

SHOP 'N SAVE



INDIANA'S 2012
CASH FOR COLLEGE
CAMPAIGN

College Costs in Context

- Nearly **two-thirds** of Hoosiers graduate with college debt.
- Indiana's **college debt load** ranks **8th highest** in the country at more than \$27,000 on average.
- Indiana's **student loan default** rate ranks **3rd highest** in the nation.
- U.S. graduating **class of 2011** is the **most indebted** in history.

Pay for your future now.



CashForCollegeIndiana.org

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

Pay for your future now.



CashForCollegeIndiana.org

Clarity and Consistency

CollegeGoWeekIndiana.org



CashforCollegeIndiana.org



KnowHow2GoIndiana.org



COMING SOON: LearnMoreIndiana.org

The screenshot shows the homepage of LearnMoreIndiana.org. At the top, there is a navigation bar with a home icon, links for 'About', 'Campaigns', 'Coalitions', and 'College Mentoring', and a search box. The main header features the 'LearnMore Indiana' logo and the text 'Helping Hoosiers Plan, Prepare & Pay for College Completion and Career Success'. A central image of a computer monitor displays the website's content. To the right of the monitor are three icons: a rolled-up diploma for 'COLLEGES', a briefcase for 'CAREERS', and a dollar sign for 'COSTS'. Below the monitor is a 'Learn More...' link. The main content area is divided into three sections: 'K-12 STUDENTS', 'COLLEGE STUDENTS', and 'ADULT STUDENTS', each with an icon and a 'Learn More...' link. Below these are three columns: 'News' with a list of articles from September 2011, 'Calendar Events' with a list of events from September 2011, and 'Top Links' with links to 'Career Clickers', 'College Costs Estimator', and 'College Go Week Indi...'. A 'Latest Tweet' section is also present. The footer contains three columns: 'Find Us' with 'E-Mail' and '1.800.992.2076', 'Follow Us' with 'Facebook', 'Twitter', and 'LinkedIn', and 'Join Us' with 'Coalitions' and 'Mailing List'. At the very bottom, there is a small text block providing the address and a disclaimer about the website's funding.

LearnMore Indiana

Helping Hoosiers Plan, Prepare & Pay for College Completion and Career Success

COLLEGES
CAREERS
COSTS

Learn More...

K-12 STUDENTS
Learn More...

COLLEGE STUDENTS
Learn More...

ADULT STUDENTS
Learn More...

News

- September 28, 2011: College GO! Week kicks off statewide (view)
- September 27, 2011: Teresa Lubbers editorial: College planning is key to Indiana's future (view)
- September 26, 2011: College GO! Week kicks off statewide (view)
- September 25, 2011: Teresa Lubbers editorial: College planning is key to Indiana's future (view)

Calendar Events

- Sep 29, 2011 -- Get to college event (view)
- Sep 28, 2011 -- Do your homework day (view)
- Sep 27, 2011 -- Pick a major day (view)

Top Links

- Career Clickers
- College Costs Estimator
- College Go Week Indi...

Latest Tweet

learnmorein
http://www.youtube.com/watch?v=7x6brzA_Zwe Learn More Indiana's

Follow Us

Find Us

- E-Mail
- 1.800.992.2076

Follow Us

- Facebook
- Twitter
- LinkedIn

Join Us

- Coalitions
- Mailing List

Learn More Indiana 101 West Ohio Street Indianapolis, Indiana 46204

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, USA Funds, Lumina Foundation for Education, and U.S. Department of Education.

GOALS

GRADES K-5



START SAVING

- **Start a College Savings Plan** at CollegeChoiceDirect.com
- **Check out Upromise.com** and learn how your family's everyday spending can add to your college savings plan.
- **Keep saving!**

Pay for your future now.



CashForCollegeIndiana.org

GOALS

GRADES 6-8



MANAGE MONEY

- **Add to your College Savings Plan** at CollegeChoiceDirect.com
- **Create a budget** at CashforCollegeIndiana.org.
- **Enroll in Twenty-First Century Scholars** in 7th or 8th grade at Scholars.IN.gov (if eligible).

Pay for your future now.



