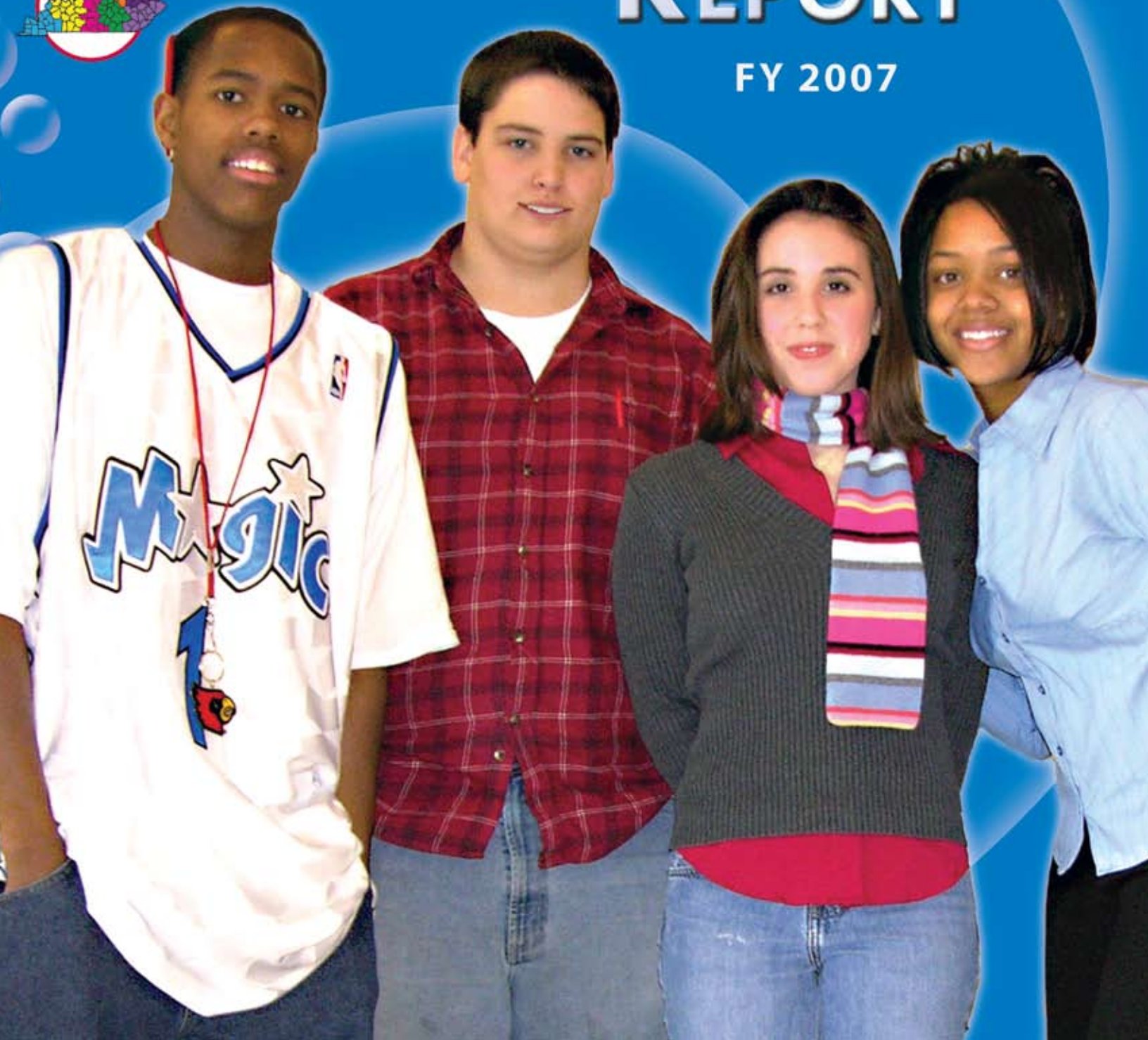


KHEAA and The Student Loan People

OUTREACH ANNUAL REPORT

FY 2007



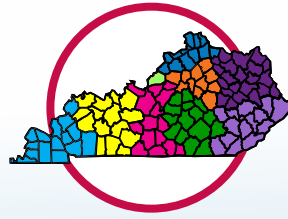


Our Mission

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.

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:

- Inform students about the many opportunities to continue their education beyond high school.
- Give free information to students and parents to assist them in making informed decisions on planning and paying for college or technical school.
- Familiarize Kentuckians with our financial aid programs and services.
- Educate students and families about the lowest cost student loans available through The Student Loan People.



