



# Outreach

## ANNUAL REPORT

FY2014





# OUR MISSION

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

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

Activities include:

- Informing students and families about 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.
- Reaching out to students who may be underrepresented or at risk of not enrolling in or persisting in college.
- Helping students and parents complete the Free Application for Federal Student Aid (FAFSA).
- Providing resources for middle and high school counselors, adult education providers, financial aid administrators and admissions counselors at institutions of higher education to help them educate students on the admissions and financial aid processes.

Our 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.

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.



# Message from Governor Beshear

Dear Kentucky Partners in Education:

To ensure that every Kentucky citizen has access to a college education, the Kentucky Higher Education Assistance Authority (KHEAA) administers a comprehensive array of outreach services. These programs guide Kentuckians in going beyond high school to advance their skills with certificates and diplomas, as well as two-year, four-year and advanced degrees.

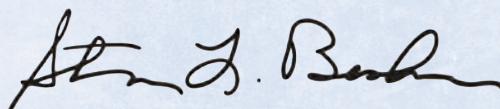
This *2014 Outreach Annual Report* highlights KHEAA's college access work, including regional field counselors; a mobile college-planning classroom; an interactive website for college, career and student financial aid planning; targeted publications for students of all ages; near-peer college coaches and the Kentucky College Application Month program.



KHEAA has served as a trusted source of information for students and families for decades. College access providers in Kentucky and across the country look to KHEAA for guidance in helping students navigate the college admissions and financial aid processes.

Greater employment options and increased job security are critical for today's workforce. Thank you for partnering to promote economic success and vitality for Kentuckians. Working together, we can improve the quality of life for citizens across the Commonwealth.

Sincerely,

A handwritten signature in black ink, reading "Steven L. Beshear". The signature is written in a cursive style with a large, stylized "S" and "B".

Steven L. Beshear



The effects of KHEAA's outreach activities reach students in many ways, from the beginning stages of the college going process, to the actual enrollment in college. KHEAA's outreach team's work is making a difference in the long-term stability of Kentucky.

## Completing a FAFSA

The Free Application for Federal Student Aid (FAFSA) is used to apply for state and federal aid. The U.S. Department of Education uses information from the FAFSA to calculate an expected family contribution (EFC) for each student. The EFC, based on a formula set by Congress, determines if a student is eligible for a Federal Pell Grant. For the 2013–2014 academic year, students were eligible for Pell Grants if their EFC was less than \$5,082.

## 2014 FAFSAs

261,644 Kentucky residents filled out FAFSA.

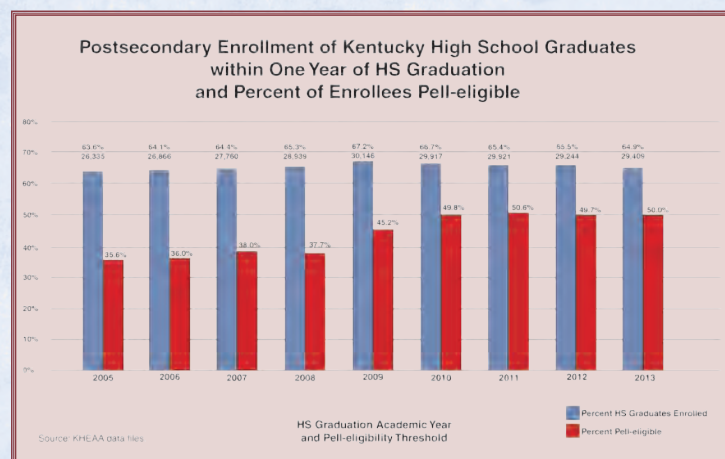
29% first-time college students

43% first-generation students

14% GED or home schooled

In Kentucky, just over three fourths of all students who submitted a FAFSA were eligible for Pell Grants. More than 56% of the FAFSAs received by KHEAA were for students whose EFC was zero, meaning the federal government did not expect students to pay anything toward their college education. One fourth of the students with zero EFCs were dependent students.

The number of FAFSA filers has increased an average of nearly 14,000 students per year for the past decade. Over that same time span the number of FAFSA filers has increased an average of 1,008 students per 1,000 outreach contacts. Since 2006, the number of adults 25 and over filling out a FAFSA has increased by an average of 8,000 per year, and the number of first-generation students filling out a FAFSA has increased by an average of 6,029 per year.



## Pell Eligibility

Postsecondary enrollment for Kentucky public and private high school graduates within one year of graduation has remained virtually flat for high school graduates from the Class of 2005 through the Class of 2013, averaging 65.2%. The highest rate was 67.2% for the Class of 2009 at the height of the recession.

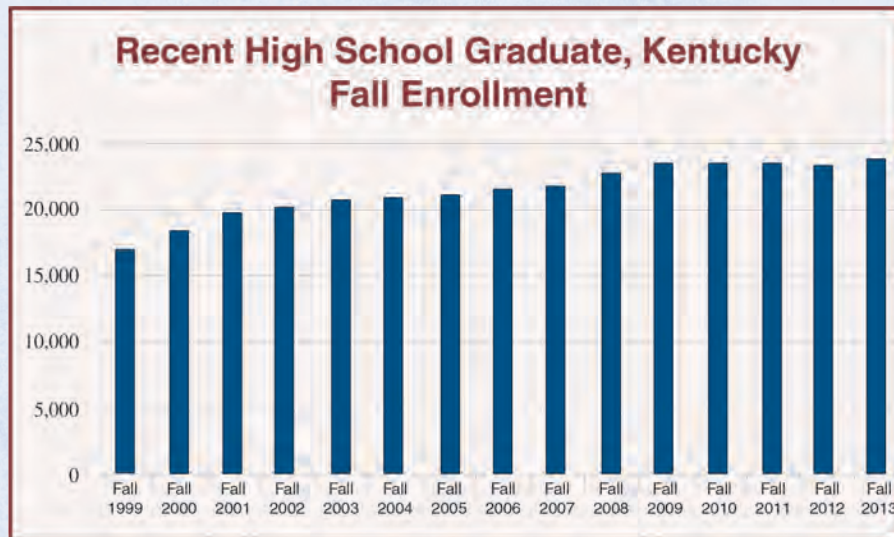
The percentage of low-income high school graduates, defined by Federal Pell Grant eligibility standard, increased from 35.6% for the Class of 2005 to 50% for the Class of 2013.

The highest rate during the period was 50.6% for the Class of 2011. Most of the increase occurred as the recession took hold in 2009 and has remained relatively constant. This increase also coincided with an expansion of the Pell eligibility.



## College Enrollment

The ultimate goal of KHEAA outreach is to get Kentucky students to enroll in college. The number of recent Kentucky high school graduates continuing onto a Kentucky college in the fall has increased by an average of 343 students per year over the past decade.



## The Sixth Year Kentucky College Access Attitude Analysis of Outreach Participant Surveys

KHEAA staff ask students to fill out brief surveys before and after presentations to give the agency an idea on the effectiveness of presentations. Each survey has 11 questions:

- Five questions related to how much students think postsecondary education is desirable and whether they intend to go to school after graduating from high school.
- Five questions measuring how much students know about financial aid available to Kentuckians.
- A question about immediate family members to determine whether a student would be a first-generation college student.

