



**Outreach Annual Report FY 2006**



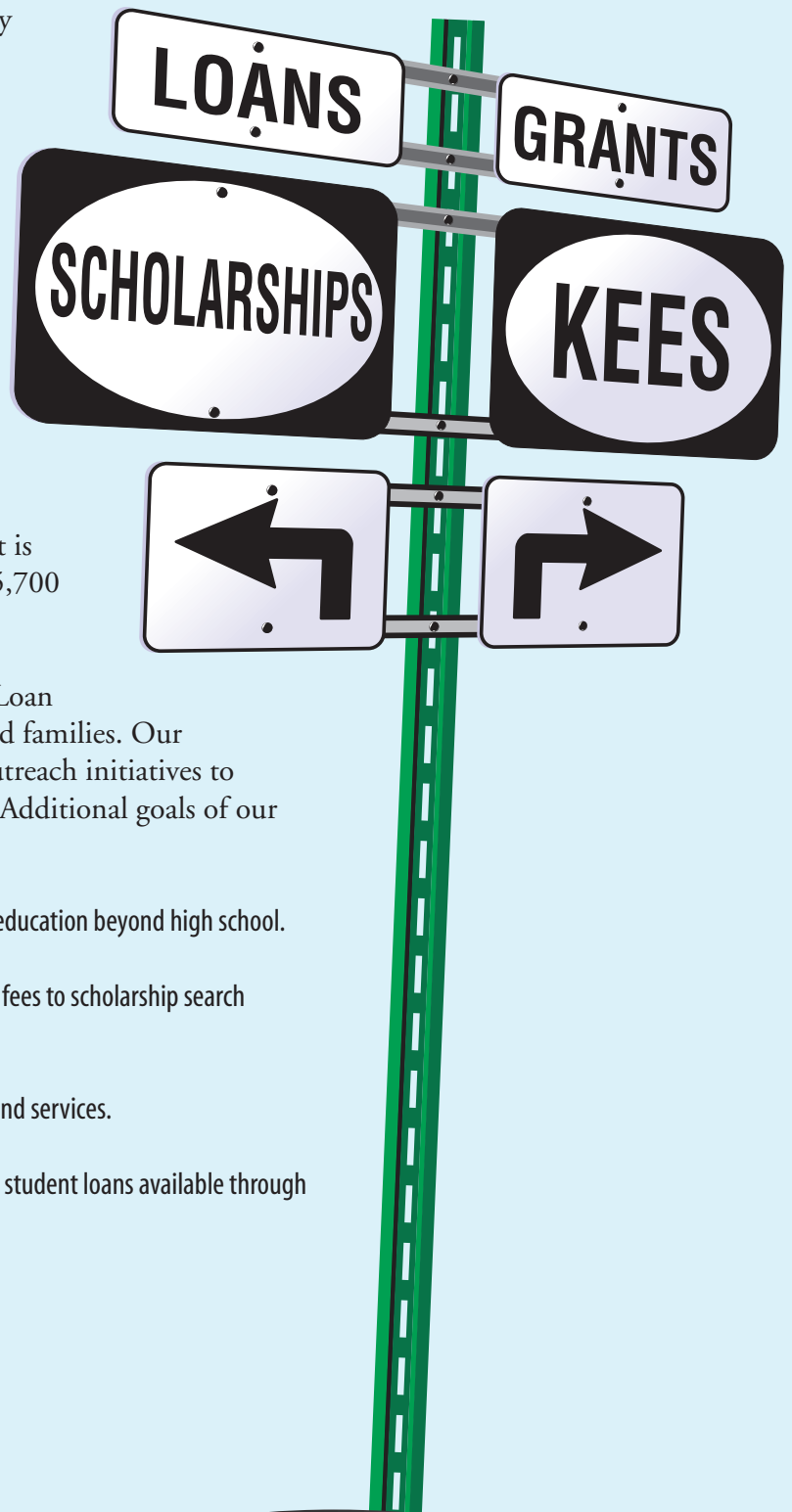
# Our Mission

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 People<sup>sm</sup> 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 FY2006, \$445,700 was set aside for operational costs alone. Spending projections for FY2007 are \$473,975.

