

COMMISSION FOR HIGHER EDUCATION

Friday, October 9, 2009

DISCUSSION ITEM D: College GO! Week (October 12-16)

Staff Recommendation

For discussion only.

Background

College GO! Week is a statewide effort launching fall 2009 (October 12-16) to help more Hoosier students to and through college. The goal is to have every Indiana high school student take specific, practical steps to prepare for college, including but not limited to the following:

- Every **senior** will complete a **college application**.
- Every **junior** will register for **Indiana's e-Transcript**.
- Every **sophomore** will complete the **PSAT**.
- Every **freshman** will complete a **career and college survey**.

Led by the state's Learn More Indiana outreach partnership, College GO! Week is mobilizing local high schools, colleges and universities, municipalities, and community organizations across the state to take action in preparation for college and careers.

Supported by the federal College Access Challenge Grant from the U.S. Department of Education, College GO! Week is made possible by the state's Learn More Indiana partnership, a joint effort of the Indiana Department of Education, Indiana Commission for Higher 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 the Lumina Foundation for Education.

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. Students and families can get advice on how to do better in high school, plan for college, apply for financial aid, and more. Learn more online at www.learnmoreindiana.org or by calling the toll-free helpline at 1-800-992-2076.

Supporting Documents

- 1) Letter from Commissioner Lubbers, August 25, 2009
- 2) Media Advisory: State's top educators to help Indiana students launch College GO! Week
- 3) College GO! Week Implementation Guide



INDIANA COMMISSION
for
HIGHER EDUCATION

August 25, 2009

Indiana College and University Presidents:

We are all well aware that recent economic conditions have placed a strain on many Hoosier families at a time when higher education has never been more essential to our personal and collective prosperity. With that thought in mind, I wanted to take this opportunity to enlist your support for *College GO! Week*, a new statewide effort we are launching this fall (**October 12-16**) to help more Hoosier students get to college.

As part of the *College GO! Week* kick-off, the Commission for Higher Education is **asking all Indiana colleges and universities to waive student application fees during that week (Oct. 12-16)**.

At only a nominal cost to each institution, this represents an important opportunity for our higher education community to make a highly visible and impactful show of support for Hoosier college students and their families during a period when many need it the most. We recognize that this request may present logistical challenges for your staff, but we are confident the benefits more than justify any additional effort.

During informal conversations with university representatives regarding this proposal, the response has been extremely positive, and we are hopeful that all Indiana colleges and universities will join us in this effort. Some universities even have indicated that they would be willing to extend the fee waiver window beyond *College GO! Week*, but that decision would of course be left to the discretion of each institution.

In order to effectively promote *College GO! Week* and address any related logistical issues, **we need to confirm your institution's participation by September 7, 2009**. To do so, please contact Jason Bearce, our Associate Commissioner for Strategic Communications, via e-mail at jasonb@che.in.gov or by phone at (317) 464-4400 ext. 19.

College GO! Week is about much more than application fee waivers, and we are encouraging our college campuses to get even more involved. Led by our Learn More Indiana outreach partnership, our goal is to have every Indiana high school student take specific, practical steps to prepare for college.

Our suggested grade-specific goals for high school students include:

- Every **senior** will complete a **college application**.
- Every **junior** will register for **Indiana's e-Transcript**.
- Every **sophomore** will complete the **PSAT**.
- Every **freshman** will complete a **career and college survey**.

In addition to waiving student applications fees during *College GO! Week*, here are just a few other ways your institution can show your support:

- Encourage student organizations on your campus to sponsor a local high school's *College GO! Week*, including serving as mentors or campus contacts for area high school students.

- Host and/or provide transportation to special on-campus visits or promote virtual tours.
- Encourage alumni to reach out to schools and students in their community with a list of simple ways they can help.
- Recognize *College GO! Week* at a college football game, campus rally or other public event leading up to the start of *College GO! Week*.
- Engage your college marketing staff by:
 - Adding the *College GO! Week* logo and event details to your Web site and campus calendar,
 - Promoting the event as part of your campus activities, and
 - Sending a personalized letter, note or other sign of encouragement to area high school students.

We are asking local high schools and communities to be creative in promoting and implementing *College GO! Week*, and we encourage our institutions of higher education to do likewise.

Thank you in advance for your assistance and support.

