

Kentucky Higher Education Assistance Authority

# Outreach Annual Report

FY2008





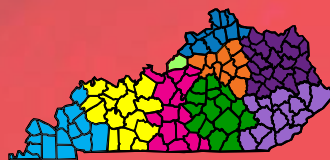


# Our Mission

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.

This report focuses on KHEAA 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 student loans available.



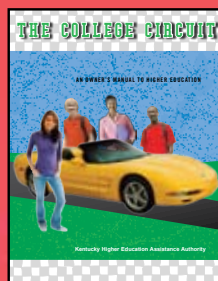
Regional Outreach



College Info  
Road Show



Presentations and  
Workshops



Publications and  
Program Summaries



GoHigherKY.org

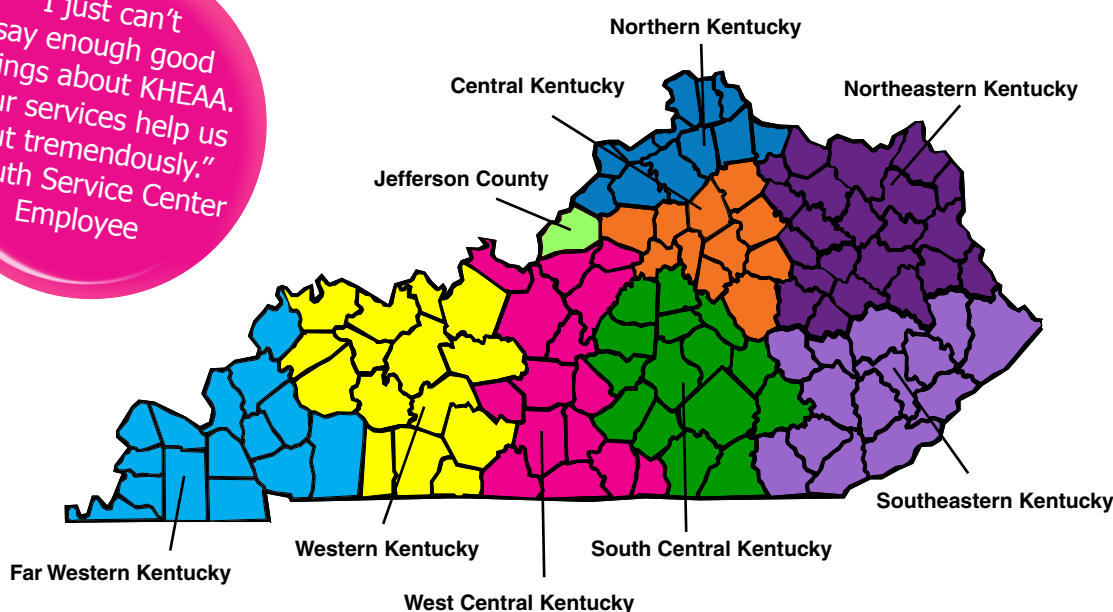
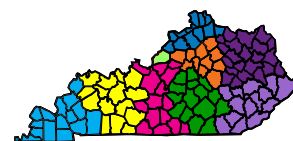


On-Site Visits



Highlights

# Regional Outreach



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.

**Phone:** 270.445.0158

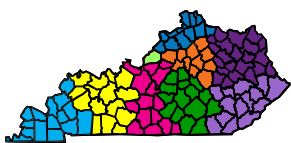
**E-mail:** dcook@kheslc.com

**Activities FY2008**

Publications distributed:	21,871	Exhibits/Presentation Sessions:	215	On-site visits:	447
Student/Parent contacts:	14,304	Media tips run:	77	Miles traveled:	23,132

**Cumulative contacts, 2003–2008: 45,357**





# 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.

**Phone:** 270.791.3400

**E-mail:** cdressler@kheslc.com

**Activities FY2008**

Publications distributed:	16,524	Exhibits/Presentation Sessions:	180	On-site visits:	824
Student/Parent contacts:	12,274	Media tips run:	152	Miles traveled:	23,180

**Cumulative contacts, 2003–2007: 42,854**



## Summer Gortney (West Central Kentucky)

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

**Phone:** 502.330.4711

**E-mail:** sgortney@kheaa.com

**Activities FY2008**

Publications distributed:	13,107	Exhibits/Presentation Sessions:	194	On-site visits:	437
Student/Parent contacts:	10,855	Media tips run:	89	Miles traveled:	22,131

