

COMMISSION FOR HIGHER EDUCATION

Friday, February 10, 2012

DISCUSSION ITEM C: Learn More Indiana's Cash for College Campaign

Staff Recommendation

For discussion only.

Background

Learn More Indiana's annual *Cash for College* campaign launches each January to help students of all ages save and pay for college completion and career success. The campaign promotes specific, age-appropriate steps for Hoosier K-12, college and adult students, all leading up to Indiana's March 10th deadline for completing the Free Application for Federal Student Aid (FAFSA).

Learn More Indiana's Cash for College campaign offers a variety of helpful resources, including:

- Student contests, awarding college savings plans to students in kindergarten through college.
- Free services, including the Indiana College Costs Estimator website (IndianaCollegeCosts.org) and new smart phone app.
- Special events, offering online (FAFSA Friday) and in-person (College Goal Sunday) assistance to complete the FAFSA.
- Promotional materials and a dedicated website at CashforCollegeIndiana.org, providing a clearinghouse for the latest updates, resources and related information.

Cash for College is one of three annual campaigns led by Learn More Indiana, along with *College GO! Week* and *KnowHow2Go*. Designed to engage students and local partners across the state at strategic points during the year, each campaign has a clear focus with specific steps to motivate Hoosiers 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. In print, in person, online and on the phone, Learn More Indiana helps Hoosier students of all ages succeed in school, complete college and connect to careers. Learn more at LearnMoreIndiana.org.

Supporting Documents

2012 Cash for College Starter Guide

STARTER GUIDE



INDIANA'S 2012 **CASH FOR COLLEGE** CAMPAIGN



Pay for your future now.
CashForCollegeIndiana.org



GOALS

Learn More Indiana's Cash for College campaign spells out specific steps to help students of all ages plan, prepare and pay for college completion.

GRADES K-5



START SAVING

- **Start a College Savings Plan** at CollegeChoiceDirect.com
- **Check out Upromise.com** and learn how your family's everyday spending can add to your college savings plan.
- **Keep saving!**

GRADES 6-8



MANAGE MONEY

- **Add to your College Savings Plan** at CollegeChoiceDirect.com
- **Create a budget** at CashforCollegeIndiana.org.
- **Enroll in Twenty-First Century Scholars** in 7th or 8th grade at Scholars.IN.gov (if eligible).

GRADES 9-12



PREPARE TO PAY

- **Grade 9:** Check out college admissions requirements at CashforCollegeIndiana.org.
NOTE: Increase your college admission opportunities and financial aid options with a Core 40 Honors Diploma (Academic or Technical).
- **Grade 10:** Compare college costs at IndianaCollegeCosts.org.
- **Grade 11:** Shop for scholarships at IndianaCollegeCosts.org and apply on time.
- **Grade 12:** File your FAFSA at FAFSA.gov before the March 10 deadline.

COLLEGE



FINISH FASTER

- **File your FAFSA** every year you're in college before March 10 at FAFSA.gov to maintain your financial aid eligibility.
- **Fifteen to Finish:** Take at least 15 credit hours per semester to graduate on-time.
NOTE: You may be able to take additional courses above 12 credit hours at no additional charge, so check with your campus advisor.
- **Save with Summer School:** Take summer courses to finish faster and ask about summer tuition discounts at your college.
- **Commit to a College Major:** Changing your college major costs you time and money, so visit your campus advising services to find the right fit.

Pay for your future now.



CashForCollegeIndiana.org

RESOURCES

Resources available to support your local **Cash for College** efforts include:

ACTIVITIES



Learn More Indiana's *OnTrack* publication includes age-appropriate activities for students at each grade level (see "Paying" section). The activities can also be printed online at CashforCollegeIndiana.org.

MATERIALS

Display your Cash for College banner and posters in high-traffic areas and give a promo card to every student. *NOTE: Elementary schools will receive banners for the first time this year. Middle schools and high schools should use their banners from last year's campaign.*



SERVICES



The Indiana College Costs Estimator is a FREE service offering families consistent and accurate comparisons of college costs across all Indiana campuses, both public and private. Visit IndianaCollegeCosts.org on your computer and check out the new smartphone app at CashforCollegeIndiana.org.

WEBSITE

The Cash for College website is your one-stop-shop for resources to pay for college in Indiana. Learn about savings plans and scholarships, find smart ways to save, get help filing your FAFSA and more at CashforCollegeIndiana.org.



FIND US



[facebook.com/
LearnMoreIN](https://facebook.com/LearnMoreIN)



FOLLOW US



[twitter.com/
LearnMoreIN](https://twitter.com/LearnMoreIN)



Pay for your future now.



