



2010

Kentucky Higher Education Assistance Authority

Outreach

Annual Report

Message from Governor Beshear



Dear Kentucky College Access Providers:

Access to higher education has never before been so vital to individual success or to the success of our Commonwealth. Through the array of services detailed in this *2010 Outreach Annual Report*, the Kentucky Higher Education Assistance Authority (KHEAA) ensures that no Kentuckian is denied access to a college education.

KHEAA administers the College Access Challenge Grant Program, through which a comprehensive range of outreach services is provided to Kentucky students and families. Services include 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.

Increasing the level of educational attainment of Kentuckians is KHEAA's mission and primary focus. Through partnerships with state and community organizations across the Commonwealth, outreach counselors are encouraging and enabling students to pursue higher education and to improve the quality of their lives.

Education is the key to economic success for Kentucky. Thank you for your diligent work in providing a brighter future for all Kentuckians.

Sincerely,

A handwritten signature in black ink, reading "Steven L. Beshear".

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

“We are very fortunate in Kentucky to have folks so knowledgeable in financial aid that can talk with our students and parents. My students are all low income and need to go to college. They desperately need this information and guidance.”

— High School Counselor



Outreach Outcomes and Program Evaluation

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. Higher education improves the quality of life for all of our citizens.

Services for School Counselors

KHEAA's outreach services provide the resources and tools students and families need to make informed decisions about higher education opportunities, enabling them to reach personal goals for their future. A recent study, “Can I Get a Little Advice Here,” conducted by Public Agenda and funded by the Bill and Melinda Gates Foundation, surveyed the opinions of 600 young adults about their high school, college and career experiences. The survey specifically asked participants about the career and postsecondary guidance they had received in high school. The researchers reported that six out of ten respondents rated their school counselor as “fair” or “poor” in providing career guidance, and two-thirds rated their counselor as “fair” or “poor” in helping them decide where to go for postsecondary education. The real story, not covered in this article, is that school counselors are competent and willing to help students. However, they are often unable to provide comprehensive guidance services for a myriad of reasons that are many times beyond their control. The article published by the Public Agenda does agree that “...Counselors are often overworked and underprepared when it comes to helping students make the best decisions about their lives after high school.”

The Kentucky School Counselor Association (KSCA) sponsored a study on the status of school counseling in Kentucky, “Kentucky School Counselors: An Evaluation of Characteristics, Practices and Effectiveness,” which sheds further light on this issue. The KSCA study examined the opinions of 450 school counselors in

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elementary, middle and high schools across the state. The average caseload of respondents was 468; the American School Counselor Association recommends a ratio of 250 students to 1 counselor. The respondents completed the School Counselor Activity Rating Scale (SCARS), which examines school counseling duties and activities across five areas. The SCARS examines the rate of counselors' actual engagement in these activities and their preferred engagement in these activities. An initial analysis of this data revealed that Kentucky school counselors reported that on average:

- They only occasionally engage in true counseling activities, yet their preference is to engage in these activities at a significantly higher rate. For example, 81% reported that they “rarely” to “almost never” get to engage in small group counseling, though 86% would prefer to do that on a regular basis.
- They only “rarely” or “occasionally” engage in consultation activities, yet their preference is to engage in consultation activities at a significantly higher rate (routinely). For example, 61% reported that they “occasionally to rarely” are able to conduct classroom guidance activities, whereas 91% would prefer to engage in this activity at a higher rate.
- They are engaging in non-essential duties at a significantly higher rate than they prefer.

The results from this study tell us that the ability of Kentucky school counselors to engage in essential tasks, like career and academic guidance, is likely inhibited by their engagement in non-essential duties. Information gathered through open-ended questions indicate that many of these duties are assigned by higher level administrators and that school counselors often fill voids within the school setting by taking on duties that are not a part of their job description. **When school counselors are forced to engage in non-essential tasks, they are required to disengage in tasks that are highly beneficial to the development of students.**¹

¹ Natalie Kosine-Stipanovic, Ph.D., Responding to “Can I Get a Little Advice Here”: What the KSCA Study Says About Job Duties of School Counselors, School Counselor Connections, June 2010/Volume No. 3.

“KHEAA is the ‘King’ of financial aid!”

— Middle School Teacher



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“I have a daughter attending her first year of college and KTES has really helped us to meet her college expenses.”

— High School Counselor



Over the last seven 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 and mobile field staff and the kheaa.com website and are fully described within this annual report. **These tools support and supplement the career and college planning work being done by school counselors across the state.**

KHEAA's messages encouraging college participation and the value of higher education reinforce those that students receive from school counselors. The additional resources that KHEAA provides also help bridge the gap between the additional college planning and financial aid services school counselors would love to provide but are sometimes unable to due to large caseloads and other responsibilities.

The Kentucky Landscape

Kentucky's poverty level for individuals (17.0%) and families (13.2%) ranks 7th and 9th highest among all states in the nation.² These conditions contribute to a social culture that may not recognize 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. Rather, we develop services designed to leverage the resources of statewide and community-based partners currently serving all students. These services include career planning and financial

2 U.S. Census Bureau, Current Population Survey, 2010 Annual Social and Economic Supplement, POV46: Poverty Status by State: 2009, accessed 04Jan2011, http://www.census.gov/hhes/www/cpstables/032010/pov/new46_100125_07.htm.

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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 college students, eligible for financial aid or disabled.

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 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

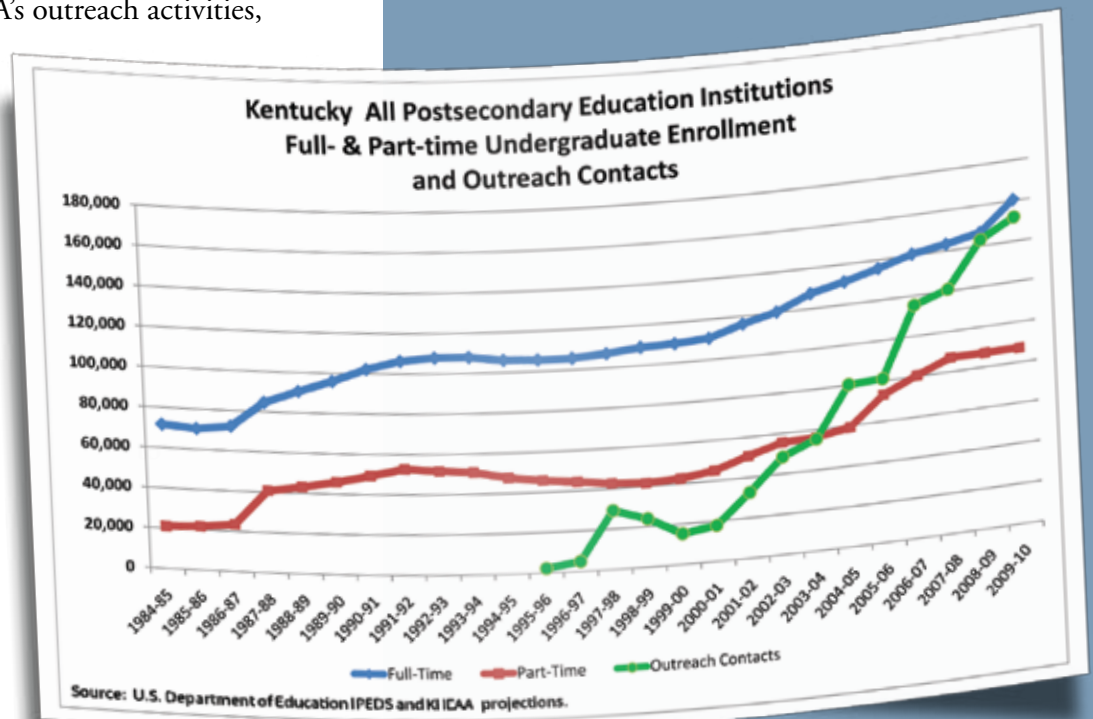
The correlations between KHEAA's outreach activities, postsecondary enrollment, and completion of the Free Application for Federal Student Aid (FAFSA) are very strong and appear durable over time.

