



## Arkansas College Application Campaign (ACAC)

As part of a nationwide initiative launched by the American Council on Education (ACE), Arkansas College Application Campaign (ACAC) seeks to increase the number of students pursuing postsecondary and career opportunities. With an emphasis on first-generation college students, low-income students, students from rural communities, and minority students, seniors at participating high schools receive assistance as they complete college and financial aid applications. Students may apply to any in-state or out-of-state institutions of their choice. Other components of ACAC include pre-launch events prior to the start of ACAC month, and celebratory events that commemorate student accomplishments.

- **ACAC Month**

- During Arkansas College Application Month, schools dedicate the month of October for the implementation of events that encourage and support graduating high school seniors as they apply for college and financial aid. Special focus is placed on assisting students who would be the first in their families to attend college and students who may not have otherwise considered applying to college. Arkansas College Application Campaign Month is hosted through registered host site schools throughout the state.

To register to be a Host Site for Arkansas College Application Campaign, click [here](#)

- **#WhyApply Day** celebrates the college application season by sharing supportive and motivating messages on social media about the importance of applying to college. On Friday, September 16, we're asking you to leverage your personal and school's social media accounts to answer the question: "Why apply to college?" using the hashtag #WhyApply
  - Here's how to participate:
    - Print this #WhyApply [selfie printout](#) (if you don't have access to a printer, using this [digital frame template](#) and a blank piece of paper is fine)
    - Answer the question, "Why is it important to apply to college?" and write it on the printout.
    - Take a #WhyApply photo with your #WhyApply statement.
    - On Sept. 16, post your photo (or video) statement to your favorite social media channels using the hashtag #WhyApply and tag the American College Application Campaign
      - ACAC Twitter: [@American\\_CAC](#)
      - ACAC Facebook: [www.facebook.com/americancac](http://www.facebook.com/americancac)
      - ACAC Instagram: [@American\\_CAC](#)
  - Digital assets to participate in #WhyApply Day are available at: <https://equityinlearning.act.org/acac/resources/why-apply/>
- **Free Application for Federal Student Aid (FAFSA) Frenzy**
  - One of the primary goals of Arkansas College Application Campaign Month is that by the end of October, every graduating senior will have applied to college and filed the FAFSA. Support is provided for high school students to not only submit a FAFSA application but also apply for other scholarships and grants that provide free money to students.

For more information on additional financial aid opportunities, click [here](#)

- **College Signing Day**

- For high school students, making a commitment to pursue post-secondary education is a huge step on their educational trajectory. College Signing Day, annually marked on May 1st, celebrates high school seniors who have made a decision to pursue a post-secondary education upon graduating high school.