



KENTUCKY HIGHER EDUCATION ASSISTANCE AUTHORITY

# OUTREACH

FY2011  
ANNUAL  
REPORT





# MESSAGE FROM GOVERNOR BESHEAR



Dear Kentucky College Access Providers:

The Kentucky Higher Education Assistance Authority (KHEAA) has served as a trusted source of information for college and student financial aid planning for decades. Students, parents, school counselors, adult education providers and others turn to KHEAA for guidance in navigating the college admissions and financial aid processes.

Through its administration of the College Access Challenge Grant Program, KHEAA provides a wide variety of programs and services to help Kentucky students and families. Services include regional field staff, a mobile college-planning classroom, a one-stop website for college and career planning and targeted financial aid and college-planning publications for all types of students.

This 2011 *Outreach Annual Report* highlights KHEAA's college access work, including new initiatives such as the *College Cost and Planning Report*; the Individual Learning Plan (ILP) for private school, home school and adult students; the Kentucky College Coaches Program, created as a direct result of a recommendation from the Governor's Higher Education Work Group; and the expansion of services through four new regional outreach counselors.

The most important investment a state can make is in the education of its citizens. Today's world demands a knowledgeable workforce, and education is the best tool we can give Kentuckians. Thank you for your commitment to promoting success through economic vitality — both for the individual and for the Commonwealth as a whole.

Sincerely,

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

Steven L. Beshear



# OUR MISSION

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The Kentucky Higher Education Assistance Authority (KHEAA) was created by the General Assembly in 1966 to improve access to college and technical training for Kentuckians. **Our mission is to expand educational opportunities by providing financial aid and informational resources that enable Kentuckians to attain their higher education goals.**

As the Kentucky agency designated by the Governor’s Office and the U.S. Department of Education to administer the federal College Access Challenge Grant (CACG) Program, KHEAA fulfills the program’s purpose of fostering relationships among federal, state and local entities and organizations to significantly increase the number of underrepresented students who enter and remain in postsecondary education.

This report illustrates activities designed to meet our primary objective of providing comprehensive outreach programs that increase participation and completion rates, responding to the needs of Kentucky families consistently with other state public policy objectives.

Activities include, but are not limited to, providing information to students and families on postsecondary education benefits, opportunities, planning and career preparation; providing information on financing options, including activities that promote financial literacy and debt management among students and families; directing outreach to students who may be at risk of not enrolling in or completing college; assisting students and parents in completing the Free Application for Federal Student Aid (FAFSA) and supporting professional development for middle and high school counselors, adult education providers, financial aid administrators and college admissions counselors at institutions of higher education to improve their capacity to assist students with:

- Understanding entrance requirements for higher education admissions;
- Applying to institutions of higher education;
- Applying for financial assistance and scholarships;
- Increasing students’ ability to successfully complete the coursework required for a postsecondary degree (including tutoring and mentoring);
- Improving secondary school students’ preparedness for postsecondary entrance examinations; and
- Repaying students’ loans, student loan cancellations or lowering of interest rates.





# COLLEGE ACCESS

The Kentucky Higher Education Assistance Authority (KHEAA) actively and aggressively reaches out to potential college and university students. The KHEAA outreach staff recognizes that postsecondary outreach is about information: individually relevant information about higher education opportunities. Increasing access to postsecondary education and success hinges on three vital aspects:

## INFORMATION

Traditional high school graduates, as well as returning adult students, must have a solid base of information so they can make informed decisions about postsecondary education. The specific information individuals require is in two separate, but related, areas: the “Why?” and the “How?” Initially, the knowledge base many students need centers around a series of personal questions:

- Why should I pursue a college or university degree?
- I have heard that a degree may expand my opportunities for employment, higher wages and a more satisfying career, but is this true for me?
- How much and what type of work is involved in going to college, and how long does it take?
- Will my family support my decision and will I be able to integrate higher education into my life? This is a particularly important issue for first-generation college students.
- What are my friends planning to do about college, and what will my friends think — especially if they do not go to college?

You have given me so much hope about going to college. My parents and I had no idea how we were going to pay for me to go.”

— MIDDLE SCHOOL STUDENT

“KHEAA is such a unique organization. The fact that you assist students at every level or stage of the college planning process is unlike any other program.”

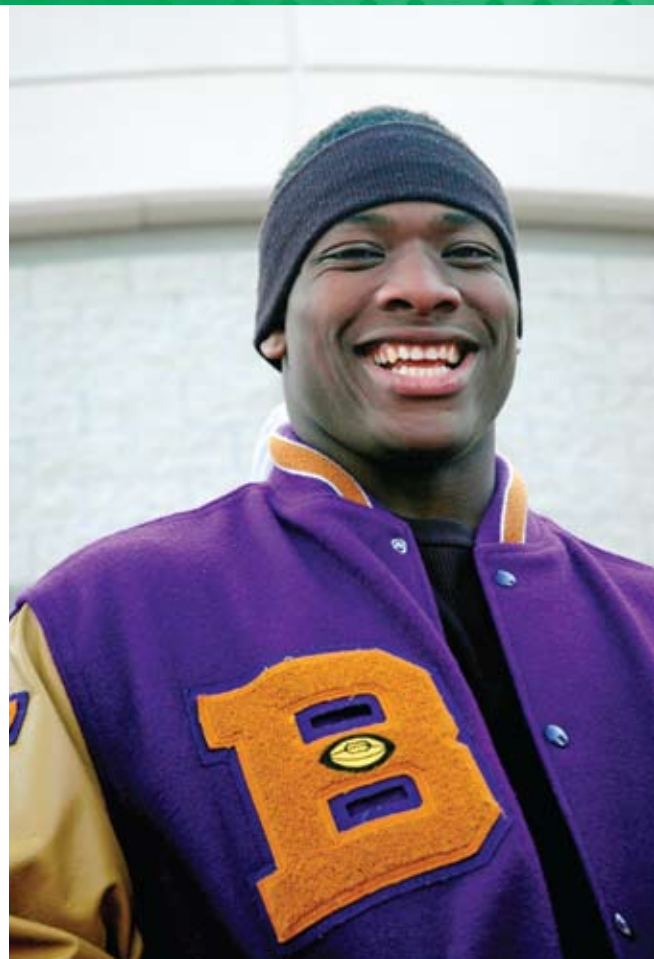
— MIDDLE SCHOOL COUNSELOR

The decision just to consider college is a significant first step. Eventually every individual will have asked and answered these or similar questions.

The second area with which prospective students must become comfortable are basic “nuts and bolts” issues.

- Am I academically prepared for college? How do I know?
- What am I going to study?
- How do I decide which school to attend?
- How do I apply? Whom do I contact?
- How many courses should I take a one time?
- Where will I live?
- Will I have any free time?
- Will I be able to work if necessary while attending college?
- What does it cost, and will I be able to afford it?

The last of these questions leads to one of the most fundamental issues with which all students must deal — paying for college or technical school.



"I have heard from several students about how great your talk was and how it has motivated the students to get started. One student said, 'I heard all this on a college visit, but it didn't sink in the way it did when she said it. Now I know exactly what to do and I'm ready to start doing it.' They are just very motivated and very excited about you being here. We're glad that you're here, because you really are making a difference."

—HIGH SCHOOL  
COUNSELOR

"KHEAA's services are so valuable. I don't know what we would do without you. Thanks for coming tonight and explaining the financial aid process in a way that the parents can understand."

—PRIVATE SCHOOL  
COUNSELOR

## FINANCIAL AID

Whether or not to invest in higher education for oneself is perhaps the most critical, far-reaching decision any person of any age can make. Those who decide to go recognize the benefits of having made it. However, many may admit to having wrestled with the decision.

Postsecondary education is not inexpensive, nor is it likely to become so. Fortunately, there is a wide variety of financial aid from an equally wide array of sources, so no one desiring to attend college should expect to be denied the opportunity solely for financial reasons.

The key is navigating the landscape of various financial aid resources to discover the most appropriate and cost-efficient means for each student. KHEAA makes these sources known to prospective students considering postsecondary education through the outreach initiatives featured in this report.

The third vital aspect of KHEAA outreach is ...

## MOTIVATION

Ultimately, potential college students must decide to continue their formal education for both personal growth and future financial opportunity. KHEAA outreach specializes in providing this information to potential college students of all ages in printed and electronic format, including social media, and with individualized assistance through a variety of interactive workshops and presentations. Outreach staff work with school counselors, adult education providers and other community partners to help students plan, prepare and pay for college.



# COLLEGE ACCESS

## MEASURED INDICATORS OF OUTREACH SUCCESS:

KHEAA maintains records of its college outreach services. The best available quantitative measures are the estimated counts of individuals contacted and the actual counts of the number of scheduled presentations and school visits outreach counselors make to groups of potential college students and their parents. Outreach activities strive to influence four specific, measurable outputs directly:

### ● STUDENTS COMPLETING THE FAFSA

- This is an early indicator of intent to pursue higher education. Completing the FAFSA demonstrates that individuals are seriously considering enrollment and are seeking factual information to evaluate their actual cost of postsecondary education.

### ● UNDERGRADUATE ENROLLMENT OF FIRST-TIME COLLEGE STUDENTS WHO GRADUATED FROM HIGH SCHOOL IN THE LAST 12 MONTHS

- A large portion of outreach activity is focused on high school students, especially in high schools with lower college-going rates.

### ● INCREASED UNDERGRADUATE ENROLLMENT OF RETURNING ADULT STUDENTS (25 YEARS AND OLDER)

- The Commonwealth and KHEAA have long recognized the importance of extending outreach activities to adults and supplying them with information about higher education. Higher unemployment has spurred these individuals' interest in returning to school to enhance their employment prospects.

### ● INCREASED UNDERGRADUATE ENROLLMENT

- The ultimate goal of outreach is to promote the largest possible expansion of access to the appropriate postsecondary institution for each citizen of Kentucky.

Outreach activities to increase undergraduate enrollment include:

### ● REGIONAL OUTREACH INITIATIVES

- Interactive workshops and presentations with middle and high school students and adults returning to school;
- FAFSA completion assistance;
- College Info Road Show (mobile classroom) sessions at and participation in school and community events;
- Community contact visits, including civic, professional and religious organizations;
- Professional development and support to school counselors and others;
- Assistance with completion of Individual Learning Plans for public, private and home-school students and for adults returning to school;
- Age-specific publications on planning and paying for college; and
- Web portal and social media presence.

## Enrollment growth, per 1,000 Outreach Contacts

Total Enrollment: 688

Adults, age 25 and over: 282

First-time college freshmen: 49

Filed a FAFSA: 836

From FY2000-FY2011,

Adults age 25 and over  
undergraduate enrollment  
has risen by a net average

4,327

students a year.

"Well, they say you can move  
a mountain one stone at  
a time. Today you helped  
me move the first stone."

