

# COMMISSION FOR HIGHER EDUCATION

Friday, September 10, 2010

## DISCUSSION ITEM A: College GO! Week 2010 (September 20-24)

### Staff Recommendation

For discussion only.

### Background

College GO! Week 2010 is the second year of an annual statewide campaign designed to help more Hoosier students get to and through college. Led by the state's Learn More Indiana initiative, College GO! Week will engage local partners across the state in motivating students to take specific, practical steps to plan and prepare for college success.

Grade-specific goals for students this fall include:

- Every **senior** will complete a **college application** (using Indiana's e-Transcript).
- Every **junior** will commit to a **college visit**.
- Every **sophomore** will sign up for the **PSAT**.
- Every **freshman** will complete Indiana's **college and career survey**.
- Every **eighth grader** will complete a **Graduation Plan**.
- Every **seventh grader** will **connect education to careers**.
- Every **sixth grader** will **explore careers**.

College GO! Week 2010 aims to build upon the success of the inaugural 2009 campaign, which included: record numbers of students applying to Indiana colleges; record numbers of students taking the PSAT; significant increases in student use of Indiana's e-Transcript service; and sustained strong student participation in Indiana's annual college and career survey.

Funded by a federal College Access Challenge Grant, College GO! Week is part of Learn More Indiana's ongoing efforts 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.

### Supporting Documents

College GO! Week 2010 Implementation Guide

# HOW TO PLAY COLLEGE GO! WEEK

An Implementation Guide



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

September 20-24, 2010

BROUGHT TO YOU BY:



# CONTENTS

Introduction **3**

Materials **3-6**

High Schools (Grades 9-12) **7-8**

Middle Schools (Grades 6-8) **9**

Game Changers (ideas for College GO! Week) **10-11**

Game Helpers (getting help for College GO! Week) **12**

College GO! Week E-Mail Template **13**

College GO! Week Phone Script **14**

Request for Feedback **15**

## THE OBJECT OF COLLEGE GO! WEEK

To help each grade level take practical steps to prepare for and to pursue education beyond high school. Led by the state's Learn More Indiana communication and community outreach partnership, College GO! Week is made possible by a College Access Challenge Grant from the U.S. Department of Education.

### WHO CAN PLAY

Beginning as early as sixth grade, College GO! Week is designed to help Hoosiers complete education beyond high school. Included later in this guide are the activities we hope to inspire Indiana students and adults to pursue.

Let's get started!

First off, we need to make sure the right person is in charge. You've probably been given this kit because you're the school counselor, but really, anyone can run the event at your school, including the students. No matter who's in charge of College GO! Week at your school, be sure to include students in planning and carrying out the activities. Look for students who already show leadership skills through clubs and organizations such as the student council, the student newspaper, the yearbook staff, athletic teams, National Honor Society, art clubs, performing arts groups and programs like Association of Marketing Students, Business Professionals of America, FFA, Health Occupations Students of America, Family, Career and Community Leaders of America, Skills USA, etc. Get ideas from as many people as you think will help make the program a success.

## MATERIALS

Every middle school and high school will receive a College GO! Week shipment. Use the items in this kit to help promote College GO! Week both in your school and community.

### COLLEGE GO! WEEK SHIPMENT

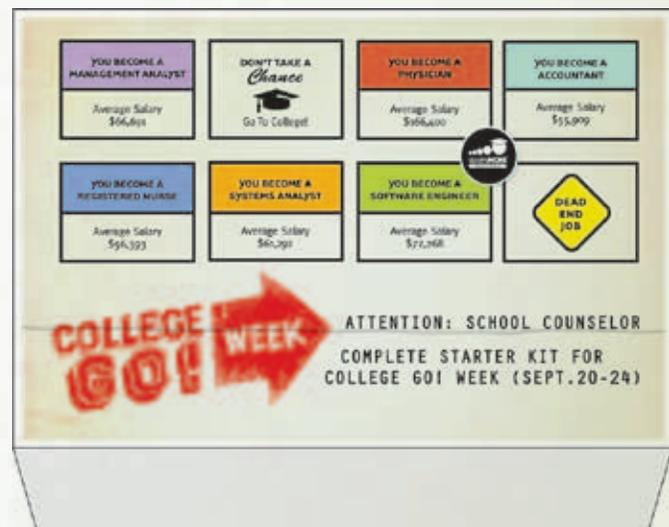
- Starter Kit (includes all schools)
- Learn More Indiana Student Survey (for schools serving grades 9 & 11)
- NEXT Indiana magazine (for schools serving grades 11 & 12)
- Graduation Plan (for schools serving grades 8 & 9)

