

# COMMISSION FOR HIGHER EDUCATION

Friday, August 14, 2009

## **DECISION ITEM C:                    Administrative Items on Which Staff Propose Expedited Action**

### **Staff Recommendation**

That the Commission for Higher Education approve by consent the following administrative actions, in accordance with the background information provided in this agenda item:

- 2009-10 ICHE Office Administrative Budget
- 2009-10 Memorandum of Understanding and Budget for the Indiana Education Roundtable
- 2009-10 Work Plan and Budget for Learn More Indiana

### **Background**

See attached information.

### **Supporting Document**

*Background Information on Administrative Items on Which Staff Propose Expedited Action, August 14, 2009*

**BACKGROUND INFORMATION ON ADMINISTRATIVE ACTIONS  
ON WHICH STAFF PROPOSE EXPEDITED ACTION**

**AUGUST 14, 2009**

**1. 2009-10 ICHE Office Administrative Budget**

Pursuant to its bylaws, the Commission adopts its annual administrative budget early in each fiscal year.

- i. Attachment I sets forth the proposed budget for the 2009-10 fiscal year. The first column describes the Commission's actual revenues and expenditures for the 2008-09 fiscal year. The second column shows budgeted revenues and expenditures, as approved by the Commission in August of 2008, for the 2008-09 fiscal year. Column three details the actual year-end results for the 2008-09 fiscal year. Finally, column four contains the proposed ICHE Office Administrative Budget for the 2009-10 fiscal year.
- ii. The Staff recommends that the Commission adopt the 2009-10 administrative budget entitled "Commission for Higher Education Core Operations Budget Plan for 2009-10" dated August 14, 2009, and that the Commission authorize staff to receive and expend external project funds for their intended purpose.
- iii. Attachment I: *Commission for Higher Education Core Operations Budget Plan for 2009-10, dated August 14, 2009.*

**2. 2009-10 Memorandum of Understanding and Budget for the Indiana Education Roundtable**

- i. The 1999 Indiana General Assembly passed legislation creating Indiana's Education Roundtable. The Roundtable is composed of appointments reflecting K-12, higher education, business, community, parents and the General Assembly. It is co-chaired by the Governor and Superintendent of Public Instruction. The Roundtable meets approximately quarterly to focus on student achievement. The Roundtable is charged with making recommendations on improving student achievement to the Governor, State Board of Education, General Assembly, State Student Assistance Commission, Commission for Higher Education, etc. The Roundtable adopted a comprehensive P-16 plan for improving student achievement for Indiana in October 2003. Work continues on key issues.
- ii. The Commission has again been asked to continue providing administrative services to facilitate the work for the Roundtable. The 1999 General Assembly appropriated initial funding for operation of the Roundtable to the State Board of Education, and the 2001, 2003, 2005, 2007, and 2009 General Assemblies passed additional funding. This funding supports several special initiatives of the Roundtable, in addition to the basic administrative support provided by the Commission. In particular, the Education Roundtable will oversee the development and implementation of several initiatives contributing to the Department of Education's Professional Development Plan, particularly in the area of math. It will also support Teacher Preparation and College Readiness initiatives laid out in *Reaching Higher*. The attached draft agreement reflects staff-level discussions and is believed to be acceptable to all parties.

- iii. The staff recommends that the Commission authorize its staff to negotiate and enter into an agreement with the State Board of Education for administrative support and program services to the Education Roundtable, as proposed in the attached document *Indiana's Education Roundtable—Interagency Memorandum of Understanding*, and that the Commission authorize its staff to enter into agreements necessary to implement the Memorandum of Understanding.
- iv. Attachment II: *Indiana's Education Roundtable—Interagency Memorandum of Understanding 2009-10. To be distributed.*

### **3. 2009-10 Work Plan and Budget for Learn More Indiana**

- i. Learn More Indiana is a statewide communication effort to support the state's goal of significantly improving the educational attainment of Hoosiers. Learn More Indiana is working to reach students, families, educators and communities in print, in person, through partnerships and on the Web with information that supports learning and guarantees that students take the steps necessary to graduate high school, complete a college degree or apprenticeship program and be successful in Indiana's workforce.
- ii. Higher Education, the Indiana Department of Education, the Indiana Department of Workforce Development, and the State Student Assistance Commission with additional support from Indiana's colleges and universities, USA Funds, Lumina Foundation for Education, and USDOE College Access Challenge Grant.
- iii. Learn More Indiana works through a variety of communication and alliance-building strategies, including print and targeted media, partnerships, in-person through a toll-free helpline, and online at [www.learnmoreindiana.org](http://www.learnmoreindiana.org).
- i. The staff recommends that the Commission approve the work plan and distribution of funds authorizing Learn More Indiana activities for 2009-10.
- ii. Attachment III: *Learn More Indiana Work Plan and Budget, 2009-10 Fiscal Year.*

## Attachment I

# Commission for Higher Education Core Operations Budget Plan for 2009-10 PRIOR YEAR END RESULTS AND BUDGET PLAN FOR FY2010 OVERALL TOTALS

(reflects actual data through June 30, 2009)

