



# Outreach Presentation Guide

The Kentucky Higher Education Assistance Authority (KHEAA) can help guide students through the maze of college planning and student financial aid.

KHEAA is the state government agency created to improve access to college and technical school by providing student financial aid and distributing information about college opportunities.

**Many of our presentations are aligned with the Kentucky Department of Education's (KDE) Kentucky Academic Standards for Career Studies and Financial Literacy and are designed to enhance college and career readiness for Kentuckians for all ages.**

KHEAA Outreach hosts various social media live streams and YouTube videos throughout the year. Find a schedule for these sessions by going to [kheaa.com](http://kheaa.com), then hovering over Counselors/KHEAA Outreach Services and then clicking on KHEAA Live Streaming and Real Time Sessions.

**To schedule a visit to your school, community event or center, contact your regional outreach counselor. Visit [kheaa.com](http://kheaa.com), hover over Counselors/KHEAA Outreach Services and click on Outreach Counselors.**



*KHEAA Outreach Counselors*

Our outreach counselors are available year-round to provide free college planning and financial aid assistance. Our staff helps students explore scholarship opportunities and other funding options, assists with the admissions application process and increases motivation for at-risk students. We gladly offer our services for your use at:

- Financial aid nights
- Career fairs
- College nights
- Adult education programs
- KEES workshops
- FAFSA workshops — including help completing the online FAFSA and navigating the verification process
- College application events
- PTA, SBDM and other meetings
- Financial literacy workshops
- Professional development/staff training
- Reality Store<sup>SM</sup> events
- Summer school programs
- Summer camps

### Order free resources

From [kheaa.com](http://kheaa.com), you can simply choose the quantity of each resource and provide your contact information. We'll send them directly to you.

## Contact us

## Your Map to College (middle school student and parent editions)

The student section is aligned with Kentucky Academic Standards for Career Studies and Financial Literacy.

### For students

**Purpose:** This workshop encourages middle school students to set their sights on education after high school. Students will discuss career options and what they can do to earn scholarship funds to help pay for college.

**Audience:** Students in 6th, 7th and 8th grades

#### Topics include:

- Becoming familiar with KHEAA and [kheaa.com](http://kheaa.com)
- Learning how hobbies can turn into future careers
- Using the Individual Learning Plan (ILP) tool
- Comparing median earnings based on education level
- Learning the benefits of higher education
- Calculating your grade point average (GPA)
- Becoming aware of college readiness assessments and the ACT exam
- Understanding the KEES program

**Optional Activity:** Students may take a *Reality Test Drive* to see if the level of education they plan to obtain will support their desired lifestyle.

**Time Frame:** About 25–35 minutes (presentation only)  
Up to 1 hour (including Reality activity)

### For parents

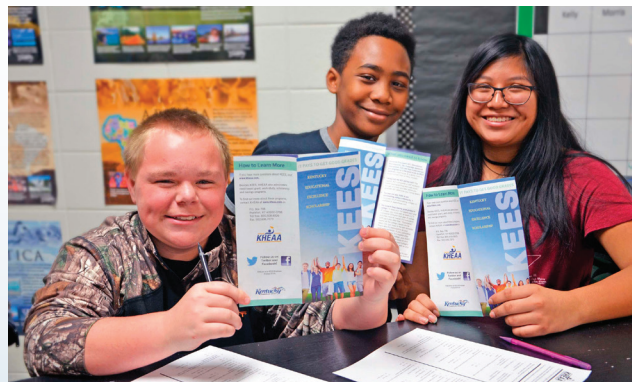
**Purpose:** This workshop is designed to help middle school parents plan, prepare and consider payment options for their children's higher education.

**Audience:** Parents of students in 6th, 7th and 8th grades

**In addition to topics covered in the middle school student session, Topics include:**

- Saving for college with the Kentucky Education Savings Plan Trust (529) program
- Developing a college-going culture for their child

**Time Frame:** About 1 hour





# How to Handle Your Future (high school freshman/sophomore edition)

Aligned with the Kentucky Academic Standards for Career Studies and Financial Literacy.

**Purpose:** This session introduces students to free college planning materials and services. Participants will learn the benefits of getting a higher education and be introduced to state and federal financial aid programs and terms.

