

Outreach Annual Report

FY 2005



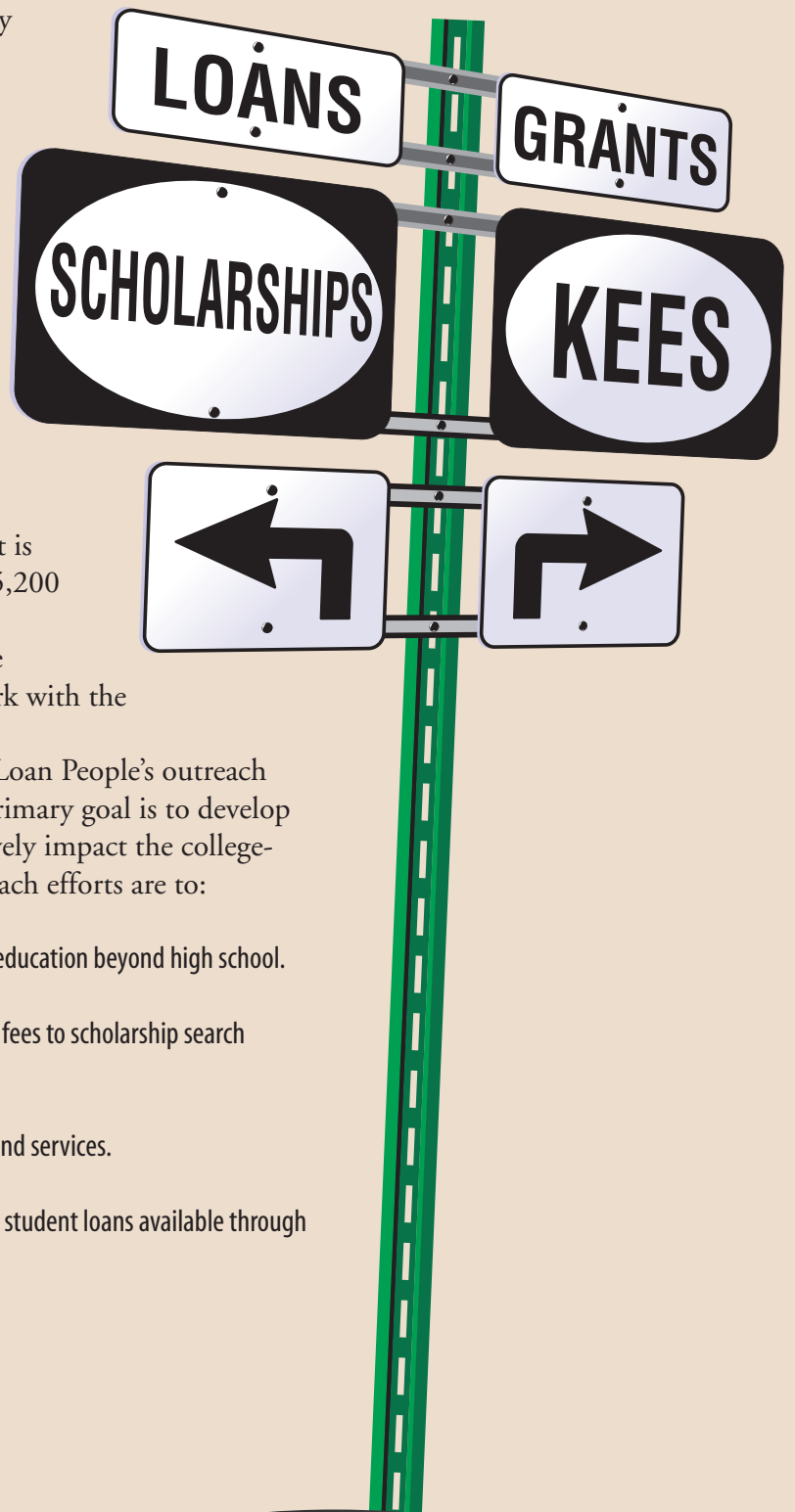
Our Mission

The Kentucky Higher Education Assistance Authority (KHEAA) was created in 1966 by the Kentucky General Assembly to improve access to college and technical training by guaranteeing student loans, providing student financial aid and distributing information about college opportunities. In 1978, The Kentucky Higher Education Student Loan Corporation, an independent corporation, was created to make, finance, service and collect educational loans. The corporation assumed the service mark name of The Student Loan Peoplesm in 1999. The two organizations have since combined their efforts to expand and improve outreach efforts to positively impact the college-going population.