### COLLEGEGOWEEKINDIANA.ORG

- Interactive Activities
- Instructional Videos
- Online Learn More Indiana Student Survey
- Online Graduation Plan
- And more

### Starter Kit Contents

- 10 copies of the student poster
- 20 tear-off pads (for student poster)
- 500 direct mail pieces for parents
- 10 mirror clings
- 8 surface clings



Starter Kit

## STUDENT POSTERS

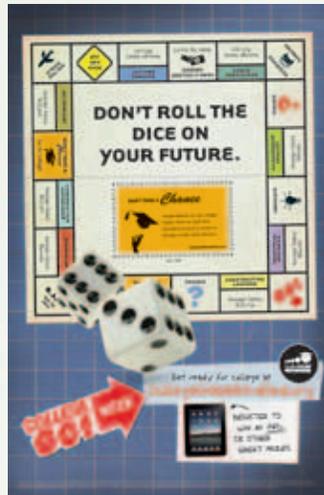
As you can see, the theme for this year's College GO! Week campaign is game-related. Everybody likes to play games, and who doesn't like to win? The theme is continued online by enticing students into completing certain tasks through a game-like format, and providing several different levels of prizes. Place these student posters in high-profile locations throughout your school.

### TEAR-OFF PADS (FOR STUDENT POSTERS)

We've included tear-off pads for the College GO! Week posters to replicate the way "Chance Cards" sit on the surface of a board game. These tear-off pads give students the information they need about where to go on the Web to get a chance to win valuable prizes and learn more about how to move forward with their post high school education plans.



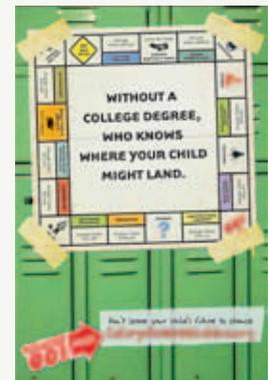
Tear-Off Pad  
(for posters)



Poster



Mirror Cling



Direct Mail To Parents

## DIRECT MAIL TO PARENTS

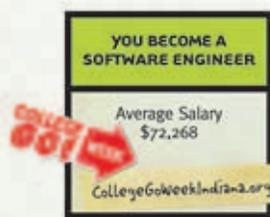
Parental involvement is key to getting students interested, and excited, about going to college. With this piece, you can either mail it out to the parents (space has been set aside for an address label) or the piece can be used as a handout at events such as musical presentations or school sporting events.

## MIRROR CLINGS

Since bathrooms aren't traditionally filled with messages, they're a great, non-cluttered place to make contact. Simply peel off the backing, rub against the mirror and when College GO! Week is concluded, it peels off as easy as it went on.



Surface Cling 1



Surface Cling 2



Surface Cling 3



Surface Clng 4

## SURFACE CLINGS

These four clings are meant to go together, like they are four squares from a board game that you could land on. You can either use them on the floor and put them one after another, or you could spread them throughout four main parts of the school. Another option would be to put them on the tops of the tables in the cafeteria. Simply clean the surface where you wish to place them, peel off the backing and rub them down. After College Go! Week is concluded they can easily be peeled up off the floor.

## **LEARN MORE INDIANA STUDENT SURVEY (PAPER AND ONLINE FORMATS)**

If your school serves ninth and 11th-grade students you should have received enough material to administer this survey to every freshman and junior. The survey also gives students the opportunity to connect directly to Indiana's colleges and universities and to learn more about career interests.

**Schools should administer and return the completed surveys using the FedEx materials provided by NO LATER THAN OCTOBER 25, 2010. All instructions and shipping materials will accompany the surveys.**

### **Learn More Indiana Student Survey – NEW ONLINE ADMINISTRATION OPTION!**

Learn More Indiana has joined forces with the American Student Achievement Institute to create a new student survey that will help schools determine the degree to which students make choices that support academic achievement, college access and college completion.

**NEW!** The results of the survey will be disaggregated by various student groups, making it possible for schools and communities to design guidance activities that support the academic and career guidance needs of all students.

**NEW!** Ninth grade survey results will be disaggregated by the middle schools that students attended in eighth grade. Middle school counselors will be able to view survey data for their "graduates" and make adjustments to their school counseling program to better meet students' needs.

