

Kentucky Higher Education Assistance Authority

Outreach Annual Report

FY2009



Message from Governor Beshear

Dear Kentucky College Access Providers:

I am pleased to present the 2009 Outreach Annual Report of the Kentucky Higher Education Assistance Authority (KHEAA). KHEAA administers the College Access Challenge Grant Program activities and provides a wide variety of programs and services to make higher education more accessible to Kentuckians.

To ensure that no Kentuckian is denied access to a college education, KHEAA administers a comprehensive range of outreach services for Kentucky students and families, including regional field staff, a mobile college-planning classroom, a one-stop Web site for college and career planning, and targeted financial aid and college-planning publications for all types of students.

KHEAA partners with agencies and organizations throughout the Commonwealth to focus on increasing the level of educational attainment of Kentuckians. Working together, we are encouraging and enabling students to pursue higher education, one of the most powerful tools in achieving success.

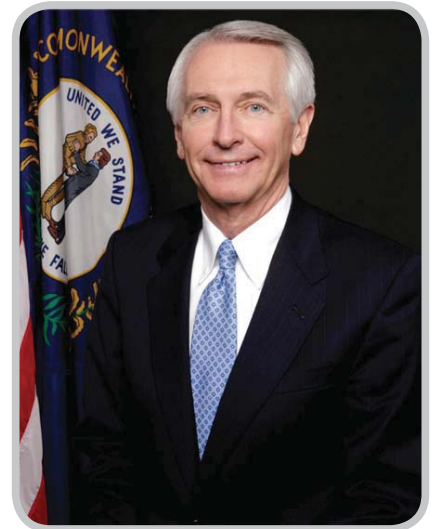
Thanks to your support, KHEAA's outreach strategy has been recognized as a "best practice" by the National College Access Network and serves as a role model for college access programs around the nation.

Education beyond high school is the key to the economic viability of the Commonwealth, and to economic success for those individuals who seek to further their education. Thank you for your hard work and dedication to improving the quality of life for all our citizens.

Sincerely,



Steven L. Beshear



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.

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College Access

Outreach Outcomes

Increasing the educational attainment of Kentuckians is essential to workforce and economic development. Only by enhancing access and success in higher education can we expand opportunities, providing residents of the Commonwealth with an improved quality of life for themselves and future generations.

Outreach work is critical to improving access to training beyond high school. A report released by the California Public Interest Research Group details a survey conducted of community college students. Students were asked about their “work habits, their understanding of financial aid and how these factors might affect their academic success.” Rampant misconceptions about financial aid were highlighted by the survey, prompting researchers to impress upon decision makers the need to fund aid counseling programs to help students take full advantage of the resources available. The report’s author argues that, especially amidst massive budget shortfalls, “programs designed to counsel students and help them understand their financial aid options should be adequately funded.”

Kentucky’s poverty level for individuals and families ranks 5th highest among all states in the nation. This environment breeds

a social culture that does not often see the value of higher education which poses unique challenges in our outreach efforts.



As we look at our achievements and challenges in the college access arena, it is important to note that KHEAA, by virtue of its mission to provide resources to all Kentuckians, uses a “wholesale approach” to reaching out to students across the Commonwealth. Unlike groups utilizing a “retail” approach, we do not provide programs and services to a particular cohort or subgroup of students whose specific activities can be tracked, but develop services designed to leverage the resources of statewide and community-based partners currently serving all students. These services include career planning and financial aid training for school counselors and local college access providers as well as our state and federal partners affiliated with Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) and the TRIO program for students who are either first-generation, eligible for financial aid or disabled.

Over the last six years, KHEAA outreach programs have significantly and positively impacted postsecondary enrollment in Kentucky. KHEAA’s outreach efforts are a structured combination of age-appropriate publications, regional field staff and the GoHigherKY.org website and are fully described within this annual report. The correlations between KHEAA’s outreach activities and students’ postsecondary enrollment and completion of the Free Application of Federal Student Aid (FAFSA) are very strong and appear durable over time.

College Access

Measuring the effect of KHEAA's outreach activities is essential as we strategically plan to better help students access and succeed in their chosen path to higher education. KHEAA is using increases in the following indicators to measure the success of its outreach programs:

