
Ridge Spring-Monetta High School	9/17/2021	9:00am - 12:00pm	95
Ridgeland Hardeeville High School	10/13/2021	10:00am - 12:00pm	138
Ridgeview High School	10/25/2021	9:00am - 3:00pm	72
River Bluff High School	10/28/2021	9:00am - 3:00pm	245
Riverside High School	9/15/2021	9:00am - 1:00pm	5
Riverwalk Academy	9/10/2021	9:00am - 1:00pm	153
Rock Hill High School	9/14/2021	8:00am - 3:00pm	46
Royal Live Oaks Academy of the Arts & Sciences Charter School	10/13/2021	9:00am - 2:00pm	*
Saluda High School	9/7/2021	9:00am - 1:00pm	51
SC Virtual-Virtual Charter School	10/22/2021	2:00pm - 4:00pm	102
S.C Governor's School for Agriculture at John De La Howe	Cancelled	Postponed	*
Scott's Branch Middle High School	10/25/2021	9:00am - 12:00pm	175
Seneca High School	10/20/2021	9:00am - 3:00pm	51
Septima P. Clark Academy	10/20/2021	8:00am - 11:00am	*
Silver Bluff High School	9/23/2021	9:00am - 1:00pm	100
Socastee High School	9/21/2021	9:00am - 2:00pm	155
South Aiken High School	9/23/2021	9:00am-1:00pm	20
South Florence High School	10/1/2021	9:00am - 2:00pm	*
Southside High School	10/8/2021	9:00am - 3:00pm	203
Spartanburg Christian Academy	Cancelled	9:00am - 11:00am	*
Spartanburg High School	9/15/2021	8:00am - 3:00pm	*
Spring Hill High School	10/7 & 10/8/2021	9:00am - 3:00pm	320
Spring Valley High School	10/1/2021	8:00am - 3:00pm	100
St. James High School	9/10/2021	9:00am - 1:00pm	45
St. John's Christian Academy	Cancelled	9:00am - 12:00pm	*

St. John's High School	10/19, 10/20, 10/21/2021	7:30am - 10:30am	50
Stratford High School	10/19/2021	9:00am - 4:00pm	*
Summerville High School	10/20/2021	11:00am - 1:00pm	215
Sumter High School	9/16/2021	9:00am - 1:00pm	150
Swansea High School	10/28/2021	9:00am - 1:00pm	20
Thomas Sumter Academy	9/28/2021	10:00am - 12:00pm	54
Timberland High School	10/22/2021	9:00am - 12:00pm	17
Timmonsville High School	10/1/2021	11:00am - 12:00pm	128
TL Hanna High School	10/12/2021	8:00am - 3:00pm	70
Travelers Rest High School	10/5/2021	9:00am - 11:00am	112
Union County High School	10/6/2021	9:00am - 2:00pm	*
Waccamaw High School	9/10/2021	8:00am - 2:00pm	145
Wade Hampton High School	9/29/2021	9:00am - 3:00pm	57
Wade Hampton High School	10/22/2021	9:00am - 3:00pm	29
Wagener-Salley High School	9/22/2021	9:00am - 3:00pm	127
Walhalla High School	10/18, 10/19, 10/20/2021	9:00am - 3:00pm	25
Wando High School	10/21/2021	9:00am - 3:00pm	259
Ware Shoals High School	9/2/2021	9:00am - 2:00pm	30
West Ashley Center for Advanced Studies	10/11/2021	10:00am - 2:00pm	100
West Florence High School	10/1/2021	10:00am - 12:00pm	60
West-Oak High School	October; Will Schedule Reps		130
Westside High School	10/20 & 10/22/2021	9:00am - 1:00pm	78
Westwood High School	10/29/2021	8:00am - 4:00pm	146
Whale Branch Early College High School	10/8/2021	9:00am - 3:00pm	100
White Knoll High School	10/6/2021	9:00am - 12:40pm	143
Williston-Elko High School	9/24/2021	9:00am - 2:00pm	105

Wilson High School	9/30/2021	9:00am - 2:00pm	64
Woodmont High School	9/22/2021	9:00am - 1:00pm	103
Woodruff High School	10/8/2021	9:00am - 3:00pm	54
Wren High School	10/20/2021	9:00am - 12:00pm	141
York Comprehensive High School	No Reps	10:00am - 4:00pm	75
York Preparatory Academy	9/9/2021	9:00am - 12:00pm	70
TOTAL			19,903



**Attachment II CAM Data 2009 to Present**

	2009	2015	2016	2017	2018	2019	2020	2021*
<i>Total # of Participating High Schools</i>	12	215	223	231	237	239	231*	242*
<i>Total # of high school seniors reported by site coordinators</i>	1,000	45,828	48,298	47,746	47,406	46,428	36,380*	44,363*
<i>Total # of volunteers and college representatives who assisted with CAM events.</i>	N/A	854	2,366	2,218	1,368	1,904	1,929	2,165
<i># of high school seniors who signed into a CAM event</i>	N/A	21,904	22,052	22,617	24,129	24,678**	11,756**	19,903**
<i># of signed in high school seniors that completed the Student Survey</i>	N/A	6,595	8,499	6,389	7,324	7,576	233	2,126
<i># of students who completed the Student Survey self-reported as "First in Family"</i>	N/A	2,088	2,718	1,985	1,366	1,579	57	560
<i># of completed college applications as reported from Student Survey</i>	N/A	9,662	14,513	11,837	14,336	15,045	465	3,870
<i>Estimated # of completed college applications</i>	N/A	32,090	37,656	41,902	47,230	49,007	23,462***	36,272***

- 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. Of the 242 registered schools, 6 events were cancelled and 2 did not collect data (virtual)  
\*\*213 out of 234 possible End of Event reports were submitted to CHE following CAM events as of (3/15/21)  
\*\*\*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=2,126) from College Application Month 2021

1. **Gender:** 57.2% (female), 41% (male)
2. **Race/Ethnicity:** 42.3% (white), 34% (Black or AA), 18.3% (Hispanic or Latino), 1.4% (other - included two or more races), 3% (Asian), 1% (American Indian or Alaska Native)
3. **First in Family:** 24.4% (Yes), 75.6% (No)
4. **Application Assistance:** 49.3% (School Counselor), 30.1% (College Representative), 13% (Other), 5.6% (Teacher), 2% (Parent)
5. **Completion of Applications:** 60.2% (one), 17.2% (two), 22.6% (three or more)
6. **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 2021 Student Survey (n=2,126)

Students were asked to comment on their experiences and provide insight on improvements for future CAM events. A consistent theme among the student responses was the desire to have fee waivers from all of the participating colleges and universities, even for those students who do not qualify for the College Board and ACT waivers, which are typically based on family income level. There were positive comments for the use of virtual options to allow a wider variety of colleges to support the events this year. Typically, the colleges attend events occurring within their major service area, with some exceptions. Overall, the general student response communicated in the survey was positive towards CAM.