Watch Recording ***HERE***

2027 - 2028 Application Round Promotional Kickoff!

October 27, 2026

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Agenda

- General Welcome and Agenda Overview: Chris Aviles
- Opening Remarks: Gaby Pacheco
- Application Criteria and Process: Elena Salorio and Yajaira Gonzalez
- Messaging, Promotion and Media: Michael Earls
- Announcements and Preview: Chris Aviles
- Q&A/Open Form

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Application Criteria and Process

2027-2028 ROUND:

APPLICATIONS OPEN NOV. 1

OPPORTUNITY SCHOLARSHIP
A PROGRAM OF THEDREAM.US

CLOSES JAN. 31, 2027

AWARDS ANNOUNCED MID-MARCH

NATIONAL SCHOLARSHIP
A PROGRAM OF THEDREAM.US

CLOSES FEB. 28, 2027

AWARDS ANNOUNCED LATE-APRIL

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Awards Overview

Opportunity: Up to **$100,000** to help cover tuition, mandatory fees, on campus housing and meals for up to 4 years to earn a bachelor's degree.

Application Here

National: Tuition and mandatory fees up to **$18,000** for an associate's degree and **$36,000** for a bachelor's degree. Scholars also receive up to an additional **$6,000** stipend for books, supplies, and transportation.

Application Here

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Key Eligibility Criteria for all Applicants

- Are a first-generation immigrant student who came to the US before November 1, 2021, and has continuously lived in the US since then, and must navigate immigration status barriers as a Dreamer (example: you are undocumented, have or had DACA or TPS, or have a pending immigration application)
- Are **not an eligible category for federal student aid** (FAFSA) as defined by the federal government and do not currently hold a student, visitor, work, or other temporary nonimmigrant visa
- Entered the United States before the age of 16
- Have a U.S. high school GPA of 2.5 or greater on a 4.0 scale (also have a college/university GPA of 2.5 or greater, if credits have been earned after high school)
- Have significant unmet financial need

Check the full criteria on our website!

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Additional Opportunity Scholarship Criteria

14 Opportunity States: Alabama, Arkansas, Iowa, Indiana, Louisiana, Maine, Missouri, Mississippi, New Hampshire, North Carolina, Ohio, South Carolina, West Virginia, Wisconsin

- Must live in and have graduated or will graduate from high school from one of these 14 Opportunity states
- Must enroll and live on- campus at 1 of our 5 Opportunity Partner Colleges
- Must start Fall 2027
- Students in FL, GA, IL, and TX remain eligible to apply to the National Scholarship Program

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Additional National Scholarship Criteria

- You are:
  - eligible for in-state or domestic tuition at the Partner College in your state; **OR**
  - attending a private Partner College in your state; **OR**
  - attending an online Partner College; **OR**
  - attending a community Partner College in Texas
- Intend to enroll full-time in an associate or bachelor's degree program at a Partner College in your state or online in the Fall of 2027 or Spring of 2028

***If applicant is not sure if they are eligible for in-state tuition, consult the Higher Ed Immigration Portal Tuition & Financial Aid map. For additional support, submit an expert assistance request stating that you are interested in applying for TheDream.US National Scholarship*

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Application Overview

Applicant Information:

- Personal (no addresses collected)
- Eligibility for the Scholarship

Academic Information:

- Select Partner College
- High School and/or College Information

Financial Information:

- Identify dependent/independent status
- Annual Household Income
- Number in the household supported by this income
- Number of dependents supported by this income attending college in the upcoming academic year

Responsibilities:

- Community Service
- Volunteer
- Home Responsibilities

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Only Transcripts are Required for Upload

High School or GED Graduates*:

- Official or unofficial high school transcript showing grades and cumulative GPA (or GED certification)

and/or

Current College Students:

- Official or unofficial college transcript showing grades and cumulative GPA

***GED Graduates can only apply for the National Scholarship**

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Application Overview – Essay

750 Words Max

Essay Prompt:
TheDream.US recognizes the challenges and aspirations unique to Dreamers. How has your journey and experiences as a Dreamer shaped your identity and perspective? In what ways do you envision leveraging who you are and your experiences to contribute to your community and college campus if awarded TheDream.US Scholarship?

