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MONTHLY MEMO FOR COUNSELORS

March 2019

From the Executive Director

Dear Counselors,

Last week here in New England, the crocuses arrived, but then, the weekend brought a dusting of snow. That sums up this wild month well! With March nearly at its end, we wanted to share a few timely updates.

Coalition Day 2019

Coalition Day is **May 22!** We hope you'll join us — and our member schools— as we work together to raise awareness about free college-planning tools. If you would like to celebrate Coalition Day, here are some ways you can help get your students **#OneDayCloser** to college:

1. Host a Coalition Day event before, during, or after school hours, where your students can learn about free resources, like [MyCoalition](#).
2. Partner up with a local CBO or a nearby Coalition member college or university to help younger students and their families learn about free college and support resources, including MyCoalition.
3. Dedicate a day to helping students get **#OneDayCloser** with a range of grade-specific college prep sessions. For example, freshmen and sophomores try a few different web-based college planning tools (like Big Future and MyCoalition), juniors brainstorm application essay ideas, and seniors talk about the transition from high school to college.

However you choose to celebrate Coalition Day, we hope you'll make use of **our free Coalition Day resources:** [Starting your MyCoalition Account presentation](#), [Making the Most of High School presentation](#), [One Day Closer poster](#), [Sample Daytime Agenda](#), [Sample Evening Agenda](#), [flyer](#), [images to share on social media](#), and, of course, the student-favorite "I AM ONE DAY CLOSER TO ___" [fill-in-the-blank sign](#).

Coalition at NACAC 2019

With registration opening today, we wanted to let you know our plans for connecting with colleagues in Kentucky this fall.

- We are thrilled to sponsor the College Access Fair this year and support our leaders from community-based access organizations. We hope to encourage a record number of community based organizations to participate in NACAC.
- We have been approved for on-site space to provide a hands-on workshop for counselors and community-based advisers on Thursday morning (September 26) before the conference opening.

A final thought. With much attention on admissions right now, I am focused on encouraging our country's most vulnerable students who may wonder: If the deck is stacked, why bother to apply? We can't let the crimes of a privileged few send a message to lower-income, first-generation, and other under-represented students that they shouldn't bother trying. Let's offer our strongest encouragement as a counter-narrative to the headlines.

Most Sincerely,

Annie E. Reznik

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Executive Director, Coalition for College

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