An analysis of more than 12,000 surveys returned during the 2013–2014 school year shows that students who attended a KHEAA presentation gave greater importance to postsecondary education and were more likely to express an intention to continue their education beyond high school.

Students who attended presentations were not only more aware of their financial aid options but also were able to identify facts about student financial aid.

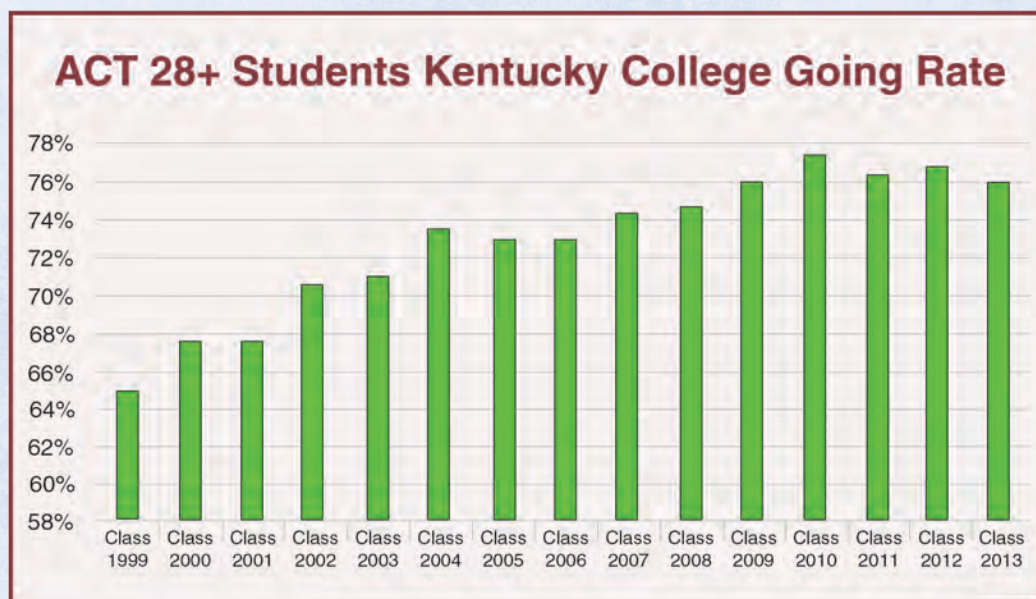
After the presentation, those students who still expressed hesitation about furthering their education focused more on academic issues such as grades rather than on financial concerns.

The surveys also showed that 28% of the students would be the first in their immediate families to attend college.

Overall, the surveys show that KHEAA outreach activities are having a positive effect on Kentucky students' attitudes toward and expectations of postsecondary education.

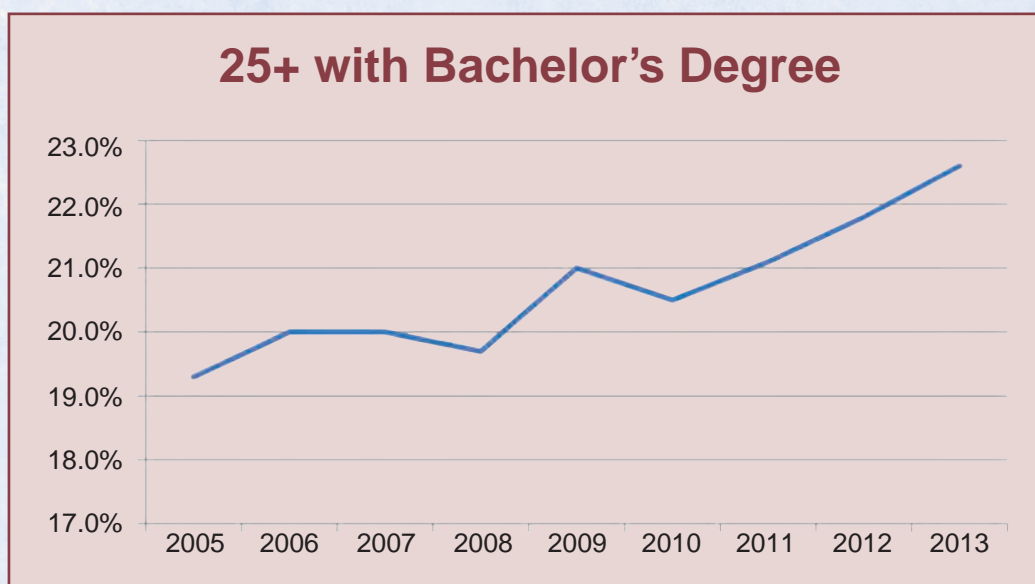


The number of high-achieving Kentucky students staying in Kentucky for college has also been increasing steadily over the years. The number of Kentucky high school students with an ACT score of 28 or above attending a Kentucky institution increased from 65% in the Class of 1999 to 76% in the class of 2013.



## Long-Term Effects

KHEAA outreach and KHEAA programs are paying dividends for the Commonwealth as a whole. The percent of Kentucky residents with a bachelor's degree is starting to increase. According to the American Community Survey (U.S. Census Bureau), the percent of Kentucky adults 25 and older with a bachelor's degree has increased from 19.3% in 2005 to 22.6% in 2013. The increase is a good sign for the long-term goals on Kentucky.



Selected Social Characteristics in the United States  
American Community Survey 1-Year Estimates





## Surviving College Revised for Adult Students

Recognizing that commuter students and adults returning to school face unique challenges of their own in pursuing higher education, KHEAA developed *Surviving College for Adults* to help nontraditional students.

Topics include where to start, academics, financial basics and what to expect on campus. Information about transferring schools and a glossary of commonly used terms is also provided.

## New College Goal Kentucky Initiatives

College Goal Kentucky, coordinated by the Kentucky Association of Student Financial Aid Administrators (KASF AA), provides free information and help to Kentucky families applying for college financial aid. Financial aid professionals from Kentucky colleges and universities volunteer to help college-bound students and their families complete the Free Application for Federal Student Aid (FAFSA). The primary sponsors are USA Funds, KHEAA, KHESLC and KnowHow2GoKY.

The program targets disadvantaged and low-income students who need financial aid to attend college and who need help applying for that aid. By delivering this assistance, College Goal Kentucky helps ensure that students get the help they need.

College Goal Kentucky 2014 was held in December, January and February at 34 sites around the state. At each site students were able to enter a statewide drawing for four \$500 scholarships that can be used at any Kentucky school. About 325 students were assisted during this year's event, with another 275 parents and family members in attendance.

Assistant Director of Outreach Services Kim Dolan and Information Officers Janice Ballou and Eleanor Kley created and mailed a *College Planning Timeline for Seniors* postcard to more than 37,000 high school seniors. The card provided month-specific reminders to help high school students navigate their senior year. Outreach counselors also distributed the postcard at events.



