

**COLLEGE
GO!**



October 12-16, 2009





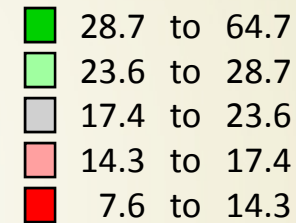
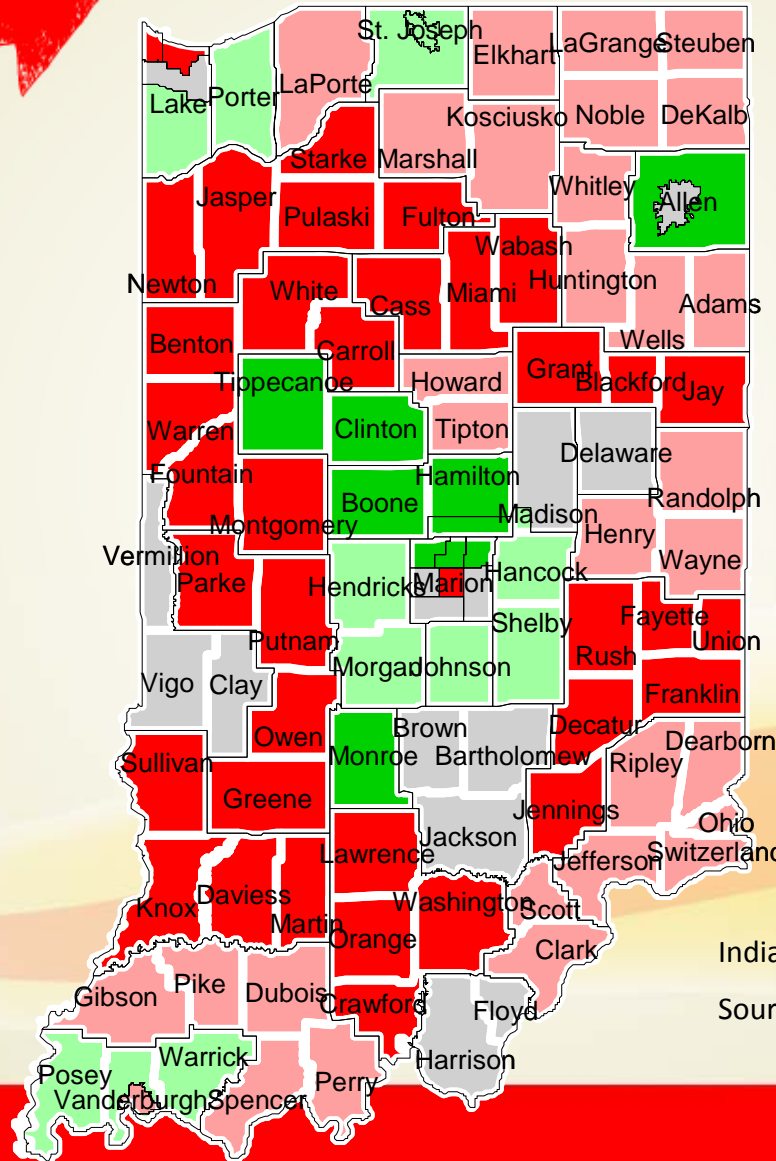
Indiana's Reality

- Only **1 out of 3** high school **students** complete a college degree
- Only **1 out of 4 adults** complete a college degree
- **Out-migration:** Many college graduates leave the state
- **In-migration:** Many moving to Indiana are less educated
- Students **struggle to turn aspirations into action**





Less than ¼ of Hoosiers have at least a Bachelor's degree



Indiana = 22.8%

Source: U.S. Census Bureau, 2005 ACS PUMS File





Learn More Indiana

- Strategic outreach effort focused on raising Indiana's educational attainment
- Partnership of state agencies responsible for **education, financial aid, workforce development**
 - Indiana Commission for Higher Education
 - Indiana Department of Education
 - Indiana Department of Workforce Development
 - State Student Assistance Commission of Indiana