Regional Outreach



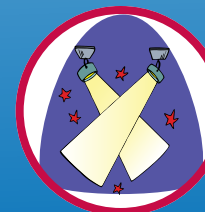
College Info Road Show



Publications and Program Summaries

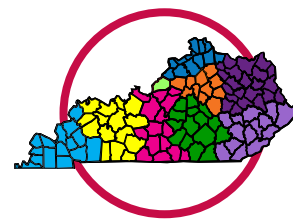


GoHigherKY.org

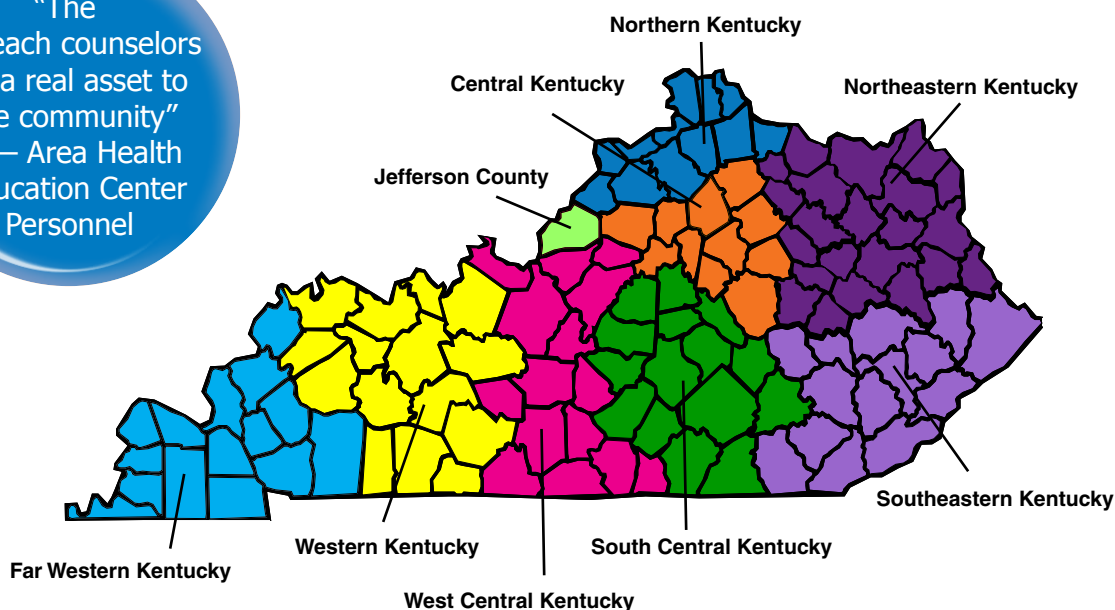


Highlights

Regional Outreach



"The outreach counselors are a real asset to the community"
— Area Health Education Center Personnel



Nine service areas have been identified within the Commonwealth of Kentucky. Throughout each area, outreach counselors promote higher education opportunities by disseminating KHEAA information, materials, media packets and publications; participating in career fairs, college nights, financial aid workshops and other related events; providing radio, television and newspaper public service announcements; and making personal, on-site visits to those who can help KHEAA provide information about higher education opportunities. Community contacts in each area may include, but are not limited to: adult education centers, boards of education, elementary schools, churches, community-based agencies, cooperative extension (4-H) offices, family resource/youth services centers, GEAR UP programs, health departments/hospitals, high schools, libraries, media outlets (newspapers, radio/TV stations), middle schools, professional organizations, social service programs and TRIO programs.

Outreach Counselors

Doug Cook (Far Western Kentucky)

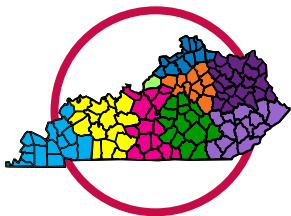
Doug's assigned territory includes Ballard, Caldwell, Calloway, Carlisle, Christian, Crittenden, Fulton, Graves, Hickman, Livingston, Lyon, Marshall, McCracken, Trigg and Union counties.

