



Outreach

ANNUAL REPORT

FY2012

KENTUCKY HIGHER EDUCATION
ASSISTANCE AUTHORITY

OUR MISSION

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TED FRANZEIM

Senior Vice President for Customer Relations
tfranzeim@kheaa.com

SUSAN W. HOPKINS

Director of Outreach Services
shopkins@kheaa.com

KIM DOLAN

Outreach Services Assistant Manager
kdolan@kheaa.com

BENITA YOUNG

Executive Assistant
byoung@kheaa.com

The mission of the Kentucky Higher Education Assistance Authority (KHEAA) is to expand educational opportunities by providing financial aid and information that helps Kentuckians attain their higher education goals. Fulfilling the General Assembly's directive to improve access to college and technical training drives every aspect of the agency's work, particularly in the outreach area.

KHEAA is the designated state administrator of the federal College Access Challenge Grant Program. True to the program's intent, our outreach initiatives are designed and carried out in collaboration with a variety of federal, state, regional and local partners. Significantly increasing the number of underrepresented students who enter and remain in postsecondary education is the primary goal of our comprehensive outreach services.

Outreach programs help students understand admissions requirements; apply to institutions of higher education; apply for financial aid; increase their ability to complete the coursework required for a postsecondary degree (including tutoring and mentoring); improve secondary school students' preparedness for postsecondary entrance examinations; and assist with repayment of student loans through cancelling loans or lowering interest rates.

This report provides an overview of KHEAA's college access resources and tools used to help Kentucky students and families make informed decisions about their higher education options.

Activities include:

- 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).
- Supporting professional development for middle and high school counselors, adult education providers, financial aid administrators and admissions counselors at institutions of higher education to help them assist students with college access issues.

"This is a blessing. I have a passion about giving these students hope and possible options in their lives, and your services are a great complement to my passion."

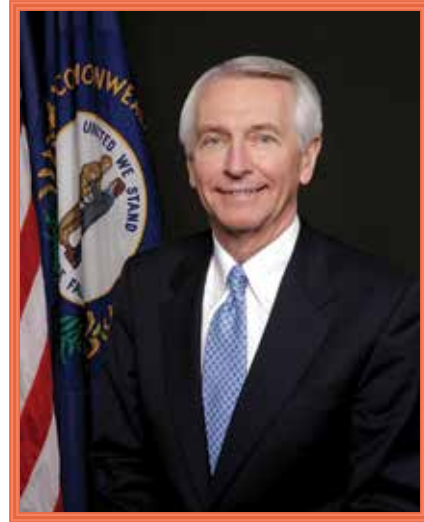
Alternative School Teacher

MESSAGE FROM GOVERNOR BESHEAR

Dear Kentucky College Access Providers:

All high school seniors in Kentucky should consider how to further their education. In today's competitive job environment, students of all ages need to go beyond high school to advance their skills. Options include certificates and diplomas and two-year, four-year and advanced degrees.

The Kentucky Higher Education Assistance Authority (KHEAA) is a trusted source of information for college and student financial aid planning. The agency provides guidance to students, parents, school counselors, adult education providers and others as they navigate the college admissions and financial aid processes.



Through its College Access Challenge Grant Program, KHEAA has a wide variety of programs and services to help Kentucky students and families. Regional field counselors, a mobile college-planning classroom, a one-stop Web site for college and career planning, near-peer college coaches and targeted financial aid and college-planning publications are among the many services provided.

This *2012 Outreach Annual Report* highlights KHEAA's college access work, including initiatives such as the new *Surviving College* workshop and publication; Kentucky College Application Week, which ensures that participating seniors receive hands-on assistance as they take the first big step toward continuing their education; the KHEAA Individual Learning Plan (ILP) for private school, home school and adult students; the Kentucky College Coaches Program; and the Kentucky Transcript Exchange service.

More education and training gives Kentuckians greater job options and more job security, which are both critical in this challenging economy. Thank you for your passion to move the Commonwealth forward through the educational attainment of its citizens.

Sincerely,

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

Steven L. Beshear

COLLEGE ACCESS

KHEAA's outreach recognizes that we must provide answers to questions students and families have about higher education in three important areas:

1. **Pursuing higher education.** High school and adult students need information to decide whether to continue their education. That information must answer such basic questions as:
 - Why should I continue my education?
 - Will higher education help me get a better job, make more money and have a more satisfying career?
 - How much work and time are we talking about?
 - Will my family support me? This is especially important for first-generation college students and for many adult students.

After answering these questions and deciding on more education, students must tackle more specific questions:

- Can I handle college work?
- What should I study?
- How do I pick the best school for me?
- How many classes should I take?
- Can I work and take classes at the same time?
- How much does it cost, and how can I pay for it?



The last of these questions leads to the second important area in which students need information.

2. **Paying for college.** Kentuckians need detailed information about how to pay the cost of higher education. Without that information, they cannot make an informed decision about their future. Through our outreach presentations, publications, website, and personalized resources, we provide the citizens of the Commonwealth with the information they need. Students who decide that further education is right for them need information about the third important area.
3. **Applying to and finishing college.** In addition to information that will help Kentuckians make the decision about whether to attend college and how to pay for college, many students need detailed answers about how to apply to the school of their choice. Once they have applied and been accepted, they also need advice on how to succeed and thrive during their first year on campus.

"KHEAA, you are the reason I finished college!"

Radio Station Employee

OUTREACH TOOLS

KHEAA offers an array of outreach resources to help students and families:

- Age-appropriate presentations and interactive workshops with middle and high school students and parents and with adult learners;
- Visits with civic, professional and community groups;
- Mobile classroom participation at local and school events;
- Assistance with college application and student financial aid forms, including the FAFSA;
- Kentucky-specific publications to guide students in planning and paying for college;
- Support and training to college access professionals, school counselors and staff;
- Social media and web and user-friendly applications;
- College planning Individual Learning Plans for private school, and home school and adult students.



"Thank you for taking the time to let me know the services KHEAA's outreach team provides. This is my first year as a counselor, and you've been very helpful."

High School Counselor

"I feel so much better after talking with you. You have put my mind at ease. I didn't know what we were going to do to get him in college. Now I know everything will be okay."

Parent of a High School Senior

"KHEAA publications are great! Keep them; they are like the Bible for this [college] stuff."

GEAR UP Representative

"We love our KHEAA Outreach Counselor. They do a great job with our students."

Area Technology Center Employee

COLLEGE ACCESS

FOUR MEASURED INDICATORS OF OUTREACH SUCCESS

Through our outreach services, KHEAA tries to positively influence four important measures relating to the state's college-going rate:

1. **Number of students who complete the FAFSA.** Completing the FAFSA shows that students are seriously considering higher education and want to find out how much financial aid they can get.
2. **Number of first-time undergraduate students who graduated from high school within the past year.** Since a large portion of outreach activity is focused on high school students, especially in schools with lower college-going rates, this measure helps show how effective that activity has been.
3. **Number of adult students (age 25 and older) who are enrolled as undergraduates.** The Commonwealth needs to increase the number of adults who have college degrees to make the state more attractive to businesses that are considering locating facilities here and to lower the state's unemployment rate, improving the quality of life for Kentuckians.
4. **Number of undergraduate students who are enrolled in Kentucky's colleges and universities.** This measure provides information about the effectiveness of our outreach services to all Kentuckians.

Our multifaceted outreach activities — regional counselors, presentations, publications, website and social media — are having a positive effect on these measures.

"At KHEAA, you professionals are performing such a strong support to school counselors and an awesome service for the students of Kentucky. Keep up the great work."

Retired High School Counselor

ENROLLMENT GROWTH



Total enrollment: **435**
Adults, age 25 and over: **183**
First-time college freshmen: **21**
Filed a FAFSA: **785**
per 1,000 Outreach Contacts

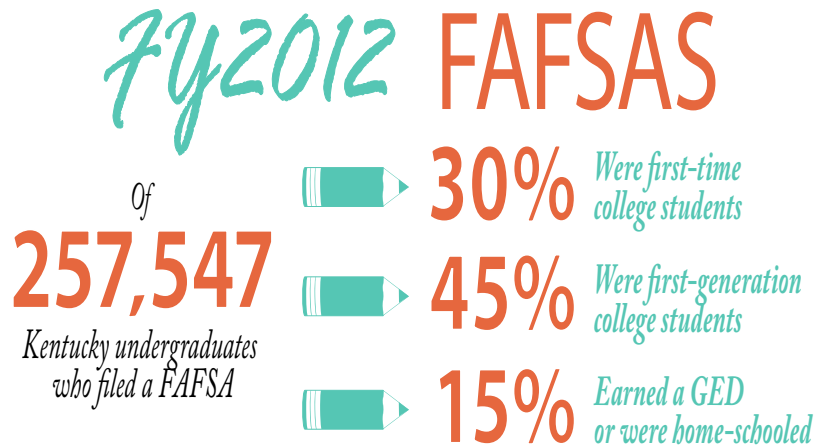


STUDENTS COMPLETING THE FAFSA

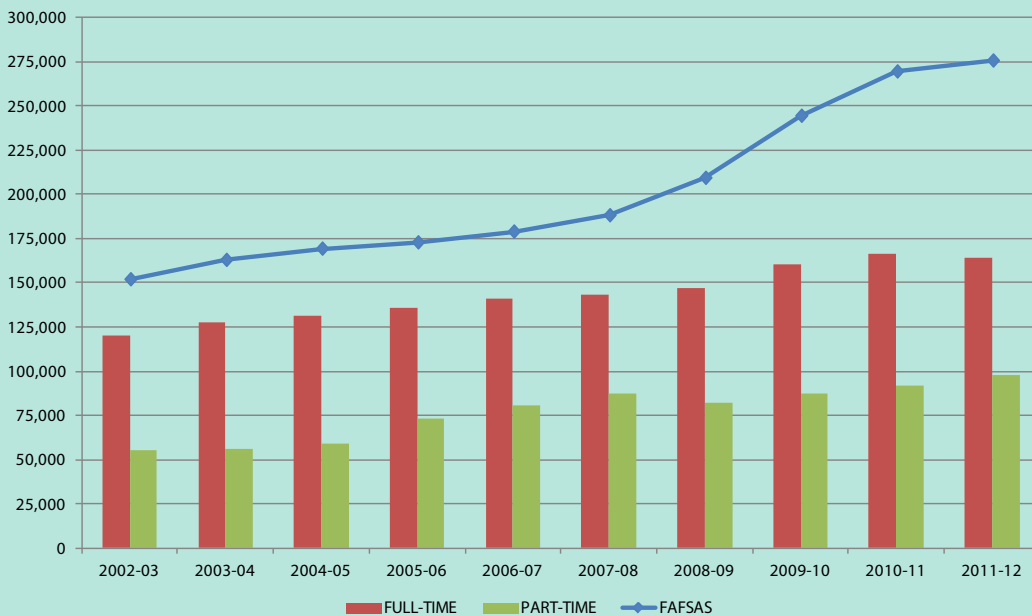
The FAFSA is the primary application for federal and most state aid programs. When we began our aggressive regional outreach program during the 1996-1997 school year, only 71.8 percent of Kentucky resident undergraduate students had filed a FAFSA. After sixteen years of outreach efforts, that percentage had reached 105.3 percent. During that same period, the number of undergraduate students in Kentucky colleges and universities increased by 74.4 percent.