**NEW!** Results for the paper survey and the online survey will be auto-populated into each Indiana school's Redesigning School Counseling Online System. This saves considerable time for school counselors who use the RSC system to design their school counseling program or create a School Counseling Portfolio for the Indiana Gold Star School Counseling award.

**NEW!** Counselors will be able to obtain individual student responses and generate lists of students who have answered one question or a combination of questions selected by the counselor in a specific way.

### **BENEFITS OF SURVEYING ONLINE:**

**Immediate Results:** Schools surveying online will be able to obtain their survey results immediately following administration.

**More Student Needs Questions:** Schools surveying online will be able to include additional optional sets of questions in their student surveys that are based on the Indiana Student Standards for Guidance. These questions will help schools and communities determine their local student needs for academic, career and citizenship guidance.

**Survey Logistics:** The online survey will be available from **August 25 to October 25, 2010**. Counselors who plan to survey online should make arrangements to 1) survey students during a class where computers with Internet access are present or 2) bring groups of students to a computer lab with Internet access. The online survey takes approximately 30 minutes to complete. To set up the survey, counselors should visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org).

## NEXT INDIANA: A GUIDE TO LIFE AFTER HIGH SCHOOL

If your school serves 11th to 12th grade, you should have received enough copies of this magazine to distribute to every junior and senior. The articles are very useful for seniors when it comes to submitting their college applications, and help juniors explore their options for life after high school. There's also a postcard within the magazine students can use to enter a drawing for a college scholarship from USA Funds.

## GRADUATION PLAN (ALSO AVAILABLE ONLINE AT COLLEGEWEEKINDIANA.ORG)

If your school serves eighth grade, you should have received a shipment of Graduations Plans to coincide with their grade-specific goal. The Graduation Plan is a career and course planning tool that provides space to record information: a high school course plan, career interests and how to explore them, and ideas for postsecondary education. It also includes grade-specific checklists of what students need to accomplish each year to stay on track toward high school graduation and college success.

## COLLEGEWEEKINDIANA.ORG

Every grade-specific activity referenced in this implementation guide can be found on this website along with additional supporting information and online resources. Bookmark CollegeGoWeekIndiana.org on your school computers and encourage students to check it out.

## COLLEGE GO! WEEK INSTRUCTIONAL VIDEOS

Made for every grade level (6-12), these videos walk students through the activities they need to accomplish during this week. School counselors and teachers are encouraged to play them to the class minutes prior to accomplishing the activities. The videos may be played and/or downloaded from CollegeGoWeekIndiana.org.

## COLLEGE GO! WEEK BANNER

Last year, large plastic banners were mailed to high schools as part of the 2009 College GO! Week Starter Kit. If you still have this banner, we suggest you employ it to bring additional interest to the program. Hang it over a main entrance, busy hallway or entrance to the gym or cafeteria.



Instructional Videos



NEXT Magazine



NEXT Postcard  
(chance to win a free college scholarship)



Banner



Student Information	
Name	Year of Graduation
Address	Phone
City, State, Zip	Parent/Guardian
Email	

**Graduation Plan**

**Student**

- 1. List the courses you are taking in your senior year of high school. List all of the courses listed in your graduation plan.
- 2. List any optional courses you are taking.
- 3. List any other courses you are taking.
- 4. List any other courses you are taking.
- 5. List any other courses you are taking.
- 6. List any other courses you are taking.
- 7. List any other courses you are taking.
- 8. List any other courses you are taking.
- 9. List any other courses you are taking.

**Parent/Teacher**

Check the graduation plan to make sure it is correct and signed by you and the high school.

**Main Science Diploma Plan**

My diploma goal	<input type="checkbox"/> CORE40	<input type="checkbox"/> CORE40	<input type="checkbox"/> CORE40	<input type="checkbox"/> CORE40
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Graduation Plan

# HIGH SCHOOLS (GRADES 9-12)

## EVERY SENIOR WILL COMPLETE A COLLEGE APPLICATION

### STUDENTS

- • Use free, online tools such as College Navigator to help find the right fit.
- • Register for Indiana's e-Transcript and use when applying to a college or university.  Make sure your ACT and SAT test scores are getting to the colleges of your choice.
- • Read NEXT Indiana: A Guide to Life After High School for tips on the best college fit and applying.
- • Apply for the best fit colleges online during this week.

### SCHOOL FACULTY OVER GRADE 12:

- Invite college admissions reps to have a booth for on-site admissions.
- Find common college essay questions to give as an in-class assignment.
- Play a "what's wrong with this essay" game.

