



**SHOW YOUR  
COLLEGE SPIRIT!**

## College Friday Activity Toolkit

Did you know that by 2020, nearly 75 percent of Colorado jobs will require a college degree or certificate? On Friday, May 4, wear your favorite college gear to celebrate students' decision to continue their education—whether at a college, university or certificate program.

But wearing college gear is just the beginning! We've listed some simple, cost-effective College Friday activities that promote higher education at your school.

### Statewide College Friday Competitions

- **College Friday Faceoff:** Competing with schools around the state, decorate a wall or door with pennants, inspirational messages—and whatever else you can think of—to get students excited about education beyond high school. The school with the most spirited, creative wall will win a special prize. Make sure to tag our social media pages, @CollegeInCo (Twitter) and @CollegeInColorado.org (Facebook).
- **Selfie Challenge:** Post your College Friday selfie to Twitter and Facebook and tag #CollegeFriday to enter to win some cool prizes!

### Other ways to get involved

- Encourage staff and students to wear their college gear on Friday, May 4.
- Host a Decision Day assembly where students reveal their plans after high school.
- Print out a big map and invite your colleagues to pin their alma mater's location.
- Host a schoolwide assembly and invite prominent school alumni, business owners or community leaders to share stories about their higher education experiences and current career.



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- Organize a career day on College Friday or any other day in May. Have teachers talk about their higher education journey.
- Create a **Colleges of Colorado** bingo game featuring Colorado’s 32 public institutions of higher education. When you call each college or university, share a fun fact or figure about the campus life or institution.
- Play a Jeopardy-style trivia game with facts about Colorado colleges, financial aid, college planning or any related topic.
- Put together a photo booth where students can take pictures of themselves wearing their college gear. Be sure to include wigs, hats and other fun accessories!
- Have teachers and staff print out a sign saying, “I went to \_\_\_\_\_. Ask me about it!” and post it on their door.
- Have students tour a nearby campus, or invite a campus representative come talk about their institution and the benefits of higher education.

Have any other ideas? Share them on our [Facebook](#) or [Twitter](#), or email us at [info@cic.state.co.us](mailto:info@cic.state.co.us).

### **We’re here to support you!**

If you have questions about College Friday, please contact our Communications Director Megan McDermott at [megan.mcdermott@cic.state.co.us](mailto:megan.mcdermott@cic.state.co.us).

Additional Resources in our toolkit:

- Flier for schools
- Flier for businesses
- Proclamation text (for school board designations, city council resolutions, etc.)
- Sample newsletter blurb

# What is College Friday?

Schools and  
Organizations

## Let's start a conversation about higher education

Did you know that by 2020, nearly 75 percent of Colorado jobs will require a college degree or certificate? Wear your favorite college gear on **Friday, May 4** to support students' decision to continue their education—whether at a college, university or certificate program.



## How can I get involved?

- Rally staff and students to wear college gear on **Friday, May 4**.
- Post College Friday pictures tagging **#CollegeFriday** and **#edcolo** to enter to win fun prizes.
- Host a Decision Day at your school where students share their plans for the future.
- Host a Career Day and invite local leaders to talk about their higher education journey.
- Build a **#CollegeFriday** photo booth filled with zany accessories.

# What is College In Colorado?

College In Colorado is an initiative of the Colorado Department of Higher Education, which advocates, develops policies and supports students to maximize higher education opportunities for all. Plan your tomorrow today at **CollegelnColorado.org**.



**CollegelnColorado.org**  
GO FURTHER  GO TO COLLEGE

# What is College Friday?

Business

## Let's start a conversation about higher education

Did you know that by 2020, nearly 75 percent of Colorado jobs will require a college degree or certificate? Wear your favorite college gear on **Friday, May 4** to support students' decision to continue their education—whether at a college, university or certificate program.



## How can I get involved?

- Rally your employees and coworkers and wear college gear on Friday, May 4.
- Encourage students to talk about their plans after high school.
- Invite a classroom to visit your business. Share your higher education journey!
- Let a student shadow you for a day.
- Post College Friday pictures tagging **#CollegeFriday** and **#edcolo** to enter to win fun prizes.

# What is College in Colorado?

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### **Proclamation Text for College Friday**

*WHEREAS, 74 percent of jobs in Colorado are expected to require a postsecondary education by 2020; and*

*WHEREAS, there is need to increase awareness about the importance of higher education and to encourage Colorado students to reach higher; and*

*WHEREAS, we should remind Colorado students that higher education is achievable and that Colorado supports their dreams; and*

*WHEREAS, College In Colorado is hosting its 13th annual College Friday to promote that effort; and*

*WHEREAS, on College Friday, all Coloradans are encouraged to wear apparel from their alma mater or favorite college to work and school to spark conversations with students about the importance of pursuing education past high school; and*

*WHEREAS, College In Colorado anticipates more than 300,000 Coloradans will participate this year for College Friday at businesses, schools, and organizations across the state;*

*Therefore, I, John W. Hickenlooper, Governor of the entire State of Colorado, do hereby proclaim, forever after, May 4, as*  
**COLLEGE FRIDAY DAY**

*GIVEN under my hand and the Executive Seal of the State of Colorado, this fourth day of May 2018.*

*John W. Hickenlooper*  
*Governor in the State of Colorado*



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**College Friday is May 4—Wear your gear and spread the cheer!**

Did you know that by 2020, nearly 75 percent of Colorado jobs will require a credential beyond a high school diploma? Wear your favorite college gear on **Friday, May 4** to support our students' decision to continue their education—whether at a college, university or certificate program.

To celebrate, we're hosting a #CollegeFriday selfie contest! Enter to win fun prizes by tagging Twitter and Facebook posts with **#CollegeFriday** and **#edcolo**.

If you have any questions, contact Megan McDermott at [Megan.McDermott@cic.state.co.us](mailto:Megan.McDermott@cic.state.co.us).