**Cumulative contacts, 2003–2008: 27,136**



## 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.

**Phone:** 606.706.0120

**E-mail:** kbaldwin@kheslc.com

**Activities FY2008**

Publications distributed:	18,112	Exhibits/Presentation Sessions:	191	On-site visits:	453
Student/Parent contacts:	14,240	Media tips run:	93	Miles traveled:	16,606

**Cumulative contacts, 2003–2008: 38,122**



## 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.

**Phone:** 606.205.8810

**E-mail:** agraham@kheslc.com

**Activities FY2008**

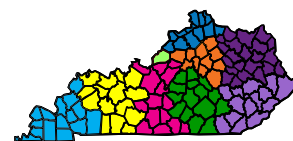
Publications distributed:	8,848	Exhibits/Presentation Sessions:	136	On-site visits:	420
Student/Parent contacts:	8,912	Media tips run:	91	Miles traveled:	19,648

**Cumulative contacts, 2004–2008: 34,424**





# Regional Outreach



## Amy Marvin (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.

**Phone:** 606.776.3030

**E-mail:** amarvin@kheslc.com

Activities FY2008

Publications distributed:	25,590	Exhibits/Presentation Sessions:	304	On-site visits:	698
Student/Parent contacts:	16,068	Media tips run:	144	Miles traveled:	26,386

**Cumulative contacts, 2004–2008: 52,515**



## Bob McDermott (Northern Kentucky)

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

**Phone:** 859.630.1030

**E-mail:** rmcdermott@kheslc.com

Activities FY2008

Publications distributed:	17,268	Exhibits/Presentation Sessions:	258	On-site visits:	595
Student/Parent contacts:	14,417	Media tips run:	122	Miles traveled:	13,014

**Cumulative contacts, 2005–2008: 34,528**



## Geri Johnson (Central Kentucky)

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

**Phone:** 859.509.7715

**E-mail:** gjohnson@kheaa.com

Activities FY2008

Publications distributed:	29,273	Exhibits/Presentation Sessions:	245	On-site visits:	488
Student/Parent contacts:	17,654	Media tips run:	21	Miles traveled:	10,415

**Cumulative contacts, 2001–2008: 63,296**



## Kim Dolan (Jefferson County)

Kim's assigned territory is Jefferson County.

**Phone:** 502.759.1776

**E-mail:** kdolan@kheslc.com

Activities FY2008

Publications distributed:	17,877	Exhibits/Presentation Sessions:	236	On-site visits:	513
Student/Parent contacts:	9,982	Media tips run:	70	Miles traveled:	6,047

**Cumulative contacts, 2005–2008: 24,870**



"I now have a much better understanding of the financial aid process. I feel more confident in applying for financial aid for my child."  
— High School Senior Parent



# College Info Road Show

## Hitting the Road with Outreach Services

**V**isiting 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](http://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 138,147 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.

**Phone:** 502.472.9167

**E-mail:** [mhoover@kheaa.com](mailto:mhoover@kheaa.com)

**Activities FY2008**

Publications distributed:	23,379	Exhibits/Presentation Sessions:	273	On-site visits:	97
Student/Parent contacts:	11,414	Counties visited:	36	Miles traveled:	12,469

**Cumulative contacts, 1998–2008: 101,610**



## 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.

**Phone:** 502.608.7717

**E-mail:** [gweis@kheslc.com](mailto:gweis@kheslc.com)

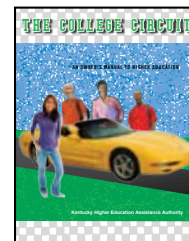
**Activities FY2008**

Publications distributed:	8,860	Exhibits/Presentation Sessions:	379	On-site visits:	128
Student/Parent contacts:	12,885	Counties visited:	49	Miles traveled:	12,951

**Cumulative contacts, 2004–2008: 36,611**



# Publications and Program Summaries



## Major publications distributed

Adults Returning to School	12,794
Affording Higher Education	4,056
Getting Started for Freshmen	71,665
Getting Set for Sophomores	67,914
Getting Ready for Juniors	62,785
Getting In for Seniors	62,492
<b>Total</b>	<b>281,706*</b>