	Approved Budget 2008-09	End-of-Year Actual (a) 2008-09	Actual H/(L) Budget	Proposed Budget 2009-10	
<b>I. AVAILABLE FUNDS</b>					
A. State General Fund	\$1,538,226	\$1,538,266	\$40	\$1,476,735	
B. OMB Reversion	\$0	(\$153,829)	(\$153,829)	(\$73,837)	(a)
C. Federal Grants	\$62,331	\$62,331	\$0	\$62,671	
D. Other	\$0	\$11,607	\$11,607		
<b>Total Available Funds</b>	<b>\$1,600,557</b>	<b>\$1,458,375</b>	<b>(\$142,182)</b>	<b>\$1,465,569</b>	
<b>II. EXPENDITURES</b>					
A. Personnel Costs					
1. Salaries, Benefits & Taxes	\$1,415,063	\$1,415,091	\$28	\$1,321,090	(b)
2. LESS: Reimb from Other Funds	(\$265,125)	(\$254,776)	\$10,349	(\$268,193)	(c)
3. Consultants/Temp Help	\$50,000	\$59,012	\$9,012	\$25,000	(d)
4. Training/Dues/Travel	\$70,000	\$59,128	(\$10,872)	\$45,978	
Subtotal	\$1,269,938	\$1,278,455	\$8,517	\$1,123,875	
B. Support Services					
1. Office Facilities	\$126,500	\$134,182	\$7,682	\$137,130	(e)
2. Data Processing	\$55,000	\$47,932	(\$7,068)	\$42,829	
3. Telecommunications	\$32,000	\$28,923	(\$3,077)	\$30,130	(f)
4. Printing/Reprographics	\$26,000	\$25,648	(\$352)	\$26,930	
5. Other Meetings	\$8,000	\$8,406	\$406	\$8,406	
6. Other Office Expenses	\$16,000	\$21,223	\$5,223	\$32,240	(g)
Subtotal	\$263,500	\$266,314	\$2,814	\$277,666	
C. Commission Meeting Expenses					
	\$60,000	\$63,305	(\$2,984)	\$63,594	
<b>Total Expenditures</b>	<b>\$1,593,438</b>	<b>\$1,608,074</b>	<b>\$14,636</b>	<b>\$1,465,135</b>	
<b>III. OPERATING SURPLUS</b>					
A. Total Available Funds	\$1,600,557	\$1,458,375	(\$142,182)	\$1,465,569	
B. Total Expenditures	\$1,593,438	\$1,608,074	\$14,636	\$1,465,135	
<b>Net Operating Surplus</b>	<b>\$7,119</b>	<b>(\$149,699)</b>	<b>(\$156,818)</b>	<b>\$434</b>	
<b>IV. CHANGE IN RESERVES</b>					
A. Prior-Year Reserves	\$825,347	\$832,466	\$7,119	\$682,767	(h)
B. Plus: Net Operating Surplus	\$7,119	(\$149,699)	(\$156,818)	\$434	
<b>Net Reserve Position</b>	<b>\$832,466</b>	<b>\$682,767</b>	<b>(\$149,699)</b>	<b>\$683,202</b>	

**NOTES:**

(a) OMB requested an unanticipated and unprecented 10% reversion in FY 09; OMB has further requested a 5% reversion in FY 10

(b) Grand total all CHE salaries and benefits

(c) Includes revenues from CACG, Roundtable, Tuning and Transfer IN

(d) \$10,000 due from FY 09 to Ice Miller

(e) Rent escalation

(f) Staff is shopping new phone systems and this cost is expected to go down

(g) Includes \$13,927 owed to CEEP for past contract work

(h) FY 09 prior year reserve corrected from prior version

## **Attachment III**

### **2009-10 Work Plan and Budget for Learn More Indiana**

#### **2009-10 Work Plan**

##### **About Learn More Indiana:**

Learn More Indiana provides information in print, in person, through partnerships, and on the web to get more Hoosiers to and through college.

A partnership of Indiana's Commission for Higher Education, Department of Education, Department of Workforce Development, and the State Student Assistance Commission, with additional support from USA Funds, Lumina Foundation for Education and Indiana's colleges and universities. Additional opportunities to build and strengthen community involvement over the next two years provided by US DOE through the College Access Challenge Grant (CACG).

##### **Desired Impact of Learn More Indiana's Work:**

- Students & Families
  - Increasing knowledge of steps to and through college as well as careers
  - Increasing awareness of financial aid options and opportunities
- Community Involvement
  - Building local networks through Indiana's College Success Coalition to fill information gaps and target support
  - Making sure every student and family has the support and information they need
  - Providing extra support for students who are Twenty-first Century Scholars
- K-12 to Higher Education Connections
  - Strengthening linkages
  - Increasing engagement and involvement
- Key Partners Across Indiana
  - Building key relationships so Learn More can reach more Hoosiers
  - Creating and empowering a network of local "College Success Coalitions"
- Data to Inform, Motivate and Improve
  - Tracking trends through ongoing student surveys
  - Evaluating survey results along with other primary data measures

##### **Problem Statement:**

*"To thrive as a state and as individuals, all Hoosiers will need to achieve a depth and breadth of education never seen in the state's history."*

*(CHE - Reaching Higher 2008)*

**Goal:**

Significantly improve the educational attainment of Hoosiers.