## EVERY JUNIOR WILL COMMIT TO A COLLEGE VISIT

### STUDENTS

- • Find out when college open houses are and register your campus visit online to receive free college gear.
- • Explore online, virtual college tours.
- • Create a college visits folder to track your questions and answers. Download a list of questions to ask.
- Read NEXT Indiana: A Guide to Life After High School for tips on how to make the most of a campus visit.
- • Explore Learn More Indiana's online college profiles.

### SCHOOL FACULTY OVER GRADE 11:

- Theme classrooms with Indiana colleges and universities gear.
- • Use the College Board's AP potential tool to find students that should be in AP courses but aren't. Encourage them to register for AP classes next year.
- Assign Indiana colleges to student groups as a research project. Hold presentations at the end of the week.
- Invite Indiana college students and alumni to make presentations about their college experience.

## EVERY SOPHOMORE WILL SIGN UP FOR THE PSAT

### STUDENTS

- Talk to your guidance counselor and make sure you're signed up to take the PSAT in October.
- • Take online PSAT practice tests for an idea of what to expect on test day.
- To prepare for the ACT, sign up for the PLAN if available at your school.
- Explore AP/dual credit courses by talking to a school counselor or asking students currently taking those classes.

### SCHOOL FACULTY OVER GRADE 10:

- Make sure your school has ordered enough PSAT testing material for every sophomore to take the PSAT. The last day to increase the amount of materials ordered is **September 22**.
- • Familiarize your school staff with AP potential and prepare to follow up with 10th graders in the spring.
- Invite 11th and 12th grade students currently taking AP/dual credit courses to speak to 10th graders on the value.

## EVERY FRESHMAN WILL COMPLETE THE LEARN MORE INDIANA STUDENT SURVEY

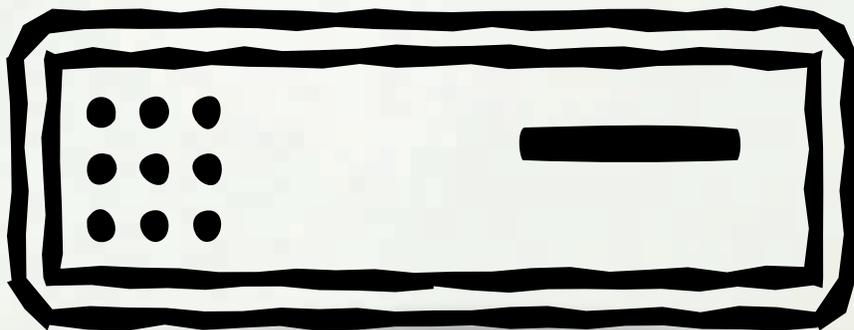
### STUDENTS

- • Participate in the student survey and find out what you need to help you better prepare for college.
- • Compare your responses with the responses from your sophomore class (freshmen last year).
- • Complete Learn More Indiana's Magic 8 Ball activity to get a better idea of where you are heading.
- • Get involved: Fill out and review the worksheet provided by your school.

### SCHOOL FACULTY OVER GRADE 9:

- • Administer Learn More Indiana's Student Survey. If you give the paper forms, plan to send back ASAP using the provided postage.
- • After administering the survey, read the responses of last year's class and have class conversations.
- • Fill out the Get Involved template, print and distribute for an in-class activity.
- Invite students from sports, arts, clubs, volunteer groups, etc. to speak about getting involved.

CollegeGoWeekIndiana.org



➤ Go to [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) to complete this college activity.

## MIDDLE SCHOOLS (GRADES 6-8)

### EVERY EIGHTH GRADER WILL COMPLETE THEIR GRADUATION PLAN

#### STUDENTS

- • Understand the various high school diplomas and track the needed courses on your Graduation Plan.
- Get to know your new high school: browse their website, plan to attend upcoming events, make a visit.

#### SCHOOL FACULTY OVER GRADE 8:

- Talk to someone at the local high school and coordinate efforts: class trip, high school student presentations, etc.
- Decorate classrooms in the local high school's colors, mascot, etc. Teach students the high school chant/song.

### EVERY SEVENTH GRADER WILL CONNECT EDUCATION TO CAREERS

#### STUDENTS

- • Take a learning styles assessment to help push yourself to do better in school.
- Maximize your school courses now in order to get ahead. Plan to take Algebra One in eighth grade.
- • Picture your future. Take the Ready for the Real World Quiz to see what it would cost to live the life you want.

#### SCHOOL FACULTY OVER GRADE 7:

- Spotlight a new career each day and highlight its education requirements.
- Spend class time explaining Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors.
- • Take students to the computer lab for completion of Ready for the Real World Quiz and a learning styles assessment.