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IN ADDITION TO APPLYING TO OUR SCHOLARSHIPS, STUDENTS MUST ALSO APPLY TO THEIR PARTNER COLLEGE OF CHOICE

Visit our website for detailed information on our scholarship & application guides

OPPORTUNITY SCHOLARSHIP

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Opportunity Virtual College Fair:

Thursday, December 17, 2026

5PM ET, 4PM CT, 2PM PT

Opportunity Virtual Parent Session:

Thursday, January 14, 2027

5PM ET, 4PM CT, 2PM PT

NATIONAL SCHOLARSHIP

A PROGRAM OF THEDREAM.US

National Q&A Sessions:

Tuesday, December 15, 2026

5PM ET, 4PM CT, 2PM PT

Tuesday, February 23, 2027

5PM ET, 4PM CT, 2PM PT

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Tracking and Managing Applications

Applicant Report – ISTS PC Portal

- Monitor your applicant pool to help gauge your promo needs
- Check status of started, submitted, completed

Outreach

- Closer to deadline: begin outreach to **"Not Submitted"** and **"Started"** applicants:
- Three weeks from deadline: Emails
- One week from deadline: Calls

Reminders:

- PCs need to have 10 new Scholars enrolled each cycle
- ~50 applications started
- ~25 submitted and completed
- ~10 enrolled

***Pro Tip**: Host an application completion session! Invite all those with incomplete applications to come on campus and finish their application with your assistance.*

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Messaging, Promotion & Media

Key Messaging

- **"More Than a Scholarship"** is the theme for this year's application round, capturing our holistic support and approach.

- **Gaby Pacheco quote in press release announcing round opening:** *"Our scholarship is more than financial assistance – it's a commitment to helping Dreamers thrive in college, in their careers, and beyond."*

- **Updated language on website and in promotional materials:** streamlined descriptions, emphasis on "Dreamers," and aim to funnel applicants and interested parties to Scholarship-specific and state-specific portions of website.

“One-Stop Shop” for Spreading the Word

Promotional section of TheDream.US website with resources and toolkits, guides, and designed materials and presentations for this year's round – available for downloading: https://www.thedream.us/partner-colleges/promotional-toolkit/

- **In particular: Partner College Toolkit for 2027-2028** has ***key messaging, descriptions, social media posts, flyers, posters, and graphics for downloading***.

Social: Also follow TheDream.US social channels and amplify and/or comment:

Instagram: @thedream_us; LinkedIn: TheDream.US

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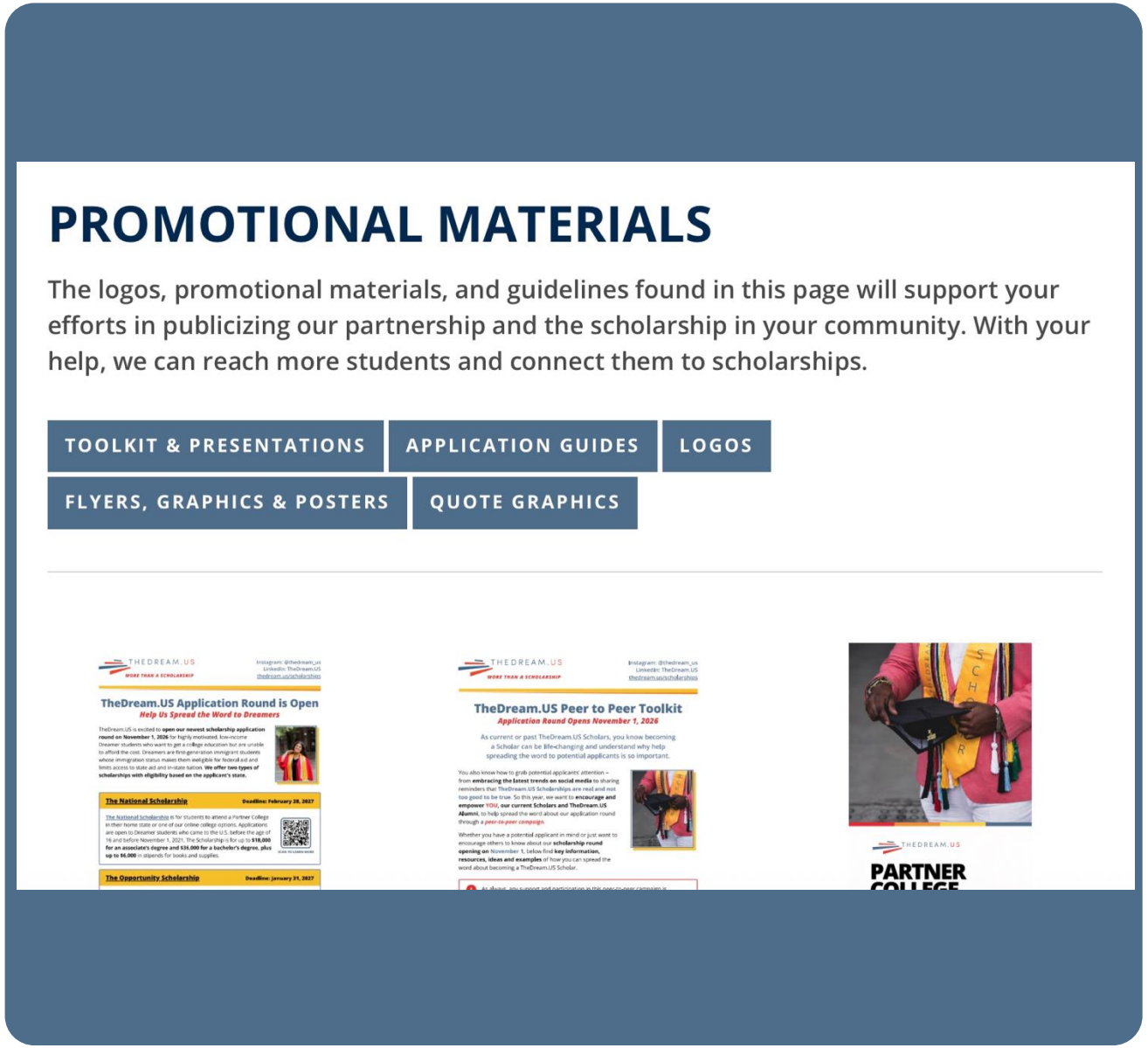
Promotional Materials

Key Promotional Materials - including toolkits, presentation guides, graphics, flyers, posters, logos, and more - can be found at:

