



# ONE CLICK COLLEGE ADMIT (OCCA) MESSAGING TIPS

Counselors

# ENCOURAGING STUDENTS TO OPT-IN TO OCCA

## Why This Program Feels “Different”

One Click College Admit changes the traditional admissions order: Colleges come directly to students and offer admission, instead of students applying to them first. Because it’s new, students and families may hesitate before opting in. Your role as a counselor is critical in reducing uncertainty and building trust.

### Emphasize:

- Simplicity (“Only a few steps”)
- Low pressure (“No commitment”)
- Support (“We’ll do this together”)

### Common Student Concern and What to Say

“What if I change my mind?” ➡ “That’s expected. Opting in just gives you options.”

## Reassuring Parents About the Program

### Emphasize:

- Legitimacy (State-sponsored, Common App-based)
- Compatibility (doesn’t replace traditional applications)
- Control (student and family still decides)

### Common Student Concern and What to Say

“Will this limit my child’s choices?” ➡ “No. It adds options without removing any.”

## Key Counselor Talking Points (Use As Needed)

- “Opting in is not enrolling.”
- “Students can accept multiple offers while still comparing schools and financial aid offers.”
- “This program reduces barriers; it doesn’t lower standards.”
- “This is one pathway, not the only pathway.”

## Your Role Matters

Students and families are more likely to try something new when:

- A trusted adult introduces it
- Steps are guided
- Perceived risks are clearly explained to alleviate concern

**Your voice is the difference between hesitation and participation!**

# KEY PROGRAM MESSAGES

**"One Click College Admit is free."**

**"One Click College Admit has no application fees, essays, or letters of recommendation."**

**"Opting into One Click College Admit does not require students to commit to a college."**

**"Opting into One Click College Admit does not guarantee admission to every college that is participating in the program."**

**"College offers arrive in fall of senior year."**

**"A Common App account is required to view and accept offers."**

**"Offers are for general admission, not specific majors or programs."**

**"Fast, free college admission—One Click College Admit."**

**"Make college happen with One Click College Admit"**

**"Illinois' path to college starts with One Click College Admit"**

**"Learn more about the State of Illinois' free direct admissions program—One Click College Admit."**

**"It's now possible to apply to college as a high school junior! Learn more about One Click College Admit"**