CashForCollegeIndiana.org

GOALS

GRADES 9-12



PREPARE TO PAY

- **Grade 9:** Check out college admissions requirements at CashforCollegeIndiana.org.
NOTE: Increase your college admission opportunities and financial aid options with a Core 40 Honors Diploma (Academic or Technical).
- **Grade 10:** Compare college costs at IndianaCollegeCosts.org.
- **Grade 11:** Shop for scholarships at IndianaCollegeCosts.org and apply on time.
- **Grade 12:** File your FAFSA at FAFSA.gov before the March 10 deadline.

Pay for your future now.



CashForCollegeIndiana.org

GOALS

COLLEGE



FINISH FASTER

- **File your FAFSA** every year you're in college before March 10 at FAFSA.gov to maintain your financial aid eligibility.
- **Fifteen to Finish:** Take at least 15 credit hours per semester to graduate on-time.
NOTE: You may be able to take additional courses above 12 credit hours at no additional charge, so check with your campus advisor.
- **Save with Summer School:** Take summer courses to finish faster and ask about summer tuition discounts at your college.
- **Commit to a College Major:** Changing your college major costs you time and money, so visit your campus advising services to find the right fit.

Pay for your future now.



CashForCollegeIndiana.org

MATERIALS



SHOP 'N SAVE

Compare college costs and
shop for scholarships at
IndianaCollegeCosts.org



Pay for your future now.
CashForCollegeIndiana.org



PENNY PINCHER

Every penny counts.
Add to your college savings plan at
CollegeChoiceDirect.com



Pay for your future now.
CashForCollegeIndiana.org



COST CUTTER

Reduce your college price tag.
File your FAFSA by March 10 at
FAFSA.gov



Pay for your future now.
CashForCollegeIndiana.org



Pay for your future now.



CashForCollegeIndiana.org

MATERIALS

STARTER GUIDE



INDIANA'S 2012 CASH FOR COLLEGE CAMPAIGN



Pay for your future now.
CashForCollegeIndiana.org



CONTESTS

GRADES K-5

SAVER

Read the "Saving" section of your Indiana's Online Student Savings Guide for more details. Prizes are available at CashForCollegeIndiana.org.

GRADES 6-8

MONEY MANAGER

Read the "Money Manager" section of your Indiana's Online Student Savings Guide for more details. Prizes are available at CashForCollegeIndiana.org.

GRADES 9-12

COLLEGE SHERIFF

Read the "College Sheriff" section of your Indiana's Online Student Savings Guide for more details. Prizes are available at CashForCollegeIndiana.org.

COLLEGE

DEBT DECREASER

Read the "Debt Decreaser" section of your Indiana's Online Student Savings Guide for more details. Prizes are available at CashForCollegeIndiana.org.

WIN \$529

Read the "Win \$529" section of your Indiana's Online Student Savings Guide for more details. Prizes are available at CashForCollegeIndiana.org.

EVENTS

ONLINE

FAFSA FRIDAY (February 10, 2012)

High school seniors, current college students, working adults (seniors planning to attend college next year)
Interactive webinar with live help from financial aid experts
Live at noon and 6 p.m. (EST) on Friday, Feb. 10, 2012
Webinar version available online starting Saturday, Feb. 11
Webinar: CashForCollegeIndiana.org

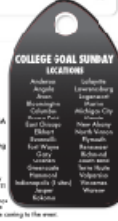
IN PERSON

COLLEGE GOAL SUNDAY (February 12, 2012)

High school seniors, current college students, working adults (seniors planning to attend college next year)
Free one-on-one assistance filling out and signing FAFSA
11 a.m. - 2 p.m. (local time) on Friday, Feb. 12, 2012
Webinar: CashForCollegeIndiana.org

FAFSA HELP

FREE APPLICATIONS FOR FEDERAL STUDENT AID



Pay for your future now. CashForCollegeIndiana.org

Pay for your future now.



CashForCollegeIndiana.org

MATERIALS

CHECKLIST

HELLO
my name is

AND I'M SAVING FOR COLLEGE

1. **START A SAVINGS PLAN**
Visit **CollegeChoiceDirect.com**
2. **COMPARE COLLEGE COSTS**
Visit **IndianaCollegeCosts.org**
3. **SHOP FOR SCHOLARSHIPS**
Visit **IndianaCollegeCosts.org**
4. **FILE YOUR FAFSA** *(starting in 12th grade)*
Visit **FAFSA.gov** before **March 10**

Pay for your future now.