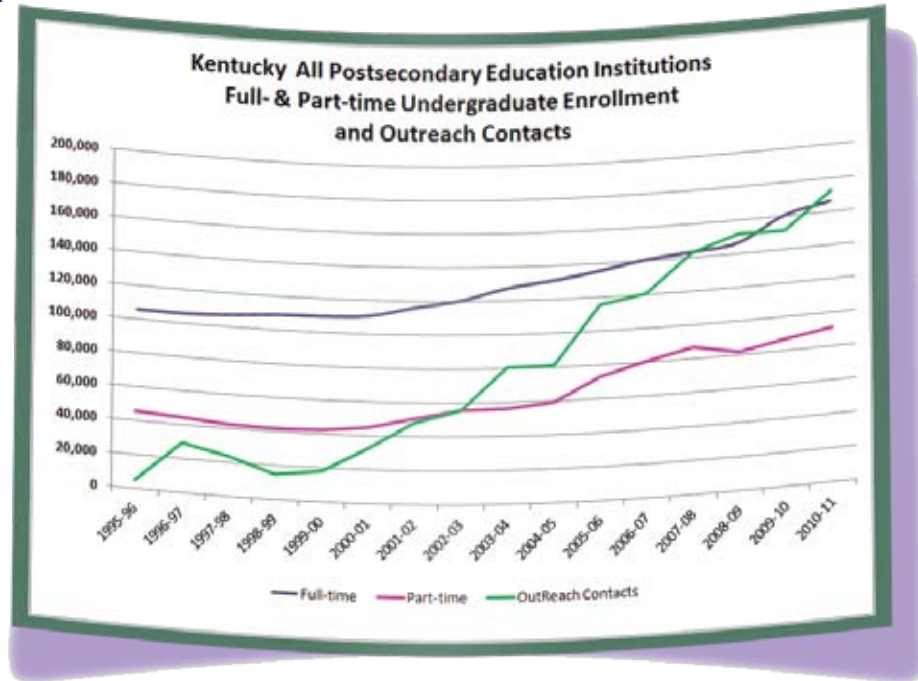
— ADULT FROM THE  
UNEMPLOYMENT OFFICE  
INTERESTED IN RETURNING TO  
SCHOOL



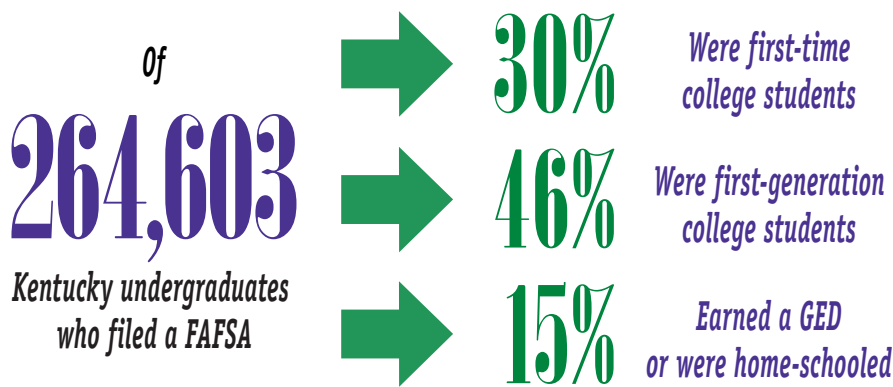
## STUDENTS COMPLETING THE FAFSA

One issue that concerns many potential college students is financial aid. The FAFSA is the primary application for federal and most state aid programs. Completing the FAFSA is a good early indicator of a student's intent to enroll and one of the main focus issues with which KHEAA outreach counselors deal every day.

- KHEAA outreach activities began during academic year 1996-1997. During that year, of the 150,100 undergraduate students enrolled in public, private, and proprietary postsecondary institutions in the state of Kentucky, approximately 108,000 Kentucky resident undergraduates (71.8%) had completed the FAFSA. By academic year 2010-2011, after a decade and a half of continually escalating college costs (230% at public universities and 260% at public 2-year colleges) and KHEAA outreach efforts to broaden the knowledge base about financial aid opportunities, the number of FAFSAs filed by undergraduate Kentucky residents (269,456) exceeded the number of full- and part-time undergraduate students (257,739) enrolled in all postsecondary institutions in Kentucky.

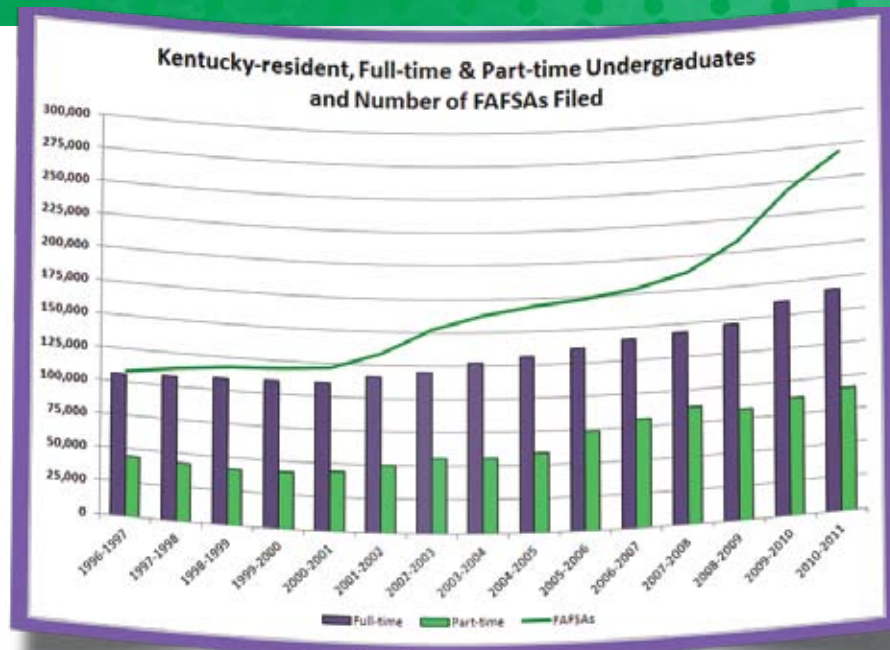


## FY2011 FAFSAs



# COLLEGE ACCESS

- During the most recent five-year period, from academic year 2006-2007 through 2010-2011, the rate of increased FAFSA filings associated with the number of outreach contacts was 1,944 FAFSAs per 1,000 outreach contacts. Compared to the number of outreach presentations, the rate was 31 FAFSAs per presentation.
- FAFSA filings are also related to the level of economic need among the college-going population. Given the recent recession, the FAFSA rate has increased at a rate of 1,643 for every 0.1% increase in the Kentucky unemployment rate as more individuals have returned to college. Nonetheless, holding constant changes in the state unemployment rate, 15 additional FAFSA filings were associated with each outreach presentation.



## FIRST-TIME TRADITIONAL COLLEGE STUDENTS

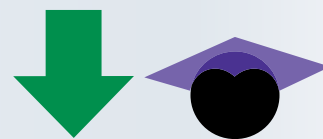
One of the core populations targeted by KHEAA outreach counselors are middle and high school students contemplating college. The most significant statistic relating to this group is the enrollment of first-time Kentucky-resident college students who graduated from high school within the prior 12-month period. These students are typically defined as “traditional” college students, going to college immediately after high school. In 1996-1997, there were just over 17,000 of these students reported at Kentucky postsecondary institutions; fourteen years later, in 2010-2011, this number was just over 26,000 students.

The average annual increase during this period was 608 students per year. This is 5.5% greater than the average annual increase in the number of public and private high school graduates per year (576) in Kentucky.

*For every 1,000  
Getting In books distributed,*



× 1,000



687

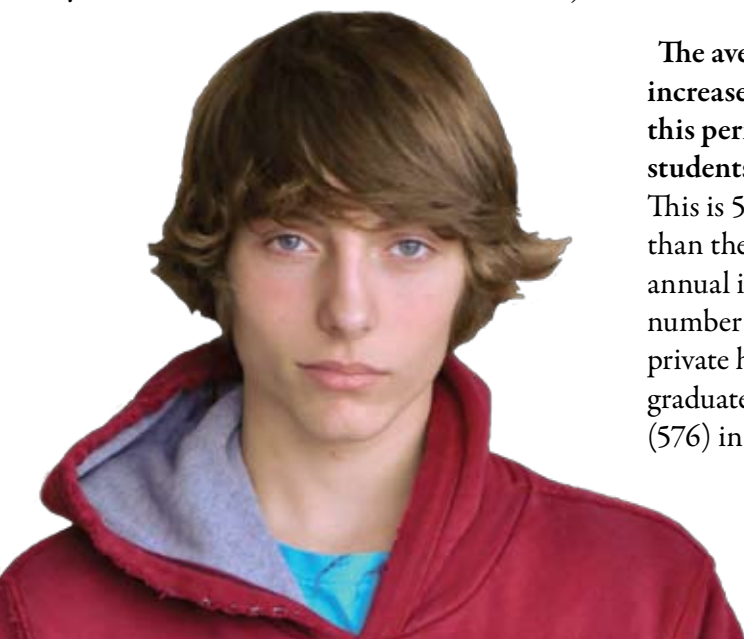
*Kentucky students  
enroll in college*

Annual Undergraduate Growth, FY2005-FY2011

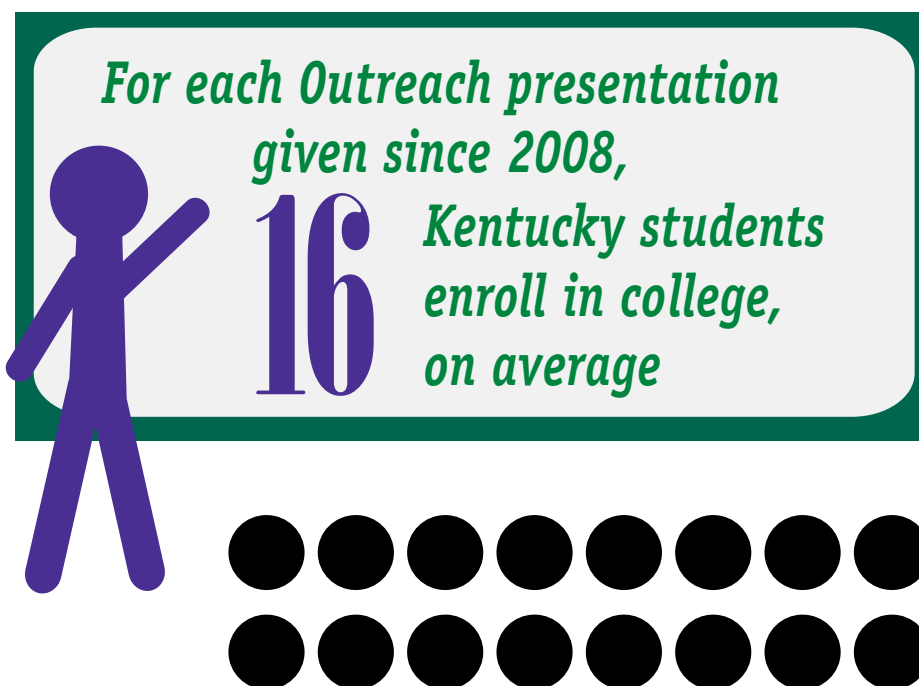
**Outreach Contacts:** 12,942

**Full-time Enrollment:** 5,727

**Part-time Enrollment:** 4,508







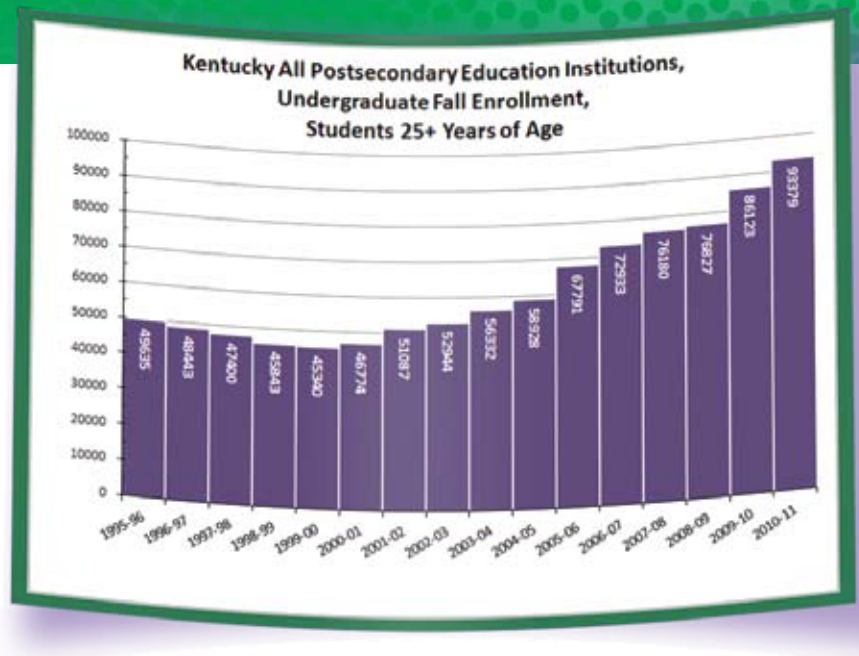
#### **TOTAL POSTSECONDARY UNDERGRADUATE ENROLLMENT**

Postsecondary undergraduate enrollment at all institutions in Kentucky increased by approximately 36,000 students between academic years 2006-2007 and 2010-2011, or by 16.5%. This increase, relative to the number of outreach contacts, is associated with an increase in enrollment in excess of 740 students per 1,000 contacts, or 12 new students per outreach presentation. Removing changes in these numbers caused by Kentucky's unemployment rate still yields an increase in the average annual rate of total postsecondary enrollment in excess of 560 students per 1,000 outreach contacts.

