



NEWS RELEASE

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Governor Branstad to Proclaim College Application Campaign Essential in Developing Iowa's Workforce
Close to 80 Iowa high schools will participate in statewide college access initiative

Des Moines, IA., Oct. 13, 2015 –Gov. Terry E. Branstad will sign a proclamation at North High School in Des Moines on Friday, Oct.16, to declare the month of October as College Application Month in the state. The event formally recognizes college access efforts of the Iowa College Application Campaign, a statewide initiative to increase the number of high school seniors who complete and submit college applications. North High School is one of nearly 80 Iowa high schools participating in the campaign by holding events throughout October to assist students, especially those from underserved populations, through the college admissions process.

The proclamations signing will take place:

WHEN: Friday, Oct. 16, 2015
LOCATION: Des Moines North High School Auditorium
501 Holcomb Avenue
Des Moines, IA
TIME: 10:15 a.m.

“I commend all of the high schools participating in the 2015 Iowa College Application Campaign for taking dedicated action to encourage students to pursue postsecondary education,” said Branstad. “Our increasingly knowledge-driven economy means a college degree or other industry-recognized credential is now the ‘new minimum’ to succeed. With the support received at Iowa College Application Campaign events, many more Iowa students will make it to college or training after graduation.”

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Iowa College Application Campaign is part of the American College Application Campaign (ACAC), a national initiative to build awareness of higher education and encourage more students to apply to college early in their senior year. Last year, nearly 3,140 students from 58 participating high schools completed applications during Iowa College Application Campaign events. With close to 80 high schools participating in 2015, that number is expected to increase this year.

“We are honored to have Governor Branstad recognize all the hard work of these students, their educators and the volunteers that are making these College Application Campaign events possible,” said Karen Misjak, executive director of Iowa College Aid. “The college application process can be intimidating for students, especially if they don’t have family members who have been through it before,” explained Misjak. “Students who might not otherwise apply to college are able to explore all of their options and take advantage of the help provided during the school day.”

For more information about Iowa College Application Campaign, including event dates at each of the participating high schools, contact Iowa College Aid at 877-272-4456 or go to the College Application Campaign section of Iowa College Aid’s website: <https://www.iowacollegeaid.gov/content/iowa-college-application-campaign>.

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About the Iowa College Student Aid Commission

Iowa College Aid provides college access, financial literacy, and outreach services to Iowa’s students and families as they prepare, plan and pay for college. Iowa College Aid also administers state scholarship, grant, work study, and loan forgiveness programs totaling over \$70.0 million annually, conducts research and distributes higher education data, and offers Iowans assistance in obtaining student financial aid and college-related information. Through its role, Iowa College Aid also serves as the state-designated administrator of the U.S. Department of Education’s College Access Challenge Grant, which is designed to increase the college-going culture in Iowa. Additionally, Iowa College Aid is the administrator of the Federal GEAR-UP Grant, a multi-year state-wide grant which is being utilized to provide early awareness programming and outreach initiatives to thousands of Iowa’s students and families. More information is available at www.IowaCollegeAid.gov.