Activities FY2006

| | | | | | |
|---------------------------|--------|-------------------------|-----|-----------------|--------|
| Publications distributed: | 25,898 | Exhibits/Presentations: | 118 | On-site visits: | 606 |
| Student/Parent contacts: | 12,792 | Counties visited: | 21 | Miles traveled: | 24,862 |

Cumulative contacts, 2003–2007: 31,053





Regional Outreach

Chris Dressler (Western Kentucky)

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

Activities FY2007

| | | | | | |
|---------------------------|--------|-------------------------|-----|-----------------|--------|
| Publications distributed: | 24,029 | Exhibits/Presentations: | 128 | On-site visits: | 627 |
| Student/Parent contacts: | 10,578 | Counties visited: | 22 | Miles traveled: | 22,512 |

Cumulative contacts, 2003–2007: 30,580



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 FY2007

| | | | | | |
|---------------------------|--------|-------------------------|----|-----------------|--------|
| Publications distributed: | 19,968 | Exhibits/Presentations: | 90 | On-site visits: | 424 |
| Student/Parent contacts: | 5,990 | Counties visited: | 19 | Miles traveled: | 13,814 |

Cumulative contacts, 2003–2007: 16,281



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 FY2007

| | | | | | |
|---------------------------|--------|-------------------------|-----|-----------------|--------|
| Publications distributed: | 15,669 | Exhibits/Presentations: | 105 | On-site visits: | 340 |
| Student/Parent contacts: | 8,989 | Counties visited: | 19 | Miles traveled: | 15,561 |

Cumulative contacts, 2003–2007: 23,882



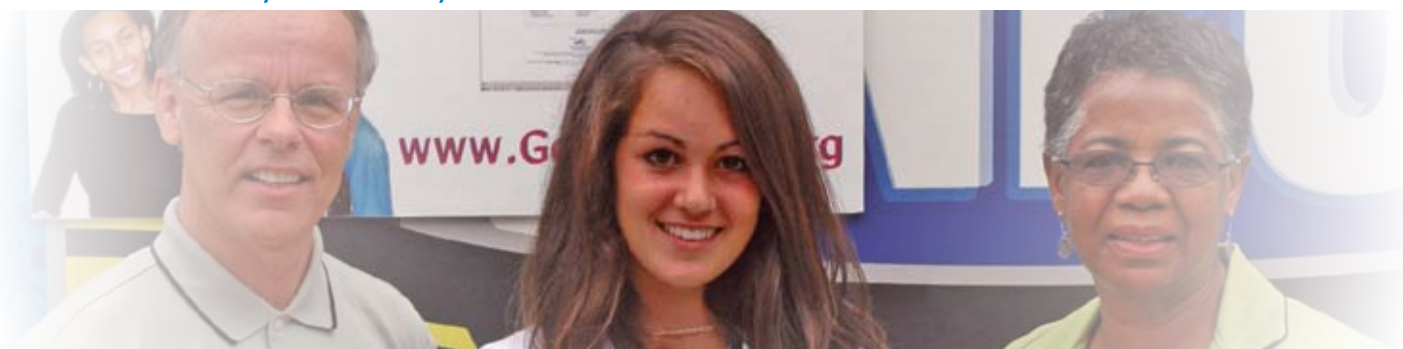
April Graham (Southeastern Kentucky)

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

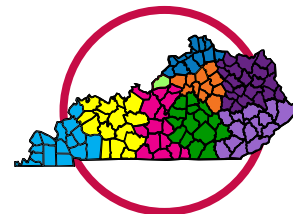
Activities FY2007

| | | | | | |
|---------------------------|--------|-------------------------|-----|-----------------|--------|
| Publications distributed: | 22,057 | Exhibits/Presentations: | 119 | On-site visits: | 399 |
| Student/Parent contacts: | 9,239 | Counties visited: | 26 | Miles traveled: | 19,330 |

Cumulative contacts, 2004–2007: 25,512



Regional Outreach



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 FY2007

| | | | | | |
|---------------------------|--------|-------------------------|-----|-----------------|--------|
| Publications distributed: | 65,509 | Exhibits/Presentations: | 170 | On-site visits: | 639 |
| Student/Parent contacts: | 18,107 | Counties visited: | 28 | Miles traveled: | 24,516 |

Cumulative contacts, 2004–2007: 36,447



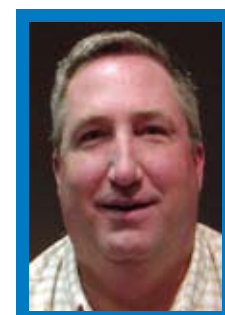
Bob McDermott (Northern Kentucky)

Bob's assigned territory includes Boone, Bracken, Campbell, Carroll, Gallatin, Grant, Henry, Kenton, Oldham, Owen, Pendleton, Robertson and Trimble counties.