# COLLEGE ACCESS

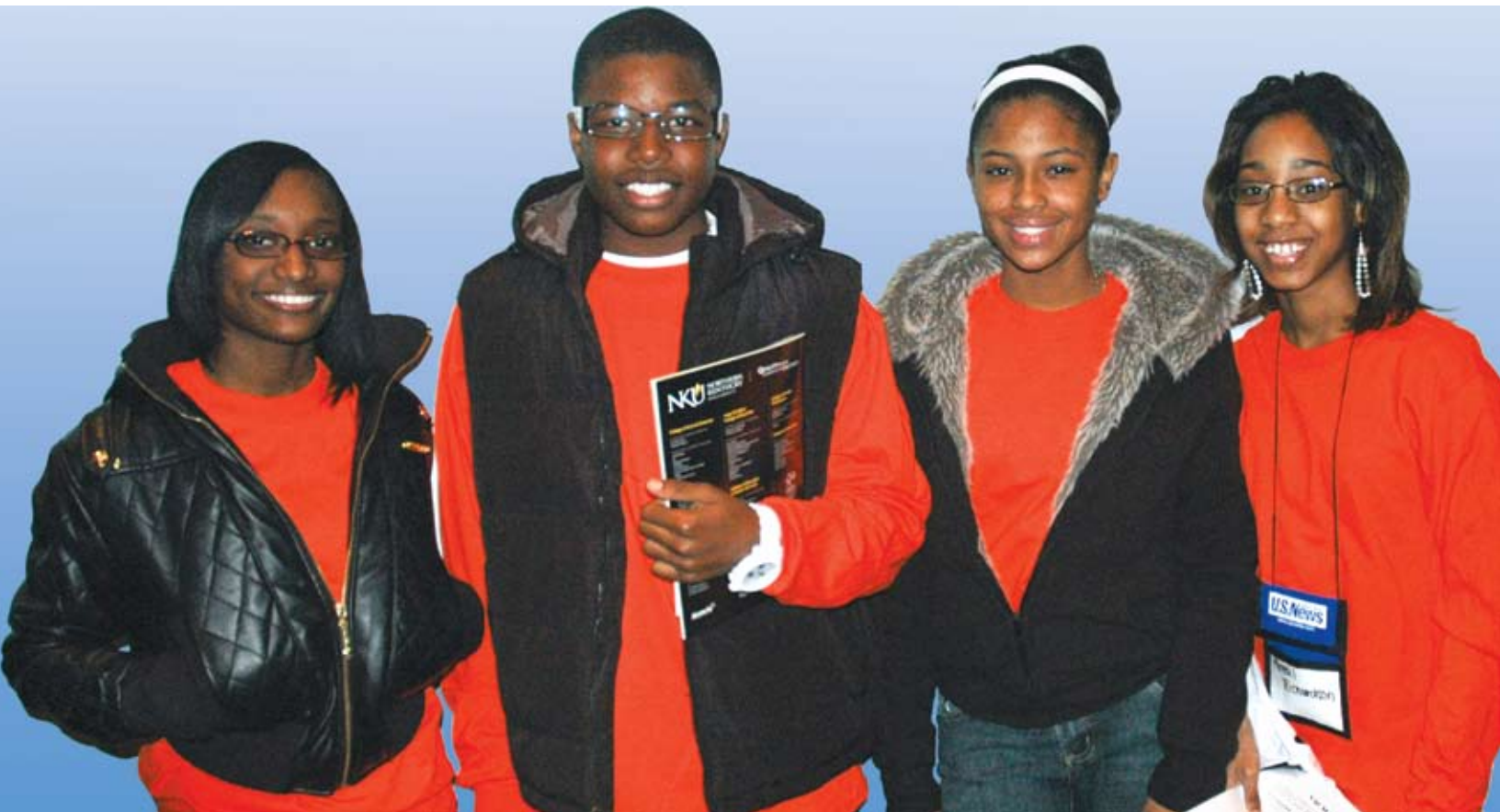
## NEW AND RETURNING ADULT STUDENTS

Adults contemplating returning to college to complete a degree or to obtain an initial degree are a significant target population for outreach counselors. As of 2010, only 20.5% of the state's population age 25 and older had completed at least a bachelor's degree. Despite modest proportional gains in this statistic since 1990, Kentucky has consistently ranked 47th out of the 50 states on this measure. Nonetheless, over the preceding five years, Kentucky postsecondary institutions have experienced a 28% increase in the number of undergraduate returning adult students, and outreach efforts have contributed significantly to this effort.



## SUMMARY

KHEAA outreach provides a vast range of information for anyone who is contemplating the pursuit of a postsecondary credential at any level. Information available in print or electronic format, while useful to individuals interested in seeking it out, is really best used as reference material for in-person, face-to-face contact meetings and formal group presentations, which are the substance of the thirteen KHEAA outreach counselors' jobs. Outreach, by its very definition, is proactive: identifying and reaching out to individuals and providing them with the material they need to make an informed decision about postsecondary education in their lives.





# SERVICES EXPANSION

With increased funding from the CACG, KHEAA broadened its reach with the following new initiatives to serve Kentucky students and families:

- Increased Regional Outreach Staff;
- Kentucky College Coaches Program;
- *College Cost and Planning Report*;
- Individual Learning Plan (ILP) Services for Private School, Home-Schooled and Adult Students;
- Personalized College Planning, Customer Care and FAFSA Completion Services.

"I am so glad that KHEAA has decreased the counselors' territory size. I hope it will allow more time for one-on-one collaboration with the school counselor."

—HIGH SCHOOL COUNSELOR

Before receiving increased CACG funding, outreach staff was overextended, receiving far more requests than could be accommodated. Additional funding enabled KHEAA to increase staff and reduce each counselor's area. We now provide even more intensive and frequent emphasis and support to students, parents, counselors and other community contacts.

The new KHEAA outreach counselors are:



**Casi Clark** is a graduate of Transylvania University and is pursuing a master's degree from Western Kentucky University. Before joining KHEAA, she worked in admissions at Kentucky Wesleyan College.



**Candice Johnson** is a graduate of Western Kentucky University. She is pursuing a master's degree from the University of Louisville. She formerly worked as an education advisor/counselor with the University of Louisville's Upward Bound program.



**Jo Newton** is a graduate of Eastern Kentucky University. She has a master's in education from Lindsey Wilson College and is a National Board certified counselor. Prior to joining KHEAA, she was a student services specialist at Bluegrass Community and Technical College.



**Destiny O'Rourke** earned a bachelor's degree in corporate and organizational communications and a master's degree in public administration from Western Kentucky University (WKU). Before joining KHEAA, she worked in WKU's Office of Admissions and Office of Alumni Relations and Annual Giving.



**Toni Wiley** is a graduate of St. Catharine College, where she most recently was Director of Admissions. She is pursuing a master's degree in fine arts from Spalding University and is an award-winning playwright.



**Miranda Miller** is a graduate of Lindsey Wilson College. She was formerly a case manager working with adult and dislocated workers through the Workforce Investment Act.

# COLLEGE COACHES



Based on an official recommendation from Governor Beshear's Higher Education Work Group, KHEAA partnered with AmeriCorps, Berea College, Northern Kentucky University and the Kentucky Campus Compact to pilot the Kentucky College Coaches Program, an initiative placing current and recent college graduates in Kentucky high schools as "near peer" college coaches. The main goal of the program, which is primarily funded via AmeriCorps through the Kentucky Commission on Community Volunteerism and Service, is to see more students graduate from high school and enter a postsecondary institution prepared for the social, academic and financial challenges of college.

"Dear College Coach, You have helped in changing my life for the better. You have aided me on my long and stressful journey to college, and I just wanted to say how greatly I appreciate you for all the efforts you put in for me. Thank you so much for not giving up on me."

— STUDENT RECIPIENT  
OF COLLEGE COACH  
SERVICES

"Our school's ACT results came back and the administration said it was the highest average composite score in four years!"

— COLLEGE COACH

KHEAA identified the pilot school sites based on college-going rate, free and reduced price lunch eligibility, minority population, median ACT scores and the number of other college access programs already serving the school.

College coaches worked with high school counselors and other administrators to provide whole-school services to high schools from low-income areas with low college-going rates. Coaches provided one-on-one assistance to 50 targeted students in each school, helping them improve standardized test scores, research higher education institutions, apply to the colleges or technical schools of their choice, complete the FAFSA, access sources of aid and more.

KHEAA provided full-time Program Advisor Chris Dressler to supervise these AmeriCorps members and supported the program through stipends, travel reimbursement and training for 24 of the program's 65 coaches. Dressler was most recently KHEAA's regional outreach counselor in Butler, Christian, Logan, Muhlenberg, Simpson, Todd and Warren counties. Before joining KHEAA, Chris worked at the University of Memphis, where she coordinated a similar peer counselor program for inner city schools.

Regional field staff met with the coaches in their areas on a regular basis. Discussion included ways outreach counselors could complement the services the coaches provide, schedule FAFSA workshops and one-on-one sessions, plan for college and career fairs, present our services in the classroom and use other KHEAA resources.

Data is being collected as approved by the Corporation for National and Community and Service and evaluation is currently being conducted. Based on initial indicators of success, KHEAA plans to expand the program to other schools throughout the Commonwealth.

## COLLEGE COACHES SCHOOLS FY2011

Barren County High School  
Bracken County High School  
Casey County High School  
Christian County High School  
Edmonson County High School  
Franklin-Simpson High School  
Grayson County High School  
Harlan County High School  
Henry County High School  
Jenkins High School  
Lewis County High School  
Lynn Camp High School  
Lyon County High School  
Marion County High School  
McCreary Central High School  
Meade County High School  
Owensboro High School  
Owsley County High School  
Pendleton County High School  
South Floyd High School  
Spencer County High School  
Union County High School  
Valley High School  
Waggener High School



I served a year as a Kentucky College Coach. It was the most rewarding experience of my life. Our Kentucky College Coaches are making a splash throughout the state, helping students be fully prepared for higher education.

I wasn't always this confident about the program, though. Being fresh from college myself, I wondered if students would listen to me at first. What could I bring to the table? The answer came quickly. The program's near-peer strategy proved to be successful. What I initially thought was a downside to my qualifications (not being a teacher, or having much experience at all in a formal educational setting), transformed into my strongest attribute. These students listened to me because I was not far removed from being in their shoes. I had been there before, and they looked up to me. It was like they received a new big brother at one of the most challenging stages in life. Once I proved to the students that I cared about them, they trusted me to help them achieve their goals.

I remember working with a student, who on the first day of my service told me there was no way he was going to college, due to financial issues. When it came time to fill out the FAFSA, I showed him that he qualified for the entire Pell Grant, which is well over \$5,000 per year. His eyes lit up, realizing that day, sitting in the library, that he had a chance. He got that chance he had been looking for and has never looked back.

The coaches lead by example, and the program's reputation speaks for itself. We help schools, communities and the entire Commonwealth reach their true potential, and for that I cannot be more proud.



KEITH RITCHIE  
LEWIS COUNTY HIGH SCHOOL

"Every high school could benefit from a College Coach."

