



INDIANA *for* COMMISSION
HIGHER EDUCATION



Indiana Department of Education
SUPPORTING STUDENT SUCCESS

FOR IMMEDIATE RELEASE

September 20, 2010

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College GO! Week Kicks Off Statewide Campaign on Sept. 20

Effort designed to help Hoosier students, adults succeed in higher education

INDIANAPOLIS – Touting the huge, positive impact that higher education has on quality of life and future earnings for Hoosiers, Indiana officials and local communities are gearing up for a statewide campaign highlighting what it takes to succeed in education and careers after high school.

“Every year more Hoosiers recognize the benefits of higher education, but far too many don’t understand the actual steps it takes to get to and through college,” said Teresa Lubbers, Indiana Commissioner for Higher Education. “College GO! Week is designed to help students of all ages—from adolescents to adults—turn their aspirations into action.”

State survey data shows that nearly 100 percent of Indiana students indicate they want to go to college, but more than one-third don’t understand what it takes to get there. For every 100 Indiana ninth-graders, 82 graduate from high school, but only 26 of these students complete a four-year college degree.

Beginning Sept. 20, College GO! Week 2010 kicks off a semester-long push to motivate and prepare Indiana middle school, high school and adult students to overcome barriers to college and career success. College GO! Week arms students with specific, practical steps and resources at each level, from navigating the college admissions process to ‘finding the right fit’ for college to matching academic courses with college and career goals.

“There’s no such thing as starting too early when it comes to preparing for advanced education and career opportunities,” Indiana Superintendent of Public Instruction Dr. Tony Bennett said. “We’ve assembled this comprehensive campaign to reach students, parents, school faculty and counselors at the beginning of the academic year, but College GO! Week is just a start. We want students and all education stakeholders to maintain this momentum throughout the year.”

CollegeGoWeekIndiana.org

In conjunction with the start of College GO! Week, the state is launching CollegeGoWeekIndiana.org, a comprehensive, interactive website designed to be a one-stop resource to aid students and adult learners in the process of determining an appropriate higher education opportunity. The site features an interactive game that guides students through recommended steps for their grade level. As students complete their respective steps, they will be encouraged to share their progress via social media tools such as Facebook and Twitter.

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Every step students complete and share with others increases their odds of winning a free iPad or other prizes from Indiana colleges. Reminding Hoosiers that life isn't a game of chance that should be determined by a 'roll of the dice,' College GO! Week promotes the following steps for students at each level:

High School Students

- Every senior will apply to college (using Indiana's free e-Transcript service).
- Every junior will commit to a campus visit.
- Every sophomore will sign up for the PSAT.
- Every freshman will complete Indiana's college and career survey.

Middle School Students

- Every 8th grader will complete a high school graduation plan.
- Every 7th grader will connect education to careers.
- Every 6th grader will explore careers.

Adult Students

- Learn about high-growth, in-demand jobs (online at CollegeGoWeekIndiana.org).
- Visit a college campus.
- Meet with college and career advisors.
- Ask about flexible education options (online learning, accelerated degree programs, etc.).
- Complete a college application.

For more information on College Go! Week and various ways to become involved, visit CollegeGoWeekIndiana.org.

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NOTE: Video interviews of Dr. Bennett and Commissioner Lubbers are available to media outlets:

When: 11:45 a.m. – 12 p.m. (EST), Monday, Sept. 20

Satellite: Galaxy 17

Transponder: 13K (Ch A)

Position: 91 Degrees West

Downlink Frequency: 11946.5 MHz Horizontal

Audio: Channel 1 = Program Left, Channel 2 = Program Right

About College GO! Week

Held at the beginning of the academic year, College GO! Week encourages every middle school, high school and adult student to take specific, practical steps in preparation for college and career success. The state provides the guidance and resources needed to run a successful campaign, and local partners across Indiana are encouraged to reach out in a variety of ways to motivate and support students. College GO! Week is led by the state's Learn More Indiana communication and community outreach partnership.

About Learn More Indiana

College GO! Week is made possible by Learn More Indiana, 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. For more information, visit www.learnmoreindiana.org.