Sincerely,

A handwritten signature in black ink, appearing to read "Teresa Lubbers". The signature is fluid and cursive, with a long horizontal stroke at the end.

Teresa Lubbers
Commissioner, Indiana Commission for Higher Education

cc: University Chief Financial Officers

EMBARGOED UNTIL:

October 12, 2009

CONTACT:

Elizabeth Crouch, Learn More Indiana
317-464-4400 x40; elizabethc@learnmore.org



Your college and career connection!

Media Advisory

State's top educators to help Indiana students launch College GO! Week

On Tuesday, October 13, State Superintendent of Public Instruction Tony Bennett and Higher Education Commissioner Teresa Lubbers will join more than 1,000 students at Ben Davis High School in Indianapolis for the launch of College GO! Week (October 12-16).

College GO! Week is a new, statewide effort designed to help Indiana students take practical steps to get to and through college. Grade-specific goals for high school students include:

- Every **senior** will complete a **college application** (or apprenticeship program).
- Every **junior** will register for Indiana's **e-Transcript**.
- Every **sophomore** will complete the **PSAT**.
- Every **freshman** will complete a **career and college survey**.

WHO: State Superintendent of Public Instruction Tony Bennett and Higher Education Commissioner Teresa Lubbers along with more than more than 1,000 area high school students.

WHAT: To commemorate the statewide launch of College GO! Week (October 12-16), state and local leaders from government and education will hold a press conference at Ben Davis High School in Indianapolis.

Immediately following the 11 a.m. press conference, media will be invited to the school's gymnasium where representatives from all of Indiana's public colleges and the University of Indianapolis will be helping more than 1,000 high school seniors apply to college as part of a special onsite admissions day. Laptop computers will be set up for students to help students apply, to check on existing applications, to register for Indiana's free e-Transcript service, and to sign up for future test dates. Visit www.learnmoreindiana.org/CollegeGoWeekcoalition.

WHEN: 11 a.m. (EDT), Tuesday, October 13, 2009

WHERE: Ben Davis High School, Hall of Champions
1200 N. Girls School Road, Indianapolis

WHY: Recent economic conditions have placed a strain on many Hoosier families and communities at a time when higher education has never been more essential to our personal and collective prosperity. Led by the state's Learn More Indiana outreach partnership, College GO! Week is a part of an ongoing statewide effort to engage local communities in encouraging and helping more Hoosier students get to college.

**COLLEGE
GO!**

WEEK

IMPLEMENTATION GUIDE

OCTOBER 12-16

SECTION 1: INTRODUCTION TO COLLEGE GO! WEEK

Thank you for your interest in College GO! Week. As part of this new initiative, activities throughout the state are being planned to help students take steps to pursue education after high school.

This guide explains the purpose of College GO! Week and gives you ideas on how to get students, teachers, parents and community members involved. We have even put together a timeline to help you organize your school's College GO! Week initiative.

There are many activities and events you can get involved with during College GO! Week. Our suggested goals include:

- Seniors **complete a college application** (or apprenticeship program).
- Juniors **sign up for Indiana's e-Transcript** and take *Indiana's Annual Career and College Information Survey*.
- Sophomores **take the PSAT**.
- Freshmen **take *Indiana's Annual Career and College Information Survey*** and explore careers.

We encourage you to make the most of College GO! Week by supplementing the ideas presented in this guide with your own. Think BIG and be CREATIVE! And remember, you don't have to do it alone—we are here to help you. Visit www.learnmoreindiana.org/CollegeGoWeek for more ideas or to submit questions.

Before getting started, you'll need to make sure you have the right person in charge of this event. You've received this kit because you're the school counselor, but anyone can run the event at your school—even the students themselves! Look for students who are already showing leadership through clubs and organizations: student council members, student newspaper staff, yearbook staff, athletes, Key Club members, band members, art students, National Honor Society members, and members of DECA, BPA, FFA, HOSA, FCCLA, Skills USA, etc. Think outside the box and make sure whoever you put in charge will ensure that College GO! Week is a success at your school.

Once a leader has been selected, you can get started!