— HIGH SCHOOL COUNSELOR

"I had no idea I'd be eligible for full tuition and grants!"

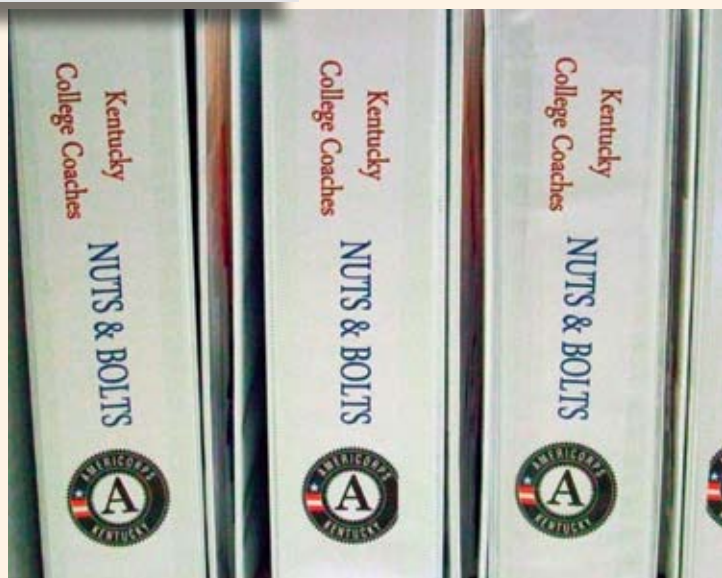
— HIGH SCHOOL STUDENT

"Wow, I just realized that I'll be the first one in my family to graduate high school, AND the first to go to college!"

— STUDENT RECIPIENT OF COLLEGE COACH SERVICES

"Since I became counselor, it has been my mission to expose our students to schools beyond the local community college and help to broaden their horizons. I have had success, but with the added coach in our school we were able to almost move mountains. Our numbers of students packing their bags to go to school have increased, but one thing I am very proud of is that, thanks to this program, students that wouldn't have otherwise looked further than our county are already enrolled and moved into universities. This is such a major accomplishment and I feel that with the added coach this was able to happen. It is hard to break cycles and I feel we made major gains."

— HIGH SCHOOL COUNSELOR



# NEW INITIATIVES



## INDIVIDUAL LEARNING PLAN (ILP) OFFERED TO NEW AUDIENCES

KHEAA collaborated with the Kentucky Department of Education to make the Individual Learning Plan (ILP) available to private school, home-schooled and adult students.

Vendor Career Cruising developed specialized components for these new audiences, and a marketing campaign informed private school counselors and administrators, adult education providers and home-school networks about the tool. Both in-person and webinar trainings are available.

## COLLEGE ACCESS TEAM ON CALL FOR QUESTIONS

KHEAA customer care representatives walked students through the college admissions and financial aid processes. Call center counselors also provided families with detailed information and helped them interpret the results of their individual *College Cost and Planning Report*. Representatives received extensive training on and were able to help families across Kentucky complete and file their FAFSAs. Over 60,000 student and parent callers are served annually.

**1.800.928.8926**

“Our school is so anxious to start working on ILPs. What a wonderful service you are providing.”

— PRIVATE SCHOOL COUNSELOR

“Thank you for helping me with my daughter’s FAFSA. I don’t think I could have completed it on my own. I have never been to college.”

— PARENT OF HIGH SCHOOL SENIOR

“I am so glad I completed the College Cost and Planning Report. It really gave me an idea of how much each college will cost my parents and me. Because I completed the report, we can make an informed decision about what college I will attend.”

— HIGH SCHOOL SENIOR WORKING  
WITH A KHEAA COLLEGE COACH

## COLLEGE COST AND PLANNING REPORT

Paralleling a federal initiative to help families understand the true cost of higher education, KHEAA developed individualized *College Cost and Planning Reports* for high school students and adult learners.

To get the report, individuals log onto the KHEAA website and enter income and asset information to determine their Expected Family Contribution and list up to six schools they are interested in attending. Estimated aid is calculated based on data from the National Center for Education Statistics. Each report helps students select the college best fitting their career goals and their family’s budget and includes:

- A personalized-planning timeline to manage deadlines and important tasks;
- Detailed profiles of the students’ colleges of interest;
- Type and amount of student aid estimates students are eligible to receive;
- Side-by-side net cost comparisons to help students select an affordable college; and
- A worksheet for evaluating which colleges are best for the student.

School counselors and community contacts have been impressed with this new resource and are excited to provide it to the populations they serve. Families are able to get through the process in about 20 minutes with little supervision.

From the program’s launch on November 18, 2010, through June 30, 2011, nearly 3,500 students accessed this tool.

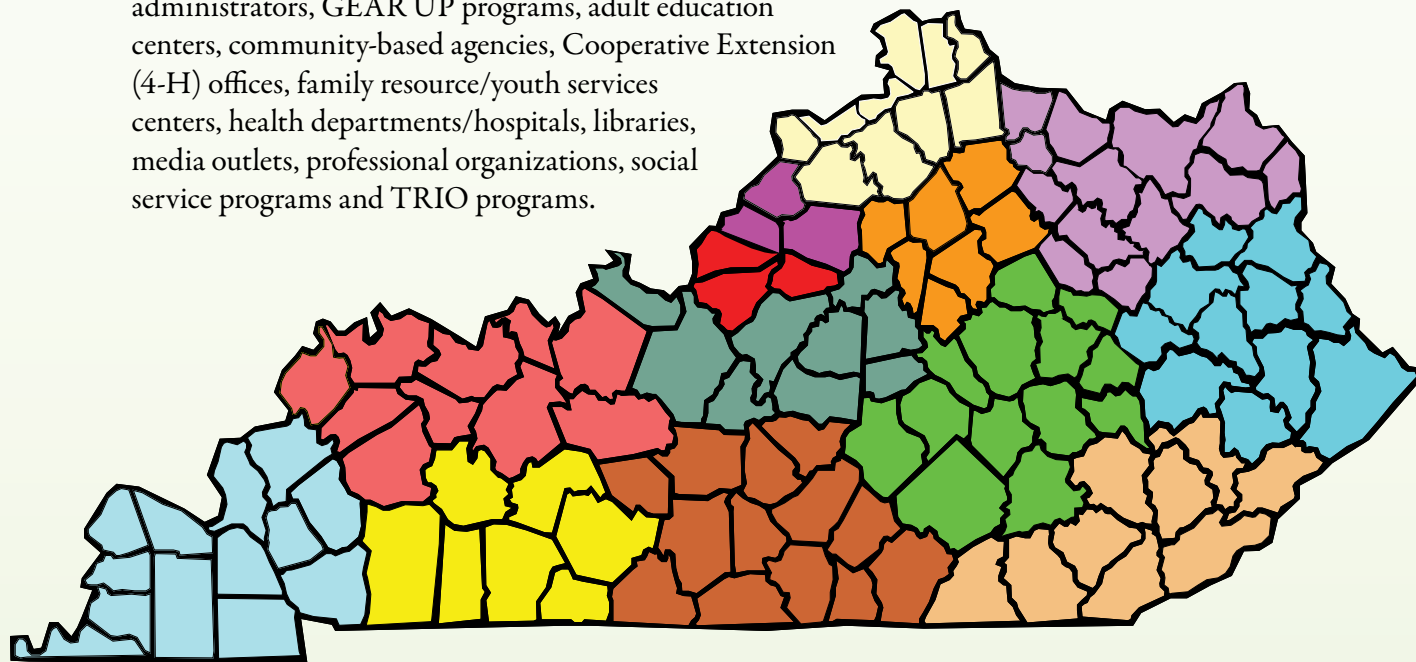




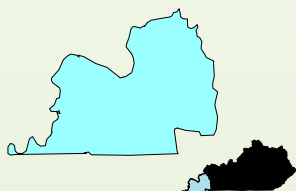
# REGIONAL OUTREACH

Outreach counselors promote higher education by participating in career fairs, college nights, financial aid/financial literacy workshops and other events; distributing KHEAA information, media packets, and publications; helping students and families complete the FAFSA; participating in media interviews; and visiting other agencies that can help KHEAA in its mission.

Community partners include, among others, school counselors and administrators, GEAR UP programs, adult education centers, community-based agencies, Cooperative Extension (4-H) offices, family resource/youth services centers, health departments/hospitals, libraries, media outlets, professional organizations, social service programs and TRIO programs.



## FAR WESTERN



### DOUG COOK\*

**PHONE:** 270.484.08433\*  
**E-MAIL:** sputty@kheaa.com\*

### COUNTIES:

Ballard, Caldwell, Calloway, Carlisle, Crittenden, Fulton, Graves, Hickman, Livingston, Lyon, Marshall, McCracken and Trigg counties

**Publications distributed:** 8,143  
**Student/Parent contacts:** 10,925  
**Exhibits/Presentations:** 235  
**On-site visits:** 327  
**Miles traveled:** 18,759

## NORTHWESTERN



### CASI CLARK

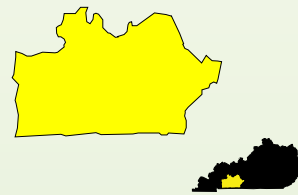
**PHONE:** 270.316.4676  
**E-MAIL:** cclark@kheaa.com

### COUNTIES:

Breckinridge, Daviess, Grayson, Hancock, Henderson, Hopkins, McLean, Ohio, Union and Webster counties

**Publications distributed:** 6,013  
**Student/Parent contacts:** 7,570  
**Exhibits/Presentations:** 274  
**On-site visits:** 235  
**Miles traveled:** 19,266

## SOUTHWESTERN



### DESTINY O'ROURKE

**PHONE:** 270.392.8675  
**E-MAIL:** dorourke@kheaa.com

### COUNTIES:

Butler, Christian, Logan, Muhlenberg, Simpson, Todd and Warren counties

**Publications distributed:** 7,355  
**Student/Parent contacts:** 5,303  
**Exhibits/Presentations:** 170  
**On-site visits:** 120  
**Miles traveled:** 11,829

\*Cook retired in December 2011 and his area is now covered by Shelly Putty.