### EVERY SIXTH GRADER WILL EXPLORE CAREERS

#### STUDENTS

- Find a few adult workers and interview them on their careers.
- • Participate in the "Career Parties" game. Ask your teacher/counselor to lead the activity.
- • Use free, online resources such as Drive of Your Life and CareerClickers to connect to careers.
- • Complete the Graduation Plan Promise found in the OnTrack magazine and set goals to reach careers.

#### SCHOOL FACULTY OVER GRADE 6:

- Bring in various career professionals to talk about current and upcoming jobs.
- • Print and hand out career interview worksheets. Give as a take home assignment.
- • Spend class time talking about careers and play "Career Parties" with the students.
- • Spend class time in computer labs to have students participate in Drive of Your Life and CareerClickers.

**Indiana's Twenty-First Century Scholarship Program:** Indiana started this program to ensure that every student can afford a college education. Income-eligible sixth, seventh and eighth graders who enroll in the program, and fulfill a pledge of good citizenship, are guaranteed the cost of four years of college tuition at any participating public college or university in Indiana. College GO! Week is a great time to reach out to eligible families and encourage them to take advantage of this great deal.

## GAME CHANGERS FOR HIGH SCHOOLS AND MIDDLE SCHOOLS

While the provided pieces mimic a board game-like look, that doesn't mean you can't use your imagination to expand beyond that look when you bring College GO! Week to life in your school. Let your imagination run wild. 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 started.

### 1: USE PA ANNOUNCEMENTS TO GENERATE AWARENESS OF COLLEGE GO! WEEK ACTIVITIES.

#### Sample scripts for the week before:

"Don't let the roll of the dice determine where you land in life. Now's the time to take charge and make your own plans come true. Next week is College GO! Week. Make an appointment to talk to your counselor, or go to [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org)."

"The game of life requires more than just dumb luck to succeed. Have a plan for what you're going to do after high school. College GO! Week is next week and it's your perfect opportunity to be more than just a pawn."

#### Sample scripts that can be used during College GO! Week:

### HIGH SCHOOLS

#### Monday

Hey everyone, it's College GO! Week, so get in the game and make sure to complete your grade-level goals this week. Each task is designed to help you get one step closer on the path to college success. Check out [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) to learn more and earn the chance to win a free iPad and Indiana college gear while you're at it. Don't leave your future to chance. Visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) today.

#### Tuesday

Hey seniors, it's College GO! Week, so get in the game and get your college applications submitted online this week using Indiana's free e-Transcript service. Check out [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) for admissions criteria at Indiana's colleges and universities and earn the chance to win an iPad and other free college gear while you're at it. Don't leave your future to chance. Visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) today.

#### Wednesday

Listen up juniors, it's College GO! Week, so get in the game and make sure to plan your college open house visits. Register your visit online at [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) and earn a chance to win a free iPad AND other prizes from Indiana's very own colleges and universities. Don't leave your future to chance. Visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) today.

#### Thursday

Attention sophomores, it's College GO! Week, a time when you should make sure you're scheduled to take the PSAT next month. Check out [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) to learn more and register to win a free iPad and Indiana college gear while you're there. Don't leave your future to chance. Visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) today.

#### Friday

Calling all freshmen, it's College GO! Week. Have you taken Learn More Indiana's Student Survey yet? It's your chance to get connected to Indiana's colleges and universities and to make sure you're on track for success after high school. And, be sure to visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) and earn the chance to win an iPad and free college gear while you're at it. Don't leave your future to chance. Visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) today.

## MIDDLE SCHOOLS

### Monday

Hey everyone, it's College GO! Week, so get in the game and make sure to complete your grade-level goals this week. Each task is designed to help you get one step closer on the path to college success. Check out [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) to learn more and earn the chance to win a free iPad and Indiana college gear while you're at it. Don't leave your future to chance. Visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) today.

### Tuesday

Hey eighth graders, it's College GO! Week and that means you need to complete your High School Graduation Plan. Your grad plan puts you on track to earn a college degree and make a million dollars more than someone with just a high school diploma during your career. Check out [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) to learn more and earn the chance to win a free iPad and Indiana college gear while you're at it. Don't leave your future to chance. Visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) today.

### Wednesday

It's College GO! Week and today we need seventh graders to listen up. Have you ever wondered what you need to do in order to land that job of your dreams? Well, this week it's all about connecting those careers to your education. Check out [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) to learn more about the steps you need to take and earn the chance to win a free iPad and Indiana college gear while you're at it. Don't leave your future to chance. Visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) today.