SECTION 2: KIT CONTENTS

There are three main components of your College GO! Week materials:

1. College GO! Week Starter Kit
2. *NEXT Indiana: A Guide to Life After High School*
3. *Indiana's Annual Career and College Information Survey* (arriving early October)

Your starter kit includes:

- 1 College GO! Week banner
- 4 student posters with 12 tear-off pads
- 10 mirror clings
- 5 floor graphics
- locker magnets
- 1 activity book
- 3 community posters
- 10 copies of *NEXT Indiana* magazine
- Contact information for local volunteers

Depending on your school's enrollment of 11th- and 12th-grade students, additional copies of *NEXT Indiana* may have arrived in separate boxes along with your starter kit.

If you do not receive all of the materials listed here, please contact Learn More Indiana at 1 (800) 992-2076.

Promotional materials are designed to appeal to students through the use of attention-grabbing illustrations and relevant, impactful copy.

College GO! Week Banner

Post wherever the greatest number of students will see it. A main entrance, busy hallway, gym or cafeteria are great options. The banner does not include dates for the 2009 College GO! Week, so it may be reused at a later date as long as it is properly stored.



College GO! Week Banner

Student Posters

This series of four posters illustrates the monotony of typical high school jobs so that students will ask themselves "could I really do that for a living?" and then see that postsecondary education is the path to an interesting career.



Student Poster Series

Posters should be placed in high-profile locations throughout your school.

We have included 12 tear-off pads that feature a free T-shirt offer for students visiting www.learnmoreindiana.org/CollegeGoWeek (while supplies last). T-shirt fulfillment will be handled by Learn More Indiana. At this Web site, students will be encouraged to post pictures, video footage and information on how College GO! Week went at your school to earn bragging rights and additional prizes.

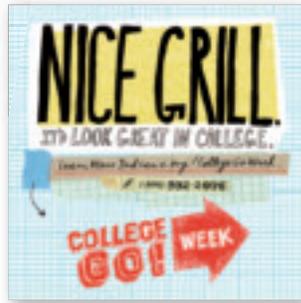


Tear-off Pad

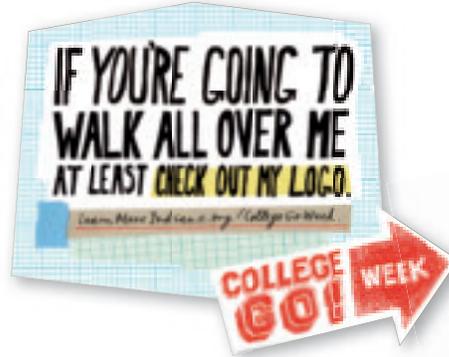
Tear-off pads slip into the opening on each of the student posters. Please affix a tear-off pad to each poster prior to posting. Use remaining tear-off pads to refill posters when necessary, and feel free to keep posters up after removing the tear-offs when the event is over. The message has no limited shelf life!

Mirror Clings

These pieces are perfect to post on mirrors in student bathrooms! Just remove the paper backing to expose the low-tack adhesive and place on the mirror or window. The message offers students a nice compliment while suggesting higher education. And tell your custodians to have no fear—these clings won't leave any residue.



Mirror Cling



Floor Graphic

Floor Graphics

A promotional item with attitude, these large non-skid floor graphics are well-suited for entrances and other high-traffic areas. Simply remove the paper backing to expose the temporary adhesive and attach to the floor.

Locker Magnets

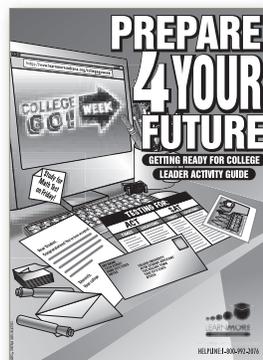
Your allotment of locker magnets is based on 2008–2009 enrollment of 9th- to 12th-grade students, as submitted to the Indiana Department of Education. Most counselors will receive enough magnets for each student. Be creative when distributing your magnets: Hand them out to the students during general classes like homeroom or English class or stick them to every locker throughout the school. Students will enjoy keeping these magnets, and they provide contact information for all their college/career needs.



Locker Magnet

Activity Book

Activities are designed to help high school students make decisions on how to plan for college and careers. They can be incorporated in the classroom or in after-school activities. They have also been mapped to Indiana's Academic Standards.



Activity Book

Community Posters

Local community partners and members of Indiana's College Success Coalition have expressed an interest in helping your high school make College GO! Week a success. A quick and easy way for them to get involved is to hang these posters at their places of business. A list of local Coalition members in your area can be found in this kit.



