

COMMISSION FOR HIGHER EDUCATION

Friday, September 9, 2011

DISCUSSION ITEM A: Learn More Indiana's College GO! Week Campaign

Staff Recommendation

For discussion only.

Background

Learn More Indiana's annual *College GO! Week* campaign is held each fall to help students of all ages plan for college completion and career success. The 2011 *College GO! Week* campaign officially kicks off statewide on September 26, 2011.

From exploring colleges to completing college, *College GO! Week* provides practical advice and helpful resources for K-12 students, current college students and adults in an effort to turn Hoosiers' higher education aspirations into action. Learn more online at CollegeGoWeekIndiana.org.

College GO! Week is one of three annual campaigns led by Learn More Indiana, along with *Cash for College* and *KnowHow2Go*. Designed to engage local partners across the state at strategic points during the year, each campaign has a clear focus with specific steps to motivate students to plan, prepare and pay for college success.

Learn More Indiana is a state-led communication and community outreach initiative working to help all Hoosiers succeed in school, complete college and connect to careers. Learn More Indiana is made possible through 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, the Lumina Foundation for Education, USA Funds and the U.S. Department of Education.

Supporting Documents

Overview: Learn More Indiana's College Success Campaigns
Starter Guide: College GO! Week 2011



Learn More Indiana's College Success **CAMPAIGNS**

Helping Hoosiers plan, prepare and pay
for college completion and career success.

PLAN

COLLEGE GO! WEEK (Fall)

Learn More Indiana's annual College GO! Week campaign launches statewide each fall to help students plan for college and career success. From graduation plans to college visits, College GO! Week offers practical advice and helpful tips to turn students' college aspirations into action. Learn more at CollegeGoWeekIndiana.org.



PREPARE

KNOWHOW2GO (Summer)

Learn More Indiana's annual KnowHow2Go campaign kicks off statewide each summer to help prepare students with the knowledge and skills they need to succeed. From challenging courses to successful study habits, KnowHow2GO helps students stay on track for college and careers. Learn more at KnowHow2GoIndiana.org.

KnowHow2GO

PAY

CASH FOR COLLEGE (Winter/Spring)

Learn More Indiana's annual Cash for College campaign helps Hoosiers pay for college with step-by-step advice and practical resources leading up to the state's March 10th financial aid filing deadline. From savings plans to financial aid forms, Cash for College gives students the information and tools they need to make their college dreams a reality. Learn more at CashForCollegeIndiana.org.

**CASH
FOR
COLLEGE**

LearnMoreIndiana.org
1-800-992-2076

COLLEGE GO! WEEK

2011 STARTER GUIDE

Plan for your future now.



CollegeGoWeekIndiana.org

COLLEGE GO! WEEK GOALS

Nearly all Hoosier students say they're going to college but most are unclear on the practical steps they need to take to get there. Learn More Indiana's College GO! Week launches statewide each fall to encourage Indiana students of all ages to plan for college and career success.

The 2011 campaign's main goals include:

Elementary School Students (Grades K-5): Set your sights on college



- Read your *OnTrack* magazine
- Think about your future
- Talk to adults about your college & career dreams



Middle School Students (Grades 6-8): Connect your college and career interests



- Read your *OnTrack* magazine
- Explore college & careers at DriveOfYourLife.org
- Start your high school graduation plan

The week of September 26, 2011 kicks off a semester-long campaign of college planning activities and events. Learn more online at

CollegeGoWeekIndiana.org

High School Students (Grades 9-12): Put your grad plan in action



- Read your *OnTrack* or *NEXT* magazine
- **Freshmen:** Complete your graduation plan
- **Sophomores:** Take the PSAT or PLAN
- **Juniors:** Visit a college campus
- **Seniors:** Apply to college

Plan for your future now.



CollegeGoWeekIndiana.org



MATERIALS

Resources available to support your local College GO! Week 2011 efforts include the following materials:

BANNERS



Hang these banners in high-traffic areas for maximum visibility. Be sure to save the banner when the 2011 campaign is over because Learn More Indiana won't be able to send more next year.

Schools will receive paper high school graduation plans for students in grades 8 and 9. An online version of the grad plan is available at LearnMoreIndiana.org/Plan. High schools will also receive rack cards describing Indiana's e-Transcript.

GRADUATION PLAN

GRADUATION PLAN Grades 8 to 12

The Graduation Plan will help you prepare for your future. Keep the plan up to date by updating your grade. **OnTrack** student factors will trigger each year and by working with your school counselor and parents. You can also get additional planning worksheets for your Graduation Plan at www.learnmoreindiana.org/plan.

