

**APPLY YOURSELF!**



**FLORIDA  
COLLEGE APPLICATION WEEK**

**2017 SITE COORDINATOR TOOLKIT**



research • communication • advocacy • support



# GETTING STARTED

In this section you will learn how to:

- Form a planning committee
- Set a timeline for your event
- Create a budget for your event

# PLANNING COMMITTEE

## What you need to know:

- A planning committee is **optional**, but advisable.
- Planning committees should include a **variety of stakeholders**. A diverse planning committee might have representatives from the following groups:
  - School counselors
  - Teachers
  - Administrators
  - Parents
  - Students
  - Community members
  - LCAN members
- If you use a planning committee, you should still designate **a single site coordinator** as a point of contact
- You can assemble a **temporary committee** for Apply Yourself Florida, or a **year-long committee** for all three College Ready Florida initiatives

## What a planning committee can do:

- Divide labor in planning the College Application Week event
- Meet in person, or remotely over conference call, Skype, Google Hangouts, etc.
- Plan other activities surrounding College Application Week
- Audit the current state of the school's college going culture/previous years' events
- Facilitate outreach and event promotion
- Recruit volunteers
- Secure donations from local businesses

# SAMPLE TIMELINE

Time Until Event	Tasks to Complete
<b>8+ Weeks</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Designate a site coordinator</li> <li><input type="checkbox"/> <a href="#">Register</a> with Florida CAN</li> <li><input type="checkbox"/> Confirm potential event dates with school’s master calendar and tech team</li> <li><input type="checkbox"/> Reserve a computer lab for event and space for volunteer training</li> </ul>
<b>7 Weeks</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attend an in-person or online site coordinator training hosted by Florida CAN</li> <li><input type="checkbox"/> Assemble your planning committee</li> <li><input type="checkbox"/> Brainstorm a schedule of activities for your school</li> </ul>
<b>6 Weeks</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Finalize your event schedule</li> <li><input type="checkbox"/> Create an event promotion plan (see “Promoting Your Event”)</li> <li><input type="checkbox"/> Plan to reach out to local businesses for in-kind donations (see “Business Outreach”)</li> <li><input type="checkbox"/> Decide how many volunteers you will need (we recommend 3 per each group of 20-25 students)</li> <li><input type="checkbox"/> Discuss volunteer recruitment options with Florida CAN</li> </ul>
<b>5 Weeks</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Begin contacting local businesses</li> <li><input type="checkbox"/> Start recruiting volunteers</li> <li><input type="checkbox"/> Begin preparing students for application process (see “Preparing Your Students”)</li> </ul>
<b>4 Weeks</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Begin collecting supplies</li> <li><input type="checkbox"/> Begin promoting event with school and community</li> <li><input type="checkbox"/> Continue to reach out to businesses and volunteers</li> </ul>
<b>3 Weeks</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Make arrangements for students who will need application fee waivers (See “Preparing Your Students”)</li> <li><input type="checkbox"/> Create a schedule for volunteers; be sure to allow for breaks</li> <li><input type="checkbox"/> If hosting volunteer training, prepare presentation</li> </ul>
<b>2 Weeks</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Finalize volunteer list and complete required background checks</li> <li><input type="checkbox"/> Share time/place of event with volunteers and confirm their participation</li> <li><input type="checkbox"/> If you plan to promote to local media, send out press release (see “Promoting Your Event”)</li> <li><input type="checkbox"/> Send home parent info letter (see “Engaging Families”)</li> </ul>

# SAMPLE TIMELINE CONT.

Time Until Event	Tasks to Complete
<b>1 Week</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ensure all supplies are ready</li> <li><input type="checkbox"/> Send final reminders to volunteers and distribute volunteer resource guide</li> <li><input type="checkbox"/> Host volunteer training, or send webinar link</li> <li><input type="checkbox"/> Remind school community of event schedule</li> <li><input type="checkbox"/> Remind students and families to complete worksheets in Apply Yourself Guide</li> <li><input type="checkbox"/> Remind students to bring a form of payment or fee waiver</li> </ul>
<b>Day of event: Before Students Arrive</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Set up refreshments for volunteers</li> <li><input type="checkbox"/> Ask volunteers to arrive early (15 minutes for a quick orientation, 45 minutes if hosting a day-of training)</li> <li><input type="checkbox"/> Make sure computers and printers are working</li> <li><input type="checkbox"/> Set up a sign-out station for data collection</li> <li><input type="checkbox"/> Hang signs/decorations</li> </ul>
<b>Day of event: As Students Arrive</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Make sure each student receives an instruction sheet (see “Preparing Your Students”)</li> <li><input type="checkbox"/> Encourage students to find a seat and start the application process quickly</li> <li><input type="checkbox"/> Pair volunteers with students who need extra assistance</li> </ul>
<b>Day of event: As Students Complete and Submit Applications</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Have volunteers available to help any student having difficulties</li> <li><input type="checkbox"/> Remind students to print out confirmation pages when they finish their applications</li> <li><input type="checkbox"/> Direct students who have completed applications to sign out (see “Data Collection”)</li> <li><input type="checkbox"/> Hand out flyers promoting future College Ready Florida initiatives, such as FAFSA events</li> </ul>
<b>After Your Event</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Follow up with students who need to submit fee waivers</li> <li><input type="checkbox"/> Send thank you letters to volunteers and businesses who supported your event (see “Managing Volunteers” and “Business Outreach”)</li> <li><input type="checkbox"/> Send follow up letters to participating students and their families (see “Engaging Families”)</li> <li><input type="checkbox"/> Remind students to complete the Free Application for Federal Student Aid (FAFSA)</li> <li><input type="checkbox"/> Submit participation data and feedback to Florida CAN using the Site Coordinator Survey (the link will be emailed to you before the first week of December)</li> </ul>