## Other materials distributed

Advantage Loan Brochure	803
BestGrad Brochure	132
BestPLUS Brochure	1,314
Best in Care Brochure	37,965
Best in Class Brochure	678
Best in Law Brochure	509
The College Circuit	66,903
College Goal Sunday Handout	1,199
College Info Road Show Flier	516
Consolidation Loan Brochure	168
Early Childhood Development Brochure	173
FAFSA on the Web	3,929
FAFSA Worksheet	3,856
GoHigherKy Brochure	46,358
It's Money, Baby	5,152
KEES Brochure	54,301
KEES Flier	338
KHEAA Bookmark	7,252
KHEAA Coloring Book	9,670
KHEAA/SLP Programs and Services	3,136
Kentucky Financial Aid Tip of the Month	429
Kentucky Financial Aid Tip of the Month (Radio)	426
KY High School Counselor Connection	5,619
KY Middle School Counselor Connection	1,381

Need Money for College?	586
Outreach Annual Report FY 2007	1,281
Outreach Presentation Guide	3,874
Repaying Your Student Loan Brochure	1,547
Stay Care Free Through College	1,707
Trust Brochure	3,287
Wonder What Loan Words Mean	2,423
Your KHEAA College Connection Newsletter	446,400
Your Map to College	3,220
<b>Total</b>	<b>716,532*</b>

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

"We utilize services from KHEAA and our outreach counselor on a regular basis. We use the *Getting In* books in every senior English class. It guides us when discussing college options, finances, scholarships and many other topics. I have my *Getting In* book on my desk and refer to it on a daily basis. This is a valuable service."  
— High School Counselor



# Presentations and Workshops

“The information that was given in the *It's Money, Baby* presentation is some of the most important information that the seniors will receive this year.”  
— High School Teacher



Looking for help motivating middle and high school students to study hard and get good grades? Wish you had someone to guide you and your students through the maze of student financial aid? Want to direct adult students to higher education? KHEAA can help!

Many of our presentations are aligned with the Kentucky Department of Education's Core Content for Assessment of Practical Living/Vocational Studies.

Our outreach counselors are available year-round to provide free college planning and financial aid assistance. 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 FAFSA on the Web
- PTA meetings
- Financial literacy workshops

## Your Map to College (middle school edition)

**Purpose:** This workshop encourages middle school students to study hard, get good grades, and set their sights on education after high school. Students will learn the benefits of getting a higher education, what they can do to prepare for their futures, and how to earn scholarship funds to help pay for college or technical school.

**Audience:** Kentucky students in the 6th, 7th, and 8th grades

**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)

## 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

**Time Frame:** About 45 minutes

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

**Purpose:** This workshop provides high school students and adults 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:** Parents and high school juniors and seniors; adults interested in pursuing higher education.

**Time Frame:** About 1 hour





# Presentations and Workshops



## **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

**Time Frame:** About 1 hour

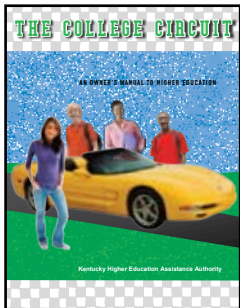


## **Go Higher Kentucky:** Plan, Choose, Apply

**Purpose:** Students of all ages will find everything they need to plan, choose, and apply for higher education at **GoHigherKY.org**. This session provides users with information on how to create a free MyGoHigher account and an overview of each of the site's modules.

**Audiences:** Middle and high school students and adults interested in returning to school

**Time Frame:** About 1¼ – 1½ hours



## **Train the Trainer**

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

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

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



## **College Info Road Show** (mobile classroom)

**Purpose:** Sessions onboard the mobile outreach unit are designed to provide a brief overview of student financial aid programs and services. Visitors are given the opportunity to create an account on **GoHigherKY.org** and can access helpful online resources for career assessments, scholarship searches, KHEAA account information, and more.

**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 10 visitors at a time.*

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

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 7283.

"Thanks for bringing the bus (College Info Road Show) to our College Night. It definitely draws attention to the event."  
— High School Counselor



# GoHigherKY.org

Preparing for college is a tough process for students, parents and school personnel. GoHigherKY.org can help make the difficult decisions much easier.

GoHigherKY.org provides the essential information needed to guide students in selecting a school and a career and learning how to pay for college. By guiding students to the GoHigherKY.org site, you are providing a one-on-one process that could lead to a successful college experience. Each tab on the home page takes the student to a new level of knowledge.

**Blue tab: Plan for College** — Students can get an in-depth look at what they can do to prepare for college, get into college, and information about entrance and placement tests and the roles these play in going to college.

**Teal tab: Select a School** — Students can take a deeper look into Kentucky colleges and universities to learn more about each school's location, size, majors offered and much more.

**Dark green tab: Apps and Transcripts** — Students across the state may be able apply for college and have their transcripts sent all from the GoHigherKY.org website. The step-by-step application and transcript process includes many schools, with more schools coming on board daily.