Learn More Indiana		State			
Activities What we will do with resources to achieve outcomes and, ultimately, the goal.	Outputs Deliverables that are a direct product of activities.	Short-Term Outcomes Changes we expect to occur immediately or in the near future.	Intermediate Outcomes Changes in learning, action and/or condition	Long-Term Outcomes What does success look like?	Goal Overall Purpose/the Change We Want to Achieve
Detailed in the following work plan	Detailed in the following work plan	<p>Increases in community involvement and local support for underrepresented students getting to and through college</p> <p>Increases in capacity, capability and reach among Coalition members to help students and families get to and through college</p> <p>Increases in local awareness, understanding and support for Twenty-first Century Scholars and other underrepresented students</p> <p>Increases in involvement, connections, and capacity for improving college access and success in and between K-12, higher education and community</p> <p>Increases in key relationships that enable LMI to reach more Hoosiers, stay-up-to-date on issues/needs, and to sustain/increase necessary resources (human, material, financial), for strategic college access and success efforts</p> <p>Increases in students' (especially low-income and underrepresented) knowledge of postsecondary education options, steps needed to get to and through college, and financial aid resources</p> <p>Increases in public, partner and Coalition awareness /understanding of key data related to raising the educational attainment of Hoosiers. (national, state, local and student)</p> <p>Increases in and more immediate use by Learn More Indiana staff of evaluation, student survey, output and outcome data to inform and improve practice</p>	<p>K-12 students meeting academic standards in math and language arts (90% by 2012)</p> <p>K-12 students graduating high school prepared to succeed in college</p> <ul style="list-style-type: none"> <li>• Core 40 AHD (50% by 2015)</li> <li>• AP (25% scoring 3, 4, 5 by 2015)</li> <li>• Senior year math (all students taking now)</li> </ul> <p>High school graduates enrolling in college (top 10 by 2015)</p> <p>High school graduates enrolling in apprenticeships (data not yet available)</p> <p>Adults enrolling in college (top 10 by 2015)</p> <p>College students persisting to 2nd year (top 10 by 2015)</p> <p>College students completing degree (on time and 150% time – top 10 by 2015)</p> <p>Low-income students success at each of the above (Twenty-first Century Scholars data for above metrics) (top 10 by 2015)</p>	<p>10,000 more college degrees every year through 2025</p> <p>90% high school graduation rate by 2012</p>	Significantly improve the educational attainment of Hoosiers

**Short-term Outcome 1:**

**Increases in community involvement and local support for underrepresented students getting to and through college.**

**Activities:**

- Build local infrastructure for growing and sustaining Indiana’s College Success Coalition efforts over time by recruiting key community leaders to serve as local leadership teams (champions, chairpersons and coordinators) in each of the 14 regions.
- Continue to recruit new Coalition Members in each region by engaging key influentials representing youth serving, faith-based, business, K-12, higher education, foundations, local government, Twenty-first Century Scholars, and social service organizations who care about low-income and other underrepresented students/families.
- Twice a year, conduct direct mail campaigns to key prospect list to recruit Coalition Members.
- Ensure Helpline operators are well-versed on Coalition through updated FAQs and appropriate training.
- Create an online ‘Communications tool-kit’ for Coalition Members which will include presentation talking points, fliers, sample emails, sample voice mail messages, sample articles, etc.
- Provide Coalition members with Coalition recruitment materials for local use (posters, promo piece, newsletter drop-ins, sample press releases, list of tips, etc.).
- Provide assistance to local Coalition leadership teams in establishing local objectives based on key state objectives, advocacy, Coalition-development and building.
- Manage on-going communications and membership commitments with Coalition Members in partnership with LMI staff and local leadership teams.
- Conduct a statewide forum for Coalition Members to exchange ideas and best practices.
- Encourage peer-to-peer sharing and best practices by conducting an information exchange activity at each meeting.
- Continue to update Coalition Member information management system to streamline membership and on-going communications.
- Provide on-going support to local Coalitions through distribution of Learn More publications, presentations, Web site, e-communications (as needed).

**Outputs**

- Memorandums of Understanding between local organizations and Scholars support sites.
- Champions and Chairs recruited and engaged in each Coalition region
- Meetings held
- Coalition recruitment materials created and distributed
- Coalition Member kits created and distributed with key messages, goals, objectives, exercises
- Web site statistics
- Quarterly e-newsletters to Coalition Members
- New and retained Coalition Members
- Coalition Members participating in and collaborating on college access and advocacy activities.
- Opportunities Coalition Members share information and best practices
- Trainings and training materials produced and conducted/distributed
- Attendees at statewide forum

Indiana’s College Success Coalition is a growing statewide alliance of local individuals and organizations helping more Hoosiers know how to go to college and succeed. The Coalition is led by Learn More Indiana and is a way to help communities come together to fill gaps.

## Short-term Outcome 2:

# Increases in capacity, capability and reach among Coalition Members to help students and families get to and through college.