Dolan chaired the 2014 College Goal Kentucky Committee, and KHEAA Outreach staff volunteered across the state to help promote the program and provide FAFSA assistance at the sites. Outreach Counselors Candice Johnson, Destiny O'Rourke and Gene Weis were site coordinators.

## KHEAA Website Available in Spanish

Four sections of the kheaa.com website went live in Spanish in October. The sections provide information to students, families, adult learners and military personnel.

Funding for the project came from a grant that the Lumina Foundation awarded to Bluegrass Community and Technical College to create a statewide effort named the Kentucky Latino Education Alliance(K'LEA). K'LEA is a partnership of representatives from education, the workforce, community-based organizations and policy positions working to increase Latino student college completion.

Outreach Counselor Summer Gortney championed the project within the agency. KHEAA matched the grant funds and had the site professionally translated.

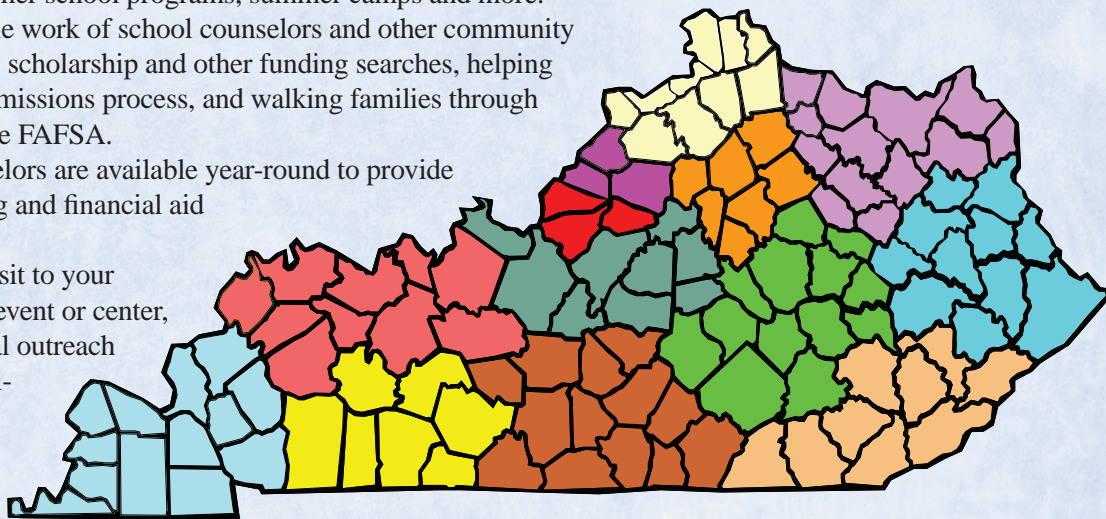


Thirteen outreach service areas have been identified across the Commonwealth. Counselors live and work in their regions, guiding students and parents through the admissions and financial aid processes. Counselors participate in college and financial aid nights, career fairs, adult education programs, Kentucky Educational Excellence Scholarship (KEES) workshops, financial literacy workshops, professional development and staff trainings, Reality Store<sup>SM</sup> events, summer school programs, summer camps and more.

They enhance the work of school counselors and other community partners, conducting scholarship and other funding searches, helping students with the admissions process, and walking families through the completion of the FAFSA.

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 6-7577.



## SOUTH CENTRAL



### COUNTIES:

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

### Keith Ritchie

Phone: 606.706.0120

Email: kritchier@kheaa.com

**Publications distributed:** 25,407  
**Student/Parent contacts:** 17,233  
**Exhibits/Presentations:** 544  
**On-site visits:** 317  
**Miles traveled:** 21,647



## SOUTHEASTERN



### COUNTIES:

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

### Miranda Miller Patterson

Phone: 606.599.7137

Email: mlmiller@kheaa.com

**Publications distributed:** 9,540  
**Student/Parent contacts:** 10,601  
**Exhibits/Presentations:** 427  
**On-site visits:** 307  
**Miles traveled:** 43,238



## NORTHEASTERN



### COUNTIES:

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

### Amy Marvin

Phone: 606.776.3030

Email: amarvin@kheaa.com

**Publications distributed:** 25,562  
**Student/Parent contacts:** 19,535  
**Exhibits/Presentations:** 530  
**On-site visits:** 225  
**Miles traveled:** 27,926



## EASTERN



### COUNTIES:

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

### Amanda Keller

Phone: 606.205.8810

Email: akeller@kheaa.com

**Publications distributed:** 17,361  
**Student/Parent contacts:** 10,273  
**Exhibits/Presentations:** 396  
**On-site visits:** 244  
**Miles traveled:** 15,722



## CENTRAL



### COUNTIES:

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

### Summer Gortney

Phone: 502.330.4711

Email: sgortney@kheaa.com

**Publications distributed:** 15,965  
**Student/Parent contacts:** 12,602  
**Exhibits/Presentations:** 399  
**On-site visits:** 223  
**Miles traveled:** 10,537



## NORTHERN



### COUNTIES:

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

### Bob McDermott

Phone: 859.630.1030

Email: rmcdermott@kheaa.com

**Publications distributed:** 15,780  
**Student/Parent contacts:** 9,593  
**Exhibits/Presentations:** 267  
**On-site visits:** 192  
**Miles traveled:** 13,041





## FAR WESTERN



### COUNTIES:

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

### Shelley Putty

Phone: 270.484.8433

Email: sputty@kheaa.com

**Publications distributed:** 15,790  
**Student/Parent contacts:** 8,295  
**Exhibits/Presentations:** 386  
**On-site visits:** 194  
**Miles traveled:** 33,246



## NORTHWESTERN



### COUNTIES:

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

### Casi Clark

Phone: 270.316.4676

Email: cclark@kheaa.com

**Publications distributed:** 12,897  
**Student/Parent contacts:** 19,873  
**Exhibits/Presentations:** 718  
**On-site visits:** 195  
**Miles traveled:** 35,153



## SOUTHWESTERN



### COUNTIES:

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

### Destiny O'Rourke

Phone: 270.392.8675

Email: dorourke@kheaa.com

**Publications distributed:** 10,023  
**Student/Parent contacts:** 11,606  
**Exhibits/Presentations:** 370  
**On-site visits:** 165  
**Miles traveled:** 16,577



## WEST CENTRAL



### COUNTIES:

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

### Toni Wiley\*

Phone: 270.403.9468

Email: tmwiley@kheaa.com

**Publications distributed:** 13,034  
**Student/Parent contacts:** 16,845  
**Exhibits/Presentations:** 343  
**On-site visits:** 342  
**Miles traveled:** 19,030



## WEST CENTRAL

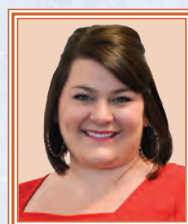


### COUNTIES:

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

### Jo Newton\*

**Publications distributed:** 9,682  
**Student/Parent contacts:** 7,034  
**Exhibits/Presentations:** 238  
**On-site visits:** 103  
**Miles traveled:** 9,998



## SOUTHERN



### COUNTIES:

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

### Audrey Fowler\*

Phone: 270.991.4481

Email: afowler@kheaa.com

**Publications distributed:** 3,320  
**Student/Parent contacts:** 3,030  
**Exhibits/Presentations:** 58  
**On-site visits:** 94  
**Miles traveled:** 6,461

\*Wiley's numbers include her work in the Southern region before she took over the West Central region in March 2014.

