

# Outreach

## ANNUAL REPORT

### FY2013



KENTUCKY HIGHER EDUCATION  
ASSISTANCE AUTHORITY



# Our Mission

## CONTENTS

|                          |    |
|--------------------------|----|
| College Access           | 4  |
| Regional Outreach        | 8  |
| College Info Road Show   | 10 |
| On-Site Outreach         | 11 |
| College Coaches          | 12 |
| College Application Week | 14 |
| Close the Deal           | 16 |
| What's New               | 17 |
| Resources                | 18 |
| Presentations            | 21 |
| Highlights               | 24 |

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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 the Kentucky Higher Education Assistance Authority's (KHEAA) 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.

The mission of 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.

*KHEAA is a great higher education resource. I love the publications – they contain wonderful information and are professional looking. I don't know who would talk with students and parents about financial aid if you didn't –*

**High School Counselor**

# Message from Governor Beshear

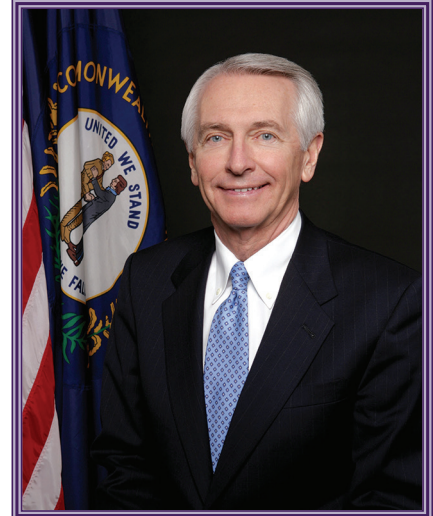
Dear Kentucky Partners in Education:

The most important investment a state can make is in the education of its citizens. Today's global job market demands that Kentucky students advance their skills by earning higher education credentials—certificates, diplomas and/or two-year, four-year and advanced degrees.

The Kentucky Higher Education Assistance Authority (KHEAA) offers college planning and student financial aid guidance to students and families, school counselors, adult education providers and other community contacts. Programs and services include regional field counselors, a mobile college-planning classroom, a one-stop Web portal, near-peer college coaches and targeted publications for students of all ages.

KHEAA's college access work, made possible through the U.S. Department of Education's College Access Challenge Grant Program is highlighted in this *2013 Outreach Annual Report*. Initiatives featured include Kentucky College Application Week, which provides participating seniors with hands-on assistance in applying to college or technical school; *Surviving College*, a workshop and publication combination designed to ease the transition from high school to college, increasing retention; and the Kentucky College Coaches Program, in which recent college graduates serve as coaches to students in schools with predominantly first-generation, low-income students.

Higher education provides Kentuckians with increased job opportunities and greater financial security, vital to the future of the Commonwealth. Thank you for helping our citizens achieve their personal and educational goals.



Sincerely,

A handwritten signature in black ink, which appears to read 'Steven L. Beshear'. The signature is fluid and cursive.

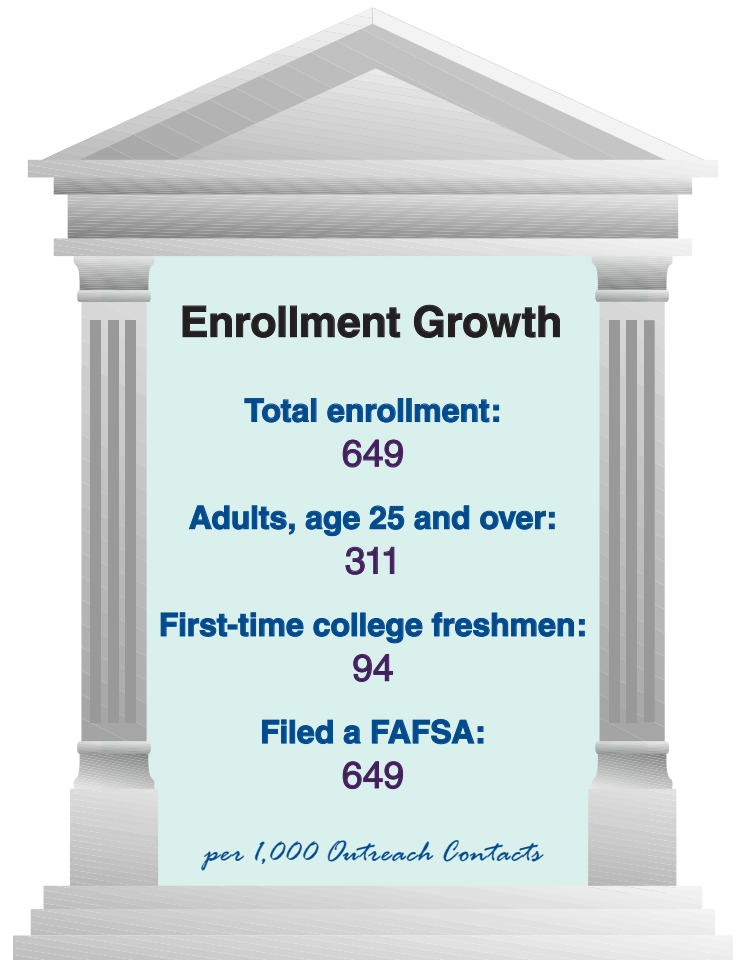
Steven L. Beshear



# College Access

The effects of KHEAAs' multifaceted outreach activities in Kentucky are measured in five ways:

- 1. Postsecondary Enrollment.** This measures the number of undergraduate students over the years in Kentucky. Results reflect on the effectiveness of our services in enrolling new undergraduate students in Kentucky's colleges and universities.
- 2. Adult (age 25 and older) student enrollment in Kentucky.** KHEAA designs publications, resources, and outreach partnerships encouraging more adults to begin or finish previously started postsecondary programs and obtain their degrees.
- 3. College Participation by Age 19.** This is the measure of recent high school graduates continuing on to college. KHEAA strives to increase the number of these traditional students continuing onto college or technical school.
- 4. College Participation by Low-Income Students.** KHEAA outreach works with students from low-income families on planning and affording college.
- 5. Number of Students Filing a FAFSA.** Completing a FAFSA is one of the primary indicators of a student's intent to attend college. KHEAA provides direct help in completing the FAFSA and helps students and families complete, correct and interpret post-FAFSA completion documents.



*I am a foster kid and I did not know that I would be independent. I thought I had to report my foster parents' income. If I'd have done that I wouldn't have gotten anything, but now based on my information I will qualify for all the programs you just told us about. Thank you so much. I have been so scared I couldn't go to college, but now I know I can. –*

**High School Student**

*I really feel that several students gained something from your presentation. I saw several who are not normally motivated to succeed perk up and pay attention when they learned what could possibly be in store for them. –*

**High School Teacher**



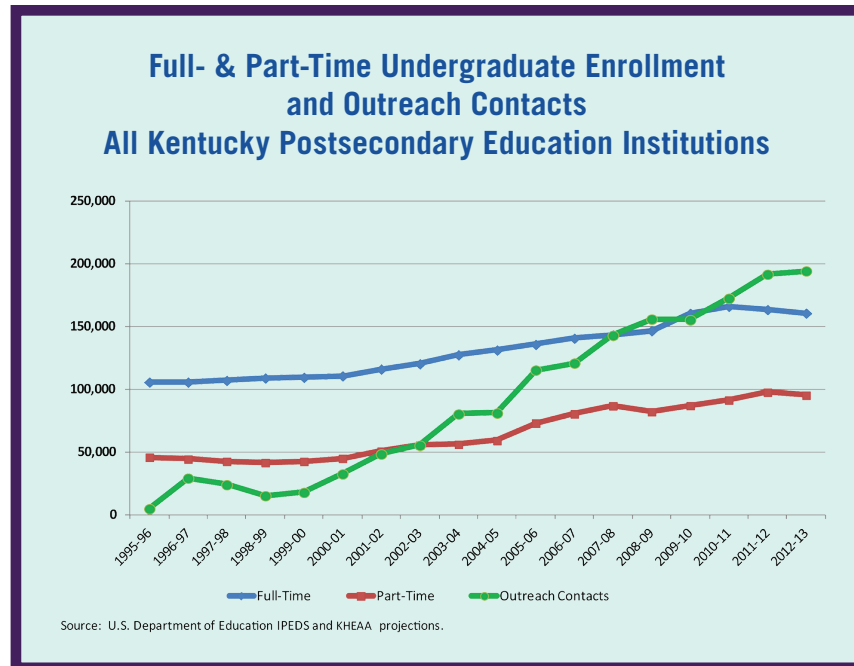
## Postsecondary Enrollment

Academic year 2010-2011 was the national high water mark for postsecondary enrollment. The United States had 28.6 million undergraduate college students enrolled during that year. The following year, 12-month total enrollment fell by more than 400,000 nationwide; a 1.4% reduction. Declining enrollment occurred in 29 of the 50 states and the District of Columbia, which collectively lost 2.1% in undergraduate enrollment (528,392) at colleges, universities and career training schools.<sup>1</sup>

Total undergraduate enrollment at Kentucky postsecondary institutions began to show initial signs of levelling off in 2011, decreasing by 4.7%

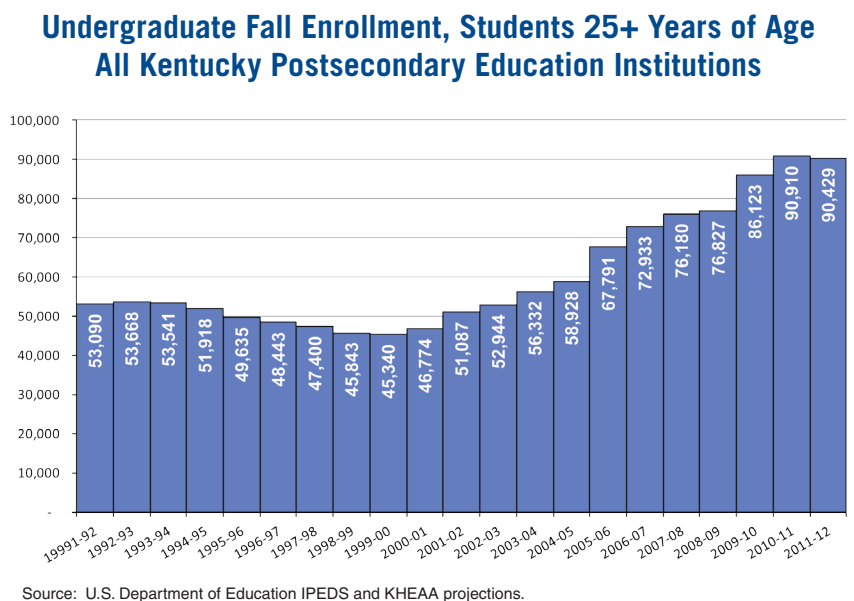
from the 2011-12 to the 2012-13 school years. Nonetheless, in spite of this year's small reduction in total undergraduate enrollment, Kentucky postsecondary institutions' 10-year average increase in enrollment was over 7,300 students per year between FY2004 and FY2013, and the average annual increase over this time period was 13.6% per year. The current enrollment numbers in Kentucky most likely represents the effect of the weak national economic recovery and also may be partially explained by the diminishing value of financial aid resources relative to rising costs. Tuition and fees in Kentucky have risen an average of 8.8% per year at public 4-year institutions and 9.6% at public 2-year institutions. These increases have significantly outpaced the slow growth of financial aid over the same period. Average state financial aid in 2003 paid for 38.5% of full-time public 4-year institution's tuition and fees; this proportion eroded over the most recent 10 years and in 2013 stood at 25.1%.