Learn More Indiana

- Additional support:
 - Indiana's Colleges and Universities
 - USA Funds
 - Lumina Foundation for Education
 - Federal College Access Challenge Grant





Learn More Indiana

- **Core services** help Hoosiers **plan, prepare** and **pay** for postsecondary education:
 - In **print**,
 - In **person**,
 - On the **phone** and
 - On the **Web**





Indiana's College Success Coalition

- Created in 2007 with grant funding from the Lumina Foundation for Education
- **Leverages core services with local grassroots and coalition-building efforts**
- Provides coordinated network for community leaders to **identify needs, share ideas, and craft solutions**





Indiana's College Success Coalition

- Organized into **14 regions**:
 - Based on **Twenty-first Century Scholars** program's regional support sites to support collaboration
 - Led locally by **regional chairperson, community coordinator** and **coalition members**
 - Coalitions members include representatives from K-12, higher education, faith-based organizations, nonprofits, and businesses among others





Indiana's College Success Coalition

- **Initial success:**
 - Recruited over 700 coalition members to date
 - Doubled attendance at 2009 College Goal Sunday
 - FAFSA submissions increased significantly in 2009
- **Lessons learned:**
 - Like students, communities **want to help** but often **don't know how to help**
 - Need simple, **practical steps** to engage students and community members





**What is the purpose of
College GO! Week?**





College GO! Week

- **Goal:** Encourage every high school student to take specific, practical steps to get to college
- **Strategy:** Package key state-sponsored programs, **implement at local level** through toolkits that offer both **structure** and **flexibility**
- Funded by U.S. College Access Challenge Grant





College GO! Resources

- Tools provided to schools:
 - Activity worksheets
 - College and career surveys
 - Promotional materials
 - Contacts to local coalition members
 - *NEXT Indiana: A Guide to Life After High School*





College GO! Goals

- 9th grade – Every **freshman** will **complete a college and career survey**:
 - **Benefit:** Provides student data that informs state/local policies and practices
 - **Strategy:** Surveys retooled for 2009-10 with targeted outreach to underrepresented schools





College GO! Goals

- 10th grade – Every **sophomore will take the PSAT**
 - **Benefit:** Provides valuable feedback and test-taking experience at no cost to students
 - **Strategy:** Active outreach has Indiana on track to surpass the national PSAT participation rate this year
 - **82% of 10th graders** expected to take the PSAT this year, a 49% increase over 2008.
 - Indiana has experienced a **204% increase** in PSAT participation rates since 2007.





College GO! Goals

- 11th grade - Every **junior** will **register for Indiana's e-Transcript**
 - **Benefit:** Provides students free, secure online delivery of high school transcripts to colleges nationwide

Though more than **112,500 student transcripts** have been **processed to date**, usage has remained unacceptably low in some school districts
 - **Strategy:** Targeted outreach to under-participating schools supported by media messaging





