

COMMISSION FOR HIGHER EDUCATION

Thursday, September 12, 2013

BUSINESS ITEM A-1:

Learn More Indiana's College GO! Week Campaign

Staff Recommendation

For discussion only.

Background

Learn More Indiana's 2013 College GO! Week campaign kicks off statewide during the last full week in September (Sept. 23-27, 2013) with activities and special events continuing throughout the fall semester.

From exploring career options and navigating the college admission process to staying on track to complete college, *College GO! Week* is designed to turn Hoosiers' higher education aspirations into action with practical advice and helpful resources for K-12 students, current college students and returning adult students.

With support from the Indianapolis Colts and the Lumina Foundation for Education, College GO! Week promises to be even bigger and better this year. Students who take the "College Completion Challenge" can enter to win \$529 in a college savings plan and special prizes from the Indianapolis Colts. Schools can earn a \$1,000 College Success Grant or a visit from a Colts player for engaging their students in meaningful college readiness and success activities. Learn more at CollegeGoWeekIndiana.org.

College GO! Week is one of three annual campaigns sponsored 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 that help students plan, prepare and pay for college success.

Led by the Indiana Commission for Higher Education, Learn More Indiana is partnership of state and local organizations working to help Hoosiers of all ages succeed in school, complete college and connect to careers. Learn more at LearnMoreIndiana.org.

Supporting Documents

College GO! Week 2013: Starter Guide

Contests & Fun Ideas

INSIDE

GET IN THE GAME



2013 COLLEGE GO! WEEK STARTER GUIDE

Plan for your future now.



CollegeGoWeekIndiana.org

College GO! Week Indiana

THE GAME PLAN

1. Show your team spirit.

Decorate with the two-sided posters included in your College GO! Week shipment. Check out our CollegeGoWeekIndiana.org website for printer-friendly college pennants, too.

2. Make the (college) call.

Use the promo card included in your shipment to let students know it's College GO! Week. You can find parent handouts, sample morning announcements and more at CollegeGoWeekIndiana.org.

3. Learn the rules of the game.

Your shipment includes a **LEARN MORE** or **NEXT** magazine for every student, full of college and career planning advice. K-5 schools also receive Educator Guides with lesson plans. See the back page for even more related resources!

4. Score extra points.

Make College GO! Week bigger and better with student contests and \$1,000 grants for schools and after-school programs (due Oct. 25). See our website for details.

Plan for your future now.



CollegeGoWeekIndiana.org



College GO! Week 2013

ELEMENTARY SCHOOL IDEAS

Kick off College GO! Week at your elementary school with these fun ideas:

GAME PLAN: Tackle college in the classroom.

- Coach your students to college-readiness by incorporating **college-focused lessons and activities** into your regular teaching plans.
- The **LEARN MORE Educator Guide** included in your school's College GO! Week shipment (also available online at LearnMoreIndiana.org/Print) contains three lesson plans and nine grade-appropriate student worksheets, ready for game time!
- Use the College GO! Week **student contest activities** as part of classroom lessons. See CollegeGoWeekIndiana.org for contest details. Entries are due October 25, 2013.

TOUCHDOWN TIME: Cheer for college in your school.

- Decorate your school with **college pennants** (available at CollegeGoWeekIndiana.org) and encourage teachers, students and staff to wear college gear.
- Ask local college students and staff to visit your school and talk with your students. Be sure to ask them what students need to know before they enter high school to be on track for college.
- Make a slide show presentation with photos of Indiana college campuses. Most colleges have photos available online.

WINNING PLAY: Match college with careers.

- Have a college gear dress-up day, followed by a career dress-up day.
- Play college- and career- matching trivia games. Where did your principal and teachers go to college? What about the President, a famous athlete or the CEO of a popular company? What were their college majors?
- Check out the online career exploration resources, including the **Hoosier Hot 50 Jobs** and the **Indiana Career Explorer** at LearnMoreIndiana.org/Careers.

WIN \$1,000
for your school
Visit
CollegeGoWeekIndiana.org



NOTE: Beginning as sixth graders, Indiana students are required to create a high school graduation plan under state law. Learn more at CollegeGoWeekIndiana.org.

Plan for your future now.



CollegeGoWeekIndiana.org



College GO! Week 2013 MIDDLE SCHOOL IDEAS

 Kick off College GO! Week at your middle school with these fun ideas:

GAME PLAN: Get Grad Plans ready for primetime.