<sup>1</sup> U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS), Fall 2005 through Fall 2012, 12-Month Enrollment component. Accessed 01/28/2014, [http://nces.ed.gov/programs/digest/d13/tables/dt13\\_308.20.asp](http://nces.ed.gov/programs/digest/d13/tables/dt13_308.20.asp).



## Adult (age 25 and older) student enrollment

Kentucky has seen a large improvement in adult undergraduate enrollment over the past decade. Adult enrollment increased by 64% from FY2003 to FY2013, after posting a 12% decrease in the 10 years prior, as illustrated in the graph at right. Adult enrollment averaged more than a 3,300 adult student increase per year from FY2003 to FY2013.





# College Access

## College Participation

A January 2013 report by *Postsecondary Education Opportunity*<sup>2</sup> ranked Kentucky 26th in the nation, with 63% of high school graduates continuing onto college the following fall. The same study ranked Kentucky 25th among states, with a 46.5% chance for college **by age 19** in 2010, slightly above the U.S. average of 45.6%. Kentucky had the 20th best improvement among states during the period of study (2000 to 2010), with an 8.6% improvement in the chance of college by age 19. KHEAA outreach initiatives have significantly influenced this positive trend.

## College Participation by Low-Income Students

A September 2013 report from the research organization *Postsecondary Education Opportunity*<sup>3</sup> found that from 2002 to 2012 Kentucky had the 29th best improvement in the college participation rate of students from low-income families. Kentucky's overall rate improved by 12.4% over the decade, up sharply from 18.4% in 2002 to 30.8% in 2012.

<sup>2</sup> "Chance for College by Age 19 by State 1986 to 2010." *Postsecondary Education Opportunity*. 247 (2013): n. page. Web. 24 Oct. 2013. <http://www.postsecondary.org/>.

<sup>3</sup> "College Participation Rate for Students from Low-Income Families by State 1993 to 2012." *Postsecondary Education Opportunity*. 255 (2013): n. page. Web. 24 Oct. 2013. <http://www.postsecondary.org/>.



*The KHEAA outreach counselor's assistance and expertise during our FAFSA workshops eased the anxiety of both the parents and students. Almost our whole senior class attended the workshops, and the students and families were very thankful for the assistance.* – **Middle College Counselor**

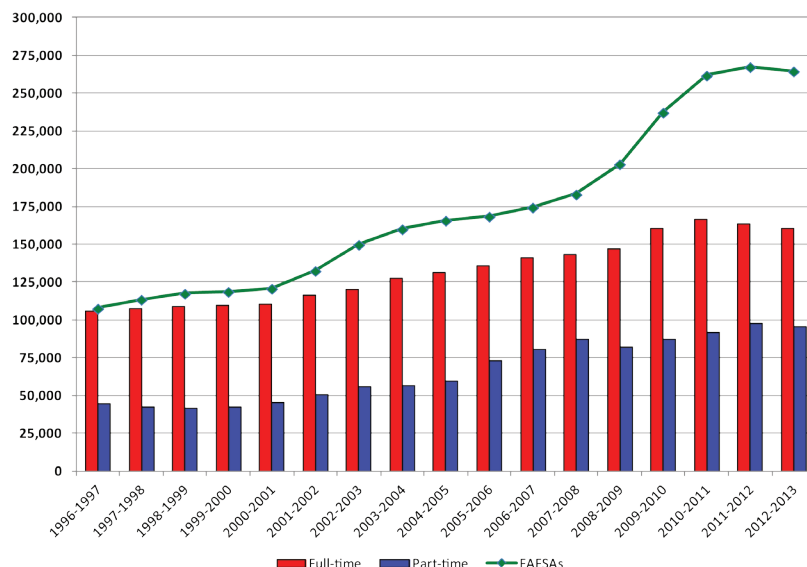
*Our outreach counselor has presented seminars to students throughout the year. They have been so knowledgeable and have motivated many students to register for college. They have been helpful with directing parents and students to gain knowledge of the process to take toward a college career. It was easy to schedule with our counselor, as well as to work with them. Our KHEAA counselor has been an asset to our schools.* – **Gifted and Talented Coordinator**



## Students Applying for Financial Aid

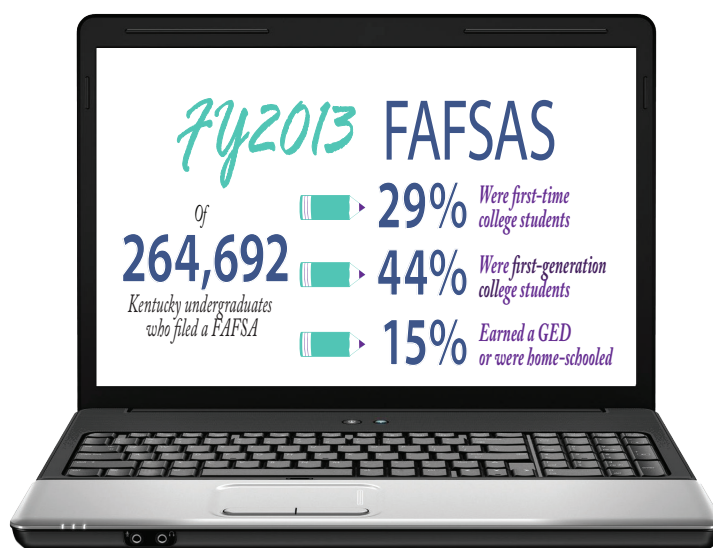
The Free Application for Federal Student Aid (FAFSA) is the primary application for federal, state, and most institutional student financial aid. While the number of Kentucky undergraduate filing a FAFSA declined by 1% in FY2013 from FY2012, the number increased by 76.5% from FY2003 to FY2013. The number of Kentucky undergraduates filing a FAFSA has been increasing by about 13,250 Kentuckians per year for the last 10 years. This resulted in a 948 increase in the number of FAFSA's filed per 1,000 outreach contacts.

## Kentucky-Resident, Full- & Part-Time Undergraduates and Number of FAFSAs Filed



## Summary

KHEAA outreach continues to help make an impact on our Kentucky students. Outreach has made large strides in improving the number of students completing a FAFSA, students continuing onto college after high school, enrollment of students from low-income families, adults enrolling in college, and college enrollment overall. As Outreach continues to find new and creative ways to reach more and more Kentuckians, these numbers will only continue to improve.



*Thank you for coming to our Regional Juvenile Detention Center to give a presentation on preparing for college. Often I request speakers that, once they have left, it appears they were not prepared or did not want to be present or left me feeling that my students weren't worth their time. I felt the opposite of the KHEAA representative. This outreach counselor was pleasant and interacted with the students. They were prepared and willing to spend time answering questions. My students communicated that they were happy and pleased that the counselor came today and that they appeared to be interested in them as people. I was blessed to hear these comments from my students. I am a retired veteran and have utilized many of the resources from the KHEAA, and I was very pleased to hear this presentation. My students truly benefited.*

– Fayette Regional School Teacher



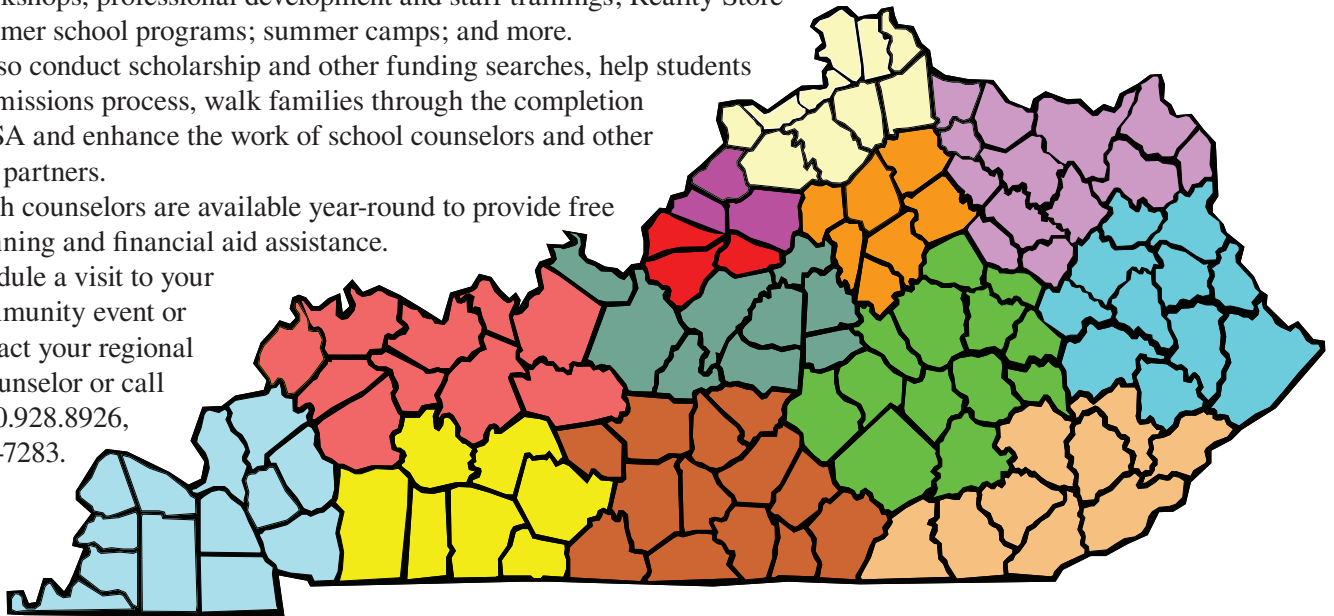
# Regional Outreach

Regional outreach counselors live and work in communities across the Commonwealth, guiding students and parents through the admissions and financial aid processes. Counselors participate in college and financial aid nights; career fairs; adult education programs; Kentucky Educational Excellence Scholarship (KEES) workshops; FAFSA sessions; financial literacy workshops, professional development and staff trainings; Reality Store<sup>SM</sup> events; summer school programs; summer camps; and more.

They also 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.

Outreach counselors are available year-round to provide free college planning and financial aid assistance.

To schedule a visit to your school, community event or center, contact your regional outreach counselor or call toll-free 800.928.8926, extension 6-7283.