College GO! Goals

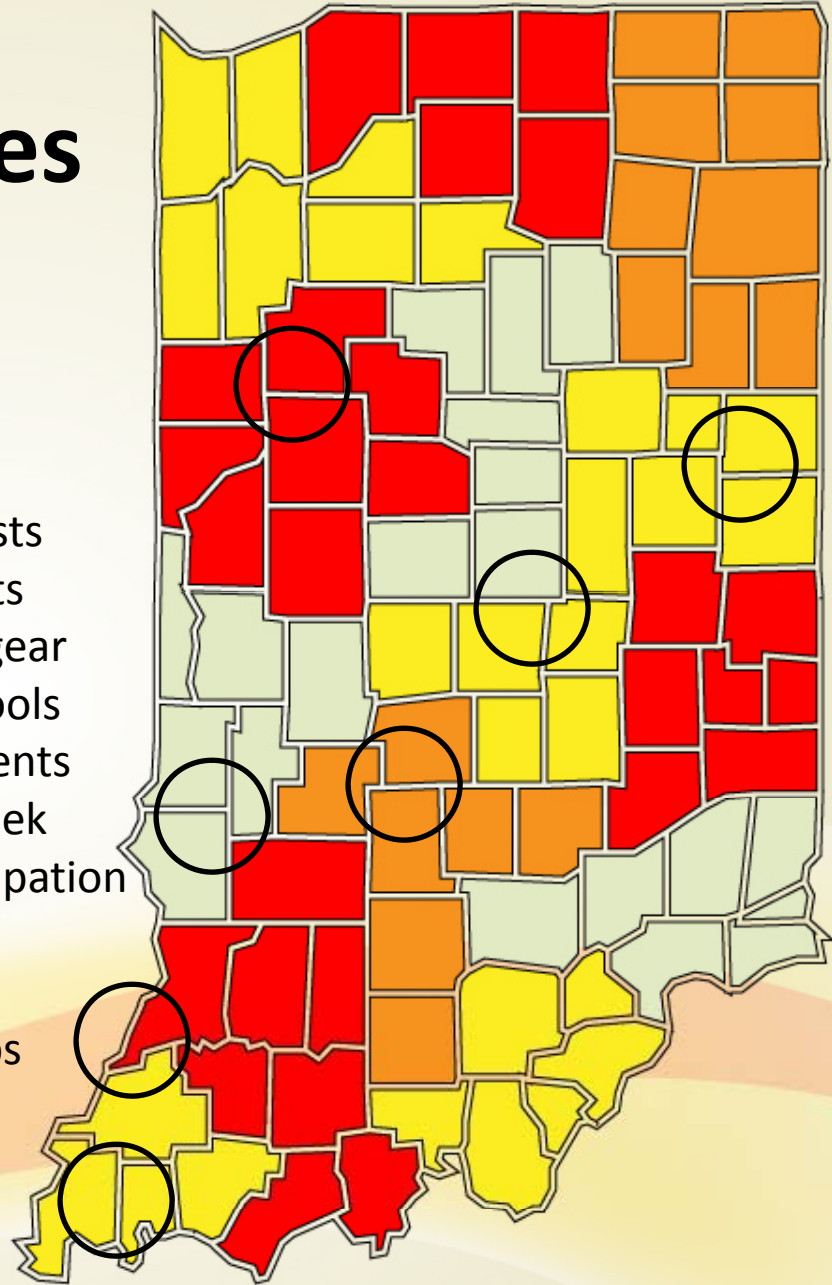
- 12th grade - Every **senior** will **submit a college application** (or apprenticeship program)
 - **Benefit:** Keeps students on track to meet key college admissions and scholarship deadlines
 - **Strategy:** All seven of **Indiana's public colleges** and **nearly all private colleges** are **waiving application fees** during College GO! Week





Colleges

- Hosting open campus college visits
- Sending out letters to area high school seniors
- Sending emails to students from state survey lists
- Recognizing the event at various sporting events
- Providing high schools with college marketing gear
- Developing special programs for local high schools
- Bringing in motivational speakers for area students
- Encouraging alumni to support College GO! Week
- Sending out press releases to encourage participation
- Writing guest columns for local newspapers
- Circulating promotional announcements
- Offering/promoting special student scholarships