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 FY2006. Bob McDermott assumed responsibility for the northern region upon the promotion of Tim Ring to Outreach Supervisor. Kim Dolan replaced Edna McDonald as the Jefferson County Outreach Counselor.



## Kim Dolan (Jefferson County)

Kim joined the Outreach team from Education Management Corporation, where she provided training and guidance as a financial aid specialist. She has a bachelor of science degree in management from Western Kentucky University, has been a financial aid officer with the Art Institute of Houston and served as the Director of Student Financial Services for the Art Institute of California in San Diego.

### Activities FY2006

Publications distributed:	32,517	Exhibits/Presentations:	76	On-site visits:	375
Student/Parent contacts:	4,040	Counties visited:	3	Miles traveled:	7,087

**Cumulative contacts, 2005–2006: 4,040**



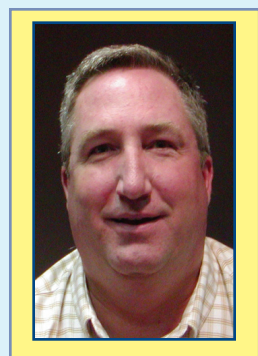
## Bob McDermott (Northern Kentucky)

Bob's assigned territory includes Boone, Bracken, Campbell, Carroll, Gallatin, Grant, Henry, Kenton, Oldham, Owen, Pendleton, Robertson and Trimble counties. Bob comes to us from Union Institute and University in Cincinnati, where he was Associate Registrar. He has served as Director of Records and Registration at Miami University, Director of Enrollment Management and Director of Admission at Thomas More College, and as Associate Director of Admission at Champlain College in Burlington, Vermont.

### Activities FY2006

Publications distributed:	37,603	Exhibits/Presentations:	82	On-site visits:	344
Student/Parent contacts:	9,332	Counties visited:	15	Miles traveled:	11,267

**Cumulative contacts, 2005–2006: 9,332**



# 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 FY2006

Publications distributed:	21,886	Exhibits/Presentations:	113	On-site visits:	509
Student/Parent contacts:	8,541	Counties visited:	21	Miles traveled:	23,417

**Cumulative contacts, 2003–2006: 18,261**



## 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 FY2006

Publications distributed:	39,042	Exhibits/Presentations:	96	On-site visits:	622
Student/Parent contacts:	10,803	Counties visited:	19	Miles traveled:	19,410

**Cumulative contacts, 2003–2006: 20,002**



## 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 FY2006

Publications distributed:	31,429	Exhibits/Presentations:	87	On-site visits:	629
Student/Parent contacts:	5,337	Counties visited:	18	Miles traveled:	18,344

**Cumulative contacts, 2003–2006: 10,291**



## 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 FY2006

Publications distributed:	31,734	Exhibits/Presentations:	81	On-site visits:	291
Student/Parent contacts:	7,451	Counties visited:	20	Miles traveled:	16,497

**Cumulative contacts, 2003–2006: 14,893**



# Regional Outreach

## 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 FY2006

Publications distributed:	38,926	Exhibits/Presentations:	94	On-site visits:	468
Student/Parent contacts:	8,623	Counties visited:	24	Miles traveled:	19,224

**Cumulative contacts, 2004–2006: 16,273**



## 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.

### Activities FY2006

Publications distributed:	78,186	Exhibits/Presentations:	183	On-site visits:	648
Student/Parent contacts:	15,641	Counties visited:	29	Miles traveled:	25,943

**Cumulative contacts, 2004–2006: 18,340**



## Geri Johnson (Central Kentucky)

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

### Activities FY2006

Publications distributed:	44,090	Exhibits/Presentations:	100	On-site visits:	279
Student/Parent contacts:	12,654	Counties visited:	12	Miles traveled:	8,939

**Cumulative contacts, 2001–2006: 33,819**



## 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 FY2006

Publications distributed:	28,813	Exhibits/Presentations:	119	On-site visits:	120
Student/Parent contacts:	12,219	Counties visited:	14	Miles traveled:	9,354

**Cumulative contacts, 2000–2006: 22,954**





# Regional Outreach

## Summer Gortney (Outreach Services Assistant)

Summer provides administrative assistance to the Outreach Services Manager, Susan Hopkins, and represents the agencies at exhibits and other events.