## SOUTH CENTRAL



### COUNTIES:

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

**KIM BALDWIN**

**PHONE:** 606.706.0120

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

**Publications distributed:** 14,369  
**Student/Parent contacts:** 13,451  
**Exhibits/Presentations:** 300  
**On-site visits:** 197  
**Miles traveled:** 19,119



## SOUTHEASTERN



### COUNTIES:

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

**MIRANDA MILLER PATTERSON**

**PHONE:** 606.599.7137

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

**Publications distributed:** 11,189  
**Student/Parent contacts:** 6,303  
**Exhibits/Presentations:** 238  
**On-site visits:** 416  
**Miles traveled:** 39,074



## NORTHEASTERN



### COUNTIES:

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

**AMY MARVIN**

**PHONE:** 606.776.3030

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

**Publications distributed:** 13,202  
**Student/Parent contacts:** 16,793  
**Exhibits/Presentations:** 523  
**On-site visits:** 198  
**Miles traveled:** 26,938



## EASTERN



### COUNTIES:

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

**AMANDA KELLER**

**PHONE:** 606.205.8810

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

**Publications distributed:** 15,484  
**Student/Parent contacts:** 13,396  
**Exhibits/Presentations:** 370  
**On-site visits:** 213  
**Miles traveled:** 13,892



## CENTRAL



### COUNTIES:

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

**SUMMER GORTNEY**

**PHONE:** 502.330.4711

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

**Publications distributed:** 12,081  
**Student/Parent contacts:** 12,070  
**Exhibits/Presentations:** 383  
**On-site visits:** 265  
**Miles traveled:** 11,519



## NORTHERN



### COUNTIES:

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

**BOB McDERMOTT**

**PHONE:** 859.630.1030

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

**Publications distributed:** 16,054  
**Student/Parent contacts:** 12,312  
**Exhibits/Presentations:** 357  
**On-site visits:** 203  
**Miles traveled:** 14,469





## FAR WESTERN



### COUNTIES:

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

**SHELLEY PUTTY**

**PHONE:** 270.484.8433

**E-MAIL:** sputty@kheaa.com

**Publications distributed:** 12,139  
**Student/Parent contacts:** 9,847  
**Exhibits/Presentations:** 415  
**On-site visits:** 163  
**Miles traveled:** 35,120



## NORTHWESTERN



### COUNTIES:

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

**CASI CLARK**

**PHONE:** 270.316.4676

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

**Publications distributed:** 10,111  
**Student/Parent contacts:** 14,872  
**Exhibits/Presentations:** 531  
**On-site visits:** 215  
**Miles traveled:** 29,432



## SOUTH WESTERN



### COUNTIES:

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

**DESTINY O'ROURKE**

**PHONE:** 270.392.8675

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

**Publications distributed:** 9,163  
**Student/Parent contacts:** 10,584  
**Exhibits/Presentations:** 272  
**On-site visits:** 163  
**Miles traveled:** 16,793



## WEST CENTRAL



### COUNTIES:

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

**JO NEWTON**

**PHONE:** 502.409.0868

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

**Publications distributed:** 8,361  
**Student/Parent contacts:** 8,435  
**Exhibits/Presentations:** 307  
**On-site visits:** 201  
**Miles traveled:** 16,814



## SOUTHERN



### COUNTIES:

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

**TONI WILEY**

**PHONE:** 270.403.9468

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

**Publications distributed:** 12,309  
**Student/Parent contacts:** 20,654  
**Exhibits/Presentations:** 338  
**On-site visits:** 381  
**Miles traveled:** 20,721



## LOUISVILLE METRO WEST



### COUNTIES:

Bullitt, Jefferson west of  
Interstate 65 and Spencer

**GENE WEIS**

**PHONE:** 502.608.7717

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

**Publications distributed:** 16,755  
**Student/Parent contacts:** 19,043  
**Exhibits/Presentations:** 371  
**On-site visits:** 165  
**Miles traveled:** 12,691



## LOUISVILLE METRO EAST



### COUNTIES:

Jefferson east of Interstate  
65, Oldham and Shelby

**CANDICE JOHNSON**

**PHONE:** 502.541.7745

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

**Publications distributed:** 13,177  
**Student/Parent contacts:** 14,210  
**Exhibits/Presentations:** 394  
**On-site visits:** 183  
**Miles traveled:** 8,080

## OUTREACH EXCELLENCE AWARD

This award is presented each quarter to a staff member who has demonstrated outstanding performance.

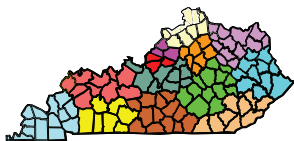
The Outreach Excellence Award recognizes the challenging work that outreach staff perform with students, parents and community contacts across the state.

|             |                  |
|-------------|------------------|
| Mark Hoover | 3rd Quarter 2012 |
| Gene Weis   | 4th Quarter 2012 |
| Casi Clark  | 1st Quarter 2013 |
| Casi Clark  | 2nd Quarter 2013 |





# College Info Road Show



MARK HOOVER

## COUNTIES:

Statewide

|                                  |        |
|----------------------------------|--------|
| <b>Publications distributed:</b> | 10,834 |
| <b>Student/Parent contacts:</b>  | 8,925  |
| <b>Exhibits/Presentations:</b>   | 594    |
| <b>Miles traveled:</b>           | 13,199 |

*My daughter realizes the importance of her grades in high school because of your explanation of KEES last year, and she is really striving to earn the most that she can. Thank you so much!*

**Upward Bound Parent**

Traveling statewide, the College Info Road Show 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.

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 MyKHEAA account on [kheaa.com](http://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.

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

**David Scott**

[dscott@kheaa.com](mailto:dscott@kheaa.com)

859.229.0352





# On-site Outreach<sup>1</sup>

|  |     |
|--|-----|
| Academic Affairs/ Student Services     | 6   |
| Admissions Offices                     | 4   |
| Adults/Adult Education Centers         | 311 |
| Alternative Education Centers          | 110 |
| Area Health Education Centers          | 8   |
| Area Technology Centers                | 66  |
| Boards of Education                    | 79  |
| Businesses/Factories/Industries        | 7   |
| Chambers of Commerce                   | 14  |
| Children's Homes/Orphanages            | 10  |
| Churches/ Faith-Based Services         | 51  |
| Civic Organizations                    | 16  |
| College/Career/Health Fairs            | 83  |
| Colleges/Universities                  | 190 |
| Community-Based/Social Services        | 94  |
| Community Centers                      | 22  |
| Community Education Centers            | 17  |
| Cooperative Extension Offices          | 45  |
| Correctional Facilities                | 17  |
| County Fairs/Festivals/State Fair      | 58  |
| Day Care Centers                       | 8   |
| Day Treatment Centers                  | 7   |
| Elementary Schools                     | 142 |
| Employment Services                    | 63  |
| Family Resource/Youth Services Centers | 111 |
| Financial Aid Offices                  | 6   |
| GEAR UP Programs (Partnership)         | 46  |

|                                   |              |
|-----------------------------------|--------------|
| GEAR UP Programs (State)          | 6            |
| General Public                    | 7            |
| Governmental Agencies             | 11           |
| Head Start Programs               | 3            |
| Health Departments/Hospitals      | 33           |
| High Schools                      | 2,234        |
| Home Schoolers                    | 2            |
| Internal                          | 181          |
| Libraries                         | 247          |
| Middle Schools                    | 784          |
| Migrant Education Offices         | 1            |
| Military Services                 | 12           |
| Newspaper Offices                 | 170          |
| Parent Groups                     | 3            |
| Parks & Recreation Departments    | 10           |
| Professional Organizations        | 145          |
| Radio Stations                    | 210          |
| Scholar Programs                  | 12           |
| Social Service Programs           | 16           |
| Summer Camps                      | 11           |
| Television Stations               | 13           |
| TRIO Programs (ETS, EOC, SSS, UB) | 87           |
| Vocational Rehabilitation Offices | 4            |
| YMCA/YWCAs                        | 18           |
| Youth Organizations               | 18           |
| Other                             | 27           |
| <b>TOTALS</b>                     | <b>5,856</b> |

|  | COLLEGE INFO<br>ROAD SHOW | REGIONAL<br>OUTREACH | TOTAL          |
|--|---------------------------|----------------------|----------------|
| <b>CONTACTS</b>                              |                           |                      |                |
| <b>Contacts at Exhibits<sup>2</sup></b>      | 3,229                     | 62,176               | 65,405         |
| <b>Contacts at Presentations<sup>2</sup></b> | 5,696                     | 110,734              | 116,430        |
| <b>Contacts at Visits<sup>2</sup></b>        | 0                         | 4,212                | 4,212          |
| <b>TOTAL CONTACTS</b>                        | <b>8,925</b>              | <b>177,122</b>       | <b>186,047</b> |
| <b>ACTIVITIES</b>                            |                           |                      |                |
| <b>Number of Exhibits<sup>1</sup></b>        | 39                        | 551                  | 590            |
| <b>Number of Presentations<sup>1</sup></b>   | 555                       | 4,277                | 4,832          |
| <b>Number of Visits<sup>2</sup></b>          | 0                         | 2,988                | 2,988          |
| <b>TOTAL ACTIVITIES</b>                      | <b>594</b>                | <b>7,816</b>         | <b>8,410</b>   |

A county-by-county or complete listing of FY2013 outreach contacts is available upon request. Contact KHEAA Outreach Services at 800.928.8926, ext. 7283.

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

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



# College Coaches



FY2013 marked the third consecutive year in which KHEAA participated in the Kentucky College Coach (KCC) program with Berea College and the Kentucky Office of Career and Technical Education in a grant funded through the Kentucky Campus Compact. KCC places AmeriCorps volunteers in high schools to function as near-peer coaches for selected core groups of high school students, especially seniors, working with them to improve their academic success in high school and facilitate a smooth transition to college. The formal program evaluation, *Pursuing Pathways: Evaluation of the Kentucky College Coaching Program 2011–2012*, highlights the outstanding successes of the program such as significantly improving coached students annual GPA and **increasing the college going rate of coached students by more than 15%**. The full report is available at: [www.wvu.edu/~planning/documents/resume/CCPR.pdf](http://www.wvu.edu/~planning/documents/resume/CCPR.pdf).

## KHEAA College Coaches Schools FY2013

Anderson County High School  
Barren County High School  
Belfry High School  
Bullitt Central High School  
Casey County High School  
Christian County High School  
Edmondson County High School  
Franklin-Simpson High School  
Gallatin County High School  
Harrison County High School  
Hart County High School  
Henderson County High School  
Henry County High School  
Holmes High School  
Lewis County High School  
Lynn Camp High School  
Marion County High School  
McCreary Central High School  
Meade County High School  
Murray High School  
North Hardin High School  
Owensboro High School  
Pendleton County High School  
Powell County High School  
South Floyd High School  
Southern High School  
Spencer County High School  
Tates Creek High School  
Union County High School  
Valley Traditional High School  
Warren East High School

My name is Spring Thomas, and I graduated from Henry County High School (HCHS) in 2013. I lived with my grandmother, who was not in good health, while attending HCHS. It was very hard for me to keep up with my regular courses and dual credit courses while taking care of my grandmother. I did not have time to think about college, and I feared I would not even go to college. I am a first-generation college student who lacked much needed support and resources to go to college. My knowledge concerning admissions and financial aid was limited, and I did not have anyone at home to provide this guidance. One of my closest friends told me about how the college coach at our high school was helping her.