Postsecondary Enrollment

Full-time undergraduate enrollment in Kentucky continues show significant year-to-year increases, while part-time undergraduate enrollment in Kentucky appears to have leveled off in recent years (see chart at right). KHEAA has continued its

"I sure am glad I have you to rely on. I couldn't do my job without you. You have the answers."

— High School Counselor



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“I did not realize there were so many options out there for me to go back to school. The KHEAA Outreach Counselor explained the FAFSA process in simple terms and now I feel confident about my future in higher education.”

— Unemployed adult



intensive and broad-scale outreach efforts. These activities have taken on even greater importance amidst the current prolonged economic downturn as more individuals come to realize postsecondary education is one vehicle that will move them toward more gainful employment. The five-year rate of increase in enrollment for first-time, full-time students was 17.1% between 2005 and 2009. The rate of increase in 12-month up-duplicated headcount enrollment posted a similar statistic at 17.2%.³

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 2008, Kentucky college enrollment by age 19 had risen to 41.8%, ranking 36th among the states.

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 FY2008, 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.

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 continuously utilizes an empirically-based survey of high school students. Outreach staff administer

³ Integrated Postsecondary Education Data System.

College Access

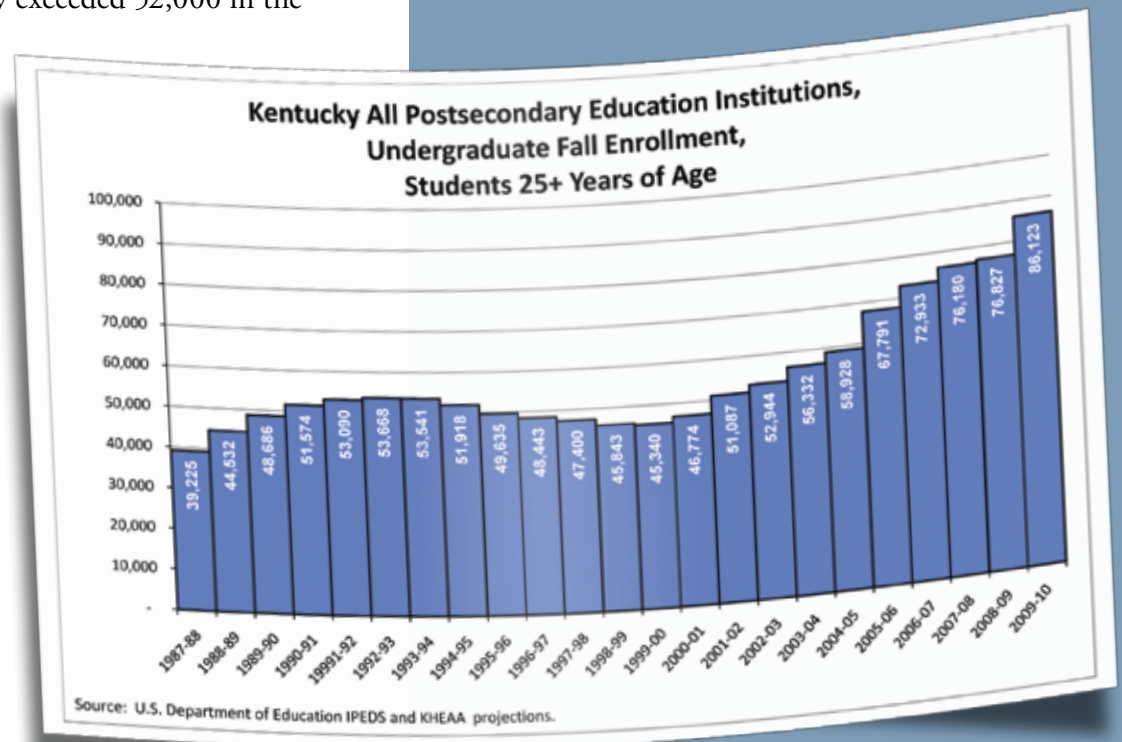
the anonymous survey to students immediately before and after each college planning and student financial aid workshop. Results continue to be very encouraging and indicating that KHEAA's outreach activities are altering participants' attitudes and expectations toward postsecondary education. Participants are more likely to be aware of the student aid programs and services available to Kentuckians and, as a result, are more likely to be confident in their ability to meet the financial obligations that coincide with pursuing higher education.

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 by 13% throughout the remainder of the decade, to a low of 45,300 in 1999. Over the next 10 years, undergraduate adult enrollment steadily and consistently increased by 90% to a record high of over 86,000 students in the fall of 2009, comprising fully one-third of Kentucky's undergraduate student body. Just in the last five years, Kentucky postsecondary students age 25 and over attending school in-state increased by 27%.

"These boys deserve to have good financial aid and college planning advice. It is great to know that you are available to support those efforts"

— Department of Juvenile Justice Vocational Counselor



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“We are so impressed with your website. It serves as an additional guidance counselor for my kids.”

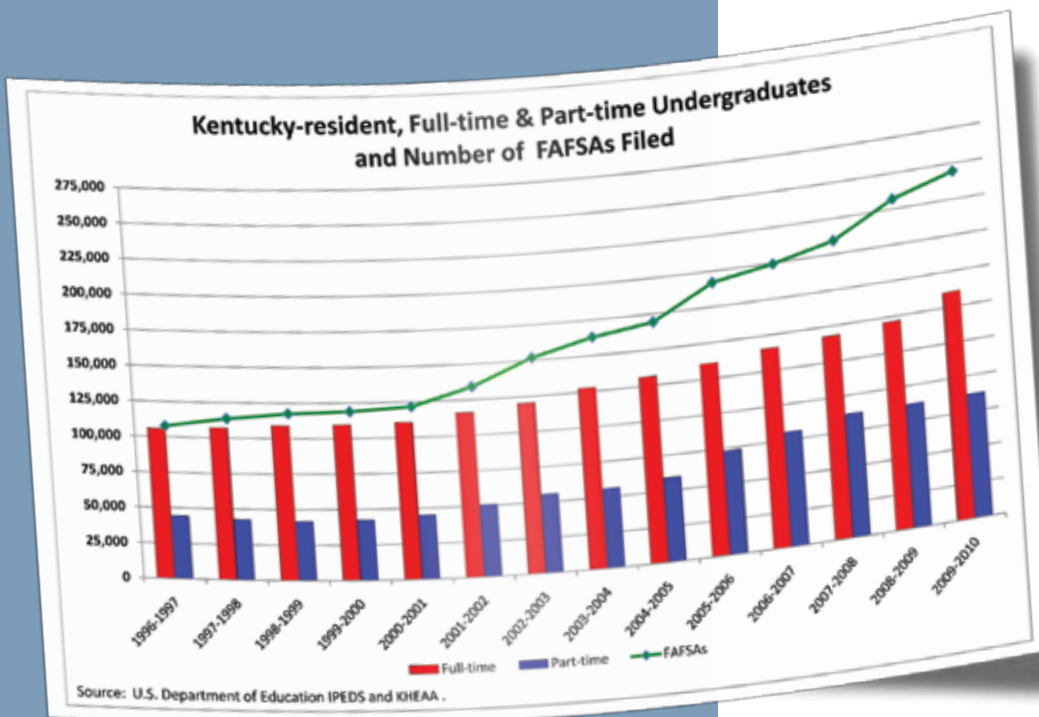
— High School Teacher

Use of KHEAA's Online College Planning Website

Kheaa.com is the agency's one-stop higher education website. Students and parents, adult learners, members of the military and veterans, borrowers, financial aid professionals and counselors, community partners and college access providers can make use of this web portal. Users can explore careers, research school characteristics and demographics, consider distance and online learning options, learn about the resources available to pay for college and access helpful newsletters and publications. This interactive site combines the trusted resources of KHEAA with the functionality of the former GoHigherKY.org site, which transitioned into kheaa.com on July 1, 2010. During the prior six years, 2,372,323 college planning sessions were conducted on GoHigherKY.org, electronically engaging students in a meaningful and cost-effective way. During FY2010, there were 26,803 accounts created, 274,083 college planning sessions, and 2,202,815 pageviews, providing valuable college planning material to Kentucky students.