### Activities:

- Search for and review existing curriculum in areas noted below (Outputs A-D), consult with IDOE, school counselors, and higher education admissions representatives to develop KH2Go modules for in-school and in-community use with students.
- Provide training to local Coalition leadership teams on delivering the KH2Go modules to students in their local community, ways to motivate students, modifying KH2Go modules to add to existing programming and a greater context of college access issues.
- Provide statewide forum for sharing promising practices by convening a state-wide college access/success summit in September 2010.

### Outputs

- KH2Go curriculum modules developed, distributed and trainings provided:  
(Note: Curriculum Modules aligned with Indiana Standards for Guidance)
  - A. Put Your Hands on Some Cash
    - complete and file the FAFSA by March 10 of the senior year
    - find and apply for scholarships
    - borrow wisely--smart use of grants, loans, and personal resources to reduce personal debt and loan default.
    - save (529 Plan, etc.)
  - B. Find the Right Fit in College
    - Questions to ask yourself to help you “find the right fit”
    - What to ask or discover about the college/training program you are considering
    - How to get the most out of a campus visit
    - When Scholars campus visits occur and how to get Scholars connected
    - What other opportunities does your community have to get kids on campus...how to participate
    - Where to find college admissions requirements and what they mean
  - C. Find the Right Fit in Careers
    - How to discover your interests
    - How to explore careers that might match your interests
    - What training/education will you need to pursue this interest
    - How can I learn more about careers
    - What local opportunities are there to explore careers
    - High growth area jobs (Hoosier Hot Jobs)
  - D. Push Yourself—Preparation for College and the Workforce
    - Make sure you are on track to graduate – how to check your credits and other requirements each year
    - Make high school matter – take the tough classes.
      - Available AP and pre-AP opportunities
      - Senior year math is a MUST
      - Advocate for yourself if you need extra help/where to find local tutoring, study tables, etc.
      - IB
      - Dual credit
      - When and how to take the PSAT, SAT, ACT, PLAN and then how to use the resources provided to improve – and to inform college search for right fit

- Students/parents served by KH2Go modules
- Modules delivered by Coalition Members
- New partnerships formed and existing partnerships sustained
- Exercises/meeting agendas/presentations by and to Coalition Members
- Presentations, attendance at statewide forum
- Podcasts/trainings available online and number of visitors/downloads
- Support services offered to students pursuing postsecondary education, especially low-income first generation college students
- Coalition Members delivering support services to target population
- Updates to the Coalition section of the LMI website to include new KH2Events information, interactive map of Twenty-first Century Scholar sites, links to local information, etc
- On-line resource directory of Coalition Members and the support programs they provide to students and offer as additional support to Scholars

### **Short-term Outcome 3:**

## **Increases in local awareness, understanding and support for Twenty-first Century Scholars and other underrepresented students.**

### **Activities:**

- Increase knowledge among Coalition Members through training (presented during local Coalition meetings), direct mail (via Coalition Member kits), e-communications (via Coalition distribution list emails) regarding:
  - The purpose of the Twenty-first Century Scholars program
  - How to help a 6-8 grade student enroll in Scholars (enrollment process for 2009-10)
  - How to help schools in their area conduct Enrollment Events
  - What needs Scholars in their area have and how to connect with schools and Scholars sites to provide support to students
  - How local institutions of Higher Education can support Scholars on and off campus.
  - How they can help schools in their local community meet the new Scholars legislation requirements
- Promote Scholars enrollment during Coalition meetings and through publications, localized press releases and newsletters
- Evaluate the 6<sup>th</sup> Grade Enrollment pilot (2008-09)
- Conduct Scholar recruitment push for 2009-10
- Work with local media in each of the 14 Coalition regions for earned media promoting 21st Century Scholars
- Conduct direct mail to potential/existing Scholars to encourage college enrollment, FAFSA Filing, etc.
- Provide Coalition Members and Scholars sites with key state and local data that provide picture of high school graduation, college going, persistence and completion rates – including data for underrepresented populations
- Meet with regional support site staff at quarterly statewide meetings to communicate on LMI and Indiana's College Success Coalition local and statewide initiatives, distribute materials, gain feedback, etc.
- Work with regional support site staff and Coalition Members on ways the Coalition can help get students and parents to attend local Scholars meetings.
- Provide training for Coalition in seeking out students who are high need (ex--parents seeking aid, food stamps, at court etc.) and connect them with local and state resources for getting to and through college
- Use local Coalitions to connect, increase or create support services provided by local community organizations, employers, colleges, schools and Twenty-first Century Scholars to keep more students in school/on track for college/graduating from college (mentoring, tutoring, career planning, college visits, financial aid help, etc.)