**Audience:** High school freshmen and sophomores

**In addition to topics covered in the middle school session, Topics include:**

- Accessing free college planning information and student financial aid resources
- Understanding need-based and merit-based financial aid
- Becoming aware of college readiness assessments and the ACT exam
- Learning the types of financial aid available, including grants, scholarships, work-study and loans
- Exploring the sources of financial aid, including federal and state government, military, KHEAA, school-based, and private aid
- Using the Kentucky Educational Excellence Scholarship (KEES) to pay for college or technical training
- Visiting online sites for additional information
- Creating a free MyKHEAA account at [kheaa.com](http://kheaa.com).



**Optional Activity:** Students may take a Reality Test Drive to see if the level of education they plan to obtain will support their desired lifestyle.

**Time Frame:** About 45 minutes (presentation only)  
Up to 1½ hours (including Reality activity)

# The Drive to Successful College Admissions

Aligned with the Kentucky Academic Standards for Career Studies and Financial Literacy.

**Purpose:** This workshop provides students and parents with the timeline, resources and information they need to successfully research and choose the college, university or technical school that's the best fit. Students will learn about the admissions process, discovering factors colleges use in making their admissions decisions. Researching college options and making proper course selection through high school will be covered, as well as searching for college scholarships, choosing a college major and making the most out of the college visit.

**Audience:** 8th- to 12th-grade students and their parents

## Topics include:

- Learning about free resource materials from KHEAA
- Selecting appropriate high school courses
- Understanding college readiness assessments, the ACT exam and the SAT testing systems
- Creating a MyKHEAA college planning account on [kheaa.com](http://kheaa.com)
- Following a timeline from 8th grade through 12th grade
- Considering school attributes in choosing a college
- Choosing a college major
- Developing application strategies
- Knowing admissions factors and selectivity
- Making the most of the college visit

**Time Frame:** About 1 hour



# Getting In: Your Guide to College Admittance

Aligned with the Kentucky Academic Standards for Career Studies and Financial Literacy.

**Purpose:** To maximize the college planning experience, this workshop is designed to provide high school juniors with tips and guidance for using KHEAA's Getting In booklet. Students will be directed to detailed information about planning for college, financial aid and budgeting and Kentucky college specifics as outlined in Getting In. This presentation can be downloaded from the [kheaa.com](http://kheaa.com) website for counselors' direct use with students or can be scheduled as a workshop led by one of KHEAA's regional outreach staff.

- Financial aid resources
- Comparing college award letters and costs
- Managing money
- Detailed cost, academic program and contact information for each of Kentucky's colleges and universities

**Time Frame:** About 30 minutes – 1 hour

**Audience:** High school juniors

## Topics include:

- Monetary and social benefits of higher education
- The importance of good grades
- Tests, dual credit, Advanced Placement, International Baccalaureate and the College Level Examination Program
- Athletic considerations
- Choosing the right school
- Reading a transcript
- Picking a major
- Adjusting to college life
- Understanding a class schedule
- Tips for transferring



## KHEAA Combo: Financial aid 3-workshop series

**Purpose:** Making sure your students and parents are well-prepared for funding higher education is as easy as 1-2-3. Just schedule each presentation in this comprehensive workshop series!

**Audience:** High school seniors and parents, adult students



# 1 2 3

### Paying for College 101

**Topics include:** See pages 9 and 10

**Time Frame:** 1 – 1 ½ hours

**Schedule:** Spring/early fall

### FAFSA Completion

**Topics include:** See page 11

**Time Frame:** Varies, depending upon size of group

**Schedule:** Fall/early winter (October-December)

### FAFSA Follow-Up

**Topics include:** See page 11

**Time Frame:** Varies; 30-minute appointments are typical

**Schedule:** Late winter/early spring (January-March)



## 1a Paying for College 101 (high school junior/senior and parent editions)

Aligned with the Kentucky Academic Standards for Career Studies and Financial Literacy.

### For juniors and seniors

**Purpose:** This workshop provides high school students with the detailed information they need to apply for student financial aid. Students will learn about the financial aid process, discovering when and how to apply for state and federal funds. Options for filling the gap if traditional financial aid does not meet their need will be discussed; and common application mistakes, financial aid blunders and other information will be covered.

