



Arkansas Department of Education

Division of Elementary and Secondary Education

Jacob Oliva, Secretary

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Arkansas Launches *Arkansas Applied* Campaign to Support Students' Futures

LITTLE ROCK — October 9, 2025 — The Arkansas Department of Education (ADE) - Division of Career and Technical Education in partnership with the Arkansas Career Coach Program and the Division of Higher Education, will host the **Arkansas Applied Campaign (AAC) Statewide Kickoff Event**.

"The Arkansas Applied Campaign is about opening access for every high school senior," said Jacob Oliva, Secretary of the Arkansas Department of Education. "Whether a student chooses to enroll in college, enter the workforce, or serve our country in the military, this campaign ensures they have the support and opportunities to take the next step with confidence."

We want to encourage Arkansas high school seniors to take the next step toward their future by applying for at least one pathway -- whether it's **Enrollment, Employment, or Enlistment**.

What: Arkansas Applied Campaign Statewide Kickoff Event

Event Highlights Include:

- A Governor's Proclamation
- Inspirational stories from **Arkansas high school post-graduates**
- Remarks from a representative from **Arkansas Department of Education - Division of Career and Technical Education leadership; Andrew Parker, Arkansas State Chamber of Commerce; and Brigadier General Bridges, Secretary of Arkansas Department of Military**

When: Thursday, October 9 at 10 a.m.

Where: Arkansas State Capitol Rotunda, 500 Woodlane St., Little Rock, AR 72201

This event will also be live streamed via **Zoom** at <https://zoom.us/j/96092330225>, for schools across the state to join the movement with their students by hosting **Arkansas Applied Watch Parties**.

For more information about the Arkansas Applied Campaign and how to get involved, visit <https://bit.ly/arkansasapplied2025>.

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