Each fiscal year a substantial portion of our budget is dedicated to outreach services. During FY2005, \$395,200 was set aside for operational costs alone. Spending projections for FY2006 are \$573,500 and include the addition of four, full-time outreach counselors to work with the state's GEAR UP Program.

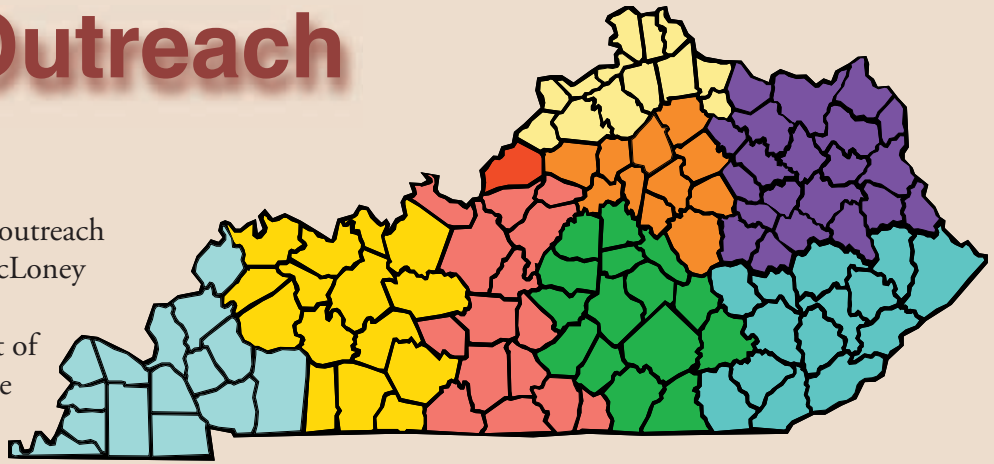
This report focuses on KHEAA and The Student Loan People's outreach initiatives for Kentucky students and families. Our primary goal is to develop and maintain aggressive outreach initiatives to positively impact the college-going rate in Kentucky. Additional goals of our outreach efforts are to:

- Tell students about the many opportunities to continue their education beyond high school.
- Give free information to students and parents to avoid paying fees to scholarship search companies.
- Familiarize Kentuckians with KHEAA's financial aid programs and services.
- Educate Kentucky students and families about the lowest cost student loans available through The Student Loan People.



Regional Outreach

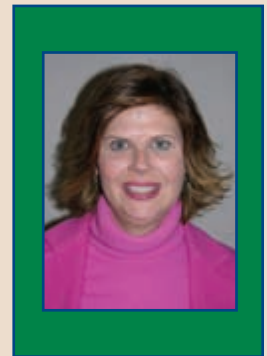
Two new counselors joined the outreach team during FY2005. Amy McLoney assumed responsibility for the northeast region upon the retirement of Mike Pennington. Gene Weis became a second counselor onboard the College Info Road Show.



AMY MCLONEY (NORTHEASTERN KENTUCKY)

Amy's assigned territory includes Bath, Boyd, Carter, Elliott, Estill, Fleming, Greenup, Johnson, Lawrence, Lee, Lewis, Magoffin, Martin, Mason, Menifee, Montgomery, Morgan, Nicholas, Powell, Rowan and Wolfe counties. Amy earned a master's in adult and higher education counseling from Morehead State University and has spent the last nine years teaching people about educational and financial aid opportunities.

She has been a counselor for the MSU Commonwealth Educational Opportunity Center; coordinator of MSU's Continuing Education program, including facilitation of the day-to-day activities of the West Liberty Adult Education and Career Center; coordinator of the GED to College Grant; and director of workforce development at the Gateway Community Services Organization.