During the most recent five-year period, 2007-2008 through 2011-2012, the rate of increased FAFSA filings associated with the number of outreach contacts was 785 FAFSAs per 1,000 outreach contacts. Compared to the number of outreach presentations, the rate was 55 FAFSAs per formal presentation.

FAFSA filings are also related to the economic need of the college-going population, and the FAFSA rate has increased at a rate of 1,381 for every 0.1% increase in the Kentucky unemployment rate as more people have returned to college. Holding constant changes in the unemployment rate, 18 more FAFSA were filed for each outreach presentation.



KENTUCKY-RESIDENT, FULL- & PART-TIME UNDERGRADUATES AND NUMBER OF FAFSAS FILED



"This is the best thing that has happened at this school all year. These students need the guidance you are providing them in filling out their FAFSA. Most of them would not have been able to do this on their own. Thank you."

School Librarian

"Thank you so much for all your help. With your assistance we were able to get 85% of our senior class to finish their financial aid forms."

College Access Resource Teacher

"I felt so comfortable with the KHEAA representative. They really helped me understand the FAFSA process."

Parent

COLLEGE ACCESS

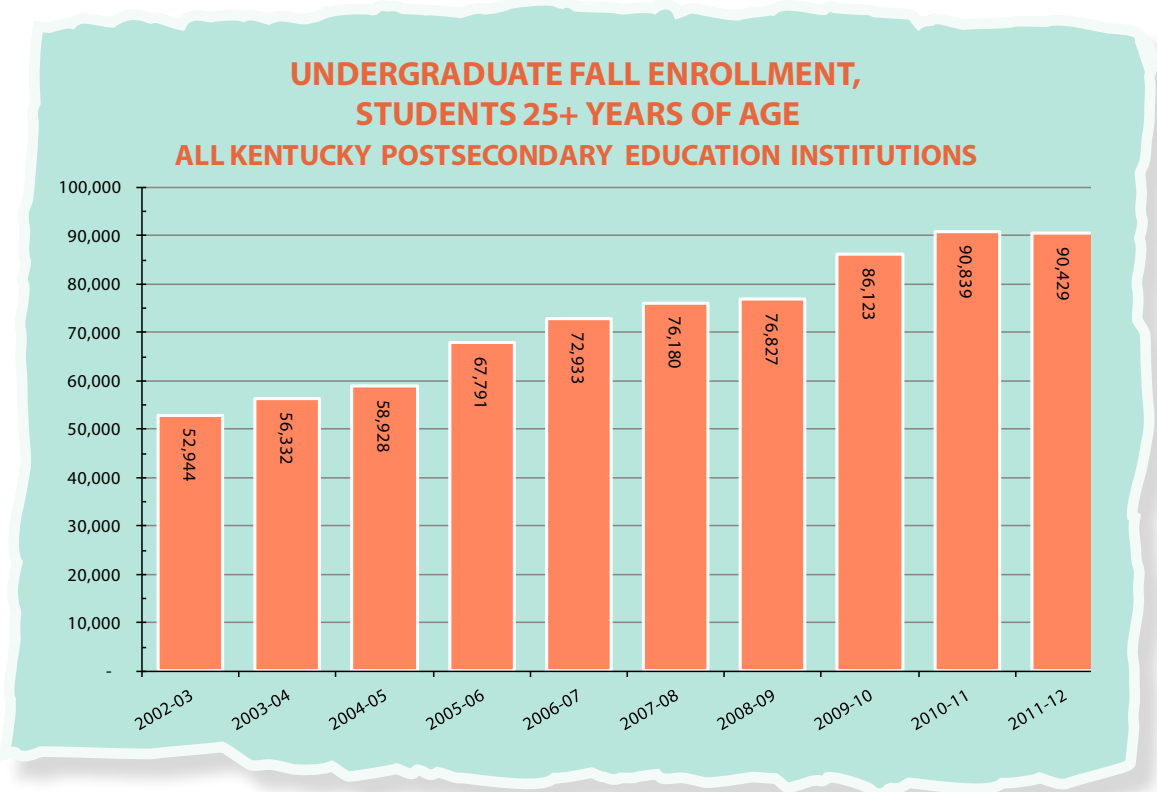
FIRST-TIME TRADITIONAL COLLEGE STUDENTS

KHEAA outreach counselors focus on getting middle and high school students to consider going to college. The most significant statistic relating to this group is the enrollment of first-time college students who graduated from high school within the prior 12-month period. In 1996-1997, there were just over 17,000 of these students reported at Kentucky postsecondary schools. In 2011-2012, the number was just over 25,400 students. The average annual increase during this period was 560 students per year.

Relative to outreach contacts with prospective college enrollees in the preceding five years, the annual average increase in first-time traditional college enrollment in Kentucky was 21 to 25 students per 1,000 contacts. That equals an average annual increase of about five students per formal outreach presentation.

NEW AND RETURNING ADULT STUDENTS

Adults headed to college for the first time or thinking about returning to finish a degree are a significant target population for outreach counselors. As of 2012, only 20.7% of Kentuckians 25 and older had completed at least a bachelor's degree. For more than twenty years, Kentucky has consistently ranked 47th out of the 50 states on this measure. In the past five years, however, Kentucky colleges have seen an 18 percent increase in the number of undergraduate returning adult students. Outreach efforts have contributed significantly to this effort.



"I don't think I could have done this without your help. I don't have anyone to help me except you."

Adult Student

"Thanks so much. KHEAA is the best college access program in the state, hands down."

Adult Education Center Director

"Glad you came to the event. Our students need all the help they can get. So many of them feel they cannot go to college because of different reasons, but you were able to encourage them to try!"

Migrant Adult Educator

From *FY2000-FY2012*,
Adults age 25 and over undergraduate
enrollment has risen by a net average

3,757
students a year.



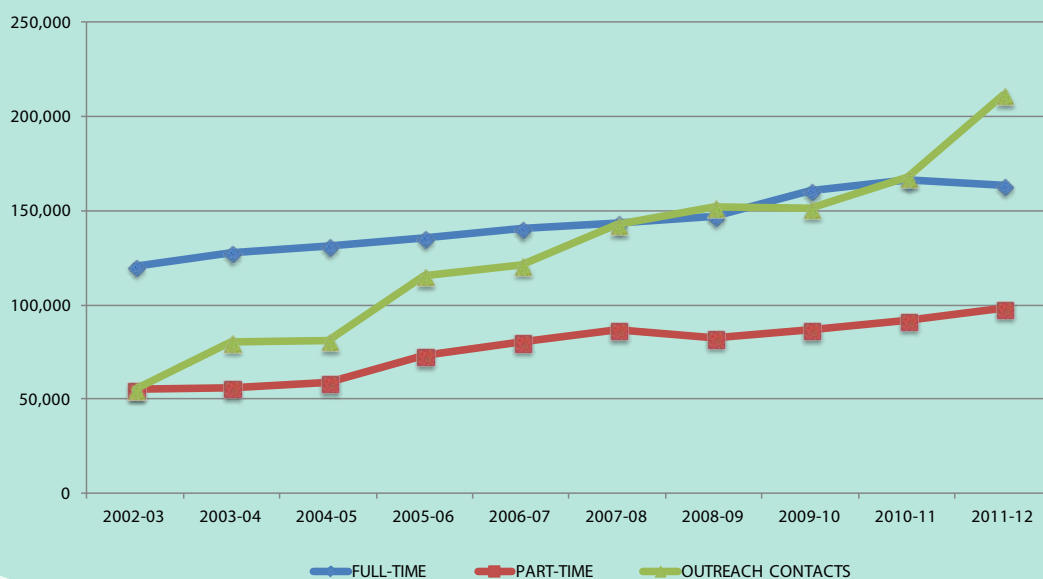
TOTAL UNDERGRADUATE ENROLLMENT IN KENTUCKY

Undergraduate enrollment in Kentucky increased by 13.7 percent between 2007-2008 and 2011-2012. Based on the number of outreach contacts and adjusting for Kentucky's unemployment rate, this indicates an enrollment increase of more than 366 students per 1,000 outreach contacts.

SUMMARY

KHEAA outreach provides a wide variety of information for Kentuckians thinking about higher education. The face-to-face meetings and formal group presentations, supported by our publications and online information, make the efforts of our outreach counselors effective. Outreach, by identifying and reaching out to individuals and providing them with the resource they need, helps Kentuckians made solid decisions about their higher education options.

FULL- & PART-TIME UNDERGRADUATE ENROLLMENT AND OUTREACH CONTACTS ALL KENTUCKY POSTSECONDARY EDUCATION INSTITUTIONS



"You answered all my questions. I feel so much better about this process. I am glad we spoke with you tonight."

Parent

AVERAGE ANNUAL UNDERGRADUATE GROWTH

7/1/2008-7/1/2012

Outreach Contacts: **17,177**

Full-time Enrollment: **5,104**

Part-time Enrollment: **2,777**

REGIONAL OUTREACH

Outreach counselors are available year-round to provide free college planning and financial aid assistance. They conduct scholarship and other funding searches, help students with the admissions process, walk families through the completion of the FAFSA and enhance the work of school counselors and other community partners.

Counselors participate in college and financial aid nights; career fairs; adult education programs; Kentucky Educational Excellence Scholarship (KEES) workshops; FAFSA on the web sessions; PTA, SBDM and other meetings; financial literacy workshops, professional development and staff trainings; Reality StoreSM events; summer school programs; summer camps; and more.

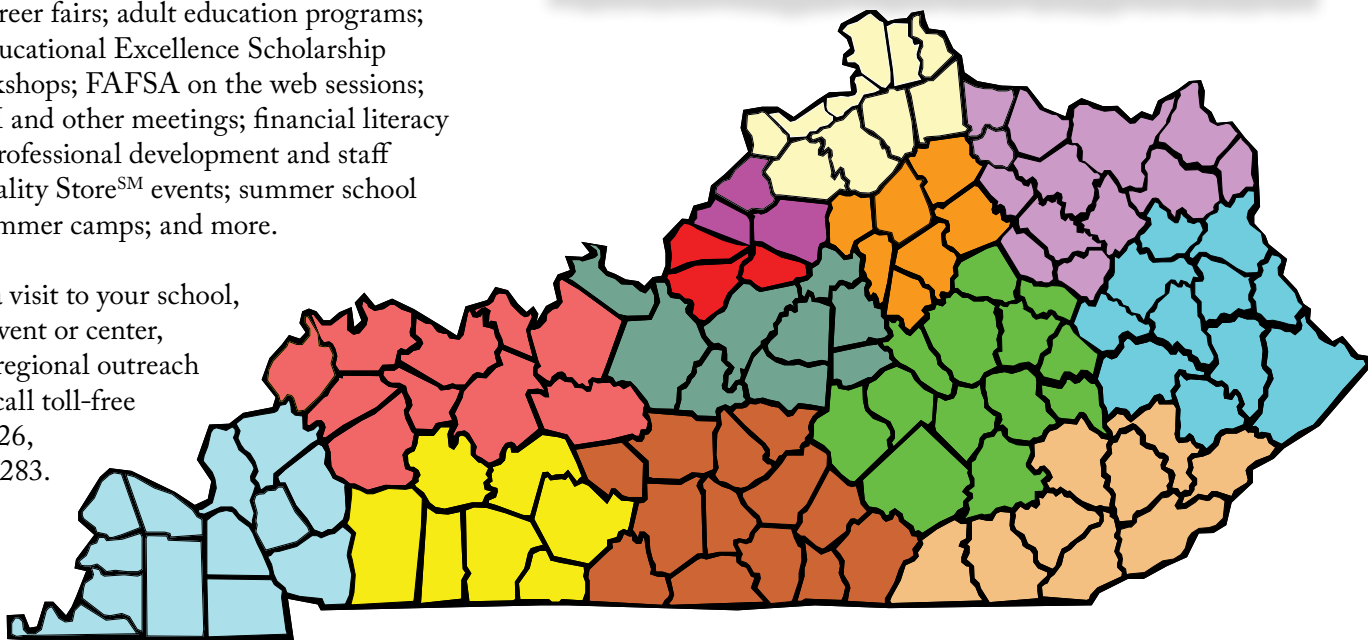
To schedule a visit to your school, community event or center, contact your regional outreach counselor or call toll-free 1.800.928.8926, extension 6-7283.