# REGIONAL OUTREACH

## SOUTHERN



### TONI WILEY

**PHONE:** 270.403.9468  
**E-MAIL:** tmwiley@kheaa.com

#### COUNTIES:

Adair, Allen, Barren, Clinton, Cumberland, Edmonson, Green, Hart, Metcalfe, Monroe, Russell, Taylor and Wayne counties

**Publications distributed:** 7,039  
**Student/Parent contacts:** 9,608  
**Exhibits/Presentations:** 279  
**On-site visits:** 234  
**Miles traveled:** 15,793

## SOUTH CENTRAL



### KIM BALDWIN

**PHONE:** 606.706.0120  
**E-MAIL:** kbaldwin@kheaa.com

#### COUNTIES:

Casey, Clark, Estill, Garrard, Jackson, Laurel, Lee, Lincoln, Madison, Owsley, Powell, Pulaski and Rockcastle counties

**Publications distributed:** 14,309  
**Student/Parent contacts:** 13,409  
**Exhibits/Presentations:** 269  
**On-site visits:** 387  
**Miles traveled:** 22,898

## SOUTHEASTERN



### MIRANDA MILLER

**PHONE:** 606.599.7137  
**E-MAIL:** mlmiller@kheaa.com

#### COUNTIES:

Bell, Clay, Harlan, Knox, Leslie, Letcher, McCreary, Perry and Whitley counties

**Publications distributed:** 7,586  
**Student/Parent contacts:** 4,967  
**Exhibits/Presentations:** 177  
**On-site visits:** 315  
**Miles traveled:** 23,501

## EASTERN



### AMANDA KELLER

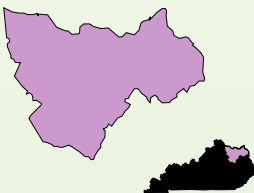
**PHONE:** 606.205.8810  
**E-MAIL:** akeller@kheaa.com

#### COUNTIES:

Breathitt, Elliott, Floyd, Johnson, Knott, Lawrence, Magoffin, Martin, Morgan, Pike and Wolfe counties

**Publications distributed:** 19,708  
**Student/Parent contacts:** 15,021  
**Exhibits/Presentations:** 364  
**On-site visits:** 366  
**Miles traveled:** 21,660

## NORTHEASTERN



### AMY MARVIN

**PHONE:** 606.776.3030  
**E-MAIL:** amarvin@kheaa.com

#### COUNTIES:

Bath, Boyd, Bracken, Carter, Fleming, Greenup, Lewis, Mason, Menifee, Montgomery, Nicholas, Robertson and Rowan counties

**Publications distributed:** 14,414  
**Student/Parent contacts:** 16,522  
**Exhibits/Presentations:** 470  
**On-site visits:** 316  
**Miles traveled:** 24,027

## NORTHERN



### BOB MCDERMOTT

**PHONE:** 859.630.1030  
**E-MAIL:** rmcdermott@kheaa.com

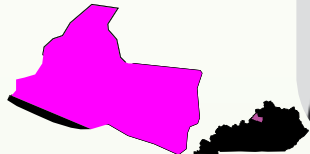
#### COUNTIES:

Boone, Campbell, Carroll, Gallatin, Grant, Henry, Kenton, Owen, Pendleton and Trimble counties

**Publications distributed:** 17,983  
**Student/Parent contacts:** 11,566  
**Exhibits/Presentations:** 304  
**On-site visits:** 341  
**Miles traveled:** 13,848



## LOUISVILLE METRO EAST



### CANDICE JOHNSON

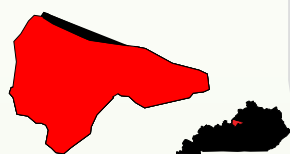
**PHONE:** 502.541.7745  
**E-MAIL:** cjohnson@kheaa.com

#### COUNTIES:

Jefferson County east of Interstate 65 and Oldham and Shelby counties

**Publications distributed:** 13,597  
**Student/Parent contacts:** 9,168  
**Exhibits/Presentations:** 249  
**On-site visits:** 142  
**Miles traveled:** 5,257

## LOUISVILLE METRO WEST



### GENE WEIS

**PHONE:** 502.608.7717  
**E-MAIL:** gweis@kheaa.com

#### COUNTIES:

Jefferson County west of Interstate 65, Bullitt and Spencer counties

**Publications distributed:** 19,595  
**Student/Parent contacts:** 21,015  
**Exhibits/Presentations:** 390  
**On-site visits:** 181  
**Miles traveled:** 13,980

## CENTRAL



### SUMMER GORTNEY

**PHONE:** 502.330.4711  
**E-MAIL:** sgortney@kheaa.com

#### COUNTIES:

Bourbon, Fayette, Franklin, Harrison, Jessamine, Scott and Woodford counties

**Publications distributed:** 18,063  
**Student/Parent contacts:** 16,024  
**Exhibits/Presentations:** 387  
**On-site visits:** 412  
**Miles traveled:** 11,348

## WEST CENTRAL



### JO NEWTON

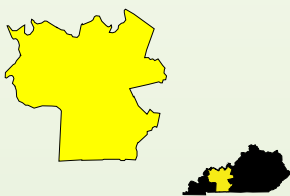
**PHONE:** 502.409.0868  
**E-MAIL:** jnewton@kheaa.com

#### COUNTIES:

Anderson, Boyle, Hardin, LaRue, Marion, Meade, Mercer, Nelson and Washington counties

**Publications distributed:** 12,219  
**Student/Parent contacts:** 10,571  
**Exhibits/Presentations:** 324  
**On-site visits:** 199  
**Miles traveled:** 18,096

## WESTERN\*



### CHRIS DRESSLER\*

**PHONE:** 270.791.3400  
**E-MAIL:** cdressler@kheaa.com

#### COUNTIES:

Breckinridge, Butler, Daviess, Grayson, Hancock, Henderson, Hopkins, Logan, McLean, Muhlenberg, Ohio, Simpson, Todd, Warren and Webster counties.

**Publications distributed:** 7,842  
**Student/Parent contacts:** 4,142  
**Exhibits/Presentations:** 49  
**On-site visits:** 147  
**Miles traveled:** 5,429

\*Dressler was appointed Kentucky College Coaches Advisor in September 2010. Her area was split between Casi Clark and Destiny O'Rourke.

## OUTREACH EXCELLENCE AWARD

The Outreach Excellence Award recognizes the challenging work that Outreach staff perform with students, parents and community contacts across the state. This award is presented each quarter to a staff member who has demonstrated outstanding performance.

3rd	Quarter 2008	Kim Baldwin
4th	Quarter 2008	Amy Marvin
1st	Quarter 2009	Chris Dressler
2nd	Quarter 2009	Doug Cook
3rd	Quarter 2009	Gene Weis
4th	Quarter 2009	Benita Young
1st	Quarter 2010	Doug Cook
2nd	Quarter 2010	Summer Gortney
3rd	Quarter 2010	Amy Marvin
4th	Quarter 2010	Amanda Keller
1st	Quarter 2011	Casi Clark
2nd	Quarter 2011	Summer Gortney

# COLLEGE INFO ROAD SHOW



## MARK HOOVER

**PHONE:** 502.472.9167  
**E-MAIL:** mhooover@kheaa.com  
**COUNTIES:** Statewide

**Publications distributed:** 27,679  
**Student/Parent contacts:** 11,334  
**Exhibits/Presentations:** 514  
**Miles traveled:** 14,897

"Thanks for bringing the mobile unit back to our school. I think the kids really benefit from the resources that KHEAA makes available on board the College Info Road Show. We'll call on you again next year."

— SCHOOL COUNSELOR

**K**HEAA's mobile classroom visits schools, adult education centers, public libraries and other sites, providing college access and financial aid planning services directly to students and families in their own communities.

The 395-foot Freightliner truck is custom designed with individual workstations that students can use to create their own Zip Access accounts and to access sites like [kheaa.com](http://kheaa.com), [gotocollegeky.org](http://gotocollegeky.org) and FAFSA on the Web.

Equipped with satellite Internet access and with indoor and outdoor projection units and screens, the College Info Road Show connects students with the information they need to research their postsecondary options.

Onboard sessions provide a brief overview of financial aid programs and resources. Visitors can access online resources for career exploration, scholarship searches, KEES account information and more.

The College Info Road Show travels statewide, conducting presentations at middle schools, high schools, adult education centers, churches and other venues. The unit can accommodate up to 11 visitors at a time and participates in a variety of school and community exhibits and events.

## SCHEDULE THE ROAD SHOW

### CONTACT MARK HOOVER

[MHOOVER@KHEAA.COM](mailto:MHOOVER@KHEAA.COM)

CALL 502.696.7396.





# ON-SITE VISITS

Admissions Offices	15
Adults/Adult Education Centers	281
Alternative Education	31
Area Health Education Centers	8
Area Technology Centers	61
Boards of Education	125
Business/Factory/Industry	36
Campus Career Centers	1
Chambers of Commerce	34
Child Advocacy Centers	1
Children's Home/Orphanage	1
Churches/ Faith-Based Services	35
College/Career/Health Fair	1
College/University	132
Community-Based/Social Services	74
Community Centers	21
Community Education Centers	35
Cooperative Extension Offices	102
Correctional Facility	9
County Fair/Festival/State Fair	1
Day Care Centers	4
Day Treatment Centers	1
Elementary School	63
Employment Services	53
Family Resource/Youth Services Centers	283

Financial Aid Offices	15
GEAR UP Programs (Partnership)	25
GEAR UP Programs (State)	17
General Public	3
Governmental	28
Head Start Programs	14
Health Departments/Hospitals	56
High School	976
Home School Groups	4
Internal	1
Libraries	289
Middle School	411
Military Services	6
Newspaper Office	150
Parent Groups	4
Professional Organizations	15
Radio Stations	113
Scholar Programs	4
Social Service Programs	51
Television Stations	2
TRIO Programs (ETS, EOC, SSS, UB)	62
Vocational Rehabilitation Offices	15
YMCA/YWCA	12
Youth organizations	29
Other	13

**TOTAL VISITS 3,723**

**A county-by-county or complete listing of FY2011 outreach contacts is available upon request. Contact KHEAA Outreach Services at 800.928.8926, ext. 7283.**

"I'm glad I got to speak with you today. I am happy to help run any type of PSA you have. I think more people should hear what you have to say. I can help them hear it."

— RADIO STATION NEWS DIRECTOR

"It is so nice to know that we have someone who can help us. We really just need someone who we can call and ask questions to and someone who cares enough to come help our students. It sounds like we are really going to be able to use your services, and it just makes us feel so much better that we don't have to do it all ourselves anymore. The community really needs this. Thank you so much!"

— AREA TECHNOLOGY CENTER EMPLOYEE



	COLLEGE INFO ROAD SHOW	REGIONAL OUTREACH	TOTAL
<b>CONTACTS</b>			
Contacts at Exhibits	5,500	65,643	71,143
Contacts at Presentations	5,834	90,748	96,582
Contacts at Visits	0	4,788	4,788
<b>TOTAL CONTACTS</b>	<b>11,334</b>	<b>161,179</b>	<b>172,513</b>

<b>ACTIVITIES</b>			
Number of Exhibits	29	612	641
Number of Presentations	485	3,346	3,831
Number of Visits	0	3,723	3,723
<b>TOTAL ACTIVITIES</b>	<b>514</b>	<b>7,681</b>	<b>8,195</b>

## RESOURCES

## PUBLICATIONS

KHEAA produces a variety of publications to provide students, parents and college access mentors with the timely information they need. Publications are targeted to specific audiences — middle school, high school and adult students — or address specific topics, such as financial literacy and financial aid programs.

## FINANCIAL AID TIPS/PRESS RELEASES

KHEAA prepares/produces press releases and media pieces on financial literacy and student financial aid topics. They are designed to make students and families aware of when they should be performing certain tasks during the financial aid and admissions cycle. Updates and videos are posted to our Facebook page.

Software and hardware purchased in FY2011 allow us to record radio versions of press releases, which are distributed to media outlets across the state.

## NEWSLETTERS

Newsletters are sent periodically throughout the academic year to middle and high school counselors, adult education providers, TRIO and GEAR UP personnel, social service offices and others. Time-sensitive newsletters are sent to parents of students included in our Kentucky Educational Excellence Scholarship (KEES) database. (This listing encompasses students from every certified high school in the Commonwealth.) Using the KEES database, additional newsletters are sent to recent high school graduates. This publication provides support to those enrolled in postsecondary education and reminds those who have not yet enrolled that they can, and should, do so.

## MAJOR PUBLICATIONS

<i>Adults Returning to School</i>	18,925
<i>Affording Higher Education</i>	4,356
<i>College Circuit</i>	108,232
<i>Getting In for Seniors</i>	116,876
<i>It's Money Baby</i>	4,664
<b>TOTAL</b>	<b>253,053</b>

## OTHER MATERIALS DISTRIBUTED

College Goal Sunday handout	760
College Info Road Show Flier	162
Early Childhood Development Scholarship Brochure	286
FAFSA on the Web Worksheet	2,095
Financial Aid Dictionary	8,288
Financial Aid for Adults	4,700
Gotocollege.ky.gov Bookmarks	16,910
KEES Brochure	98,314
Kentucky Education Savings Plan Trust Brochure	3,809
KESPT Activity Book	24,139
KHEAA.com Brochure	20,510
Ninth Grade Basics Flier	12,718
Outreach Annual Report	175
Outreach Presentation Guides	3,624
Posters	4,640
Technical/Trade School Flier	3,281
<b>TOTAL</b>	<b>204,411</b>

## POSTERS

*"The Adults Returning to School book is the most utilized resource at our adult education center."*

—ADULT EDUCATION  
COORDINATOR

*"The College Circuit is the best. This covers everything students need to know. I am going to read out of this publication for my part of the presentation. This is better than anything I could give them."*

— UNIVERSITY FINANCIAL AID  
COUNSELOR



## ORDER POSTERS, PUBLICATIONS ONLINE

**HTTP://BIT.LY/KHEAAORDERFORM**





“Your website is a very valuable tool for these students. To have all these resources on one site is phenomenal. I am certainly going to follow up and continue to provide exercises for the students on this site!”

