

College Application Week Campaign

In November 2014, South Dakota joined the American College Application Campaign and piloted South Dakota College Application Week. The pilot included nine schools served by the College Access Challenge Grant program. During the week of November 10-14, students at the nine pilot high schools had the opportunity to apply to up to three regental institutions of their choosing and had the application fee waived. 234 students participated and submitted 404 individual applications to regental institutions. A more detailed report on the 2014 campaign can be found in the agenda item from the [April 2014](#) Board Meeting.

In November of this year, an expanded pilot of the College Application Campaign will take place with twenty high schools invited to participate. These twenty include the nine pilot high schools from 2014 plus eleven other schools from across the state with an anticipated 955 seniors participating in the campaign. The tentative dates for the 2015 campaign are November 2-6, one week earlier in the year than the 2014 campaign.

Training for school counselors for the 2015 campaign will be conducted via webinar in conjunction with site visits to ensure site coordinators have access to all training materials and program resources as needed. GEAR UP, TRiO, and Jump Start staff will be available to volunteer and assist students with the application process. Site coordinators are encouraged to reach out to college admissions counselors as well.

The national College Application Week Campaign recommends the creation of a state steering committee to coordinate efforts locally. The GEAR UP/College Access Challenge Grant Advisory Board was used as the steering committee in the first year as the College Access Challenge Grant program coordinated the pilot event. Looking towards the 2015 campaign and beyond, it has become evident that a separate steering committee is needed with representation from enrollment services, campus admissions offices, technical institutes, and college access programs.

Table 1
Anticipated High Schools Participating in College Application Week Campaign Expanded Pilot in 2015

<i>High School</i>	<i>Anticipated Senior Class Size</i>	<i>Participation Status</i>
<i>Cheyenne-Eagle Butte*</i>	63	Confirmed
<i>Rapid City High School*</i>	110	Confirmed
<i>Pine Ridge High School*</i>	78	Confirmed
<i>Red Cloud High School*</i>	56	Confirmed
<i>Winner High School *</i>	4	Confirmed
<i>White River High School*</i>	25	Confirmed
<i>Saint Francis Indian School*</i>	53	Confirmed
<i>Kadoka Area High School*</i>	20	Confirmed
<i>Lyman High School*</i>	19	Confirmed
<i>Lead Deadwood High School</i>	53	Confirmed
<i>Flandreau Public School</i>	33	Invited
<i>Flandreau Indian School</i>	78	Confirmed
<i>Lower Brule High School</i>	16	Invited
<i>Crow Creek High School</i>	37	Confirmed
<i>Stanley County High School</i>	27	Invited
<i>Chamberlain High School</i>	69	Invited
<i>Marty Indian School</i>	14	Invited
<i>Wagner High School</i>	58	Confirmed
<i>Tiospa Zina High School</i>	46	Invited
<i>Sisseton High School</i>	55	Invited

** Denotes 2014 College Application Week Pilot High School*