\*Newton resigned in February 2014, and her area is now covered by Toni Wiley.

\*Fowler joined the outreach team in March 2014. The Southern region was previously served by Toni Wiley.



## LOUISVILLE METRO WEST



### COUNTIES:

Bullitt, Jefferson west of Interstate 65 and Spencer

### Gene Weis

Phone: 502.608.7717

Email: gweis@kheaa.com

**Publications distributed:** 17,163  
**Student/Parent contacts:** 16,561  
**Exhibits/Presentations:** 391  
**On-site visits:** 142  
**Miles traveled:** 12,483



## LOUISVILLE METRO EAST



### COUNTIES:

Jefferson east of Interstate 65, Oldham and Shelby

### Candice Johnson

Phone: 502.541.7745

Email: cjohnson@kheaa.com

**Publications distributed:** 13,971  
**Student/Parent contacts:** 13,273  
**Exhibits/Presentations:** 332  
**On-site visits:** 151  
**Miles traveled:** 7,129

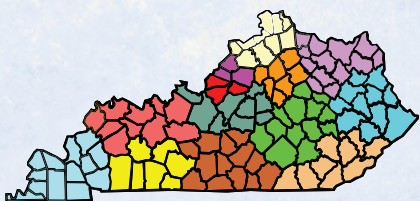
## OUTREACH EXCELLENCE AWARD

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.

3rd	Quarter 2013	Toni Wiley
4th	Quarter 2013	Amy Marvin
1st	Quarter 2014	Gene Weis
2nd	Quarter 2014	Keith Ritchie





## COUNTIES:

Statewide

### Mark Hoover\*

\*Hoover accepted a position in KHEAA's Customer Care area in October 2013, and his area is now covered by David Scott.



<b>Publications distributed:</b>	3,048
<b>Student/Parent contacts:</b>	3,620
<b>Exhibits/Presentations:</b>	303
<b>Miles traveled:</b>	6,046

### David Scott\*

\*Scott joined the outreach team in December 2013.



<b>Publications distributed:</b>	4,974
<b>Student/Parent contacts:</b>	8,925
<b>Exhibits/Presentations:</b>	294
<b>Miles traveled:</b>	6,494

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.

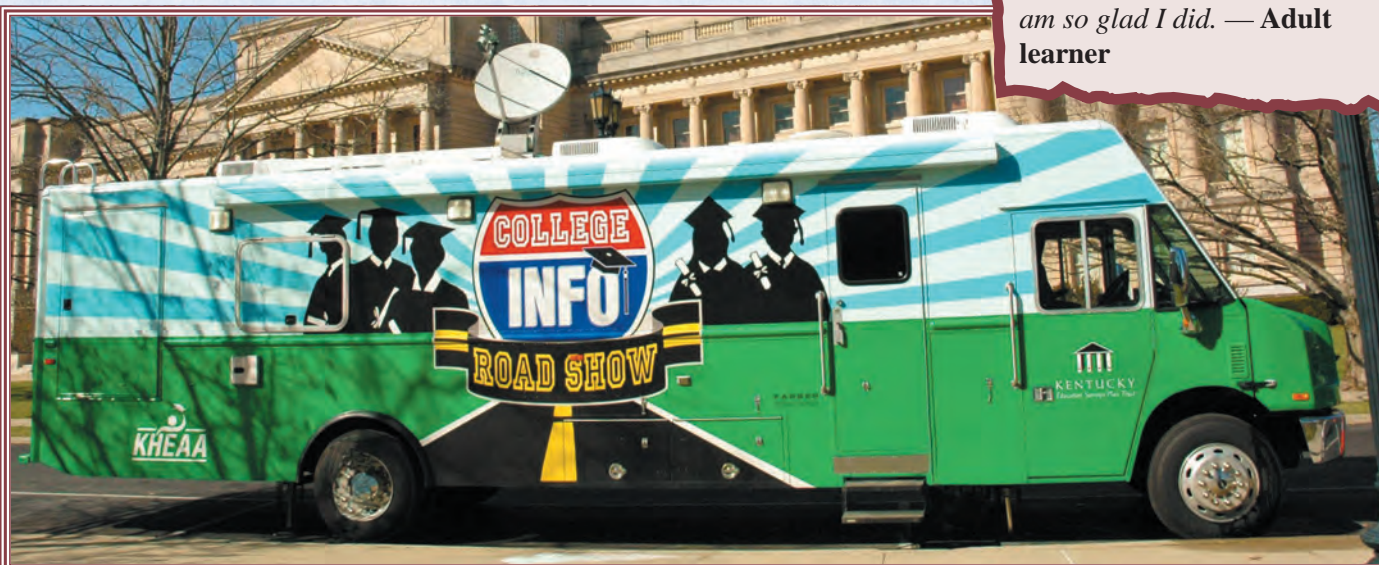
The Freightliner vehicle has 11 workstations and is equipped with satellite Internet access and indoor and outdoor projection units and screens, making it suitable for use at a variety of school and community events.

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

### David Scott

[dscott@kheaa.com](mailto:dscott@kheaa.com)  
859.229.0352

*I saw the huge College Info Road Show logo from the road and did a U-turn because I need to go back to school and I thought you could help. I am so glad I did. — Adult learner*





Reaching out to students and families where they live, work and play, KHEAA outreach services extend to a variety of community contacts:

Academic Affairs/ Student Services	1
Admissions Offices	9
Adults/Adult Education Centers	265
Alternative Education Centers	112
Area Health Education Centers	6
Area Technology Centers	44
Boards of Education	49
Businesses/Factories/Industries	13
Chambers of Commerce	29
Children's Homes/Orphanages	7
Churches/ Faith-Based Services	40
Civic Organizations	8
College/Career/Health Fairs	110
Colleges/Universities	180
Community-Based/Social Services	61
Community Centers	24
Community Education Centers	14
Cooperative Extension Offices	63
Correctional Facilities	10
County Fairs/Festivals/State Fair	60
Day Treatment Centers	2
Elementary Schools	98
Employment Services	30
Family Resource/Youth Services Centers	108
Financial Aid Offices	6
GEAR UP Programs (Partnership)	50

GEAR UP Programs (State)	1
General Public	17
Governmental Agencies	19
Head Start Programs	3
Health Departments/Hospitals	28
High Schools	2,250
Home School Groups	7
Internal	199
Libraries	361
Middle Schools	794
Military Services	3
Newspaper Offices	204
Parent Groups	1
Parks and Recreation Departments	1
Professional Organizations	123
Radio Stations	178
Scholar Programs	15
Social Service Programs	27
Summer Camps	23
Television Stations	15
TRIO Programs (ETS, EOC, SSS, UB)	67
Vocational Rehabilitation Offices	5
YMCA/YWCAs	8
Youth Organizations	8
<b>TOTALS</b>	<b>5,756</b>

