About ACAC

The American College Application Campaign® (ACAC), an initiative of ACT’s Center for Equity in Learning, is a national effort to increase the number of first-generation students and students from low-income families pursuing a college degree or other postsecondary credential.

The goal of the campaign is to increase the number of students who apply to and enroll in college. At events held in the fall during the school day students complete and submit at least one college application. Participating high schools create a college-going culture prior to and during each event.

Many states and schools have begun to coordinate college application efforts with FAFSA completion and college signing days. To support these efforts, ACAC has partnered with the National College Access Network and Better Make Room who lead the national Form Your Future FAFSA completion campaign and College Signing Day campaign respectively to develop Steps2College.org. The website provides a one-stop shop for school counselors, college access professionals, and other educators to strengthen the connection between the national campaigns supporting high school students as they navigate the path to college.

As of the 2018 campaign year, over 2.5 million students have been served, submitting over 4 million college applications since the campaign’s inception in 2005.

How to Support ACAC

**Content Expert:** Training and support is provided to ACAC state coordinators via an annual convening to prepare for the new campaign season and through webinars. National partners are encouraged to consider serving as a content expert for training topics.

**Volunteer:** The support of volunteers is key to the success of ACAC state campaigns. Many local colleges, businesses, and a variety of community volunteers provide hands-on assistance to students as they complete the college application process. Please connect with your state’s ACAC state coordinator regarding how to become engaged as an ACAC volunteer. Each state has an ACAC state profile with state coordinator contact information. Head to [https://equityinlearning.act.org/acac](https://equityinlearning.act.org/acac) and click on the state page.
Newsletter: Subscribe to and share our newsletter. It is distributed every other month on the first Tuesday of the month. Our newsletter includes updates from ACAC, state campaign profiles, national partners, resources, and best practices. Head to our website and select “Connect with Us.”

Social Media: During the college application season, we highlight every state’s application initiative through our social media channels. Like our page and/or follow us to see how colleagues across the country are accomplishing the ACAC goal. We regularly host Twitter chats throughout the year that discuss navigating the path to college. Topics of interest include: tips for guiding students through college application process, supporting students in transition to avoid summer melt, and preparing for college signing day/reviewing award letters.


Hashtags: States and national partners are encouraged to use #WhyApply during their campaigns and to encourage students to use #IApplied to celebrate when and where they applied. Every September, ACAC will host a national #WhyApply Day to kick off the application season. This year’s #WhyApply Day will take place on Friday, September 20. We hope students, educators, and anyone who would like to join will share their reasons for applying to college. The day includes a Twitter chat to discuss how to encourage high school students to apply to college and how to break down the application process.

Contact Us

For more information on the American College Application Campaign, please visit https://equityinlearning.act.org/acac. For questions about ACAC, please reach out to one of our team members directly or contact the team through acac@act.org.

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