### Activities FY2006

Publications distributed:	1,445	Exhibits/Presentations:	19	On-site visits:	19
Student/Parent contacts:	1,046	Counties visited:	8	Miles traveled:	1,945

**Cumulative contacts, 2005–2006: 1,046**



## Kudos From Counselors

*"We love the GoHigherKY.org website. We use it all the time. Our seniors have used it this year, and we intend on having you in again to train our juniors to use it too. We think it has everything to plan for college. I especially like the fact that there is such an excellent scholarship search and cost information at your finger tips. Thank you for giving us Go Higher."*

— School Counselor

*"It's wonderful to have someone walk in the door and instantly become an asset to our school."* — School Counselor

*"The web portal is a great resource and will really help our students."*  
— School Counselor

*"I think KHEAA's publications are the greatest thing in the world."*  
— High School Counselor

*"The publications and materials you produce are great. We use them with all of our students."* — School Counselor

*"I want to thank you again for bringing the College Info Road Show to our students. They really enjoyed it, and more importantly, they got a great deal of important information. You did an excellent job. Please know how much we appreciated it!"*

— Middle School Counselor

*"You all did such a wonderful job. Our kids really paid attention and got your message."*

— School Counselor



College Info Road Show counselor Mark Hoover and Outreach Services Assistant Summer Gortney prepare to meet with counselors at the Kentucky Counseling Association conference in Louisville.



# 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.

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 94,662 contacts through participation in county fairs, parades, GEAR UP expos, conferences, exhibits, community festivals, the Kentucky State Fair and other events.



### Mark Hoover (College Info Road Show)

Mark counsels visitors onboard the College Info Road Show, targeting presentations to adults, middle and high school students statewide.

#### Activities FY2006

Publications distributed:	44,372	Exhibits/Presentations:	104	On-site visits:	92
Student/Parent contacts:	9,867	Counties visited:	47	Miles traveled:	13,928

**Cumulative contacts, 1998–2006: 83,981**



### Gene Weis (College Info Road Show)

Gene Weis counsels visitors onboard the College Info Road Show, targeting presentations to adults, middle and high school students statewide.

#### Activities FY2006

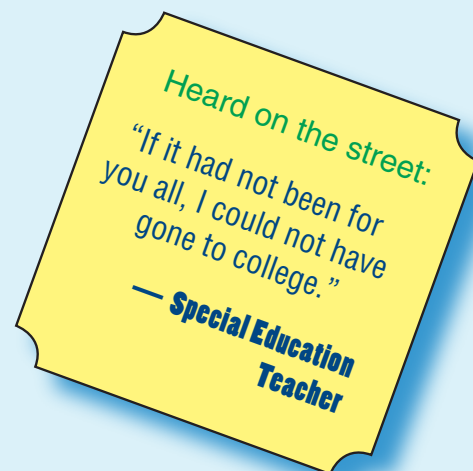
Publications distributed:	17,953	Exhibits/Presentations:	145	On-site visits:	142
Student/Parent contacts:	8,595	Counties visited:	53	Miles traveled:	15,213

**Cumulative contacts, 2004–2006: 10,755**



# Program Summaries

## Major publications distributed



Adults Returning to School 05/06	2,723
Adults Returning to School 04/05	1,967
Affording Higher Education 05/06	250
Affording Higher Education 04/05	61
Getting Started for Freshmen 05/06	6,979
Getting Started for Freshmen 04/05	2,036
Getting Set for Sophomores 05/06	1,428
Getting Set for Sophomores 04/05	1,610
Getting Ready for Juniors 05/06	2,551
Getting Ready for Juniors 04/05	1,958
Getting In for Seniors 05/06	3,812
Getting In for Seniors 04/05	2,441

## Other materials distributed

Advantage Loan Brochure	1,658
BestStart/Best in Class Flier	675
Best in Care Brochure	4,311
Best in Class Brochure	2,852
Best in Law Brochure	297
The College Circuit	22,625
College Goal Sunday Handout	901
College Info Road Show Flier	3,013
Consolidation Loan Brochure	1,549
Don't Panic	74
Early Childhood Development Brochure	602
Education Pays Flier	25
FAFSA	1,325
FAFSA Insert	65
FAFSA on the Web	30,697
FAFSA Worksheet	4,595