When I first met with the coach, I had no idea what the Kentucky College Coaches Program was and how he could help. After learning how the program helps disadvantaged and unique students like me, I discovered this was a program I could benefit from. During our meetings, we talked about majors, how far I wanted to be from home, and what college would be most affordable while obtaining the best education possible. We looked at several colleges on-line, but there was one that captured my attention, Berea College. My college coach was a great help in finding information for me and he made it very easy for me to navigate the lengthy admissions process. While the process seemed to take forever, I received my acceptance letter in February 2013. I knew then that I was going to college, and I believe this is greatly due in part to the Kentucky College Coaches Program.



I am currently an undeclared major at Berea College. I am strongly considering elementary education as a major but also have a continued interest in math. I owe many thanks to my college coach for helping me get to where I am today. It was through his assistance and continued support that I am able to continue my postsecondary education experience.

*Spring Thomas  
HCHS Graduate of 2013,  
Berea College Class of 2017*





Steven Held, college coach at Casey County High, and his core students.

KHEAA's program expanded its reach during FY2013, adding four new schools—Belfry (Pike County), Southern (Jefferson County), Gallatin County and Hart County High Schools—to the list of College Coach sites. Our coaches were busy with school-based services, college access initiatives and community service projects.

Members and staff collaborated with KHEAA regional outreach counselors throughout the year, working together to provide students with the resources they need to transition to and persist in higher education. In addition, the Leadership Council was restructured to allow more hands-on involvement by experienced coaches. Members of the council helped set the training agenda for new coaches, led interactive workshops, and took on a more active role in the professional development and guidance of the corps.

Coaches in participating schools also helped plan and execute activities for Close the Deal events, promoting the necessity and affordability of a college education. Members also participated in Make a Difference Day, earning an award for collecting the largest amount of food in the program-wide drive. AmeriCorps Week allowed coaches to highlight the federal program, with members highlighting programs, services and accomplishments in a variety of creative ways throughout their schools. Coaches worked with KHEAA staff and management to provide a model of collaboration that would ensure increased site participation and encourage student engagement in College Application Week activities. They helped with applications, mini-college fairs, school celebrations and more in their schools.

AmeriCorps members also worked with their sites to coordinate activities for the Kentucky Department of Education's Operation Preparation effort, recruiting business and community volunteers and participants. Coaches were also on hand to help with Project Graduation, a program offered in which adult-supervised and alcohol-free activities are offered as a post-graduation party. Several coaches rounded out the school year with Senior Showers, collecting school and dorm room supplies for their core seniors to use on campus.

*The KHEAA College Coach Program has been an asset to Union County High School. Having another adult and role model in the building to help guide and assist students in making postsecondary decisions has been advantageous. College Application Week has been an essential tool used for Union County High School students, and the help provided from the college coach has been key. Overall, Union County High School benefits from the College Coach Program. It provides a great resource for our students. Many students go to college and raise their ACT scores due to the help and assistance provided by the college coach. — Nicole Thomas, Counselor, Union County High School*



# College Application Week

KHEAA's Kentucky College Application Week (CAW) helps high school seniors prepare and submit college admission applications. For many students, particularly those who do not have an immediate family member who attended college, not having someone who can help them navigate the process can prevent them from pursuing a higher education. CAW makes sure seniors at participating schools receive hands-on assistance as they take the first big step toward continuing their education after high school.

Kentucky's first CAW program in 2011 involved 13 pilot schools across the state. In 2012, more than 50 high schools and more than 8,200 students across the state participated.

Governor Steve Beshear recognized the importance of the initiative by proclaiming November 2012 to be College Application Month in Kentucky.



*All seniors in Kentucky should think about furthering their education. In today's competitive job environment, all students need to go beyond high school to advance their skills. More education and training gives Kentuckians greater job options and more job security.* – **Governor Steve Beshear**

Official sites for the 2012 initiative were Anderson County, Breckinridge County, Christian County, Clay County, Henry County, Hickman County, Lawrence County, Lee County, Monroe County, Paris, Seneca, Valley Traditional and West Carter high schools.



Outreach staff worked with the official sites and with other schools taking part in the project. Activities included online college application completion, pep rallies, guest speakers, mini-college fairs and visits from college admissions counselors, ACT test score analysis seminars, job clinics, mock interviews, career fairs, door decorating contests, spirit days and visits from KHEAA's College Info Road Show.

To streamline the process and to capture data from other schools and organizations holding CAW events, Kim Dolan worked with internal technology staff and a representative from the Center for Rural Development to create an online registration process.

*I received my acceptance letter from two colleges! It feels really good to know that I have been accepted and I have one less thing to worry about the last half of my senior year!* – **High School Senior**



**A survey of students who participated in the 2012 event showed that:**

- 63.2% indicated CAW made them more confident when filling out admission applications.
- 71.2% indicated CAW activities changed the likelihood that they would go to college after high school graduation.
- 75.63% filled out one or more applications during their school's event.
- 91.4% felt they had a better than 50% chance of getting accepted into a college of their choice.

*I would have put off applying to college until the last minute if we hadn't had the College Application Week.*

– High School Senior



*As a former director of admissions, I know that it is vital that we encourage students to apply to college early. This emphasis on completing the application process is important to our Commonwealth if we want to move Kentucky forward.*

– State Representative Carl Rollins, Chair of the House Education Committee



# Close the Deal

Lieutenant Governor Jerry Abramson expanded his Close the Deal initiative by holding pilot events at Bullitt Central, Campbell County and Lawrence County high schools in the 2012-13 school year.

The program helps high school seniors make the transition to college and engages community and business leaders to build a college-going culture at their school or organization.

Close the Deal:

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



Close the Deal kickoff events typically begin with a 15-20 minute message from the lieutenant governor and the Kentucky Commissioner of Education, urging students to continue their education after high school. Community representatives and school officials often follow up with personal testimonies and encouragement. Volunteers including admissions representatives, financial aid officers, recent college graduates and business leaders then participate in “Table Talks” with small groups of students at each event. These 20-minute discussions are the heart of the Close the Deal program and allow students to learn about the application process, financial aid opportunities, college life and the real-world needs of local employers. Following the table talks, a college information fair is held so students can get more information and ask specific questions about schools that they are interested in attending.

KHEAA Outreach has been involved with the initiative since it began in Jefferson County during the 2008-09 school year. Outreach Services Assistant Manager Kim Dolan and Director of Outreach Services Susan Hopkins joined the team planning for the expansion, providing materials and field staff for the three pilot events. Several outreach counselors participated in Close the Deal pilot programs.

*KHEAA's personal experiences with the Close the Deal program in Jefferson County offered invaluable insight to the communities across the Commonwealth participating in the initiative for the 2012-13 school year.*

— Lieutenant Governor Jerry Abramson



*Attending multiple Close the Deal programs allowed me to hear some dynamic speakers. I really enjoyed listening to State Representative Linda Belcher. She gave the students of Bullitt Central High School solid steps, advice and ideas that they could easily follow. She told students that they had to go to college; it was no longer an option. She encouraged them to set goals, find the right college, learn as much as they could about teamwork and critical thinking, determine what they loved and then learn to market themselves. These steps were concrete and consisted of actions the students could begin working toward. I believe the students were really able to grasp her message and not feel as if it were yet another lecture. I came away from the presentation hoping to do the same for the students I work with. — Jo Newton, KHEAA Outreach Counselor*



# What's New

## New presentation developed for parents of middle school students

A presentation for parents of middle school students was added to the workshops KHEAA offers. Outreach Counselor Kim Baldwin worked with Graphics Designer Crystal Dempsey-Gillum in Publications on the *Middle School Parent's Map to College*. The presentation helps parents plan for children's higher education. Topics are aligned with Kentucky Core Academic Standards for Practical Living/Vocational Studies and include:

- Becoming familiar with KHEAA and [kheaa.com](http://kheaa.com).
- Learning how hobbies can turn into careers.
- Using the Individual Learning Plan (ILP) tool.
- Learning the benefits of higher education.
- Understanding the KEES program.
- Saving for college with the Kentucky Education Savings Plan Trust program.
- Developing a college-going culture for students.

## New [kheaa.com](http://kheaa.com) earning rave reviews

KHEAA's revamped website has been popular with students, counselors, community contacts and field staff alike. The new site, launched in October 2012, is arranged for visitors to navigate by audience or by topic. It provides information Kentuckians need to navigate the career exploration, college preparation and financial aid processes. KHEAA staff spent a year designing, programming and decreasing the number of pages while making content more user-friendly and streamlined.

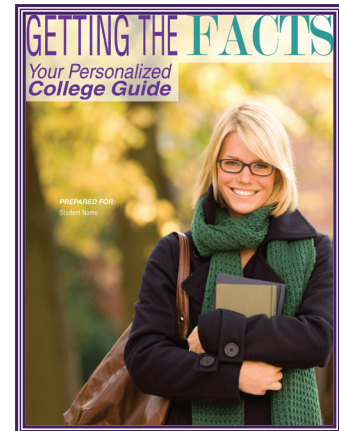
## Getting the Facts debuts

Kentucky students and families may request a free personalized report that provides a customized breakdown of college costs and estimated financial aid. *Getting the Facts* can help families better understand their higher education options.

Each report shows a side-by-side comparison of the colleges' published cost of attendance (sticker prices), estimated student aid eligibility amounts and grant details, estimated net costs (out-of-pocket expenses) and estimated monthly loan repayments, if applicable.

To request a report, individuals log onto the [kheaa.com](http://kheaa.com) website and create or sign in to their MyKHEAA account. Once a student has finished the application, the report in PDF format can be accessed immediately.

During FY2013, nearly 10,200 customized reports were generated.



## Kentucky students experience Transfer Madness

The Kentucky Council on Postsecondary Education (CPE) and the Kentucky Community and Technical College System (KCTCS) partnered with CollegeWeekLive to create a virtual event to help community college students transfer to four-year institutions. The event also provided high school students with information about different paths to a four-year degree.



Susan Hopkins, Kim Dolan and Crystal Dempsey-Gillum worked with CollegeWeekLive producers to create our virtual booth, which included a *Paying for College 101* video featuring Outreach Counselor Summer Gortney and links to [kheaa.com](http://kheaa.com). Summer and fellow Outreach Counselors Amanda Keller, Miranda Miller, Jo Newton, Destiny O'Rourke and Toni Wiley staffed an online chat session, answering questions from event visitors.

More than 120 current or potential students visited the KHEAA booth. KHEAA emailed additional resources to participants who had asked to receive more information.



# Resources

## Publications

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 for military members, their spouses and dependents.