High Schools

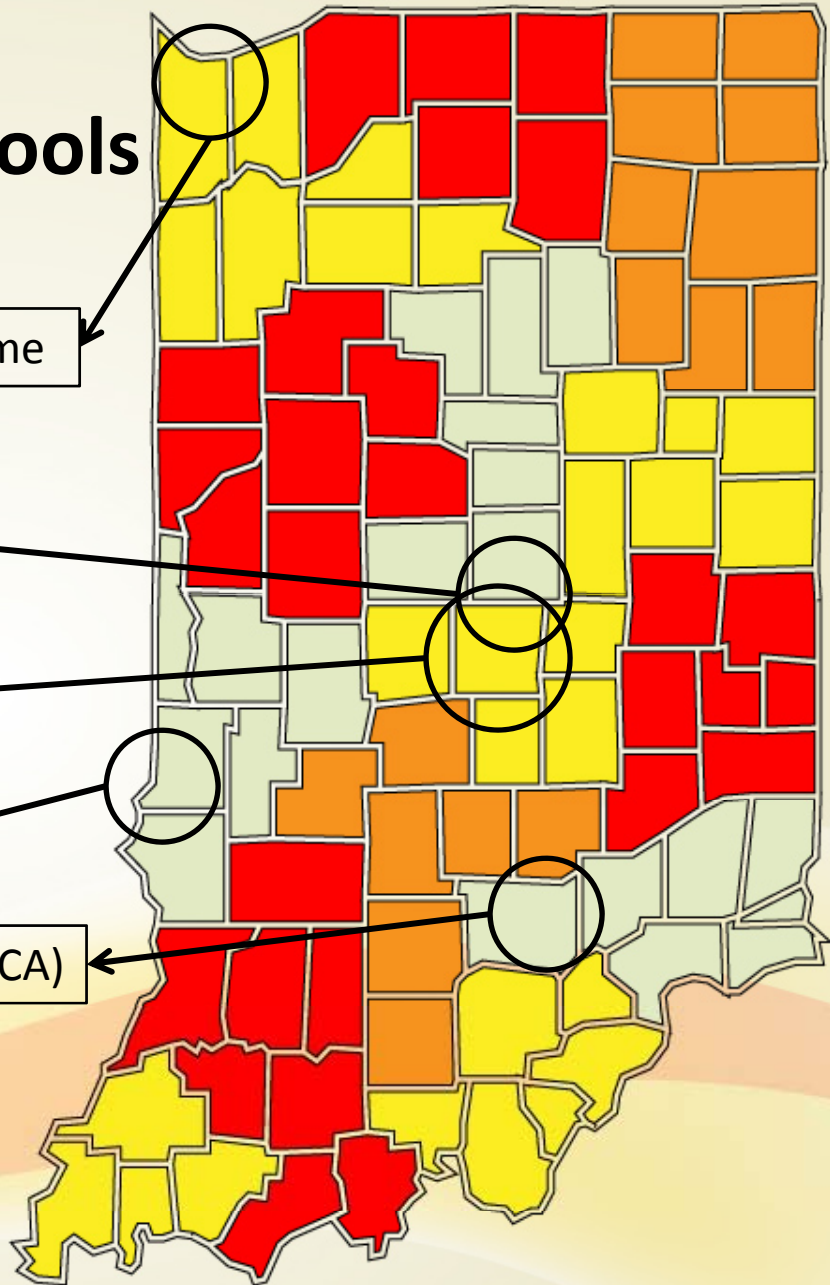
Lowell – “Flash Back” theme

Ben Davis – Press event & on-site admissions day

IPS – College Pathways Team

Clay City – “Truth or Lies” theme

Brownstown Central – Delta Epsilon Chi (DECA)