**Bright green tab: Paying for College** — Finding ways to pay for a college education can be a challenge. GoHigherKY.org can help students apply for various types of financial aid through the Free Application for Federal Student Aid (FAFSA), which determines eligibility for the Pell Grant, College Access Program (CAP) Grant, and the Kentucky Tuition Grant and is required for federal student loans.

**Orange tab: Career Center** — Often students enter college undecided or have selected a career that is not necessarily the best fit. GoHigherKY.org provides interest inventories that help students find the career best suited to their interests and goals.



**Red tab: Adult Ed & E-learning** —

GoHigherKY.org provides many resources to help Kentuckians who are interested in earning a GED or returning to college for a new career path.

**Pink tab: Transfer Planning** — Transfer planning helps those who are attending a two-year school and are interested in transferring to a four-year institution. Information is obtained from the Kentucky Community and Technical College System (KCTCS) and others to provide individuals with the most up-to-date information available.

**Purple tab: MyGoHigher** — MyGoHigher is the student's personal portfolio. When an account is created, GoHigherKY.org provides a myGoHigher account in which to store all the information.



## Introducing Transcript Exchange

**T**he new **Transcript Exchange** feature allows high school counselors and administrators to send electronic transcripts to participating Kentucky colleges and universities.

Here's how it works:

**Upload:** High schools or districts upload selected electronic transcripts to the Transcript Exchange. This can be done for an individual student or an entire senior class.

**Approve:** Counselors either direct the transcripts to designated colleges or allow students to approve release of their uploaded transcripts to participating colleges.

**Attach:** With the click of a button, transcripts can be attached electronically to the student's online application.

**Process:** This complete digital package (including application and transcript) is available to colleges within minutes. As a result, colleges can review and process the online application and transcript sooner and much more efficiently.

The Transcript Exchange System is a free and convenient solution. Transcripts are sent electronically on an encrypted, secure connection between participating Kentucky high schools and colleges.



Betsy Lane High School Counselor Vicky Ratcliff checks out the GoHigherKY.org site with juniors Leslie Lee (left) and Jordan Tackett (center).

Other benefits of the system include:

- No expensive translation software.
- No extensive technical expertise required.
- No additional equipment to buy.
- No costly printing and mailing of students' transcripts.
- No wait time because transcripts are available upon receipt.
- No cost to participants.

"The Go Higher website will rock your face off. There is so much good information that you will need to plan for your future."  
— Middle School Counselor

"The ability to receive high school transcripts electronically will allow our office to complete student files quickly so an admission decision can be made. This is an exciting partnership between colleges, high schools and GoHigherKY.org, and we look forward to the participation of additional Kentucky schools."

-- Melissa Gorbrandt, Northern Kentucky University's Director of Admissions





# On-site Visits

The outreach staff have made over 5,000 on-site visits during FY 2008. The following is a breakdown of those visits.

Admissions Offices .....	53
Adult Education Centers .....	230
Area Technology Centers .....	51
Boards of Education .....	174
Businesses/Factories/Industries .....	38
Cable Companies .....	1
Career Centers .....	27
Chambers of Commerce .....	49
Child Advocacy Centers .....	12
Children's Homes/Orphanages .....	4
Churches .....	26
Colleges, Universities, Technical Schools .....	155
Community-Based Agencies .....	174
Community Centers .....	63
Community Education Centers .....	14
Cooperative Extension Offices .....	162
Correctional Facilities .....	5
Council on Postsecondary Education .....	1
County Fairs/Festivals/State Fair .....	57
Day Care Centers .....	13
Elementary Schools .....	107
Employment Services .....	77
Financial Aid Offices .....	53
Family Resource/Youth Services Centers .....	349
GEAR UP Programs .....	70
General Public .....	55
Governmental .....	25
Governor's Scholars Programs .....	4
Head Start Programs .....	18
Health Departments/Hospitals .....	119
High School Organizations .....	1,196
Home Schoolers .....	6
Internal (OR Adv./Staff Orientation) .....	36
Job Corps Centers .....	3
Kentucky National Guard .....	5
Legislative .....	1
Libraries .....	290
Middle Schools .....	661
Migrant Education Offices .....	8
Military .....	5

For a complete, county-by-county listing of FY2008 outreach contacts, log on to [kheaa.com/pdf/reports/outreachcontacts\\_2008.pdf](http://kheaa.com/pdf/reports/outreachcontacts_2008.pdf)