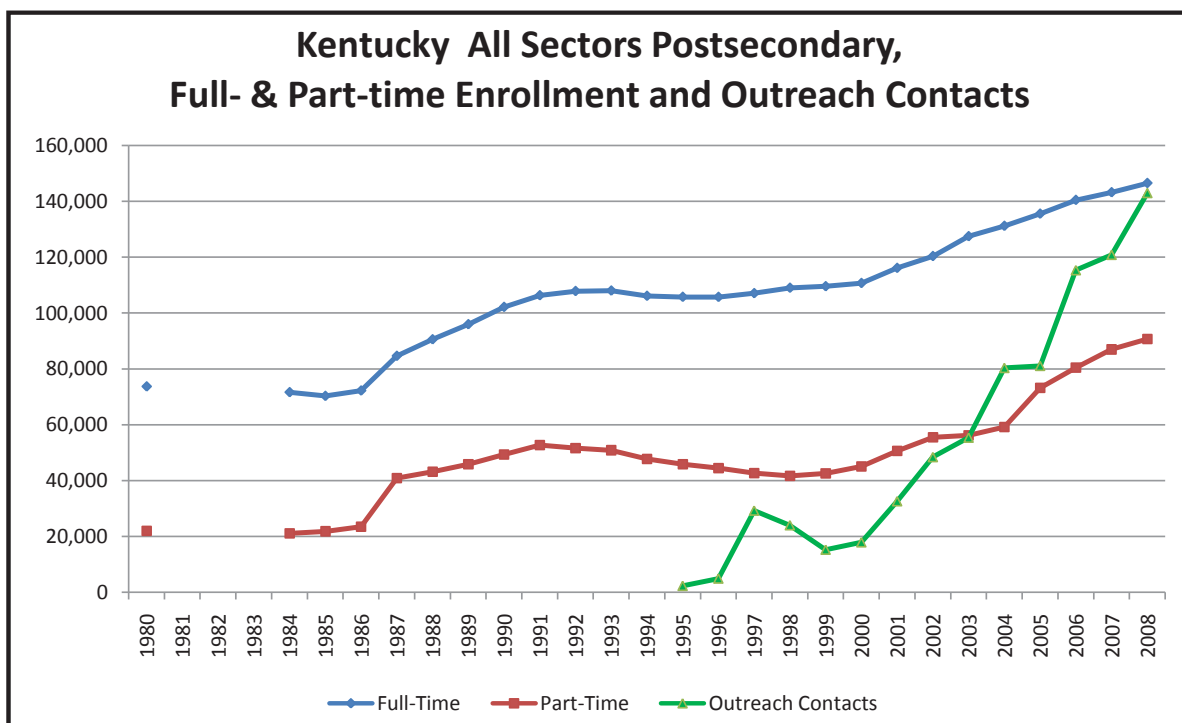
- Postsecondary Enrollment
- College Participation by Age 19
- College Participation by Low-Income Students
- Adults Enrolling in College
- College Aspirations
- Students Applying for Financial Aid
- Use of KHEAA's Online College Planning Website
- Demand and Eligibility for KHEAA's Need-Based Grants
- Use of KHEAA-Guaranteed Student Loans

"Your outreach services are vital to our school. Between your presentations, publications and your staff's knowledge, our students have gained a lot."

— High School Counselor

Postsecondary Enrollment

Total undergraduate enrollment in Kentucky has shown significant increases since KHEAA began its intensive and broad scale outreach efforts. Kentucky made dramatic gains in postsecondary enrollment in the late 1980s; however, these gains began to slowly evaporate by 1992. KHEAA's focused outreach initiative began in academic year 1994-1995 as enrollments were still sliding and helped reverse the downward trend. This climb in enrollment began even prior to the passage of the Kentucky Education Reform Act (KERA) and Kentucky Educational Excellence Scholarship (KEES). Even after implementation of KEES, total enrollments continued to climb despite double-digit increases in tuition and fees. The following chart shows steady increases in full-time enrollment from year to year, with even faster growth in part-time enrollment in the last five years.



College Access

College Participation by Age 19

According to a September 2008 report from Postsecondary Education Opportunity, Kentucky ranked 12th among all states in the improvement of college participation rates by age 19. In 1986, Kentucky lagged behind the national average (26.2%) at 24.1%. In 2006, Kentucky college enrollment by age 19 had surpassed the national rate (41.8%) at 43.7%.

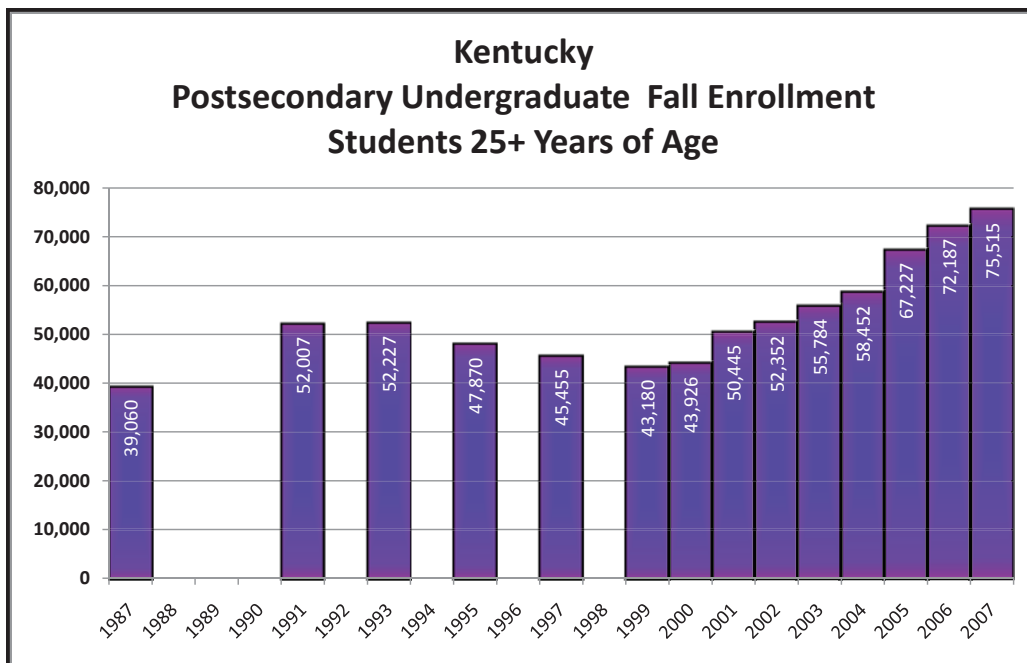
College Participation by Low-Income Students

The overall national rate of low-income students participating in college declined by 2.0% from FY 1993 to FY 2008 according to an August 2009 report from Postsecondary Education Opportunity. However, Kentucky's rate of low-income students participating in college improved 1.4%, making its improvement 12th in the nation. The Commonwealth's ranking improved from 40th to 37th during this timeframe.