CashForCollegeIndiana.org

FREE ADVICE

FAFSA FRIDAY



File your
FAFSA by
MARCH 10

**Everyone likes FREE. Join our free
webinar with financial aid experts!**

Live at noon and 6 p.m. (EST) on

Friday, Feb. 10, 2012

IN PERSON

COLLEGE GOAL SUNDAY (February 12, 2012)

WHO: High school seniors, current college students, working adults (*anyone planning to attend college next year*)

WHAT: Free one-on-one assistance filling out and filing the FAFSA

WHEN: 2 p.m. (local time) on Sunday, Feb. 12, 2012

WHERE: 40 locations across Indiana (see CollegeGoalSunday.org for site details.)

COLLEGE GOAL SUNDAY LOCATIONS

Anderson	Lafayette
Angola	Lawrenceburg
Avon	Logansport
Bloomington	Marion
Columbus	Michigan City
Crown Point	Muncie
East Chicago	New Albany
Elkhart	North Vernon
Evansville	Plymouth
Fort Wayne	Rensselaer
Gary	Richmond
Goshen	South Bend
Greencastle	Terre Haute
Hammond	Valparaiso
Indianapolis (8 sites)	Vincennes
Jasper	Warsaw
Kokomo	

CONTESTS

- **\$529 College Savings Plan Contests** (Kindergarten through college)
 - K-5: **Super Saver**
 - 6-8: **Money Manager**
 - 9-12: **College Consumer**
 - College: **Debt Decreaser**
- **Three steps:**
 - 1) Read Student Success Guide for your grade
 - 2) Complete “Paying” activity
 - 3) Submit Cash for College entry form

Pay for your future now.



CashForCollegeIndiana.org

WEBSITE

CashforCollegeIndiana.org

The screenshot shows the homepage of CashforCollegeIndiana.org. At the top is a navigation menu with links for Home, About, Goals, Contests, Events, Resources, and Links. The main banner features the 'LEARN MORE' logo and a 'FREE ADVICE FAFSA FRIDAY' promotion. The text reads: 'Everyone likes FREE. Join our free webinar with financial aid experts!' and 'Live at noon and 6 p.m. (EST) on Friday, Feb. 10, 2012'. To the right of the banner are four green buttons: 'Compare Costs', 'Start Saving', 'Scholarships', and 'Reduce College Debt'. Below the banner are three 'HELLO' sections for 'K-12 STUDENTS', 'COLLEGE STUDENTS', and 'ADULT STUDENTS', each with a 'learn more' button. A 'FAFSA FILING DEADLINE COUNTDOWN' section shows 32 days, 1 hour, 4 minutes, and 31 seconds remaining. A 'CHECKLIST' section lists four steps: 1. START A SAVINGS PLAN, 2. COMPARE COLLEGE COSTS, 3. SHOP FOR SCHOLARSHIPS, and 4. FILE YOUR FAFSA. The page footer includes a 'Have questions? Contact us here' link and a 'Sign Up for our Future news' button.

Home About Goals Contests Events Resources Links

LEARN MORE

FREE ADVICE FAFSA FRIDAY

Everyone likes FREE. Join our free webinar with financial aid experts! [learn more](#)

INDIANA'S **CASH FOR COLLEGE** Live at noon and 6 p.m. (EST) on **Friday, Feb. 10, 2012**

Compare Costs

Start Saving

Scholarships

Reduce College Debt

HELLO my name is
K-12 STUDENTS
AND I'M SAVING FOR COLLEGE [learn more](#)

HELLO my name is
COLLEGE STUDENTS
AND I'M SAVING FOR COLLEGE [learn more](#)

HELLO my name is
ADULT STUDENTS
AND I'M SAVING FOR COLLEGE [learn more](#)

FAFSA FILING DEADLINE COUNTDOWN

32 Days 1 Hour 4 Minutes 31 Seconds

Kicking off statewide, Indiana's Cash For College 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.