Student Information	
Home [Click here to enter text]	Year of Graduation [Click here to enter text]
Address [Click here to enter text]	Phone [Click here to enter text]
City/State/Zip [Click here to enter text]	Parent/Guardian [Click here to enter text]
E-mail [Click here to enter text]	

POSTERS



Hang these posters in prominent places in your school, like hallways or cafeterias. They're double-sided, so make sure to use both sides to promote the College GO! Week contests.

Hand out these double-sided postcards (one per student). Encourage students to write their names on the front and display them on their lockers or in the classroom. Be sure to check out the extra info on the back, too.

POSTCARDS



STUDENT SUCCESS GUIDES

ONTRACK

Use *OnTrack* and *NEXT* magazines to spread the word about what it takes to plan for college and career success. Counselors and teachers can use the activities throughout the school year.

CollegeGoWeekIndiana.org

The College GO! Week website is your one-stop shop for College GO! Week resources, including college admissions criteria, student activities, videos and more.

WEBSITE



Plan for your future now.



CollegeGoWeekIndiana.org



CONTESTS

College GO! Week also features exciting contests to encourage Indiana students of all ages to plan for college and career success. This year Learn More Indiana is proud to offer contests for both **STUDENTS and SCHOOLS, too.** All entries and grant applications due **October 28, 2011.**



K-12 Schools:

\$2,500 College Success Grant

What does College GO! Week look like at your school? Document your successes and tell us how you used the resources provided by Learn More Indiana to promote College GO! Week at your school. Describe how your school would use \$2,500 to continue to promote college and career success during the school year and in the 2012 College GO! Week campaign, and you could win one of three \$2,500 grants. See CollegeGoWeekIndiana.org/contest for more information.

Elementary/Middle School Students (K-8):

\$529 College Savings Plan

Why are you going to college? What are you doing to get ready for college? Win a \$529 Indiana CollegeChoice 529 Savings Plan and an Indiana t-shirt.

Mail entries to:
Learn More Indiana
1000 North College Avenue
Indianapolis, IN 46202-1000



PDFs can be emailed to contests@learnmoreindiana.org

High School Students (9-12):

\$1,529 College Savings Plan

How can you help others plan for college success? Create a how-to guide on succeeding in high school and getting into college in any format: essay, print, video, artwork, etc. Win a \$1,529 Indiana CollegeChoice 529 Savings Plan and an Indiana t-shirt. Visit CollegeGoWeekIndiana.org/contest for more information.

Don't forget to include each student's name, school, grade level and phone number! All entries due October 28, 2011.

Learn More Indiana



Learn More Indiana



IDEAS

Elementary School (K-5): Set Your Sights on College

- Encourage students to enter the College GO! Week contest to win \$529 for college.
- Bring career professionals and Indiana college alumni to the classroom.
- Visit a nearby college, and highlight different majors and careers paths.
- Create a college culture by having an alma mater t-shirt day for teachers, hanging college pennants and displaying teachers' college diplomas.
- Let students write, draw and read about the careers they're interested in and their plans for college.

Middle School (6-8): Explore Your College and Career Interests

- Encourage students to enter the College GO! Week contest to win a \$529 Indiana CollegeChoice 529 Savings Plan.
- Make sure your school is signed up for the state's free Indiana Career Explorer (IndianaCareerExplorer.com) service.
- Have students complete a career interest inventory with Indiana Career Explorer or visit DriveofYourLife.org.
- Host a Career Day and allow students to dress like the careers they want to have.
- Bring career professionals and Indiana college alumni to the classroom.
- Sign up all eligible seventh- and eighth-grade students for Indiana's Twenty-first Century Scholars Program.

High School (9-12): Put Your Grad Plan in Action

- Encourage students to enter the College GO! Week contest to win a \$1,529 Indiana CollegeChoice 529 Savings Plan.
- **Grade 9:** Make sure every freshman has a graduation plan that matches their postsecondary plans. More Indiana colleges are requiring Core 40 with Academic Honors (or Technical Honors).
- **Grade 10:** Encourage every sophomore to sign up for the PSAT and/or PLAN, and make sure your school has enough testing materials. Counselors can use the AP Potential results to identify students who are ready for AP classes.
- **Grade 11:** Ensure every junior schedules a college visit. Plan field trips and provide information on visiting campuses further away.
- **Grade 12:** Encourage all seniors to apply for college! Provide support for filling out college applications (e.g., offering essay practice in class, making computer labs available to submit online applications and using with Indiana e-Transcript.)



Many more ideas online at
CollegeGoWeekIndiana.org!



Plan for your future now.



CollegeGoWeekIndiana.org