Adults Enrolling in College

Kentucky is making significant improvement in the number and proportion of adults seeking, enrolling, and succeeding in higher education. Educational attainment of adults in Kentucky has ranked among the worst in the nation but has shown real gains in recent years. Fall enrollment data reported by the Integrated Postsecondary Education Data System of the National Center for Education Statistics shows the number of adults (age 25 and older) who enrolled at undergraduate postsecondary institutions in Kentucky slightly exceeded 52,000 in the early 1990s and dropped rapidly throughout the remainder of the decade to a low of 43,200 in 1999. Over the next nine years, undergraduate adult enrollment steadily and consistently increased by 74.5% to a record high of over 75,500 students in 2007, comprising fully one-third of Kentucky's undergraduate student body.



College Access

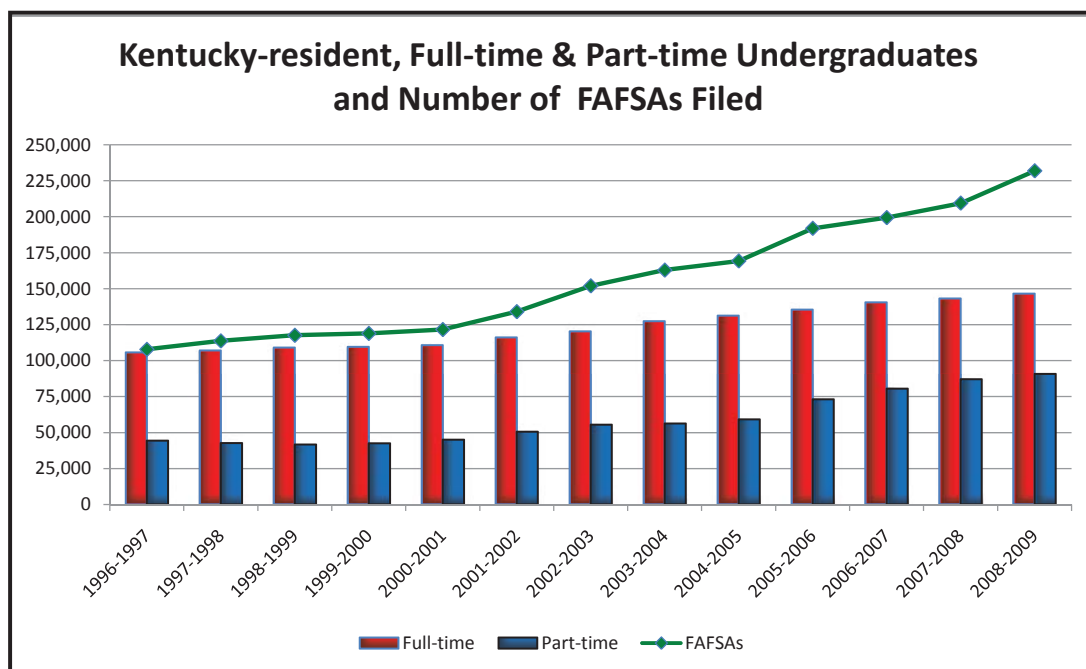
An internal KHEAA study also examined high school and baccalaureate degree attainment rates. Between 2000 and 2006, Kentucky improved its ranking from 50th to 48th in the proportion of students age 25 and above with a high school diploma (74.1% to 79.7%). The rate of baccalaureate degree holders for the same age group held constant at 48th between 2000 and 2006 even though the percentage of individuals with bachelor's degrees increased from 17.1% to 19.9%. During the same timeframe, Kentucky improved its ranking among the states from 37th to 29th in the proportion of citizens age 18 to 25 who had earned a high school diploma (74.9% to 81.8%).

College Aspirations

The Commonwealth does not currently survey all of its students to track whether they believe postsecondary education is a viable option; however, the increase in college enrollment and the number of FAFSAs filed imply that aspirations have improved. To help measure the effectiveness of its outreach programs on college aspiration rates, KHEAA developed and implemented an empirically-based survey during the 2008-2009 academic year. Outreach staff administered the anonymous survey to students immediately before and after each college planning and student financial aid workshop. Results were very encouraging and indicated that KHEAA's outreach activities were altering participant's attitudes and expectations toward postsecondary education. Participants were more likely to be aware of the student aid programs and services available to Kentuckians and, as a result, were more likely to be confident in their ability to meet the financial obligations that coincide with pursuing higher education.

Students Applying for Financial Aid

Along with enrollment increases, KHEAA has witnessed an even more dramatic increase in the number of students who apply for student financial aid by submitting a FAFSA. Postsecondary education costs in Kentucky over the last decade have increased at a rate four times that of inflation, placing a larger financial stress burden on all students. KHEAA's aggressive outreach promoting the personal and individual advantages of postsecondary education, in combination with its financial literacy campaign for current and prospective college students, has clearly contributed to the fact that more students are pursuing postsecondary education even in the face of significant financial hardship.



College Access

Use of KHEAA's Online College Planning Website

KHEAA is using technology to broadly engage students in a medium with which they are comfortable in an ongoing, meaningful and cost-effective way. GoHigherKY.org, KHEAA's one-stop higher education website, was created in 2004. Since that time, students and parents have created more than 105,000 accounts. During the last two years, an average of more than 44,350 college planning sessions were conducted on the site each month.

"KHEAA does an excellent job of promoting college access in Kentucky."