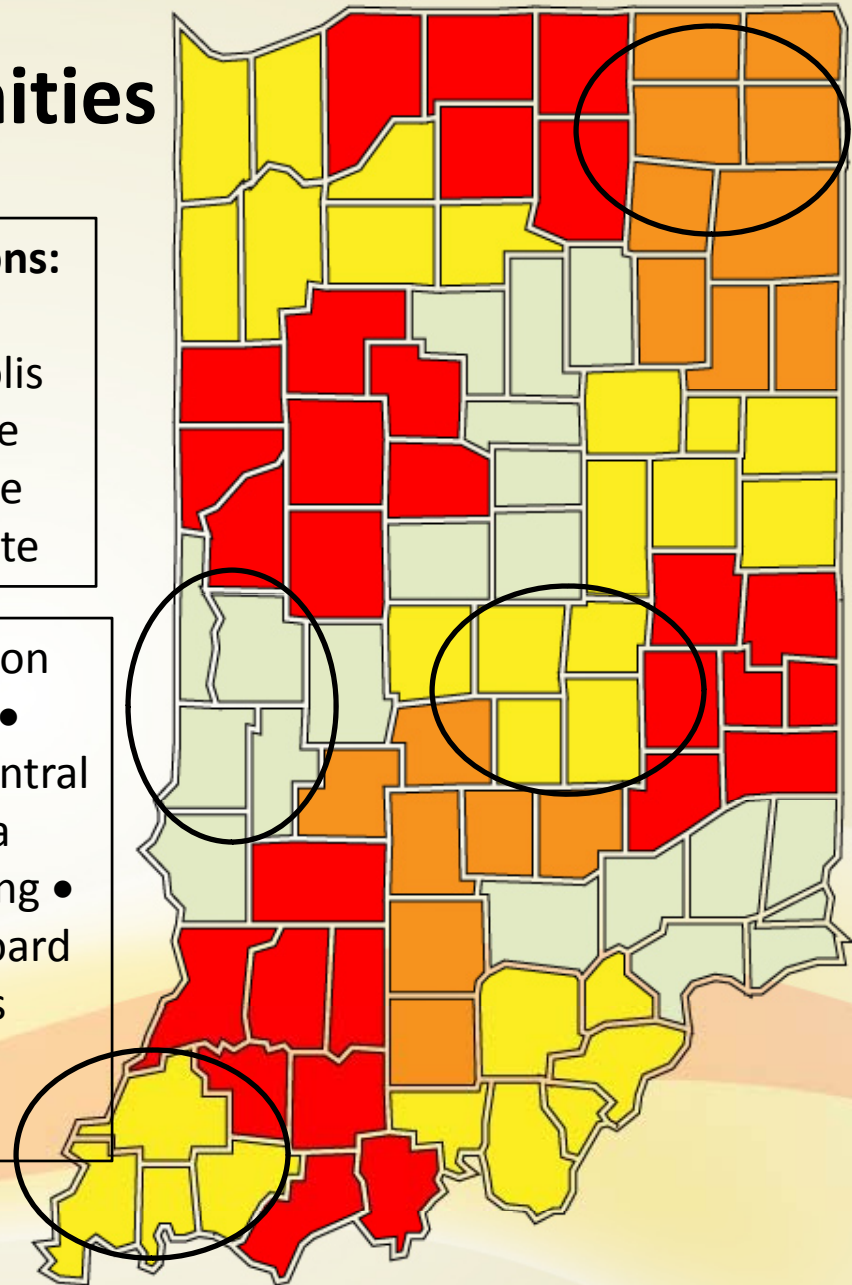


Communities

Proclamations:

- Indiana
- Indianapolis
- Evansville
- Ft. Wayne
- Terre Haute

Indiana Partnership Center • GEO Foundation
• Indiana Principals Leadership Academy •
Legacy Foundation • College Choice 529 • Central
Indiana Community Foundation • Indiana
Association for College Admissions Counseling •
Indiana Dollars for Scholars • The College Board
• Indiana Association of Cities and Towns
• Indiana School Counselors Association
• Indiana Pathways to College Network



Priorities Moving Forward

- **Improving core Learn More services:**
 - Helpline transition
 - New Web site under development
- **Strengthening relationships:**
 - Partner agencies
 - Colleges and universities
 - Community groups
- **Building coalitions' capacity and sustainability**

How You Can Help

- **Get connected:**
 - Visit www.learnmoreindiana.org
 - Call 1-800-992-2076
- **Join Indiana's College Success Coalition:**
 - Visit www.learnmoreindiana.org/coalition

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