"This has been some of the best information we could have provided to our ninth-graders. They were listening and entertained, and I really see how much they're getting from this."

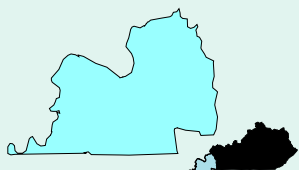
High School Teacher

"Other people come and talk to the kids about college, and we feel like they just leave out really important pieces. But you cover everything, and there's not one thing we have to squeeze in after you leave."

Middle School Teacher



FAR WESTERN



DOUG COOK*

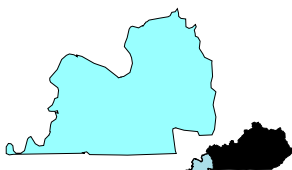
*Cook retired in December 2011 and his area is now covered by Shelly Putty.

COUNTIES:

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

Publications distributed:	4,892
Student/Parent contacts:	6,386
Exhibits/Presentations:	131
On-site visits:	134
Miles traveled:	7,853

FAR WESTERN



SHELLEY PUTTY

PHONE:

270.484.8433

E-MAIL:

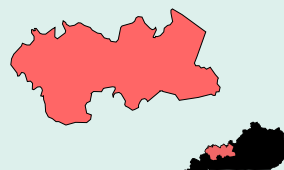
sputty@kheaa.com

COUNTIES:

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

Publications distributed:	16,919
Student/Parent contacts:	8,397
Exhibits/Presentations:	187
On-site visits:	65
Miles traveled:	16,465

NORTHWESTERN



CASI CLARK

PHONE:

270.316.4676

E-MAIL:

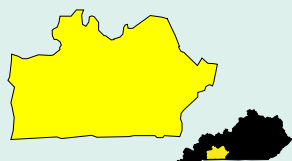
cclark@kheaa.com

COUNTIES:

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

Publications distributed:	9,481
Student/Parent contacts:	11,314
Exhibits/Presentations:	432
On-site visits:	138
Miles traveled:	27,518

SOUTH WESTERN



DESTINY O'ROURKE

PHONE: 270.392.8675

E-MAIL: dorourke@kheaa.com

COUNTIES:

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

Publications distributed: 10,524

Student/Parent contacts: 10,079

Exhibits/Presentations: 321

On-site visits: 120

Miles traveled: 19,635

WEST CENTRAL



JO NEWTON

PHONE: 502.409.0868

E-MAIL: jnewton@kheaa.com

COUNTIES:

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

Publications distributed: 11,781

Student/Parent contacts: 10,449

Exhibits/Presentations: 369

On-site visits: 183

Miles traveled: 21,756

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

Publications distributed: 10,675

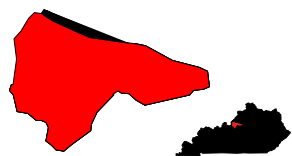
Student/Parent contacts: 13,811

Exhibits/Presentations: 384

On-site visits: 422

Miles traveled: 24,394

LOUISVILLE METRO WEST



GENE WEIS

PHONE: 502.608.7717

E-MAIL: gweis@kheaa.com

COUNTIES:

Bullitt, Jefferson west of Interstate 65 and Spencer

Publications distributed: 15,745

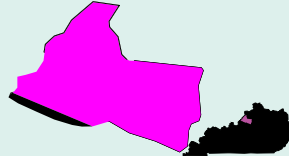
Student/Parent contacts: 17,699

Exhibits/Presentations: 406

On-site visits: 108

Miles traveled: 13,525

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

Publications distributed: 12,710

Student/Parent contacts: 13,736

Exhibits/Presentations: 384

On-site visits: 207

Miles traveled: 7,493

NORTHERN



BOB MCDERMOTT

PHONE: 859.630.1030

E-MAIL: rmcdermott@kheaa.com

COUNTIES:

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

Publications distributed: 20,878

Student/Parent contacts: 10,126

Exhibits/Presentations: 290

On-site visits: 418

Miles traveled: 15,254

REGIONAL OUTREACH

CENTRAL



SUMMER GORTNEY

PHONE: 502.330.4711

E-MAIL: sgortney@kheaa.com

COUNTIES:

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

Publications distributed: 13,010

Student/Parent contacts: 13,047

Exhibits/Presentations: 408

On-site visits: 292

Miles traveled: 12,279

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

Publications distributed: 9,780

Student/Parent contacts: 10,762

Exhibits/Presentations: 341

On-site visits: 447

Miles traveled: 20,922

SOUTHEASTERN



MIRANDA MILLER

PHONE: 606.599.7137

E-MAIL: mlmiller@kheaa.com

COUNTIES:

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

Publications distributed: 14,536

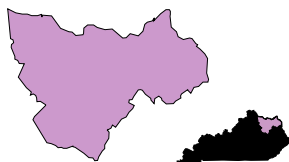
Student/Parent contacts: 10,107

Exhibits/Presentations: 316

On-site visits: 505

Miles traveled: 36,320

NORTHEASTERN



AMY MARVIN

PHONE: 606.776.3030

E-MAIL: amarvin@kheaa.com

COUNTIES:

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

Publications distributed: 18,282

Student/Parent contacts: 17,817

Exhibits/Presentations: 494

On-site visits: 271

Miles traveled: 22,426

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

Publications distributed: 14,496

Student/Parent contacts: 13,985

Exhibits/Presentations: 359

On-site visits: 310

Miles traveled: 21,709

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 2011	Jo Newton
4th	Quarter 2011	Bob McDermott
1st	Quarter 2012	Destiny O'Rourke
2nd	Quarter 2012	Candice Johnson

"KEES money...wow! I cannot wait to start earning the cash."

Middle School Student

COLLEGE INFO ROAD SHOW



MARK HOOVER

PHONE: 502.472.9167

E-MAIL: mhoover@kheaa.com

COUNTIES: Statewide

Publications distributed: 9,323

Student/Parent contacts: 42,505

Exhibits/Presentations: 651

Miles traveled: 16,810

"Thanks for bringing the bus and distributing these awesome brochures. You're getting them thinking early, and that's awesome. I commend you and your organization for their strong efforts."

Parent of a Freshman

Sessions on board KHEAA's mobile outreach unit provide an overview of student financial aid programs and services. Students learn about the financial aid process, discovering when and how to apply for state and federal funds.

In addition to an introduction of topics covered in the *Paying for College 101* presentation, visitors are given the opportunity to create a personalized account on kheaa.com, request a customized breakdown of college costs and estimated financial aid, access the KHEAA ILP and research helpful online resources for career assessments, test preparation, scholarship searches, KHEAA account information and more.

The Freightliner vehicle has 11 workstations and is equipped with satellite Internet access and indoor and outdoor projection units and screens, making it suitable for use at a variety of school and community events.

Traveling statewide, the College Info Road Show counselor visits high schools, middle schools, adult education centers, public libraries and a variety of other venues, providing college access and financial aid planning services directly to students and families.

To schedule the College Info Road Show for an event, contact:

Mark Hoover

mhoover@kheaa.com

502.696.7396



ON-SITE OUTREACH¹

Academic Affairs/ Student Services	6	GEAR UP Programs (Partnership)	61
Admissions Offices	16	GEAR UP Programs (State)	1
Adults/Adult Education Centers	313	General Public	14
Alternative Education	143	Governmental	10
Area Health Education Centers	11	Head Start Programs	9
Area Technology Centers	74	Health Departments/Hospitals	19
Boards of Education	128	High School	2,434
Business/Factory/Industry	12	Home Schoolers	10
Campus Career Centers	1	Internal	16
Chambers of Commerce	34	Libraries	352
Child Advocacy Centers	2	Middle School	774
Children's Home/Orphanage	6	Migrant Education	3
Churches/ Faith-Based Services	35	Military Services	7
College/Career/Health Fair	68	Newspaper Office	221
College/University	220	Parent Groups	4
Community-Based/Social Services	75	Parks & Recreation Departments	8
Community Centers	18	Professional Organizations	132
Community Education Centers	28	Radio Stations	172
Cooperative Extension	64	Scholar Programs	19
Correctional Facility	14	Social Service Programs	26
County Fair/Festival/State Fair	73	Summer Camps	9
Day Care Centers	1	Television Stations	1
Day Treatment Centers	6	TRIO Programs (ETS, EOC, SSS, UB)	125
Elementary School	104	Vocational Rehabilitation Offices	8
Employment Services	82	YMCA/YWCA	18
Family Resource/Youth Services Centers	132	Youth organizations	33
Financial Aid Offices	10	Other	12
		TOTALS	6,174

NEW COUNSELOR FOR FAR WESTERN KENTUCKY

Shelley Putty joined KHEAA as the new outreach counselor for the 13-county area in Far Western Kentucky in January 2012.



She works in Ballard, Caldwell, Calloway, Carlisle, Crittenden, Fulton, Graves, Hickman, Livingston, Lyon, Marshall, McCracken and Trigg Counties. Putty's contact information can be found on page 10 of this report.

"I am so blessed to have such an awesome job that allows me to help so many people. I look forward to serving the residents and schools of western Kentucky for many years to come."

Shelley Putty

A county-by-county or complete listing of FY2012 outreach contacts is available upon request. Contact KHEAA Outreach Services at 800.928.8926, ext. 7283.

"Kids like me can go to college too? I mean, I have a pretty messed up background. I didn't realize you can help me take care of all that."

Senior GED Student at a Department of Juvenile Justice School

	COLLEGE INFO ROAD SHOW	REGIONAL OUTREACH	TOTAL
CONTACTS			
Contacts at Exhibits²	34,626	63,339	97,965
Contacts at Presentations²	6,429	107,317	113,746
Contacts at Visits²	0	4,941	4,941
TOTAL CONTACTS	41,055	175,597	216,652

	COLLEGE INFO ROAD SHOW	REGIONAL OUTREACH	TOTAL
ACTIVITIES			
Number of Exhibits¹	37	635	672
Number of Presentations¹	610	4,243	4,853
Number of Visits²	0	3,622	3,622
TOTAL ACTIVITIES	647	8,500	9,147

¹Number may be duplicated if the same event was attended by more than one staff member.

²Number is unduplicated. Contacts for each event and for individual site visits are reported by only one staff member.

