



# 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.

**Enhance your KHEAA presentations** — We've compiled hands-on activities and games to be used with our standard presentations to keep students further interested and engaged. Ask your regional outreach counselor about adding something from our Outreach Activity Toolbox to customize your next workshop for students, parents or staff.

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

**To schedule a visit to your school, community event or center, contact your regional outreach counselor or call toll-free 1.800.928.8926, extension 6-7577.**

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 line-by-line instructions for completing the online FAFSA
- 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), hover your pointer over the Counselors tab/Publications/Materials Request and then click on the Order Form. Simply choose the quantity of each resource and provide the contact information. We'll send them directly to you.

# KHEAA Outreach Territories

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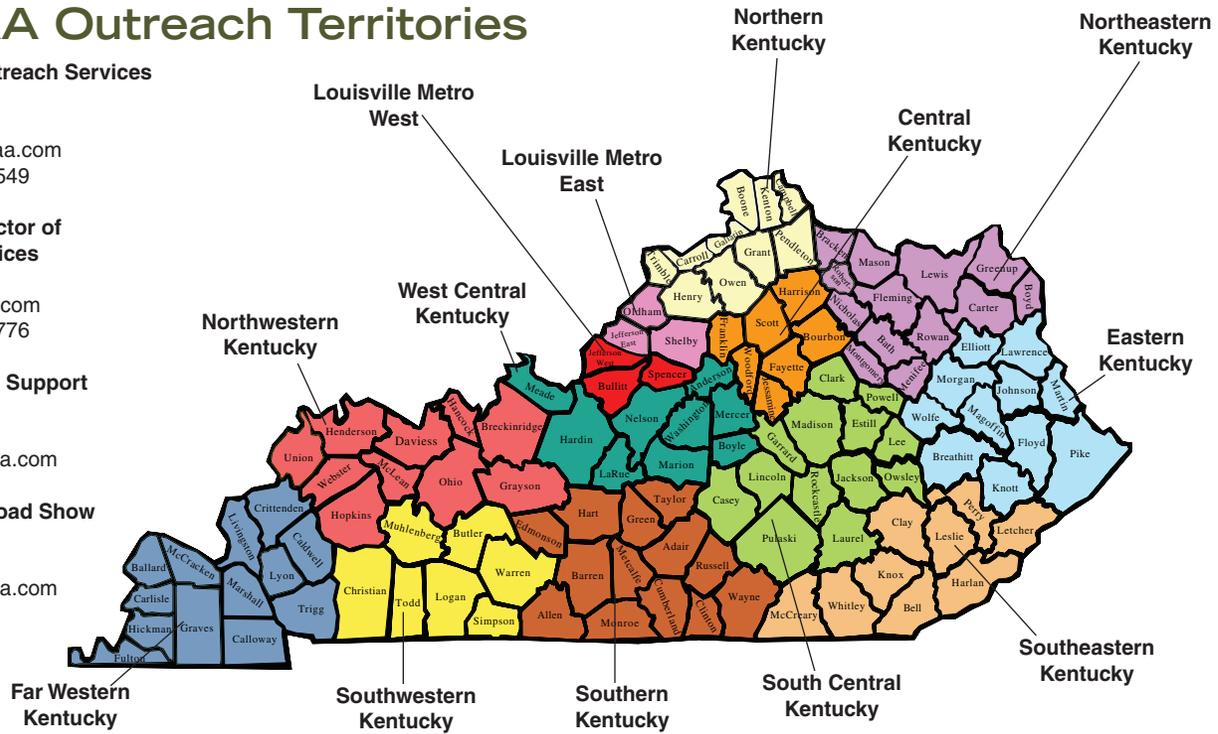
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For the names and contact information of our regional outreach counselors, visit the Counselors section of [kheaa.com](http://kheaa.com). Select KHEAA Outreach Services, then Outreach Counselors.

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

### 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 covered include:**

- Becoming familiar with KHEAA and [kheaa.com](http://kheaa.com)
- Learning how hobbies can turn into future careers
- Utilizing the Individual Learning Plan (ILP) tool
- Comparing median earnings based on education level
- Learning the benefits of higher education
- Calculating the 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 covered 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

**The student section is aligned with the Kentucky Core Academic Standards for Practical Living/Vocational Studies.**



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

**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

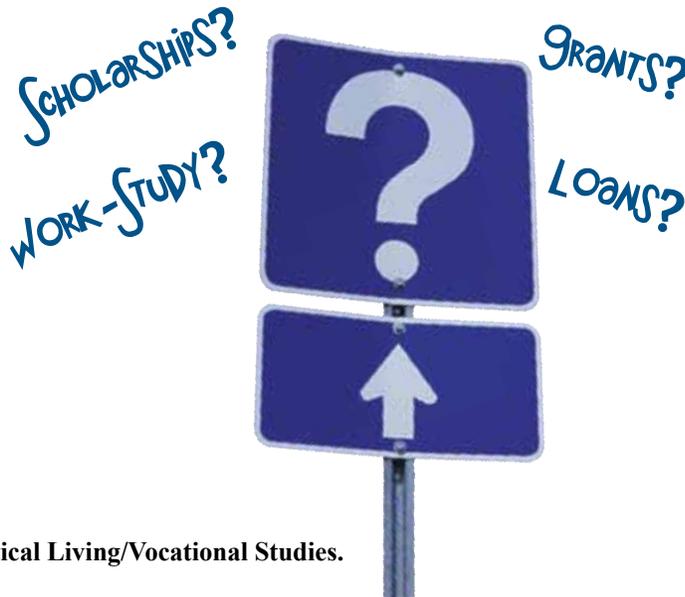
**In addition to topics covered in the middle school session, topics covered include:**