	COLLEGE INFO ROAD SHOW	REGIONAL OUTREACH	TOTAL
<b>CONTACTS</b>			
<b>Contacts at Exhibits<sup>1</sup></b>	1,256	55,614	56,870
<b>Contacts at Presentations<sup>1</sup></b>	5,249	121,566	126,815
<b>Contacts at Visits<sup>1</sup></b>	0	3,729	3,729
<b>TOTAL CONTACTS</b>	<b>6,505</b>	<b>180,909</b>	<b>187,414</b>
<b>ACTIVITIES</b>			
<b>Number of Exhibits<sup>2</sup></b>	30	577	607
<b>Number of Presentations<sup>2</sup></b>	567	4,873	5,440
<b>Number of Visits<sup>1</sup></b>	0	2,895	2,895
<b>TOTAL ACTIVITIES</b>	<b>597</b>	<b>8,345</b>	<b>8,942</b>

A county-by-county or complete listing of FY2014 outreach contacts is available upon request.

Contact KHEAA Outreach Services at 800.928.8926, ext. 6-7577.

<sup>1</sup>Number is unduplicated. Contacts for each event and for individual site visits are reported by only one staff member.

<sup>2</sup>Number may be duplicated if the same event was attended by more than one staff member.





## KHEAA College Coaches Schools FY2014

Anderson County High School  
Belfry High School  
Bullitt Central High School  
Caldwell County High School  
Casey County High School  
Christian County High School  
Covington Holmes High School  
Edmonson 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  
Lynn Camp High School  
Marion County High School  
McCreary Central High School  
Meade County 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  
West Carter High School

FY2014 marked the fourth consecutive year in which KHEAA participated in the Kentucky College Coach (KCC) program with Berea College in a grant funded through the Kentucky Campus Compact. KCC places AmeriCorps volunteers in high schools as near-peer mentors and college coaches providing resources that prepare high school students for postsecondary educational opportunities. While coaches work with whole school populations grades 9–12 at our 30 participating sites, they mentor and report data on a core group of up to 100 high school students, at least 15 from each grade (9–12), working to improve the academic success of all students and provide assistance with facilitating a smooth transition to college for those core students.

The formal program evaluation, *Pursuing Pathways: Evaluation of the Kentucky College Coaching Program 2011–2012\**, highlights four outstanding successes of the program:

***The Kentucky College Coach Program was very successful in improving high school grade point averages for KCC core student participants.*** Participants in the KCC program had an average GPA of 3.04 at the end of academic year 2010–2011. Non-KCC program participants at the same high school had an average GPA of 2.86. This is 6.4% increase in GPA for KCC program participants receiving coach/mentor services.

***The Kentucky College Coach Program was exceptionally successful in creating a college-going culture among the students who were in the program.*** The research revealed that students were exposed to multiple dimensions of higher education possibilities through contact with their college coaches. In some cases, coached students shifted their aspirational goals to not only attempt college but also to attempt a degree in a STEM field. Students in the program also gained invaluable individual coaching and assistance completing the FAFSA and obtained other tips and techniques related to applying to higher education institutions.

***Actual first-year college enrollment after high school graduation skyrocketed for KCC mentored high school seniors.*** The group of core participants in the KCC program enrolled in college at a dramatically higher rate (65.7%) than that of non-participant students (49.4%) at the same high schools. This represented a 16.3% difference between the two groups.

***The KCC program actually enhanced the development of a professional workforce in the communities where coaches were located.*** The KCC program has been an important component of the economic engine for workforce development. College coaches, in fact, worked with students and families in the broader community beyond

\* Dr. Nicolas Antony Valcik, Associate Director, Office of Strategic Planning and Analysis, The University of Texas at Dallas and Dr. Kimberly Scruton, Assistant Professor Business Management, Department Chair Business Administration, Marketing and Management, Methodist University.



just the students in the KCC program (when the rules permit such assistance). This multiplied the program's impact in the Commonwealth. The KCC program essentially provided additional on-site job training for The AmeriCorps volunteers serving as coaches. This additional training for the recent college graduates significantly expanded their opportunities to be employed in the teaching and counseling professions after their KCC program experience.

## Other Activities

- Coaches also participated in **Make a Difference Day**, the largest national day of community service, and volunteered for a service project for **Martin Luther King Jr. Day of Service**. Members participated in food drives, collected canned foods to distribute to local food pantries, participated in community marches, wrote letters to military serving overseas, built beds for local youth, helped with youth service center holiday food collections, volunteered to clean up local parks and serve in soup kitchens.
- AmeriCorps members worked with their sites to coordinate activities for the Kentucky Department of **Education's Operation Preparation** effort, recruiting business and community volunteers and participants. During this event, many of our coaches helped students with their Individual Learning Plans (ILPs), while others aided in bringing in volunteers from the community to meet with their sophomores about their career interests.
- **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. During that week, coaches participated in several different activities to promote the AmeriCorps service recognition. Many college coaches set up tables throughout their schools, during career fairs and lunch, to endorse the service that AmeriCorps does. Other coaches created bulletin boards that sponsored and promoted AmeriCorps activities.
- **The Kentucky College Coaches Leadership Council** helped train coaches through workshops, professional development opportunities and guidance. The Leadership Council consists of returning members who through their leadership offer fellow coaches direction and advice, based on their personal successes while they were college coaches. Throughout the year, coaches also relied on KHEAA outreach staff to provide navigational resources and expertise that encourage education beyond high school and offer support to the program's efforts.



Caleb Browning,  
PCHS Graduate of 2014,  
Berea College Class of 2018

My name is Caleb Browning, and I grew up in Pendleton County, Kentucky. While I was in high school, my school had a Kentucky college coach. Over the course of high school, the Kentucky College Coaches Program helped me learn about the importance of college and financial aid. My college coach helped me start looking at colleges in Kentucky and introduced me to touring and looking at different campuses. Over the last year, the college coach has helped me receive the Pinnacle Scholar Award of Excellence in Service and with the college application process. I applied to several universities with the aid of the college coach, who even helped me with the finalization of attending Berea College, where I am at this current year. During high school the college coach kept me on my feet by checking my grades and motivating me to be all that I can be by trying harder and succeeding throughout all aspects of my life.

My senior year, I got to know the college coach better. I visited the college coach a lot my senior year. I visited the college coach for not only academic purposes but also for a great laugh. My college coach has been a great mentor to me, and the past four years of being a KCC participant have been extremely worthwhile!



## College Application Week Grows into College Application MONTH!

November 2013 was proclaimed College Application Month (CAM) in Kentucky by Governor Steve Beshear. Kentucky's program is part of the American College Application Campaign, a national effort to increase the number of first-generation and low-income students pursuing a college degree or credential.

This marked the third year for the College Application program in Kentucky, which helps high school seniors apply to college.

