

LEARN MORE INDIANA'S



COLLEGE  
GO!



**CAMPAIGN**

# Mission & Vision



## MISSION

**In print, in person, online and on the phone,**  
Learn More Indiana helps students and families  
**plan, prepare and pay for college completion and**  
**career success.**

## VISION

All Hoosiers will **succeed in school, complete college**  
and **connect to careers.**

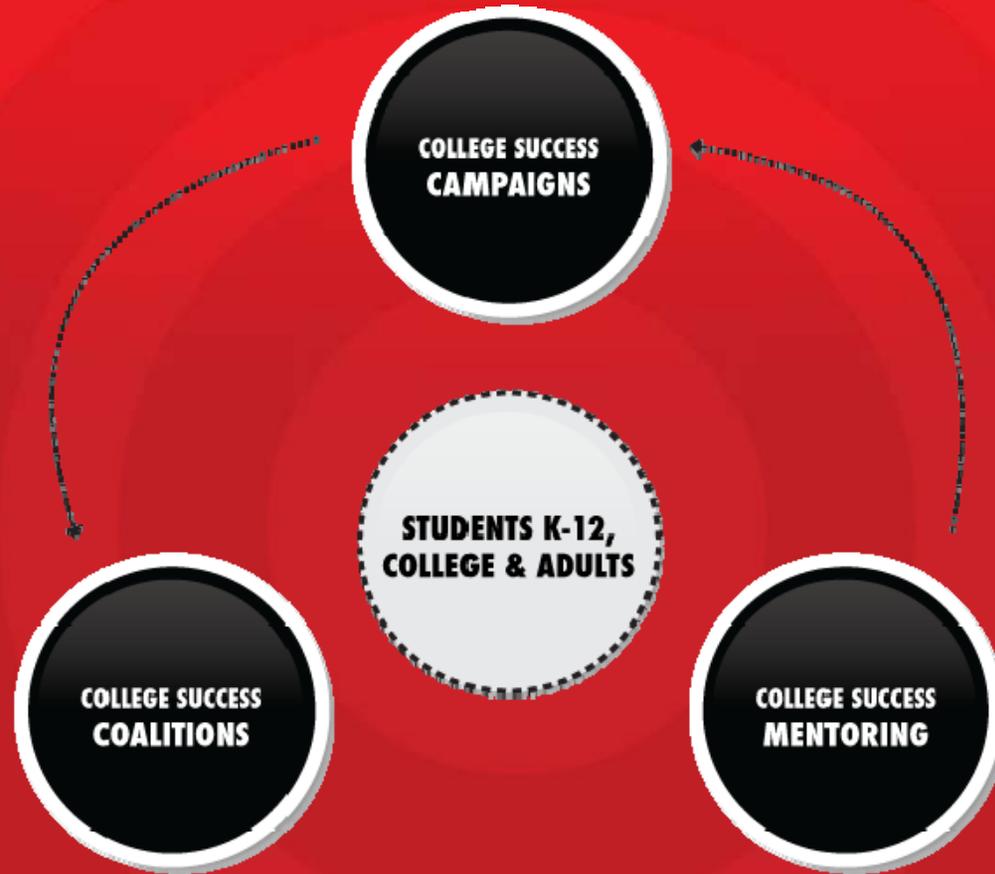
Plan for your future now.



[CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org)



# College Success Services



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# College Success Campaigns

## Three annual statewide campaigns:

- 1) College GO! Week (**Plan**) — *Fall*
- 2) Cash for College (**Pay**) — *Winter/Spring*
- 3) KnowHow2Go (**Prepare**) — *Spring/Summer*

## Guiding principles:

- Clear college success focus for each campaign
- Specific, practical steps for students at each level  
*(K-12, college and adults)*
- State driven, locally led