Activities FY2005

Publications distributed: 67,163	Exhibits/Presentations: 31	On-site visits: 135
Student/Parent contacts: 2,699	Counties visited: 23	Miles traveled: 22,429

Cumulative contacts, 2004–2005: 2,699

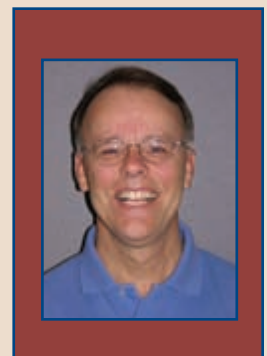
GENE WEIS (COLLEGE INFO ROAD SHOW)

Gene Weis of Louisville joined the outreach team as a counselor assigned to travel throughout the state with the College Info Road Show. Weis is a former college admissions counselor and has coached track and cross country at the University of Louisville, University of Kentucky, Bellarmine University and Midway College.

Activities FY2005

Publications distributed: 4,161	Exhibits/Presentations: 48	On-site visits: 52
Student/Parent contacts: 2,160	Counties visited: 30	Miles traveled: 4,669

Cumulative contacts, 2004–2005: 2,160



Regional Outreach

DOUG COOK (FAR WESTERN KENTUCKY)

Doug's assigned territory includes Ballard, Caldwell, Calloway, Carlisle, Christian, Crittenden, Fulton, Graves, Hickman, Livingston, Lyon, Marshall, McCracken, Trigg and Union counties.

Activities FY2005

Publications distributed: 39,086	Exhibits/Presentations: 94	On-site visits: 453
Student/Parent contacts: 6,175	Counties visited: 23	Miles traveled: 24,323

Cumulative contacts, 2003–2005: 9,720



CHRIS DRESSLER (WESTERN KENTUCKY)

Chris' assigned territory includes Breckinridge, Butler, Daviess, Grayson, Hancock, Henderson, Hopkins, Logan, McLean, Muhlenberg, Ohio, Simpson, Todd, Warren and Webster counties.

Activities FY2005

Publications distributed: 31,600	Exhibits/Presentations: 92	On-site visits: 515
Student/Parent contacts: 6,288	Counties visited: 21	Miles traveled: 18,123

Cumulative contacts, 2003–2005: 9,199



LEIGH WEBSTER (WEST CENTRAL KENTUCKY)

Leigh's assigned territory includes Allen, Barren, Bullitt, Clinton, Cumberland, Edmonson, Green, Hardin, Hart, LaRue, Meade, Metcalfe, Monroe, Nelson and Spencer counties.

Activities FY2005

Publications distributed: 16,364	Exhibits/Presentations: 54	On-site visits: 550
Student/Parent contacts: 3,111	Counties visited: 62	Miles traveled: 13,008

Cumulative contacts, 2003–2005: 4,954



Regional Outreach

KIM BALDWIN (SOUTH CENTRAL KENTUCKY)

Kim's assigned territory includes Adair, Boyle, Casey, Garrard, Laurel, Lincoln, Marion, McCreary, Mercer, Pulaski, Rockcastle, Russell, Taylor, Washington and Wayne counties.

Activities FY2005

Publications distributed: 27,946	Exhibits/Presentations: 54	On-site visits: 357
Student/Parent contacts: 5,398	Counties visited: 23	Miles traveled: 13,119

Cumulative contacts, 2003–2005: 7,442



APRIL GRAHAM (SOUTHEASTERN KENTUCKY)

April's assigned territory includes Bell, Breathitt, Clay, Floyd, Harlan, Jackson, Knott, Knox, Leslie, Letcher, Owsley, Perry, Pike and Whitley counties.

Activities FY2005

Publications distributed: 46,060	Exhibits/Presentations: 66	On-site visits: 438
Student/Parent contacts: 5,704	Counties visited: 23	Miles traveled: 20,190

Cumulative contacts, 2003–2005: 7,650



TIM RING (NORTHERN KENTUCKY)

Tim's assigned territory includes Boone, Bracken, Campbell, Carroll, Gallatin, Grant, Henry, Kenton, Oldham, Owen, Pendleton, Robertson and Trimble counties. Tim also serves as the Outreach Supervisor for the regional outreach team.

Activities FY2005

Publications distributed: 12,895	Exhibits/Presentations: 67	On-site visits: 412
Student/Parent contacts: 6,277	Counties visited: 15	Miles traveled: 11,053

Cumulative contacts, 2003–2005: 9,793



EDNA MCDONALD (JEFFERSON COUNTY)

Edna assists Jefferson County students, parents, counselors and others needing better access to free college planning and student financial aid information.