Activities FY2007

| | | | | | |
|---------------------------|--------|-------------------------|-----|-----------------|--------|
| Publications distributed: | 25,602 | Exhibits/Presentations: | 103 | On-site visits: | 394 |
| Student/Parent contacts: | 10,779 | Counties visited: | 16 | Miles traveled: | 10,023 |

Cumulative contacts, 2005–2007: 20,111



Geri Johnson (Central Kentucky)

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

Activities FY2007

| | | | | | |
|---------------------------|--------|-------------------------|-----|-----------------|-------|
| Publications distributed: | 28,177 | Exhibits/Presentations: | 118 | On-site visits: | 239 |
| Student/Parent contacts: | 11,823 | Counties visited: | 13 | Miles traveled: | 7,308 |

Cumulative contacts, 2001–2007: 45,642



Kim Dolan (Jefferson County)

Kim's assigned territory is Jefferson County.

Activities FY2007

| | | | | | |
|---------------------------|--------|-------------------------|-----|-----------------|-------|
| Publications distributed: | 30,029 | Exhibits/Presentations: | 170 | On-site visits: | 486 |
| Student/Parent contacts: | 10,848 | Counties visited: | 4 | Miles traveled: | 7,070 |

Cumulative contacts, 2005–2007: 14,888



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 FY2007

| | | | | | |
|---------------------------|-------|-------------------------|----|-----------------|-------|
| Publications distributed: | 3,487 | Exhibits/Presentations: | 39 | On-site visits: | 39 |
| Student/Parent contacts: | 2,210 | Counties visited: | 11 | Miles traveled: | 3,385 |

Cumulative contacts, 2005–2007: 3,256





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 113,848 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 FY2007

| | | | | | |
|---------------------------|--------|-------------------------|----|-----------------|--------|
| Publications distributed: | 33,910 | Exhibits/Presentations: | 86 | On-site visits: | 72 |
| Student/Parent contacts: | 6,215 | Counties visited: | 60 | Miles traveled: | 13,750 |

Cumulative contacts, 1998–2007: 90,196



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 FY2007

| | | | | | |
|---------------------------|--------|-------------------------|-----|-----------------|--------|
| Publications distributed: | 17,770 | Exhibits/Presentations: | 140 | On-site visits: | 147 |
| Student/Parent contacts: | 12,871 | Counties visited: | 54 | Miles traveled: | 17,143 |

Cumulative contacts, 2004–2007: 23,726

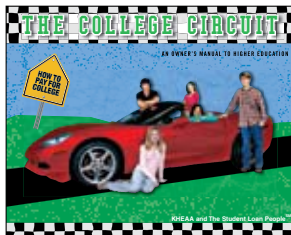


Publications and Program Summaries

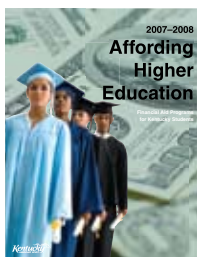


Our outreach counselors are available year-round to provide free college planning and financial aid assistance. Many of our presentations are aligned with the Kentucky Department of Education's Core Content for Assessment of Practical Living/Vocational Studies. We gladly offer our services for your use at:

- Financial aid nights
- Career fairs
- College nights
- Adult education programs
- KEES workshops
- FAFSA workshops
- PTA meetings



The College Circuit is a comprehensive guide that includes information on why students should go to college, a glossary of financial terms, an overview of GoHigherKY.org, details about financial aid programs and frequently asked questions.



Affording Higher Education lists over 4,300 financial aid programs administered by state and federal governments, colleges, trade schools and Kentucky companies and organizations.

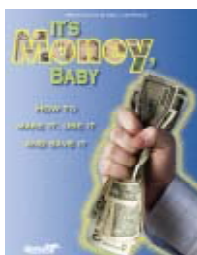
"We love your books. I use *Getting In* all the time. The information I get from that book alone helps me do my job."
— School Counselor



Getting Started, *Getting Set*, *Getting Ready* and *Getting In* are age-appropriate publications for high school freshmen, sophomores, juniors and seniors, respectively. They are designed to guide students and families through the process of planning and paying for college.



Adults Returning to School helps nontraditional students find their way back in to the educational system. It offers financial aid resources and information about Kentucky postsecondary school costs, admission criteria and majors, as well as telephone numbers for admissions and financial aid officers and nontraditional student advisors.