**Audience:** High school juniors and seniors

**In addition to topics covered in the high school freshman/sophomore session, Topics include:**

- Choosing the college that best fits the individual student
- Researching federal and state financial aid programs
- Breaking down a school's cost of attendance
- Understanding the Expected Family Contribution (EFC)
- Learning the formula that determines financial need
- Completing the Free Application for Federal Student Aid (FAFSA) form; creating an FSA ID.
- Reviewing financing options

**Time Frame:** About 1 hour

### For parents and students

**Purpose:** This workshop is designed to help high school students and/or their parents understand the nuts and bolts of the financial aid application process. Participants will walk through a detailed case study of how a college financial aid package is put together and will learn the methods used to award aid.

**Audience:** Parents and high school juniors and seniors

**In addition to topics covered in the high school junior and senior session, Topics include:**

- Building a financial aid package, award by award
- Comparing costs and aid awards at a community college, a 4-year public university and a 4-year private school

**Time Frame:** About 1¼ – 1½ hours

## 1b Paying for College 101 (adults returning to school edition)

**Purpose:** Nontraditional students interested in higher education options are targeted in this session. Participants will learn the nuts and bolts of the financial aid application process. They will walk through a detailed case study of how a college financial aid package is put together and will learn the methods used to award aid.

**Audience:** Adults interested in pursuing higher education

**In addition to topics covered in the student/parent session, Topics include:**

- Walking through a specific case study of an adult, independent student

**Time Frame:** About 1¼ – 1½ hours



## 2 FAFSA Completion (high school seniors/parents and adult students)

**Purpose:** This workshop provides assistance in completion of the Free Application for Federal Student Aid (FAFSA). Participants will receive direct help in completing each section of the FAFSA application. Sessions may be conducted for large groups or on an individual appointment basis.

**Audience:** High school seniors and parents, adult students

### Topics include:

- IRS Data Retrieval Tool
- Signing the application electronically; creating an FSA ID
- Student financial aid process
- Documents that will be received after the FAFSA is submitted:
  - o Student Aid Report
  - o Income Verification Worksheets
  - o Financial Aid Award Letters

**Time Frame:** Varies, depending on size of group

## 3 FAFSA Follow-Up (high school seniors/parents and adult students)

**Purpose:** This session will help participants understand what happens after their FAFSA is submitted. Students and parents will be given assistance in completing, correcting and interpreting post-FAFSA completion documents.

**Audience:** High school seniors and parents, adult students

### Topics include:

- Corrections to Student Aid Reports
- The “bottom line” of award letters
- Verification process
- Scholarship offer and true college costs comparisons

**Time Frame:** Varies, 30-minute appointments are typical



# Money 101: Introduction to Basic Finances

Aligned with the Kentucky Academic Standards for Career Studies and Financial Literacy.

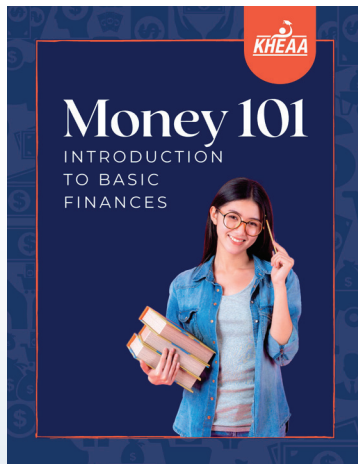
**Purpose:** This workshop is designed to teach students about financial matters, helping them to make wise decisions about matters that affect their credit.

**Audience:** High school students and adults

## Topics include:

- **Cash Basics:** Knowing how and when students get money and where they spend it
- **Money Plans:** Using a budget as a tool for tracking money made compared with money spent, developing plans to reach financial goals and learning the importance of savings
- **Banking:** Choosing a bank or credit union, opening accounts and banking online
- **Balancing:** Learning to balance a checking account and understanding compounding interest
- **Insurance:** Understanding auto, health, renters/ homeowners and other insurance options
- **Credit:** Paying off debt, comparing card offers and reading the fine print
- **College Money:** Investing in the future with a college degree and understanding sources of student financial aid
- **Credit Scores:** Understanding credit rights and responsibilities
- **Fraud and Identity Theft:** Protecting your personal information and avoiding scams
- **Social Networking:** Using social media responsibly

**Time Frame:** About 1 hour





# Thriving in College: A Guide to Your Successful Freshman Year

Aligned with the Kentucky Academic Standards for Career Studies and Financial Literacy.

## For traditional college freshmen

**Purpose:** This workshop is designed to help students prepare for the transition from high school to college life and to help them succeed in their new environment, persisting to degree completion.