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# Clarity and Consistency



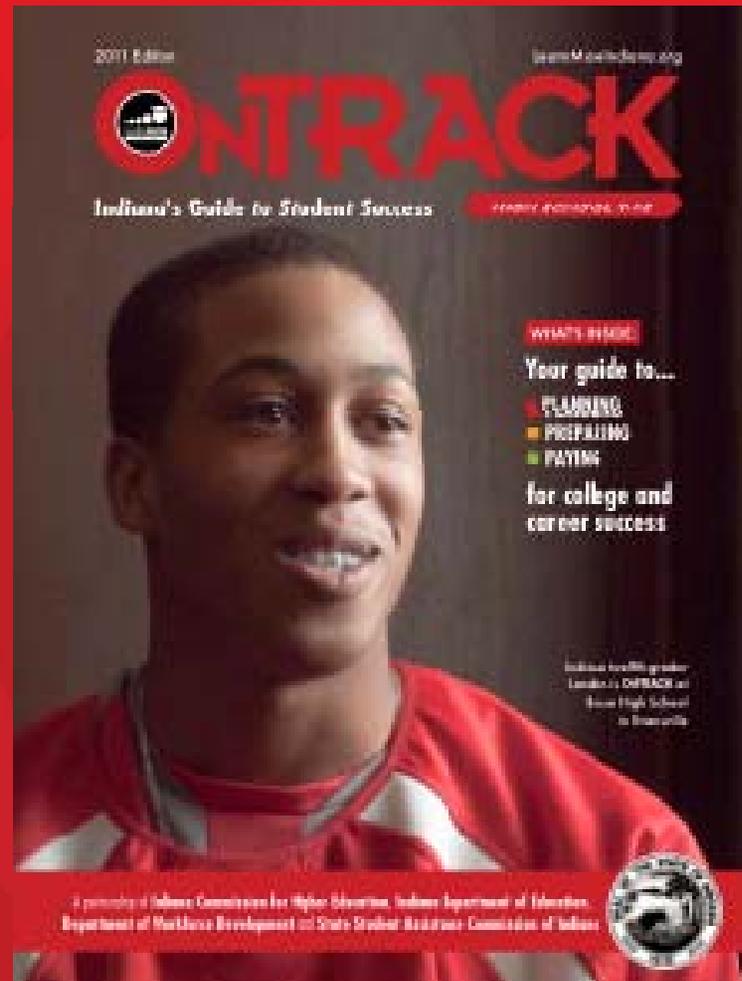
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# Student Success Guides



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# Planning for college: Aspirations vs. Reality

- Nearly **100%** of Indiana students say they're going to college, but...
- Only **40%** have created a **graduation plan**
- Only **41%** have visited a **college campus**

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# Creative



*Mmm...mmm...good!*

College. It nearly doubles your earnings and opens a world of opportunity. Now that's good.



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*Pop quiz:*

College graduates earn about \$1 million more over a lifetime than workers with just a high school diploma.

True  False



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*On target?*

Do you have a college plan in sight? Nearly two-thirds of all new jobs require education beyond high school.



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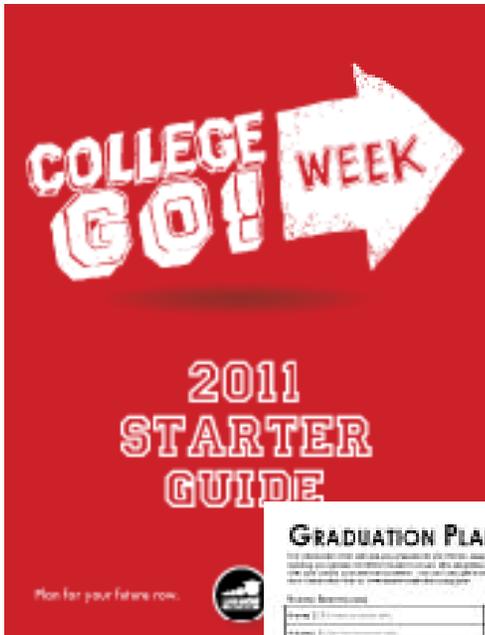


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# Creative



**GRADUATION PLAN** Grades 8 to 12

Students are required to complete this plan by the end of their high school senior year. This plan is a guide to help you plan your future and to help you understand the requirements for graduation.