Activities FY2005

Publications distributed: 37,336	Exhibits/Presentations: 114	On-site visits: 973
Student/Parent contacts: 10,368	Counties visited: 1	Miles traveled: 7,231

Cumulative contacts, 2003–2005: 13,463



Regional Outreach

MARK HOOVER (COLLEGE INFO ROAD SHOW)

Mark specializes in the College Info Road Show, a custom RV loaded with higher education resources, including publications and computers, targeting presentations to adults, middle and high school students statewide.

Activities FY2005

Publications distributed: 62,351	Exhibits/Presentations: 82	On-site visits: 94
Student/Parent contacts: 11,981	Counties visited: 42	Miles traveled: 10,873

Cumulative contacts, 1998–2005: 74,114



GERI JOHNSON (CENTRAL KENTUCKY)

Geri's assigned territory includes Anderson, Bourbon, Clark, Fayette, Franklin, Harrison, Jessamine, Madison, Scott, Shelby and Woodford counties.

Activities FY2005

Publications distributed: 70,700	Exhibits/Presentations: 100	On-site visits: 417
Student/Parent contacts: 13,885	Counties visited: 77	Miles traveled: 7,919

Cumulative contacts, 2001–2005: 21,165



PAULA TOWNSEND (ADMINISTRATIVE SUPPORT)

Paula provides administrative support to the outreach area and focuses on early awareness presentations to preschool and elementary school students.

Activities FY2005

Publications distributed: 25,475	Exhibits/Presentations: 96	On-site visits: 110
Student/Parent contacts: 7,034	Counties visited: 20	Miles traveled: 11,771



MIKE PENNINGTON

KHEAA and The Student Loan People family sent their best wishes to Mike during FY2005. Mike answered a call to the ministry and retired after four years of service as an outreach counselor for the northeast region of the state. During FY2005 he traveled almost 18,000 miles to 36 different counties, educating Kentuckians of all ages. For his hard work and dedication, Mike was commissioned a Kentucky Colonel by Governor Ernie Fletcher.



College Info Road Show

HITTING THE ROAD WITH OUTREACH SERVICES

Visiting middle schools, high schools, adult education centers, public libraries and other sites, the College Info Road Show provides a host of critical services directly to students and families in their communities.

Equipped with satellite Internet access, laptop computers, a projection unit and screen, and an instructor's podium, the Road Show uses state-of-the-art technology to connect students with the information they need to research, pursue and succeed in their educational future beyond high school.

During FY2005, the addition of a second outreach counselor on board enabled the Road Show to reach even more Kentuckians with the message that higher education is beneficial, attainable and affordable.

Staff on board the Road Show introduce visitors to the features of the GoHigherKY.org website, help students conduct scholarship searches, identify higher education institutions that meet specific educational goals, assist in finding sources of financial aid for students, aid in the financial aid application process and offer tips on how to avoid common application mistakes. Road Show staff also provide information about the loan process, repayment, borrower benefits and advocates.

Since the program's inception, the outreach vehicle has made over 76,200 contacts through participation in county fairs, parades, GEAR UP expos, conferences, exhibits, community festivals, the Kentucky State Fair and other events.



HEARD ON THE STREET:

"Thank you guys so much for coming up again this year. We love what you have done with the vehicle."

— Educational Talent Search Coordinator

Program Summaries

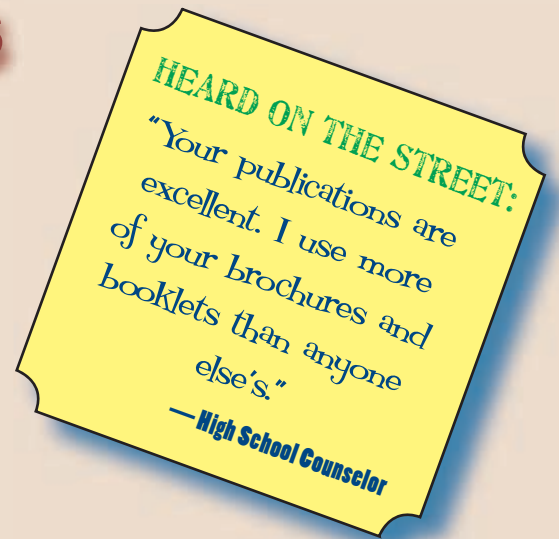
MAJOR PUBLICATIONS DISTRIBUTED

Adults Returning to School 04/05	2,354
Adults Returning to School 03/04	3,584
Affording Higher Education 04/05	719
Affording Higher Education 03/04	250
Getting Started for Freshmen 04/05	5,109
Getting Started for Freshmen 03/04	316
Getting Set for Sophomores 04/05	2,573
Getting Set for Sophomores 03/04	278
Getting Ready for Juniors 04/05	3,009
Getting Ready for Juniors 03/04	522
Getting In for Seniors 04/05	4,292
Getting In for Seniors 03/04	1,609