## **Outputs**

- 6th grade 21st Century Scholars recruitment materials updated and distributed to elementary/middle schools
- ‘Put your hands on some cash’ direct mail to students who are not currently enrolled in the Twenty-first Century Scholars program (purchased list) printed and distributed
- Scholars promotion and recruitment direct mail to Coalition Members statewide
- E-mail blasts and/or announcements of local KH2Go and other college access and success events
- Graduation congrats mailed to Scholars grade 12 in the summer. (To include list of on-campus Scholars connections/contacts for support – ‘College Survivor Kit’ – which connects Scholars to on-campus support, gives them tips on how to persist to college completion and provides other community resources)
- 21st Century Scholars recruitment materials provided to local Coalitions
- Spanish version of Scholars application provided to 14 Coalitions for local distribution
- Direct mail sent to social service organizations statewide - recruiting for Coalition Member organizations and recruiting Scholars
- Direct mail sent to low-income families w/ kids grades 6, 7, 8 (minus current scholars) with Scholars application. (Code applications as LMI 10 to track number of applications received as a result.)
- Coalition Member kits with Twenty-first Century Scholars information distributed
- Twenty-first Century Scholars sessions at annual Coalition Member conference
- Strategy sessions on attendance held at Coalition meetings to increase attendance at local Scholars meetings

### **Short-term Outcome 4:**

**Increases in involvement, connections, and capacity for improving college access and success in and between K-12, higher education and community.**

## **For K-12:**

### **Activities**

- Recruit key local K-12 school leaders/staff to join Coalition through work with DOE and local Coalition leaders
- Support Core Team for College Success and No Excuses University pilot led by DOE as part of CACG effort
- Attend/present at statewide school counselor conferences and send regular updates via DOE school counselor e-newsletter
- Provide Scholars Enrollment Kit to all schools serving students in grade 6
- Provide support to school counselors by continuing operation of helpline and materials fulfillment (most utilized by counselors)
- Continue to maintain and improve web site for educator and counselor use providing information on college and careers
- Coordinate production and statewide distribution of 2009-10 Student Success Mini-magazines K-10 and Next Indiana 11-12 (publications include grade-specific “steps to college” messages and checklists - distribution includes all K-12 schools, libraries, Work Ones, colleges, 21st CS, etc.). Help ensure use by:
  - Sending communications via DOE counselor listserv re: when the shipment will arrive
  - Ensure they arrive before school starts to enable maximum opportunities to get them in the hands of students/parents
  - Provide simple examples of how to use the mini-mags in the classroom.
  - Facilitate the sharing of best practices in mini-mag use via DOE counselor listserv.
  - Presenting at LMI Higher Ed support group and providing examples of ways to tie Next Indiana in with high school outreach

- Coordination production and statewide distribution of 2009-10 GRAD magazine (for college juniors and seniors) to keep them on track to graduate and connected to Indiana employers and future education. Help ensure use by:
  - Distributing to on-campus career centers
  - Alerting campus newspapers of distribution and ideas for stories
- Update lesson plans to accompany distribution of student success mini-magazines (2009-10) for use by school counselors, teachers, Coalition Members, etc
- Modify grade-specific checklists from mini-magazines to use as inserts in student Grad Planner
- Update and distribute order form promoting LMI's free publications/resources
- Develop and distribute counselor tool-kit (CD) to school counselors in middle and high schools. Tool-kits will include information on KH2 modules, KH2GOIndiana campaign, Twenty-first Century Scholars program, College GO! Week info, print resources and other pertinent information
- Provide training to school counselors on the KH2 modules and easy ideas for using them in school
- Pilot in-school "Core Team for College Success" concept in 10 middle and/or high schools to maximize linkages to community resources for college access and success. (DOE via CACG)
- Pilot "No Excuses University" elementary college readiness model in 10 elementary schools with high numbers of students at risk of not enrolling in or completing college to instill college-going culture in all students. (DOE via CACG)
- Ask school counselors to link school websites to LMI website

### **Outputs**

- Schools implementing Core Team for College Success and No Excuses and number of students served
- Conferences, presentations
- Materials ordered by educators through helpline, web
- Web site hits (especially personalized URLs mentioned in student publications, e-communications with school counselors)
- Helpline calls
- Mini-magazines produced, distributed and requested
- Mini-magazines downloaded on web site

## **For Higher Education:**

### **Activities**

- Convene Higher Ed Support Group (in-person and/or via webinar) at least twice a year to keep informed of progress of LMI and seek input on LMI efforts. Use the meetings to look for shared ways to reach high school students. Provide forum for updates on K-12 policy affecting the P-16 pipeline
- Communicate with Higher Ed Support Group re: utilizing Next Indiana magazine in student outreach and college planning/admissions process
- Ask colleges to link admissions web pages to LMI website
- Actively recruit higher ed representatives to join the Coalition in their areas
- Work with higher education to provide an online "College Survival Kit" for entering freshman

### **Outputs**

- Webinar participants
- Higher Ed support group meetings and participation/attendance of Coalition Members
- E-mails with instructions on web site links opened
- Links added to higher education web sites
- Higher ed Coalition Members
- Web site hits (especially personalized URLs mentioned in e-communications/presentations with higher education)

## **For K-16 and Community:**

### **Activities**

- Promote suggestions and best practices of current and new linkages that come about as a result of the Coalition
- Ensure every local Coalition has strong membership from K-12 and higher education.
- Invite ISCA board members to Higher Ed support group meetings.
- Active participation in College Access and Success Advisory Group (led by DOE), Indiana Pathways to College and other groups focused on college access and success.