- Introduce sixth graders to the Indiana high school **Graduation Plan** (required by state law). Printer-friendly plans are available at CollegeGoWeekIndiana.org.
- Make sure all eighth-graders have a high school Graduation Plan (required under state law) that matches their college and career goals.
- Sign your students up for the online version of the Grad Plan using the **Indiana Career Explorer** at LearnMoreIndiana.org/CareerExplorer. (NOTE: The Career Explorer also includes free career interest inventories, career profiles and other features for your students.)

TOUCHDOWN TIME: Host a virtual campus visit.

- Decorate your school with **college pennants** (available at CollegeGoWeekIndiana.org) and encourage teachers, students and staff to wear college gear.
- Ask local college students and staff to visit your school and talk with your students. Cover the basics: dorm life, favorite classes, what they do on the weekends and career goals.
- Host **college trivia contests** with general questions like: "Which high school diploma type is required by most Indiana colleges?" as well as college-specific questions.

WINNING PLAY: Plan for college now.

- Use the **College GO! Week student contest** in classroom lessons. See CollegeGoWeekIndiana.org for contest details. Entries are due October 25, 2013.
- Have students take a **career interest inventory** at LearnMoreIndiana.org/Interests. Then, ask them to research the college options that would lead to their suggested careers.
- Sign up eligible seventh- and eighth-grade students for the **21st Century Scholars** program. Invite a 21st Century Scholars Outreach Coordinator to hold an evening info session for parents, or put one on yourself. Learn more at LearnMoreIndiana.org/Scholars.

WIN \$1,000
for your school
Visit
CollegeGoWeekIndiana.org



Plan for your future now.



CollegeGoWeekIndiana.org



College GO! Week 2013

HIGH SCHOOL IDEAS



Kick off College GO! Week

at your high school with these fun ideas:

WIN \$1,000
for your school
Visit
CollegeGoWeekIndiana.org



MONDAY: Kickoff Day

- Use morning announcements, school newsletters and email reminders to spread the word to students and parents that College GO! Week kicks off the last full week in September (Sep. 23-27, 2013).
- Decorate your school with College GO! Week materials, college pennants (available at CollegeGoWeekIndiana.org) and photos of teachers in their college days.
- Host a College GO! Week pep rally! Involve your band and cheer squad, and invite a local mayor or business leader to talk about why college matters.

TUESDAY: Grad Plan Day (focus on freshmen)

- Make sure **freshmen** have a **Graduation Plan** (required by state law) and understand the diploma requirements for Core 40 and Core 40 with Academic or Technical Honors.
- Tell students to compare college admissions requirements at CollegeGoWeekIndiana.org and make sure they're on track to earn the diploma required by their college of choice.
- Encourage teachers to use the College GO! Week contest activities in their classroom lessons. See CollegeGoWeekIndiana.org for contest details. Entries are due October 25, 2013.

WEDNESDAY: Career Day (focus on sophomores)

- Have **sophomores** take a **career interest assessment** with the Indiana Career Explorer at LearnMoreIndiana.org/CareerExplorer.
- Host an in-school career fair with area professionals, so students can learn about their options.
- Ask teachers to assign an in-class research project based on students' career interests. Ask them which colleges and majors match their career aspirations.

THURSDAY: Campus Tour Day (focus on juniors)

- Take **juniors** on a college **campus visit** or host a **virtual college tour** in your computer lab.
- Host a college fair during school hours with representatives from Indiana colleges.
- Invite area professionals and college alumni to speak about how college prepared them for their careers.

FRIDAY: College Application Day (seniors only)

- Ask **seniors** to **apply to at least one college** (list of fee waivers at CollegeGoWeekIndiana.org).
- Open up computer labs and invite local college representatives to help students fill out college applications.
- Make college essays a classroom assignment and offer to review essays for students.

Plan for your future now.



CollegeGoWeekIndiana.org

College GO! Week Indiana ONLINE RESOURCES



Take the College Completion Challenge

Have your students take the College Completion Challenge at CollegeGoWeekIndiana.org and enter to win cash for college and special prizes from the Indianapolis **COLTS**.

Touchdown at CollegeGoWeekIndiana.org

- Info on student contests, school grants and other special opportunities
- Up-to-date Indiana college admissions and fee waiver information
- College search tools, application videos and tips
- Student checklists for each grade level
- Printer-friendly college pennants to decorate your school
- More college- and career-planning activities for K-12
- A statewide events calendar with college open houses and more

Score more resources at LearnMoreIndiana.org/Print

- Printer-friendly versions of our *LEARN MORE* and *NEXT* student success guides.
- Info on how to use student success guides in alignment with Indiana guidance standards
- *LEARN MORE* Teacher Guide for grades K-5 and parent handouts for grades 6-12



Join the team at
CollegeGoWeekIndiana.org!



1.800.992.2076



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



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

