

COMMISSION FOR HIGHER EDUCATION

Friday, February 12, 2010

DISCUSSION ITEM A: Indiana's Cash for College Campaign (January – March 2010)

Staff Recommendation

For discussion only.

Background

Indiana's Cash for College is a statewide campaign designed to encourage Hoosier students and families to plan to pay for college. Made possible by a federal grant from the U.S. Department of Education, Indiana's Cash for College campaign promotes practical, grade-specific steps for Hoosier students, all leading up to the state's March 10th deadline for completing the Free Application for Federal Student Aid (FAFSA).

Led by the state's Learn More Indiana outreach partnership, Cash for College goals for high school students include (but are not limited to) the following:

- Every **senior** will **file a FAFSA**.
- Every **junior** will **scout out scholarships**.
- Every **sophomore** will **calculate the cost** of college.
- Every **freshman** will **learn the lingo** (financial aid terms).

Indiana's Cash for College campaign is designed to mobilize local communities and to leverage existing statewide events, including College Goal Sunday and FAFSA Fridays. Moreover, to encourage early awareness and preparation, the Cash for College campaign extends goals for younger students:

- Every **middle school** student will **plan to pay** by looking into Indiana's Twenty-first Century Scholars GEAR UP program and planning to take rigorous courses in high school.
- Every **elementary student** will **start to save** by asking their parent or guardian to open a CollegeChoice529 savings account.

In print, in person, over the phone and on the web, Learn More Indiana works with local partners across the state to increase the educational attainment and workforce skills of Hoosiers through a variety of outreach and alliance-building strategies. Learn more online at www.learnmoreindiana.org.

Supporting Documents

Indiana's Cash for College Promotional Flyer

PAYING FOR COLLEGE CAN BE DAUNTING. BUT IT IS POSSIBLE. BILLIONS OF DOLLARS ARE AVAILABLE. SO HELP YOUR SCHOOL GET THEIR HANDS ON...

INDIANA'S **CASH** FOR **COLLEGE**

Indiana's **Cash for College** campaign includes practical, grade-specific steps to help students prepare to pay for college, all leading up to the annual **March 10 deadline** for students to complete the **Free Application for Federal Student Aid (FAFSA)**. In addition to promoting financial aid, the Cash for College push promotes fiscal responsibility and awareness, scholarships, graduation plans, and college savings plans, such as **Indiana's CollegeChoice 529 plan**.



Find out how your school can get involved with **FREE Cash for College Toolkits** geared specifically for K-12 school leaders and community partners. Get yours at **LearnMoreIndiana.org/CashforCollege**

SAVE THE DATES

College Goal Sunday,
get help and file the FAFSA at
this **FREE** statewide event
Feb. 21 • 2 p.m. (local time)
37 sites across Indiana
www.collegegoalsunday.org

FAFSA Fridays
get **FREE** information and chat
online with financial aid experts
Feb. 12 and 19
12 to 2 p.m. and 6 to 8 p.m. (EST)

\$40,000
in
Scholarships
Available

LearnMoreIndiana.org/CashForCollege
1-800-992-2076

Learn More Indiana is a partnership of the Indiana Commission for Higher Education, The Indiana Department of Education, the Indiana Department of Workforce Development and the State Student Assistance Commission of Indiana, with additional support from Indiana's colleges and universities, USA Funds, and Lumina Foundation for Education – all working together to provide information that supports learning. The contents of this publication were partially developed under a grant from the U.S. Department of Education. However, those contents do not necessarily represent the policy of the U.S. Department of Education, and someone should not assume endorsement by the federal government.