### **Outputs**

- Session at statewide forum

### **Short-term Outcome 5:**

**Increases in key relationships that enable LMI to reach more Hoosiers, stay-up-to-date on issues/needs, and to sustain/increase necessary resources (human, material, financial), for strategic college access and success efforts.**

## **Relationships that enable mass communications:**

### **Activities**

- Maintain and expand partnerships with media, statewide organizations and schools that reach large sections of LMI's target population
- Send timely press releases on pertinent information
- Continue partnership with Indiana High School Broadcast Association and Indiana High School Press Association for the LMI PSA contest and news story contest – both with statewide outreach/participation.
- Implement LMI Student Spokesperson contest in Northern Indiana (S. Bend, Elkhart, Mishawaka, Plymouth and Ft. Wayne). Spokesperson will create PSA about the steps it takes to get to college
- Implement student 'street-team' concept to encourage peer-to-peer sharing of information on the steps to get to college

### **Outputs**

- Meetings and communication with potential and existing statewide partners
- Press releases sent, value, inches
- PSAs placed

## **Staying Current:**

### **Activities**

- Assign staff to maintain relationships with key organizations/partners and provide regular updates to the team on a quarterly basis
- Provide Helpline operators with current and up-to-date information and training on educational issues and changes with any laws affecting IDOE, ICHE, IDWD and SSACI

## **Outputs**

- Quarterly reports
- Evaluation by third party evaluators
- Updated information on the web, in publications, in presentations
- Number of materials distributed to Helpline operators regarding current and up-to-date information

## **Sustainability:**

### **Activities**

- Learn More Indiana Team Leader and Commissioner of Higher Education meet with Learn More Indiana Steering Committee annually to give update on work and solicit feedback
- Meet and communicate regularly with LMI Work Plan Management Team (which includes lead agency contacts for DOE, CHE, SSACI, and DWD) at least quarterly
- Provide LMI Work Plan Management Team with copies of grant reports
- Send general LMI e-newsletter quarterly to opt-in users from the LMI website, agency partners, Coalition members, representatives from funder organizations and College admission and financial aid directors.
- Keep agency partners current with Learn More Indiana information
- Send annual fundraising letter to college presidents in February, copying University Reps and following-up personally with non-respondents

### **Outputs**

- LMI Work plan management team meetings
- Progress reports produced for funders and copies provided to partner agencies
- Annual highlight piece summarizing issues and current progress of LMI efforts printed and distributed
- Meetings with partner agencies and their staff – CHE, DOE, DWD and SSACI
- Meetings with University reps/presidents, Governor’s Ed advisors, Superintendent of Public Instruction, Indiana Commission for Higher Education, SSACI and DWD leadership
- Funding received from colleges and universities, agency MOUs and other funders.

### **Short-term Outcome 6:**

**Increases in students’ (especially low-income and underrepresented) knowledge of postsecondary education options, steps needed to get to and through college, and financial aid resources.**

### **Activities**

- Reach students by providing local Coalitions with how-to kits and other communications/printed materials for hosting KH2Go community events including the following:
  1. **College Goal Sunday**  
(To increase attendance at CGS)
    - During quarterly coalition meetings, share past attendance data with local Coalitions and provide suggestions/training for increasing these numbers
    - Collaborate with advertising agency selected by CGS's steering committee to leverage efforts
    - Share CGS promotional items with colleges and universities to help promote CGS to high school students/families
    - Distribute CGS KH2 Kit and provide training and materials to empower local Coalitions to increase CGS attendance

- Include CGS details in LMI, CHE, DOE and all Coalition presentations
  - Send out LMI press release for extra CGS push
  - Direct mail College Goal Sunday and Financial Aid info to Scholars grade 12 in December
  - Direct mail CGS reminder postcard in Jan. to all individuals on LMI mailing lists
  - Send CGS email and text message invite/reminder to 12th grade students (LMI survey list with emails)
  - Update FAFSA podcast/videos
  - Send March 10 Deadline Reminder to 12th grade students (LMI survey list with emails)
2. **FAFSA Friday**  
(To get Hoosiers to meet Indiana's March 10 deadline.)
- Continue to collaborate with IHETS to schedule FAFSA Friday event for the entire month of February
  - Promote event via all communication channels – TV/Radio, Newspapers, Websites, Coalition Members, print pieces, etc
  - Recruit Financial Aid Representatives to volunteer for the event
  - Update evaluation plan
3. **College GO! Week—October 2009**  
(To get every high school senior to participate in “Find the Right Fit” activities that result in the submission of at least one college application/e-transcript)
- Create and implement a plan to promote a virtual event with the goals of all seniors completing an application for college or apprenticeship program, all juniors enrolling for e-Transcripts and completing the LMI Annual Student Survey, all sophomores taking the PSAT and all freshmen reviewing/updating their graduation plans
  - Create collateral pieces for use in the community and in schools to help guide students to “find the right fit.” Collateral items include the following:
    - NEXT magazine (2009-10) will include access to a directory of Indiana colleges and universities, apprenticeship programs, military branches, SAT/ACT registration, financial aid options, apprenticeship and college applications, college essays, tips on utilizing College Board tools for SAT prep, college and scholarship searches
    - Develop interactive modules/activities for in-school and in-community and make available online
    - Create a ‘college freshman profile’ for students within the Indiana college and university directory encouraging students to “Find the Right Fit”
    - Create and develop other promotional pieces (posters and fliers) and provide to schools
  - Link trained Coalition Members with schools to make presentations to students during the week
  - Coordinate efforts with Higher Ed community to host an ‘open house’ or offer campus tours/visits during the week
  - Ad campaign promoting the steps to get to college via Facebook/My Space and text messaging
  - Create evaluation plan
4. **College for All Hoosiers Saturday**  
(Host event in Fall 2010 to provide information to adults on getting to and through college)
- Create and implement a plan to promote a virtual event. Target audience is adults with some or no college credits