In the first three years of the CAM program, thirteen schools, one from each of KHEAA's regional outreach territories in Kentucky, were selected each year to receive special support with planning and implementing student activities. Target schools were selected based on college-going rate, free and reduced-price lunch eligibility, minority population, ACT scores, presence of existing college access programs and recommendations from KHEAA staff. A special thanks goes out to these schools as they were instrumental in establishing and growing the CAM program in Kentucky.

In addition to these target schools, more than a hundred schools participated, with many hosting college application activities throughout the month, not just during the officially targeted week. Official sites for the 2013 initiative were Doss Magnet Career Academy, East Carter, Glasgow, Henry Clay, Hopkins County Central, Knox Central, Lincoln County, Lloyd, Moore Traditional, Morgan County, North Hardin, Todd County Central and Trigg County high schools. Moving forward, KHEAA will no longer target specific schools in each outreach territory but will reach out to help multiple schools and organizations from each region on a first come, first-served basis.



Outreach Counselor Summer Gortney, right, works with a senior at Woodford County High School during CAM.



In 2013, KHEAA, in partnership with many state and local organizations, provided resources to help participating schools. The online toolkit was revamped to offer a variety of resources for school administrators, counselors and students.

The Fayette County Public Schools Channel 13 coordinator invited Outreach Counselor Summer Gortney in to record a segment on Kentucky's CAM initiative. The 25-minute show aired multiple times in September and October and was available on the Fayette County Board of Education's website.



Kentucky's program is part of the American College Application Campaign, a national effort to increase the number of first-generation and low-income students pursuing a college degree or credential.



For the first time this year, KHEAA asked every participating school to complete an online registration form. Schools that registered by the deadline received posters, stickers and listserve updates. This online registration process also helped KHEAA track participating schools better than in previous years.

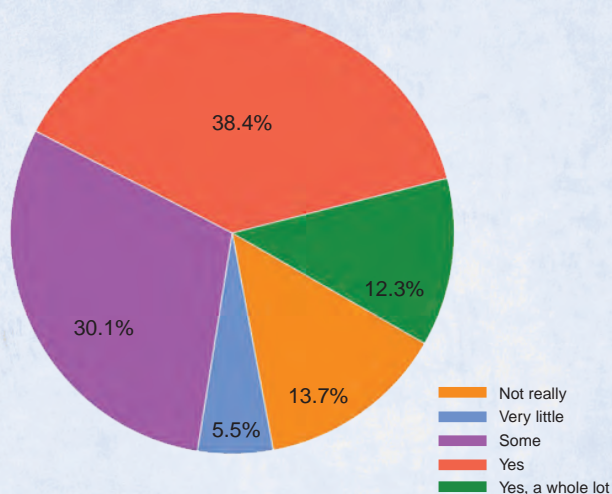
Schools were asked to submit data following their events, primarily consisting of the number of students who participated and the number of applications submitted during the event. Sixty-eight of the 127 schools that registered for CAM submitted data. From these 68 high schools, some 8,400 seniors participated and submitted nearly 12,600 applications.

Also, students were asked to complete an online survey about CAM. One question asked if they thought the information and activities had changed the likelihood that they would attend college after graduating from high school. The pie chart at right shows that 80.8% of respondents said CAM activities had at least some impact on their likelihood of going to college. More than half, 50.7%, said it did change their likelihood of going.

*College Application Month should be a requirement in high schools. Students need the help, encouragement and information to choose and apply to the right schools. — College admissions counselor*

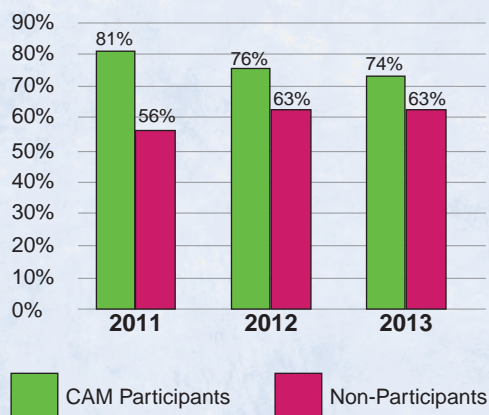
*Wow! I would not have had the courage to apply to a college if we had not had this program. I am going to go. Thank you for helping. — High school senior*

*Our students are still talking about College Application Week! Thank you for this opportunity. — School counselor*

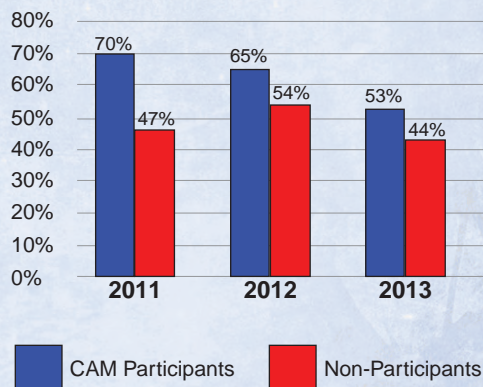


The following summary charts compare the FAFSA completion rate and college going rate of students participating in College Access Month events and activities at their high schools with students at the same high schools not participating in College Access Month.

**FAFSA Rate**



**College-Going Rate**





KHEAA partnered with Lieutenant Governor Jerry Abramson and Kentucky Department of Education Commissioner Terry Holliday at Close the Deal events in October and November. The program helps high school seniors make the transition to college and careers and engages community and business leaders to build a college-going culture at their school or organization.

Outreach staff and leadership, including Executive Director Carl Rollins, Vice President of Government Relations Erin Klarer and Director of Outreach Services, Susan Hopkins participated as financial aid experts during “table talk” sessions at four target high schools: Covington Holmes, Gallatin County, Greenup County and Logan County.

KHEAA also supports the program through staffing at events, distribution of college planning and financial aid materials, research and data reporting.

Fourteen members of the Outreach team participated in Close the Deal events around the state. In addition to the four target schools, KHEAA staff worked events at Bullitt Central, Bullitt East, Campbell County, Fairdale, Iroquois, North Bullitt, Seneca, Valley Traditional and Western high schools.



Lieutenant Governor Jerry Abramson, standing, discusses college options at a Close the Deal event.

*The Close the Deal initiative creates a college-going culture in high school students who aren't yet considering higher education. If we truly want to prepare Kentucky's next generation of leaders for the demands of the 21st-century workforce, we must continue to find ways to encourage and assist our high school students to seek additional education. Having KHEAA as a partner made a huge difference in the events, and I appreciate all of your help. — Lieutenant Governor Jerry Abramson*

*Your information on financial aid was the most valuable information that I have heard today. — High school senior participating in Close the Deal*



Mark Hoover, center, talks with students at a Close the Deal event.