- 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 personalized MyKHEAA account at [kheaa.com](http://kheaa.com)

**Aligned with the Kentucky Core Academic Standards for Practical Living/Vocational Studies.**

**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

**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 covered 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

**Aligned with the Kentucky Core Academic Standards for Practical Living/Vocational Studies.**



## *Getting In: Your Guide to College Admittance*

**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.

**Audience:** High school juniors

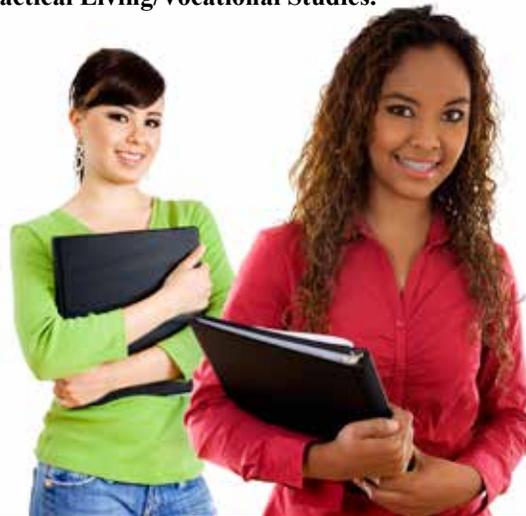
**Topics covered include:**

- 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
- Choosing the right school
- Admissions information
- Picking a major
- Adjusting to college life
- Understanding a class schedule

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

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

**Aligned with the Kentucky Core Academic Standards for Practical Living/Vocational Studies.**



## 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

### **Paying for College 101**

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

**Time Frame:** 1 – 1 ½ hours

**Schedule:** Fall of each academic year

# 2

### **FAFSA Completion**

**Topics covered include:** See page 11

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

**Schedule:** Early spring (January-March)

# 3

### **FAFSA Follow-Up**

**Topics covered include:** See page 11

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

**Schedule:** Late spring (April-May)



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

### 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 covered 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
- Reviewing financing options

**Time Frame:** About 1 hour

**Aligned with the Kentucky Core Academic Standards for Practical Living/Vocational Studies.**

### 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 covered include:**

- Building a financial aid package, award by award
- Comparing costs and financial 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 covered 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 covered include:**

- IRS Data Retrieval Tool
- Signing the application electronically
- 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

(high school seniors/parents and adult students)

**Purpose:** This session will help participants understand what happens after their Free Application for Federal Student Aid (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 covered include:**

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

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



## 3 FAFSA Completion Follow-Up

## *It's Money, Baby* (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 covered 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

**Aligned with the Kentucky Core Academic Standards for Practical Living/Vocational Studies.**

- **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

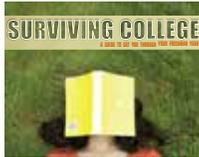


# Surviving College: A Guide to Get You Through Your First Year

## 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 in-coming college freshmen



### **Topics covered 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

- **Moving On:** Tips for transferring and available resources

**Time Frame:** About 1 hour

## For adults returning to school

**Purpose:** This workshop is designed to help adult students starting or returning to college life succeed in a campus environment, persisting to degree completion.



**Audience:** Adult students starting or returning to college

In addition to many of the topics covered in the traditional college freshmen session, topics include: Figuring out a schedule, taking online classes, balancing family life, childcare, staying healthy and purchasing books

**Time Frame:** About 1 hour

**Aligned with the Kentucky Core Academic Standards for Practical Living/Vocational Studies.**

## kheaa.com: Plan, Prepare, Pay

**Purpose:** Provides students, parents, military members, administrators and college access professionals with the information they need to successfully navigate the 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.

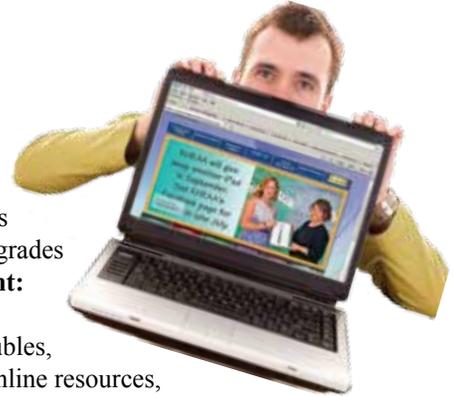
### Topics covered include:

- **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 1¼ – 1½ hours

**Aligned with the Kentucky Core Academic Standards for Practical Living/Vocational Studies.**



## KHEAA Individual Learning Plan (KHEAA ILP)\*

**Purpose:** The KHEAA Individual Learning Plan (KHEAA ILP), accessible through [kheaa.com](http://kheaa.com), is an online tool that assists private school students, home school students and adult learners in conducting education and career exploration activities as a guide to creating a successful plan for the future. This workshop will give teachers, administrators and program directors from private schools, home school populations and adult education centers an overview of the web-based tool.