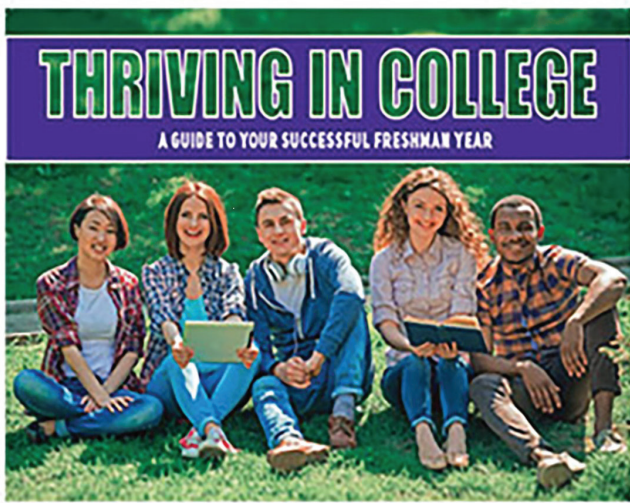
**Audience:** College-bound high school seniors and incoming college freshmen

## Topics include:

- Freshman Year 101: Differences between high school and college, reading a schedule, time management, healthy habits and visiting home
- Academics: Credits, degree programs, registering for classes, study skills, college-level assignments, writing expectations and avoiding plagiarism, plus other helpful academic tips
- Financial Basics: Financial aid packages, the financial aid office, budgets and banking and credit card tips
- Campus Life: Living in a dorm, getting along with a roommate, commuter life, protecting yourself and your stuff, getting involved in student activities and balancing academic and social expectations

- Resources: Common resources available on most college campuses, including financial aid, residence life, academic advising, tutoring labs, library and physical and mental health services
- Not a Good Fit?: Tips for transferring and available resources

**Time Frame:** About 1 hour



## kheaa.com: Plan, Prepare, Pay

Aligned with the Kentucky Academic Standards for Career Studies and Financial Literacy.

**Purpose:** Provides students, parents, military members, administrators and college access professionals with the information they need to successfully navigate career exploration, college preparation and financial aid processes. This session walks users through the features designed to help students make informed decisions about their higher education options.

**Audience:** Middle and high school students, military members and their dependents and adults interested in returning to school. School counselors, community partners and college access providers.

### Topics include:

- **Planning for College:** Career exploration, planner timelines, Pre-College Curriculum checklist, Getting In, entrance exams, college admissions and criteria, Your KHEAA College Connection newsletters
- **Picking a School:** Kentucky-specific school information, campus visits, transfer planning, Getting the Facts
- **Paying for College:** Examining the real cost of college, overview of state and federal financial aid programs, how to apply for aid, scholarship search
- **College Life:** Freshman success, healthy habits, things to do, making good grades



- **Money Management:** Financial literacy, avoiding money troubles, interactive games, online resources, borrower rights and responsibilities
- **Personalized MyKHEAA Account:** KEES account information, state aid award notifications, Getting the Facts, KHEAA ILP
- **Adult Learners:** College planning information, distance learning, transfer planning
- **Financial Aid Professionals:** Products and services, newsletters, reference materials and regulations
- **Counselors:** KHEAA Outreach services, newsletters, publications and ordering materials
- **Military and Veterans:** State and federal resources for service members and their dependents

**Time frame:** About 1 – 1½ hours

## College Info Road Show (mobile classroom)

Aligned with the Kentucky Academic Standards for Career Studies and Financial Literacy.

**Purpose:** Sessions on board the mobile outreach unit are designed to provide a brief overview of student financial aid programs and services. Visitors can access KHEAA account information and more by creating a MyKHEAA account on [kheaa.com](http://kheaa.com) and find helpful resources for career assessments, test preparation and scholarship searches.

**Audience:** Middle and high school students, adults returning to school and others interested in student financial aid opportunities. *The College Info Road Show can accommodate up to 11 visitors at a time.*

In addition to topics covered in the high school junior/senior session, Topics include:

- Creating a personalized MyKHEAA account for each student at [kheaa.com](http://kheaa.com)
- Requesting an individualized *Getting the Facts* report
- Accessing the KHEAA Individual Learning Plan (ILP)
- Satellite Internet connection for researching helpful websites

**Time Frame:** About 20–30 minutes per session



## KHEAA–At Your Service

**Purpose:** This session is designed to provide an overview of the free publications, programs and services available from KHEAA.