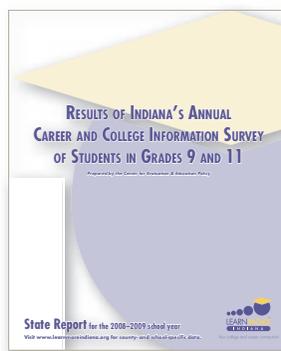
Community Poster Series

NEXT Indiana

This magazine should be distributed to every junior and senior. The articles in *NEXT Indiana* can be used to help 12th-grade students submit their applications and to help 11th-grade students explore their options for life after high school. (See page 9 of *NEXT Indiana* for details.) There is also a postcard within this magazine that students can use to enter a drawing for a college scholarship from USA Funds.



NEXT Indiana Magazine:
A Guide to Life After High School



Survey

Indiana's Annual Career and College Information Survey

This survey should be completed by all 9th- and 11th-grade students. It assesses perceptions about education and how well students are planning for life after high school. Data from the surveys informs schools, communities and policymakers about the career interests, postsecondary aspirations, perceived barriers, and college access needs of Indiana students. The survey also gives students the opportunity to connect directly to Indiana's colleges and universities.

The surveys will arrive in schools in early October. The school counselor should administer and return the completed surveys using the FedEx materials provided no later than NOVEMBER 25, 2009. All instructions and shipping materials will accompany the surveys.

SECTION 3: THOUGHT STARTERS

College GO! Week can be as big as your imagination will allow. With planning and out-of-the-box thinking, College GO! Week can inspire all students to prepare for life after high school. It's time to get the whole school involved and pull out all the stops. Here are just a few ideas to get you thinking:

1. Use daily PA announcements to generate awareness of upcoming College GO! Week activities.

- a. Begin the week prior to College GO! Week with these sample scripts.
 - i. Seniors...it's not too late. Freshmen...it's not too early. Everyone, now's the perfect time to plan for the perfect career and the education you'll need to get it. Next week is College GO! Week, so help us on the way. Talk to your counselor or go to LearnMoreIndiana.org and get ready for a better future.
 - ii. High school jobs are great for high schoolers. They're not as great for graduates. Find out what higher education can do for you during College GO! Week, all week next week. Talk to your counselor or go to LearnMoreIndiana.org and start planning your future.
 - iii. High school jobs mean minimum wage. Your career shouldn't. Plan for a more fulfilling career during College GO! Week, taking place all next week. Talk to your counselor or go to LearnMoreIndiana.org and find out how to take your career to the maximum.
- b. During College GO! Week, use these sample scripts.
 - i. [TUESDAY] Freshmen, listen up. It's College GO! Week. All week long, you'll find help and advice for furthering your education around every corner. There are plenty of reasons to go to college, trade school, or tech school, and these days, there's no excuse not to. So talk to your counselor and visit LearnMoreIndiana.org.
 - ii. [WEDNESDAY] College GO! Week is in full swing! Sophomores are taking the PSAT today so wish them luck! Any sophomore not registered to take the PSAT should visit LearnMoreIndiana.org to find information and tools to prepare you for the SAT.
 - iii. [THURSDAY] Good morning, juniors! Did you know you can send your transcripts to any college in the nation for free? Just visit your school's Web page and click on the Indiana e-Transcript logo. It's easy, secure and free. Talk to your counselor or visit LearnMoreIndiana.org to find out more.
 - iv. [FRIDAY] Good morning, seniors!! There's no time like College GO! Week to finalize those college and trade school applications! It's already crunch time to get your college applications in, so why not go online and get the help you need today. For a link to all college admissions departments in Indiana, visit the "Seniors" page at LearnMoreIndiana.org.

2. Host a College GO! Week pep rally.

- a. Talk with your school administrators about holding a kick-off pep rally to get everyone in the college frame of mind.
- b. Ask students to wear college gear from their favorite schools.
- c. Introduce seniors who have already been accepted into a school or apprenticeship program and have them tell the student body the one thing they are most looking forward to in college or trade school; why they selected the school or program they did; etc.—any first-hand account of actions already taken.