Have questions? Contact us here [✉](#)

CHECKLIST

1. START A SAVINGS PLAN
Visit [CollegeChoiceDirect.com](#)
2. COMPARE COLLEGE COSTS
Visit [IndianaCollegeCosts.org](#)
3. SHOP FOR SCHOLARSHIPS
Visit [IndianaCollegeCosts.org](#)
4. FILE YOUR FAFSA (starting in 12th grade)

Visit [FAFSA.gov](#) Before March 10

Sign Up for our Future news [📧](#)

College Costs Estimator

- **Online at IndianaCollegeCosts.org**
 - Free estimates of college costs
 - Side-by-side campus comparisons
 - “What If?” scenarios, and more...



Pay for your future now.



CashForCollegeIndiana.org

College Costs Estimator

New Smartphone App

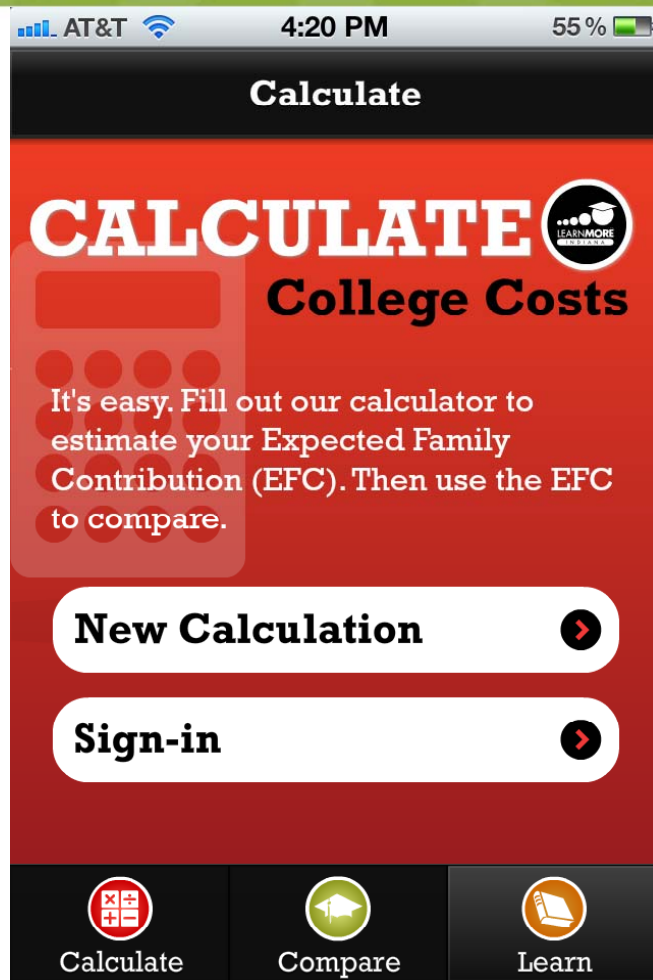


Pay for your future now.



