

REACH HIGHER

College Signing Day Toolkit For Community Colleges



REACH HIGHER





Former First Lady Michelle Obama launched the [Reach Higher](#) initiative to inspire students – particularly first-generation college students and students from low-income families – to go to and complete higher education, whether at a four-year college, a two-year community college, through an industry-recognized certification program, or through the military.

[Better Make Room](#) is the student-facing campaign supporting Reach Higher that speaks to students in their own language. Better Make Room aims to elevate college students and says to the world, "These young people are about to do something great. We Better Make Room."

Reach Higher and Better Make Room are now part of [Common App](#), a non-profit membership organization dedicated to access, equity, and integrity in the college admission process.

A Message from Michelle Obama

I am thrilled to know you are hosting College Signing Day in your community. These events offer a unique opportunity to celebrate graduates and transfers, showcase student leaders, and inspire more people to take the next steps on their journey to higher education.

We launched Reach Higher at a College Signing Day in 2014 because we wanted to recognize students and put them and their academic accomplishments first. I love to learn about these remarkable young people across the country who are taking charge of their future and committing to higher education.

I hope this toolkit will provide you with a range of resources and ideas to make your College Signing Day a success. I wish you the very best for a wonderful celebration.

[Watch Mrs. Obama's video online.](#)



What is College Signing Day?

- **College Signing Day is an opportunity to celebrate students committing to pursue their education past high school,**

whether to obtain a two-year degree, a four-year degree, a certificate or industry-recognized credential, as well as students entering the military. Traditionally we celebrate on May 1st to coincide with the deadline many colleges and universities set for students to commit to attend.

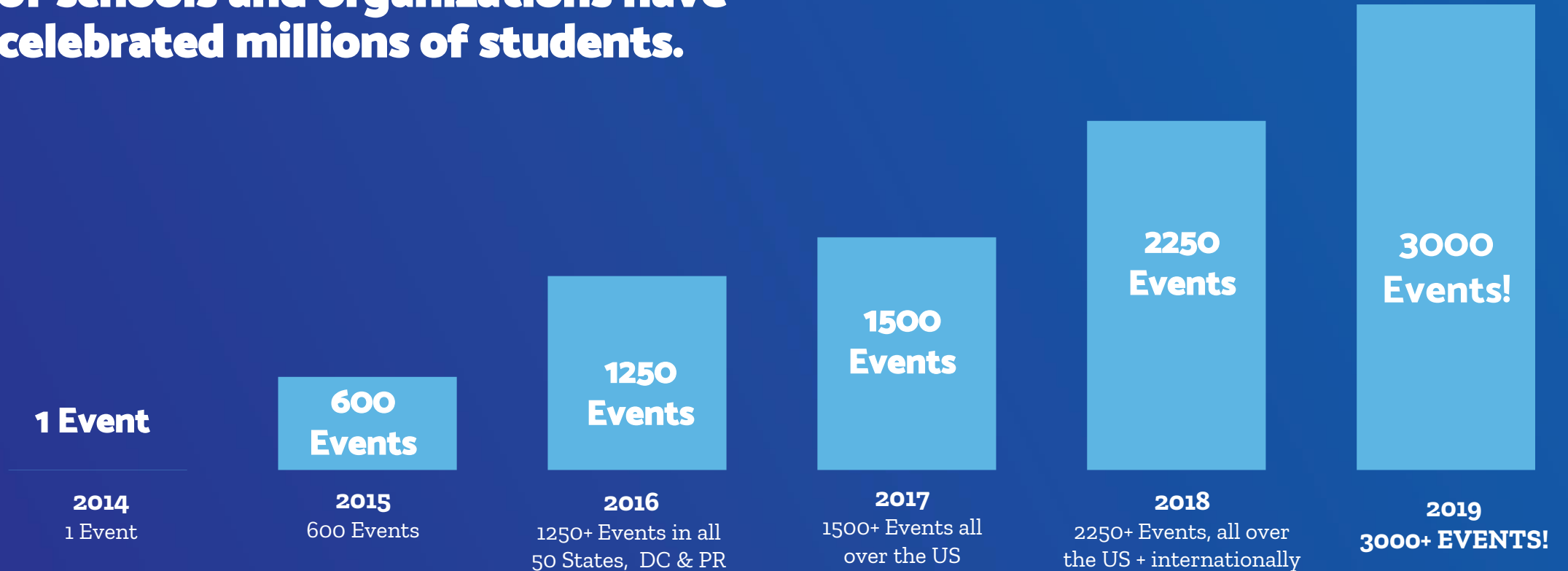
- **Reach Higher was launched at a College Signing Day event in San Antonio, Texas in 2014.**

The community there celebrated all of their students' goals for higher education. Mrs. Obama joined them and made sure to continue the celebration in schools and districts all across the country for years to come.



