

Site Coordinator Planning Checklist

Write in your own due dates and use the blank spaces for additional tasks necessary for planning your event. Remember, you don't have to do all this work alone. Recruit volunteers and co-workers to assist you!

AUGUST		
Status	Due Date	Task
<input type="radio"/>	8/31	Visit the Site Coordinator page of the College Knowledge Month website: http://bit.ly/ckm4sitecoordinators Here you will have access to: <ul style="list-style-type: none"> • October Planning Calendar • Site Coordinator Resource Guide • Training Sessions, Presentations and Webinar information • List of Participating Postsecondary Institutions • Toolkit Items
<input type="radio"/>	8/31	Review the Site Coordinator Resource Guide and contact staff with any initial questions. Contact: Beth Barsness, MN Department of Education 651.582.8336 or beth.barsness@state.mn.us
<input type="radio"/>	8/31	Register to attend Site Coordinator Fall Training: http://bit.ly/CKMtraining
<input type="radio"/>	8/31	If you are a new site coordinator and are unable to attend face-to-face Fall Training, review the recorded training webinar available at the following link: http://bit.ly/CKMtraining
<input type="radio"/>	8/31	Set up a College Knowledge Month committee or team at your school to discuss the timeline of events and activities. This may include school counselors, teachers, students, administrators, parents/guardians, etc.
<input type="radio"/>	8/31	Discuss with teachers possible tie-in assignments for students related to college application information and selecting colleges. Feel free to include activities for 9-11 th grader students to prepare them early!
<input type="radio"/>	8/31	Add your event(s) to your school's master calendar.
<input type="radio"/>	8/31	Reserve computer facilities or meeting rooms for your event.
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SEPTEMBER		
<input type="radio"/>		Start talking to your staff about College Knowledge Month. Distribute An Overview for Teachers, Staff, Volunteers, and Community Members (Toolkit, d) to school teachers and staff. Schedule time in an upcoming staff meeting to talk about the month and ask staff to brainstorm ideas to include college-planning activities throughout the school and community during October.
<input type="radio"/>		Schedule face-time with the Principal to keep him/her updated on event goals and planning. Request that College Knowledge Month is announced in the principal's communications (newsletter, blog, etc.).
<input type="radio"/>		Solicit door prizes from area colleges and businesses. It is a good idea to put someone on your committee in charge of this task. Use the Volunteer or Donation Request Letter (Toolkit, c).

<input type="radio"/>		<p>Plan and prepare outreach and publicity efforts to get the word out about your events in your community. Refer to Section 4: Promoting and Generating Excitement (Resource Guide, 21) for ideas.</p> <ul style="list-style-type: none"> • Send a press release to local newspapers and TV stations • Invite media to attend your school’s event • Brainstorm locations to hang flyers outside of the high school • Encourage business community to wear college clothing/promote the month • Add information to school and district website and/or social media • Automated calls or mailing to parents
<input type="radio"/>		Arrange a schedule for your event, including which groups or classes of students will participate at what time.
<input type="radio"/>		Brainstorm possible volunteers and/or speakers to recruit (i.e. community/political/business leader, alumni, college professor, or student to be a guest speaker). Contact local colleges or talk to college representatives already visiting your school to invite admissions staff and faculty to volunteer during your event. You will need at least 2 volunteers assisting students with application questions at any given time. For more ideas on how to utilize volunteers, refer to Section 3: Recruiting and Organizing Volunteers (Resource guide, 17).
<input type="radio"/>	9/12 or 9/15	Attend Site Coordinator Fall Training.
<input type="radio"/>		Create a detailed schedule of College Knowledge Month activities and distribute it to teachers and school staff.
<input type="radio"/>		Work with your school counseling staff to determine which senior students have not yet applied to college, so that you can target them during the month.
<input type="radio"/>		Try to obtain a copy of the Free and Reduced Lunch List from the school counseling office or Nutrition Services. Being able to reference the list during the event will help to determine who is eligible for fee waivers.
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OCTOBER		
<input type="radio"/>	10/7 10/8	Consider taking a group of students to the National College Fair or other local college fairs. Refer to October College Exploration Dates (Resource Guide, 11).
<input type="radio"/>		<p>Confirm the event date(s) with the school and district’s technology team to ensure the computer labs are ready to go.</p> <ul style="list-style-type: none"> • If paper applications are needed, request copies. • Have printer accessible if student is unable to complete the application online. • Verify that there are no firewall issues with institutional websites.
<input type="radio"/>		Finalize volunteer list. Create a schedule for volunteers, taking into account the availability of your volunteers, as well as breaks and lunch. Make sure to contact each volunteer by email or phone to confirm when and where they are needed.
<input type="radio"/>		Communicate to students, parents/guardians, and school staff about application fees and fee waivers for qualifying students. Refer to 2014 List of Participating Postsecondary Institutions (http://bit.ly/ckm4sitecoordinators), Application Fee Eligibility and FAQs (Resource Guide, 27) and the NACAC

		<u>Request for Admission Application Fee Waiver</u> (Toolkit, l).
<input type="radio"/>		Remind teachers, counselors and administrators of the event schedule and ensure that all seniors have the opportunity to participate.
<input type="radio"/>		Be sure that you have and use event materials (flyers, posters, wristbands, etc.).
<input type="radio"/>		Make an announcement to remind students about the event and what they will need to complete their applications – <u>Senior Information for Applications</u> , (Toolkit, o) transcripts, letters of recommendation, etc.).
<input type="radio"/>		Encourage school staff to wear college clothing during the month or on a specific day.
<input type="radio"/>		Send volunteers a reminder about when/where they are needed a day or two prior to your event.
<input type="radio"/>		Make sure to have enough copies of handouts and resources to distribute to students during your events. Refer to http://bit.ly/ckm4sitecoordinators (Toolkit Items k-t).
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NOVEMBER

Status	Due Date	Task
<input type="radio"/>		Work with your counseling office to complete the <u>College Knowledge Month Site Coordinator Survey</u> .
<input type="radio"/>		Obtain media releases for students in event pictures.
<input type="radio"/>		Send a <u>Follow-up Press Release</u> (Toolkit, h) and photos to your local newspaper and other media outlets. Post photos on other websites (if applicable) and/or include a wrap-up article in school publications.
<input type="radio"/>		Send a <u>Volunteer Thank You Letter</u> (Toolkit, f) to volunteers and donors who supported College Knowledge Month. Consider sending handwritten notes to students!
<input type="radio"/>		Celebrate the success of your College Knowledge Month events – and the hard work of your students and staff!
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