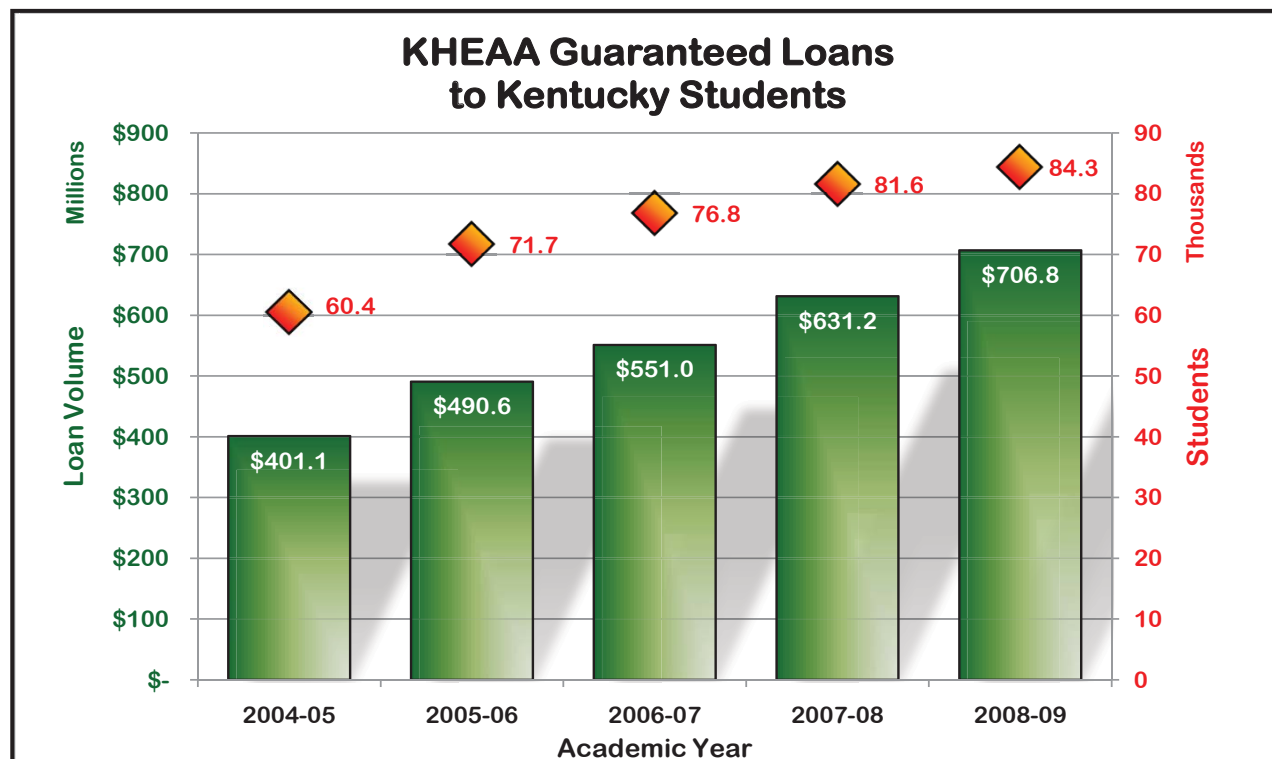
—High School Counselor

Demand and Eligibility for KHEAA's Need-Based Grants

Increased aspirations have led to dramatic increases in enrollments in Kentucky's postsecondary education system despite tuition and fee increases that have averaged in excess of 10% per year for the last decade at public institutions. This has led to very significant increase in demand on the state's need-based student aid programs. Because the total number of students applying for aid has surged and the increased costs of education have made more students eligible for aid, KHEAA's need-based grants are oversubscribed by more than 50%.

Use of KHEAA-Guaranteed Student Loans

KHEAA's guaranteed loan volume for Kentucky high school graduates and adults has increased by 76.2% in the last five academic years to almost three-quarters of a billion dollars in 2008-2009. This increase is due to both undergraduate and graduate students taking out loans to attend college and represents a 40% increase in the number of students borrowing to pay for college.



Most economic literature concedes that postsecondary student borrowing is an investment in students' futures and that these investments are repaid manyfold over the course of a student's subsequent working lifetime. While it is certainly not the preferred situation that college graduates begin their careers with large amounts of debt, these statistics pose no surprise given the relatively low level of personal wealth of Kentucky's population compared to other states and the substantial increases in the costs of postsecondary education.

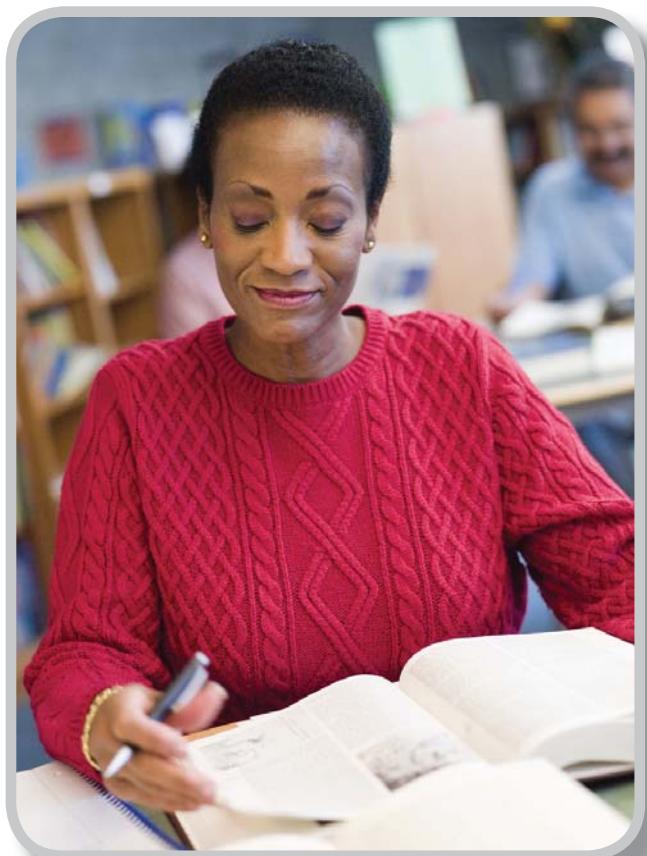


The significance of these numbers for KHEAA outreach is fundamentally indicative of success. Less wealthy populations are generally less inclined to incur loan debt. To see an increase of this magnitude in student borrowing clearly demonstrates there is a significant population willing to incur the cost in order to receive future benefits even though the cost of postsecondary education is rising rapidly.