Movie Theaters .....	1
Newspapers .....	149
Parks and Recreation Departments .....	7
Professional Organizations .....	84
Radio Stations .....	211
Retail Stores .....	3
Social Service Programs .....	103
Summer Camps .....	11
Television Stations .....	3
TRIO Programs .....	56
Vocational Rehabilitation Offices .....	8
Vocational Schools .....	4
YMCA/YWCA .....	16
Youth Organizations .....	19
Other .....	28
Total .....	5,100

"Our families and staff rely on your financial aid expertise each year and our students have benefited tremendously from the workshops you have conducted at our school. Thank you."  
— School Principal

	College Info Road Show	Regional Outreach	Total
Contacts at exhibits	13,064	56,731	69,795
Contacts at presentations	11,235	61,975	73,210
<b>Total Contacts</b>	<b>24,299</b>	<b>118,706</b>	<b>143,005</b>

Activities			
Number of exhibits	110	452	562
Number of presentations	542	1,507	2,049

# Highlights



## Construction Career Days

In a follow-up contact with a member of the Homebuilders Association of Kentucky who visited our booth at the Kentucky State Fair, Central Kentucky Outreach Counselor Geri Johnson was invited to participate in Kentucky Construction Career Days September 19-20, 2007. The event was hosted by the Kentucky Construction Career Choice Council (K4C), a nonprofit organization whose purpose is to promote the construction industry as a valuable, profitable career opportunity. (K4C membership organizations also fund career fairs, educational programs and scholarships.)

Over 1,500 students from across the state attended this two-day event. The participants were given the opportunity to operate the heavy equipment and machinery so as to experience real job tasks, as well as interact with staff from the construction trade.

Geri particularly enjoyed the event, saying, “This is one of the most gratifying events for me. I felt the excitement of the students as I observed them and talked to them throughout the day!”

## KHEAA Counselor Days

From information provided by the Kentucky Postsecondary Education Data Portal, Northern Kentucky Outreach Counselor Bob McDermott found that 9 of his 13 counties were ranked in the bottom half of Kentucky high school graduates who attend college immediately following graduation.

Wanting to target these schools with more intensive service, Bob thought it would be effective if he could spend an entire day with the seniors at each of these nine high schools. When he suggested this approach, which he called KHEAA Counselor Day, to the contacts in his area, they all agreed it was a great idea.

Working mostly through English or Life Skills classes, Bob meets with 20 to 30 seniors at a time for the entire day (six or seven periods). Groups meet in the school’s computer lab so that everyone has live access to the Internet and go over the following:

- Basics of the KEES scholarship, including how to look up their KEES award at [kheaa.com](http://kheaa.com)
- Financial aid programs and the importance of the FAFSA
  - If time allows, students may visit [pin.ed.gov](http://pin.ed.gov) to sign up for their PIN number
- GoHigherKy.org demonstration and account creation

To date, the response has been very positive! Schools are following up KHEAA Counselor Day with financial aid presentations for parents and other events and other outreach counselors are considering similar initiatives in their regions

## Math for Parents

South Central Kentucky Outreach Counselor Kim Baldwin partnered with the Casey County Adult Education Program’s Math for Parents initiative. The program is designed to help elementary and middle school parents refresh their math skills so they can help their children with math homework.

Kim helped coordinate a county-wide mailing to over 2,000 families, which included a brochure featuring KHEAA contact information. As a result, she’s also scheduled regular monthly exhibits at the Casey and McCreary County Adult Education Centers.



# Highlights

## *KentuckyCAN*

The Kentucky College Access Network (KentuckyCAN) came about as a result of the recognition that a more concerted effort is needed to encourage Kentuckians, young and older adults, to pursue their education beyond high school and thus improve the college-going rate in Kentucky. People representing college access programs throughout the state meet to discuss enhancing college access programs, advocate for new programs and provide a network for college access providers to exchange ideas and best practices.

The following goals for KentuckyCAN were adopted by the board of directors:

- To provide existing college access services a way to coordinate and support one another's efforts
- To identify gaps in college access services statewide
- To support creation of new programs, especially targeted to low-income, underrepresented and first-generation students
- To speak with one loud voice raising awareness of the need and value of postsecondary education
- To impact in a positive way the college-going rate in Kentucky, particularly among minority populations and adult learners

The response and interest in college access in Kentucky has been encouraging. To date KentuckyCAN has over 270 members representing all the major college access programs in the state and several community-based organizations engaged in college access programs.