Student Information	Parent Information
Name: _____	Name: _____
Address: _____	Address: _____
City: _____	City: _____
State: _____	State: _____
Zip: _____	Zip: _____

**Graduation Plan**

**Requirements:**

Students must complete the following requirements to graduate:

- Complete 4 years of English
- Complete 4 years of Math
- Complete 3 years of Science
- Complete 3 years of Social Studies
- Complete 2 years of Foreign Language
- Complete 2 years of Art
- Complete 2 years of Music
- Complete 2 years of Physical Education
- Complete 2 years of Health
- Complete 2 years of Career/Technical Education
- Complete 2 years of Community Service

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Parent Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Teacher Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Parent Consent:**

I have read this plan and agree to the requirements listed above.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Teacher Consent:**

I have read this plan and agree to the requirements listed above.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Parent Consent:**

I have read this plan and agree to the requirements listed above.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Teacher Consent:**

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CollegeGoW

COLLEGE GO! WEEK

**CONTESTS**

**Elementary & Middle School Students (K-8):**

- \$529** - Grades K-5: Why are you going to college?
- \$529** - Grades 6-8: What are you doing to get ready for college?

**High School Students (9-12):**

- \$1,529** - How can you help others plan for college success?

**K-12 Schools:**

- \$2,500** - What does College Go! Week look like at your school?

**STUDENT CONTEST RULES**

Find Us: Facebook, Twitter, LinkedIn, YouTube, MySpace, etc.

Follow Us: Facebook, Twitter, LinkedIn, YouTube, MySpace, etc.

CollegeGoWeekIndiana.org



# Student Goals

- **Elementary School Students**: Set your sights on college
- **Middle School Students**: Connect your college & career interests
- **High School Students**: Put your graduation plan in action
- **College Students**: Commit to college completion
- **Adult Students**: Map out your career success plan



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# College Success Contests

## Elementary & Middle School Students

**\$529**

### Essay/Poster Contests

Why are you going to college? And, what are you doing to get ready to succeed in college?

## High School & College Students

**\$1,529**

### College Success Survival Guides

How can you help others plan for college success?

## K-12 Schools

**\$2,500**

### College Success Grants

What are you doing to promote college and career success at your school?

for your future now.



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Home Goals Ideas Resources Contests About



*Mmm...mmm...good!*

College. It nearly doubles your earnings and opens a world of opportunity. Now that's good.



Like 222

Search



18 3 50 35  
Days Hours Minutes Seconds

College GO! Week Indiana Kick-Off Timer..

## Welcome to College GO! Week Indiana!

Kicking off statewide September 26-30, 2011, Indiana's College GO! Week campaign features practical tips and resources to help Hoosier students of all ages plan for college and career success. Learn More Indiana facilitates the campaign for elementary, middle and high school students and college students.





# Plan for College

- **Student goals**
- **Graduation plans**
- **College savings plans**

Plan for your future now.



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# Explore Colleges

- College search
- Campus visits and open houses
- Questions to ask

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# Apply to Colleges

- **College admissions requirements**
- **College application fees and deadlines**
- **Direct links to online applications**

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# Complete College

- **Insider tips to college success**
- **Resources to help you succeed**
- **Graduate on time: “15 to finish”**

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# Early Reviews

at [collegegoweekindiana.org](http://collegegoweekindiana.org)

Pageviews for all visitors

Aug 16, 2011 - Sep 7, 2011

(Comparing to: Site)



19,334 Pageviews

**“The College Go Week website is AWESOME....  
I just sent an email to our entire staff to encourage  
students, parents, and teachers to visit the  
site....Great job!!!”**

- Batesville High School Counselor

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# Statewide Kick-Off Events



- East Chicago
- Evansville
- Indianapolis
- Marion
- Terre Haute



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# Student Ambassadors

- Led by core group of student body presidents from public and private colleges
- One representative per Indiana college
- Coordinates and supports campus outreach to current college students



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# Mark Your Calendars!

College GO! Week  
Starts...



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[www.CollegeGoWeekIndiana.org](http://www.CollegeGoWeekIndiana.org)