https://www.thedream.us/partner-colleges/promotional-toolkit/



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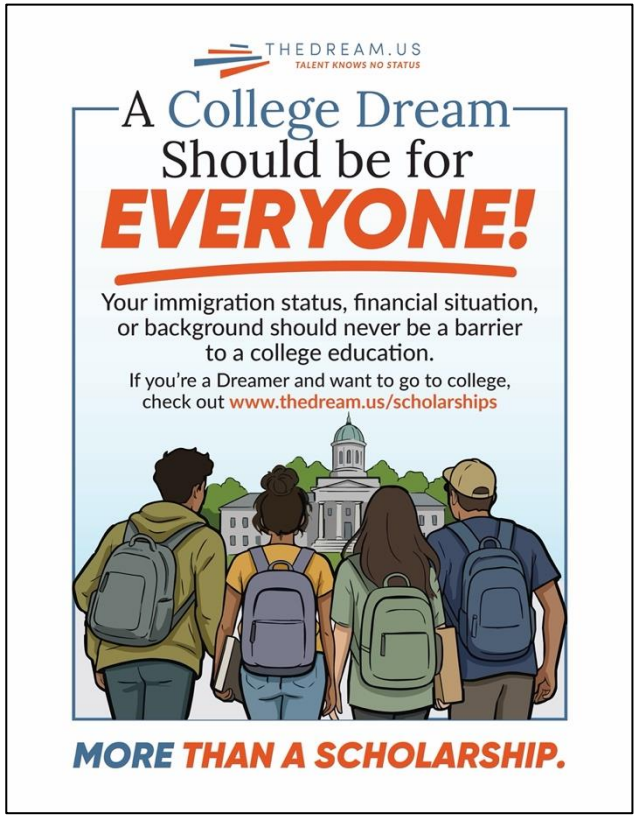
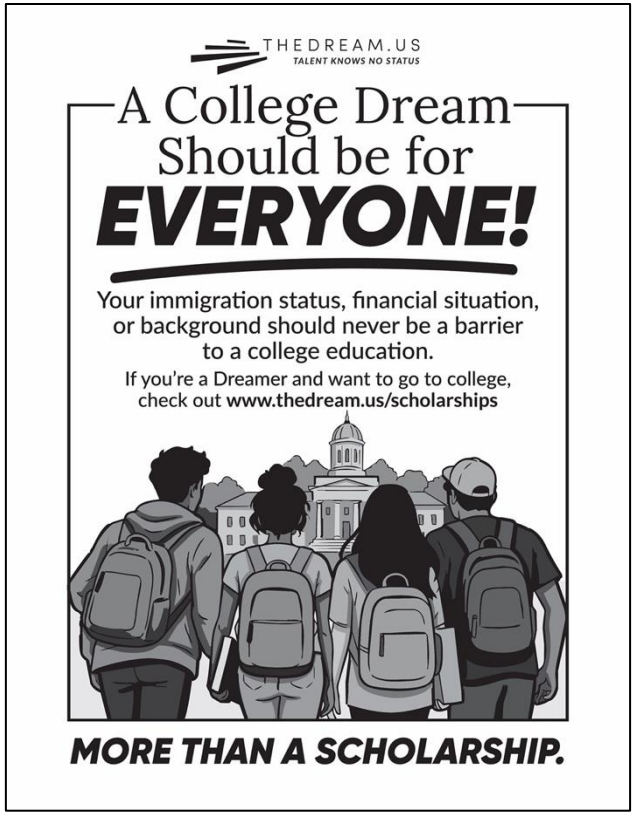
Access Key Content

Flyers, Graphics, and Posters





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Access Key Promo Content

Flyers, Graphics, and Posters

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Access Key Promo Content

Opportunity States and Travel Guidance

See online HERE

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Opportunity Partner Colleges and Opportunity States

TheDream.US encourages Opportunity Scholarship applicants to attend their closest Opportunity Partner College

Opportunity Scholarship states listed below under each column are within approximately an eight-hour drive of each Partner College

Christian Brothers University *Memphis, TN*	**Delaware State University** *Dover, DE*	**Dominican University** *River Forest, IL*	**Eastern Connecticut State University** *Willimantic, CT*	**Trinity Washington University** *Washington, DC*
Alabama	Maine	Alabama	Maine	Indiana
Arkansas	New Hampshire	Arkansas	New Hampshire	Maine
Indiana	North Carolina	Indiana	North Carolina	New Hampshire
Iowa	Ohio	Iowa	Ohio	North Carolina
Louisiana	South Carolina	Mississippi	West Virginia	Ohio
Mississippi	West Virginia	Missouri		South Carolina
Missouri		Ohio		West Virginia
North Carolina		West Virginia		
Ohio		Wisconsin		
South Carolina				
West Virginia				

See more information about our travel guidance HERE.

