

Promoting your Apply Missouri activities

Section checklist

- Order promotional items and materials from the Missouri Department of Higher Education.
- Hang your Apply Missouri banner in a visible, well-trafficked area such as the cafeteria or gym.
- Verify all Apply Missouri planned activities are listed on the school calendar.
- Request Apply Missouri activities be added to school announcements and social media posts, as well as your school's outdoor sign.
- Promote Apply Missouri by using media classes to create ads for local or school radio, television and newspapers.
- Schedule phone blast and/or text message reminders.
- Identify and contact community organizations and individuals to gain community support. A sample letter to community organizations is available in the Resources section of this guidebook.

Electronic flyers

Electronic flyers are available on the Missouri Department of Higher Education's website (visit <http://www.dhe.mo.gov/ppc/applymissouri.php>). These may be printed and hung or distributed, or you may choose to distribute flyers via email or other electronic means.

Ordering promotional materials

Make sure you have ordered all of your promotional items and materials at least three to four weeks prior to your event. This allows time for them to arrive at least one week prior to your event. To order, visit <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces> and select "Apply Missouri site coordinator" from the "Tell us who you are" drop-down list box. Items available for the fall of 2015 include:

Apply Missouri buttons — These can be distributed to teachers, staff and volunteers to wear to help promote events and identify volunteers.

Promotional banners — Large 8-foot x 3-foot banners that can be used for a kick-off assembly, hung in the cafeteria, or used for other promotional purposes.

Apply Missouri promotional items — The Missouri Department of Higher Education will make some additional promotional items available to Apply Missouri participating high schools. See the online publication order form at <https://web.dhe.mo.gov/dhe/forms/publications/puborderform1.faces> for information about items and materials available.

College Portfolios — The portfolio is designed specifically for students to help them keep their college preparation and financial aid documents organized. Each senior should receive one of these before Apply Missouri activities begin. Because the portfolio will contain personal identifying information, advise students to keep it private. You may wish to distribute the portfolios during your Apply Missouri kick-off celebration.

Planning for Financial Success calendar — This publication is provided by the Missouri Department of Higher Education to help students understand financial matters related to pursuing a postsecondary education. Plan to order enough so each senior can have one. You may want to distribute them at the same time you distribute College Portfolios. You also could distribute them to students completing a class assignment related to college costs.

FAFSA Frenzy promotional leaflets — Promotional leaflets 8.5-inch x 3.75-inch in size, with English on one side and Spanish on the other. Apply Missouri is the perfect time to emphasize next steps in the college matriculation process, such as completing a Free Application for Federal Student Aid. FAFSA Frenzy provides students and their families with free professional assistance to complete the FAFSA during January, February, and March.

FAFSA Frenzy mood cups — These 17-oz. stadium cups change colors when filled with cold liquid.

FAFSA Frenzy mood pencils — These #2 pencils are suitable for use during testing.

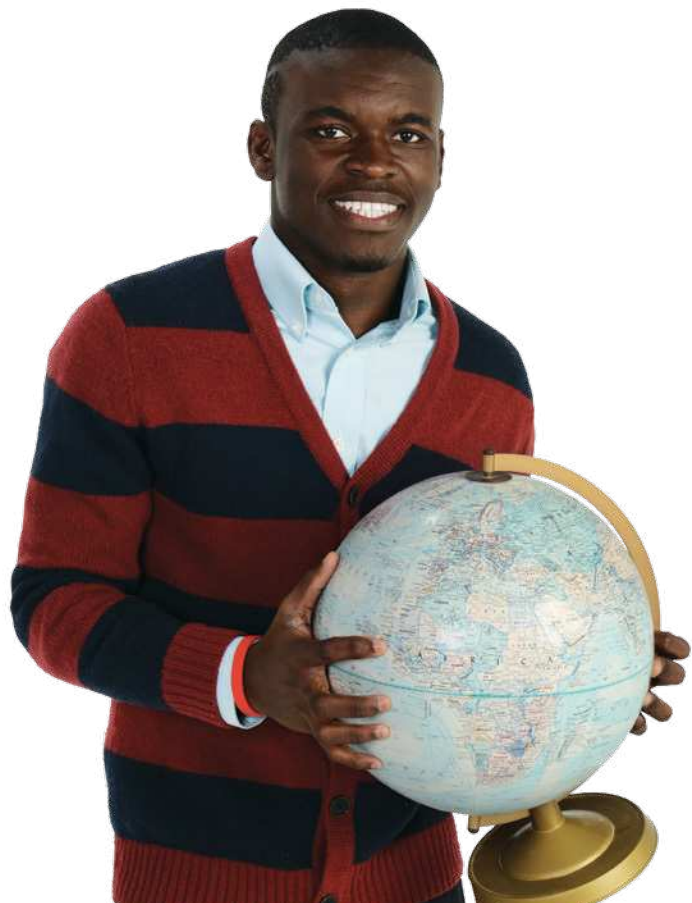
If you do not receive your items in a timely manner, contact the Missouri Department of Higher Education at 573-751-2361.

Working with local media

You may want to highlight your Apply Missouri activities by contacting your local media. A fillable PDF [local news release template](#) and a [local public service announcement template](#) are provided for your use. For further assistance with local media, this guidebook also offers some [media talking points for interviews](#).

Generating local support

Ask parents to get on board with Apply Missouri activities by sending a letter explaining the event. Consider asking community groups and organizations to help support your school in creating a college going culture also by mailing a letter. A [sample letter to community organizations](#) and a [sample letter to students/families](#) are available for your use.