Conclusions

While other organizations and agencies, including colleges, secondary schools, and state and community-based groups also play a role in increasing college enrollments and increasing continuation rates, KHEAA provides students and their families with the necessary tools that enable them to make informed decisions that will increase the probability that they will be successful in reaching their educational goals. Additionally, KHEAA is equipping school counselors, adult education providers and other community contacts with the resources they need to more effectively engage the populations they serve.

Based on feedback received from advisory committees, other outreach providers, and surveys of students, families and community contacts, KHEAA outreach appears to be on the right track. In fact, our outreach programs and services have been cited as a "Best Practices Model" by the National College Access Network and have generated interest and inquiries from college access professionals in Alaska, Indiana, Michigan, Missouri, New Mexico, North Carolina, Ohio, and Wyoming.



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

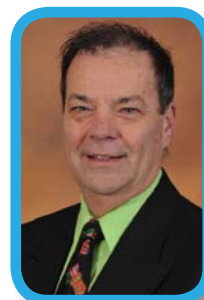
Doug Cook (Far Western Kentucky)

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

Publications distributed:	13,700	Exhibits/presentation sessions:	366	On-site visits:	411
Student/parent contacts:	13,695	Media interviews:	148	Miles traveled:	21,047
Cumulative contacts, 2003–2008:	59,052				



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

Publications distributed:	22,126	Exhibits/presentation sessions:	359	On-site visits:	754
Student/parent contacts:	15,777	Media interviews:	201	Miles traveled:	28,015

Cumulative contacts, 2003–2007: 58,631



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

Publications distributed:	11,048	Exhibits/presentation sessions:	283	On-site visits:	506
Student/parent contacts:	12,218	Media interviews:	49	Miles traveled:	22,528

Cumulative contacts, 2003–2008: 39,354



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

Publications distributed:	14,305	Exhibits/presentation sessions:	288	On-site visits:	377
Student/parent contacts:	15,465	Media interviews:	66	Miles traveled:	17,672

Cumulative contacts, 2003–2008: 53,587



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

Publications distributed:	10,041	Exhibits/Presentation Sessions:	110	On-site visits:	300
Student/parent contacts:	8,758	Media interviews:	42	Miles traveled:	14,073

Cumulative contacts, 2004–2008: 43,182



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

Publications distributed:	33,729	Exhibits/presentation sessions:	397	On-site visits:	641
Student/parent contacts:	18,741	Media interviews:	86	Miles traveled:	27,933

Cumulative contacts, 2004–2008: 71,256



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

Publications distributed:	20,893	Exhibits/presentation sessions:	208	On-site visits:	450
Student/parent contacts:	13,724	Media interviews:	169	Miles traveled:	13,827

Cumulative contacts, 2005–2008: 48,252



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

Publications distributed:	30,770	Exhibits/presentation sessions:	244	On-site visits:	367
Student/parent contacts:	19,550	Media interviews:	53	Miles traveled:	11,278

Cumulative contacts, 2001–2008: 82,846



Kim Dolan (Jefferson County)

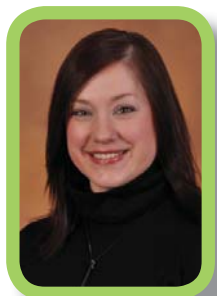
Kim's assigned territory is Jefferson County.

Phone: 502.759.1776

E-mail: kdolan@kheslc.com

Publications distributed:	24,638	Exhibits/Presentation Sessions:	312	On-site visits:	368
Student/parent contacts:	13,233	Media interviews:	73	Miles traveled:	8,114

Cumulative contacts, 2005–2008: 38,103



College Info Road Show

On the Road with Outreach Services

KHEAA's new mobile outreach center arrived at the beginning of FY2009. Purchase of the new vehicle was made possible by the federal GEAR UP grant partnership between KHEAA and the Council on Postsecondary Education (CPE) and matching funds that were previously committed as part of the grant. As part of our partnership with CPE, the new vehicle participates in GEAR UP events throughout the state and prominently promotes the GEAR UP program.

The new vehicle is a diesel-fueled 39.5-foot Freightliner truck built by Farber Specialty Vehicles of Columbus, Ohio. It is equipped with 12 workstations that students can use to access sites like kheaa.com, GoHigherKY.org, KnowHow2GOKy.org and FAFSA on the Web. It also has three LCD monitors, one of which is on the outside of the vehicle for viewing at outdoor and other exhibit venues. Automatic satellite Internet, wireless/digital sound and a DVD player provide opportunities for staff to further engage onboard visitors.

Onboard sessions for students are designed to provide a brief overview of student financial aid programs and services. Visitors can create an account on GoHigherKY.org and can access helpful online resources for career assessments, scholarship searches, KHEAA account information and more.

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

Publications distributed: 22,646 Exhibits/presentation sessions: 470

Student/parent contacts: 13,886 Miles traveled: 11,711

Cumulative contacts, 1998–2009: 115,496



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

Publications distributed: 21,194 Exhibits/presentation sessions: 418

Student/parent contacts: 10,714 Miles traveled: 16,270

Cumulative contacts, 2004–2009: 47,325



To schedule the College Info Road Show for an event at your school or in your community, contact Mark Hoover by e-mail at mhoover@kheaa.com or by phone at 502.696.7396.