**Audience:** School counselors, adult education providers, college access professionals, 4-H extension agents, community-based services staff, social workers, church officers and others interested in helping students plan and pay for higher education.

### Topics include:

- Free resource materials, including: *The College Circuit*, *Thriving in College*, *Adults Returning to School*, *Affording Higher Education*, *Money 101* (financial literacy), *Getting Started* (for high school freshmen), *Getting Set* (for high school sophomores), *Getting In* (for high school juniors), *Getting the Facts*, *I Can Go to College, Too!* (activity book)
- KHEAA outreach programs including: Regional Outreach, age-appropriate presentations and the College Info Road Show (mobile classroom)
- [kheaa.com](http://kheaa.com), the single point of college planning and financial aid information for students, parents, counselors and others
- KHEAA Individual Learning Plan (ILP)



- KHEAA programs including: College Access Program (CAP) Grant, Kentucky Tuition Grant (KTG), Kentucky Educational Excellence Scholarship (KEES), Kentucky Education Savings Plan Trust, Work Ready Kentucky Scholarship, Dual Credit Scholarship and others
- Overview of the student financial aid process

**Time Frame:** About 45 minutes – 1 hour



## KHEAA College Challenge

(KEES, freshman-sophomore and junior-senior editions)

**Purpose:** This interactive game show-style presentation gives audiences the chance to participate in a little friendly competition while learning about college access and financial aid at the same time! All of the versions offered are intended for use with KHEAA's *The College Circuit* and other publications.

**Audience:** Middle school and high school students

**Topics include:**

- KEES edition: GPA awards, ACT bonus, AP/IB bonus, general program criteria and frequently asked questions
- Freshman-sophomore edition: Preparing for college, kheaa.com, KEES, financial aid and terminology
- Junior-senior edition: Financial aid, FAFSA application process, kheaa.com, KEES and general information and terminology

**Time Frame:** About 1 – 1½ hours



### More fun and games!

Ask your regional outreach counselor about adding something from our Outreach Activity Toolbox to customize your next workshop for students, parents or staff.

## Kentucky Goes to College

Kentucky Goes to College offers resources for schools and organizations interested in enhancing their college-going culture through initiatives like Close the Deal, Kentucky College Application Campaign, FAFSA For the Win Challenge and College Decision Day. [Kygoestocollege.com](http://Kygoestocollege.com) offers the necessary tools to help school counselors, community leaders or college access providers implement one or more of these programs. It also provides resources for students who are going through the college application and financial aid process.

### Close the Deal

**Purpose:** Close the Deal helps Kentucky high school juniors and seniors make the transition into college by helping them understand the admissions and financial aid processes. College admissions and financial aid professionals along with community and business leaders assist students in setting goals for college and their future careers.

**Audience:** Students in 11th and 12th grades

### Kentucky College Application Campaign

**Purpose:** The Kentucky College Application Campaign gives graduating high school seniors hands-on help in applying to college. The program is designed to build excitement around the college application process and encourage seniors to take this important step toward continuing their post-high school education.

**Audience:** High school seniors

### College Decision Day

**Purpose:** College Decision Day is a way for Kentucky schools to celebrate and recognize seniors for making educational plans beyond the high school level. Decision Day events are typically held on or around May 1 and are designed to coincide with the date that most seniors must inform a college of their plans to enroll.

**Audience:** High school seniors

### FAFSA For the Win Challenge

**Purpose:** The FAFSA For the Win Challenge reinforces the importance and value of completing the Free Application for Federal Student Aid and encourages Kentucky high schools to support their seniors through the FAFSA completion process. Participating schools have the opportunity to win prizes and recognition for having the highest FAFSA completion rate and greatest year-over-year increase in FAFSA completions for their senior class.

**Audience:** High school seniors



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account today.**

**kysaves.com**



# We're here to help!

## Our Mission

The Kentucky Higher Education Assistance Authority (KHEAA) is a state government agency established by the General Assembly to improve access to higher education. Our mission is to provide resources to make higher education accessible to Kentucky's current and future generations.



KHEAA is an Equal Opportunity Employer.

**Text Outreach to 800.928.8926 to stay connected! • [kheaa.com](https://kheaa.com)**

Offices in Frankfort and Louisville

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