CashForCollegeIndiana.org

Indiana College Costs Estimator

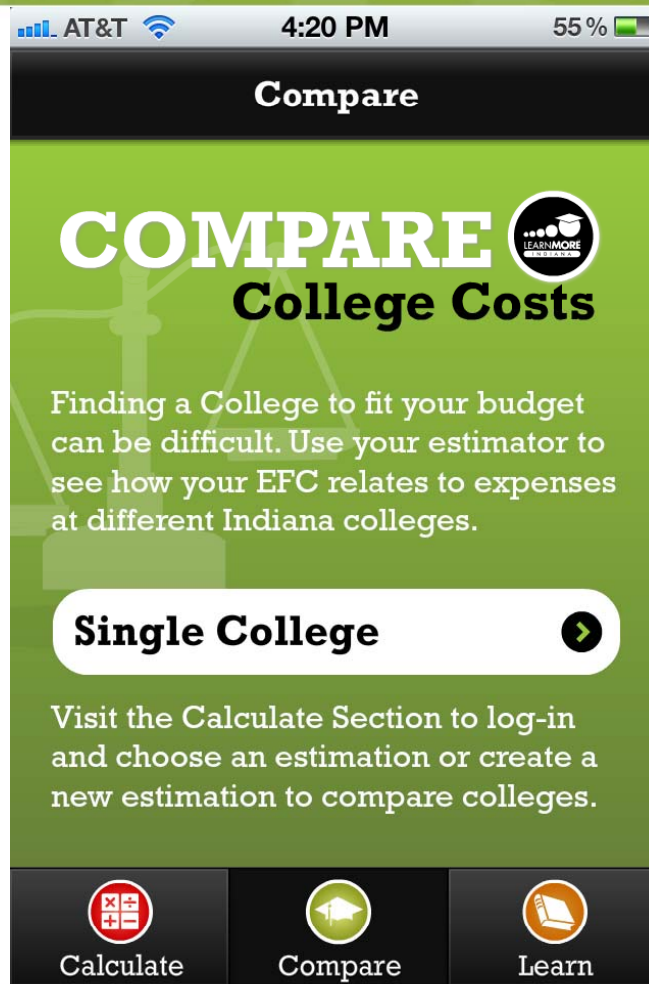


Pay for your future now.



CashForCollegeIndiana.org

Indiana College Costs Estimator

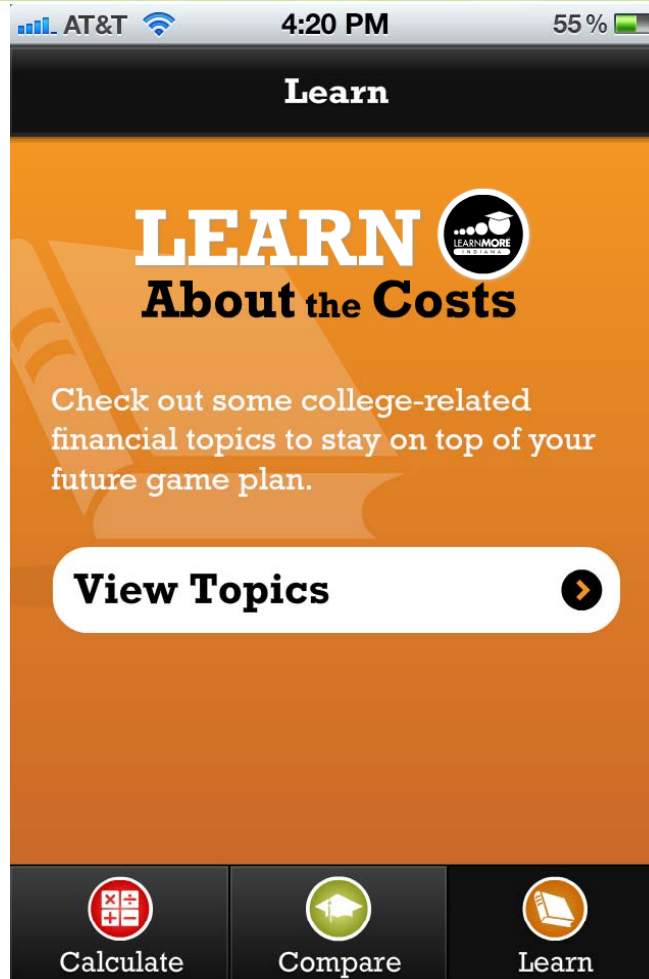


Pay for your future now.



CashForCollegeIndiana.org

Indiana College Costs Estimator



Pay for your future now.



CashForCollegeIndiana.org

A Shared Responsibility: College Students

- **File your FAFSA** every year you're in college before March 10.
- **Fifteen to Finish:** Take at least 15 credit hours per semester.
- **Save with Summer School:** Take summer courses to finish faster and ask about summer tuition discounts at your college.
- **Commit to a College Major:** Changing your college major costs time and money.

Pay for your future now.



CashForCollegeIndiana.org

A Shared Responsibility: College & Universities

- Increase college **cost transparency** for students and families.
- Align financial aid **incentives** to promote on-time completion.
- Limit total **credit requirements** to 120 credits hours for bachelor's degrees and 60 credits for associate degrees.
- Ensure **availability of required courses** each semester for students enrolled in that program.

Pay for your future now.



CashForCollegeIndiana.org

SHOP 'N SAVE