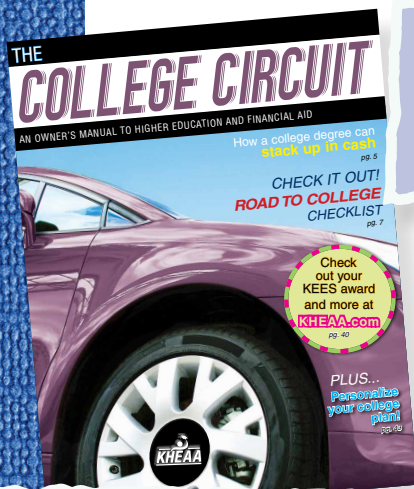
Publications include both federal and Kentucky-specific data. Publications produced by KHEAA's award-winning in-house graphic design team provide students, parents, counselors and other college access professionals with critical information about higher education.

## MAJOR PUBLICATIONS

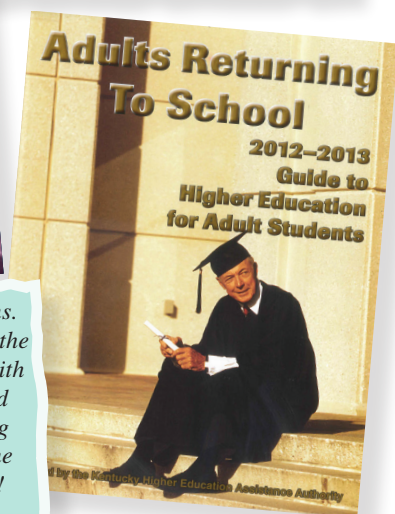
|                                   |                |
|-----------------------------------|----------------|
| <i>Adults Returning to School</i> | 15,803         |
| <i>Affording Higher Education</i> | 3,956          |
| <i>College Circuit</i>            | 79,366         |
| <i>Getting In</i>                 | 59,544         |
| <i>It's Money Baby</i>            | 20,802         |
| <i>Surviving College</i>          | 28,920         |
| <b>TOTAL</b>                      | <b>208,391</b> |

## OTHER MATERIALS DISTRIBUTED

|  |                |
|--|----------------|
| College Goal Sunday handout                    | 434            |
| College Info Road Show Flier                   | 94             |
| College Cost and Planning Report               | 3,401          |
| FAFSA Checklist                                | 7,516          |
| FAFSA on the Web Worksheet                     | 2,295          |
| Financial Aid Dictionary                       | 15             |
| Financial Aid for Adults                       | 4,137          |
| Gotocollege.ky.gov Bookmarks                   | 2,497          |
| KEES Brochure                                  | 65,723         |
| Kentucky Education Savings Plan Trust Brochure | 2,226          |
| KESPT Activity Book                            | 31,505         |
| KHEAA.com Brochure                             | 17,573         |
| Ninth Grade Basics Flier                       | 25,233         |
| Outreach Annual Report                         | 105            |
| Outreach Presentation Guides                   | 2,042          |
| Posters  | 6,436          |
| Technical/Trade School Flier                   | 3,602          |
| <b>TOTAL</b>                                   | <b>174,834</b> |



*KHEAA has the best printed materials. I use them in my classes all the time and build lesson plans around them. — High School Student Advisor*



*I am so impressed with your publications. From the minute I look at them online to the minute I receive them, I am fascinated with their information. The publications and support staff does a great job delivering them. I ordered online and I received the books the next day. Now that's service!*

— Middle School Counselor



KHEAA outreach counselor Casi Clark presents Amy Cook with the iPad she won through KHEAA's Facebook giveaway.

## Social Media

KHEAA pushes timely information and updates out via Facebook and a Twitter feed. During FY2013, the number of Facebook “likers” grew by 161%, while the average number of Twitter followers grew by 72%.

An online contest that awards one new iPad each quarter to a randomly selected entrant who completed required contest tasks continues to engage students and families, with more than 2,200 unique entries during FY2013.



## kheaa.com

Students, families, adult learners and military members and their dependents use KHEAA's website to 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.

School counselors, financial aid professionals, community partners and college access providers use the portal to access a variety of resources and information.

### Features include:

- **Planning for College:** Career exploration, planner timelines, PreCollege Curriculum checklist, *Getting In*, entrance exams, college admissions and criteria, *Your KHEAA College Connection* newsletters.
- **Picking a School:** Kentucky-specific school information, campus visits, transfer planning, *Getting the Facts*.
- **Paying for College:** Examining the real cost of college, overview of state and federal financial aid programs, how to apply for aid, scholarship search.
- **College Life:** Freshman success, healthy habits, things to do, making good grades.
- **Money Management:** Financial literacy, avoiding money troubles, interactive games, online resources, borrower rights and responsibilities.
- **Personalized Account:** KEES account information, state aid award notifications, *Getting the Facts*, KHEAA ILP.
- **Adult Learners:** College planning information, distance learning, transfer planning.
- **Financial Aid Professionals:** Products and services, newsletters, reference materials and regulations.
- **Counselors:** KHEAA Outreach services, newsletters, publications and ordering materials.
- **Military and Veterans:** State and federal resources for service members and their dependents.



## 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 FY2013. Call center counselors also provide families with detailed information and help them interpret the results of their personalized *Getting the Facts* report.

**1.800.928.8926**

## Student Tracker

This tool from the National Student Clearinghouse lets schools track their graduates' progress in college and get information about former students, including the colleges attended and degrees earned. KHEAA funds a free subscription to StudentTracker for all certified high schools in Kentucky. 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. KHEAA sponsors this project as part of its efforts to track students who participate in its state student financial aid programs.



# Resources

## ILP offered to new audiences

The KHEAA ILP, accessible through [kheaa.com](http://kheaa.com), is an online tool that helps private school, home school and adult students explore education and career options as a guide to creating a successful plan for the future.

Components include:

- Career Exploration.
- Assessments and Results.
- Setting Goals and Making Plans.
- Activities and Experiences.
- Awards and Recognitions.
- Education Plan.
- Résumé Builder.
- Administration tools.

More than 4,000 students and 70 private schools across the Commonwealth have used this tool.

Public school ILPs are administered by the Kentucky Department of Education (KDE). KHEAA outreach counselors are trained and available to help students use this tool.

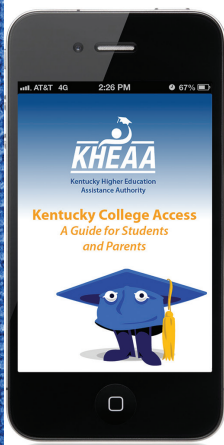
*I feel the KHEAA ILP will be a wonderful resource for our students!* – Chrissy Monoham, Counselor, Notre Dame Academy

## Financial aid tips/press releases

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. Topics range from earning KEES awards, preparing college applications to completing the FAFSA and include a variety of student aid topics. Media pieces and press releases are produced by KHEAA's Publications Team. Updates and related videos are posted to our social media channels. Audio versions are produced in house and distributed to media outlets across the state.

## Newsletters

Middle and high school counselors, adult education providers, college access personnel, community service offices and others receive college access newsletters throughout the year. 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.



## Smartphone App

*A Guide for Students and Parents* is a free app for iPhone, iPad and Android devices that helps families plan, prepare and pay for higher education. The app helps students navigate the admissions and student financial aid processes and includes a Q&A section, costs and other information about Kentucky colleges, details about the FAFSA, helpful videos, the latest KHEAA news and more.



# Presentations

To help school staff make the most use of their students' 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. These comprehensive presentations and workshops are conducted by regional outreach counselors to direct student to higher education:

## ***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 scholarships 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)

## ***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 is the best fit. Students 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

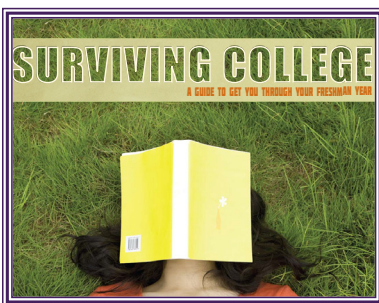
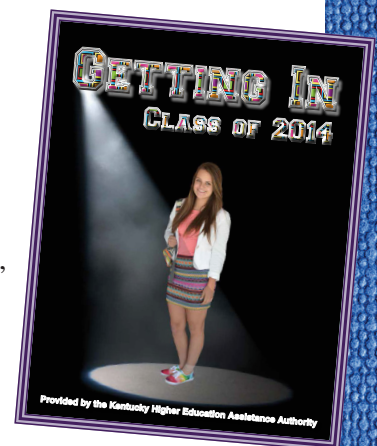
**Time Frame:** 1 hour

## ***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](http://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



## ***Surviving College: A Guide to Get You Through Your First Year\****

**Purpose:** Helps students prepare for the transition from high school to college life and helps them succeed in their new environment, persisting to degree completion.

**Audience:** College-bound high school seniors and in-coming college freshmen

**Time Frame:** 1 hour

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



# Presentations

## 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:** Helps high school students and their families and adult students understand the nuts and bolts of the financial aid process. Participants walk through a detailed case study of how a college financial aid package is put together and learn the methods used to award aid.

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

**Time Frame:** 1 to 1½ hours

### 2. *FAFSA Completion*

**Purpose:** Provides 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:** Varies, depending on size of group

### 3. *FAFSA Completion Follow-up*

**Purpose:** Helps participants understand 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

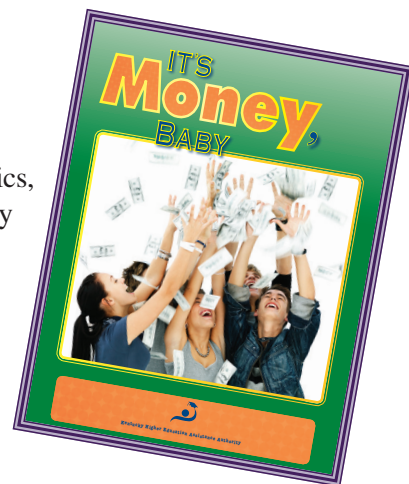
**Time Frame:** 30-minute appointments are typical

## *It's Money, Baby\** (Financial Literacy)

**Purpose:** Teaches students about financial matters, helping them to make wise decisions about matters that affect their credit. Topics covered include: cash basics, money plans, banking, balancing, cell phones, credit cards, credit scores, identity theft, social networking, insurance and college money.

**Audience:** High school students and adults

**Time Frame:** 1 hour



## KHEAA.com\*

**Purpose:** Helps students, parents, military members, administrators and college access professionals with the information they need to 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](http://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.



### KHEAA ILP

**Purpose:** The KHEAA Individual Learning Plan (KHEAA ILP), accessible through [kheaa.com](http://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



### 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

*KHEAA College Challenge is a great presentation and a creative way to get the information to the students. – AHEC Coordinator*

### Getting the Facts

**Purpose:** Helps students complete a *Getting the Facts* 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](http://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

**Time Frame:** 20 to 30 minutes per session



# Highlights

## First Lady's Military Spouse Task Force for Kentucky

Outreach management and staff served on First Lady Jane Beshear's Military Spouse Task Force for Kentucky. Susan Hopkins and Outreach Counselor Jo Newton worked with the Governor's Office and the Council on Postsecondary Education to convene veterans affairs representatives from college campuses and other stakeholders to ensure that military spouses in Kentucky find the resources they need to meet their educational goals.

