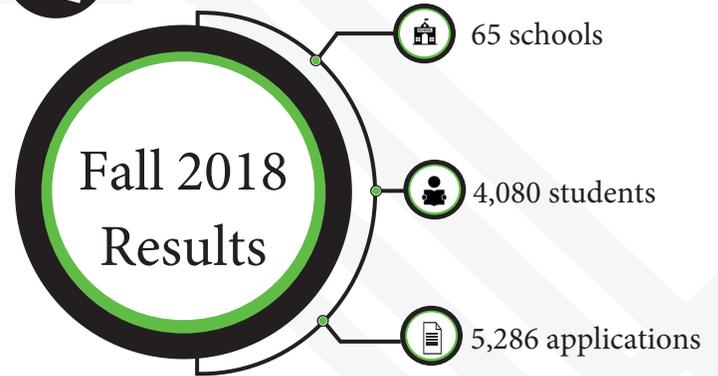


# APPLY KANSAS IS ON THE RISE

The first step to attending college is to apply! For many students, applying to college can be a daunting task. It can be particularly overwhelming for students who may be the first in their family to pursue postsecondary educational dreams. Apply Kansas gives high school seniors time and space during the school day to work on their post high school plans. With help and guidance from school staff, local community supporters, and postsecondary educational staff, students are able to explore the multiple paths available to them.



Apply Kansas is a practical way for schools and communities to help students reach their personal educational goals. Apply Kansas also serves as a way for schools to reach the state's goal of 60% of all Kansans with a postsecondary degree or credential by 2020.



↑ 63% SITE PARTICIPATION

↑ 3% STUDENT PARTICIPATION

↓ 6% APPLICATION GROWTH

	Fall 2016	Fall 2017	Fall 2018
Schools	26	40	65
Students	2,746	3,948	4,080
Applications	3,766	5,622	5,286



➔ To find out how you can become involved or to register as a site location for Fall 2019 contact April Cozine at [applyks@kacrao.org](mailto:applyks@kacrao.org).

## SOCIAL MEDIA

Apply Kansas is a statewide initiative; therefore, virtual tools are essential for supporting school counselors and site coordinators and engaging schools and students in the college application process. Apply Kansas has a Facebook page, a Twitter page, and, new this year, an Instagram page. Increased efforts to engage with our followers resulted in higher views, likes, retweets, etc. Our followers stay connected to us and to each other through these media accounts.



@applyks



@applyks



@applykansas

## SOCIAL MEDIA CONTEST

As part of Apply Kansas' social media campaign, the Apply Kansas committee hosted an

### APPLY KANSAS SPIRIT CONTEST

via social media. Students had to show their excitement for the colleges to which they applied, and tweet or Instagram a picture using the hashtags #ApplyKS and #Classof2019. The winners were selected randomly. To see more spirit, visit Apply KS on Facebook, Twitter, and Instagram.

# #APPLYKS