CashForCollegeIndiana.org

WIN

CONTESTS

GRADES K-5



SUPER SAVER

- **STEP 1:** Read the "Paying" section of Learn More Indiana's *OnTrack* Student Success Guide for your grade.
- **STEP 2:** Complete the "Paying" activity (available at CashforCollegeIndiana.org)
- **STEP 3:** Submit your contest entry form (available at CashforCollegeIndiana.org)

GRADES 6-8



MONEY MANAGER

- **STEP 1:** Read the "Paying" section of Learn More Indiana's *OnTrack* Student Success Guide for your grade.
- **STEP 2:** Complete the "Paying" activity (available at CashforCollegeIndiana.org)
- **STEP 3:** Submit your contest entry form (available at CashforCollegeIndiana.org)

GRADES 9-12



COLLEGE CONSUMER

- **STEP 1:** Read the "Paying" section of your *OnTrack* or *NEXT* Student Success Guide.
- **STEP 2:** Complete the "Paying" activity (available at CashforCollegeIndiana.org)
- **STEP 3:** Submit your contest entry form (available at CashforCollegeIndiana.org)

COLLEGE



DEBT DECREASER

- **STEP 1:** Read the "Paying" section of your *GRAD* magazine.
- **STEP 2:** Complete the "Paying" activity (available at CashforCollegeIndiana.org)
- **STEP 3:** Submit your contest entry form (available at CashforCollegeIndiana.org)

ENTER TO WIN \$529

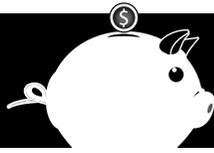
- DETAILS:** Everything you need is available at CashforCollegeIndiana.org (See "Contests")
- DEADLINE:** All entries due by March 10, 2012
- SUBMIT:** Send your entry form to contests@learnmore.org or mail to:
101 W. Ohio Street, Suite 550, Indianapolis, IN 46204
- QUESTIONS:** Contact contests@learnmore.org or call (317) 464-4404



Pay for your future now.



CashForCollegeIndiana.org



EVENTS

FAFSA HELP

FREE APPLICATION FOR FEDERAL STUDENT AID

ONLINE

FAFSA FRIDAY (February 10, 2012)

- **WHO:** High school seniors, current college students, working adults (*anyone planning to attend college next year*)
- **WHAT:** Interactive webinar with free help from financial aid experts
- **WHEN:** Live at noon and 6 p.m. (EST) on Friday, Feb. 10, 2012 (*archive version available online starting Saturday, Feb. 11*)
- **WHERE:** Online at CashforCollegeIndiana.org



FILE YOUR FAFSA
BEFORE MARCH 10 AT

FAFSA.GOV



IN PERSON

COLLEGE GOAL SUNDAY (February 12, 2012)

- WHO:** High school seniors, current college students, working adults (*anyone planning to attend college next year*)
- WHAT:** Free one-on-one assistance filling out and filing the FAFSA
- WHEN:** 2 p.m. (local time) on Friday, Feb. 12, 2012
- WHERE:** 40 locations across Indiana (see CollegeGoalSunday.org for site details).

REMEMBER:

Students 23 years of age or younger should attend College Goal Sunday with their parent(s) or guardian(s) and bring their parents' completed 2011 IRS 1040 tax return, W-2 form or other 2011 income, asset and benefits information. Students who worked last year should also bring their earnings information. Older students may attend alone and bring their own income information. Please apply for your Federal PIN at www.pin.ed.gov before coming to the event.

COLLEGE GOAL SUNDAY LOCATIONS

- | | |
|------------------------|---------------|
| Anderson | Lafayette |
| Angola | Lawrenceburg |
| Avon | Logansport |
| Bloomington | Marion |
| Columbus | Michigan City |
| Crown Point | Muncie |
| East Chicago | New Albany |
| Elkhart | North Vernon |
| Evansville | Plymouth |
| Fort Wayne | Rensselaer |
| Gary | Richmond |
| Goshen | South Bend |
| Greencastle | Terre Haute |
| Hammond | Valparaiso |
| Indianapolis (8 sites) | Vincennes |
| Jasper | Warsaw |
| Kokomo | |

Pay for your future now.



CashForCollegeIndiana.org

CHECKLIST & LINKS

CASH FOR COLLEGE LINKS

College Goal Sunday (February 12)
CollegeGoalSunday.org

College Search & Admissions Guidelines
CollegeGoWeekIndiana.org

FAFSA Friday (February 10)
CashforCollegeIndiana.org

FAFSA on the Web
FAFSA.gov

Indiana College Costs Estimator
IndianaCollegeCosts.org

Indiana CollegeChoice 529 Savings Plan & Upromise Rewards
CollegeChoiceDirect.com
Upromise.com

Mitch Daniels Early Graduation Scholarship
IN.gov/ssaci/2504.htm

CHECKLIST

1. **START A SAVINGS PLAN**
Visit **CollegeChoiceDirect.com**
2. **COMPARE COLLEGE COSTS**
Visit **IndianaCollegeCosts.org**
3. **SHOP FOR SCHOLARSHIPS**
Visit **IndianaCollegeCosts.org**
4. **FILE YOUR FAFSA** (starting in 12th grade)
Visit **FAFSA.gov** before **March 10**

Scholarship Search
FastWeb.com
Scholarships.com
StudentAid.ed.gov

Twenty First Century Scholars
Scholars.IN.gov

LEARNMOREINDIANA.ORG

1-800-992-2076

Learn More Indiana is a state-led communication and community outreach initiative working to help 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.



Pay for your future now.
CashForCollegeIndiana.org