BROCHURES AND OTHER MATERIALS DISTRIBUTED

BestStart/Best in Class Flier	8,533
College Goal Sunday Handout	664
College Info Road Show Flier	3,144
Consolidation Loan	1,433
Don't Panic	350
Early Childhood Development	3,448
Education Pays Flier	12,076
FAFSA	3,948
FAFSA Insert	225
FAFSA on the Web	35,471
FAFSA Worksheet	6,604
Financial Aid Tip of Month	3,787
Funding Your Education	45,750
GoHigherKY Brochure	27,405
Higher Education 101- Glossary	5,673
It's Called a Student Loan...	1,975

It's Money, Baby	376
KAPT Brochure	3,858
KEES Brochure	45,047
KEES one-page Flier	36,518
KEES Postcard	4,263
KHEAA Bookmark	38,448
KHEAA Coloring Book	25,389
KHEAA Programs	5,450
KHEAA/SLP Programs & Services	3,336
Kentucky Advantage Loan Brochure	1,089
Kentucky's Lowest-Cost Loans	10,401
Kentucky's Outreach Territory Map	1,493
Need Money for College?	2,149
Owner's Manual	84,035
PLUS Loan	1,391
Stafford Loan	1,869
Student Financial Aid Programs	10,285
Student Guide	107
Surf the Net	10,548
Top 10 Financial Aid Tips	7,404
Trust Brochure	25,356
Trust Enrollment Packet	22
You Can Go to College, Too	1,567
Your Map to the Future	37,722
Your Key to Repayment	346



Program Summaries

	College Info Road Show	Regional Outreach	Total
Contacts at exhibits	8,859	35,843	44,702
Contacts at presentations	5,282	31,096	36,378
Total Contacts	14,141	66,939	81,080

Activities			
Number of exhibits	66	333	399
Number of presentations	64	435	499

For a complete, county-by-county listing of FY2005 outreach contacts, log on to kheaa.com/outreachcontacts122105.pdf

ON-SITE VISITS

Admissions Offices	67	Health Departments/Hospitals	104
Adult Education Centers	193	High Schools	747
Area Technology Centers	37	Home Schoolers	4
Boards of Education	49	Job Corps Centers	2
Business/Factory/Industry	42	Kentucky Scholars	1
Cable Companies	3	Laundromat	1
Career Centers	19	Libraries	203
Chambers of Commerce	35	Middle Schools	455
Child Advocacy Centers	3	Migrant Education Offices	9
Children's Home/Orphanage	1	Military Offices	3
Churches	65	Newspapers	154
College, University, Technical Schools	102	Parks and Recreation Departments	7
Community-Based Agencies	185	Professional Organizations	31
Community Centers	49	Radio Stations	137
Cooperative Extension Offices	115	Retail Stores	41
Correctional Facilities	9	Social Service Programs	189
County Fairs/Festivals	45	Summer Camps	12
Day Care Centers/Head Start	153	Television Stations	8
Elementary Schools	165	TRIO Programs	16
Employment Services	15	Vocational Rehabilitation Offices	7
Financial Aid Offices	60	Vocational Schools	15
Family Resource/Youth Services Centers	261	YMCAs	21
GEAR UP Programs	24	Youth Organizations	65
General Public	332	Other	203
Governmental	39	Total	4,506
Governor's Scholars Programs	3		

GoHigherKY.org

Kentucky students are turning to the GoHigherKY.org website to find information that helps them plan, prepare and pay for college.