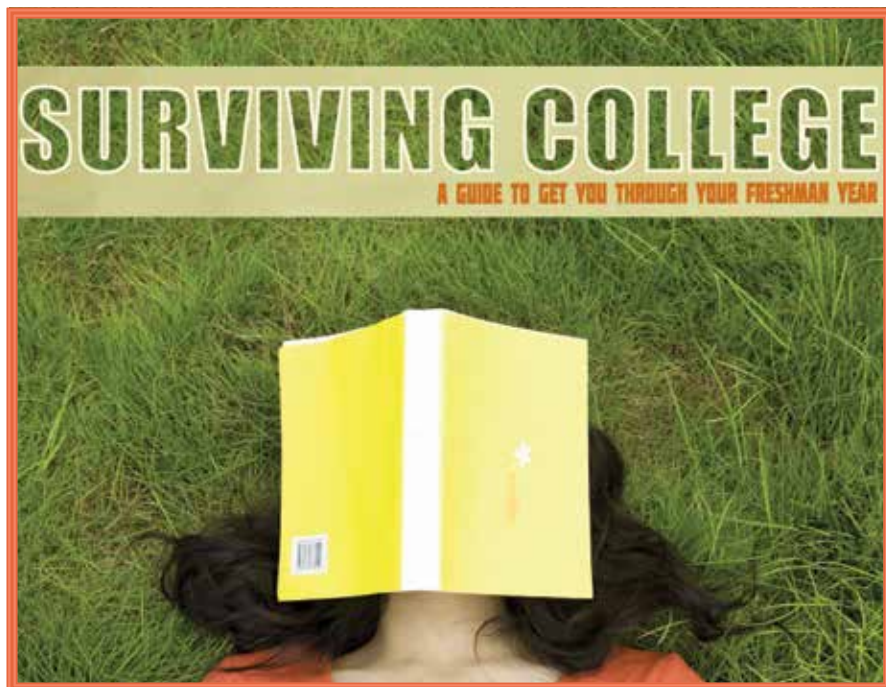
SURVIVING COLLEGE

SURVIVING COLLEGE PUBLICATION AND WORKSHOP DEBUT

Southwestern Kentucky Outreach Counselor Destiny O'Rourke and Graphic Designer Lindsey Johnson took the lead in the creation of this workshop and companion publication. *Surviving College* is designed to help students prepare for the transition from high school to college life, and to help them succeed in their new environment, persisting to degree completion. The resources target college-bound high school seniors and in-coming college freshmen and have proven to be popular tools for use in high schools and at college orientation sessions.

Topics covered include:

- **Freshman Year 101:** Reading a schedule, understanding degree program requirements, buying books, managing time, navigating campus and practicing healthy living habits.
- **Academics:** Making the most of registering for classes, using study skills, discovering learning styles, tackling college-level assignments and writing expectations and avoiding plagiarism.
- **Financial Basics:** Understanding a financial aid package, utilizing the financial aid office, setting up a budget and learning banking and credit card tips
- **Campus Life:** Living in a dorm, getting along with a roommate, protecting yourself and your stuff, getting involved in student activities and balancing academic and social expectations.
- **Resources:** An introduction to common resources available on most college campuses, including financial aid, residence life, tutoring labs, library and physical and mental health services.



"I love the new *Surviving College* presentation. I also love the new publication. We used to pay for a similar publication, but we are now going to order KHEAA's."

Educational Talent Search Counselor

"Please send me more of the *Surviving College* books. They are wonderful. I want one for all of my incoming freshmen."

Student Support Services Counselor



COLLEGE APPLICATION WEEK

For many students, particularly those who do not have an immediate family member who attended college, applying to college can seem overwhelming. Not having someone who can help navigate the process can be enough to prevent students from pursuing a postsecondary education. In an effort to help all Kentucky students with college admissions, KHEAA sponsored Kentucky College Application Week as an initiative funded by the federal College Access Challenge Grant Program. Governor Steven L. Beshear proclaimed November 14-18, 2011, as Kentucky College Application Week across the state.

Thirteen high schools were selected as pilot schools, one in each of KHEAA's outreach territories. Schools were selected based on college-going rate, free-and-reduced-price lunch eligibility, minority population, median ACT score, presence of existing college access programs and recommendations from KHEAA staff. These schools received on-site assistance from KHEAA outreach staff and state partners to implement the program.



"My parents couldn't help me with the college application process or help me afford to go to school. College Application Week really changed my life. After hearing KHEAA Outreach Counselor Casi Clark, I went home and filled out my applications. I was accepted to four schools, with a free ride to three of them. The sense of accomplishment I felt when I got the letters in the mail was huge. I knew I could increase my knowledge with higher education. That's a big thing for me. It wasn't because I took the initiative, it was because the KHEAA staff came and helped me fill out the forms. As a result, I am attending the University of Louisville debt-free. It's crazy that one week can alter my whole future. Without College Application Week I would have never taken the initiative to fill out the applications forms or be where I am today. I want to thank the KHEAA staff. Out of all the weeks in the year, it just takes one to change a student for the rest of his life."

Garrett Seay, University of Louisville Freshman



"There are so many students here who wouldn't have even considered college if it weren't for College Application Week and the resources you provided them."

High School Teacher

"The students have been talking to be all day about college. This is GREAT! I was very impressed to see so many of our students meeting with the college admission counselors and having conversations with their peers about continuing their education."

Principal



"This week was awesome! Speaking from my standpoint, I KNOW there are students who applied to college who would have never done so if the assistance were not here this week. I cannot thank you enough."

*College Application Week Pilot School
Youth Services Center Coordinator*

"College Application Week was absolutely fabulous: 95% of our students applied to at least one college. The program was very successful."

College Application Week Host School Counselor

To encourage and help other high schools and groups to participate in Kentucky College Application Week, a number of resources were made available to help counselors and coordinators plan and implement Application Week activities:

- Implementation Guide – Including sample schedules, media talking points, volunteer tips, thank-you letters and morning announcements
- KHEAA Regional Outreach Staff – Providing hands-on assistance with preparation, weekly activities and materials.
- Online Toolkit – Linking program planners to posters and other materials; links to KHEAA, GotoCollege and Career Cruising; site host and student surveys

Participating schools hosted a variety of activities to engage students and staff in the college application process, including workshops and presentations; door decorating contests; mini-college and career fairs; College Info Road Show visits; and online application sessions. Schools also hosted a variety of celebrations for students completing the application process.

PARTNERS

55,000 Degrees
 Association of Independent Kentucky Colleges and Universities (AIKU)
 College Access Partnership
 Council on Postsecondary Education (CPE)
 GEAR UP Alliance
 Jefferson County Public Schools (JCPS)
 Kentucky Association for College Admission Counseling (KYACAC)
 Kentucky Association of Collegiate Registrars and Admissions Officers (KACRAO)
 Kentucky Association of Educational Opportunity Program Personnel (KAEOPP)
 Kentucky Association of Student Financial Aid Administrators (KASFAA)
 Kentucky Campus Compact
 Kentucky College Coaches Program
 Kentucky Counseling Association (KCA)
 Kentucky Department of Education (KDE)
 Kentucky School Counselor Association (KSCA)
 Southern Regional Education Board (SREB)

PILOT SCHOOLS

Barren County High School
 Southern High School Magnet Career Academy (Jefferson Co.)
 Caldwell County High School
 Trimble County High School
 Casey County High School
 Union County High School
 East Ridge High School (Pike Co.)
 Warren Central High School (Warren Co.)
 Greenup County High School
 Western MST Magnet High School (Jefferson Co.)
 LaRue County High School
 Woodford County High School
 Lynn Camp High School (Knox Co.)

"Thank you for helping me with completing my college application on line. Online applications are difficult. You answered all my questions about the application. I could have not done it without you."

High School Senior

COLLEGE COACHES

KHEAA partnered for the second year in the Kentucky College Coaches Program. The initiative pairs low-income students from schools with low college-going rates with a near-peer college coach to provide personalized guidance and assistance through the career exploration, college application and student financial aid processes. KHEAA again collaborated with Northern Kentucky University, AmeriCorps, the Kentucky Commission on Community Volunteerism and Service, Berea College, and the Kentucky Campus Compact, a coalition of Kentucky college and university presidents.

The primary goal of the program is to see more students graduate from high school and enter a postsecondary institution prepared for the social, academic and financial challenges of college.

Under the program, recent college graduates provided college access services to the entire student population and worked one-on-one with up to 100 students in each of 45 high schools across the state. KHEAA is proud to provide leadership and support to the 29 coaches we sponsor, helping promote college access and awareness in our participating Kentucky area high schools.

Initiatives undertaken by our College Coaches include, but are not limited to: ACT briefings for junior high students, newsletters for juniors and seniors with scholarships and application information, chaperoning related field trips, tutoring, application and essay-writing tips and assistance, coordinating with regional/mobile KHEAA outreach counselors and more.

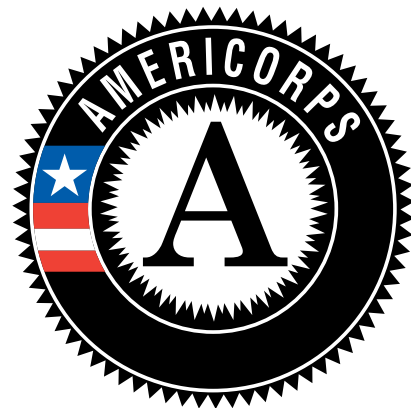
"My name is Jessica Hahn and I was born and raised in Spencer County, Kentucky. I attended Spencer County High School and was a typical high school student. I worked part-time job, lived with my mom and tried to get my future in order. My senior year was fun for the most part, but the stress of trying to figure out what I was going to do with the rest of my life was really difficult for me. I was balancing work, school and taking AP classes. I had no clue where I was going to attend college and how I was going to pay for it. My guidance counselor was very busy and I discovered I needed more help. It was during this time that I heard about the college coach program at our school.

When I first enrolled in the program I didn't really know what kind of assistance I would receive. I was super stressed and felt like no one could help me. My college coach and I discussed several school options and researched the programs they offered. After discussing my options during our weekly sessions, I decided that I would be attending Western Kentucky University in the fall after graduation. Once I got my acceptance letter it was time to get the ball rolling, but I wasn't quite sure what I needed to do. The college coach helped me step-by-step complete the FAFSA so that I could obtain the amount of financial aid that was needed for me to attend WKU. Next, we completed the housing application, meal plan paperwork. My college coach was very helpful, because every question I had regarding my future I could go to her and she would help me in whatever way was necessary.

I am now a sophomore at Western Kentucky University and have pretty good grades. I truly believe that the transition from high school to WKU was a success due to the guidance and assistance I received from my college coach. I just declared my major; I will be going through the social work program at WKU. College is not what I expected and there is no way that you can be fully prepared. However, my college coach helped me a lot on trying to get prepared and I believe she did a fantastic job! If it weren't for the college coach program, I do not think that I would have been prepared for attending college by the end of my senior year in high school."