At the request of the Governor's Office, Newton represented KHEAA as a panel participant at the Association of Defense Communities Conference in August 2012, highlighting our financial aid and college planning resources for members of the military and their families.

*I am serving two roles, as a KHEAA representative and also as a military spouse. After an introductory meeting, I had an opportunity to attend a luncheon at the Governor's Mansion for the task force. This helped me to hear the concerns of other military spouses. Listening to the spouses talk, network and give suggestions and ideas was very beneficial. It reiterated the fact that there are services for military spouses, but that communication and publicity about these services could be greatly improved. KHEAA is hoping to streamline the education aspect for military spouses by compiling financial aid publications for military service members and their families. — Jo Newton, Outreach Counselor*

## Hands-on Activities for Sixth- and Seventh-Grade Students Debut

Outreach Counselor Casi Clark developed new college access activities for sixth- and seventh-grade students. Realizing that many students were seeing a similar *Your Map to College* presentation every time she visited, Casi came up with a plan for sixth-grade students to complete the Drive of Your Life activity on [kheaa.com](http://kheaa.com) and for eighth-graders to hear *Your Map to College*. This left a void for seventh-graders, so Casi created an activity called Create Your Own College. The class discusses factors that might be important to someone selecting a college. Students then break into groups and create their own college. They work together to come up with the name, location, mascot, school colors, type of college, size, majors, activities, sports teams, etc. Then they design a pennant representing their college. Finally, they market their college to their classmates by presenting their pennant. This approach has proved to be fun and well-received — some teachers even keep the pennants to hang around the classroom.

## Latino Leadership College Experience Camp (LLCEC)

LLCEC provides college coaching, leadership development, academic and career preparation and exploration, and heritage language learning to Latino and multicultural youth. The 2012 camp gave youth opportunities to get involved in service and leadership within their communities. Each youth was mentored by a college student and a professional through the *Road to College/Mi Camino a la Universidad* guide. The Latino Outreach office also provides mentoring and college coaching throughout the year.



Central Kentucky Outreach Counselor Summer Gortney with LLCEC campers.

The 2012 camp took place at Bluegrass Community and Technical College in Lexington. Students enjoyed a week of college life full of cultural activities while they stayed in the dormitories at the University of Kentucky.

During camp, students attended workshops and college-like classes, got to know university professors and college students, and learned from Latino/Hispanic community leaders and professionals. In addition, they learned about leadership, identity, Chicano/Latino history, and community involvement. Campers also participated in sports, theater, art, music, and dance activities.



Outreach Counselor Summer Gortney taught a financial literacy class that covered many student financial aid topics, such as applying to college and filling out the FAFSA.

### **Fayette County Back-to-School Rallies**

The YMCA of Central Kentucky and Kentucky Utilities, working with 20 neighborhoods, organized the Fayette County Public Schools Back to School Rallies. The rallies provided some 8,000 elementary, middle and high school students with backpacks and supplies. KHEAA set up exhibits at six locations to give students information about college and financial aid.

### **AHEC Summer Campers Learn About Resources for College**

High school students accepted into the Area Health Education Centers' (AHEC) Summer Enrichment Program spent six weeks observing and learning from University of Kentucky faculty, health professionals and health profession students. Students experienced classes in biology, chemistry, anatomy and medical math. Summer Gortney had campers play the *KHEAA College Challenge*, providing information about college planning and financial aid. Students said they enjoyed the game and learned a lot in the process.

*The students responded very positively to the presentation. You went above and beyond, and we appreciate it very much. We appreciate your support of this group of young students from all parts of Kentucky. It is a pleasure to work with and around colleagues like you who are supportive of these efforts.* – AHEC Associate Program Administrator

### **KHEAA Resources Slides Made Available to School and Community Contacts**

Many schools and community offices now use flat screen televisions in their lobby areas to inform and educate students and clients who visit.

In speaking with a principal at an Area Technology Center, Kim Baldwin was asked for a presentation that would run continuously in the lobby. While waiting to drop off KHEAA resource materials at an Employment Services Office, Summer Gortney watched a television that had slides for different employment. After talking with Summer, the office agreed to put a slide advertising KHEAA's services in the loop for display.

Summer and Information Officer Bernie Mills developed protected slides (which can't be altered) highlighting KEES, adult education services, [kheaa.com](http://kheaa.com) and Kentucky College Application Week. The slides were made available for high schools and other offices and will be posted in the Counselor section of [kheaa.com](http://kheaa.com) so counselors and others can download them easily.

### **KHEAA Partners with KCTCS in Adult Learner Fairs**

KCTCS noticed that many parents were just as interested as their students in the information provided by the system's colleges. To reach this adult audience, KCTCS offered a series of Adult Learner Fairs around the state.

Based on the success of KHEAA's collaboration with KCTC's Transfer Madness event earlier this spring, KHEAA's outreach staff was invited to participate in the 2013 KCTCS Adult Learner Fairs. KHEAA sent an introductory letter to each KCTCS campus partner. The letter contained enclosures, such as *Adults Returning to School*; *The College Circuit*; a [kheaa.com](http://kheaa.com) brochure; *It's Money, Baby*; a College Info Road Show flier; and an *Outreach Presentation Guide*.

Outreach counselors also participated in open houses and exhibits at a dozen KCTCS campuses across the state.

Visitors to the fairs met with admissions counselors, discovered financial aid opportunities and learned about technical career programs that would prepare them for high-wage, high-demand careers.



# Highlights

## **KHEAA Partners with CPE to Provide Homeless Assistance Training**

As part of training for the McKinney-Vento Homeless Assistance Act, Summer Gortney conducted *KHEAA at Your Service* to an audience of pupil personnel, judges, homeless coordinators, Title 1 coordinators and school superintendents. Co-presented by Rana Johnson, Chief Diversity Officer for CPE, the workshop focused on the importance of choosing the right college for each student. KHEAA and CPE showcased the services offered in the state to help Kentuckians choose, apply and pay for college.

## **KHEAA Reaches out to Governor's Scholars**

The Governor's Scholars Program (GSP) provides academic and personal growth through the balance of a strong liberal arts program with a full co-curricular and residential life experience.

More than 1,050 rising seniors from all over the state participated in college financial aid sessions and interactive panels with KHEAA outreach staff at GSP camps during the summer. Scholars at Bellarmine University, Centre College and Murray State University learned about student financial aid resources available to them as they began narrowing down their higher education options.

*The reaction of the scholars to the financial aid seminar on the Murray State campus of the Governor's Scholars Program was excellent. Several Scholars commented that the information was useful and helped them better understand what they needed to do for the coming year. They were particularly impressed with the tips they got for applying to college.*

– **GSP Coordinator**

*I've seen this presentation for many years working with the Governor's Scholar Program. This is the best it has been, hands down. Thank you for being here for us.* – **GSP Program Director**

## **Kentucky State Fair**

Once again, KHEAA exhibited at the Kentucky State Fair, giving planning materials and financial aid information to students and families. Fairgoers were able to access the resources onboard the College Info Road Show and enter a Facebook contest for a free iPad, register to follow KHEAA on Twitter, review their Kentucky Educational Excellence Scholarship (KEES) awards at [kheaa.com](http://kheaa.com) and register for a free, personalized *College Cost and Planning Report*.

*This information is so good it makes me want to scream!* – **Student at Kentucky State Fair**

*I love the KEES program. I am a parent of two in college, and that KEES money helps so much. It is the best thing the state of Kentucky has done to help our students.* – **Parent at State Fair**

## **Morty and Berea College Rock the Arena with 5,000 Eighth-Grade Students!**

Several members of the outreach staff, including mascot Morty the Mortarboard, joined students from Appalachian Kentucky to kick off the Berea College GEAR UP/ College for Every Student (CFES) Scholars program. The two-hour event included talks from Berea College President Lyle Roelofs and Hasan Davis, Commissioner of the Kentucky Department of Juvenile Justice. Chad Warrix of Halfway to Hazard; the Hall Pass Tour, a hip-hop and R&B group; and a Perry County student gave musical performances.

The event, a partnership between Berea College, CFES and the Kentucky Music Hall of Fame, works to increase high school graduation and college-going rates in southeastern Kentucky. CFES is a nonprofit organization with a national network of K-12 Scholars who commit to academic success, high school graduation and college-going. The Kentucky Music Hall of Fame sponsors the Stars over Appalachia program, which connects artists with educational programs across Kentucky.



## KASFAA Counselor Workshops

Regional outreach counselors presented KHEAA updates at the Kentucky Association of Student Financial Aid Administrators (KASFAA) Counselor Workshops in October and November at ten colleges and universities across the state.

The free, one-day workshops gave school counselors information about student aid programs, provided updates from ACT and told them of other important services for their students.

The “Surviving College with KHEAA” session provided updates on college access initiatives and included details about our *Surviving College* guide, Close the Deal, College Application Week, enhancements to kheaa.com, using the Kentucky Transcript Exchange, the *KHEAA College Cost and Planning Report*, expansion of ILP services, an update on the Kentucky College Coaches Program and an introduction to Morty the Mortarboard.

## Kentucky Education Savings Plan Trust (KESPT) Initiatives

- **World’s Largest Halloween Party Scares Up Outreach Staff Participants**

On four weekends in October, KHEAA outreach staff joined KESPT to work exhibits at the Louisville Zoo. Attendance approached over 70,000 people during the 15-evening run. Outreach counselors and KESPT staff worked a table in Super Hero City, from which KESPT-branded items and literature, including the popular *I Can Go to College, Too!* activity book, were distributed to attendees.

- **KESPT Celebrates 25th Anniversary**

The Kentucky Education Savings Plan Trust (KESPT) celebrated its 25th anniversary with a ceremony at the Capitol Rotunda on May 29, 2013. The event, held on national “5/29 Day,” recognized key leaders who had helped with the overall development and administration of the college savings program in Kentucky the past 25 years. KESPT also acknowledged a current participant who won the “How KESPT Changed My Life Contest.” Special speakers included First Lady Jane Beshear and State Treasurer Todd Hollenbach.

## KHEAA Services Featured on Fayette County Educational Television

Fayette County Educational Television highlights events, people and educational programs in the Fayette County Public Schools and is available in each school, to every cable subscriber in the Lexington-Fayette County area and online through live video streaming and video-on-demand services.

Summer Gortney provided an overview of financial aid, KHEAA’s outreach services and College Application Month. Dick Simpson, Channel 13 coordinator, has said numerous times that the information that KHEAA shares is one of the most beneficial segments that he airs.

## Job Readiness Activities (JRA)

JRA is a month-long training program for Kentucky Transitional Assistance Program recipients. Its goal is to provide employment skills. The materials includes lessons on finding and applying for work, as well as tips on what to do after finding a job. Participants learn time management, Microsoft Office, decision-making, problem-solving and customer service skills. Guest speakers share information about college programs, financial aid, money management, temporary employment opportunities, and services available through the One Stop Career Center. Several outreach counselors worked with JRA in their areas.