Several outreach counselors participated in the first KentuckyCAN conference. Sessions included a college access panel, a presentation by the Louisville Education and Employment Partnership, information on the HIRE Education Forum and a workshop conducted by YouthBuild Louisville.

## *A Day on College Access in Appalachian Kentucky*

Berea College, along with other postsecondary institutions and Kentucky college access programs, brought high school administrators and teachers together with college administrators, college faculty and college access providers (including KHEAA) on October 30, 2007, to discuss issues surrounding college access in Eastern Kentucky.

Outreach Services Manager Susan Hopkins addressed the group as part of the Berea College GEAR UP Partnership's Annual Meeting, highlighting our involvement with the project through co-sponsorship of a parent publication piece and provision of outreach services and materials.

Topics discussed included the college admissions process, financial aid programs, successful study skills and habits and dependency issues in Appalachia.

## *Christian County Outreach*

Far Western Kentucky Outreach Counselor Doug Cook has worked with Christian County High School to arrange presentations to students in each grade level. School counselors there are trying a new approach to working with their students that involves following a class throughout its academic years and have requested annual visits/presentations so that information about college planning and financing is always in front of their students. This high school has an enrollment of over 1,300 students.

"I now have a much better understanding of the financial aid process. I feel more confident in applying for financial aid for my child."  
— High School Senior Parent



# Highlights



## *National College Access Network (NCAN) Conference*

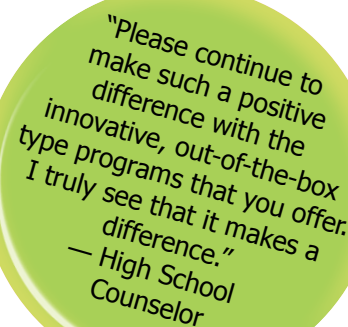
Outreach Services Assistant Manager Tim Ring represented KHEAA at the NCAN conference October 7-10, 2007, in Los Angeles. Tim participated in the event's Best Practices Gallery, showcasing our programs and services among other industry leaders. Attendees remarked, "Look at what Kentucky is doing if you want to know how to help."; "Your material is wonderful."; and "We love the College Info Road Show concept."

Tim also attended several interest sessions, including From Aspiration to Action: The Role of Middle School Parents in Making the Dream of College a Reality; Building a College-Going Culture; Achievement Trap: How America is Failing Millions of High-Achieving Students from Lower-Income Families; Straight from the Source: What Works for First-Generation Students; and 2006-2016 Map of Future Forces Affecting Education.

## *KASFAA Counselor Workshops*

The Kentucky Association of Student Financial Aid Administrators (KASFAA) hosted the 2007 Effective Instructional Leadership Training Program, Avenues to Achievement. Ten sessions were conducted throughout the state from November 5-30, 2007.

Outreach staff participated in this free one-day workshop designed to enhance school counselor's knowledge of college financial aid programs, provide updates from ACT and inform attendees of other important services for their students. Our KHEAA Update focused on recent federal changes that will affect Kentucky students, regional outreach efforts, GoHigherKY.org's new Transcript Exchange System, the KentuckyCAN college access network and College Goal Sunday.



"Please continue to make such a positive difference with the innovative, out-of-the-box type programs that you offer. I truly see that it makes a difference."  
— High School Counselor

## *Outreach Partnership Formed with TIAA-CREF Tuition Financing, Incorporated*

Outreach Services Manager Susan Hopkins and Kentucky Education Savings Plan Trust (KESPT) Advisor David Lawhorn have been working together on ways to combine outreach initiatives and KESPT activities in a way that provides greater bang for our buck.

TIAA-Cref Program Manager Renee Hill agreed to pay for the development and printing of a new activity book designed for K-5 students in exchange for having the piece, along with Savings Plan Trust materials, distributed by our outreach staff. This full-color publication includes Kentucky-specific word searches, puzzles and other activities for students along with information about planning and paying for college for their parents/guardians. Coupons to Kentucky area attractions such as the Louisville Zoo and the Newport Aquarium are also included.

Additional collaborations are being discussed, including joint exhibits and presentations at conferences and other events around the Commonwealth.

## *Jefferson County Public Schools, GED Express and GED Bound Programs*

Jefferson County Outreach Counselor Kim Dolan began partnering with the Jefferson County Public Schools GED Express and GED Bound programs in January 2008. Arrangements have been made for Kim to come in during the last class of each three-week session to conduct our Paying for College 101 presentation for adults. At the request of program coordinators, Kim has also created a one-page financial aid flier to include in all of their graduation packets.