— HIGH SCHOOL  
TEACHER

## KHEAA.COM

Enhancements continue to the [kheaa.com](http://kheaa.com) website, which helps students, families and adult learners plan, prepare and pay for higher education. The site is used by students in grades 6-12, parents, college students, adult students, school counselors, members of the military and others. Users can find age-specific timelines, conduct interest inventories, explore careers, search for free scholarships and link to college applications online.

## SOCIAL MEDIA

Many members of our target audience communicate through social media. KHEAA maintains a social media presence through an agency Facebook page and Twitter feed. Our number of Facebook “likers” grew by 48% during FY11, with increasing participation such as individual “likes” and comments on pieces of content leading to over 80,000 daily impressions. The growth of our Twitter following was much more gradual, as Kentuckians are largely on Facebook for social media purposes, averaging between 1 and 5 new follows a week.

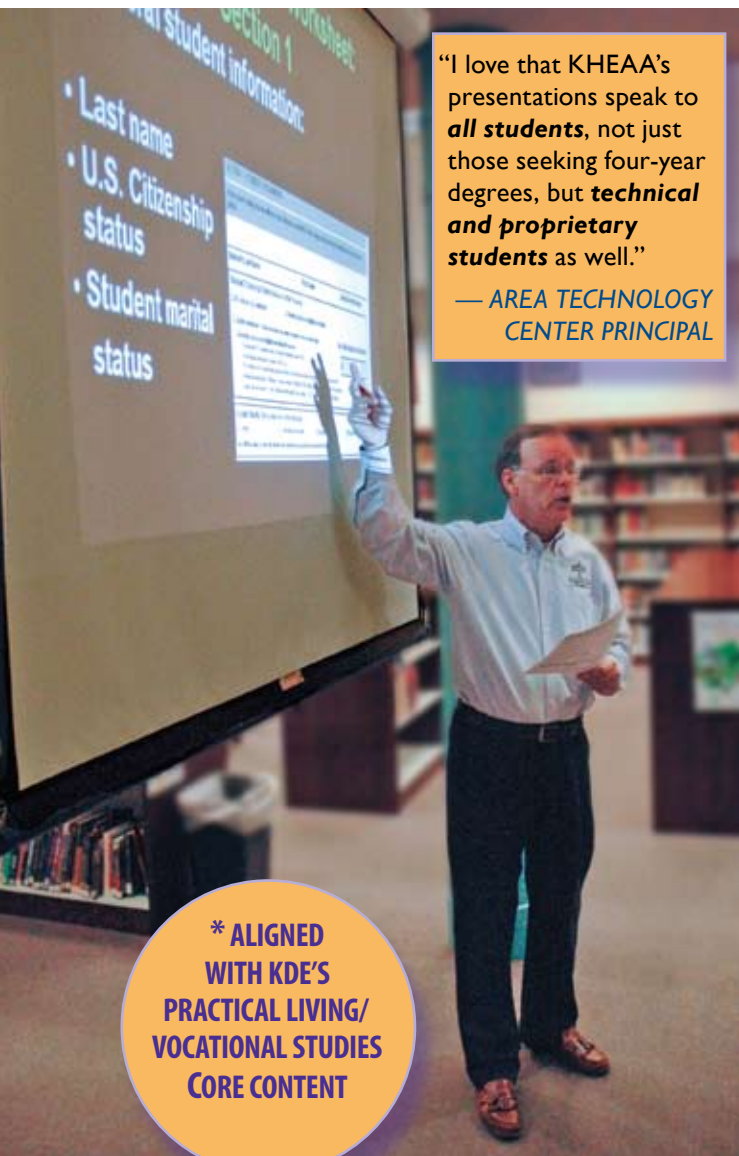
“I checked out and ‘Liked’ your Facebook page — it’s awesome. Lots of information for students and parents.”

— HIGH SCHOOL  
STUDENT

## STUDENT TRACKER

KHEAA sponsors a free subscription to StudentTracker for High Schools from the National Student Clearinghouse for all certified high schools in Kentucky. With this tool, schools are able to track their graduate’s progress in college and are informed about former students, including the colleges attended and degrees earned. KHEAA funds this project as part of its efforts to track students who participate in its state student financial aid programs. While the service is free, schools must enroll. Once enrolled, schools can query the National Student Clearinghouse’s database and learn where their graduates enroll and graduate.

# PRESENTATIONS



"I love that KHEAA's presentations speak to **all students**, not just those seeking four-year degrees, but **technical and proprietary students** as well."

— AREA TECHNOLOGY CENTER PRINCIPAL

\* ALIGNED  
WITH KDE'S  
PRACTICAL LIVING/  
VOCATIONAL STUDIES  
CORE CONTENT

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 students through the maze of student financial aid and direct adult students to higher education through several comprehensive presentations.

Plus, many of our presentations are aligned with the Kentucky Department of Education's Core Content for Assessment of Practical Living/Social Studies.

## 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 benefits of getting a higher education, what they can do to prepare for their futures and how to earn scholarships 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:** 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:** 45 minutes

## THE DRIVE TO SUCCESSFUL COLLEGE ADMISSIONS\*

**Purpose:** Provides students and parents with the timeline, resources and information they need to successfully research and choose the college, university, technical or trade school that's the best fit for them. Students will learn about the admissions process, planning high school courses, searching for college scholarships, choosing a college major and making the most out of the college visit.

**Audience:** High school students and their parents

**Time Frame:** 1 hour

## IT'S MONEY, BABY\* (FINANCIAL LITERACY)

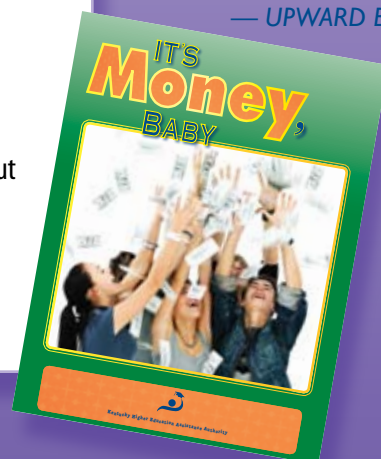
**Purpose:** Teaches students about financial matters, helping them to make wise decisions about matters that affect their credit.

**Audience:** High school students and adults

**Time Frame:** 1 hour

"I think the *It's Money, Baby* presentation should be required for every high school senior!"

— UPWARD BOUND STAFF





## 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:** 1¼ – 1½ hours



## 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:** 20-30 minutes per session

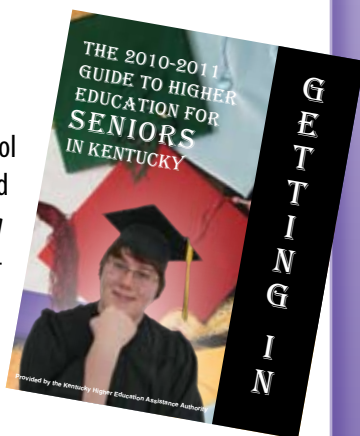
## GETTING IN: YOUR GUIDE TO HIGHER EDUCATION\*

**Purpose:** Provides high school juniors and seniors with tips and guidance for using KHEAA's *Getting In* booklet to maximize their college-planning experience. Students will be directed to detailed information about planning for college, financial aid and budgeting, and Kentucky college specifics as outlined in *Getting In*.

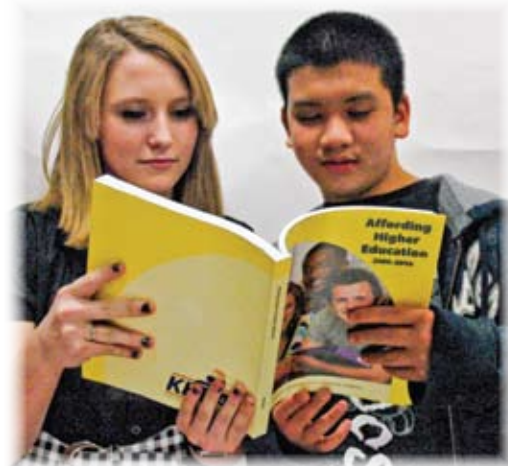
This presentation can be downloaded from the **kheaa.com** website for counselors' direct use with students or can be scheduled as a workshop led by one of KHEAA's regional outreach staff.

**Audience:** High school juniors

**Time Frame:** 30 minutes – 1 hour



## KHEAA COMBO: FINANCIAL AID 3-WORKSHOP SERIES



Comprehensive overview on student financial aid, designed as a three-part series in fall, early spring and spring semesters during the academic year.

### 1. PAYING FOR COLLEGE 101\*

**Purpose:** How to apply for financial aid; how the process works; how to avoid pitfalls, mistakes and blunders; and how a college financial aid package is built from the ground up.

**Audience:** High school juniors/seniors, adult students and parents

**Time Frame:** 1 – 1½ hours

### 2. FAFSA COMPLETION

**Purpose:** Direct help in completing each line of the Free Application for Federal Student Aid (FAFSA). Sessions may be conducted for large groups or by individual appointment.

**Audience:** High school juniors/seniors, adult students and parents

**Time Frame:** Depends on size of group.

### 3. FAFSA FOLLOW-UP

**Purpose:** Understanding what happens after filing the FAFSA. Students and parents will be given assistance in completing, correcting and interpreting post-FAFSA completion documents.

**Audience:** High school juniors/seniors, adult students and parents

**Time Frame:** 30-minute appointments are typical

## 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 agents, community-based services staff, social workers, church officers and others interested in helping students plan and pay for higher education.

**Time Frame:** 45 minutes – 1 hour

# FINANCIAL LITERACY



## FINANCIAL LITERACY EDUCATION

Our outreach efforts include a number of activities, materials and resources to help students of all ages responsibly manage their finances.

## HIGH SCHOOL MAILING

Outreach support staff sent letters to over 300 life skills/practical living teachers letting them know about our financial literacy programs and resources. Teachers were provided a copy of our *Outreach Presentation Guide* and an overview of *It's Money, Baby*. Recipients were also informed that our presentations are aligned with the state's core content for practical living/vocational studies and can be used to meet their curriculum requirements.

## KHEAA STUDENT LOAN MARKETPLACE

This online resource helps students and families compare private loan rates and terms from multiple lenders side-by-side as they work through the process of paying for college.

## MOREHEAD STATE UNIVERSITY OUTREACH

Outreach Counselors Kim Baldwin, Amanda Keller, Amy Marvin and Miranda Miller partnered with Morehead State University's Educational Opportunity Center to provide clients at adult education centers with a three-part presentation, including KHEAA's *It's Money, Baby!* financial literacy workshop. Participants were provided information on the financial aid process, basic financial literacy and finally, filling out the FAFSA.

KHEAA presentations and materials are helping MSU's Educational Opportunity Center fulfill the financial literacy component of their grant.



"I really appreciate how you taught me to manage my money. I waste a lot of money on a bunch of random items and I need to learn self-control. You have taught me how to handle myself a little better and I realize that I bought my 'wants' instead of my needs. I think that if I set a monthly budget for myself it will really help me with saving money. Thank you very much."

— HIGH SCHOOL STUDENT



“Every senior in the state of Kentucky should see KHEAA’s *It’s Money, Baby!* presentation.”