## College Shop @ Shawnee Library

The College Shop is an area in the Shawnee branch of the Louisville Free Public Library where students of all ages can use computers to do college research and access college materials, such as KHEAA’s *College Circuit* or *Adults Returning to School*. Candice Johnson met with the librarian to schedule spring workshops and continues to work with the library.



# Highlights

## Kentucky State University Celebrates Upward Bound Program

Kentucky State University celebrated the renewal of its five-year grant, which has been in existence since the 1960s, with a reunion of past and present Upward Bound students. A KSU pilot program combines Educational Talent Search and Upward Bound initiatives and resources to see if the combined method is more effective.

Summer Gortney spoke to the parents of current Upward Bound students about financial aid. Participants looked through *Affording Higher Education* to find information about scholarships.

*I have a daughter who is a freshman in college and one in high school. We submitted the FAFSA early last year because you stressed the importance of it, and we got all funds we were eligible for. On the other hand, a friend of mine didn't fill it out until March, and they were denied funds because of that. My daughter realizes the importance of her grades in high school because of your explanation of KEES last year, and she is really striving to earn the most that she can. Thank you so much! – Upward Bound Parent*

*I look forward to your working with me in the future as a trusted resource and familiar face to my parents and students.  
– Upward Bound Director*

## KHEAA working to reach Latino population

Through our work with the Kentucky Latino Education Alliance (K'LEA), outreach staff continues to work with Latino students and parents, helping them navigate the college admissions and financial aid processes.

Summer Gortney and Publications Supervisor Tim Ballard submitted a subgrant application to K'LEA for a portion of Lumina Foundation funds available for outreach initiatives to the Latino population. KHEAA was awarded a \$10,000 grant to be used to translate major portions of [kheaa.com](http://kheaa.com) into Spanish.

During FY2013, staff participated at:

- **Latino Multicultural College Fair at Transylvania University**

Transylvania University hosted 415 students from across Kentucky, giving them the opportunity to talk with representatives from colleges and universities from in state and out of state, as well as to attend sessions on college preparedness, financial aid and college survival. KHEAA had a booth and presented two sessions on paying for college.

- **K'LEA Quarterly Meetings**

Some 50 community and school partners from across the region met to discuss Latino college access issues. Recipients of K'LEA subgrants were asked to give updates on their projects. Summer shared a brief PowerPoint presentation and highlighted KHEAA's outreach initiatives by distributing the *Outreach Annual Report* to everyone, as well as the *Surviving College* publication. Gortney reported that KHEAA had translated portions of [kheaa.com](http://kheaa.com) into Spanish and was in the process of translating the *Surviving College* into Spanish. Many attendees were excited to learn about KHEAA's provision of online resources in Spanish and were eager to spread the word.

- **Latino Outreach Leaders (LOL)**

LOL is a student-led organization in which participants choose projects that will offer them leadership opportunities. Some of the projects the group worked on were Night of Science with the Society of Hispanic Engineers and a book-writing project at which students write about their experiences as immigrants. LOL partnered with the Village Branch Library in Lexington to plan college visits. Through her work with K'LEA, Summer met the LOL students, providing them an overview of the financial aid process and the resources available to help them plan and pay for college.



## Brooklawn Residents Benefit from KHEAA Resources

Brooklawn Child and Family Services is a residential treatment center for youth, ages 6 to 19, who need intensive therapeutic support to overcome the effects of abuse, neglect or other family crises. Counselor Candice Johnson reached out to high school students at the center with the *How to Handle Your Future* presentation. Johnson said she enjoyed presenting to the students and appreciated the opportunity to reach a population that does not always receive the same information as students in traditional school settings. The students were interested and asked a lot of questions. Most were familiar with KHEAA, as they remembered receiving their KEES statement and were excited to know that they were earning money for college.

## Governor's Commonwealth Institute for Parent Leadership (CIPL)

The Governor's Commonwealth Institute for Parent Leadership helps Kentucky parents become involved in improving public schools. The CIPL is open to all parents, caregivers and those who work with students. Participants are trained in leadership and communications skills, given information that includes achievement data, and provided with an explanation of Kentucky's public education system.

Susan Hopkins participated in a CIPL orientation meeting, in partnership with the Kentucky Department for Protection and Advocacy. Hopkins shared an overview of KHEAA's programs and services for students, parents, schools and communities. She talked with program leaders about including KHEAA in training and events.

## Kentucky Youth Assembly (KYA) Program

Outreach Counselor Casi Clark has developed a relationship with KYA in her region to get information about college to students.

The Kentucky YMCA Youth Association's KYA is a three-day conference in which students role-play as state officials. As state senators and representatives, students write, debate and vote on legislation that affects them. As candidates, lobbyists or members of the media, they experience the political process. As advocates and justices, students argue and judge a legal case in the chambers of the Kentucky Supreme Court. The participants elect a governor, chief justice, media corps editor in chief, and other leaders. Through KYA students learn about public issues, develop critical thinking skills and articulate their beliefs.

Clark sat on a panel at a KYA "Dry Run" day, where students practiced their bill speeches, and a community panel critiqued their content and presentation skills. She was also provided an exhibit table and given the opportunity to talk with students about going to and paying for college. As a result, several educators invited Clark to make presentations at their schools.

## Reaching Out to Kentucky Agricultural Groups

For the first time, KHEAA outreach participated in round table sessions at the Kentucky Women in Agriculture Conference. The organization empowers women and provides educational opportunities to advance the interests of members. Candice Johnson spoke with nearly 50 Kentucky women who work in agriculture, sharing KHEAA materials and resources with them and encouraging them to reach out to others with the information.

Johnson also met with middle and high school students at the first state conference of the Junior National Society for Minorities in Agriculture, Natural Resources and Related Sciences. This national organization exposes minority students to possible agricultural careers. Johnson presented KHEAA's *How to Handle Your Future* presentation and challenged the students to dream big and write down their vision and goals. The students were engaged and asked a lot of great questions.

*Thank you for taking time out of your busy schedule to present to the youth at the conference. The youth enjoyed every workshop. It could not have been done without you. – Mia Farrell, University of Kentucky Extension, 4-H Youth Development*



# Highlights

## College Goal Sunday

CGS is a statewide program that provides free help to Kentucky families applying for student aid. Each January, financial aid professionals from Kentucky colleges and universities help college-bound students and their families complete the FAFSA. More than 500 students, parents and others received free financial aid assistance from volunteers, including many members of the KHEAA outreach team.

## Outreach Counselors Honored

Candice Johnson and Gene Weis received two prestigious honors from the counseling and college access communities.

They received the Angela Wilkins Helping Hand Award at the Kentucky School Counselor Association spring conference. Candice and Gene were recognized for their willingness to go the extra mile to help school counselors guide students and families along the pathway to higher education.

They were also recognized as the co-Business Persons of the Year at the Louisville Education and Employment Partnership's Business Breakfast and Awards Ceremony.



## College for Every Student (CFES) Berea Scholars Program

CFES is a nonprofit organization that helps underserved youth prepare for, gain access to and succeed in college.

The CFES Berea Scholars Program will help 13,000 students, known as CFES Scholars, become college ready and create a college-going culture in eastern Kentucky. Specific objectives include raised aspirations, college and financial aid knowledge, gains in attendance and grade point average, leadership development, high school graduation, and college matriculation and graduation. The program also expects that parents and caregivers will become college advocates for their children and that siblings will be part of the educational uplift process.

More than 5,000 eighth-graders from 49 schools in 19 school districts served by Berea College GEAR UP grants are participating in the CFES Berea Scholars Program

Three KHEAA Outreach Counselors worked with the CFES program for during the 2012-13 academic year: Kim Baldwin with the Berea, Estill, Garrard, Jackson, Lee, Laurel, Madison, Owsley, Powell, Pulaski and Rockcastle districts; Amanda Keller, Breathitt, Jackson Independent and Knott); and Miranda Miller, Bell, Clay, Knox, Leslie and Perry.

*This is a great program that will allow many students that would have had limited access to college greater opportunities and resources to achieve their goals. – Paula Wilder, GEAR UP Coordinator*

## KDE Next Generation Student Council Webinar

Susan Hopkins and Erin Klarer, KHEAA Vice President of Government Relations, presented a *KHEAA — At Your Service* online presentation to members of the Kentucky Department of Education's Next Generation Student Council in January. The council was created by KDE Commissioner Terry Holliday to receive feedback from students and to engage student leaders in learning by doing.

Council members said family influence strongly affected their plans for after high school, with many students listing paying for college as the biggest obstacle to going to college. Students were well-informed about financial aid, citing KEES award amount stability and concern over large amounts of student loan debt.



## Rural Access Workgroup

KHEAA Interim Executive Director Robin Morley and Susan Hopkins provided a *KHEAA — At Your Service* overview to members of the Rural Access Workgroup in February. The workgroup, created by CPE, reviews postsecondary access and success in areas of the state that have low levels of educational attainment. KHEAA's presentation focused on outreach services and student aid programs, with an emphasis on commonly perceived barriers to higher education among students in rural communities.

## Community Campus Program in Owensboro

Casi Clark worked with Marcia Carpenter, Director of Owensboro's Community Campus Program, to plan a training session for elementary and middle school counselors. The goal was to train school personnel to talk with students and parents about planning and paying for college. Clark gathered information about financial aid forecasts for the next ten years, compiled free resources for the elementary school curriculum and presented resources that KHEAA offers for elementary and middle school students and their parents.

## Kentuckiana Works Power of Work Program

KentuckianaWorks is the Workforce Investment Board for the Greater Louisville region of Jefferson, Bullitt, Henry, Oldham, Spencer, Shelby and Trimble counties. It oversees One-Stop Career Centers, where job seekers can find jobs, education and training and can apply for unemployment. KentuckianaWorks also provides services to employees and employers facing layoffs.

The KentuckianaWorks Power of Work is a program for individuals receiving Temporary Assistance to Needy Families and who are interested in obtaining skills needed to enter or re-enter the workforce. The program helps them find employment and helps with job retention.

Candice Johnson worked with the program in Shelby County, speaking to a group of women developing the skills necessary to obtain a job or go to school. Johnson introduced participants to the *Adults Returning to School* publication and other resources. When the class graduated, Johnson was on hand to cheer them on and to encourage them to continue their education.

## KHEAA Partners with KCTCS for Statewide Super Sunday

Super Sunday is an annual student recruitment drive that targets African-American students and their families, with information and resources to support college admissions and enrollment. On Sunday, February 24, KCTCS and each of its 16 colleges partnered with African-American churches to host college information fairs for prospective college students and their families. KHEAA staff participated in these events, promoting higher education opportunities and resources.

