



**Keystone Virtual College Exploration Program for all Pennsylvania Students  
October 1 – November 6**

**Counselor Promotional Kit**

PACAC is proud to offer your students and families 300 virtual sessions on college planning, career information, financial aid & scholarships, skilled trades, non-college training programs, and more!

**Program Highlights:**

- 300 sessions covering college, career, and skilled trades topics
- FREE to students, families and counselors
- 45 minute live, interactive sessions hosted on Zoom and moderated by a high school or college volunteer
- Quick registration for each session
- All sessions also recorded and available at a later date on the PACAC website

We hope you will use all the resources in this promotional kit to ensure your students and families take advantage of the Keystone Virtual College Exploration sessions!

Questions?

Please contact [college-fairs@pacac.org](mailto:college-fairs@pacac.org)

**Promotional Resources**

1. **Add the registration link and QR code to your high school and counseling websites and your email signature. Send the link via email to students and parents.**

- Registration link: <http://www.pacac.org/virtual>
- QR Code:



2. Share [this flyer](#) with students and staff. Ask teachers to announce to classes, post to their class websites, incorporate into a classroom assignment, offer extra credit, etc. as appropriate for your school.

3. Include in daily morning announcements.
4. Share with PTO to encourage family attendance.
5. Post frequently on your high school and counseling social media channels. Recommend posting on Saturday to remind students of the Sunday-Thursday sessions. Include your schools # and #pacac and/or @pacac.

### **Sample Social Media Posts**

- (Check the session schedule and post names of sessions that will interest your students.)
- Hey students! Thinking about college? Planning your career? Check out the @PACAC Keystone Virtual College Exploration program at [www.pacac.org/virtual](http://www.pacac.org/virtual). #pacac
- Find your future college @PACAC Keystone Virtual College Exploration event. Register at [www.pacac.org/virtual](http://www.pacac.org/virtual). #pacac
- Which colleges are you interested in? Attend live, interactive Zoom sessions offered by 300 national and international colleges. Register at [www.pacac.org/virtual](http://www.pacac.org/virtual). #pacac
- What's your plan after high school? Find it @PACAC Keystone Virtual College Exploration. Register at [www.pacac.org/virtual](http://www.pacac.org/virtual). #pacac
- Not sure how to get started on your college search? How to write an essay? What the Common Application is? Start here! Register at [www.pacac.org/virtual](http://www.pacac.org/virtual). #pacac
- Wondering how you will pay for college? Attend financial aid and scholarship sessions at the @PACAC Keystone Virtual College Exploration program. Register at [www.pacac.org/virtual](http://www.pacac.org/virtual). #pacac
- Looking for high demand careers that don't require a 4-year college? Find out more @PACAC Virtual College Exploration program. Register at [www.pacac.org/virtual](http://www.pacac.org/virtual). #pacac

### **6. Sample email to send to students/families**

**Students & Families: Sign-up now for Keystone Virtual College Exploration - the ONLY virtual college & career event for ALL Pennsylvania high school students!**

More than **300 sessions** from which to choose: local, national, and international colleges

and universities, skilled trades, career exploration, financial aid & scholarship organizations, non-college training programs and more! Attend as many sessions as you want. This is YOUR opportunity--don't miss out!

## How does it work?

**What:** Attend **FREE 45 minute virtual sessions** on a variety of college and career topics via individual Zoom links. Session options include: individual college, career & trade information sessions as well as panel sessions composed of multiple organizations.

**Who:** All high school students, families, and counselors

**Dates:** October 1 – November 6

**Times:** Vary, mostly weekdays, afternoon/evening, and select Sundays

All sessions secure--your information will only be shared with the college/organization for which you register.

### [VIEW the SCHEDULE and REGISTER](#)

Sessions cover topics such as how to apply to college, essay writing tips, high demand career fields, skilled trades, non-college options, financial aid, scholarships, college student life, and more. Watch, learn, and get your questions answered about academics, athletics, diversity, study abroad, and other topics.

Register for EVERY session of interest and you will receive a ZOOM link to the session. Then log in to your session using your phone or computer.

Can't make the live session? No problem--go ahead and register for the session and then view the session recording at your convenience.

Parents invited, too, but register with your student's information. Don't miss this opportunity to learn, connect, ask questions, and discover your best college and career fit and how to finance it!

Questions, just let me know.

<<Insert Counselor Signature>>