- Partner with organizations participating in the Joyce Foundation project (DWD’s Adult Education Department, CHE, Ivy Tech, DOE, Chamber of Commerce)
  - Create collateral pieces for use in the community
- Push messages, answer questions and distribute materials at key statewide events reaching students, parents and other community members via LMI Booth/Presentation
- Promote timely Web content in rotating schedule on Web site to provide student with information on how to get to and through college
- Provide key information via presentations at:
  - Indiana Black Expo
  - Indiana Black Expo Scholars Fair
  - Indiana State Fair
  - Indianapolis Fiesta
  - Twenty-first Century Scholar Parent Conferences
  - Back to School Celebrations
  - Commission on African American Males Annual Conference
  - IYI Kids Conference
  - College Fairs
  - 100 Black Men Conference
  - Commission on African American Males Annual Conference
  - IYI Kids Conference
  - College Fairs
  - 100 Black Men Conference
  - Special conferences for Hispanic students
- Produce and distribute student mini-magazines to K-12 school statewide that provide information to students and families on the steps needed to get to and through college
- Develop new media ad campaign promoting the steps to get to college via Facebook/My Space
- Update FAFSA “Cash for College” videos and promote usage via SSACI, CHE and LMI sites
- Reprint KH2Go materials to be distributed by Coalition Members at special statewide events
- Place (and create as needed) KH2Go/LMI outdoor advertising (billboards) to promote the steps to and through college. Billboards will be placed in the 5 major media markets around the state
- Continue utilizing Locker Talk – VYPE magazine to reach seniors at all high schools in the following central Indiana counties – Boone, Hamilton, Madison, Hendricks, Marion, Hancock, Shelby, Johnson and Morgan.
- Direct mail/email/text ‘are you ready for what’s next’ to 11th grade students (LMI survey list)
- Direct mail/email/text to 11th graders encouraging them to take math their senior year
- Develop a promotional piece for Core 40 with Academic Honors and Core 40 with Technical Honors diplomas (rack card)
- Provide ongoing training to helpline
- Update and reprint "Indiana's Guide to Paying for College: Step by Step Tips to Help HS Seniors Apply for Financial Aid”
- Update and reprint "Indiana's Guide to Paying for College: An Introduction for Families and Students.”
- Pitch story ideas monthly promoting college and careers
- Update presentations (i.e., steps to college, ways to motivate students, ways to help students choose a career, Introduction to the Twenty-first Century Scholars program, etc.)

## **Outputs**

- KH2 modules (for use in-school and in-community) created and distributed that teach/reinforce key steps to students for college and careers, including steps to prepare financially.
- Training modules on the web site:
  - Understanding college costs and completing the FAFSA
  - How to add college access activities to current direct-service programming
  - KH2GOIndiana campaign and materials, KH2GoEvents and other available college access resources
  - Key state and local data that provide picture of what realities are regarding high school graduation, college going, persistence and completion—and how to “beat the odds.”
- KH2Event kits provided to each Coalition with training on how to host college access events

- On-going training (monthly) to Helpline operators on the steps to get to college and ways to promote/suggest LMI products to callers
- Materials distributed , presentations made/downloaded from LMI website and/or booths hosted at conferences for the statewide associations and organizations (Attachment A)

**Short-term Outcome 7:**

**Increases in public, partner and Coalition awareness and understanding of key data related to raising the educational attainment of Hoosiers. (national, state, local and student)**

**Activities**

- Utilize key national, state, and local data available from agency partners to educate, create urgency and “make the case” re: LMI short-term, intermediate and long-term outcomes
- Utilize results of LMI College and Career survey by:
  - Through Coalition meetings and communications, encourage Coalition Members to use survey information to develop effective programs and practices
  - Provide student contact information lists to college admission directors after data agreements have been secured
  - Incorporate relevant Indiana data measures and student survey results in LMI communications to make the case and create urgency for action
- Share results of LMI College and Career survey by:
  - Present at State Board of Education, Commission for Higher Education, SSACI Commission, DWD leadership, Education Roundtable and LMI Higher Ed Support Group meetings to share survey results
  - Send press release(s) to local and statewide media highlighting survey results
  - Imbed survey information in LMI presentations to communicate survey results and encourage survey data use to develop effective programs and practices
  - Conduct session at statewide Coalition Member forum
  - Promote the LMI College and Career survey use to schools via superintendents, principals, counselors - email, presentations, and other meetings
- Continue to administer the LMI Annual Career and College Information survey
  - Increase participation in survey by utilizing Helpline operators to call schools sharing information of survey delivery date
  - Meet with schools who have not administered the survey in three years
  - Investigate with SSACI to see if analysis of Scholars student respondents possible