**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.

**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.

### MAJOR PUBLICATIONS

<i>Adults Returning to School</i>	15,929
<i>Affording Higher Education</i>	4,089
<i>College Circuit</i>	99,295
<i>Getting In</i>	69,855
<i>It's Money Baby</i>	23,345
<i>Surviving College</i>	26,897
<i>Surviving College (Adults)</i>	4,051
<b>TOTAL</b>	<b>243,461</b>

### OTHER MATERIALS DISTRIBUTED

College Goal Sunday handout	20,473
College Info Road Show Flier	124
Getting the Facts	10,035
FAFSA Checklist	9,324
FAFSA on the Web Worksheet	790
Financial Aid Dictionary	15
Financial Aid for Adults	3,980
Gotocollege.ky.gov/ kheaa.com Bookmarks	4,879
KEES Brochure	83,609
Kentucky Education Savings Plan Trust Brochure	2,226
KESPT Activity Book	34,091
KHEAA.com Brochure	23,365
Military Financial Aid Programs Flyers	6,612
Ninth Grade/High School Basics Flier	38,161
Outreach Annual Report	264
Outreach Presentation Guides	2,834
Posters	9,434
Technical/Trade School Flier	6,865
<b>TOTAL</b>	<b>257,081</b>



**KHEAA ILP for private school, home school and adult student:** 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:

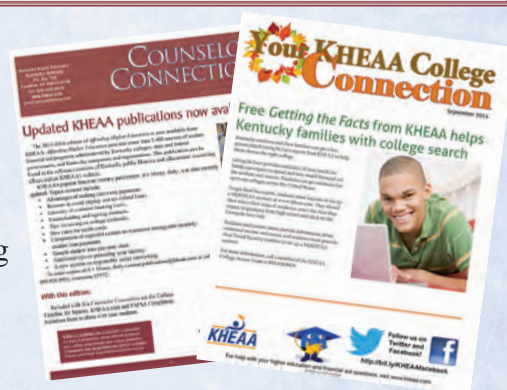
- Career Exploration.
- Assessments and Results.
- Setting Goals and Making Plans.
- Activities and Experiences.
- Awards and Recognitions.
- Education Plan.
- Résumé Builder.
- Administration tools.

More than 6,000 students and 92 private schools across the Commonwealth have used the KHEAA ILP 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 resource.

*“I’ve heard such great things about the ILP from other home school families, I’m so glad you took the time out to show me what a wonderful tool it is.”* — **Mother of a home-schooled student**

**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 in the state. Using the database, a newsletter is sent to recent high school graduates, providing support to those enrolled in postsecondary education and encouraging those who have not yet enrolled.



**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.

**Social media:** KHEAA pushes timely information and updates out via Facebook and a Twitter feed. During FY2014, the number of Facebook “likers” grew by 57%, while the number of Twitter followers grew by 49%.

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 2,570 unique entries during FY2014.



KHEAA Outreach Counselor Toni Wiley (right) presented a new iPad to the May Sweepstakes winner.



**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.

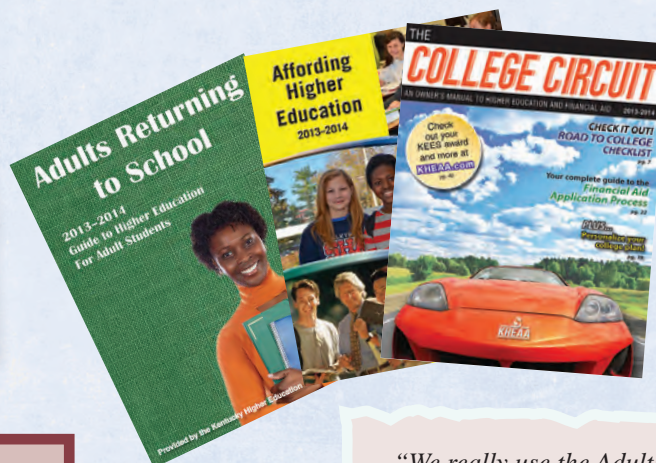
**Student Tracker:** This tool from the National Student Clearinghouse lets schools track their graduates' progress in college and get information about former students, including the colleges attended and degrees earned. KHEAA funds a free subscription to StudentTracker for all certified high schools in Kentucky. The service is free, but schools must sign up 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.

**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 FY2014. 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**

**Electronic Transcripts:** KHEAA has partnered with Kentucky Department of Education (KDE) and Parchment to provide electronic transcript services to Kentucky public schools. School counselors, administrators, college admissions staff and students and families have access to a valuable tool that allows them to streamline the transcript exchange process. Participation in the electronic process reduces walk-up requests and in-office traffic for school staff, eliminates phone calls associated with transcript statuses and saves time and money spent on processing, printing and mailing paper transcripts.

*"The College Circuit is a must-have for every new high school student. A copy should be provided for each student during enrollment or orientation!" —*  
Middle school counselor



### Order Free Resources

From [kheaa.com](http://kheaa.com), hover your pointer over the Counselors tab/publications/materials request and then click on the Order Form. Simply choose the quantity of each resource and provide the contact information. We'll send them directly to you.

*"We really use the Adults Returning to School publication. I even talk to patrons about the book, and show them areas to investigate as they wait in our front lobby. We give those out to a lot of our visitors." —* Vocational Rehabilitation office administrative assistant



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 and Parent Editions)**

**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. Parents will learn to plan, prepare and consider payment options for their children's higher education.

**Audience:** Students in grades 6–8 and their parents and guardians

**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) for students; 1 hour for parents or guardians

### ***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 (presentation only); up to 1½ hours (including reality activity)

*KHEAA's services are so crucial to our students. The How to Handle Your Future presentation is excellent. — Gifted and Talented program coordinator*

### ***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 or guardians

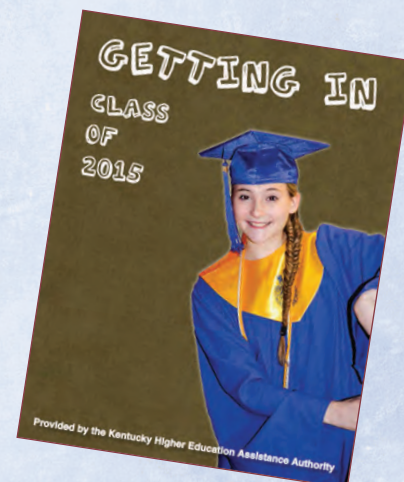
**Time Frame:** 1 hour

### ***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. 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



\* ALIGNED WITH KDE'S KENTUCKY CORE ACADEMIC STANDARD FOR PRACTICAL LIVING/VOCATIONAL STUDIES



## 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.

### 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. Students will learn when and how to apply for state and federal funds.

**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 are given assistance in completing and correcting the FAFSA and in interpreting post-FAFSA completion documents, including those required for verification.

**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 topics, 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

### *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

### **kheaa.com\***

**Purpose:** Gives attendees the information they need to navigate the career exploration, college preparation and financial aid processes. Walks users through the website features designed to help students make informed decisions about their higher education options.

**Audience:** 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



\* ALIGNED WITH KDE'S KENTUCKY CORE ACADEMIC STANDARD FOR PRACTICAL LIVING/VOCATIONAL STUDIES



## KHEAA Individual Learning Plan (ILP)

**Purpose:** Gives students, teachers, administrators and program directors from private schools, home school populations and adult education centers an overview of the web-based tool.

**Audience:** Private school students, home school students and adult learners. Teachers, counselors, program directors of private schools, home school groups and adult education centers may request detailed administrator's training.

