

## Colorado Free Application Day 2020

All 32 public colleges and universities and several private institutions waived admissions application fees for Colorado residents on **Tuesday, Oct. 13, 2020** as part of the third Colorado Free Application Day. The day capped off Colorado Applies Month, a statewide campaign that encourages Coloradans to successfully apply to a higher education program and submit the Free Application for Federal Student Aid.

Institution	Applications
Adams State University	940
Aims Community College	161
Arapahoe Community College	215
Colorado College	978
Colorado Mesa University	2,749
Colorado Mountain College	249
Colorado Northwestern Community College	47
Colorado School of Mines	988
Colorado State University Fort Collins	10,346
Colorado State University Global	111
Colorado State University-Pueblo	938
Community College of Aurora	208
Community College of Denver	420
Fort Lewis College	727
Front Range Community College	510
Lamar Community College	38
Morgan Community College	19
Metropolitan State University of Denver	4,795
Northeastern Junior College	97
Otero Junior College	84
Pikes Peak Community College	308
Pueblo Community College	93
Red Rocks Community College	304
Regis University	1,717
Trinidad State Junior College	86
University of Colorado Boulder	9,053
University of Colorado Denver	3,940
University of Colorado Colorado Springs	5,470
University of Denver	3,868
University of Northern Colorado	5,837
Western Colorado University	1,600
<b>TOTAL</b>	<b>56,896</b>

### Fast Facts



**56,896**  
total applications



**28%**  
Overall increase in  
applications over  
last year's campaign



**44%**  
submitted by  
students of color



**28%+**  
submitted by  
first-generation students



**1,945**  
transfer applications

# Getting the Word Out

## Colorado Applies Month 2020

- \$2.3 million** total saved in application fees
- 105** participating schools and organizations
- 10,020+** participating students
- 55** FAFSA events held statewide
- 58** application events held statewide



## Governor Polis's PSA

Colorado  
Free  
Application  
Day



The **English PSA** ran more than **1,700 times** in **16 communities**; Comcast donation valued at **\$554,000**

The **Spanish PSA** ran **30 times** on **Telemundo** with a value of **\$7,500**

## Social Media Buzz



- 102** Twitter posts
- 118** Instagram posts
- 1,369** Engagements
- 3,241** YouTube views
- 40,292** Reach
- 65,557** Impressions

## News Highlights

Denver 7 | [Free College Application Day in Colorado is Tuesday](#)

Colorado Springs Gazette | [Colorado Free Application Day aims to improve access to higher education, training](#)

Fox 21 Denver | [Colorado Free Application Day for colleges and universities is October 13](#)

KRDO Colorado Springs | [Colorado Free Application Day: How you can apply to in-state schools for free](#)

U.S. News and World Report | [Coloradans Can Apply to College for Free This October](#)

## For More Information

Colorado Department of Higher Education <https://highered.colorado.gov/>

Colorado Rises: Advancing Education and Talent Development <http://masterplan.highered.colorado.gov/>

1600 Broadway, Suite 2200  
Denver, CO 80202

(303) 862-3001