It's Money, Baby is designed to teach students about financial matters, helping them to make wise decisions about matters that affect their credit. Topics include cash basics, money plans, banking, balancing, cell phones, insurance, credit cards and college money.



Publications and Program Summaries

Major publications distributed

| | |
|------------------------------|-----------------|
| Adults Returning to School | 11,314 |
| Affording Higher Education | 3,813 |
| Getting Started for Freshmen | 64,494 |
| Getting Set for Sophomores | 63,192 |
| Getting Ready for Juniors | 59,881 |
| Getting In for Seniors | 57,937 |
| Total | 260,631* |

Other materials distributed

| | |
|--|--------|
| Advantage Loan Brochure | 41 |
| BestGrad Brochure | 181 |
| BestPLUS Brochure | 4,431 |
| Best in Care Brochure | 11,881 |
| Best in Care Insert | 13 |
| Best in Class Brochure | 3,232 |
| Best in Law Brochure | 812 |
| BestStart/Best in Class Flier | 735 |
| The College Circuit | 80,478 |
| College Goal Sunday Handout | 481 |
| College Info Road Show Flier | 3,255 |
| Consolidation Loan Brochure | 979 |
| Early Childhood Development Brochure | 1,020 |
| FAFSA | 811 |
| FAFSA on the Web | 13,032 |
| FAFSA Worksheet | 2,433 |
| GoHigherKy Brochure | 90,019 |
| GoHigherKy Newsletter | 2,590 |
| How to Apply For a Low-Cost Student Loan | 880 |
| iPod Posters | 14 |
| It's Money, Baby | 4,719 |
| KAPT Brochure | 485 |
| KEES Brochure | 66,947 |
| KEES Flier | 12 |



| | |
|---|-----------------|
| KHEAA Bookmark | 58,484 |
| KHEAA Coloring Book | 16,929 |
| KHEAA/SLP Programs and Services | 1,666 |
| Kentucky Financial Aid Tip of the Month | 20,123 |
| Kentucky Financial Aid Tip of the Month (Radio) | 992 |
| Kentucky's Lowest-Cost Loans | 1,038 |
| Kentucky's Outreach Territory Map | 129 |
| KY High School Counselor Connection | 4,786 |
| KY Middle School Counselor Connection | 1,389 |
| Need Money for College? | 2,501 |
| Outreach Annual Report FY 2006 | 476 |
| Outreach Presentation Guide | 5,174 |
| Owner's Manual | 2,624 |
| Repaying Your Student Loan Brochure | 100 |
| Spanish Financial Aid Tip of the Month | 45 |
| Stafford Loan Brochure | 1,282 |
| Stay Care Free Through College | 15,432 |
| Trust Brochure | 2,836 |
| Your KHEAA College Connection Newsletter | 502,500 |
| Your Map to College | 13,851 |
| Total | 941,838* |

* Totals include materials and publications distributed via outreach counselors and publications area.

On-site visits

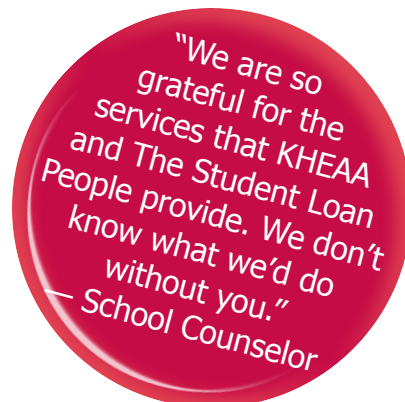
| | |
|--|-----|
| Admissions Offices | 59 |
| Adult Education Centers | 178 |
| Area Health Education Centers | 10 |
| Area Technology Centers | 43 |
| Boards of Education | 135 |
| Businesses/Factories/Industries | 53 |
| Cable Companies | 1 |
| Career Centers | 18 |
| Chambers of Commerce | 44 |
| Child Advocacy Centers | 8 |
| Children's Homes/Orphanages | 4 |
| Churches | 27 |
| College, University, Technical Schools | 124 |
| Community-Based Agencies | 155 |
| Community Centers | 53 |
| Cooperative Extension Offices | 123 |
| Correctional Facilities | 3 |
| County Fairs/Festivals/State Fair | 21 |
| Day Care Centers | 3 |
| Elementary Schools | 110 |
| Employment Services | 50 |
| Financial Aid Offices | 55 |
| Family Resource/Youth Services Centers | 238 |
| GEAR UP Programs | 56 |
| General Public | 37 |
| Governmental | 20 |
| Governor's Scholars Programs | 6 |
| Head Start Programs | 14 |
| Health Departments/Hospitals | 158 |
| High Schools | 875 |
| Home Schoolers | 5 |
| Internal (OR Adv./Staff Orientation) | 27 |
| Job Corps Centers | 1 |
| Kentucky National Guard | 11 |
| Kentucky Scholars | 4 |
| Legislative | 2 |
| Libraries | 230 |
| Middle Schools | 588 |
| Migrant Education Offices | 6 |