Students Applying for Financial Aid

Along with enrollment increases, KHEAA experienced a 16.7% increase over the last two years⁴ in the number of students who applied for student financial aid by submitting a FAFSA. Postsecondary education costs in Kentucky have mirrored those nationally and over the last decade have increased substantially,⁵ increasing



⁴ Academic years 2008-2009 through 2010-2011.

⁵ Between academic years 2005-2006 and 2009-2010, according to the Kentucky Council on Postsecondary Education, tuition and fees increased 37.5% at Kentucky public 4-year universities and 45.4% at public 2-year colleges. Total cost of attendance increased 28.3% at Kentucky private 4-year colleges and universities (IPEDS) over the same period.

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the already significant financial stress 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 contributed to the fact that more students are pursuing postsecondary education even in the face of significant financial hardship.

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 a significant increase in demand on the state's need-based student aid programs. Because the number of students applying for aid has surged, costs of education have increased and federal financial aid eligibility criteria has been expanded making more students are eligible for aid. KHEAA's need-based grants were oversubscribed by more than 190% in 2009-2010, meaning insufficient funds were available to assist eligible students.

Conclusions

KHEAA continues to strive to find new, creative and engaging ways to provide prospective students of all ages and their families with the necessary tools to enable them to make informed decisions which will increase the probability that they will be successful in reaching their postsecondary educational goals.

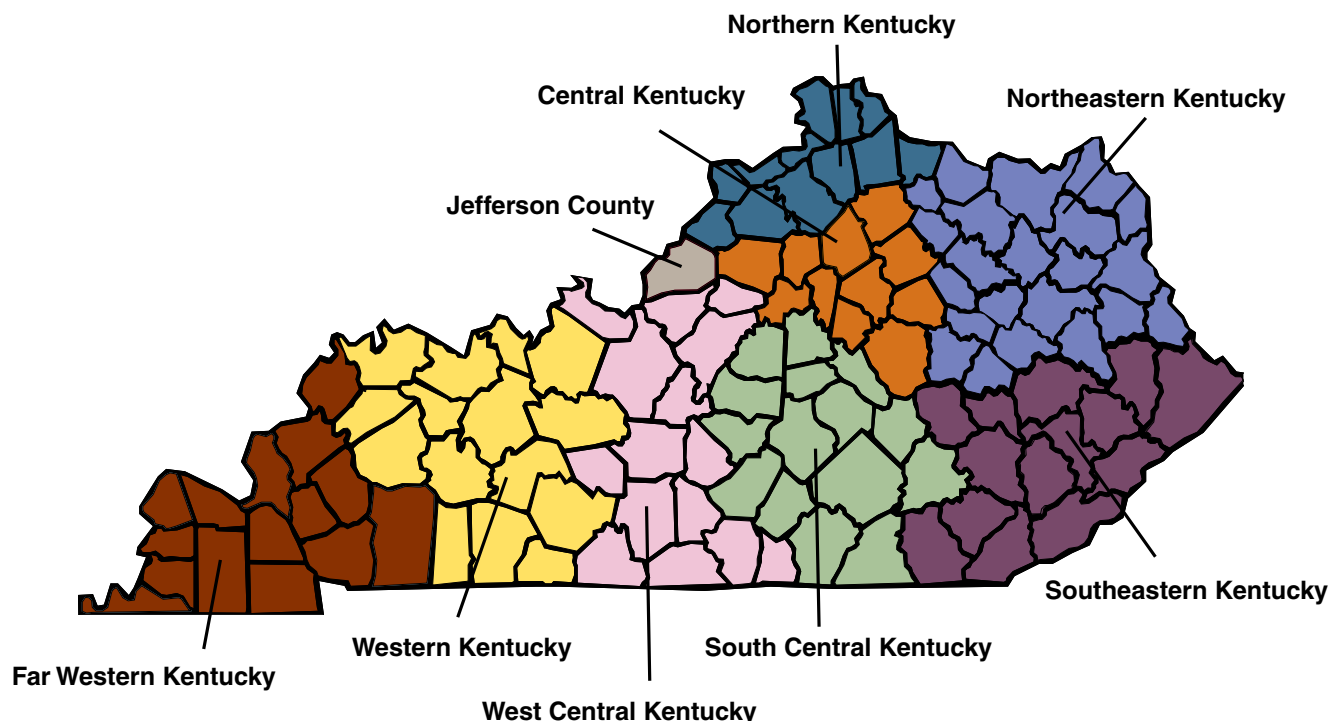
Additionally, KHEAA is equipping middle and high school counselors, adult education providers and other community contacts with supplementary resources they need to more effectively engage the populations they serve.

"I am loving KHEAA — the counselors, the website, the publications — it has helped me in my first year as a guidance counselor so much."

— GEAR Up school guidance counselor



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, churches, community-based agencies, cooperative extension (4-H) offices, elementary schools, 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.

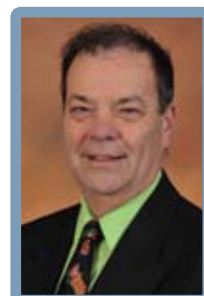
Phone: 270.445.0158

E-mail: dcook@kheaa.com

Publications distributed:	9,264	Exhibits/presentation sessions:	366	On-site visits:	397
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Student/parent contacts:	11,361	Media interviews:	193	Miles traveled:	21,241
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Cumulative contacts, 2003–2010: 70,413



Regional Outreach

Chris Dressler (Western Kentucky)

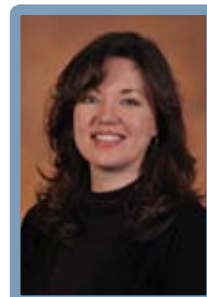
Chris's assigned territory includes Breckinridge, Butler, Daviess, Grayson, Hancock, Henderson, Hopkins, Logan, McLean, Muhlenberg, Ohio, Simpson, Todd, Warren and Webster counties.

Phone: 270.791.3400

E-mail: cdressler@kheaa.com

Publications distributed:	17,323	Exhibits/presentation sessions:	350	On-site visits:	566
Student/parent contacts:	15,690	Media interviews:	140	Miles traveled:	27,168

Cumulative contacts, 2003–2010: 74,321



Summer Gortney (Central Kentucky)

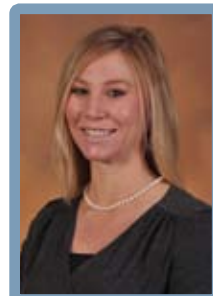
Summer's assigned territory includes Anderson, Bourbon, Clark, Fayette, Franklin, Harrison, Jessamine, Madison, Scott, Shelby and Woodford counties.

Phone: 502.330.4711

E-mail: sgortney@kheaa.com

Publications distributed:	15,868	Exhibits/presentation sessions:	276	On-site visits:	614
Student/parent contacts:	13,509	Media interviews:	21	Miles traveled:	13,004

Cumulative contacts, 2004–2010: 52,863



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@kheaa.com

Publications distributed:	12,179	Exhibits/presentation sessions:	316	On-site visits:	200
Student/parent contacts:	14,158	Media interviews:	57	Miles traveled:	20,512

Cumulative contacts, 2003–2010: 67,745



Amanda Keller (Southeastern Kentucky)

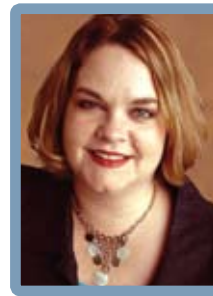
Amanda's assigned territory includes Bell, Breathitt, Clay, Floyd, Harlan, Jackson, Knott, Knox, Leslie, Letcher, Owsley, Perry, Pike and Whitley counties.