Jessica Hahn

SCHS Graduate of 2011, WKU Class of 2015



KHEAA COLLEGE COACHES SCHOOLS FY2012

Anderson County High School
Barren County High School
Casey County High School
Christian County High School
Edmonson County High School
Franklin-Simpson High School
Harlan County High School
Harrison County High School
Henderson County High School
Henry County High School
Holmes Senior High School
Lewis County High School
Lynn Camp High School
Lyon County High School
Marion County High School
McCreary County High School
Meade County High School
Murray High School
N. Hardin County High School
Owensboro High School
Pendleton County High School
Powell County High School
South Floyd High
Spencer County High School
Tates Creek High School
Union County High School
Valley Traditional High School
Waggener Traditional High School
Warren East High School

Kentucky College Coaches Program Advisor, Chris Dressler, has worked with the grants administration team on structuring a new Leadership Council. The group is made up of experienced College Coaches who lead/mentor new AmeriCorps members by sharing best practices and lessons learned.

The program worked closely with the Council on Postsecondary Education/GEAR UP's 2012 Alliance Institute for a College-Going Culture. Dressler served on the planning team for the event and worked with college coaches and KHEAA outreach counselors to provide a model of collaboration among a variety of counseling roles. The Institute was held June 7-8, at the Louisville Marriott East.

KHEAA Outreach counselors are forging successful partnerships with the College Coaches in the schools in their area and are working together to provide Kentucky high school students with the resources they need to successfully transition to and persist in higher education.



"This year was an exciting year for the Kentucky College Coach Program. We have an amazing group of members who bring outrageous amounts of energy, time, and creativity to the role of college coach."

Chris Dressler
College Coaches Program Advisor

"Having a Kentucky College Coach has been an amazing asset to the Tate's Creek High School community. The College Coach is many times the reason why students have a chance at attending college. Any school district that might have an opportunity to partake in this program must leap at the chance."

Angela Davis
Youth Service Center, Director
Tates Creek High School

"Seriously, I'm so glad you've been helping me get all my ducks in a row applying for [my top colleges]. I don't think I would've known WHAT to do on the FAFSA, and I definitely don't think I would have met the deadlines to apply to [my top school]. Basically, if it weren't for you, I don't think I would've gotten it."

Student Receiving Coaching Services

"One of my core students received her financial aid award for the school of her choice and it was enough to cover all tuition!"

Hilarie Evans
Kentucky College Coach
(Franklin-Simpson HS)

"One of my target seniors was accepted in the college of his dreams this month. He is the first of his family to be accepted into college and also the first to graduate high school. I have helped him fill out several scholarship applications, his *College Cost and Planning Report* and his FAFSA."

Kentucky College Coach Rachel Heath
(Henderson County HS)



"The Kentucky College Coach Program has positively affected many lives in my community over the last two and a half years. Over forty students, many first generation college-goers, have attended college as a direct result of one-on-one mentoring with the College Coach. Countless others have benefited from the efforts the school-wide programs put on by the College Coach.

I am reminded of twin seniors who had no clue where to begin on their college journey. Many hours were spent with their Kentucky College Coach as they were guided through the application and financial aid process. Due to an unfortunate health issue with their father midway through the year, the college coach relationship became even more important. Without their college coach these young men may not have made it to Morehead State University this fall. Fortunately, I was there to be their support when their father was unable to.

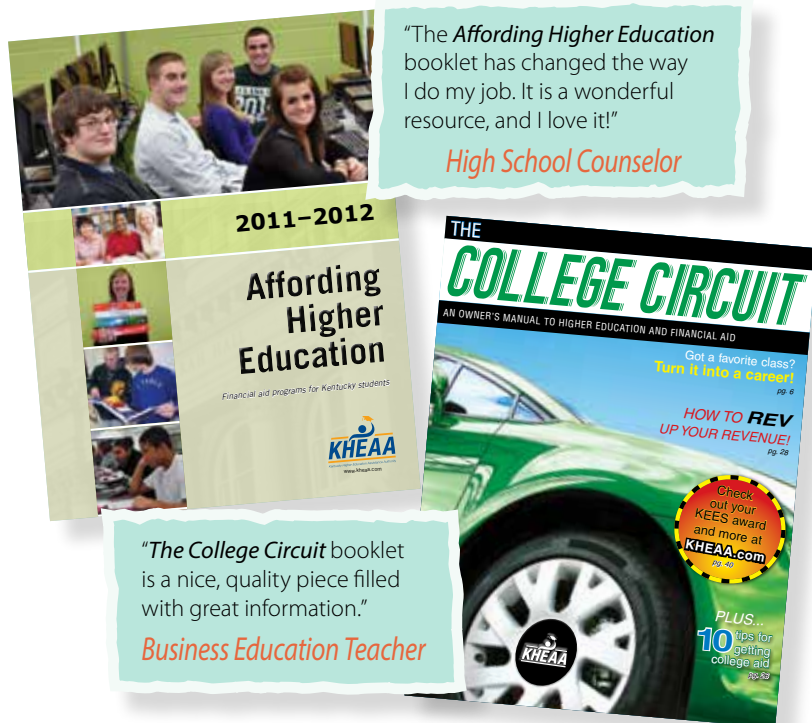
This is just the story of two young people whose lives will forever be changed as a result of the Kentucky College Coach Program. For our school district, the college coach helps close the gap on the number of students who would go without service or be underserved during their quest for post secondary education. The Kentucky College Coach Program serves as the missing piece in the college access puzzle."

Adam Hall, College Coach

RESOURCES

PUBLICATIONS

Publications produced by KHEAA's award-winning in-house graphic design team provide students, parents, counselors and other college access professionals with critical information about higher education. Resources are designed using feedback from our partners and many are targeted to specific audiences — middle school, high school and adult students. Others address specific topics, such as financial literacy and financial aid programs. Publications include both federal and Kentucky-specific data.



MAJOR PUBLICATIONS

<i>Adults Returning to School</i>	19,759
<i>Affording Higher Education</i>	5,048
<i>College Circuit</i>	93,741
<i>Getting In</i>	62,886
<i>It's Money Baby</i>	16,135
<i>Surviving College</i>	26,930
TOTAL	224,499

OTHER MATERIALS DISTRIBUTED

College Goal Sunday handout	250
College Info Road Show Flier	405
College Cost and Planning Report	7,942
Dream Out Loud Fliers	67,692
FAFSA on the Web brochure	1,718
FAFSA on the Web Worksheet	1,769
Financial Aid Dictionary	108
Financial Aid for Adults	7,445
Gotocollege.ky.gov Bookmarks	4,813
KEES Brochure	69,423
Kentucky Education Savings Plan Trust Brochure	1,846
KESPT Activity Book	29,754
KHEAA.com Brochure	28,610
Ninth Grade Basics Flier	30,458
Outreach Annual Report	112
Outreach Presentation Guides	3,838
Posters	11,574
Technical/Trade School Flier	3,876
TOTAL	271,633

KHEAA.COM

KHEAA's interactive web portal helps students, families, adult learners and military members and their dependents plan, prepare and pay for higher education. The site gives users the information they need to navigate the career exploration, college preparation and financial aid processes.

Features include:

- Grade-specific planning timelines to help get students ready for college or technical school.
- Tools to help students find a school that best suits their interests and goals.
- Personalized college cost and estimated student financial aid reports.
- Access to individual KEES awards.
- KHEAA Individual Learning Plans (ILPs) for private school, home school and adult students.
- Scholarship searches and detailed information about student financial aid.
- Money management tips and resources.
- Online newsletters for students, parents, school counselors, college access providers and student financial aid personnel.
- Tips on admissions, financial aid, transfer planning, distance learning and careers.
- Links to federal and state programs that help men and women in uniform and their families gain access to higher education during and after their time of service.
- Assistance and tools for repayment of student loans.
- An overview of outreach services and contact information for outreach staff.

SOCIAL MEDIA

KHEAA maintains a social media presence through an agency Facebook page and Twitter feed. During FY2012, the number of Facebook “likers” grew by 94%.

“We love the Facebook reminders you send periodically. It really helps us keep up with what’s going on.”

High School Counselors

The increase in social media traffic was attributed, in part, to the development of an online contest that awarded one new iPad each quarter to randomly selected entrants who’d completed required contest tasks. Publications Information Officer Crystal Dempsey-Gillum designed the Facebook layout and contest entry form for the initiative and monitors the contest, responding to comments and questions. Louisville Metro East Outreach Counselor Candice Johnson assisted in writing the terms and conditions for the contest and, along with other outreach staff, promoted the contest in the field.

Growth was also seen in the number of Twitter followers, averaging between 7 and 10 new followers a week.



KHEAA outreach counselor Candice Johnson presents Chandra Weathers with the iPad she won through KHEAA's Facebook giveaway.

“I would advise someone interested in going to college to keep an open mind and set goals for themselves. It is a tough transition from home to newfound freedom on a college campus. Enjoy the experience but time management is a big piece.”

Chandra Weathers, iPad Winner

COLLEGE ACCESS TEAM CALL CENTER

Customer care representatives answer questions and provide support for students making their way through the college admissions and financial aid processes. Extensively trained representatives help families across Kentucky complete and file their FAFSAs. Thousands of student and parent callers were served in FY2012. Call center counselors also provide families with detailed information and help them interpret the results of their individual *College Cost and Planning Report*.

1.800.928.8926

COLLEGE COST AND PLANNING REPORT

The *College Cost and Planning Report* is a personalized report for Kentucky students and families, which gives a customized breakdown of college costs and estimated financial aid based on the student’s specific college choices and the family’s unique financial circumstances.

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.

During FY2012 nearly 11,800 students accessed this tool.

“I have been directing all of my seniors to the *College Cost and Planning Report*.”

High School Counselor

“The *College Cost and Planning Report* is a fantastic piece and great option for the students. I never meet with students without it.”

Educational Planner

RESOURCES

ILP OFFERED TO NEW AUDIENCES

The KHEAA ILP helps private school, home school and adult students explore education and career options as a guide to creating a successful plan for the future.

Tools include:

- Career Exploration.
- Education Plan Development.
- Personal Goal Setting.
- Résumé Creation.
- Community Service, Work Experience and Extracurricular Activity Tracking.
- College Exploration.

More than 2,300 students and 61 private schools across the Commonwealth have used this tool.

FINANCIAL AID TIPS/PRESS RELEASES

Media pieces and press releases are produced by KHEAA's Publications Team. Topics range from earning KEES awards, preparing college applications and completing the FAFSA form and include a variety of student aid topics. Tips and releases are designed to make students and families aware of when they should be performing certain tasks during the financial aid and admissions cycle. Audio versions are produced in house and distributed to media outlets across the state. Updates and related videos are posted to our social media channels.

NEWSLETTERS

Throughout the year, middle and high school counselors, adult education providers, TRIO and GEAR UP personnel, social service offices and others receive college access newsletters. Time-sensitive editions are also sent to parents of students in our KEES database, which includes students from every certified high school in the Commonwealth. Using the database, additional newsletters are sent to recent high school graduates, providing support to those enrolled in postsecondary education and encouraging those who have not yet enrolled.

"You're right. I am in charge of my future. I can't wait to take the next step. I'm just so excited about college."

High School Senior

"I have worked in several states, and Kentucky offers the most resources and assistance that I've ever seen."

Education Consultant



STUDENT TRACKER

A free subscription to StudentTracker for High Schools from the National Student Clearinghouse is funded by KHEAA for all certified high schools in Kentucky. The tool lets schools track their graduates' progress in college and get information about former students, including the colleges attended and degrees earned. KHEAA sponsors this project as part of its efforts to track students who participate in its state student financial aid programs. The service is free, but schools must enroll to query the database and learn where their graduates enroll and graduate. The service provides excellent data for program evaluation and intervention initiatives.