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Sample letter to community organizations

Dear _____ :

On behalf of _____ High School, I am sending this correspondence to inform you of local Apply Missouri events and to solicit community support in the following ways:

- Raffle and door prize items, especially anything college-related
- Snacks for up to _____ students expected to participate in at least one Apply Missouri activity
- Sponsorship of specific activities: _____
- Volunteer participation

The Missouri Department of Higher Education and the Missouri College Advising Corps piloted this program at 26 high schools around the state during Oct. 2013, and 55 high schools participated in 2014. The program has been expanded and is now open to all Missouri high schools. Apply Missouri is part of the American College Application Campaign, which operates in all 50 states.

Apply Missouri makes applying for college easier by providing students with free, on-site help filling out college admissions applications and completing other college preparation tasks. Our local Apply Missouri events will be held _____ through _____ at _____ High School. All high school seniors attending _____ High School are encouraged to participate in at least one of the following activities:

- _____ activity on _____ date/time
- _____ activity on _____ date/time
- _____ activity on _____ date/time

In exchange for your contributions, your business logo and name will be displayed at the Apply Missouri events (e.g., in the hallways and classrooms of _____ High School). Your organization or company will also have the right to place special offers (e.g., coupons, flyers, etc.) in the Welcome Packets, which will be given out to each student during our school’s Apply Missouri kick-off assembly. Additionally, your contributions will be recognized in the _____ High School newsletter or website, through the school’s social media feeds, and with a Certificate of Appreciation for you to display in your place of business.

The success of this program depends in part on support from our community. For more information, please visit www.dhe.mo.gov.

Sincerely,

Sample letter to students/families

Dear students and families,

This fall, _____ High School will be participating in Apply Missouri 2015, sponsored by the Missouri Department of Higher Education. All seniors expecting to graduate in 2016 will have an opportunity to submit an application for admission to one or more colleges or universities, if they have not already done so. The event will be held _____ (date or dates of event).

The purpose of Apply Missouri 2015 is to provide students with information about higher education and the college application process. Information about completing the Free Application for Federal Student Aid (FAFSA) also will be available during the event.

Prior to the event, seniors will be encouraged to fill out a “college fit” worksheet to help them determine what type of higher education might be the best choice for them. Having the completed worksheet available at the Apply Missouri event will allow students to quickly and easily complete college applications. We anticipate that students and their families will work together to complete the worksheet.

Please be aware most colleges require a fee when an application is submitted. Many colleges will require some form of electronic payment with an online application.

Families are welcome to visit _____ High School to help their son or daughter during the application process. Family members also can volunteer to assist with the event, signing in students, helping students with the completion of college applications or distributing information about financial aid opportunities.

If you have any questions about Apply Missouri 2015 or you would like to volunteer during the event, please contact _____ (name, phone number and/or email address). Thank you in advance for supporting this exciting program to help students learn more about the higher education opportunities available to them.

Sincerely,

(Name of site coordinator)

(Title)

Local news release template

FOR IMMEDIATE RELEASE: _____

Contact: _____

_____ High School set to host Apply Missouri activities

_____ High School is participating in a new state program that aims to increase the number of students submitting college applications.

Apply Missouri activities will be held _____ at _____ High School.

Schools participating in Apply Missouri provide time and resources during the school day to assist seniors with the college application process.

The program, sponsored by the Missouri Department of Higher Education, focuses on providing assistance to students who would be the first in their family to attend college, low-income students and others who may be unfamiliar with the college application process.

During the first two years of the program, about 50 high schools participated, helping nearly 5,000 high school seniors submit more than 8,000 admissions applications. For 2015, the program is being opened up to statewide participation by any Missouri high school.

Increasing access to college is an important part of Missouri's goal to raise the percentage of working-age adults with a two- or four-year degree or professional certificate. By 2018, nearly 60 percent of all jobs in Missouri will require a postsecondary degree or certificate.

For more information about Apply Missouri, contact _____

Local public service announcement template

This fall, _____ High School will participate in Apply Missouri 2015 to help high school seniors with the college application process.

Students will learn more about higher education opportunities, decide what type of school is the best fit for them and submit an application to one or more schools.

Apply Missouri 2015 can help students plan for their future and take that first big step toward college.

For more information about Apply Missouri 2015, go to [www - dot - dhe - dot - mo - dot - gov](http://www.dhe.mo.gov).

That's [www - dot - dhe - dot - mo - dot - gov](http://www.dhe.mo.gov).



Media talking points for interviews

- Apply Missouri provides high school seniors with free help to complete the college application process.
- The purpose of Apply Missouri is to encourage students to consider a variety of higher education options, find the “best fit” for them and submit an application to one or more postsecondary schools.
- The Missouri Department of Higher Education is opening the program to all Missouri high schools in 2015.
- Participating high schools will host Apply Missouri activities during September and October.
- Apply Missouri is part of The American College Application Campaign, which began in 2005 in North Carolina and was modeled after FAFSA completion programs such as the national College Goal Sunday Program, known in Missouri as FAFSA Frenzy.
- The Missouri Department of Higher Education initiated a college application program in October 2013 with assistance from the Missouri College Advising Corps. Twenty-six Missouri high schools participated during the pilot year. The following year, 55 schools participated.
- All 50 states now participate in the American College Application Campaign.
- Increasing access to college is an important part of Missouri’s goal to increase the percentage of working-age adults with a two- or four-year degree or professional certificate. By 2018, nearly 60 percent of all jobs in Missouri will require a postsecondary degree or certificate. For more information, visit <http://dhe.mo.gov/initiatives/MissourisBigGoal.php>.

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