**Outputs**

- Press releases, story placement re: LMI survey
- LMI survey executive summaries printed and distributed
- LMI survey data agreements received from colleges and universities
- Surveys mailed to targeted schools, Coalition Members and colleges/universities
- Presentations given re: LMI survey
- Communications to superintendents, principals, and counselors
- Annual Career and College Information Survey in print and on the web

**Short-term Outcome 8:**

**Increases in and more immediate use by Learn More Indiana staff of evaluation, student survey, output and outcome data to inform and improve practice.**

### **Activities**

- Monitor the state's Intermediate and long-term outcome data (key educational attainment statistics)
- Monitor and analyze Learn More Indiana outputs and statewide outcomes on a regular basis
- Analyze effectiveness of the Coalition (qualitative interviews and quantitative indicators)
- Utilize DOE's counselor advisory group to evaluate and provide feedback on the counselor section of the LMI website
- Conduct "mini" focus-groups with students on select student-focused publications
- Collect feedback on Counselor and Coalition toolkits/welcome kits via a web survey instrument

### **Outputs**

- Coalition Evaluations
- LMI Quarterly reports
- LMI annual report
- Evaluation by third party evaluator on Learn More Indiana's products and services

### **Evaluation**

Evaluation tools will be created and used to answer key questions towards progress, effectiveness, professionalism, satisfaction and loyalty. Learn More Indiana will use these tools extensively to inform and improve practice

Evaluation activities will seek to gather information around the following questions:

- Are we affecting Twenty-first Century Scholars enrollment, high school graduation, college-going and college completion success rates?
- Are we building the capacity and capabilities of our Coalition Members?
- Have we increased partnerships, connections, numbers reached?
- Have we reduced duplication of services in communities?
- Have we increased community involvement?
- Have we increased the number of underrepresented students reached?
- Do we have more students planning for post secondary education, talking to caring adults, taking four years of math, visiting colleges, understanding that they can afford to go to college, investigating careers, filing applications at appropriate colleges and filling out the FAFSA.
- Are the tools, curriculum and events reaching more students and affecting intents and behaviors of parents and students?
- Are we helping others in understanding the data that is available to them in order to set local and school level goals and affect change?
- Would our key stakeholders recommend Learn More and its products and services to others?

## ATTACHMENT A

### Statewide Organizations and Partnerships

- NAACP State Education Symposium (NAACP leaders from across state)
- IACAC Annual Conference (counselors/admission reps)
- School Counselor Workshops
- ISCA Annual Conference (counselors)
- Paul Munger Annual Conference (counselors)
- IACRACO Annual Conference (college registrars/Financial Aid reps)
- Indiana Association of College Financial Aid Reps (college Financial Aid reps)
- Indiana Business/Marketing Educator Conference (teachers)
- Power Alliance Meeting - Valp (community leaders)
- Indiana Association of School Principals (principals)
- InSAI Conference on Learning (educators, community, school leaders)
- IPCN Meetings (college access providers)
- Indiana PTA Annual Conference (parent leaders)
- Family and Consumer Science Educator Conference (teachers)
- Indiana School Boards Association Annual Conference (school board members)
- Indiana Public School Superintendent Association Annual Conference (spts.)
- Indiana Middle Educators Conference (teachers)
- Indiana Summit on Latinos in Higher Education (CBOs, community leaders)
- Statewide teacher conferences (teachers - math, ela, science, ss)
- Indiana's Education Roundtable
- Indiana State Board of Education
- Indiana Commission for Higher Education
- Indiana Commission on the Status of Black Males
- Indiana Commission on Vocational and Technical Careers (DWD)
- SSACI Commission
- Independent Colleges of Indiana (board)
- Indiana Commission on Hispanic/Latino Affairs (ICHLA)
- Indiana Library Federation
- Indiana Association for School Broadcasting
- NAEYC – Indiana Chapter

## Budget Plan for Period July 1, 2009 – June 30, 2010

<b>Projected Revenues</b>	
USA Funds	\$270,000
CHE	\$150,000
DOE	\$150,000
Colleges/Universities	\$75,000
Education Roundtable	\$20,000
ACT	\$30,000
IEDC – GRAD	\$50,000
Funded Campaigns – CGS – ISFAA	\$15,000
Lumina Know How 2 Go 3A – Planning Grant	\$139,350
Lumina Know How 2 Go 3B – Implementation Grant	\$75,000
Misc Income	\$490
Estimated Revenue Carried Forward for FY09 Obligations	\$55,119
<b>Total Revenues</b>	<b>\$1,179,959</b>

<b>Projected Expenses</b>	
Personnel Costs	\$349,057
Consultants	\$15,500
General Office Expense	\$54,000
Other Agreements (IBJ)	\$50,000
Telephone	\$3,200
Website Maintenance	\$20,000
Computer Equipment	\$25,350
Helpline	\$75,000
Staff Development	\$19,000
Travel	\$10,000
Student Survey	\$120,000
In-Kind to Scholars	\$59,128
Communications/Marketing	\$324,605
Est. Obligations Carried forward from FY09	\$55,119
<b>Total Expenditures</b>	<b>\$1,179,959</b>