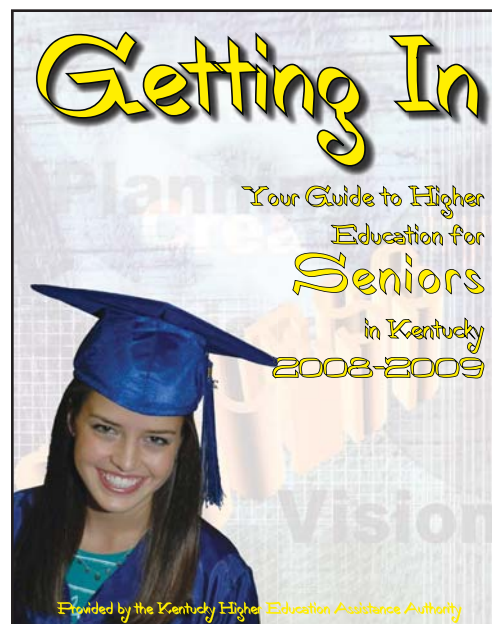
Publications

Major Publications Distributed

Adults Returning to School	13,957
Affording Higher Education	4,389
The College Circuit	105,611
Getting Started	344
Getting Set	503
Getting Ready	286
Getting In for Seniors	68,338
It's Money Baby	11,158
Total	204,586*

Other Materials Distributed

College Goal Sunday Handout	10,662
College Info Road Show Flier	820
Counselor Connection (High School)	9,503
Counselor Connection (Middle School)	1,605
Early Childhood Development Scholarship Brochure	488
FAFSA	266
FAFSA on the Web Brochure	1,620
FAFSA on the Web Worksheet	3,556
Financial Aid Dictionary	30,614
Financial Aid for Adult Students	6,147
Financial Aid Tip of the Month (print)	17,388
Financial Aid Tip of the Month (radio)	823
GoHigherKy Bookmark	20,318
GoHigherKy Brochure	57,202
GoHigherKy Newsletter	15,450
KEES Brochure	99,907
KEES Flier	150
Kentucky Education Savings Plan Trust Brochure	6,597
KESPT Activity Book	20,488
Loan Counseling and eSign Flier	1,500
Money Tips for Students	3,266
Outreach Annual Report FY 2008	372
Outreach Presentation Guide	4,807
Posters	838
Your KHEAA College Connection	271,000
Total	585,387 *



"I refer my students to the *Getting In* books all the time. We, as a staff, can find almost anything we need in that book. It is great."

—High School Counselor

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

Presentations

Counselors and other community contacts looking for help motivating middle and high school students to study hard and get good grades have a personal, free resource in KHEAA's Outreach staff. Regional counselors guide contacts and their students through the maze of student financial aid and direct adult students to higher education.

Many of our presentations are aligned with the Kentucky Department of Education's Core Content for Assessment of Practical Living/Vocational Studies, allowing educators to provide college access services to students while meeting instructional requirements.

Our outreach counselors are available year-round to provide college planning and financial aid assistance. We gladly offer our services for use at:

- Financial aid nights
- Career fairs
- College nights
- Adult education programs
- KEES workshops
- PTA meetings
- Financial literacy workshops
- FAFSA workshops - including line-by-line instructions for completing the FAFSA on the Web

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 sixth, seventh, and eighth 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

"I want my parents to take advantage of your knowledge about financial aid. It's great having a financial aid expert as a resource."

— High School Counselor

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

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

"The information on financial literacy that the students received today is some of the most important life-skills information that they will receive this year."

— High School Teacher

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 11 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.

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 encouraging students to use the **GoHigherKY.org** site, contacts 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 electronically 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 each individual's information.

"Whenever I need college information, I go straight to the GoHigherKY.org website."

— High School Counselor

Simple and Successful Transcripts in a Click

KHEAA is proud to report that over 3,300 electronic transcripts have been sent between Kentucky's high schools and colleges using GoHigherKY.org's Transcript Exchange System. It is expected that the number of transcripts for 2010 will grow substantially.

The Transcript Exchange System is a free and convenient solution. Transcripts are sent electronically on an encrypted, secure connection between participating Kentucky high schools, colleges and universities. The system is simple to use — high school counselors and college administrators can send and receive transcripts for one or many students at a time. Students can also use GoHigherKY.org to request their high school transcript be sent to Kentucky colleges and universities.

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 whatsoever to participants.



"GoHigherKY.org has an excellent career center. I use this with my students all the time."

— High School Counselor

Colleges that are currently signed up and ready to receive electronic transcripts are:

Ashland CTC
Bellarmine University
Big Sandy CTC
Bluegrass CTC
Brescia University
Eastern Kentucky University
Galen College of Nursing
Gateway CTC
Hazard CTC
Jefferson CTC

Kentucky State University
Kentucky Wesleyan College
Lindsey Wilson College
Maysville CTC
Mid-Continent University
Midway College
Murray State University
Northern Kentucky University
Owensboro CTC
Spalding University

St. Catharine College
Sullivan University
Thomas More College
Union College
University of Kentucky
University of Louisville
University of the Cumberlands
Western Kentucky University

For more information about the Transcript Exchange System, please contact Pennie Little at 502-696-7495, plittle@kheaa.com.

On-site Visits

The outreach staff have made over 4,100 on-site visits during FY 2009. The following is a breakdown of those visits.