3. Organize an all-day college/career fair.

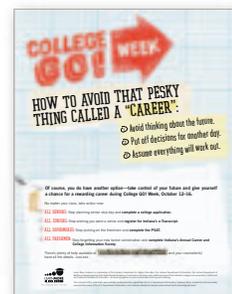
- a. Invite recent graduates from your high school now enrolled in Indiana colleges or trade schools to come back to the school to talk to students about their postsecondary experience.
- b. Ask Coalition members in your community to come in to speak to students about their career or postsecondary experiences—see the list on the enclosed Coalition roster.
- c. Allow current students to select two sessions that they would like to attend that day (e.g., IU student and IVY Tech student).

4. Inspire a class contest among the different grades to take postsecondary preparatory action during College GO! Week.

- a. Classes compete against each other to have the most students taking action.
- b. Keep a tally on school Web site or Facebook page.
- c. Students turn in surveys of actions taken to student ambassadors, teachers, or other "judge" to track.

5. Place the College GO! Week ad in your school newspaper.

You can download the ad from any of the "Leader" sections of www.learnmoreindiana.org/CollegeGoWeek.



SECTION 4: GETTING THE HELP YOU NEED

From Students:

Recruit students to be your “feet on the street” to implement College GO! Week. There are probably student leaders from each grade who would love to bring their own ideas to the table.

A few simple ways to engage students:

1. Select “student ambassadors” from each grade and educate them on the purpose of College GO! Week. Ask them to share implementation ideas, post collateral, and distribute materials.
2. Allow student ambassadors to apply their College GO! Week experience as community service hours.
3. Recruit seniors to mentor freshmen on preparing for postsecondary education. Senior mentors could meet with their assigned freshmen during College GO! Week or recruit them for the program.
4. Ask students to promote College GO! Week through their Facebook, MySpace or Twitter accounts. Suggest creating an “Event” and inviting their peers to attend.
5. Ask select students to help contact Indiana’s College Success Coalition members in your area for volunteer opportunities. A sample e-mail template and phone script are featured on the following page.
6. Recruit students to help your school win the College GO! Week contest where collaboration is key. Show off your ideas and share best practices with other high schools at www.learnmoreindiana.org/CollegeGoWeek.

From Teachers:

Teachers are your greatest allies in motivating students to pursue higher education. It’s not only their job; it’s their passion. We recommend engaging them as soon as possible to enlist their help to make your school’s College GO! Week a huge success. Share the planning calendar with them and ask for their help in brainstorming ways to make this event something the whole school embraces.

A few simple ways to engage teachers:

1. Ask them to distribute items such as locker magnets and *NEXT Indiana*.
2. Suggest that teachers use the month prior to College GO! Week to encourage their students to come up with ideas on how to get the word out to all their friends.
3. Have teachers recruit “student ambassadors” to help decorate the school, distribute College GO! Week materials and encourage their friends to take the appropriate action steps for their grade.
4. Ask them to dedicate one class during College GO! Week to have 9th and 11th grades complete the Learn More Indiana Student Survey; have 10th graders prepare for the SAT; and have seniors fill out applications for colleges or apprenticeship programs.
5. Encourage them to use the activities available in the activity book and *NEXT Indiana* magazines.

From the Community:

More than 700 volunteers throughout the state are members of Indiana’s College Success Coalition and are committed to helping students succeed in postsecondary education. College GO! Week is the perfect time to call on these volunteers to make sure your plans extend beyond the school walls. A list of local contacts is included in your kit.

A few simple ways to engage Coalition members:

1. Contact Coalition members to take an active role in College GO! Week for your school. On the next page is a sample email template. A phone script is also included if you know of other local groups who may want to help.
2. Register Coalition members and volunteers prior to September 30th to make sure they can make the most of their volunteer experience. Outline opportunities for their participation in College GO! Week, but be open to their ideas as well.
 - a. Speaking to classes
 - b. Providing job shadow opportunities
 - c. Volunteering at your school, etc.
3. Secure placement of the community posters in two high-traffic businesses.
4. Encourage them to go to www.learnmoreindiana.org/CollegeGoWeek to learn more.

EMAIL TEMPLATE

Dear [Mr./Mrs. LAST NAME],

As a College Success Coalition member, you're aware that far too few of our state's high school students are pursuing higher education. In fact, only one out of three high school students complete a college degree. With your help, we're going to change that.

We're getting in touch with you to see if you'd be interested in volunteering for College GO! Week—October 12th through the 16th—to help [SCHOOL NAME] students take action steps to pursue higher education.

