

COLLEGE GO!

LearnMoreIndiana.org

College GO! Website Text (k-12 schools)

- Attention students! Do you know what you want to be when you grow up? How about what kind of education you need to get there? This week, our school is celebrating College GO! with activities to help you figure out your college and career plans. Check out your Learn More Indiana magazine [Note: we recommend linking to the magazines that serve your student population (available here: <https://learnmoreindiana.org/educators/classroom-materials/#magazines>) or uploading the PDFs to your school's content management system] to get started.
- Then, take a [personality quiz](#), [learn about the different kinds of degrees](#), [search for colleges in Indiana](#) or [take a virtual tour](#). Talk to your [teacher and/or school counselor] to find out what other kinds of activities you can do this week!

College Application Week Website Text

For High Schools:

- Attention Seniors! Are you ready to start filling out your college applications? Indiana's College Application Week is coming up on **September 26 – 30, 2022**, and many colleges and universities will be waiving their application fees during the week. Find out application information for the colleges you plan to apply to, including if they'll be waiving their fees, by visiting LearnMoreIndiana.org/college/applying-to-schools/#app-process. While you're there, be sure to read through the list of things you'll need before you start your applications. You can use [this list](#) to help you gather everything you'll need. If you're still figuring out what colleges may be a good fit, set up an appointment with your counselor. You can also start your research using [this worksheet](#).
- Our school's College Application Week event will take place from [Date(s) and time(s) to [Date(s) and time(s)]. If you have any questions, contact [contact name and email address / office number, etc.].

For Colleges Waiving Fees:

- [Your institution] is celebrating Indiana's [College Application Week](#), which is a national movement to encourage more students to apply to college! College life at [your institution] is great, with more than [number of programs] programs of study and many opportunities to get involved! Learn more about life at [your institution] by checking out our academics [insert link to your academics page] page and our student [insert link to your student life page] life page.

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- Did you know that from [date] to [date] [your institution] is waiving our application fee? Get your application ready to submit! Learn about everything you'll need to apply, and who to contact if you have questions, on our admissions page [link to admissions page].

For Colleges with Free Applications:

- [Your institution] is celebrating Indiana's [College Application Week](#), which is a national movement to encourage more students to apply to college! College life at [your institution] is great, with more than [number of programs] programs of study and many opportunities to get involved! Learn more about life at [your institution] by checking out our academics [insert link to your academics page] page and our student [insert link to your student life page] life page.
- Applying to [your institution] is free all year, but we still encourage you to apply this week! Learn about everything you'll need to apply, and who to contact if you have questions, on our admissions page [link to admissions page].

General Use:

- [Your institution] is celebrating Indiana's [College Application Week](#), which is a national movement to encourage more students to apply to college! College life at [your institution] is great, with more than [number of programs] programs of study and many opportunities to get involved! Learn more about life at [your institution] by checking out our academics [insert link to your academics page] page and our student [insert link to your student life page] life page.
- Applying to [your institution] is [application fee amount], but students with financial need are encouraged to contact our admissions office before they apply. Learn about everything you'll need to apply, and who to contact if you have questions, on our admissions page [link to admissions page].

CollegeGO! Social Media Posts: Facebook, Twitter, LinkedIn

Audience: General Public

- It's officially #CollegeGO season which means College Application Week is near! #CAW20 is taking place during September 21-25! For a list of colleges waiving application fees, various CollegeGO activities, events and more, visit: learnmoreindiana.org/collegego
- Students can apply to college for FREE during College Application Week #CAW20! Check to see if the college you're interested in is participating by clicking "show table" on the site: learnmoreindiana.org/collegeapps #CollegeGO

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- College and career prep events are still happening #virtually! Check out our 2022 Virtual Events Calendar to find events through September hosted by colleges, #LMI and #21stCenturyScholars! #CollegeGO learnmoreindiana.org/collegego

Audience: High Schoolers

- ATTN: Juniors and seniors! College Application Week #CAW20 is September 21-25! Check out which colleges are waiving their application fees on our website so you can apply for FREE! [Learnmoreindiana.org/collegeapps](https://learnmoreindiana.org/collegeapps) #CollegeGO
- It's #CollegeGO season! That means it's time to figure out what to study, where to attend and how to apply to college so that you can be prepared when the time comes! Visit learnmoreindiana.org/college to get started.
- Every college is different, and not every college is for everyone. To find the right fit for you, use the #LMI School Finder tool! BONUS: It's super simple and fun. Take the quiz today! [Learnmoreindiana.org/schoolfinder](https://learnmoreindiana.org/schoolfinder) #CollegeGO
- If you're unsure what you want to be when you grow up, join the club! Most of us don't know exactly what we want to do after college. That's why exploring your interests is so important! Take a personality quiz today at learnmoreindiana.org/personalityquiz. #CollegeGO

Audience: K-8

- What do you want in life? Probably a car, food, a house, friends, family and money to make it all possible, right? To achieve this and more, you'll likely need education and training beyond high school. Start planning for your future now and explore education and training options here: learnmoreindiana.org/college #CollegeGO
- Have you made your graduation plan yet? Grad plans help guide your decisions throughout your educational career and BONUS: it keeps you on track to graduate! Start creating today at learnmoreindiana.org/gradplan #CollegeGO
- It's important to make a graduation plan so that you know which diploma you will graduate with. Not to mention, colleges often require certain diplomas for admission. Learn about your diploma options here: learnmoreindiana.org/diploma #CollegeGO

#WhyApply Day Social Media Campaign

Help Learn More Indiana and the American College Application Campaign (ACAC) kick off the college application season by participating in **#WhyApply Day** on **Friday, September 23, 2022**.

- Use the hashtag **#WhyApply** and share on social media why it's important to apply to college. The goal of #WhyApply Day is to celebrate the season and encourage students as they begin the application process.

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- Use [this printout](#) to share your reason why it's important to apply to college and tag us on [Facebook](#), [Instagram](#) or [Twitter](#).
- To encourage people to participate in #WhyApply Day, you can use this sample social media post: #WhyApply Day is Friday, Sept. 18! Join us and @American_CAC by sharing your "why apply to college?" reason. Use the #LMI #WhyApply printout available here: learnmoreindiana.org/whyapply #CollegeGO

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