Academic Affairs/Student Services	4
Admissions Offices	36
Adult Education Centers	297
Alternative Education	35
Area Health Education Centers	6
Area Technology Centers	49
Boards of Education	187
Businesses/Factories/Industries	55
Campus Career Centers	4
Chambers of Commerce	51
Child Advocacy Centers	5
Children's Homes/Orphanages	5
Churches/Faith-based Services.....	39
College Career/Health Fair.....	3
Colleges/Universities	81
Community-Based Agencies/Social Services	193
Community Centers	56
Community Education Centers.....	58
Cooperative Extension Offices.....	155
Correctional Facilities.....	3
Day Care Centers	9
Day Treatment Centers	7
Elementary Schools	57
Employment Services	106
Family Resource/Youth Services Centers.....	342
Financial Aid Offices	26
GEAR UP Programs (Partnership)	19
GEAR UP Programs (State)	27
General Public.....	5
Governmental Agencies.....	35
Head Start Programs	31
Health Departments/Hospitals.....	134
High Schools.....	739
Home Schooler Organizations.....	2
Libraries	273
Middle Schools.....	394
Migrant Education Offices	11
Military Offices	8
Newspapers	123
Parent Groups	2

For a complete, county-by-county listing of FY2009 outreach contacts, log on to kheaa.com/pdf/reports/outreachcontacts_2009.pdf

Parks and Recreation Departments.....	7
Professional Organizations.....	18
Radio Stations	187
Scholar Programs	2
Social Service Programs	113
Television Stations	2
TRIO Programs.....	51
Vocational Rehabilitation Offices.....	20
YMCA/YWCAs.....	10
Youth Organizations	52
Other	30
Total.....	4,174

"Your presentation was really good. It covered everything my seniors and their parents need to be thinking about in planning for college. You are a great resource."

— High School Counselor

	College Info Road Show	Regional Outreach	Total
Contacts at exhibits	13,826	55,565	69,391
Contacts at presentations	10,774	71,667	82,441
Total Contacts	24,600	127,232	151,832
Activities			
Number of exhibits	121	511	632
Number of presentations	767	2,060	2,827
Total Activities	888	2,571	3,459

Highlights

College Access Challenge Grant Activities

KHEAA was designated by the U.S. Department of Education as the Kentucky recipient of the \$1.2 million College Access Challenge Grant (CACG) in August of 2008.

The CACG was established for the purpose of leveraging federal funds to increase the number of students from underserved populations who enter and complete postsecondary education by making grants to states or to designated philanthropic organizations. Authorized activities include providing information to students and families on the benefits of a postsecondary education; college planning and career preparation; information on financing options and financial literacy; assistance in completing the Free Application for Federal Student Aid (FAFSA) and more.



Executive Director Edward Cunningham and Outreach Services Manager Susan Hopkins submitted the agency's Annual Performance Report to the U.S. Department of Education on May 15, 2009. The Executive Summary provided an overview of our comprehensive outreach initiatives and highlighted our activities with state and partnership GEAR UP programs, our participation in the Kentucky Child Now! Great Kids Summits and our development of specific lesson plans that were created with the help of a Highly Skilled Educator.

Central Kentucky Community Action Council

West Central Kentucky Outreach Counselor Summer Gortney partnered with the Bardstown-Nelson County Adult Education Center, which offers an Employment and Career Opportunities class for the state government through the Central Kentucky Community Action Council, Inc. The cabinet mandates that up to 12 students per month attend the training, which lasts for four weeks. All participants are unemployed, low-income students who are receiving financial assistance. The areas of concentration covered in the class are:

- Planning to Work
- Matching Skills and Jobs
- Applying for Jobs
- Resumes, Tests, and Choices
- Interviewing
- Ready for Work
- Workplace Safety
- Learning at Work
- Basic Computer Skills
- Basic Word Processing Skills
- Basic Spreadsheet Skills
- Basic E-mail and Internet Skills
- Time Management Skills
- Office Skills

"I have two jobs. I have been working on my GED for four years and I finally got it! I have been through so much and now I am going to college. Thank you for all your help with my FAFSA. You were kind enough to even help me with my college admissions application. For someone in my shoes, it is nice to know there are people like you to help in these situations."

— Adult returning to school

Summer began conducting Paying for College 101 workshops and providing *Adults Returning to School*, the financial aid handouts for adults and FAFSA worksheets to each monthly cycle class, in January 2009.

Highlights

Kentucky Child Now! Great Kid Summits

Outreach staff provided in-kind sponsorship and support to the 2009 Regional Great Kids Summits: *Do You Believe in Me? Do I Believe in Myself?* The summits, an initiative of Kentucky Child Now!, were a statewide effort to bring caring adults and special youth together to learn how to reach common goals in the areas of: Ready for School, Ready for Work, and Ready for Life!

"I didn't know that a college graduate could earn so much more than someone who didn't go to college. I am definitely going to school. I like money!"

— Middle School Student after a KEES presentation

During the Ready for School session, outreach counselors helped participants learn how to make a plan for their educational future. Students played an interactive game of The KHEAA College Challenge and learned about how our many programs and services can make higher education affordable and accessible.

The gender-specific Ready for Work module helped students learn the skills necessary to get their first job and to begin building their career path. Social and interviewing skills, first impressions, attitudes, professional dress and other topics were discussed.

Problem-solving is a necessary part of success in life. Students in the Ready for Life session were asked to brainstorm answers for the question "How do we address student dropout rates in Kentucky and inspire young people to go to college?"

The regional conferences, held at six locations across Kentucky in February and March 2009, gave over 1,310 youth a chance to learn how to be successful in many aspects of their lives.