For a complete, county-by-county listing of
FY2007 outreach contacts, log on to
kheaa.com/outreach_contacts.pdf

| | |
|-----------------------------------|--------------|
| Newspapers | 192 |
| Parks and Recreation Departments | 5 |
| Professional Organizations | 93 |
| Radio Stations | 246 |
| Retail Stores | 19 |
| Social Service Programs | 86 |
| Summer Camps | 8 |
| Television Stations | 8 |
| TRIO Programs | 37 |
| Vocational Rehabilitation Offices | 15 |
| Vocational Schools | 16 |
| Workforce Investment Boards | 3 |
| YMCA/YWCA | 18 |
| Youth Organizations | 24 |
| Other | 151 |
| Total | 4,476 |

| | College Info Road Show | Regional Outreach | Total |
|---------------------------|---------------------------|----------------------|----------------|
| Contacts at exhibits | 9,874 | 52,040 | 61,914 |
| Contacts at presentations | 9,312 | 49,629 | 58,941 |
| Total Contacts | 19,186 | 101,669 | 120,855 |

| | | | |
|-------------------------|-----|-----|-----|
| Activities | | | |
| Number of exhibits | 68 | 468 | 536 |
| Number of presentations | 130 | 736 | 866 |





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, school counselors and others. Students can run free scholarship searches, transfer information to the Free Application for Federal Student Aid (FAFSA), 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.

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.



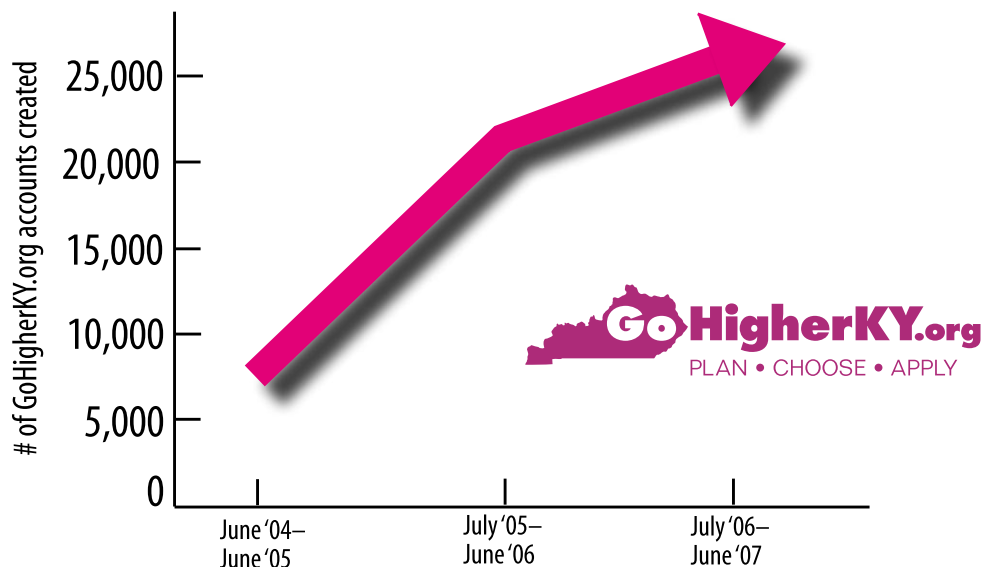
During the last year, the number of students using GoHigher's admission application has more than doubled!

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 GoHigherKY.org accounts created since the site went live in June 2004. As of June 30, 2007, 54,859 accounts had been created.

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

KDE's 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

Statewide Outreach to Libraries

Outreach Services Assistant Summer Gortney conducted a mass mailing to public and high school libraries in January 2007. A total of 39,650 bookmarks, 30,200 GoHigherKY.org brochures, 189 posters and fliers, and over 600 *Outreach Presentation Guides* were provided for use by and distribution to library patrons across the state. As a result, outreach counselors have received requests to provide college and career planning and financial aid workshops and exhibits at libraries in the communities they serve.