There are a number of ways you can help:

- Volunteer at the school to help with College GO! Week activities.
- Let a student job shadow you to gain valuable workplace insight.
- Speak to students in a classroom setting about the importance of higher education.
- Speak to students about choosing their career or field.
- And of course, we'd love for you to hang a College GO! Week poster—that we'll supply—in your business.

So please, make the decision to help our students. Sign up as a College GO! Week volunteer by responding to this email or calling [SCHOOL PHONE #]. Thank you for your consideration.

Sincerely,

The College GO! Week Team

PHONE SCRIPT

Hello [Mr./Mrs. LAST NAME], this is [FIRST NAME] calling on behalf of [SCHOOL NAME]. We're getting in touch with you to see if you'd be interested in volunteering for College GO! Week—October 12th through the 16th—to help [SCHOOL NAME] students pursue higher education.

Here are some ways you may be able to help:

- You can volunteer at the school to help with College GO! Week activities.
- Let a student job shadow you to gain valuable workplace insight.
- Speak to students in a classroom setting about the importance of higher education OR about choosing their career or field.
- And of course, we'd love for you to hang a College GO! Week poster—that we'll supply—in your business.

[Mr./Mrs. LAST NAME], can we sign you up as a College GO! Week volunteer?

[IF YES] Great! Thank you so much for your support! Please stop by [SCHOOL NAME] before Wednesday, September 30th, to sign up and discuss ways you can get involved with College GO! Week. We look forward to working with you on this great event. Thank you for your time, [Mr./Mrs. LAST NAME].

[IF NO] Well if you change your mind, please feel free to give us a call back, because we'd be happy to have you help. Our phone number is [SCHOOL PHONE #]. In the meantime, you can visit LearnMoreIndiana.org/CollegeGOWeek to find out how you can positively influence a high school student in Indiana. Thank you for your time, [Mr./Mrs. LAST NAME].

[IF MAYBE] Well for more information, please visit LearnMoreIndiana.org/CollegeGOWeek to discover how important it is that students receive support from their community. And if you decide to contribute your time to this great cause, please give us a call back at [SCHOOL PHONE #] and we'd be happy to sign you up. Thank you for your time, [Mr./Mrs. LAST NAME].

SECTION 5: WE WANT TO HEAR FROM YOU

Your College GO! Week feedback is critical to the continued success of this program. Please take a few minutes to visit www.learnmoreindiana.org/CollegeGoWeek to tell us what you liked and didn't like about the program and the materials you have received and how we can make it better next year. You will find a short survey online and we also welcome any and all feedback throughout the year.

Please do not hesitate to contact the Learn More Indiana Helpline if you need any assistance for College GO! Week or the student surveys. Call 1 (800) 992-2076.

OCTOBER - COLLEGE GO! WEEK HIGHLIGHTS

9 **FRIDAY BEFORE COLLEGE GO! WEEK**

Take College GO! Week banner to tonight's sporting events. Make announcements during sporting events that College GO! Week is coming up!

10/11

12 **MONDAY**

(Columbus Day – No School)

Check with the school administration to see if you can come in for a few hours in the afternoon to decorate for College GO! Week.

13 **TUESDAY**

Kick-off events: Pep rally, musical acts at lunch, etc.

Spotlight on Freshmen! Encourage 9th graders to explore career options and complete *Indiana's Annual Career and College Information Survey*.

14 **WEDNESDAY**

Spotlight on Sophomores!

Sophomores should be taking the PSAT today. Any sophomore not registered should visit LearnMoreIndiana.org/CollegeGOWeek to find information and tools to prepare you for the SAT. Also, consider taking the PSAT your junior year.

15 **THURSDAY**

Spotlight on Juniors!

Let juniors know how to register for Indiana's e-Transcript. Also remind them to take *Indiana's Annual Career and College Information Survey*.

16 **FRIDAY**

Spotlight on Seniors!

Encourage seniors to complete college and apprenticeship applications this week. Provide time to allow seniors to get together to complete applications with teacher and counselor assistance.

Be sure to take pictures and capture video footage all week. Visit www.learnmoreindiana.org/CollegeGOWeek to compete in the College GO! Week contest and earn bragging rights for your high school.

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

*Get the word out that all sophomores must sign up by September 23 to take the free PSAT on October 14.

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
	4	5	6	7	8	9
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31