

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