What is GenTX Decision Day?

GenTX College Decision Day is a statewide initiative for GenTX Day – all high schools in Texas are invited and encouraged to participate. College Decision Day addresses the gap between college application rates and enrollment rates among our students, and the complicated process for officially enrolling in college.

College Decision Day is inspired by the NCAA’s National Signing Day to reinforce that excellence in the classroom should be given as much pomp and circumstance as excellence as an athlete.

The goal of GenTX Decision Day is to recognize high school seniors for their postsecondary plans and encourage younger students and families to prepare early for postsecondary education.

Decision Day will be held on May 1, 2020 and is designed to coincide with the date that most seniors must inform a college of their plans to enroll.
How to get started

• Register at gentx.org/events/gentx-day
• Take an inventory of resources (Social media and video conferencing accounts, giveaways, contact lists, college center website)
• Create a communication plan
• Involve school staff, parent groups, admissions advisers, and community leaders
Social Media Ideas

- Encourage students to share photos of themselves wearing college gear and holding signs to celebrate the day. Post them on Twitter, Facebook, Instagram, and Snapchat with the hashtags #GENTX #DecisionDay2020.
- Create a social media profile template for students to use and post online. You can develop a Snapchat filter(s) for students to take a selfie wearing their college gear and share online. Visit snapchat.com/create for more information.
- Host a Twitter chat. Pick a topic related to the senior’s transition into college.
- Start a TikTok Challenge focused on college fight songs or an “I’ve Decided” reveal.
Social Media Ideas Continued

- Host a Facebook live event. Have fun with it, consider making a theme for the live event. Examples: red carpet, draft day, movie premiere, Oh the Places You’ll Go.
- Announce local scholarship winners during live events.
- Raffle off prizes to students who participate in events. Gather items students could use in college and put together bundles you can mail out to the winners.
- Post video interviews from past students who are currently in college or who are recent college graduates.
- Promote your event by posting #ThrowbackThursday photos of school staff from their college days and ask them to include a helpful tip to share with seniors.
Social Media Reminders

• Tag Generation Texas on all social media posts and events:
  Twitter @GenerationTexas
  Facebook.com/GenerationTexas
  Instagram @GenerationTx
  Snapchat @GenerationTexas
• Use hash tags #GenTX #DecisionDay2020
Try Video Conferencing

- Host group advising sessions
- Video conferencing platforms: Google hangouts, Zoom, WebEx, Skype, Microsoft Teams
- Hold celebrations/pep rallies for students. Consider dividing the senior population into smaller groups, possibly by institutions or alphabetically
- Invite a guest speaker to motivate the seniors for their higher education aspirations
- Video conferencing platforms: Google hangouts, Zoom, WebEx, Skype
Low Tech Celebrations

- Decorate home doors, windows, and/or yards in colors and regalia
- Organize a parade where students and families decorate their vehicles and drive a route around the high school and/or town
- Cover the school grounds with yard signs announcing the student’s college choices
- Use your school or district website and marques to post pictures and announcements
What’s next?

In short, here’s what you need to do:

1. Register your College Signing Day event at gentx.org/events/gentx-day
2. Start planning your event. Use timelines, worksheets, and other resources on GenTX.org
3. Share photos from your celebrations on social media, especially on May 1st and throughout the month
4. Email us if you have questions at info@gentx.org