Financial Aid Tip of the Month	919
Funding Your Education	21,095
GoHigherKy Brochure	102,476
Higher Ed. 101-Glossary	540
How to Apply For a Low Cost Student Loan	4,125
It's Money Baby	280
KAPT Brochure	460
KEES Brochure	85,016
KEES Flier	3,162
KHEAA Bookmark	63,125
KHEAA Coloring Book	38,897
KHEAA/SLP Programs and Services	3,485
Kentucky's Lowest-Cost Loans	3,592
Kentucky's Outreach Territory Map	1,265
Need Money for College?	3,656
Outreach Presentation Guide	3,100
Owner's Manual	56,226
PLUS Loan Brochure	2,104
Stafford Loan Brochure	535
Stay Care Free Through College	13,975
Student Guide	235
Top 10 Financial Aid Tips	85
Trust Brochure	15,038
Wonder What Student Loan Words Mean	222
You Can Go to College, Too	260
Your Map to the Future	21,488
Your Key to Repayment	50



# Program Summaries

	College Info Road Show	Regional Outreach	Total
Contacts at exhibits	10,361	50,554	60,915
Contacts at presentations	8,101	46,339	54,440
<b>Total Contacts</b>	<b>18,462</b>	<b>96,893</b>	<b>115,355</b>

For a complete,  
county-by-county  
listing of FY2006  
outreach contacts,  
log on to [kheaa.com/  
outreachcontacts.pdf](http://kheaa.com/outreachcontacts.pdf)

## Activities

Number of exhibits	99	449	548
Number of presentations	113	655	768

## On-site visits

Admissions Offices	53
Adult Education Centers	204
Area Technology Centers	43
Boards of Education	148
Businesses/Factories/Industries	53
Cable Companies	1
Career Centers	16
Chambers of Commerce	58
Child Advocacy Centers	2
Children's Homes/Orphanages	5
Churches	15
College, University, Technical Schools	125
Community-Based Agencies	179
Community Centers	56
Cooperative Extension Offices	126
Correctional Facilities	6
County Fairs/Festivals	38
Day Care Centers/Head Start	73
Elementary Schools	137
Employment Services	68
Financial Aid Offices	40
Family Resource/Youth Services Centers	256
GEAR UP Programs	35
General Public	84
Governmental	34
Governor's Scholars Programs	4

Health Departments/Hospitals	172
High Schools	858
Home Schoolers	12
Internal (OR Adv./Staff Orientation)	12
Job Corps Centers	6
Kentucky National Guard	7
Kentucky Scholars	1
Laundromats	3
Libraries	309
Middle Schools	485
Migrant Education Offices	7
Military Offices	1
Movie Theaters	3
Newspapers	146
Parks and Recreation Departments	9
Professional Organizations	30
Radio Stations	168
Retail Stores	6
Social Service Programs	65
Summer Camps	8
Television Stations	9
TRIO Programs	39
Vocational Rehabilitation Offices	15
Vocational Schools	9
YMCA/YWCA	22
Youth Organizations	14
Other	263
<b>Total</b>	<b>4,538</b>

# 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 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.

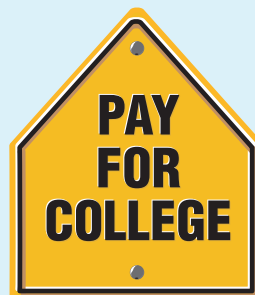


## career center

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.