— HIGH SCHOOL COUNSELOR



## REALITY STORES

KHEAA participates in Reality Store events developed by the University of Kentucky’s Cooperative Extension Office. This simulation introduces youth to the “realities” associated with adulthood. Students are assigned an occupation based on their educational plans after high school. They then receive the equivalent of one month’s salary for the career they have chosen. Participants go through the “store,” visiting different vendor booths to purchase housing, transportation, child care, entertainment, etc. Students are often allowed to pick a “chance” card to experience unexpected situations that affect life. The exercise helps students learn whether their chosen occupation will support the lifestyle they want.

“*It’s Money Baby!* has a wealth of information for our seniors. What a wonderful service you provide.”

— SENIOR PRACTICAL LIVING TEACHER

## STATE TREASURER’S OFFICE

In an ongoing partnership, outreach counselors provided materials for and participated in a number of Financial Literacy Boot Camps sponsored by the State Treasurer’s Office.

## TAKING CONTROL OF YOUR FINANCES

This series of streaming video sessions found at [kheaa.com](http://kheaa.com) is designed to enhance students’ money management skills. The series is produced, using local Kentucky talent, by the Center for Rural Development in Somerset.

## WORKSHOPS AND PUBLICATIONS

Outreach staff conducted more than 200 financial literacy workshops this year, distributing 4,110 *It’s Money, Baby!* publications.



# HIGHLIGHTS



## 4-H TEEN CONFERENCE

The 4-H Teen Conference was held June 14, 2011, at the University of Kentucky. The event is run and staffed by teens. Outreach Counselors Summer Gortney, Amy Marvin and Jo Newton presented *Paying for College 101*, concurrently, to about 600 students ranging from incoming 8th-graders to incoming college freshmen.

Each participant received a *College Circuit* and a wealth of knowledge.

## COLLEGE GOAL SUNDAY

On Sunday, January 30, 2011, outreach counselors and staff participated in College Goal Sunday. The event, sponsored in part by the Kentucky Association of Student Financial Aid Administrators (KASFAA), is a free statewide initiative in which financial aid professionals and other qualified volunteers help students and families complete the FAFSA when the greatest amount of financial aid is available.

More than 1,900 students and families were helped by 240 volunteers at 21 locations, while 464 FAFSAs were begun and/or filed at College Goal Sunday sites the day of the event.

## LATINO OUTREACH TRAINING

Erin Howard, Latino Outreach and Student Services Director for Bluegrass Community and Technical College (BCTC), along with a Latino student, trained Outreach Counselors Kim Baldwin, Summer Gortney, Candice Johnson and Gene Weis on terms to use/not use when communicating with Latinos aspiring to go to college. The training introduced our counselors to the rights that these students have and the avenues we can use to help them plan for college. Barriers and roadblocks for Latinos were discussed and prepared staff to help these students and their families.

This training also allows KHEAA to help increase financial aid and financial literacy knowledge among Latinos as outlined in a grant recently received by BCTC.

“The Latino student training was great and moved me to ask myself what I could do to make sure I was reaching out to more students about the opportunities to continue their education and motivate students to be successful. Meeting with Erin was very helpful because the following week I was presented to a group of ESL students and could share information about the resources available to them. I plan on continuing to find ways to work with international students.”

— CANDICE JOHNSON, LOUISVILLE METRO  
EAST OUTREACH COUNSELOR



“It has been interesting this month watching the reactions of students (and some parents) to the completion of the FAFSA process, and the acknowledgment that getting financial aid is possible. I had one lady that asked if she could just hug me, as if I was the one that made that possible.”

— GENE WEIS, LOUISVILLE  
METRO WEST  
OUTREACH COUNSELOR

“I attended the FAFSA on the Web workshop for adults. The KHEAA outreach counselor explained the whole financial aid process and even helped me fill out my FAFSA. As someone who has been out of school for nearly 30 years, it was very nice having someone there to guide me through this process.”

— ADULT STUDENT



## FAFSA COMPLETION SERVICES

KHEAA outreach staff help students and families complete the FAFSA. Attendees at FAFSA events are walked through the process of applying for a personal identification number, signing the application electronically and understanding the basics of student financial aid. Students and parents get help in completing, correcting and interpreting post-FAFSA documents, including the Student Aid Report, income verification worksheets and financial aid award letters.

Counselors helped families compare scholarship offers and understand true college costs. During the first quarter of 2011 alone, counselors conducted nearly 550 FAFSA Completion/FAFSA Follow-up workshops.

## FRYSKY FALL INSTITUTE

The Family Resource and Youth Service Coalition of Kentucky (FRYSKY) provides training and support for FRYSC staff to remove barriers to school success through learning from each other, sharing resources and collaborating more effectively on behalf of children, youth and families.

Outreach Counselor Summer Gortney presented *It's Money Baby* and khea.com workshops, provided resources and exhibited at FRYSKY's 2010 Fall Institute.

More than 70 Family Resource/Youth Services Center coordinators attended. Visitors to our booth complimented our resources and services, and we look forward to partnering with the Coalition on future events and projects.

## FAYETTE BACK-TO-SCHOOL RALLIES

On August 7, 2010, the Fayette County Public Schools partnered with 22 community organizations to distribute schools supplies to over 8,000 students. The supplies let students begin school without apprehension, because they had the materials they needed to succeed. Outreach Services Manager Susan Hopkins, Kentucky Education Savings Plan Trust Administrator David Lawhorn, and counselors Gene Weis and Summer Gortney attended four of the 22 rallies and distributed more than 1,200 college planning and financial aid publications.

# HIGHLIGHTS

## GET SET SUNDAY

Get Set Sunday, sponsored by the Kentucky Association of Collegiate Registrars and Admissions Officers, was held at Kentucky's eight public universities on Sunday, February 20, 2011. This new initiative was for high school sophomores and their parents. The events helped students understand their PLAN scores and learn about ways to pay for college.

Eight of KHEAA's outreach counselors exhibited and/or presented at events in their areas, providing college planning and financial aid resources, answering questions and highlighting the *College Cost and Planning Report*.

KHEAA has offered continued support and has suggested that a financial aid/college planning session be added at each site next year. Given the success of the event across the state, we look forward to increased participation in years to come.



## HANDS-ON ACTIVITIES AND GAMES ADDED TO KHEAA PRESENTATIONS

Many of our field staff incorporate activities into presentations to keep students interested and engaged. West Central Kentucky Outreach Counselor Jo Newton compiled them into an Outreach Activity Toolbox, allowing for customizing workshops. New activities include:

### ADMISSIONS GAME SHOW:

Student volunteers portray students seeking admission into the "Greatest College" and a director of admissions. The game lets our counselors introduce subjects related to college admissions, what colleges look for in students and how students can begin to develop the skills and activities that will help them get into the college of their choice.

### BUDGETING WITH M&M'S:

Students use M&M's in *It's Money, Baby* sessions, with each M&M color attached to an event (i.e., getting a raise, getting a speeding ticket). Each M&M equals \$10. Students document their income versus expenses to see if they have enough money at the end of the month. This activity works especially well with small groups.

### KHEAA COLLEGE CHALLENGE:

Similar (but different enough to avoid copyright infringement — we checked!) to a popular question and answer game show. Each category and question serves as a jumping off point for discussion and more information. School counselors and students love the competition and gain knowledge.

## KASFAA COUNSELOR WORKSHOPS

Eight regional outreach counselors presented KHEAA updates at Kentucky Association of Student Financial Aid Administrators (KASFAA) Counselor Workshops in November 2010 at the following locations:

Big Sandy Community and Technical College, Bowling Green Technical College, Georgetown College, Madisonville Community and Technical College, Morehead State University, Murray State University, Spalding University, Thomas More College and Union College.

School counselors at *Avenues to Achievement* workshops received information from ACT, a financial aid overview, resources to help students make informed career decisions using labor market information from the Cabinet for Workforce Development, and an update from KHEAA.

Our update included the expansion of our regional outreach staff, enhancements to electronic tools, the Individual Learning Plan, new publications, distribution changes and the Kentucky College Coaches program.



## KCTCS SUPER SUNDAY

Outreach staff participated in Super Sunday events on February 27, 2011. The event was a joint effort of the Kentucky Community and Technical College System and African-American churches to host college information fairs for prospective college students and their families. College representatives shared information about the college planning process, admissions, programs, financial aid and more.

"Members of the congregation wore college T-shirts, and the children, youth, and young adult choir sang. I was excited to be a part of the event. It was a wonderful day."

— CANDICE JOHNSON, LOUISVILLE  
METRO EAST OUTREACH COUNSELOR



"I want to thank each of you for presenting during our regional meetings. The information shared was invaluable. We are anticipating that more of our adult education programs will take advantage of the assistance which KHEAA can provide to adult students transitioning to college. Thanks again and we will make sure to continue to promote KHEAA services."

— DAVID WALTERS, KYAE

## KENTUCKY ACADEMIC ADVISING ASSOCIATION CONFERENCE

The Kentucky Academic Advising Association supports and provides professional development for academic advisors throughout Kentucky, has established a communication network among postsecondary institutions about the development of the academic advising profession and builds relationships with other professional organizations and groups.

This year, for the first time, KHEAA had an opportunity to exhibit at the Promoting a Culture of Student Success conference April 5-6, 2011, in Bowling Green. Southwestern Kentucky Outreach Counselor Destiny O'Rourke shared information and materials with 240 attendees, educating them about our publications, programs and services.

## KENTUCKY ADULT EDUCATION REGIONAL MEETINGS

Regional outreach staff worked with Kentucky Adult Education to provide presentations about our programs and services at regional meetings August 20 through September 24 in Bowling Green, Frankfort, Georgetown, Hazard, Paducah, Somerset and West Liberty.

College Info Road Show Counselor Mark Hoover provided tours of the mobile unit at the meeting in Georgetown on September 10.

The KHEAA at Your Service presentation was conducted for about 300 adult education staff, and some 900 publications were distributed at the eight meetings. Providers in attendance were very receptive and asked how KHEAA could enhance college and financial aid planning at their centers.



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## KENTUCKY DRUG COURT OFFERS OPPORTUNITIES FOR OUTREACH

The statewide Drug Court tries to break the cycle of substance abuse, addiction and crime by coordinating the efforts of the judiciary, prosecution, defense bar, probation, law enforcement, and mental health, social services and treatment providers.

Instead of spending time in jail, eligible participants complete a substance abuse program supervised by a judge.

Those assigned to Drug Court must participate in life skills classes. Recovery coordinators arranged for Summer Gortney to present information on college planning and financial aid to individuals enrolled in the program. According to coordinators, many participants want to pursue a higher education but do not have the information needed to get started.

Summer Gortney presented Paying for College 101 to 13 potential nontraditional students at the Franklin County Drug Court on July 21 and July 23. Mark Hoover also participated in the event with the College Info Road Show to better accommodate the students' college and financial planning needs.

Organizers were thrilled with the results of our involvement, with one saying, "I am so thankful for KHEAA. They helped our participants gain insight and recognize new educational goals. KHEAA helped our clients by communicating that there is a way to go back to school. There is a way for them to fulfill their dreams of higher education, whether it is to earn a



"Thank you all so much for being part of our program. We hope that your information will open new doors for our attendees. Your information is valuable, your messages are positive and your participation is appreciated. We want you back."

— INSTRUCTOR, FRANKLIN COUNTY DRUG COURT

GED, vocational certificate or college degree. KHEAA and the College Info Road Show helped demonstrate the options to consider when reviewing educational planning and financial aid. Our participants now have a means and a method to improve their lives and be more effective members of their own communities."

Based on the success of our initial interactions, outreach field staff have branched out with presentations to Drug Court participants in other counties. Presentations are planned with future Drug Court cohorts of classes around the state.

## KENTUCKY PARTNERING TO EMPOWER PARENTS (PEP) RALLIES

The Kentucky Parent Information and Resource Center (KYPIRC), a statewide program operated by the Ohio Valley Educational Foundation, enhances parent involvement in their children's education to improve student academic achievement.

