

# Sample Press Release

## {INSERT INSTITUTION NAME} Joins Common App for 2021–2022 Application Season

(**Location, Date**) – Students applying to {INSERT INSTITUTION NAME} for 2021–2022 will have the ability to do so through [Common App](#), a powerful online college application platform that serves more than three million applicants, teachers, counselors and advisors across all 50 United States and around the world each year.

Common App is a non-profit membership organization dedicated to access, equity, and integrity in the college admission process. By becoming a [Common App member](#), {INSERT INSTITUTION NAME} will streamline the application process for students interested in applying to multiple institutions, and gain exposure to students who may not have otherwise considered {INSERT INSTITUTION NAME}. Common App helps reduce common barriers to the college application process, including making the [fee waiver](#) process more efficient for students in need. Each year, more than one million applicants use the Common App. One-third of those applicants are the first in their family to pursue a college degree.

In addition to accessing the online application system, by joining Common App, {INSERT INSTITUTION NAME} is helping to make additional tools and services available to students and those who support students through Common App, including a [mobile app](#), [financial aid and scholarship information](#), [virtual mentors](#), [online portfolios](#), and a vast library of [counselor resources](#) available in English and Spanish. Common App also offers 24/7/365 technical support to all applicants and recommenders using the system.

"We joined Common App to help simplify the college application experience for students and counselors," said {INSERT INSTITUTION REPRESENTATIVE}. "Our new partnership with the Common App will help {INSERT INSTITUTION NAME} educate more students about the value, attainability, and affordability of a {INSERT INSTITUTION NAME} degree."

"The diversity of our membership helps us forge a direct and unambiguous path to a viable future for all students," said Jenny Rickard, President & CEO of The Common Application. "Through membership with The Common Application, {INSERT INSTITUTION NAME} has demonstrated a shared commitment to pursuing access, equity, and integrity in the college admission process. Thanks to our members, all students, have the opportunity to easily apply to the college or university that will help them achieve their best future."

Students can [create](#) a Common App account now because their account will [roll over](#) from year to year. Common App members can also use the [Common App for transfer](#), a separate application designed exclusively to meet the needs of transfer and adult student populations.

### About Common App

Common App is a not-for-profit member organization committed to the pursuit of access, equity, and integrity in the college admission process. Each year, more than one million students, one-third of whom are first-generation, apply to college through the Common App's online application. In January 2019, the Common App united with Reach Higher, the college access

and success campaign started by former First Lady Michelle Obama during her time at the White House.

By joining forces, Common App and Reach Higher accelerated progress toward our joint goal of supporting all students, especially low-income and first-generation students, in achieving their higher education dreams. Our [access and equity work](#) for students include a college advising texting [campaign](#) with AdmitHub and College Advising Corps, [scholarships](#) and community college initiatives, [Dear Class of 2020 Fund](#), and more.

Founded in 1975, Common App serves over 900 member colleges and universities worldwide. To learn more, visit [commonapp.org](http://commonapp.org), and follow @CommonApp and #CommonApp on social media.

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