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Approach - Media and Communications

- Develop **easy-to-use and share promotional materials and graphics** - for both TheDream.US and partners to amplify
- **Launch, then State/Local**: national "launch" then drumbeat of content and state and local outreach (primary media focus on Spanish language media)
- **For PCs:** recognition there isn't a "one size fits all" approach – we want to partner with you however your institution feels comfortable in spreading the word publicly and to select audiences
- **Peer-to-Peer Validators:** toolkit for Scholars and Alums and emphasis on social media and peer-to-peer validation

Why This Approach?

- **Feedback from past applicants and Scholars** - importance of Spanish language media in reaching family, who are key influencers in decision to apply
- **Local push** - local media and validators are trusted in local communities
- **Flexible and targeted** – recognizing range of variables and constraints
- **Countering "Too Good to Be True"** - Current Scholars and local voices help reassure, make relatable, and counter the "too good to be true" sentiment

Encouraging Peer-to-Peer Awareness

New peer-to-peer toolkit for Scholars and Alums (available HERE)

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MORE THAN A SCHOLARSHIP

Instagram: @thedream_us
LinkedIn: TheDream.US
thedream.us/scholarships

TheDream.US Peer to Peer Toolkit

Application Round Opens November 1, 2026

As current or past TheDream.US Scholars, you know becoming a Scholar can be life-changing and understand why help spreading the word to potential applicants is so important.

You also know how to grab potential applicants' attention – from **embracing the latest trends on social media** to sharing reminders that **TheDream.US Scholarships are real and not too good to be true.** So this year, we want to **encourage and empower YOU, our current Scholars and TheDream.US Alumni**, to help spread the word about our application round through a ***peer-to-peer campaign.***

Whether you have a potential applicant in mind or just want to encourage others to know about our **scholarship round opening on November 1**, below find **key information, resources, ideas and examples** of how you can spread the word about becoming a TheDream.US Scholar.

As always, any support and participation in this peer-to-peer campaign is completely voluntary. Even among those of you wanting to help spread the word, some may feel comfortable filming short videos and being on-camera, while others may prefer to just share graphics, flyers, and key information with your networks and friends. **Please be mindful of the immigration policy environment in our country and communities at the moment and exercise caution – do not share excess information about yourself.** Please keep the below guidelines and key information in mind if you are interested in spreading the word:

- **Social media focused:** Encouraging Scholars to share engaging content and creative ideas to spread word
- **Voluntary:** Recognizing range of ways to engage and no pressure, especially in current environment
- **Be In Touch:** If Scholars on your campus want to find other specific ways to offer their validation and spread the word

How PCs Can Promote

Acknowledgement of current moment - no one-size-fits-all approach for PCs

Tactics/ideas to spread word:

- Promotion/sharing of TheDream.US content on application round
- PC or staff social media promotion - see sample posts in toolkit, promo flyers and graphics, and ideas for social and direct non-public outreach to others to spread the word
- Select media engagement, especially in campus publications and local Spanish language
- Support and promotion of peer-to-peer toolkit to Scholars
- Open to other ideas and plans - be in touch!

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Communications Point of Contact:

Michael Earls

Chief Communications and Impact Officer

michael.earls@thedream.us

Questions on:

- Graphics/Content
- Press/Media Opportunities
- Social Media Collaborations
- Other Ideas!