*These KHEAA materials will become part of our regular Sunday handouts! – Church Pastor*

## Otter Creek Academy Residents Learn to Make Smart Financial Choices

Outreach Counselor Toni Wiley presented the *It's Money, Baby* financial literacy workshop to residents of the Otter Creek Academy in Monticello. The academy is an all-girls, eight-month residential treatment facility in which self-respect and self-care are emphasized. Otter Creek helps the girls develop decision-making skills and overcome hardships that keep them from realizing their potential.

*We are so appreciative of your It's Money, Baby program and the books that go with it. This is a very real and practical program to help our ladies as they transition into adulthood. – Instructor*



# Highlights

## Carter G. Woodson Academy

The Carter G. Woodson Academy at Crawford Middle School in Lexington provides a rigorous curriculum that meets common core standards from an African-American perspective. This traditional college preparatory program serves males in grades 6-9 who have unlimited potential. It will eventually include grades 6-12. All participants will graduate ready for college and career. Summer Gortney worked with the academy's ninth-grade students.

## Kentucky Students Encouraged to "Dream Out Loud"

Outreach staff partnered with the Kentucky Education Savings Plan Trust (KESPT) to promote the plan's "Dream Out Loud Challenge." The contest invited students in grades K-6 to submit an original drawing, poem, essay or video answering the question: How will I change the world after I go to college?

One winner was chosen from each of two submission categories — drawing or video and essay or poem — in grades K-2, grades 3-4 and grades 5-6. The six winning students received a \$1,500 KESPT college savings account, and their schools won \$500.

More than 1,600 entries were submitted. Throughout May, the winners were honored at award ceremonies, some of which were hosted by KHEAA outreach counselors in conjunction with KESPT Program Administrator David Lawhorn.



Christopher Emmons, third-grader from Robertson County, pictured with his principal, Mr. Johnson, counselor, Ms. Woods and, Central Kentucky Outreach Counselor Summer Gortney, proudly accepting his winnings from the DOL contest.

*The contest gets students excited and thinking about their future education and also reminds parents that it is never too early to start saving for college. We enjoy the creativity of the children who participate. – David Lawhorn, KESPT Administrator*

## Health Occupations Students of America (HOSA) Conference Engages Students

HOSA promoted the delivery of compassionate, quality health care by giving health science education students opportunities for knowledge, skill and leadership development.

Outreach Counselor Gene Weis participated in the statewide HOSA – Future Health Professionals conference in March. The event drew more than 1,000 high school students, and KHEAA was able to share college planning and student financial aid materials with many students.

## Operation Preparation (OP) a Statewide Success

OP is a community-based week focused on college and career readiness. A joint effort of the Kentucky Department of Education and the Department of Workforce Development, OP has the potential to reach more than 100,000 students statewide.

Members of the outreach team participated in OP activities for eighth- and tenth-grade students. Staff often present the *Your Map to College* presentation to students around this time every year, so the tie-in with OP worked well. The message of the importance of a higher education, its benefits and financial aid opportunities reinforced the goal of the program to inform and inspire students as they move along the path to college/career readiness.

*During one of my mentoring sessions with a tenth-grade student, I was impressed by how much thought and planning she had put in to her future. She knew exactly what she wanted to do with her life and the direction she needed to take. She was probably one of the first students that I've spoken with over the years who truly took her ILP seriously. A day like this is what I love most about my job: young people succeeding. – Miranda Miller, Outreach Counselor*



## **Grandparents and Relatives as Parents (GAP) Conference**

The GAP Conference in March focused on the organization's mission of meeting the needs of grandparents and other relatives raising at-risk children. Sessions ranged from the importance of being active in a child's education, to an overview of the legal process for gaining full custody of a child, to gardening with your grandkids. Summer Gortney's *Paying for College 101* workshop was well attended and generated positive feedback. Gortney also recorded a short overview of the session that was available on [www.gapofky.org](http://www.gapofky.org).

## **KHEAA Featured at Spring Counseling Conferences**

KHEAA co-sponsored, exhibited and presented at spring conferences of the Kentucky School Counselor Association and the Kentucky Association for College Admission Counseling. Outreach staff addressed the full conference, worked the exhibit booth and presented an *Expanding Your College Knowledge with KHEAA* workshop. KHEAA works closely with both organizations throughout the year, providing articles and advertisements for association newsletters and working with members on college fairs and other initiatives.

## **KHEAA Partners with GRREC and OVEC in Race to the Top**

The Green River Regional Educational Cooperative (GRREC), in partnership with the Ohio Valley Educational Cooperative (OVEC), received a \$40 million, four-year Race to the Top grant from the U.S. Department of Education. The partnership supports classroom-level reform efforts to personalize education for all students and provide school personnel the tools that help them best meet their students' needs.

Grant activities focus on four key components: Students as Leaders, Leaders Developing Leadership, Competency-based Teaching and Personalized Learning for All Students. Support for these components includes the placement of school-based college and career-readiness counselors in 24 schools in the cooperatives' service regions.

Susan Hopkins reached out to GRREC and OVEC with information about KHEAA outreach programs and services and met with leadership to discuss ways KHEAA could help them reach their program goals and objectives. KHEAA supplied the 24 Career Centers with display stands that showcase our publications. In addition, joint training sessions were planned at which college and career-readiness counselors could learn about KHEAA's student aid programs and resources.

## **Kentucky Association of Blacks in Higher Education Conference (KABHE) Welcomes KHEAA Outreach**

Outreach Counselors Candice Johnson and Miranda Miller attended the KABHE conference in Richmond in April. The theme was Generational Leadership: Embracing the Talents of Blacks in Higher Education.

KABHE promotes the advancement of blacks in higher education in Kentucky and helps Kentucky colleges and universities recruit, retain and develop African-American faculty and staff.

## **Appalachian Higher Education (AHE) Network Partnership Develops**

The Appalachian Regional Commission (ARC) is a regional economic development agency that represents a partnership of federal, state and local governments.

In 1998, ARC began developing what is now the Appalachian Higher Education (AHE) Network, a group of state-based centers that work with high schools to increase the college-going rate in nine Appalachian states, including Kentucky.

AHE Network centers provide competitive grants of \$2,000 to \$10,000 to high schools in their service areas for low-cost, high-impact activities and services to encourage participation in postsecondary education.



# Highlights

Outreach Counselors Amy Marvin and Miranda Miller met with Keith Walker, Project Director for the Kentucky AHE Center, to learn about the program and discuss partnering opportunities. Marvin showcased KHEAA's programs and services to show how KHEAA could help the project achieve its goal to reach all the high schools in its service region and transform the school culture to one in which all students are prepared for higher education.

## **CHEK Family and Home School Conference**

The Christian Home Educators of Kentucky (CHEK) is a statewide organization that helps families who home school their children. Candice Johnson and Gene Weis exhibited at the CHEK conference in June. Many parents were familiar with the KEES program in general but needed more information. Visitors to the booth picked up KHEAA publications and materials, including details about the KHEAA ILP.

## **Education Knocks**

The Network Center for Community Change is dedicated to making positive social change in Louisville. Candice Johnson joined NC3 for Education Knocks, an effort to inform residents of educational programming happening in their community. The group knocked on doors in the Shawnee neighborhood. Johnson partnered with a "Go College" student from Shawnee High School. She also provided KHEAA materials to be included in the packet given to all residents reached through the program.

## **Young Women's Initiative**

The Kentucky Conference Women's Missionary Society, Young Women's Initiative hosted a workshop titled *College Life — What They Don't Tell You* in April.

The event at St. Paul AME Church in Lexington helped high school juniors and seniors prepare for college. Several colleges and universities participated in the event, which also included workshop sessions on practical living skills, date rape and violence and résumé writing.

Summer Gortney presented *Paying for College 101* to the participants, and College Info Road Show Counselor Mark Hoover was available with the mobile outreach center for students and families to conduct scholarship searches and explore [kheaa.com](http://kheaa.com).

## **Think College Now Conference**

Candice Johnson participated in the *Think College Now* conference at the University of Louisville in late April. The event focused on minority high school freshmen, sophomores and juniors to help students prepare for a successful college career.

Candice was a panelist for the parent session, which also featured a high school counselor, two college students and a parent with two children in college. Candice shared information about financial aid and the importance of involving the student in the process.

## **Exercise Added to the Outreach Activity Tool Box**

Candice Johnson introduced a fun new ice-breaker with high school juniors to help the students become more engaged during presentations. The students were instructed to put college tasks into the order they thought they should be accomplished. For example, when during the process should a student "apply for college," "fill out the FAFSA," "select college housing" or "make the final decision"? The students were divided into groups, with each group given the same set of tasks. After a team was declared the winner by finishing first within the time frame, each group discussed why they put certain things in order and what the ideal timing of these tasks is. The game was added to the Outreach Activity Tool Box for use by other counselors.



## Owensboro Community and Technical College Initiatives

Casi Clark worked with staff and faculty at Owensboro Community and Technical College (OCTC) to help administrators and students benefit from KHEAA outreach programs and services.

She worked with Donna Butler, who helps students make the transition from high school to college, to create a *Best Practices in College and Career Readiness* workshop for local superintendents, principals, school counselors and college coaches. Clark presented on the use of the ILP and KHEAA resources for schools.

In another initiative with OCTC, Clark spoke to all faculty members who teach Gen 101: Introductory to College courses. This presented an opportunity to talk with the group about KHEAA's *Surviving College* and *It's Money, Baby* presentations.

Clark also discussed khea.com and the KHEAA ILP at a College Connections class that helped prepare adult students for college before the start of fall classes and conducted a community-wide financial aid presentation before OCTC registration and orientation.

## Kentucky Council on Economic Education (KCEE)

KCEE works with teachers, advocates and organizations to help Kentuckians develop the practical, life-long skills necessary in making good economic choices.

Summer Gortney, Candice Johnson and Gene Weis participated in KCEE's annual financial literacy summit. While many of the teachers had heard about KHEAA, they were not all aware of the services that outreach staff can provide.

KHEAA was asked to discuss the resources available for teachers, so Summer's session highlighted ways to use our staff and materials in the classroom. Attendees saw parts of the *It's Money, Baby* and *Paying for College 101* presentations.

## Lexington-Fayette Urban County Government (LFUCG) Youth Employment Program (YEP)

YEP provides paid employment for six weeks during the summer to students between the ages of 14 and 17. The program provides teens with work experience in which they receive as much training and responsibility as is feasible for the particular business to which they are assigned. Job shadowing, mentoring and career guidance are also important features of the program. Students participate in work readiness and life skills workshops throughout the summer.

Summer Gortney presented *It's Money, Baby* to introduce about a hundred participants to cash basics and concepts on how to earn, spend and save money.

## I'm Going To College Pep Rally

The I'm Going to College Pep Rally was held at the Muhammad Ali Center in Louisville celebrate seniors who were enrolling in college for the coming school year. Students heard community leaders and networked with one another and college students.

In addition to working on the planning committee, Candice Johnson provided bags and *Surviving College* books for each participant and exhibited during the event. Candice also participated in the event's Twitter campaign, which trended nationwide that day.





## 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.*



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