NEW IPHONE/IPAD APP DEBUTS

Working with the Center for Rural Development, KHEAA launched a free app for the iPhone/iPad. Kentucky College Access: A Guide for Students and Parents helps families plan, prepare and pay for higher education with a Q&A section, costs and other information about Kentucky colleges, details about the FAFSA, helpful videos, the latest KHEAA news and more!

The app debuted during College Application Week activities at Woodford County High Schools in Versailles, KY in November 2011 and continues to help students navigate the admissions and student financial aid processes.



PRESENTATIONS

Regional outreach counselors guide students through the maze of student financial aid and direct adult students to higher education through several comprehensive presentations and workshops. To help school staff make the most use of their student's time, many of our presentations are aligned with the Kentucky Department of Education's Core Academic Standards for Practical Living/Vocational Studies and are designed to enhance college and career readiness for Kentuckians of all ages.

YOUR MAP TO COLLEGE* (MIDDLE SCHOOL EDITION)

Purpose:

Encourages middle school students to set their sights on education after high school. Students will discuss career options and what they can do to earn scholarship funds to help pay for college.

Audience: Students in grades 6-8

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 to 35 minutes (presentation only). Up to 1 hour (including Reality activity)

"As a mom of two other students in college and now as a middle school parent, I understand the importance of your presentation. Other parents may not understand now, but you have given them keys to the kingdom! And I love the KEES money. It has helped out so much!"

Parent of a Middle School Student



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 research and choose the college, university, technical or trade 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 will be covered, as well as searching for college scholarships, choosing a college major and making the most out of the college visit.

Audience: Students in grades 8-12 and their parents

Time Frame: 1 hour

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

PRESENTATIONS

GETTING IN: YOUR GUIDE TO COLLEGE ADMITTANCE*

Purpose: Provides high school juniors 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 kheaa.com 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 to 1 hour



"Wow! I had a lot of students come into my office this week to discuss college admissions and re-taking the ACT after you gave your *Getting In* presentation. These students really took action."

Guidance Counselor

KHEAA COMBO: FINANCIAL AID 3-WORKSHOP SERIES

Comprehensive overview of 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 to 1½ hours

"I have heard many presentations about college and financial aid. KHEAA's *Paying for College 101* presentation is by far the most complete and understandable that I have ever heard!"

Parent of a High School Student

"I feel much more comfortable with the financial aid process and now know what to expect."

High School Parent after Paying for College 101 presentation

"The KHEAA outreach services are the best service I have seen in my tenure as a counselor to our seniors. Please take advantage of their representative's expertise and ask questions."

High School Counselor at a Paying for College 101 presentation

2. FAFSA COMPLETION

Purpose: Direct help in completing each line of the FAFSA. Sessions may be conducted for large groups or by individual appointment.

Audience: High school seniors and their parents, adult students

Time Frame: Depends on size of group

"I think you helping my students complete the FAFSA is one of the most important services that KHEAA offers. If students don't have the money to pay for college, they are not going to enroll in college."

Assistant Principal

3. FAFSA COMPLETION 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 and their parents, adult students

Time Frame: 30-minute appointments are typical

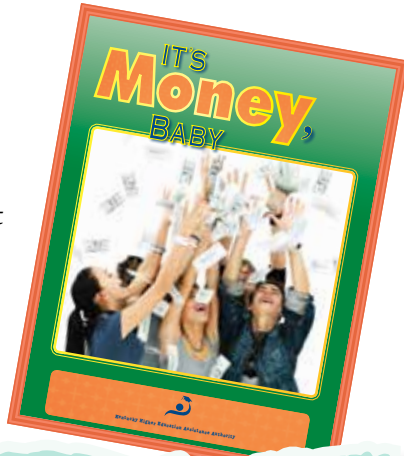


IT'S MONEY, BABY* (FINANCIAL LITERACY)

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* booklets and presentation are so valuable for our students as they prepare to go off to college or work!"

Upward Bound Counselor

"The financial literacy presentation provides to students necessary information which will help them better prepare for a successful transition from high school to college. The students seemed especially interested in cell phone costs, using debit and credit cards, and ID fraud. The information presented regarding social networking let students know not to put too much personal information out there. This is useful information to all students."

High School Teacher

"You just talked me out of getting a credit card."

*Community and Technical College Student during
It's Money, Baby financial literacy presentation*

KHEAA.COM*

Purpose: Helps students, parents, military members, administrators and college access professionals with the information they need to successfully navigate the career exploration, college preparation and financial aid processes. Walks users through the features designed to help students make informed decisions about their higher education options.

Audiences: Middle and high school students, military members and their dependents and adults interested in returning to school. School counselors, community partners and college access providers.

Time Frame: 1¼ to 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, college access professionals, 4-H extension agents, community-based services staff, social workers, church officers and others interested in helping students plan and pay for higher education.

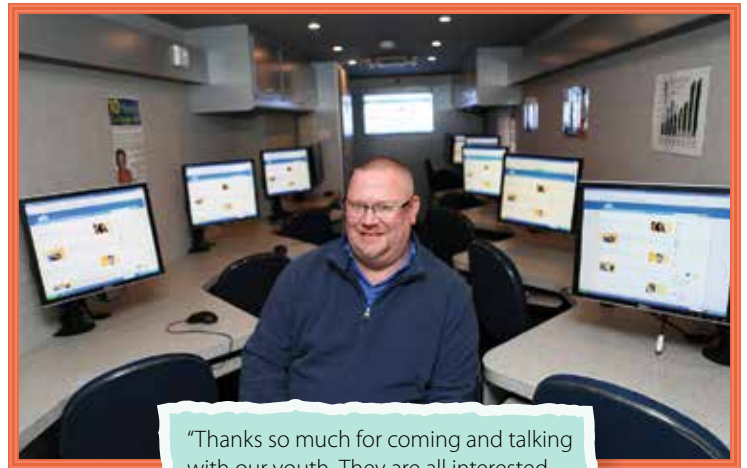
Time Frame: 45 minutes to 1 hour

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: 20 to 30 minutes per session



"Thanks so much for coming and talking with our youth. They are all interested in going to college. By bringing the bus, you have put them one step closer to achieving their dreams."

Church Events Organizer

PRESENTATIONS

KHEAA COLLEGE CHALLENGE (KEES, FRESHMAN-SOPHOMORE AND JUNIOR-SENIOR EDITIONS)

Purpose: This interactive game show-style presentation gives audiences the chance to participate in a little friendly competition while learning about college access and financial aid at the same time! All of the versions offered are intended for use with KHEAA's *The College Circuit* and other publications.

Audience: Middle school and high school students

Time Frame: About 1 – 1 ¼ hours



"The KHEAA College Challenge game is so much fun!"

Freshman Student

KHEAA COLLEGE COST AND PLANNING REPORT

Purpose: Provides students with guidance in completing a *College Cost and Planning Report*, a planning tool that gives students and families a personalized breakdown of college costs and estimated financial aid. Students will log in to their account at kheaa.com to create their report with their family's most recent tax return. The report will be e-mailed to them when it is ready. Students can call 1.800.928.8926 to speak with a member of the KHEAA College Access Team who will walk them through the results.

Audience: High school students



"I love the *College Cost and Planning Report*. It is a truly helpful tool."

High School Teacher

"The *College Cost and Planning Report* looks like a valuable tool for working with my students. Thank you KHEAA for providing this resource to our students!"

High School Counselor

KHEAA ILP

Purpose: The KHEAA Individual Learning Plan (KHEAA ILP), accessible through kheaa.com, is an online tool that assists private school students, home school students and adult learners in conducting education and career exploration activities as a guide to creating a successful plan for the future. This workshop will give teachers, administrators and program directors from private schools, home school populations and adult education centers an overview of the web-based tool.

Audience: Teachers, counselors, administrators and program directors of private schools, home school groups and adult education centers

Time Frame: Half- or full-day options available; computer lab with internet connection is necessary

"I had heard of the ILP through my master's program at EKU, and then you stopped by with training information. Because the students and professor in my classes talked so highly of the ILP, I knew I had to attend KHEAA's training."

Private School Counselor

HIGHLIGHTS

IT'S MONEY, BABY FINANCIAL LITERACY PROGRAM

KHEAA's popular financial literacy publication, *It's Money, Baby* was redesigned with new photos, graphics and more content. In addition to in-depth topics previously covered, the new edition includes:



"I think the *It's Money, Baby* booklets and presentation are so valuable for our students as they prepare to go off to college or work!"

Upward Bound Counselor

- Advantages of making electronic payments.
- Reasons to avoid payday and tax refund loans.
- Glossary of common banking terms.
- Understanding and signing contracts.
- Tips for saving on college textbooks.
- New rules for credit cards.
- Comparison of expected salaries to maximum manageable monthly student loan payments.
- Sample student loan payment chart.
- Additional tips on protecting your identity.
- A new section on responsible social networking.

The companion workshop was also updated to reflect the redesigned elements.

State Treasurer Todd Hollenbach has rallied behind KHEAA's financial literacy initiative, copresenting a workshop with outreach staff and sending representatives from his office to work the exhibit booth at the Kentucky State Fair.

An article about *It's Money, Baby*, was featured on the Fayette County Public Schools homepage.

KENTUCKY STATE FAIR

Using the College Info Road Show as a backdrop, KHEAA participated in an exhibit at the Kentucky State Fair from August 18-28. During the 11-day event, 43 staff members worked with students and families to provide student financial aid information and college planning materials to thousands of fairgoers.

Of the more than 44,705 items distributed at the event, the gotocollege.ky.gov bookmarks, *The College Circuit*, *I Can Go to College, Too!* activity books, *Financial Aid Programs for Adult Learners*, and the *9th Grade Basics* pieces were the most popular. Questions ranged from "How much KEES money do I have?" to "Where can I find more money for college?" to "I have a high school student and we just don't know where to start. Can you help me?"

New this year, high school and adult visitors to the exhibit were given an opportunity to come on board the mobile classroom to check the balance of their KEES awards and to request a *College Cost and Planning Report*. Requests for nearly 300 reports were begun during the run of the fair, providing students and families with a personalized breakdown of college costs and estimated financial aid at up to six colleges anywhere in the country. Nearly 100 visitors who began the report process completed a KESPT response card, making them eligible in the sweepstakes for one of two \$500 dollar 529-savings accounts, courtesy of TIAA-CREF Tuition Financing, Inc.

"I come here every year because I can always count on some good information."

Kentucky State Fair Attendee

"I saw that you were going to be here at the fair, and I told my husband I had to come and talk to you! You do such great things."

Parent at State Fair.

HIGHLIGHTS

MORTY THE MORTARBOARD INTRODUCED

In cooperation with the Center for Rural Development, KHEAA introduced a new mascot, *Morty the Mortarboard*. Designed to engage audiences with information on college access and promote KHEAA brand awareness, Morty debuted during Woodford County High School's College Application Week opening ceremony, where he was introduced by chairman of the House Education Committee Carl Rollins. Morty also participated in the Frankfort Christmas and Governor's Inaugural Parades with the College Info Road Show. Morty appeared in publications, online videos, outreach events and our iPhone/iPad application.