### Thursday

Alright sixth graders, it's College GO! Week, and that means you need to start thinking about and exploring your career interests. What do you want to be when you grow up? This is an important question that will help guide your education decisions down the road. So, visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) this week to get a better idea on what careers interest you. While you're there, register to win a free iPad and Indiana college gear! Don't leave your future to chance. Visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) today.

### Friday

Calling all freshmen, it's College GO! Week. Have you taken Learn More Indiana's Student Survey yet? It's your chance to get connected to Indiana's colleges and universities and to make sure you're on track for success after high school. And, be sure to visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) and earn the chance to win an iPad and free college gear while you're at it. Don't leave your future to chance. Visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) today.

## 2: HOST A COLLEGE GO! WEEK PEP RALLY.

Why not turn the gym into a giant game board and play your very own version of a College GO! Week game? Use students for game pieces and let teachers roll the dice. Make up your very own "Don't-Take-a-Chance" Cards. Have the kids wear their very favorite college outfits. Ask students to talk about the college(s) they like and why.

## 3. ORGANIZE A COLLEGE AND CAREER FAIR.

Invite recent high school graduates who are now in college or enrolled in a trade school to talk to students about their impressions of life after college. Ask members of your community to speak to the students also about their postsecondary experiences. Find graduates from specific colleges and ask them if they'd like to represent those colleges at the fair. They can talk about dorms, cool places to study, popular hang outs and perhaps even things to avoid. You can also invite parents of students to talk about their careers. Or, have area professionals come in to discuss what they studied and what they were interested in as a child that led them to their current position.

## 4. INSPIRE A CLASS CONTEST.

See which grade can come up with the best original game that promotes actions to take while preparing for a postsecondary education.

## 5. USE THE COLLEGE GO! WEEK AD.

Place the College GO! Week ad in the student newspaper or local paper. You can download the ad from a link on the administration section on the [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) website.

## GAME HELPERS

### GETTING HELP 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:**

- Select “student ambassadors” from each grade and educate them on the purpose of College GO! Week. Ask them to share implementation ideas, display promotional items and distribute materials.
- Allow student ambassadors to apply their College GO! Week experiences as community service hours.
- Recruit older students to speak about preparing for postsecondary education during College GO! Week. They could even recruit younger students for the program.
- Ask students to promote College GO! Week through their Facebook or Twitter accounts.
- Suggest creating an event and inviting their peers to attend.
- Ask select students to contact community members for volunteer opportunities. A sample e-mail template and phone script are featured on pages 13 and 14 of this guide.
- Show off your ideas and share best practices with other high schools at [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org).

### GETTING HELP FROM THE COMMUNITY

College GO! Week is the perfect time to call on community volunteers to make sure your plans extend beyond the school walls.

#### **A few simple ways to engage community members:**

- Contact volunteers to take an active role in College GO! Week for your school. On the next page is a sample e-mail template. A phone script is also included if you know of other local groups who may want to help.
- Register community members and volunteers with your school. Make sure they can make the most of their experience. Outline opportunities for their participation in College GO! Week, but be open to their ideas as well.
- Ask them to speak to classes.
- Suggest they provide job shadow opportunities.
- Invite them to volunteer at your school.
- Encourage them to go to [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) to learn more.

## E-MAIL TEMPLATE

Dear [Mr./Mrs. LAST NAME],

Too few of our state's high school students pursue and complete 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 — September 20–24 — 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 — which 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 e-mail or calling [SCHOOL PHONE].

More information about the program can be found at [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org).

Thank you for your consideration.

Sincerely,

[SCHOOL NAME]

## 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 — September 20th through the 24th — to help [SCHOOL NAME] students pursue higher education.

There's lots of ways you could help. From volunteering for activities here at the school or to just hanging posters 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, August 18th, 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. In the meantime, you can check out [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) for more information. 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 your help. Our phone number is [SCHOOL PHONE #]. In the meantime, you can visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) 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 [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) 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'll be happy to sign you up. Thank you for your time, [Mr./Mrs. LAST NAME].

## WE WANT TO HEAR FROM YOU

Your College GO! Week feedback is critical to the continued success of this campaign. Please take a few minutes to visit [CollegeGoWeekIndiana.org](http://CollegeGoWeekIndiana.org) to tell us what you liked and didn't like about College GO! Week 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.



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



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.