Phone: 606.205.8810

E-mail: akeller@kheaa.com

Publications distributed:	33,526	Exhibits/Presentation Sessions:	284	On-site visits:	406
Student/parent contacts:	16,180	Media interviews:	55	Miles traveled:	27,041

Cumulative contacts, 2009–2010: 16,180



Regional Outreach

Amy Marvin (Northeastern Kentucky)

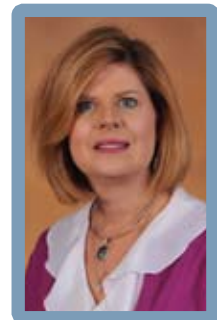
Amy's assigned territory includes Bath, Boyd, Carter, Elliott, Estill, Fleming, Greenup, Johnson, Lawrence, Lee, Lewis, Magoffin, Martin, Mason, Menifee, Montgomery, Morgan, Nicholas, Powell, Rowan and Wolfe counties.

Phone: 606.776.3030

E-mail: amarvin@kheaa.com

Publications distributed:	27,771	Exhibits/presentation sessions:	460	On-site visits:	338
Student/parent contacts:	19,870	Media interviews:	87	Miles traveled:	30,248

Cumulative contacts, 2004–2010: 91,123



Bob McDermott (Northern Kentucky)

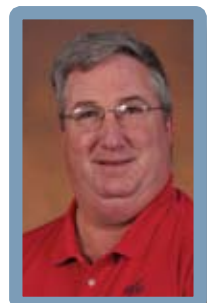
Bob's assigned territory includes Boone, Bracken, Campbell, Carroll, Gallatin, Grant, Henry, Kenton, Oldham, Owen, Pendleton, Robertson and Trimble counties.

Phone: 859.630.1030

E-mail: rmcdermott@kheaa.com

Publications distributed:	14,231	Exhibits/presentation sessions:	228	On-site visits:	457
Student/parent contacts:	11,967	Media interviews:	226	Miles traveled:	14,916

Cumulative contacts, 2005–2010: 60,219



Gene Weis (West Central Kentucky)

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

Phone: 502.608.7717

E-mail: gweis@kheaa.com

Publications distributed:	24,168	Exhibits/presentation sessions:	335	On-site visits:	141
Student/parent contacts:	18,682	Media interviews:	1	Miles traveled:	20,090

Cumulative contacts, 2004–2010: 66,007



Kim Dolan (Jefferson County)

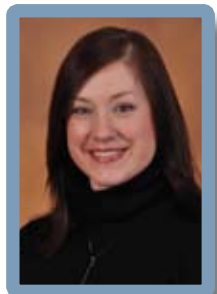
Kim's assigned territory is Jefferson County.

Phone: 502.759.1776

E-mail: kdolan@kheaa.com

Publications distributed:	10,452	Exhibits/Presentation Sessions:	184	On-site visits:	73
Student/parent contacts:	6,721	Media interviews:	28	Miles traveled:	6,980

Cumulative contacts, 2005–2010: 44,824



College Info Road Show

On the Road with Outreach Services

KHEAA's mobile outreach center is designed to improve access to higher education by providing a host of critical services to students and parents in their own communities. The College Info Road Show travels statewide, conducting presentations at middle schools, high schools and adult education centers. The unit also participates in a variety of school and community exhibits, fairs and events.

The 39.5-foot Freightliner truck is equipped with individual workstations that students can use to access sites like kheaa.com, GotoCollegeKY.org and FAFSA on the Web.

Onboard sessions are designed to provide students with a brief overview of student financial aid programs and resources. Visitors can create a personalized account at kheaa.com and can access helpful online resources for career exploration, scholarship searches, KEES account information and more.

The vehicle has three LCD monitors, one of which is on the outside of the vehicle for viewing at outdoor and other exhibits. Automatic satellite Internet, wireless/digital sound and a DVD player provide opportunities for staff to further engage onboard visitors.

The College Info Road Show uses technology to connect students with the information they need to research, pursue and succeed in their educational future beyond high school.

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.



"I was driving down the road and saw the College Info Road Show. That's how I got the number to contact you for this event."

— Job Corps Employee

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: 37,374

Exhibits/presentation sessions: 528

Student/parent contacts: 12,795

Miles traveled: 15,298

Cumulative contacts, 1998–2010: 128,291

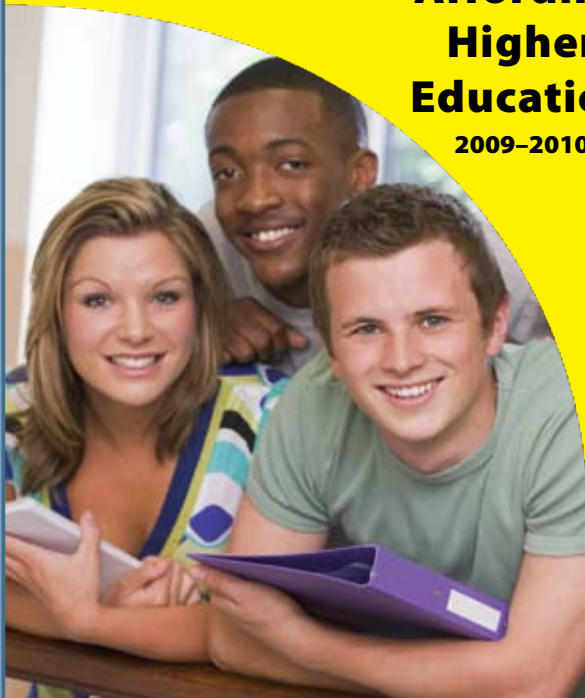


Publications

“Your publications are great. They are packed with relevant information that is easy to read and comprehend, especially for many of our first-generation students!”

— Admissions Advisor

Affording Higher Education 2009–2010



Financial aid programs for Kentucky students

Major Publications Distributed

Adults Returning to School	15,386
Affording Higher Education	4,127
The College Circuit	227,144
Getting In for Seniors	64,217
It's Money, Baby	5,165
Total	316,039*

Other Materials Distributed

College Goal Sunday Handout	4,265
College Info Road Show Flier	351
Counselor Connection Newsletter (High School)	10,001
Counselor Connection Newsletter (Middle School)	1,484
Early Childhood Development Scholarship Brochure	215
FAFSA	235
FAFSA on the Web Brochure	525
FAFSA on the Web Worksheet	3,231
Financial Aid Dictionary	5,625
Financial Aid for Adult Students	8,352
Financial Aid Tip of the Month (print)	6,738
Financial Aid Tip of the Month (radio)	804
GoHigherKy Bookmark	23,015
GoHigherKy Brochure	28,372
GoHigherKy Newsletter	30,900
KEES Brochure	74,368
Kentucky Education Savings Plan Trust Brochure	3,703
KESPT Activity Book	16,443
Loan Counseling and eSign Flier	4,156
Money Tips for Students	4,227
Outreach Annual Report FY 2009	158
Outreach Presentation Guide	3,118
Posters	329
Repayment Brochure	4,487
Your KHEAA College Connection Newsletter	290,480
Total	525,582 *

* 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 through several presentations which are described below.

Your Map to College (middle school edition)

Purpose: 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: Middle school students

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: 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: 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

"I can't believe how comprehensive your services are!"

— School Counselor

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
- Professional development/staff training



Presentations

“I did not know that there was money out there to help me go back to school. I’ve been out of work for almost one year. I’m glad that I found the KHEAA exhibit at the Employment Office.”