Signing Day Success

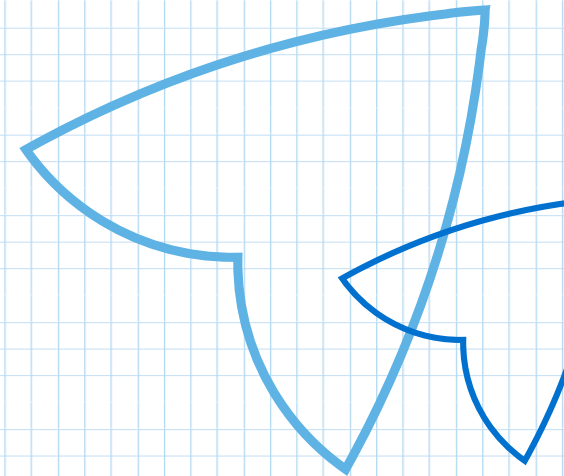
Over the last six years, thousands of schools and organizations have celebrated millions of students.



Toolkit + Resources

The resources and ideas on BetterMakeRoom.org/collegesigningday will help you plan your College Signing Day event.

- Funding Your Event
- Event Cards
- Professional Hashtag Signs
- In-House Hashtag Signs
- #CollegeSigningDay Gear
- Sponsor Ask Letter
- Elected Official Ask Letter
- Social Media Guide
 - Social Profile Graphics
 - Social Post Graphics



How to Celebrate College Signing Day

Host a College Signing Day Celebration.

➤ Register at bettermakeroom.org/collegesigningday

Let us know when and how you're going to celebrate!

➤ Download the guides.

Use our templates to help you plan the details of your event.

➤ Set the date.

You can hold your College Signing Day event anytime in the spring, but be sure to post on social media on May 1st!

➤ Celebrate!

Share your event on social media with [#CollegeSigningDay](#) and [#BetterMakeRoom](#)

The image displays two overlapping screenshots of the Better Make Room website. The top screenshot shows the 'SIGNING DAY' banner with a woman celebrating. The bottom screenshot shows the registration form titled 'REGISTER YOUR EVENT BELOW!' with a 'DOWNLOAD THE COLLEGE SIGNING DAY TOOLKIT' button and various input fields.

REGISTER YOUR EVENT BELOW!
Scroll down to the middle of the page for helpful resources.

DOWNLOAD THE COLLEGE SIGNING DAY TOOLKIT

First Name *

Last Name *

Email Address *

Date of Signing Day Event *
 / / (mm/dd/yyyy)

Event City *

Event State *

Point of Contact Name *

I believe in my students and their future. *
 Yes No

* Indicates required

Celebrate All of Your Students

Community colleges are in an unique and exciting position on College Signing Day.

You have two communities to celebrate: incoming students making their commitment to higher education and departing students moving on to further their experience at a four-year institution.

Congratulate all of your students on College Signing Day, especially on social media. Ask students to wear a t-shirt or hat from your school or their college of choice to show off their decision and school spirit.

Each year, College Signing Day generates over 1 billion social media impressions. That's a lot of eyes on your school from prospective students, families, alumni, and school counselors.

You may already be doing these things and so much more. We want you to tell us about it by [registering](#) with us and tagging #CollegeSigningDay so we can all join you, too.



Celebrate on Social Media

Share photos of your incoming and graduating students celebrating their decisions.

Post them on your social media accounts with the hashtags **#CollegeSigningDay** and **#BetterMakeRoom**. Welcome incoming students by encouraging them to post, too. Make sure to engage with them, and repost their photos. If you can, send them branded materials, like signs, pennants, buttons, t-shirts, and hats, to make their photos and posts even more exciting

Tag us so that we can follow along with your celebrations!

Twitter: [@ReachHigher](#) [@BetterMakeRoom](#)

Instagram: [@ReachHigher](#) [@BetterMakeRoom](#)

Facebook: [ReachHigher](#) [BetterMakeRoom](#)



likes
Congratulations to all of our seniors! Yesterday...

to colleges and universities all across the nation...
#collegesigningday #regalproud #wem...

San Jose State University
San Francisco Bravo Medical Magnet High School



I know we're all looking forward to being Spartans...
signingday

Signing Day for the John K...
94% of class is signed into...

...st-secondary choice!!!





What's Next?

In short, here's what you need to do:

1. Register your College Signing Day event at BetterMakeRoom.org.
2. Make a plan to celebrate digitally on May 1st or on your campus on a day that works best for your community.
3. Share photos from your celebration on social media. Tag @BetterMakeRoom and @ReachHigher, and use #CollegeSigningDay!
4. Email us if you have questions at info@reachhigher.org.



For Updates and More Information

BetterMakeRoom.org | ReachHigher.org

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BETTER
MAKE ROOM