General Electric (GE)

Working with Jefferson County Outreach Counselor Kim Dolan, the GE plant in Louisville decided to offer our Paying for College workshops to employees, beginning with adults returning to school, and eventually for parents with high school students. In addition, they agreed to distribute our “Financial Aid Tip of the Month” to their employees via newsletter each month. Through this partnership, some 5,000 employees will be given the opportunity to learn more about college and career planning and student financial aid.

Also, The General Electric Foundation recently presented the Jefferson County Public Schools (JCPS) with a \$25 million grant — the largest non-governmental grant ever received by the district — aimed at improving math and science achievement and increasing the number of students who ultimately attend college. The four-year grant to JCPS will support a comprehensive, school/business/community collaboration opportunities, adapting critical components and integrating new strategies. Jefferson County outreach counselor Kim Dolan has been working with the Council for Opportunity in Education (COE), which is affiliated with the GE Foundation grant to JCPS. Locally, COE works with select groups of high school students, and we help them with such activities as financial aid workshops and getting GoHigherKY.org accounts established.

It's Money, Baby a Hit with School Counselors

KHEAA and The Student Loan People's new financial literacy program for high school students, *It's Money, Baby*, debuted at this spring's Kentucky School Counselor Association (KSCA) and Kentucky Association of Secondary and College Admission Counselors (KASCAC) conferences.

Comments from school counselors include

- “This is a great program . . . just what our students need to hear.”
- “This presentation is great. I think it will help our students out a lot.”
- “I think our students could really benefit from your financial literacy presentation.”

“I love to see that you offer the financial literacy program to high schools. Lots of schools don't teach these skills anymore.”
— Parent

Highlights



Governor's Scholars Summer Programs

The Governor's Scholars Program is a stimulating, five-week residential summer program for outstanding Kentucky students completing their junior year in high school. Established in 1983, the program provides academic and personal growth in a challenging, non-traditional experience that balances a strong liberal arts program with a full co-curricular and residential life experience.

Outreach counselors Kim Dolan, Amy McLoney and Kim Baldwin participated in college fair events and provided financial aid workshops to nearly 1,150 students of the campuses of Bellarmine University, Morehead State University and Centre College. In addition, the College Info Road Show visited two campuses, providing additional information about paying for college and the services available on GoHigherKY.org.

Kentucky Department of Education (KDE) Counselor Symposiums

At the invitation of KDE's Career and Technical Education staff, outreach counselors provided an overview of GoHigherKY.org's Career Center during eight one-day regional workshops on "Developing Effective Advising Systems for all Students." The symposiums, held June 11–19, 2007, supported student success through the Individual Learning Plan (ILP) and focused on the role of advisors and advising in the secondary agenda.

Reality Stores

Staff participated in a number of Reality Store events, reaching hundreds of students with information about the importance of getting good grades, staying in school and getting a college education. The Reality Store concept, developed by the 4-H Youth Development Office of the Cooperative Extension Service, is designed to give students a "taste of reality." To stress the importance of higher education, students are assigned a wide range of careers and corresponding salaries, along with life situations in which they may be married or have several children. Within those parameters, students are required to find housing, pay bills, etc. KHEAA provides students with information about how "education pays" and the importance of educational training after high school.

Reality Store students were asked by their counselors to comment on their experiences. The following are some of the comments made:

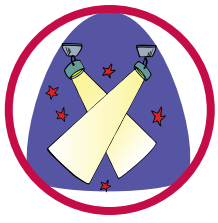
- "I'm going to have to buckle down and study harder if I want to make the kind of money necessary for all I want in life."
- "This Reality Store has been a wake up call for me. I'm going to go to college so I can have more choices in life and make more money."
- "What you do in school really matters."

Hazard Community and Technical College (HCTC) Roadshows

Southeastern Kentucky outreach counselor April Graham partnered with HCTC to participate in the college's annual Roadshow events. During each stop on the tour, various departments and entities connected to the school showcased their areas of study/interest in an effort to get high school students interested in attending college or technical school.

Exhibits included a race car from the Auto Tech area; a pig's lung from the School of Nursing; banjos, fiddles and other instruments from the School of Bluegrass and Traditional Music; and live snakes from the Department of Science Careers.

April, who joined representatives from Admissions, Resident Life, Public Relations, and the Center for College Success, shared information about college and career planning and student financial aid at Breathitt County High School, Hazard Independent High School, Knott Central High School and Perry Central High School.