— Future Adult Student at One Stop Employment Office



It's Money, Baby (financial literacy)

Purpose: Teaches 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

kheaa.com

Purpose: Helps students of all ages to find everything they need to plan, choose and apply for higher education. This session provides users with information on how to create a free KHEAA account and an overview of each of the site's modules.

Audiences: Middle and high school students, adults interested in returning to school, school counselors, community partners and college access providers

Time Frame: About 1¼-1½ hours

KHEAA – At Your Service

Purpose: Provides an overview of the free publications, programs and services available from KHEAA.

Audience: School 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: Delivers a brief overview of student financial aid programs and services. Visitors are given the opportunity to create an account on **kheaa.com** 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 67283.

During FY2010 we began moving functions of GoHigherKY.org to **kheaa.com**. As of July 1, 2010, Kentucky students could find everything they need to plan and pay for college on one site.

The enhanced **kheaa.com** combines the popular functionality of the former GoHigherKY.org with KHEAA's trusted resources. The revamped site provides students, parents and others with the information they need to successfully navigate the career exploration, college preparation and financial aid processes.

Students and Parents

Planning for College

Grade-specific planner timelines in this section help students get ready for college or technical school. It includes:

- Tools to help identify and prepare for a career.
- Helpful study tips.
- Information about standardized tests.
- Details on college admissions.

Selecting a School

Kentucky has a full range of options: public universities, private schools, community colleges and technical schools. This section will help students find a school that best suits them and show them how to get the most out of their campus visits.

Paying for College

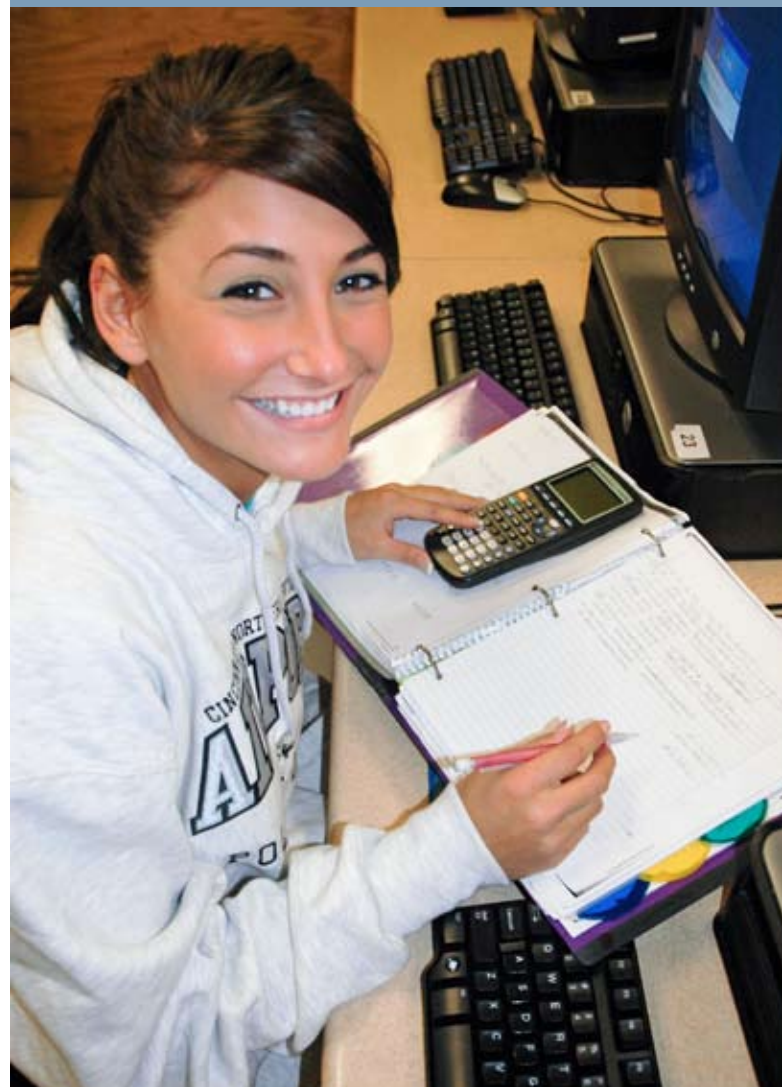
Financial aid is the money students receive to cover the cost of their education. Most people are eligible for some form of financial aid. Users can search for scholarships, learn the real cost of college and get detailed information on financial aid in this section.

Money Management

Knowing how to manage their finances lets students concentrate on learning and having fun, not being sidetracked by money troubles. Tips in this section will help users become financially literate.

"This website is awesome. It is all-inclusive and comprehensive. I use it and refer students to it all the time. I am so thankful for it. It is a great asset for Kentuckians."

— College Admissions Counselor



“I tell everyone how good your resources are! KHEAA has everything families need to know about paying for college.”

— Financial Aid Officer at a college fair



College Publications and Newsletters

KHEAA publications such as *Getting In* and *Affording Higher Education* have been sources of information for counselors, students and parents for decades. School counselors, college access providers and others who want to be in the know all the time can sign up for our online newsletters here.

Adult Learners

Adults returning to school will find what they need to know about admissions, financial aid, transfer planning, distance learning and careers in this section.

Military and Veterans

This section provides information and links to federal and state programs that help our men and women in uniform gain access to higher education during and after their time of service.

Borrowers

Many people have to take out student loans to help pay for college. This section provides information about what borrowers can do if they're having difficulty repaying their student loans. Information found here will help educate borrowers on how to manage their repayment and maintain a clean financial record.

Financial Aid Providers

This section provides an overview of KHEAA's products and services, training opportunities and materials, newsletters and more for school financial aid personnel.

Counselors, Community Partners and College Access Providers

Anyone who helps students and parents with college access can use this section as a resource. It includes:

- An overview of our outreach services.
- Contact information for outreach staff.
- Lesson plans.
- Newsletters and more.

On-site Visits

The outreach staff made over 3,200 on-site visits during FY2010. The following is a breakdown of those visits.

Academic Affairs/Student Services	4
Admissions Offices	18
Adult Education Centers	213
Alternative Education Centers	25
Area Health Education Centers	3
Area Technology Centers	53
Boards of Education	118
Businesses/Factories/Industries	51
Campus Career Centers	4
Chambers of Commerce	27
Child Advocacy Centers	3
Children's Homes/Orphanages	1
Churches/Faith-based Organizations	27
College Career/Health Fair	4
Colleges/Universities	91
Community-Based Agencies/Social Services	90
Community Centers	25
Community Education Centers.....	44
Cooperative Extension Offices.....	106
Correctional Facilities.....	4
Day Care Centers	6
Day Treatment Centers	7
Elementary Schools	43
Employment Services	58
Family Resource/Youth Services Centers.....	268
Financial Aid Offices	15
GEAR UP Programs (Partnership)	27
GEAR UP Programs (State)	38
Governmental Agencies.....	10
Head Start Programs	21
Health Departments/Hospitals.....	40
High Schools.....	823
Home School Organizations.....	2
Internal	5
Libraries	236
Middle Schools.....	371
Migrant Education Offices	6
Military Offices	5
Newspapers	85
Professional Organizations.....	7
Radio Stations	89
Scholar Programs	1

Social Service Programs	45
Television Stations	1
TRiO Programs.....	58
Vocational Rehabilitation Offices.....	11
YMCA/YWCAs.....	9
Youth Organizations	25
Other	2
Total.....	3,225

For a complete, county-by-county listing of FY2010 outreach contacts, log on to kheaa.com/pdf/reports/outreachcontacts_2010.pdf

"I love your It's Money, Baby presentation. My practical living students will get a lot of relevant information from the presentation."