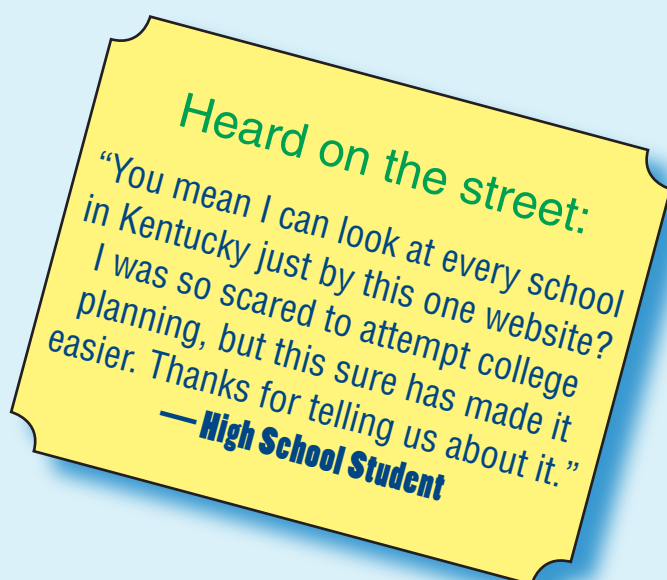
# GoHigherKY.org

## transfer planning

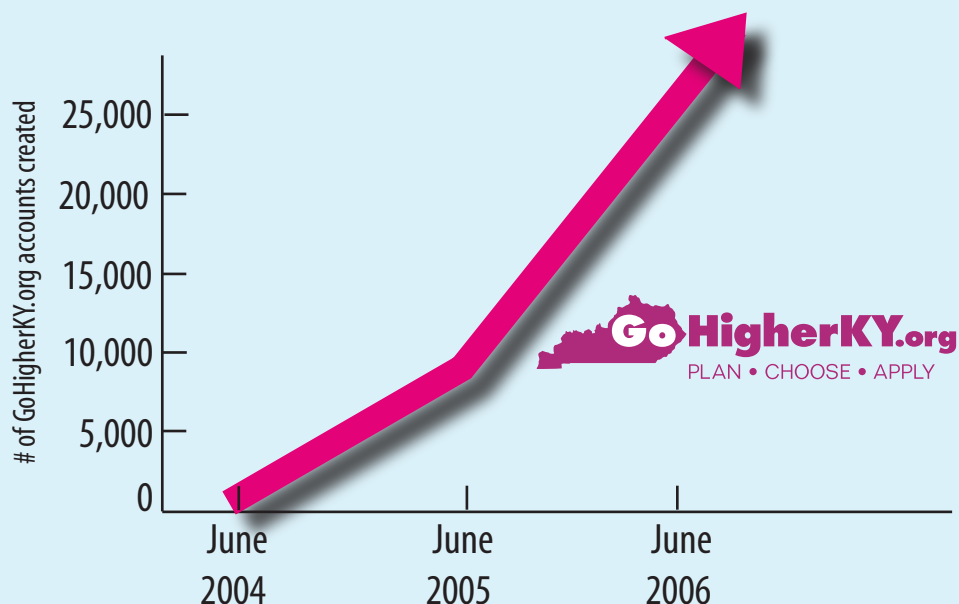
Students interested in taking college courses online or finding out more about professional development opportunities available through the Web can use this section to explore their options.

## 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.



KHEAA and The Student Loan People have seen rapid growth in the number of new GoHigherKY.org accounts created since the site went live in June 2004. As of June 30, 2006, 28,450 new accounts have been created.

Thousands of Kentucky students, parents, counselors and others are using the site to plan and prepare for higher education.

KDE's recently developed Individual Learning Plan (ILP) is an excellent companion tool for Kentucky educators and families, helping students explore interests, build résumés and chart their upper elementary and secondary school efforts on their way to reaching their higher education goals.



# Highlights

## College Bound Readiness Committee

Jefferson County Outreach Counselor Kim Dolan has joined the College Bound Readiness Committee of the Jefferson County Board of Education. This committee, which is comprised of school and community leadership interested in promoting higher education for youth in the county, is an element of a four-year, \$25 million grant that the Jefferson County Public School System received from the GE Foundation for math and science education. The committee's work covers a broad range of goals, but will concentrate on developing new initiatives and/or improving upon existing initiatives that will encourage Jefferson County youth to go on to college and help them be successful once there. Kim has volunteered for the Communications and Resources subcommittees.

## College Info Road Show Upgrades

The College Info Road Show underwent major mechanical upgrades in November 2005. With over 100,000 miles on the odometer, several components of the mobile unit were in need of replacement.