State Representative and chairman of the House Education Committee Carl Rollins with Morty.

KHEAA OUTREACH FEATURED ON WAYSIDE CHRISTIAN MISSION'S WEBSITE

Louisville Metro West Outreach Counselor Gene Weis conducted *It's Money, Baby* and *Paying for College 101* presentations to residents of Louisville's Wayside Christian Mission on September 26, 2011. An article, *KHEAA's Gene Weis Talks Money!*, about the workshops was featured at waysidechristianmission.org, providing an introduction to KHEAA and our services.



"Thank you for addressing our resident clients. It was a joy having you at the Mission. Many of our resident clients will return to society with a better understanding of the responsibilities that come with money."

Christian Mission Director

PARTNERSHIP CREATED WITH KENTUCKY STATE UNIVERSITY'S GREEN 2 GO PROGRAM

Director of Outreach Services Susan Hopkins and Central Kentucky Outreach Counselor Summer Gortney met with Arthur McKee, Employment Services Liaison, Career Counseling, Placement and Cooperative Education, Director of Kentucky State University's (KSU) *Green 2 Go* program.

The program, similar to traditional work-study, selects students who have outstanding balances at KSU and gives them an opportunity to work, applying their earnings to their student accounts. Students in the program gain valuable work experience, assistance with the financial aid process, financial literacy education, and career guidance and support.

Staff shared our array of programs, services and resource materials and conducted FAFSA and financial literacy workshop sessions with these students. Four students from the program participated in College Goal Sunday and completed their FAFSAs during the event.

OUTREACH PROMOTES KESPT PROGRAMS

The Kentucky Education Savings Plan Trust's Dream Out Loud Challenge invited students in grades K-6 to submit an original poem, drawing, video or essay answering the question, "How will I change the world after college?" The contest ran from January 16 through March 16, 2012. A panel of local executives and representatives from KHEAA and TIAA-CREF Tuition Financing, Inc. chose the winners. Each winner received a \$1,500 college savings accounts and each winner's school also received \$500.

More than 1,200 entries were submitted from across the state. The contest asked students to imagine how a college education would help them make the world better and also motivate parents to think about how to save for a college education to support their children's dreams. Contest entries included children who wanted to be doctors, veterinarians, teachers, inventors and fashion designers.

Throughout the month of May, award ceremonies for the Dream Out Loud student winners were held in communities across Kentucky. Eight ceremonies were held for nine winners, many of which were hosted by KHEAA outreach counselors in conjunction with KESPT Administrator David Lawhorn. Louisville Metro West Outreach Counselor Gene Weis was also included in a *Positively Kentuckiana* feature story about the program on WHAS11 television.

Outreach counselors around the state also partnered with KESPT to present Summer Reading award certificates and checks to winning students, families and participating libraries.



25th
Anniversary

FORWARD IN THE FIFTH 25TH ANNIVERSARY EDUCATIONAL SUMMIT

Outreach Counselors Kim Baldwin, Amanda Keller and Miranda Miller represented KHEAA at Forward in the Fifth's 25th Anniversary Educational Summit on November 7, 2011, at Hazard Community and Technical College. Staff participated in concurrent break-out sessions highlighting the "Unbridled Learning" theme of the event and heard from U.S. Congressman Hal Rogers and Gene Wilhoit, Executive Director of the Council of Chief State School Officers and former Kentucky Commissioner of Education.



HIGHLIGHTS

NEW OUTREACH WORKSHOPS ADDED – OUTREACH PRESENTATION GUIDE UPDATED

Four additional outreach workshops have been developed and added to the new edition of the *Outreach Presentation Guide*. Each presentation is scheduled to last approximately one hour. (See pages 23 to 26 of this report for a detailed description of each KHEAA workshop.)

- *KHEAA College Cost and Planning Report*
- KHEAA College Challenge
- KHEAA Individual Learning Plan (ILP)
- *Surviving College: A Guide to Get You through Your Freshman Year*

OUTREACH COUNSELOR SPONSORS CAMPUS CONNECTION CLUBS AT LOCAL SCHOOLS

Casi Clark, KHEAA's Northwestern Kentucky Outreach Counselor served as a sponsor for the *Campus Connection* Club at College View Middle School. The club is designed to get middle schoolers interested in college and planning for their future. Students met once a month for an hour to discuss areas of interest. The group of approximately 35 students worked together to complete *The Drive of Your Life* virtual activity on KHEAA's website, talked about their learning styles and selected five careers they were interested in. They also discussed their career choices and the education needed to get hired in that field. Students also worked through the *Reality Test Drive* activity, the *Your Map to College* and *It's Money, Baby* workshops and participated in open discussions about concerns and obstacles en route to a college degree.

Says Clark, "It was so much fun! Students were highly enthusiastic about the material. It has been a blast." Clark also provides a similar service at Providence Elementary School where she met with small groups three times a year in a "club" setting.

"I never knew how all of these things fit together until you presented. *Your Map to College* puts all of the bits and pieces together perfectly. I now know how all of this relates to their future and the effects it can have on their KEES. This is just perfect!"

Middle School Teacher

KASFAA COUNSELOR WORKSHOPS

Regional outreach counselors presented KHEAA updates at the Kentucky Association of Student Financial Aid Administrators (KASFAA) Counselor Workshops from October 31 – November 17, 2011 in the following locations: Barbourville, Berea, Bowling Green, Highland Heights, Louisville, Madisonville, Midway, Morehead, Murray and Prestonsburg.

The free one-day workshops were designed to enhance school counselors' knowledge of financial aid programs, provide updates from ACT and to inform school and college access counselors of other important services for their students.

The KHEAA update on college access initiatives included details about College Application Week, development of our new *Surviving College* guide, the *KHEAA College Cost and Planning Report*, expansion of KHEAA ILP services, enhancements to kheaa.com, publications distribution changes and an update on the Kentucky College Coaches Program. Participants also enjoyed a rousing professional version of the KHEAA College Challenge game.



JEFFERSON COUNTY PUBLIC SCHOOLS' MAKING THE MIDDLE SCHOOL CONNECTION

Several KHEAA Outreach staff members participated in annual *Making the Middle School Connection*, an initiative to help middle school students get a jump start on career exploration and planning for their high school and college education. Seventh grade students met with community professionals to talk about life after middle school and how students' choices as a teen could affect their future. The month-long event, held each October, involves more than 1,700 community leaders connecting with nearly 7,000 students in 30-minute sessions. Participants received a *College Circuit* as a take-away and loved seeing how much KEES money they could earn by making good grades in high school.

"Participating in the Middle School Connection was a wonderful experience. Students were encouraged to ask adults questions such as, what do you like most and least about your job and what type of education do you need for your job. The adults were encouraged to ask the students questions about their interests, college plans, and career goals. The students were very interactive and so much fun to talk with! It was interesting to hear their ideas and the goals they are currently working towards."

*Jo Newton, West Central Kentucky
Outreach Counselor*



COLOR OF EDUCATION

The Scott County Board of Education hosted its annual *Color of Education* consortium November 12th at Georgetown Middle School. The purpose of the day was to enhance the educational possibilities and spectrum of minority students. Several local college representatives and KHEAA answered questions and distributed informational brochures. The College Info Road Show was also available for students and parents to participate in an online tour of kheaa.com. Dr. Rana Johnson, Chief Diversity Officer for the Council on Postsecondary Education, was the keynote speaker for the day.

COLLEGE GOAL SUNDAY

College Goal SundaySM is a statewide charitable program that provides free information and assistance to Kentucky families applying for college financial aid. The initiative mobilizes financial aid professionals to help college-bound students complete the Free Application for Federal Student Aid (FAFSA), the form required for any student seeking financial aid – including grants and loans.

Outreach counselors volunteered at 11 College Goal Sunday locations around the state on January 29, 2012. Students and families in attendance received personalized assistance and had an opportunity to speak with local and regional financial aid professionals to discuss individual questions and/or unique situations.

KENTUCKY REFUGEE MINISTRIES

Louisville Metro East Outreach Counselor Candice Johnson developed a relationship with the Kentucky Refugee Ministries (KRM). KRM is a non-profit organization dedicated to providing resettlement services to refugees through faith- and agency-based cosponsorship in order to promote self-sufficiency and successful integration into the community. KRM assists refugees legally admitted into the United States by offering access to community resources and opportunities. Johnson visited with program coordinators to create a plan outlining how KHEAA could be of service to the families and students at KRM.

ADULT EDUCATION REGIONAL TRAININGS

Kentucky Adult Education once again invited KHEAA representatives to speak to Adult Education Center Directors from around the state about updates and new initiatives to our array of programs and services. Regional trainings were held in November and December 2011, in Frankfort, Louisville, Morgantown, Paducah, Prestonsburg and Somerset. Regional outreach staff received positive responses from program participants and made many good connections as a result of our participation.

"Thanks so much. KHEAA is the best college access program in the state, hands down."

Adult Education Center Director

HIGHLIGHTS

HIRING OUR HEROES JOB FAIR

The U.S. Chamber of Commerce launched its *Hiring Our Heroes* program, a year-long nationwide effort to help veterans and their spouses find meaningful employment. The Chamber started the program in partnership with the Department of Labor Veterans Employment and Training Service (DOL VETS), to improve public-private sector coordination in local communities, where veterans and their families are returning every day. Working with an extensive network of state and local chambers, DOL VETS, the Employer Support of the Guard and Reserve (ESGR) and other strategic partners enabled the program to do a better job of matching veteran talent with career opportunities in the private sector.

Central Kentucky Outreach Counselor Summer Gortney participated in a regional job fair on October 25th at the Lexington Center. The Office of Employment and Training estimated 750 jobseekers attended the event. Veterans and their families were most interested in information about the GI Bill, as well as finding ways to begin their or further their education beyond high school. Visitors to our booth found the *Adults Returning to School* booklet to be a great resource.

MILITARY SPOUSE TASK FORCE FOR KENTUCKY

Supporting First Lady Jane Beshear's initiative to assist military spouses with resources for continuing their education, Director of Outreach Services Susan Hopkins and West Central KY Outreach Counselor Jo Newton joined the Military Spouse Task Force for Kentucky.

"As long as someone is stationed in the state of Kentucky, we consider them a Kentuckian. Anything we can do for them or their families, we want to make sure they know we appreciate their service. We want to do everything that we can to make their time in Kentucky the very best."

First Lady Jane Beshear

Publications Supervisor Tim Ballard and staff created two four-page fliers detailing educational opportunities and financial aid programs for military spouses and for their dependents. The pieces are distributed by outreach staff at school and community events.

Outreach staff are making KHEAA services available to military groups around the state and serve on the initiative's advisory team, led by the Council on Postsecondary Education (CPE).

SUPER SUNDAY A SUCCESS

Super Sunday is an annual student recruitment initiative specifically targeting African-American students and their families, with information and resources to support college admissions and enrollment. The statewide program partnered the 16 Kentucky Community and Technical College System (KCTCS) colleges with African-American churches to provide information about degree and career opportunities. Churches included educational messages in their sermons and hosted college and informational fairs.

Prior to and during the event on Sunday, February 12, 2012, staff worked closely with representatives from local community colleges and churches around the state to provide resources, answer questions about the financial aid process and to provide encouragement for those interesting in continuing their education.