— Practical Living Teacher

	College Info Road Show	Regional Outreach	Total
Contacts			
Contacts at exhibits	7,432	56,492	63,924
Contacts at presentations	5,788	81,378	87,166
Contacts at visits		4,291	4,291
Total Contacts	13,220	142,161	155,381
Activities			
Number of exhibits	55	492	547
Number of presentations	486	2,848	3,334
Number of visits		3,226	3,226
Total Activities	541	6,566	7,107

Highlights

"I am so glad KHEAA recognizes that college preparation begins in the middle grades. Thank you so much for working with our younger students."

— Middle School Counselor



Making the Middle School Connection

Four outreach staff members participated in the Jefferson County Public Schools' *Making the Middle School Connection*. The month-long event involved more than 2,000 community leaders connecting with more than 6,600 seventh-grade students in 30-minute conferences to discuss their education and their future plans.

Outreach Services Manager Susan Hopkins, Senior Outreach Counselor Chris Dressler, Central Kentucky Outreach Counselor Summer Gortney and South Central Kentucky Outreach Counselor Kim Baldwin:

- Shared their educational and career experiences.
- Introduced the Kentucky Educational Excellence Scholarship (KEES) program.
- Talked with students about setting goals.
- Explored career interests.
- Explained how adults use academic skills in everyday life.
- Helped students realize the importance of staying in school and the value of additional training or schooling beyond high school.

Staff enjoyed the opportunity to talk with these remarkable young people and recorded the following comments from Olmstead South, Barrett Traditional, Conway and Newburg Middle Schools in Louisville:

- "We did not have any money until my momma got her degree."
- "I'm glad I got to talk to you. I am going to start looking at colleges and different careers."
- "I bet my brother did not know that he could use KEES to help pay for his college, because my brother did not go to college."
- "It's awesome that I make money for my hard work. I'll bet I get all \$2,500!"
- "I'm definitely going to make good grades in high school so I can get KEES!"

Highlights

Latino/Multicultural College Fair

The Bluegrass Community and Technical College (BCTC) Department of Multiculturalism and Inclusion and Department of Adult Education offer services to promote the integration of immigrant students within the fabric of Central Kentucky, to encourage cultural exchanges of such students and their native-born peers, and to facilitate college access and retention via the Offices of Hispanic/Latino Outreach, Diversity Outreach, International Students and Scholars, and English as a Second Language and ESL Civics Programs.

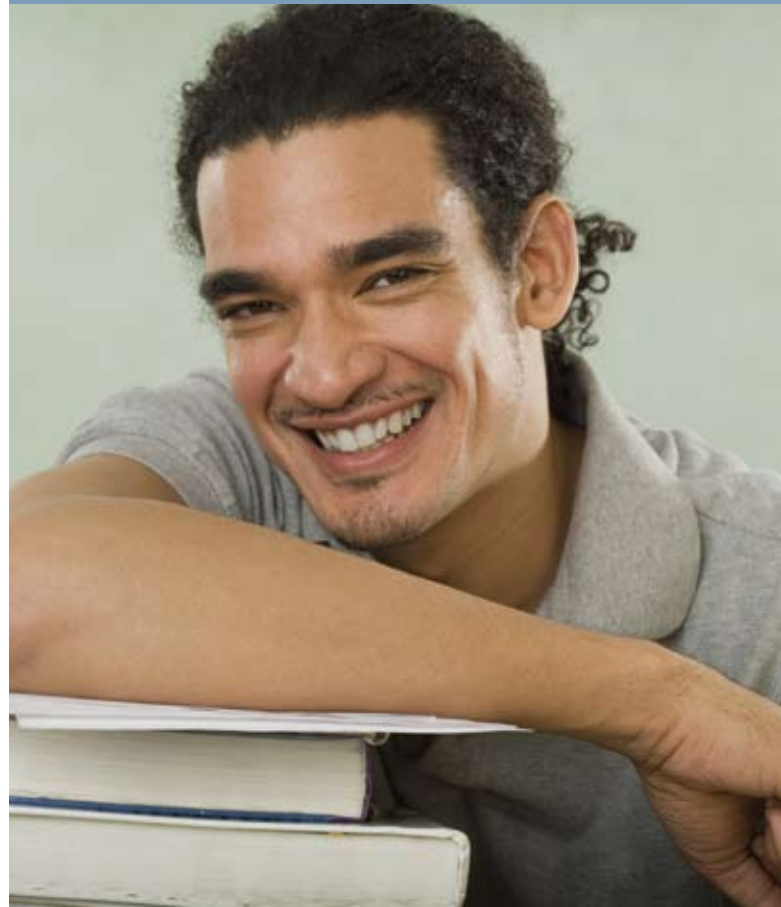
The professionals and volunteers championing these services and programs have created a wide array of outreach and college preparation programs designed to help immigrant and multicultural youth prepare for and understand college processes, explore career and academic goals and increase self-esteem and self-awareness.

Gene Weis, West Central Kentucky Outreach Counselor, participated in the program's 5th Annual Latino/Multicultural Fair, *From Dreams to Actions*, on October 12, 2009. Over 850 immigrant, refugee and/or Hispanic/Latino youth from 32 high schools across the state participated in the event. Working through a translator, Weis presented our *Paying for College 101* workshop to nearly 70 high school juniors and seniors.

Northern Kentucky Outreach Counselor Bob McDermott participated in the program's *Educating Latinos for Kentucky's Future* regional college fair at Northern Kentucky University on February 11, 2010, and was also asked to conduct a financial aid workshop.

"These Getting In books are fantastic resources, and we always strongly encourage their use with our students. Our students and their parents know to look for this great resource and really look forward to them."

— High School Counselor



Highlights

“This is one of the clearest presentations on financial aid and the financial aid process I have seen. This includes all my professional experiences in working in the area of admissions and financial aid. The PowerPoint was on target and, most importantly, the audience was not buried in an avalanche of bureaucratic terms. I have seen a great many presentations on financial aid, and this was easily among the best!”

— Governor’s Scholar Campus Director



Kentucky Governor’s Scholars Program

Outreach Services Manager Susan Hopkins and Outreach Services Assistant Manager Tim Ring worked with staff of the Governor’s Scholars Program (GSP) to customize a workshop for high school juniors. Since nearly 100% of GSP participants are already planning to enroll in postsecondary education, the presentation focused less on the aspiration piece of why students should go to college and more on the financial aid aspect of how to pay for it.

Outreach Counselors Amy Marvin, Kim Dolan and Kim Baldwin conducted the presentations at Morehead State University, Bellarmine University and Centre College. Nearly 800 students participated in these sessions, gaining valuable information about the resources available to help them fund their educational goals.

ESL Newcomer Academy

The ESL Newcomer Academy in Louisville introduces high school-aged immigrant students to life and school in the United States, while helping them learn English. The Academy provides a welcoming and respectful environment to meet the linguistic, academic, social and emotional needs of sixth- through tenth-grade English-language learners enrolling in the Jefferson County School district. They are at the beginning levels of English proficiency, in their first year of instruction in a U.S. school and may have had limited or interrupted educational experiences in their native countries. The Academy promotes the language and academic skills that provide the necessary basis for participation in comprehensive classrooms. Academy students transfer to another middle or high school with an ESL program after one to three semesters.

With the help of multiple interpreters (Spanish, Arabic and Nepalese), Outreach Counselor Gene Weis conducted an abbreviated version of *Paying for College 101* presentation

Highlights

to a several groups of these English as a Second Language students. Nearly 70 high school freshmen and sophomores attended the workshops.

Graduate Kentucky Summit

On September 11-12, 2009, Kentuckians from across the Commonwealth came together in Frankfort to participate in *Graduate Kentucky: A Community Approach*. This first-of-its-kind comprehensive statewide conversation attempted to not only understand why students are contemplating dropping out of school but also to share ideas and best practices of how communities can play a pivotal role in reducing the dropout rate and create a strategic vision for keeping children engaged in school. First Lady Jane Beshear said, “Education provides a passport to future successes — not only for our children but also for the future of our state. Together, as a community, we must find ways to keep our students engaged and in school.”