GoHigherKY.org went live in June 2004 and is a one-stop website for college and career planning. A cooperative effort among colleges, state agencies and other organizations, the site can be used by students in grades 8–12, parents, college students, adult students and guidance counselors. Students can run free scholarship searches, transfer information to the Free Application for Federal Student Aid (FAFSA), take virtual tours of colleges, find colleges that match their preferences and apply to colleges online.



plan for college

Students can plan their high school coursework to meet the entrance requirements of the colleges and universities in Kentucky.

select a school

Users can search data on colleges and universities in Kentucky to find the one that best suits their needs.

apps & transcripts

Students can apply for admissions to many Kentucky colleges, and soon they'll be able to attach their transcript to their electronic application.

paying for college

GoHigherKY.org provides users with detailed information on scholarships, grants and loans. Students can transfer their *myGoHigher* information directly to FAFSA online.

career center

The Career Center helps students identify and prepare for careers that suit their interests, skills and abilities. In this section, they can become acquainted with a variety of careers and acquire tips on choosing a career path.

adult ed & e-learning

Millions of adults who delayed college are now enrolling. They can find out what they need to know about admissions, financial aid and more in one convenient stop.

PAY FOR COLLEGE

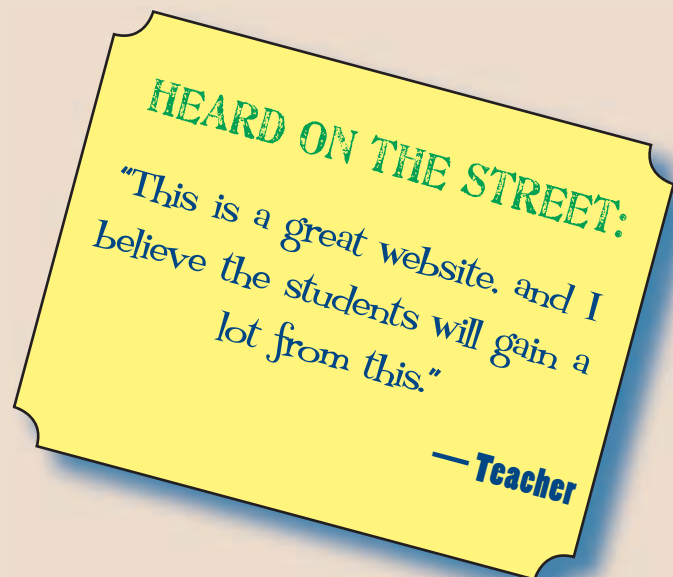
GoHigherKY.org

transfer planning

Students interested in taking college courses online or finding out more about professional development opportunities available through the Web can use this section to explore their options.

my GoHigher

A *myGoHigher* account is a student's personalized portfolio that stores high school grades, college preferences and contact information.



The college planning section has checklists for students in grades 8–12. Starting with the junior year, the site provides a month-by-month list of actions college-bound students should take. The college planning section also lets students who have set up free accounts keep track of their courses and grades as they go through high school.

The Counselor Center helps counselors track their students' progress through the college selection and admissions processes. It can be used for online chats with students, sending e-mails to students and other electronic counseling activities. The center also lets counselors combine their calendar of events with students' calendars.

From the time the site went live in June 2004 through June 2005, the site recorded over 7 million hits, with 7,253 new accounts established, 5,344 requests for additional information made and 798 online admission applications completed.

GoHigherKY.org is a joint effort of KHEAA, The Student Loan People, the Kentucky Department of Education, the Kentucky Community and Technical College System, the Council on Postsecondary Education and the Association of Independent Kentucky Colleges and Universities.

FLEMING COUNTY HIGH WINS "30 SECONDS OF FAME" CONTEST

Over 60 ads from Kentucky high schools were entered in the GoHigherKY.org's "30 Seconds of Fame" ad competition—and the entry by Fleming County was the overwhelming winner. Students Miyuki Urata, Blake Jenkins, Andrea Frazier, Ashton Weaver and Nehemiah Dunn put together the winning ad, which also featured Fleming County Principal Brad Sorrell.

The winning team completed their ads—print, radio and TV—under the direction of teacher Mary Honaker.

KHEAA and The Student Loan People contributed \$1,000 to the school and \$500 to Honaker to use for classroom supplies

The winning students received director's chairs, and special T-shirts were made up to distribute to the production crew of the ads, including a few gracious teachers who allowed their classrooms to be disrupted during filming.