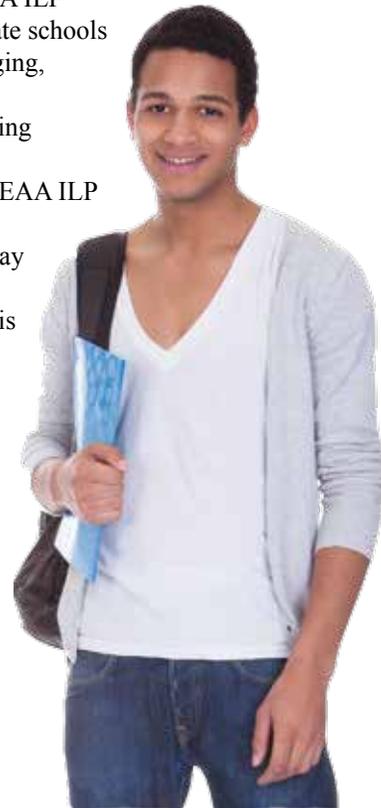
**Audience:** Teachers, counselors, administrators and program directors of private schools, home school groups and adult education centers

**Topics covered include:**

- Logging on to the KHEAA ILP
- Navigating the site
- Components of the KHEAA ILP: career exploration, assessment results, goals and plans, activities and experiences, awards and recognitions, education plan and résumé builder

- Components of the KHEAA ILP Administration Tool (private schools only): student lists, messaging, assignments and activities, education plans and reporting options
- Special features of the KHEAA ILP

**Time Frame:** Half- or full-day options available; computer lab with Internet connection is necessary



\* Public school ILPs are administered by the Kentucky Department of Education (KDE). KHEAA outreach counselors are trained and available to help students use this tool.

## 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 covered include:**

- Free resource materials, including: *The College Circuit*, *Surviving College*, *Adults Returning to School*, *Affording Higher Education*, *It's Money, Baby* (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**, 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), Osteopathic Medicine Scholarship, KHEAA Work-Study, Kentucky Education Savings Plan Trust, Go Higher Grant, Mary Jo Young Scholarship, Coal County Scholarship for Pharmacy Students, Early Childhood Development 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 covered 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](http://kheaa.com), KEES, financial aid and terminology
- **Junior-senior edition:** Financial aid, FAFSA application process, [kheaa.com](http://kheaa.com), KEES and general information and terminology

**Time Frame:** About 1 – 1¼ hours



## College Info Road Show (mobile classroom)

**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 KHEEA account information and more by creating a MyKHEEA account on [kheea.com](http://kheea.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 covered include:**

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

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



**Aligned with the Kentucky Core Academic Standards for Practical Living/Vocational Studies.**

## Getting the Facts

### What is it?

A planning tool that gives students and families a personalized breakdown of college costs and estimated financial aid.

### How do you get it?

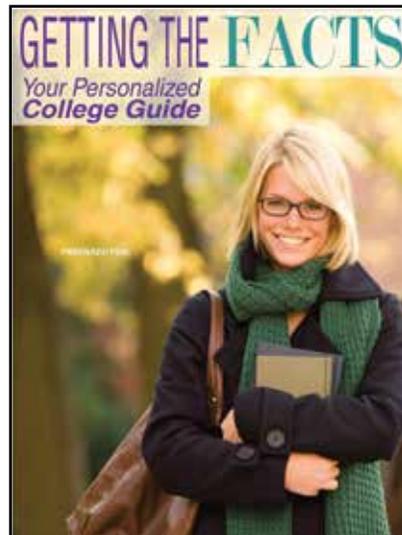
Go to [kheaa.com](http://kheaa.com) to log onto your MyKHEAA account. If you don't have one, click on the blue sign in tabs, scroll down to Need to Register?, then follow these simple steps:

1. Click on the Quick Link that will take you to the *Getting the Facts* portal.
2. Click the MyKHEAA icon at the bottom of the page to begin.
  - Sign in or create a new account as instructed.
3. Click on the MyKHEAA bullet.
4. Select *Getting the Facts – Your Personalized College Guide* from the left-hand column.
5. Answer the questions as prompted.
  - Text will pop up in the right margin to help you locate the information you need
  - Warning messages will ask you to provide any missing data.
6. Click Submit

7. Choose your delivery option for accessing your personalized report.
  - Display My Guide in PDF Format OR Mail My Guide to Me.

**NOTE:** Data will be saved to your MyKHEAA account. You may return to your account to select additional schools of interest or to select a new delivery option.

**What does it mean?**  
Need help figuring out your results? Call 1.800.928.8926 to speak with a member of the KHEAA College Access Team. Our team member can walk you through your results.



# 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.

Offices in Frankfort and Louisville  
800.928.8926  
[kheaa.com](http://kheaa.com)

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