Using local resources and community activists, additional regional summits were held in the fall of 2009 and the spring of 2010 in Bowling Green, Hazard, Louisville, Murray, and Richmond. Future summit locations are scheduled to include the Ashland, Somerset and Northern Kentucky areas.

KHEAA Outreach Services Manager Susan Hopkins serves on the First Lady’s steering committee for these events. Regional counselors provide exhibits and workshops, distributing bags and informational materials to each attendee. A mobile outreach counselor also talks with students and community contacts and answers questions during the summits from the College Info Road Show mobile classroom.

“My students loved your presentation! You were the first presenter to prompt them to ask questions and actually stay awake, and the content actually meant something to them.”

— Upward Bound Counselor



Highlights

“We spoke with someone last year at the fair and because of your help, our son is at Western Kentucky University. We didn’t think we could afford to send him to college, but because of the resources you gave us and the personal attention you gave, we are the proud parents of a successful college student. Thank you so much!”

— Parent at State Fair



Today is the First Day for KEES!

Senior Outreach Counselor Doug Cook came up with an innovative way to reach high school freshmen. He worked with the Publications Team to create a banner that reads “Today is the First Day for KEES!” and made arrangements to set up displays at a number of schools in his region on the first day of classes. The project created a positive stir among school counselors in Cook’s territory, and he booked at least one school in each of his counties for opening day and provided a KEES program overview during a number of opening assemblies.

New Presentations Added to Slate of Outreach Services

The Drive to Successful College Admissions: Northern Kentucky Outreach Counselor Bob McDermott came to the KHEAA Outreach team after working for more than 20 years in the college admissions arena. Using that expertise, McDermott created an admissions-focused presentation that provides students and parents with the timeline, resources and information they need to research and choose the college, university or technical school that’s the best fit. Students will learn about the admissions process, discovering factors colleges use in making their admissions decisions. Researching college options and making proper course selection through high school is covered as well as searching for college scholarships, choosing a college major and making the most of out the college visit. The creation of this workshop is in direct response to numerous requests from school counselors and other contacts.

kheaa.com: Plan, Prepare, Pay: Senior Outreach Counselor Chris Dressler created a presentation that provides an overview of the enhanced **kheaa.com** website. The workshop provides users with information on how to create a free personalized account and walks users through a number of functions and features designed to better help students and parents plan, prepare and pay for college.

Highlights

Kentucky State Fair

Each year, KHEAA participates in an exhibit at the Kentucky State Fair. During the 11-day event, our new College Info Road Show vehicle served as the backdrop in the South Wing among the vendors and carnival atmosphere where families flock. This strategy has proven quite successful in reaching our target audience. During the 2009 fair, staff distributed student financial aid information and college planning materials to thousands of fairgoers.

Summer Sessions a Success in Eastern Kentucky

Clay County High School Summer School: Southeastern Outreach Counselor Amanda Keller reached out to students at Clay County High School's summer session. Her presentation, which reviewed KEES program information and discussed reasons for going to college, targeted those students who were performing at relatively low academic levels. The group worked with students' actual transcripts, determining if they had earned any KEES money and, if so, how much. In addition, Keller discussed other implications a lower GPA could have for them down the road in terms of admissions and scholarship eligibility. The program was well received by the school counselor and the students. Based on the success of this new approach, Keller and other outreach counselors plan to incorporate summer school workshops into their yearly calendar of outreach activities.

Summer Registration Program at JCC, Carrollton Campus: Keller also conducted FAFSA on the Web workshops for students at Jefferson Community College in Carrollton as part of the college's summer registration program. Area high school students and parents were encouraged to attend. Those who did thanked Keller for helping them with their financial aid forms. Additional workshops were scheduled during July and August.

"Your workshop was more informative and thorough than any other college prep/financial aid workshop I've seen. We will definitely have you back again next year."

— Community Center Summer Camp Leader



Highlights

“Thank you for the outstanding job your outreach counselors provided to our staff. The skills and knowledge provided to the staff of the Department of Juvenile Justice will increase their abilities to help our youth.”

— Department of Juvenile Justice Education Branch Manager



Department of Juvenile Justice Training

Following an inquiry from a local service provider about the availability of financial literacy training for students, Outreach Services Manager Susan Hopkins and Outreach Services Assistant Manager Tim Ring met with state representatives from the Department of Juvenile Justice (DJJ) in Frankfort.

DJJ serves thousands of displaced and court-appointed youth in a variety of residential and community programs. Financial literacy and postsecondary educational opportunities are important topics for the group, and DJJ personnel were interested in our programs and services. Regional counselors provided the *KHEAA–At Your Service* and *Paying for College 101* presentations at several regional DJJ staff meetings in the spring/early summer. Local staff members were also trained, with plans to provide services and materials directly to youth and their guardians in the future.

Regional outreach counselors Kim Baldwin, Kim Dolan, Chris Dressler and Gene Weis provided *KHEAA–At Your Service* and *Paying for College 101* presentations for DJJ personnel in March 2010.

Training sessions were held in Elizabethtown, Richmond and Owensboro for Central Office administrators and DJJ community workers.

DJJ staff has found the sessions to be so beneficial that they have already asked us to join them for future staff meetings, during which we will expand the training and distribution of resources to technical teachers and vocational coordinators.

Highlights

National College Access Network Conference and Best Practices Gallery

Outreach Services Manager Susan Hopkins participated in the National College Access Network (NCAN) Conference. She also represented the agency at a showcase of college access/outreach initiatives from around the country as part of NCAN's Best Practices Gallery. Visitors to the booth were interested in the scope of our work and were impressed with our ability to gain access into Kentucky classrooms by aligning our college planning/financial aid presentations with our state's core content requirement for educators. Attendees were especially impressed with the content and quality of *The College Circuit* publication and wanted more information about the College Info Road Show activities.

Area Health Education Center Outreach

Area Health Education Centers (AHECs) are a collaborative effort of the University of Louisville Health Sciences Center, the University of Kentucky Medical Center and eight regional centers. The AHECs work to improve the recruitment, distribution and retention of health care professionals (particularly in primary care) in medically underserved areas throughout the state.

At Math and Science for Health (MASH) Careers camps each summer, students and parents can learn about the many opportunities that higher education can provide.

AHECs also conduct Health Occupations Today (HOT) Expos at which popular health careers are showcased. High school and area technology center students meet local health service professionals, learning about educational requirements, salary ranges and day-to-day activities.

Counselors Kim Baldwin, Kim Dolan, Summer Gortney, Mark Hoover, Amanda Keller and Amy Marvin participated in a variety of AHEC events across the state, reaching over 2,000 students.

"I couldn't have done my job without KHEAA. All the publications, counselors and information in general were so great. I don't think I could have accomplished many of the things I did with my students without KHEAA."

— Retired Counselor, now an Upward Bound Director



Highlights

“Your presentation no doubt helped these students to be more successful as they begin a new chapter in their lives. Thanks for your support of this valuable effort.”

— Greater Louisville Inc. personnel following the Close the Deal Program



Outreach Counselors Help Students Close the Deal

In the Greater Louisville region, elected officials are joining with secondary and postsecondary institutions and business organizations to help students make the transition from high school to college and other postsecondary education or training.

Close the Deal is an initiative of the Louisville Mayor's Office and Greater Louisville Inc. designed to:

- Create a college-going culture that reinforces the connections between enhanced education and successful or accelerated career paths.
- Provide support for and create a sense of urgency on the part of students applying for college.
- Build “college knowledge” that helps students make informed choices about their futures.

Regional outreach counselors Kim Dolan, Summer Gortney and Gene Weis presented student financial aid workshops, helped families complete the FAFSA and visited with students at Iroquois, Valley and Fairdale High Schools in Louisville and at high schools in Bullitt, Spencer and Shelby counties.