Highlights

COUNTY FAIRS

During the summer months, outreach counselors exhibited at 17 different county fairs. Nearly 375 contacts were made at fairs in Ballard, Boyd, Campbell, Carlisle, Carter, Franklin, Grayson, Hancock, Hardin, Harlan, Hickman, Marshall, Nelson, Simpson, Taylor, Warren and Whitley counties.

GEAR UP KENTUCKY STUDENT LEADERSHIP SUMMIT

Staff worked with personnel from the southeastern region to plan and prepare for the first GEAR UP Kentucky Student Leadership Summit at Eastern Kentucky University. In addition to college planning and leadership development seminars, nearly 80 middle and high school students participated in one-hour sessions designed to help them create a student profile account and explore the features of the GoHigherKY.org website. At the completion of the day's training, these students were deemed "Web Force" student trainers and expected to return to their school campuses to act as peer trainers for the site. Participants in the event received a GoHigherKY.org gel mouse pad and T-shirt, an *Owner's Manual* booklet to help guide them through the financial aid process and a KHEAA/Student Loan People tote bag.

Based on the success of this initial program in southeastern Kentucky, additional programs may be planned in other GEAR UP regions across the state.

GOHIGHERKY.ORG COUNSELOR TRAINING

In December 2004, we received permission from the Kentucky Department of Education to provide Effective Instructional Leadership Act credit to participants in training sessions on the GoHigherKY.org website.

On Friday, January 28, 2005, Xap representatives provided information and guided the outreach staff through the different student data management tools found in the Counselor Center. Xap is the website company that developed and provides the technical support for GoHigherKY.org.

Outreach counselors and Dena Spivey, GoHigherKY.org Project Advisor, worked together to secure training locations, make on-site arrangements and prepare an agenda. They also teamed up to walk participants through each of the site's interactive modules.

During February, March, and June 2005, students and professional school guidance, GEAR UP and TRIO counselors took advantage of this professional development opportunity.

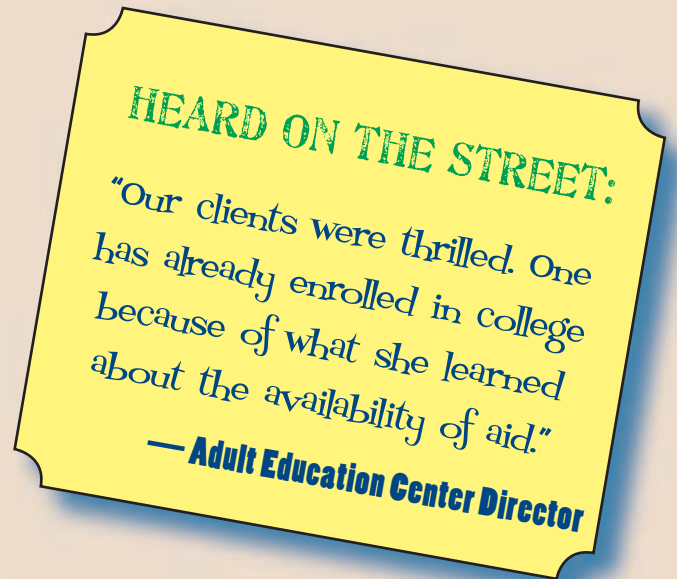
Highlights

GOHIGHERKY.ORG TRAINING (CONT.)

Twenty of the training sessions were held on the College Info Road Show, utilizing its satellite technology to bring live Internet access to students across the state.

Training sessions were held at the following locations:

- Anderson County Adult Education Center
- Barren County High School
- Bellarmine University
- Blaine Elementary School
- Bourbon County Adult Education Center
- Bourbon County High School
- Boyle County Adult Education Center
- Butler County Middle School
- Carlisle County Middle School
- Clinton County Middle School
- Covington Catholic High School
- Cumberland County High School
- Deming High School
- DuPont Manual High School
- Estill County Middle School
- Fayette County Public Middle and High School Counselors' Meeting
- Ft. Logan Alternative High School
- Franklin County Adult Education Center
- Fulton County High School
- Fulton County Vocational School
- Garrard County Middle School
- George Rogers Clark High School
- Grant County Adult Education Center
- Harrodsburg High School
- Hazard Community College
- Henry County Adult Education Center
- Henry County High School
- Hickman County High School
- Jefferson Community College
- Jefferson Community College, Carrollton Campus
- John Hardin High School
- Kentucky Association of Secondary Counselors and Admissions Counselors Conference
- Kentucky School Counselors Association Conference
- Lyon County Middle School
- Madison County 4-H
- Madison County Adult Education Center
- Madison County Middle School
- Marshall County High School
- Meade County Adult Education Center
- Morgan County High School
- Nelson County Adult Education Center
- Ohio County High School
- Owen County Adult Education Center
- Owensboro High School
- Owensboro Catholic High School
- Pendleton County High School
- Pineville High School
- Rockcastle County High School
- Tate Creek High School
- University of Louisville College Golf Workshop
- Wayne County Middle School
- West Carter Middle School