KYPIRC, in conjunction with the Kentucky Department of Education, the Kentucky Parent Teacher Association and the Office of Family Resource/Youth Service Centers, hosted four regional Partnering to Empower Parents (PEP) celebrations across the Commonwealth on Saturday, April 30, 2011.

"I worked with Kentucky PEP Rally in Floyd County. This was an outreach program to reach parents to become more involved in their children's education. This was a good program, and I was able to help parents and students."

— KIM BALDWIN,  
SOUTH CENTRAL KENTUCKY  
OUTREACH COUNSELOR



Parent sessions focused on how they can help their children succeed in school and on services they can use to help their children be successful. Elementary students were provided fun learning opportunities, and middle and high school students attended sessions on how to succeed in high school and how to plan and prepare for college.

Outreach Counselors Kim Baldwin, Amanda Keller, Destiny O'Rourke, Bob McDermott and Gene Weis helped plan and staff events in Betsy Layne, Hopkinsville, Owenton and Shepherdsville.

## KENTUCKY STATE FAIR

Using the College Info Road Show as a backdrop, KHEAA participated in an exhibit at the Kentucky State Fair from August 19-29. During the 11-day event, 40 staff members talked with students and families and provided student financial aid information and college planning materials to thousands of fairgoers.

"I am so glad I come to this booth every year because I always learn something new."

— PARENT AT THE  
KENTUCKY STATE FAIR

Of the more than 37,200 pieces of information distributed at the event, the [gotocollege.ky.gov](http://gotocollege.ky.gov) bookmarks, *The College Circuit*, *I Can Go to College, Too!* activity books, *Financial Aid Programs for Adult Learners*, and the newly created *Ninth-Grade Basics* and *How About a Trade School?* pieces were the most popular.



## KESPT SUMMER READING PROGRAM AND LIBRARY VISITS



Outreach staff partnered with the Kentucky Education Savings Plan Trust (KESPT) to reach out to students and families during summer reading programs at public libraries across the state. This year, for the first time, the Kentucky Department of Libraries and Archives partnered with KESPT to offer Dive into Savings for College, a summer reading sweepstakes that gave participants a chance to win \$1,000.

This partnership has allowed field staff to develop new relationships and to strengthen existing bonds with libraries in their regions. Outreach counselors conduct presentations and set up exhibits at after school, weekend and summer programs as a way to offer services at a centralized location when school is not in session. Working with libraries gives our staff a chance to reach home-schooled students, as many of them use their local library as a regular resource.

By the end of the program, over 8,000 individuals had entered the sweepstakes, and nearly 2,000 participants had requested KESPT enrollment kits.

Outreach staff continued to work with KESPT on this initiative by conducting award ceremonies at each winning library. In November and



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December, several ceremonies were held at winning public libraries, with on-site assistance from the KHEAA Outreach Team. Ceremonies were attended by winners, their families, the Outreach Counselor responsible for that county, and library staff. Each winner received a “thank you” plaque emblazoned with the 2010 Summer Reading logo and a check for their winnings. Libraries also received a check for \$500 and a “thank you” letter and a press release template they could use to further publicize the event.

## KHEAA-SPECIFIC LESSON PLANS DEVELOPED FOR EDUCATORS

Working with a highly skilled educator, Far Western Kentucky Outreach Counselor Doug Cook created detailed lesson plans for use by Kentucky teachers and counselors.

Highly skilled educators are people with at least five years’ experience in education who are trained to help other teachers, administrators and schools improve their performance.

The lesson plans, focusing on use of KHEAA publications and [kheaa.com](http://kheaa.com), use the Combined Curriculum Document for both eighth and twelfth grades. This document provides a foundation to align the activities with state requirements for middle and high school students.

Lesson plans can be downloaded at [kheaa.com](http://kheaa.com) from the Counselors, Community Partners and College Access Providers section by clicking on the Lesson Plans option.

“KHEAA is a wonderful agency. The fact that you have information and a presentation for all age groups is phenomenal. No other program or agency is this versatile.”

— LIBRARIAN







“Thank you so much for making home-schoolers feel so welcome. We often feel like we are not accepted and that was not the case during this presentation.”

— HOME SCHOOL PARENT

## LOUISVILLE COLLEGE ACCESS NETWORK'S (LOUCAN) COLLEGE CONNECTOR PROGRAM

The Louisville College Access Network (LouCAN) is a network of schools, government and community agencies, and local college-access providers from the Louisville area. Members share information about activities and initiatives and discuss partnership opportunities within the community.

Outreach Services Assistant Manager Kim Dolan and Louisville Metro East and West Outreach Counselors Candice Johnson and Gene Weis represent KHEAA at various LouCAN meetings and events. Weis has worked closely on a new initiative, the College Connector project. The project promotes continued education to individuals in certain neighborhoods using volunteer personnel (parents, community and neighborhood leaders, school staff/faculty, professionals, business owners, etc.) from that area. College Connector prepares adult volunteers from the community to work with youth and young adults toward graduation, college or entrance into the workforce.

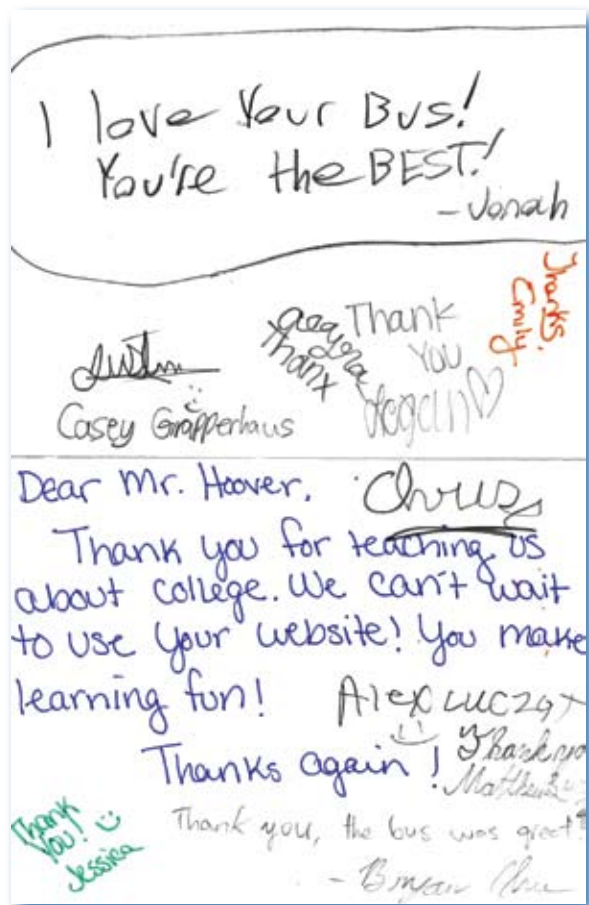
KHEAA provides a financial aid “train-the-trainer” program to give the College Connectors a basic understanding of the financial aid process and programs so they can share this information with the people they come in contact with in the community. Connectors are given Weis and Johnson’s contact information to use as a resource for more in-depth information, and our outreach counselors present and exhibit at any events arranged as a part of the program.

“Is there anything KHEAA won’t do for schools? I can ask for any help or services and always get prompt services and answers. What a wonderful agency!”

— HIGH SCHOOL COUNSELOR



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"In third grade, I will already have a friend and it is you."

— SPECIAL FRIENDS  
STUDENT TO HER  
KHEAA MENTOR

## NATIONAL COLLEGE ACCESS NETWORK CONFERENCE

Outreach Services Assistant Manager Kim Dolan attended the National College Access Network (NCAN) conference in Washington, D.C., October 11-13, 2010.

An update from the Department of Education revealed that there were 35% more FAFSAs filed for 2010-2011 than there were two years previously. The department mentioned the possibility of a standardized award letter, as well as a letter that would automatically be sent to parents after filing taxes mentioning that they could be eligible for a Pell Grant based on their income.

Dolan attended a roundtable for College Access Challenge Grant recipients. This session helped confirm that we are doing productive and innovative things with our funding. Many states are just starting to build college access programs, and we seem to be ahead of many regions in providing comprehensive, state-wide college access resources.

## OUTREACH SERVICES FEATURED ON IN THE KNOW TELEVISION SHOW

Angela Roberts, GEAR UP Project Associate for Fayette County, invited Outreach Counselors Summer Gortney and Mark Hoover to be her guests on two thirty-minute television segments featuring KHEAA's programs and services. Topics included our outreach initiatives, FAFSA tips, KHEAA publications, KEES, KHEAA's community partners and the Road Show's functions and availability.

The shows aired December 10, 2010, and March 3, 2011, on Channel 13 in Lexington and can also be viewed through the Fayette County Public Schools website, [www.fcps.net](http://www.fcps.net). Several contacts in the Central Kentucky area said they saw the segment and that it was very informative.

## SPECIAL FRIENDS MENTORING PROGRAM

Mentoring gives adults a chance to influence youth who need guidance and support in school. Through the Special Friends Mentoring Program sponsored by the Frankfort Optimist Club, Outreach Services Manager Susan Hopkins and Outreach Counselor Summer Gortney met with an "at risk" elementary student once a week for an hour. During this time, they provided an ear and friendship, focusing on ways in which these students can succeed in school and break down barriers that keep these young people from achieving their highest potential.





## STUDENT TECHNOLOGY LEADERSHIP PROGRAM STATE CHAMPIONSHIP

The Student Technology Leadership Program (STLP™) was established in 1994 by the STLP State Advisory Council. Student-designed projects, products and services are created to help the school and community. The program is open to all students in all grade levels in every school (P-16) in Kentucky. STLP tries to motivate students and create leadership opportunities through technology.

The state championship was held at Rupp Arena in Lexington, on May 13, 2011. About 4,000 parents and students were expected to attend. The College Info Road Show exhibited outside Rupp Arena, and outreach staff worked a booth inside to distribute financial aid and college planning information.

During this sixth year of competition, core content was combined with technology to allow students to shine in their respected areas. Displays included programming, web design, video production, networking, computer repair, video game design and more.

## TRIO DAY

TRIO Day 2011 was held at Kentucky State University on February 19, 2011. The day included Student Initiative Competitions, a quick recall team competition for Educational Talent Search (ETS) students, a series of competitions for ETS middle school students, a quick recall team competition for Upward Bound and Upward Bound Math and Science students and a parliamentary debate competition for Student Support Services students.

Outreach Counselor Summer Gortney conducted financial aid presentations for about 400 students. Before the event, Gortney coordinated with event organizers to have *College Circuits* stuffed into welcome bags for participants, so each student received a copy. The event was a great way to make sure a diverse population of Kentucky students understood the message that college is affordable and for them to receive the resources to make it happen.

## TRAINING FOR HOME SCHOOL STUDENTS AND PARENTS

Summer Gortney worked with Clay Arnold, Assistant Director of Admissions in Recruitment for UK, to organize a home school Individual Learning Plan (ILP) training and KHEAA overview on campus. Arnold, a home-schooled student himself, offered valuable insights for reaching out to this diverse population. In addition, he promoted KHEAA's outreach programs and services to his network of home school contacts and helped distribute invitations for the event. Attendees participated in interactive ILP training, a KHEAA at Your Service presentation by Gortney, a *College Cost and Planning Report* overview by Customer Care Advisor Pennie Little, and a tour of UK's campus. The invitation was open to middle school and high school students and their parents. KHEAA's overview was well received, and parents walked away knowing that KHEAA is a trusted source for financial aid and college planning resources. The training was so successful that all parties involved planned an additional training that will follow the same format.



## OUR MISSION:

EXPANDING EDUCATIONAL OPPORTUNITIES BY PROVIDING FINANCIAL AND INFORMATIONAL RESOURCES THAT ENABLE KENTUCKIANS TO ATTAIN THEIR HIGHER EDUCATION GOALS.

KHEAA can help you with college planning and financial aid. Ask us how.

[www.kheaa.com](http://www.kheaa.com)  
800.928.8926

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