Working with Louisville RV, onboard counselors had the chassis engine replaced with a 454 Chevy (29GW) V-tech motor, including the installation of new belts, batteries, radiator, and hoses. In addition, a new General Motors' "F" transmission and an O'Nan 7000 commercial-grade generator were installed.

A new security system was also installed. This system will notify Road Show staff within an eight-mile radius if an intruder is onboard.

These upgrades will allow Road Show counselors to drive better in rural areas and will provide protect the unit from weather, break-ins, and other factors. Engine and generator noise will also be kept to a minimum.

## GEAR UP: New State Grant Awarded

The U.S. Department of Education approved funding to the Council on Postsecondary Education for a new \$42 million GEAR UP state award. The grant, in which KHEAA is a core partner, will provide \$21 million over the next six years to support college awareness and early preparation activities for low-income middle school students in a new group of Kentucky schools. The federal government will provide \$21 million, and GEAR UP partners statewide will provide \$21 million in matching funds and/or in-kind services.

The new initiative will focus on five major strategic priority areas designed to create a college-going culture among the students selected for participation. Awareness, rigor, engagement, access, and support have been identified as the core standards to help guide school efforts in fostering an environment of success and high achievement.

## Jefferson County Public Schools' (JCPS) Parent University

Jefferson County Outreach Counselor Kim Dolan arranged to conduct an informational session during JCPS' Parent University. The event targets middle school parents and guardians facing their children's transition from middle to high school. Sessions cover such topics as improving reading and writing skills at home; communicating with teenagers; helping kids get organized; and improving math, science and social studies skills. Nearly 30,000 families from across the district are invited to participate.

## Kentucky Forum to Accelerate Middle Grades Reform

Outreach Services Manager Susan Hopkins joined the forum at the invitation of Fran Salyers, Executive Director of the Kentucky Middle School Association (KMSA). KHEAA and The Student Loan People join representatives from KMSA, the Kentucky Parent Teacher Association, the Kentucky Department of Education, the Collaborative for Teaching and Learning, the Center for Middle School Academic Achievement, and the Educational Professional Standards Board in promoting academic excellence, developmental responsiveness, social equity, and organizational structure among Kentucky schools providing middle grade education. During the forum's June 15 meeting in Elizabethtown, Hopkins presented an overview of KHEAA/SLP programs and services and provided group members with a variety of resource materials.



## Kentucky National Guard Partnership

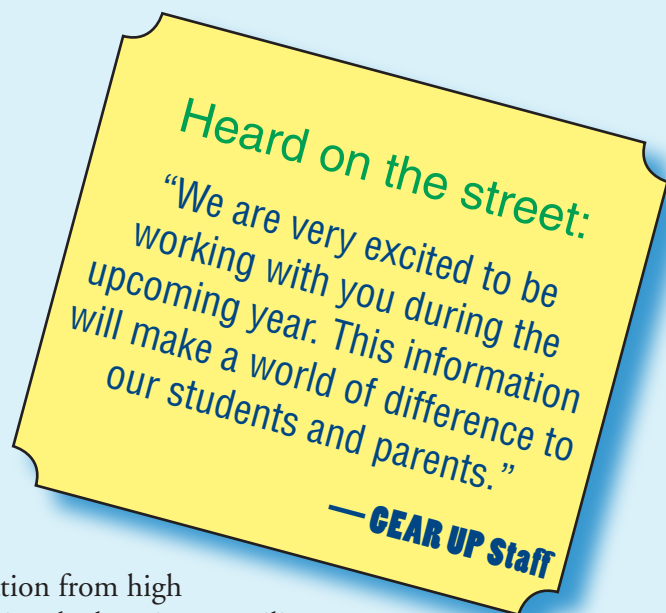
Outreach Services Assistant Summer Gortney initiated a partnership between our agencies and recruiters for the Kentucky National Guard. As a result, Outreach is working with the Kentucky National Guard to provide information on college planning and student financial aid to Kentucky high school students. At the invitation of Joe Brummett, Director of Education Outreach, Outreach Manager Susan Hopkins provided two informational KHEAA/SLP slides to be incorporated into the Guard's *Career Direction* presentation to high school students across the state. The program already uses our *Getting In* publication as a resource for classroom activities. This partnership lets us increase our reach, repeating our message to nearly 8,000 students via a network of over 115 regional trainers. The arrangement also helps increase loan volume, as nearly 60 percent of National Guard members choose The Student Loan People as their lender. Information about the Guard is incorporated into our regional outreach presentations in the slide advising students of other sources available to help pay for college.

