



The fourth annual College Awareness Day will be held on **January 11**. This year's theme, "Best of the Boroughs: College Access Edition," will showcase inspiring best practices for creating a college-going culture. In support of College Awareness Day, Parent Coordinators are encouraged to review and utilize the [resources below](#) to engage families in College Awareness Day:

- § Facilitate a College Awareness Day workshop for parents using the [College Access for All – Middle School “Family-U” Curriculum](#): Includes eight, parent-facing modules to engage families in early college-awareness activities.
 - o In particular, see module 1 "[Why is College Important For My Family?](#)" to help families identify the various benefits of attending college.
 - o See the "[CUNY Family Guide](#)" for information for parents interested in going back to school.

- § Include information about College Awareness Day in a parent newsletter

- § Share these prompts with parents to promote college conversations with their children:
 - What colleges have you thought about attending?
 - What is your favorite subject? Have you thought about anything you would like to study in college?
 - What club, activity or sports team would you be interested in participating in high school? In college?
 - What kind of events and programs do you think will help you learn more about your own culture, identity, or community in college?
 - Do you know of any scholarships that are available to you now as a middle schooler?

- § Decorate a college-themed bulletin board

- § Encourage families to dress their children in college gear representing the alma mater/current school of an older family member

- § Encourage families to participate in the College Awareness Day social media challenge –
 - Take and post a photo of student holding a sign that reads either –
 - o #(Insert Neighborhood)GoesToCollege (**ex.** #BedStuyGesToCollege)
 - o Class of (insert projected college graduation year) #CollegeAwarenessDay [**ex.** Class of 2031 #CollegeAwarenessDay (for a current 5th grade student)]

For questions or additional ideas, email nyccollegeaccessms@schools.nyc.gov.