Highlights

Focus on Foster Youth

Based on national statistics showing that only about 50 percent of foster youth graduate from high school and only 10 to 30 percent of former foster youth go on to college (compared to about 60 percent of all high school seniors), outreach staff began discussing ways to reach out to this population of underserved students.

Western Kentucky Outreach Counselor Chris Dressler researched the organizational structure of foster care providers in Kentucky and provided staff with a document outlining the region/counties served and identifying the independent living coordinators responsible for each area. Chris also informed the group that supervisory meetings between service regional administrators, service regional administrative assistants and independent living coordinators would provide excellent “train the trainer” opportunities for us to share information on college planning and student financial aid.

Jefferson County Public School's (JCPS)

Making the Middle School Connection

During October 2006, 11 volunteers from different areas of the agencies participated in the JCPS “Making the Middle School Connection” program. Each volunteer spent an hour or more in a Jefferson County middle school speaking with seventh-grade students about the importance of the choices they make in middle and high school and the importance of attending college.

Research has shown that this is the age most students start to think about their future and also when a lot of students become at risk of dropping out of school. The goal of this program is to connect every seventh-grader in the county with an adult from the community who can talk with them about their goals and reinforce the importance of making good choices.

Every volunteer was given, in addition to other information, the KEES award chart and was asked to discuss the KEES program with students. Positive feedback was received from volunteers, many of whom said they would enjoy doing this again next year.



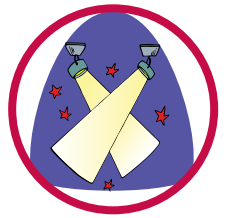
Media Activities

Local and school newspapers, professional organizations, radio stations, TV stations and others helped us spread the word about our programs and services for students and families. Through the use of our “Financial Aid Tip of the Month,” media packets and other public service announcements 27,027,122 potential contacts were made with listeners, viewers and readers across the Commonwealth.

Hazard Health Career Expo

Working with the South Eastern Kentucky AHEC (Area Health Education Center) and GEAR UP Kentucky II, Outreach Counselors April Graham, Amy McLoney and Gene Weis made over 3,000 seventh- and eighth-grade contacts during the Hazard Health Career Expo May 14–15, 2007. Held on the campus of Hazard Community and Technical College, the event reached students from Breathitt, Clay, Knott, Perry and Leslie counties. Students were exposed to a variety of health careers and were able to meet and talk with health care professionals from their communities. KHEAA staff talked with students about career exploration through GoHigherKY.org's Career Center and distributed materials on student financial aid programs, including the Kentucky Educational Excellence Scholarship.

Highlights



Outreach Advisory Committee

The KHEAA/The Student Loan People Outreach Advisory Committee met December 15, 2006 at the KHEAA offices in Frankfort.

Members were provided information about trends in educational attainment in Kentucky by the Kentucky State Data's Center Ron Crouch. Crouch shared some fascinating facts about future population growth, minority populations and our elderly demographic. According to recent research, all growth under age 45 is from minority populations, we are undercounting (by as much as three times) Kentucky's Hispanic population, and the state has a mainly aging population.

After a question-and-answer session with Crouch, a member roundtable allowed attendees to share highlights and initiatives from their respective organizations. Outreach Services Manager, Susan Hopkins, provided an update on federal outreach initiatives, including the National Council on Higher Education Loan Program's College Access Initiative, projects from the Education Finance Council's Outreach Committee and the American Council on Education's Know How to Go campaign.

After lunch, the Kentucky Department of Education's Linda Pittenger talked with the group about the new Individual Graduation Plan and its relationship to the GoHigherKY.org website. GoHigher Project Manager Dave Wellman followed the updates on the transcript exchange process, the acquisition of Bridges by Xap and upcoming developments.

Next, Customer Care Supervisor Ken Rollins provided an overview of the It's Money, Baby financial literacy program. Committee members were then given an opportunity to provide comments and suggestions on how to adapt the information to high school audiences.

Publications Supervisor Tim Ballard led a discussion about our age-appropriate publications, asking members for their input about combining the *Getting Started* (freshman) and *Getting Set* (sophomore) pieces. Reaction from the group was mixed, saying the books were effective and would be used either way.

The meeting was closed with a discussion about the creation of a Kentucky College Access Summit. Members were excited about the possibility of having a statewide college access network for information sharing, professional development and support.