## Kentucky State Fair

The College Info Road Show exhibited at the 2005 Kentucky State Fair in Louisville. Forty-seven volunteers worked at the exhibit and distributed 12,428 brochures, fliers, publications, and applications—an average of 1,129 each day. In addition, 2,475 *I Can Go To College Too!* coloring books, 3,200 pens, 6,000 pencils, and 325 KHEAA/SLP car shades were given out to state fair attendees who visited the booth.

## Louisville Education and Employment Partnership (LEEP)

Jefferson County Outreach Counselor Kim Dolan is working with the LEEP Program to provide college planning and financial aid guidance to at-risk students and their parents from 19 Louisville high schools. Established in 1988, LEEP is a collaborative effort among the Jefferson County Public Schools, Louisville Metro Government, Metro United Way and Kentuckiana Works. This interagency partnership exists to provide academic and social services to youth. Success in the partnership is measured by students' academic achievement; graduation from high school; and positive transition to employment, postsecondary/vocational education or military service.



## National College Access Network (NCAN) Conference

Susan Hopkins attended the NCAN Conference in Las Vegas. She participated in sessions on "Student Loan and College Opportunity," "Value Added: The Costs and Benefits of College Prep Programs," "Sharing Lessons Learned: Building a Model for Rural College Access," and "Students Speak Out." One of nearly 400 participants, Susan attended sessions and conducted a presentation on KHEAA and The Student Loan's People's outreach efforts in Kentucky. Forty-two conference-goers were included in the session, which highlighted the development of our outreach services, including a focus on the College Info Road Show and our age-appropriate publications and presentations. Kentucky's outreach efforts were cited as an example of a best practice in college access. Many of those in attendance asked for additional information on our programs and services.

## Outreach to the Unemployed

Jefferson County Outreach Counselor Kim Dolan has been a regular monthly presenter at the Kentucky Department for Employment Services' Job Readiness classes in Louisville. The Job Readiness program helps people whose unemployment and/or welfare benefits are expiring to gain self-sufficiency by teaching them various skills in areas such as communication, time management, goal-setting, résumé writing, interviewing, self-esteem, personal appearance, budgeting, completing applications, job retention, networking, and continuing education. The Wiggins Family Investment Center, overseen by the Louisville Metro Housing Authority, added a similar program in May. Hundreds of clients have already benefited from our presentations on career exploration, college planning, and student financial aid.

Regional Outreach Counselors continue to help unemployed Kentuckians through a variety of program contacts. Counselors participate in exhibits at career expos across the state and provide workshops and materials to Unemployment, Workforce Development, Workforce Investment Act (WIA), Vocational Rehabilitation, and Ready-to-Work Offices.



## University of Kentucky's Health Careers Opportunity Program (HCOP)

Outreach staff has developed a partnership with the University of Kentucky's Health Careers Opportunity Program. UK's Area Health Education Center was awarded a federal grant totaling over \$1 million for its HCOP to increase the number of disadvantaged and underrepresented students pursuing education for careers in the health professions. The grant will be administered over the next three years.

Twelve rural and under served counties in Eastern Kentucky and two urban counties with large Hispanic and African-American populations will receive the support.

The funds will enable UK to expand existing programs of preprofessional preparation, broaden services for students with economic and academic disadvantages, and implement innovative programs to stimulate and encourage students who have limited access to opportunities to advance through the educational pipeline leading to health careers.

## West Kentucky Counselor Association (WKCA)

Building our relationship with one of our core targets, KHEAA and The Student Loan People entered into a \$2,500 sponsorship agreement with WKCA. WKCA planned, organized and was responsible for the functions related to its 2005-2006 conference and semi-annual meetings, which were held September 16, 2005, at Murray State University; November 18, 2005, at Madisonville Community College; and March 9-10, 2006, at Lake Barkley State Resort Park.

## Notes

*LEAN ON US, FROM CLASS TO CAREER.*



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