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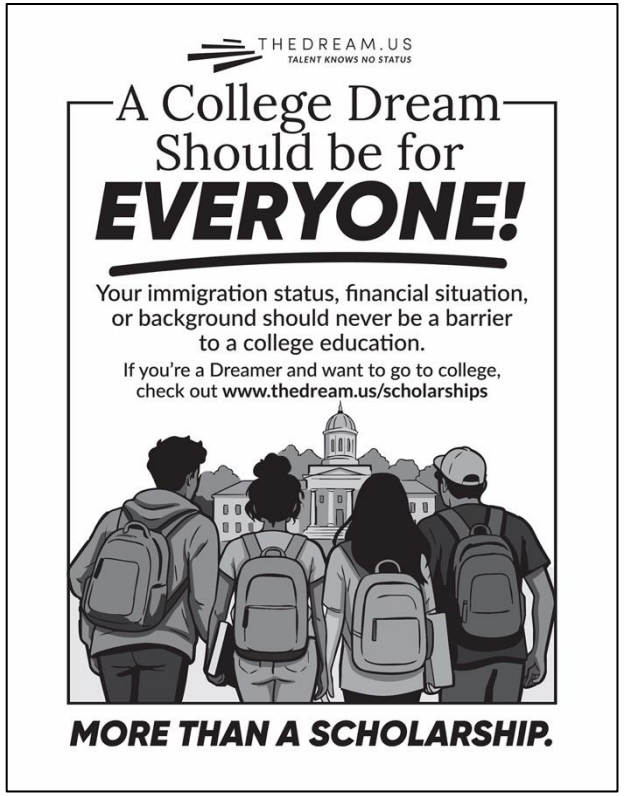
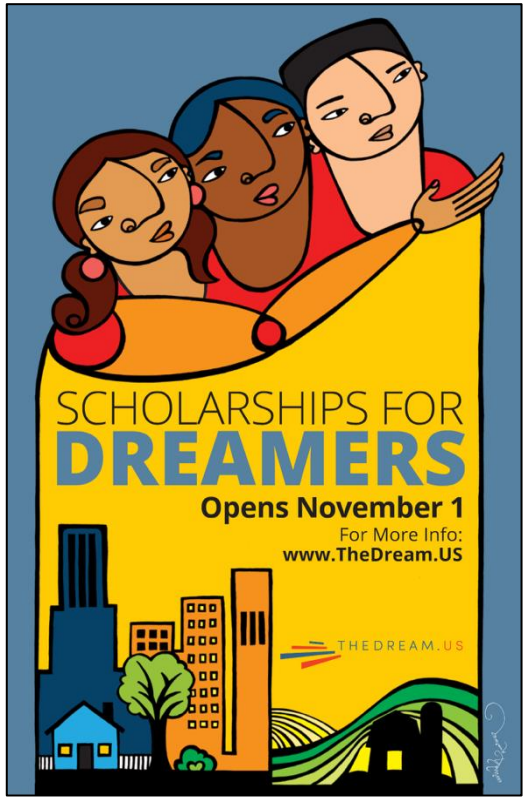
Announcements

2027 - 2028 Promotional Materials

Thank you submitting your mailing addresses!

Post cards, Stickers and Flyers will be mailed out soon, and you will be emailed the tracking number by next week.





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Fall 2026 EVR Submission

We must receive Fall EVRs for the following Partner Colleges by **this Friday, October 30.**

List as of 10am ET, October 27th:

- **Arizona State University / ASU Online**
- **Baruch College**
- **Broward College**
- **Farmingdale State College**
- **Hunter College**
- **Illinois Institute of Technology**
- **Kean University**
- **Miami Dade College / MDC Online**
- **San Antonio College**
- **Stella and Charles Guttman Community College**
- **University of Houston**
- **Weber State University**

You can now reference the status of your institution's Enrollment Verification Report and ACH payment here. **Please include your Partner College name in the EVR filename to avoid delays in payments.** As a reminder, the instructions can be found in the Program Management section on our website.

Questions? Email Elena.Salorio@thedream.us and Ashley.Rodriguez@thedream.us

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Open Forum

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November PC Power Hour Preview

When: November 24, 2PM ET/ 1PM CT/ 11AM PT

Zoom Link: https://thedream-us.zoom.us/j/82582346466?pwd=r9tmzLas25KQpCy7a80JDcT1wFxmaw.1

Topic: Hear from Dreamers on the impact of participating in co-curricular professional development programs