"Our partnerships with GEAR UP Kentucky, KHEAA, KnowHow2GoKY.org, the Kentucky Child Now Youth Advisory Council and business leaders have made these summits incredibly successful. It's been a way to show how partners can work together to reach a common goal," said Mary Kate Poling, Executive Director of Kentucky Child Now!

Louisville Free Public Library

Jefferson County Outreach Counselor Kim Dolan began working with the Louisville Free Public Library system to set up a financial aid workshop series for patrons. The partnership placed Kim in multiple library branches throughout the city to conduct Paying for College 101 and It's Money, Baby presentations.



Highlights

New GEAR UP Partnership Awarded in Kentucky

North Eastern Kentucky Outreach Counselor Amy Marvin met with the East Kentucky GEAR UP Program field staff. The new seven-year grant will provide services to Morgan, Magoffin, Martin, Johnson and Floyd counties and will begin with the current seventh-graders. Each year of the grant will include the new seventh-grade class. The number of students initially served is 2,000 and will eventually include 12,000 students. Amy conducted the Train the Trainer presentation to provide the field staff with an overview of who we are and what services we provide. She also discussed the types of events that she has attended with other GEAR UP Grants to give them ideas of best practices. Amy and grant staff also discussed scheduling logistics so they would understand how the KHEAA outreach staff schedule events. Since most of the staff had been recently hired and had not had the opportunity to schedule events at their schools, a date was set to meet back at a staff meeting to start scheduling our counselors for their events. We are excited about working with the group!

"You provide a valuable service to families who really don't know where to begin."

— Parent

Office of Employment and Training

Kim Dolan participated in the annual education fair at the Jefferson County Office of Employment and Training. The response was very positive, and many adults stopped by the booth to ask questions and get some of our information. In addition to their annual education fair, the office holds small bi-weekly job fairs, which Kim was invited to participate in. To strengthen her relationship with this office, she has selected one date a month to go and participate in the job fair.

Robinson Scholars

Amy Marvin was asked to serve on the Robinson Scholars Scholarship Committee. The Robinson Scholarship is a full scholarship to the University of Kentucky. She read more than 50 essays written by eighth-graders in three eastern Kentucky counties and ranked them according to a scoring rubric. Amy then helped interview the three top candidates from each county to select a scholarship winner. Scholars staff were grateful for the reviewers' work with students and their ability to identify academic and social persistence factors. Meeting and listening to these young scholars was a very rewarding and touching experience. All the applicants would be the first in their family to attend college, and many have had extreme life challenges. Amy took a lot of pride in knowing that the committee's decision could potentially change a young person's life as well as that of the student's entire family.



Highlights

Senior Interviews

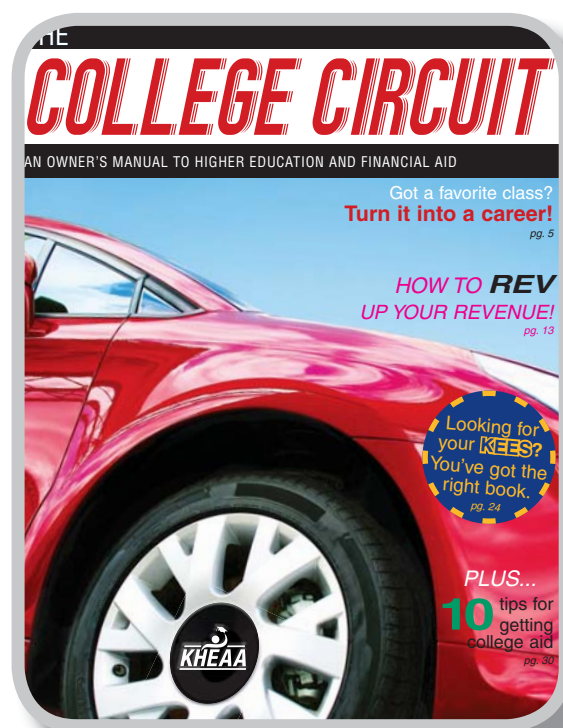
Kim Dolan worked with several local high schools on their senior interview projects. During the project, people from the community came in to the school to conduct mock interviews with the graduating seniors. This is the third year Kim has participated in these interview events, and it allows her not only to help out the schools, but also to get one last audience with the seniors to remind them about financial aid and answer any questions they may have.

The College Circuit Restructuring

Information in the outreach publication *The College Circuit* was updated and rearranged for maximum impact with students and families. The 36-page booklet is subtitled *An Owner's Manual to Higher Education* and uses an automotive theme to give students information about their college and financial aid options. It is now available for distribution to middle school and high school students in Kentucky.

The new edition of *The College Circuit* also includes more financial literacy information, reflecting requests from school counselors across the state. Six pages were added that will help students make good financial decisions.

One part that counselors may find especially effective in working with students involves having them select their choices for housing, transportation, food, educational level, etc. The next page asks students to add up their monthly expenses, based on the answers they circled. They can then compare how much they're spending each month with how much they'll make each month, depending on their educational level.



Workshops and KHEAA Outreach Presentation Guide Updated

Using input from field counselors and contacts, outreach staff worked to update and realign our age-appropriate presentations for middle and high school students, parents and adults returning to school. Workshops are now geared to 6th, 7th and 8th graders, high school freshmen and sophomores, high school juniors and seniors, parents and students and adults returning to school.

Summaries of each workshop's content, intended audience and suggested time allotment are provided in the newly designed *KHEAA Outreach Presentation Guide*. The guide is distributed at professional conferences and meetings and to community contacts in each region.

"You are a blessing to our school.
I don't know what I would do
without your services."

—School Counselor

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