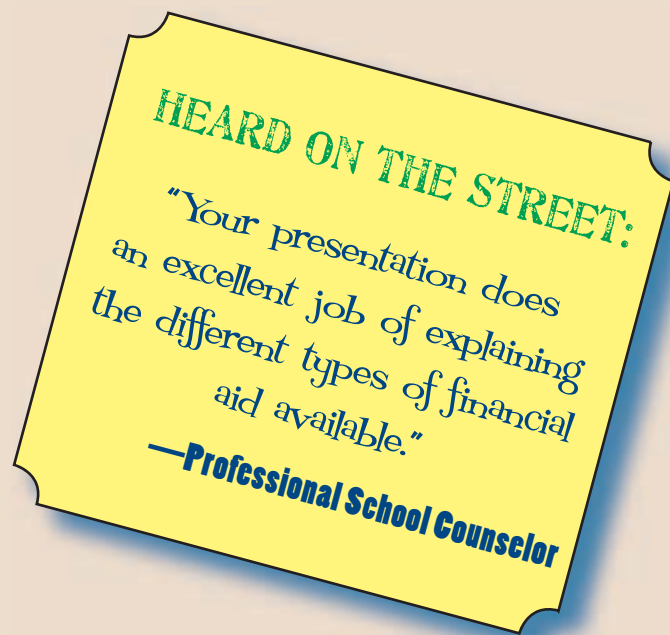


When surveyed, 96.76% of respondents reported that the training met their professional needs, with 96.4% reporting that the training also met their expectations.

Highlights

KENTUCKY MIDDLE SCHOOL ASSOCIATION (KMSA) CONFERENCE

For the first time, staff participated in the KMSA conference, reaching out to over 100 middle school teachers, counselors, and administrators. Information was provided through an exhibit booth; two half-page advertisements in the conference program; pre-stuffed registration packets with our new *Your map to college. Follow the road to success.* middle school booklet; and two information sessions, one focusing on KHEAA programs and services and one focusing on the GoHigherKY.org website.



KENTUCKY STATE FAIR

The College Info Road Show exhibited at the 2004 Kentucky State Fair in Louisville. Forty KHEAA and Student Loan People volunteers worked at the exhibit and distributed 33,804 brochures, fliers, publications and applications—an average of 3,073 each day. In addition, 2,987 *I Can Go To College Too!* coloring books, 2,880 sets of crayons, 2,469 pens, 4,539 pencils, 4,686 bags and 750 GoHigherKY.org CD cases were given out to state fair attendees who visited the booth.

NATIONAL COLLEGE ACCESS NETWORK (NCAN) CONFERENCE

Outreach Manager Susan Hopkins represented the agencies at this conference in Boston, Massachusetts. She attended sessions on Promoting Access: A Discussion of Social Marketing Techniques, Media 101: Using the Media to Promote Your Program and Affording College: Teaching Financial Literacy to Students and Families. Susan also participated in a focus group luncheon/discussion hosted by the Indiana Pathways to College Network.

ONE COMMUNITY, ONE VOICE PARENT/FAMILY CONFERENCE

Staff participated in (and The Student Loan People helped sponsor) the One Community, One Voice Parent/Family Conference on August 14, 2004, in Lexington. The expanded back-to-school rally and conference drew thousands of parents and children for a day of parent workshops, educational booths, academic competition and free school supplies. Over 1,500 people visited the KHEAA/Student Loan People exhibit booth.

Notes

LEAN ON US, FROM CLASS TO CAREER.



Kentucky's trusted source for grants, scholarships and loans.