During the 2009-2010 academic year, 11 high schools in five school districts held *Close the Deal* events. Over 2,500 seniors were influenced and received information on how to “close the deal” on college. The program has gained awareness and support around the state, and other districts plan to sponsor their own events.

Highlights

Kentucky State Treasurer's Financial Literacy Initiative

During a local job fair in Louisville, Jefferson County Outreach Counselor Gene Weis met an assistant to State Treasurer Todd Hollenbach who was coordinating job fairs and financial literacy programs across the state. Once she found out about KHEAA's programs and services, she wanted the agency involved in the programs. Outreach Services Assistant Manager Kim Dolan then began a dialogue that resulted in our participation in several pilot projects across the state. Events have been held in Bell, Hart, Madison and Shelby counties to date, with up to 40 others scheduled in the future.

Hart County Project: KHEAA participated in this event as an exhibitor and brief presenter. Our *It's Money, Baby* booklets were very popular among both the local bank personnel and students. Everyone complimented the layout and content, saying it covered everything! Treasurer Hollenbach was present for the entire program, and Weis had the opportunity to spend a few moments with him, sharing a copy of our publication and some information about our programs and services.

EKU Project: On June 1-3, 2010, a pilot project at Eastern Kentucky University sought to inform high school seniors in Madison County about the importance of being financially literate. Topics included Avoiding Financial Pitfalls, Keeping Track of Your Money and Bank on It. Outreach Services Manager Susan Hopkins and Central Kentucky Outreach Counselor Summer Gortney worked with local lending institutions and provided an overview of KHEAA's programs and services, talking to students about the importance of a higher education in their pursuit of becoming financially stable. Information on student loan repayment responsibilities was also presented during one of the sessions. Gortney has been asked to serve on the planning committee for next year's event. Over the course of three days, staff spoke to about 600 students.

"Great information. Our students need to hear more about financial literacy."

— GEAR UP Representative



Highlights

“You are so great to always ask these financial aid questions to. I never know what to do, and the school doesn’t provide this face-to-face service.”

— Student

Partnership Continues with the Rogers Scholars Program

South Central Kentucky Outreach Counselor Kim Baldwin worked with the Rogers Scholars program at The Center for Rural Development in Somerset. The program is for rising high school juniors in 42 southern and eastern Kentucky counties. Two summer sessions were held, with 35-40 students in each session. Baldwin gave each student a folder of college planning materials and a personalized financial aid information letter. Students loved the personalized touch and were happy that we took the time to meet with them. Baldwin was able to speak with each student in groups of three for about ten minutes to provide them with an overview of our programs and services.

EKU Educational Extension Office Partnership Created

Eastern Kentucky University (EKU) has named seven educational extension agents to serve the university’s 22-county service region. The primary role for these agents is to be liaisons between EKU and their respective counties to “broker” the services EKU can provide. The primary focus will be in: education, economy and quality of living.

South Central Kentucky Outreach Counselor Kim Baldwin and Outreach Services Manager Susan Hopkins teamed up with these agents by participating in a Student Leadership Summit for high school sophomores from several counties in the EKU service area. Students were introduced to our electronic resources and *The College Circuit* publication and were provided an in-depth overview of the KEES scholarship program. Based on the success of this event, plans were made to collaborate on future workshops and initiatives.



Highlights

Relationship Developed with Sunrise Children Services, Youth Support Center

South Central Kentucky Outreach Counselor Kim Baldwin has developed a relationship with the Sunrise Children's Services, Youth Support Center in London.

The Youth Support Center is housed on what was once the Sue Bennett College campus. The program is designed to help young people make the transition from out-of-home care back into their communities.

The program is a ministry of Sunrise Children's Services and provides residential, counseling, adoption, foster care and independent living services throughout Kentucky. Founded in 1869, Sunrise is the largest private residential child care agency in Kentucky and the oldest Southern Baptist child care ministry. It is licensed by the Kentucky Cabinet for Health and Family Services.

The Center works with teenagers recently discharged from residential care or the juvenile justice system. It is also a preventive program for youth whose environment or behavior makes them vulnerable for problems that could bring about removal from their homes.

The months following a teen's release from residential care are critical. Without support, many teens find themselves back in residential treatment or juvenile justice facilities. This program is designed to prevent these kids from falling through the cracks. Tutoring is available for youth in school and those studying for the GED.

Baldwin was invited to share ways in which these students can have a brighter future through education. She conducted a *Paying for College 101* presentation for students and has arrangements to speak at the program every month.

"I am so glad you were able to come to the school and help my classmates and me further our knowledge about college. I am so grateful to have met you, and I'm sure I'm not the only person in this school that shares that gratitude. Thank you for all your help and wisdom."

— High School Student



Highlights

“I can’t thank you enough for your willingness to help with the Student Leadership Summit. I feel the students received information and training that will help them prepare for college in the coming years. I really appreciate your concern and dedicated service to the middle and high school students of Kentucky. If there’s anything that we can do for you, don’t hesitate to give us a call. KHEAA is number 1 in my book. I hope to work with you all again.”

— Educational Extension Agent



Counselor Discussion Group Hosted

Outreach management staff invited a select group of school counselors to the KHEAA Offices in Frankfort on June 9, 2010, for a discussion on publications distribution, “near peer” mentoring and other issues.

Counselors joined Senior Vice President for Customer Relations Ted Franzeim, Publications Supervisor Tim Ballard and several members of the outreach staff to talk about increased outreach opportunities via funding from the College Access Challenge Grant.

Franzeim provided the group with a brief overview of the organization and its goals for outreach services. He explained the availability of CACG funds and talked about new initiatives we were considering to enhance our resources for students and families.

School counselors were introduced to the *KHEAA College Cost & Planning Report* and to the idea of providing these to high school seniors in place of the *Getting In* publication. The group loved the new reports and said they could envision encouraging students to use these during their meetings with seniors. They all agreed that *Getting In* would be even more valuable for students to have during the fall of their junior year of high school, when they are actually making plans. The group was onboard with this change in the distribution schedule. The counselors highly praised *Getting In*, referring to it as their “Bible.” A request was made for a PowerPoint presentation that could help school counselors point out the highlights of this very useful publication. (See *New Presentations Added to Slate of Outreach Services* article in this report.)

A suggestion was made to bring back the freshmen and sophomore books in a printed format. While the counselors were aware that these publications are available online, they felt that students and parents really need something they could hold in their hands to help them through the process. If printing these publications is determined to be cost-prohibitive, counselors asked for

Highlights

a combined freshmen/sophomore flyer or handout that would address the minimum high school requirements, earning credits, calculating a student's Grade Point Average and detailed information about the KEES program. They also requested a one-page flyer with information targeted specifically to those students who might be interested in attending a technical or community college instead of a traditional four-year university.

Ballard advised the group that many of our newsletters have been converted to an electronic format. The school counselors commented that we are probably missing more parents than students with this approach and said that they would probably download a small supply to keep on hand in their offices.

Next, the group discussed the possibility of KHEAA's providing "near peer" mentors to schools with low college-going rates. Counselors were excited about this idea and suggested that we sell it to school administrators as a helpful tool in raising test scores. The group agreed that the program would go a long way toward helping schools develop a college-going culture.

Use of the Kentucky's Department of Education's Individual Learning Plan (ILP) was then discussed. Most counselors said that they are using it as mandated but not to its full potential. They thought KHEAA's plan to expand the reach of this resource to home-schooled and private school students and to adults returning to school was a great one.

Finally, counselors were asked about their use of KHEAA's electronic transcript system. Jim Brown reported that his school was going online that very day. Others reported that while it looked like a helpful tool, they just hadn't had a chance to learn about the particulars.

The counselors thanked staff for seeking out their input and feedback and reiterated how much they appreciate the agency's publications and outreach counselors.

"The new College Circuits are great! There is so much more information in the book. I love the new look. It looks more like a magazine the kids will pick up."

— School Counselor