Church staff members were appreciative of the opportunity to host the events and many expressed that they wanted to continue their participation. KCTCS is discussing the possibility of expanding the event to more churches and hosting them on different Sundays throughout the month of February in coming years.

"Super Sunday in my area was a success, with over 125 people attending. The reverend who gave the speech was amazing as he spoke of segregation in public places when he was in high school and how one of his teachers asked all the students where they were going to go to college except for him because she assumed he would not be going. He did go to college all those years ago, and he is still going to college getting his doctorate. It was a very inspirational event."

Toni Wiley, Southern Kentucky Outreach Counselor



KHEAA PARTNERS IN OPERATION PREPARATION: COLLEGE/CAREER READINESS ADVISING WEEK

Operation Preparation is a joint effort of the Kentucky Department of Education (KDE) and the Department of Workforce Development and provides a powerful opportunity for schools, students, parents and communities to collaborate in the process of effective advising and focus attention on the importance of planning for college and/or career.

KDE's Unbridled Learning: College/Career Readiness for All initiative is designed to ensure every student is prepared for college and/or career by the time they graduate from high school. Advising is a key strategy for reaching this goal. Yet, in Kentucky, school counselors face an average 450:1 student to counselor ratio, presenting challenges for establishing effective advising programs.

During the week of March 12-16, 2012, KHEAA Outreach staff and trained volunteer community advisors conducted workshops with and/or met one-on-one with 8th- and 10th-grade students. Advisors used the student's Individual Learning Plan (ILP), including career interest inventories and EXPLORE/PLAN results, to discuss the student's career aspirations, required education/training and workforce skills; whether the student was on target to meet their goals; and whether the student was taking the courses recommended to prepare them for a successful future.

Activities varied at each location, and included student financial aid and college planning workshops, advising sessions, mock interviews, campus tours, KEES discussions, mini-college fairs, parent programs and more.



Photo by Amy Wallot, KDE, March 15, 2012

"Thanks for the information on the PLAN/ACT tonight! This is great information to have as a parent of a sophomore."

*Retired Teacher/Concerned Parent
during Operation Preparation*

"During Operation Preparation Week, I spent time mentoring 10th-grade students. There was a student showing signs of getting off track. He had been a great student in middle school, had high EXPLORE and PLAN scores, but his high school grades weren't where they needed to be. I was able to speak candidly with him about what his future would look like if he didn't get his act together. We worked out a game plan, and I talked a lot about KEES money. I explained the FAFSA and showed him how much money was available to him for college if he would just buckle down. By the end, his entire demeanor changed, and he was actually laughing and smiling with me before the end of our session. It was wonderful!"

*Destiny O'Rourke, Southwestern
Kentucky Outreach Counselor*

BEREA COLLEGE PARTNERSHIP

Berea College offers a wide variety of college access services in the form of several federal grant programs. GEAR UP Appalachia! partners Berea College with eight high-poverty school districts (Berea Independent, Estill, Garrard, Jackson Independent, Laurel, Leslie, Madison and Pulaski Counties) and will serve more than 6,200 students in 22 schools in central and southeastern Kentucky, five of which are designated by the U.S. Department of Education as persistently lowest-achieving schools.

Promise Neighborhood GEAR UP partners Berea College with 11 high-poverty school districts (Bell, Breathitt, Clay, Jackson, Knott, Knox, Lee, Owsley, Perry, Powell and Rockcastle Counties) and will serve more than 7,000 students in 44 schools in southeastern Kentucky, 12 of which are designated by the U.S. Department of Education as persistently lowest-achieving schools.

Eastern Kentucky Outreach Counselor Amanda Keller, Southeastern Kentucky Outreach Counselor Miranda Miller and South Central Kentucky Outreach Counselor Kim Baldwin presented an overview of KHEAA programs and services at a staff meeting for the new Berea College Partnership Gear Up program. KHEAA counselors were given an opportunity to talk with representatives/staff from their individual schools and to discuss potential for collaborative dates and activities. Additional KHEAA/Berea cross-training is scheduled as the partnership grows and develops.

HIGHLIGHTS

KHEAA'S AMANDA KELLER SELECTED AS RECIPIENT OF THE TRIO ACHIEVERS AWARD FOR THE SOUTHEAST REGION

Amanda Keller, KHEAA's Eastern KY Outreach Counselor, was the recipient of the prestigious TRIO Achievers Award for Kentucky and the Southeast Region.



The progress and success of the TRIO programs is personified by the TRIO Achievers Awards. The strength and determination of TRIO students across the state and the nation is represented by the awardee. The honor is designed to recognize and honor former TRIO participants who have demonstrated exemplary accomplishments in their professional pursuits and for whom TRIO played a fundamental role in their educational achievements.

Keller received an all-expense paid trip to the Southern Association of Educational Opportunity Program Personnel (SAEOPP) conference, where she accepted her award and further represented the agency by conducting a financial literacy and student financial aid update presentation.

KHEAA REACHES OUT TO HOME SCHOOL EDUCATORS

The Christian Home Educators of Kentucky (CHEK) is a statewide home schooling educational and informational organization. CHEK's goal is to better equip home school students and families with the necessary skills, tools and information to successfully fulfill their convictions and responsibility to train and educate their children.

"I need all the help I can get preparing my senior for college this year. I appreciate you being flexible and willing to give us so much help!"

Home School Parent of a Senior

KHEAA exhibited at CHEK's annual Family and Home School Conference, sharing resources and information to help these students plan, prepare and pay for higher education. Louisville Metro Outreach Counselors Candice Johnson and Gene Weis fielded questions about the KEES program and how it worked for home school students. Connections were made with families who were interested in having our counselors present further information about KHEAA to other interested groups.

2012 ALLIANCE INSTITUTE FOR A COLLEGE- GOING CULTURE: COLLABORATING FOR COLLEGE READINESS AND SUCCESS

KHEAA Outreach participated in the 2012 Institute for a College-Going Culture at the Marriott Downtown Louisville on June 7-8. Institute objectives included providing a broader context for college access and readiness; clarifying the role and specific actions of principals, counselors, college coaches, college access professionals and postsecondary education faculty in promoting a college-going culture in schools; and clarifying pathways for collaboration between school leaders and college access professionals resulting in specific actions.

The event, hosted by the Kentucky GEAR UP Alliance and the Council on Postsecondary Education, provided outreach staff an opportunity to attend sessions, network with other college access providers from across the state and represent KHEAA's programs and services.

A special highlight of the conference was Northern Kentucky Outreach Counselor Bob McDermott's participation in a luncheon panel with keynote speaker Dr. William Tierney. Dr. Tierney shared his insights and interacted with a panel of practitioners focusing, in part, on the Kentucky College Coaches Program, of which KHEAA is a primary partner.

OUTREACH COUNSELOR TEACHES COLLEGE ACCESS CLASS

Northwestern Kentucky Outreach Counselor Casi Clark was approached by a middle school in her area to teach a college access enrichment class. Building on KHEAA's *Your Map to College* with the help of Southwestern Kentucky Outreach Counselor Destiny O'Rourke and College Coach Aaron Taylor, Clark split the group into teams and asked them to make up their own college, based on their academic interests and goals. She had each group design their own college pennant, presenting it with information about their school to the class. She also used a budgeting activity using M&M candies from the outreach area's *Activity Toolkit*. Based on the positive feedback from this initial class, the school system invited Clark to expand the session into a multi-day class.

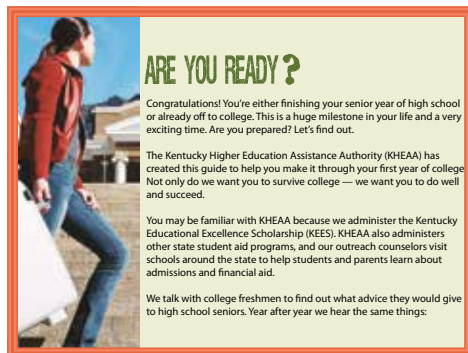
LIFTING STUDENTS UP

The Leading and Impacting Futures Today (LIFT) conference is for students, grades five through 12 and their parents. The purpose of the event is to get them thinking, talking and doing something about making college a reality. The 8th annual conference was led by Lexington Urban League Young Professionals, with support from Chase Bank, Fayette County Public Schools, YMCA Black Achievers, Transylvania University, Lexmark International and Shady Nook Baptist Church in Paris. KHEAA staff presented to 8th grade students who were going through the “complete college experience”—completing a college application, writing an essay and listening to a panel of college students talk about their experiences. Central Kentucky Outreach Counselor Summer Gortney spoke to the group about KEES and our college planning resources. Ninth graders learned about college planning, ACT and SAT preparation and financial aid. Participants also had the opportunity to ask questions to a panel of college students from Transylvania University, Morehead State University and University of Kentucky.

PUBLICATIONS MADE ACCESSIBLE FOR THE KENTUCKY SCHOOL FOR THE BLIND

Louisville Metro East Outreach Counselor Candice Johnson worked with Publications Supervisor Tim Ballard to publish a few of our publications like *Getting In*, *The College Circuit*, and *Surviving College*

in large print so that students at the Kentucky School for the Blind (KSB) could read them or use a machine to help enhance the font size. Ballard printed the *Surviving College* guide in larger print and Johnson took it to KSB for review/examination. Staff members at the school were very appreciative of the effort and we look forward to providing these materials not only to the students, but to visually impaired parents as well. Johnson has also conducted KHEAA’s *Paying for College* workshop and has helped to conduct one-on-one FAFSA appointments for students at the school.



KENTUCKY ASSOCIATION OF BLACKS IN HIGHER EDUCATION

The Kentucky Association for Black in Higher Education (KABHE) is a professional organization that works to improve the professional status, living and learning conditions for African Americans working in higher education. KABHE is open to anyone interested in higher education. Outreach Counselors Candice Johnson, Miranda Miller and Destiny O’Rourke represented KHEAA at the annual conference in Bowling Green in April 2012.

“The KHEAA College Challenge session was engaging.”

*KABHE Conference Attendee/
University Academic Counselor*

Staff presented KHEAA-At Your Service and ended the workshop with the KHEAA College Challenge, during which participants were very competitive and engaged. A majority of conference attendees work in college admissions and our participation in the event helped increase awareness on college campuses of our programs and services.

KENTUCKY LATINO EDUCATION ALLIANCE (K’LEA)

The Kentucky Latino Education Alliance (K’LEA) was created via a grant from the Lumina Foundation to Bluegrass Community and Technical College to focus on Latino student success. Central Kentucky Outreach Counselor Summer Gortney and Louisville Metro East Outreach Counselor Candice Johnson provided support for the program, participating in an Integrated Action Plan meeting at Transylvania University. In addition, Gortney served on the program’s advisory team, participating in core provider meetings focused on the mandatory planning process required by the foundation. Partners worked together to better understand where Kentucky has come from in overcoming civil rights issues, as well as barriers that keep minorities from moving forward.

Both the Central Kentucky and Louisville Metro outreach regions serve counties with large Latino populations, which fall within the targeted I-64 East corridor from Lexington to Louisville. Approximately 30 members representing various organizations throughout the state are committed to working together in this project. KHEAA continues to be a strong partner in this initiative and looks forward to working to help Latino students and families reach their educational goals.



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
800.928.8926

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