Santa Cruz County Comes Together for College Awareness Week, Builds College-Going Culture

SANTA CRUZ COUNTY, CA - Local school boards, cities, business groups and county government have all joined together to declare the week of October 27th – November 3rd as College Awareness Week. Events to help students understand the choices and challenges of college are being organized by Cabrillo College and by the Santa Cruz County College Commitment (S4C).

“Postsecondary education is critical to the economic vitality of our community,” said Ray Kaupp, S4C Executive Director. “A college-going culture helps students achieve their full potential.”

College Awareness Week kicks off on October 25th with UC Santa Cruz's Preview Day. This annual campus open house gives prospective students a chance to visit and experience everything UC Santa Cruz has to offer. Students and their parents will learn about the wide variety of academic programs, student services, campus life, and the college application process. Preview Day is designed for high school and community college students.

Details about UC Santa Cruz Preview Day are available at: http://admissions.ucsc.edu/visit/preview-day/.

“College Awareness Week is an exciting opportunity for our county’s students,” said Michael McCawley, director of admissions at UC Santa Cruz. “To be able to have coordinated efforts between elementary, middle, and high schools with Cabrillo College, CSUMB, and UC Santa Cruz creates unique opportunities for students, like our Preview Day event.”

College Awareness Week culminates November 3 with College & Career Night, from 6 p.m. to 8p.m. on the Cabrillo College Aptos campus. At this annual event, more than 60 college representatives from around the country are available to speak with students and their parents.

In addition, Cabrillo faculty members and student organizations showcase the rich opportunities available locally. Workshops in both English and Spanish are provided to...
help parents plan for and support their students’ college aspirations. Details about College & Career Night are available online at: [http://go.cabrillo.edu/CandC](http://go.cabrillo.edu/CandC).

“We expect more than 3,000 students and parents to visit with Cabrillo and other college representatives from around the country,” said Leslie De Rose, Cabrillo outreach coordinator. “College & Career Night represents a unique opportunity to explore multiple options at a single event.”

During the week, schools, business groups, and community organizations will have college-themed activities throughout Santa Cruz County. Details about the week are at [http://www.sccommits.org/programs/college-awareness-week](http://www.sccommits.org/programs/college-awareness-week), including a form to suggest additional activities.

**About S4C**
Based at the County Office of Education and founded in 2011, Santa Cruz County College Commitment (S4C) is a collaboration among public education institutions in Santa Cruz County, with the goal of increasing college readiness and success for every student. Members include UC Santa Cruz, CSU Monterey Bay, Cabrillo College, the Santa Cruz County Office of Education, and every K-12 school district in the county.

**About Cabrillo College**
Cabrillo College is a leading California community college serving Santa Cruz County with locations in Aptos, Scotts Valley and Watsonville. It is ranked #1 in transfers to UC Santa Cruz. Founded in 1959, the college offers over 100 academic and career technical education programs that serve multiple educational goals such as A.A. and A.S. degrees, certificates of achievement, skills certificates, transfer to 4-year institutions or for lifelong learning and personal enrichment. Cabrillo College is a dynamic, diverse and responsive educational community that is dedicated to helping all students achieve their academic, career, and personal development goals.

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