**Time Frame:** Computer lab with Internet connection is necessary; 1 hour (student); half- or full-day options available (counselors and teachers)

## KHEAA — At Your Service

**Purpose:** Provides an overview of the free resources, 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

## KHEAA College Challenge (KEES, Freshman-Sophomore and Junior-Senior editions)

**Purpose:** Uses an interactive game show-style format to give audiences a chance to participate in a little friendly competition while learning about college access and financial aid. 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

## College Info Road Show\* (Mobile Classroom)

**Purpose:** Delivers a brief overview of student financial aid programs and services. Visitors can create a MyKHEAA 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.

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



### Enhance your KHEAA presentations

— We've compiled hands-on activities and games to be used with our standard presentations to keep students further interested and engaged. Ask your regional outreach counselor about adding something from our Outreach Activity Toolbox to customize your next workshop for students, parents or staff.

## 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 MyKHEAA 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 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 or adults returning to school

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



### **Commonwealth of Kentucky Selects Parchment as eTranscript Provider**

Kentucky selected Parchment, a leader in eTranscript exchange, to enable Kentucky eTranscript. The statewide electronic transcript initiative was set up to make the college admissions process easier and to encourage more students to pursue higher education.

Kentucky's eTranscript is provided free to high school students, school districts, colleges and universities by the Council on Postsecondary Education (CPE), the Kentucky Department of Education (KDE) and KHEAA. Several high schools and universities provided input to create the common transcript. With the system, Kentucky public high school students can electronically send their transcripts to any participating Kentucky college at no cost. KHEAA also plans to provide eTranscript to private high schools.

### **Military Spouse Postsecondary Education Work Group Submits Final Recommendations**

The Postsecondary Education Work Group to the Military Spouse Task Force of Kentucky met in August to finalize recommendations. The task force was formed by First Lady Jane Beshear in 2011 to work with state and local leaders, businesses and community groups across the state to expand the rights of military families, publicize benefits or special programs to assist military families and raise awareness of the struggles military families face.

Recommendations included:

- Creating a publication that summarizes major state and federal benefits available to military spouses to help them continue their education.
- Enhancing web pages to provide timely, easy-to-understand information.
- Promoting online degree options to veterans and spouses.
- Creating a military student advocacy group to address the concerns and needs of military spouses.

Director of Outreach Services Susan Hopkins and Outreach Counselor Jo Newton represented KHEAA on the task force. Hopkins served on the task force's Postsecondary Education Work Group, which researched and recommended low- and no-cost ways to raise awareness of educational benefits and to improve support for military spouses wishing to take advantage of those benefits. Newton attended a luncheon hosted by First Lady Jane Beshear in November, at which recommendations from the work group were presented by Melissa Young of CPE.

### **Greater Louisville, Inc. (GLI) Degrees at Work Partnership**

The Degrees at Work set up the public-private partnership 55,000 Degrees. The program has the goal of helping 15,000 working adults in Greater Louisville complete bachelor's degrees by 2020.

Outreach Counselor Gene Weis met with GLI Degrees at Work's business consultant, Turner Wathen, sharing information on KHEAA's publications and services. Weis discussed ways to coordinate efforts, using GLI's connection to local businesses and their interest in furthering employees' academic attainment and training. The meeting resulted in new opportunities to exhibit and make presentations in businesses and organizations in the Louisville area.

*I wanted to thank you for giving me the opportunity to work with you and KHEAA. I've learned a lot from you, and I understand how hard people have to fight to achieve goals that can potentially help their future. It means a lot to have the experience I have been given. I will always be an advocate for KHEAA. You're great to work with – 55K Degrees at Work consultant*



## Morty Meets the Public at State Fair College Info Road Show Exhibit

After exhibiting for many years in the commercial/vendor section of the South Wing, KHEAA moved its mobile unit exhibit to a new location at the Kentucky State Fair. Set up opposite the Kentucky State Police's popular Safety Town area, Frankfort and Louisville office staff joined the Outreach Team in August to greet visitors, answer questions and distribute more than 16,500 pieces of college planning and financial aid material.

## Race to the Top Counselors Learn About KHEAA Resources

The Race to the Top effort helps local communities by supporting classroom-level reform efforts that encourage change in schools.



Morty the Mortarboard, KHEAA's friendly blue graduation-cap mascot, joined staff at the exhibit for the first time this year and was popular with fair goers of all ages.

Outreach Counselor Candice Johnson conducted a *KHEAA – At Your Service* presentation to Ohio Valley Educational Cooperative's career and college readiness counselors in September. Johnson and Director of Outreach Services Susan Hopkins helped participants become familiar with the KHEAA regional and mobile outreach staff, publications, electronic resources and other tools to assist in their college access work. In addition, KHEAA Corner display stands were provided for each school's resource center.

Outreach Counselors Destiny O'Rourke and Toni Wiley made a presentation to college and career readiness coaches from the Green River Region Education Cooperative in December. Nearly 30 attendees participated in KHEAA's *Getting the Facts* and FAFSA on the Web training, in addition to learning about KHEAA's resources and materials.

## Governor's Scholars Program

The Governor's Scholars Program (GSP) was established in 1983 to give rising high school seniors a taste of campus life. Governor's Scholars live on college campuses and take college courses during a five-week summer session. KHEAA has a partnered with GSP for several years to provide college planning and student aid resources.

Outreach Counselors Amanda Keller, Amy Marvin, Shelley Putty and Gene Weis shared information with rising seniors from across the state during student financial aid presentations and panel discussions at Bellarmine, Morehead State and Murray State universities.

*"Thank you for being willing to answer our additional questions and provide us with extra information to make sure we receive the help we need with college admissions and financial aid. Knowing who my counselor is and the opportunities I have as a homeschooler will be a big help to me."*— **Governor's Scholar**



### Latino Leadership and College Experience Camp

The week-long Latino Leadership and College Experience Camp, hosted by Bluegrass Community and Technical College, familiarized Kentucky youth with college culture, encouraged them to set goals for their future and provided college-level courses to teach them skills to graduate from high school and enroll in higher education.

Outreach Counselor Summer Gortney taught classes about financial aid and basic financial literacy skills, while Outreach Counselor Destiny O'Rourke led an exercise that had students compare award letters and decide which college was the most economical choice. The students also watched videos on making the right choices in spending and the dangers of credit cards and enjoyed a hands-on activity using M&M's to simulate a budget.



Summer Gortney (left) and Destiny O'Rourke (right) with the financial aid and financial literacy class from the 2013 LLCEC.

### Partners for Education: Berea College and KHEAA

Partners for Education at Berea College is devoted to fulfilling the college's commitment to provide educational opportunities for students who have great promise and limited economic resources. Eight federally funded programs make up Partners for Education and support the college in reaching this initiative. The oldest of these programs at Berea, Upward Bound, has been serving low-income, first-generation high school students since 1967. Since then, the college has also acquired these federal programs: Educational Talent Search, GEAR UP, Upward Bound Math and Science, Kentucky College Coaches, and Promise Neighborhood. Through these programs, a total of 18 counties in Kentucky are being served.

KHEAA Outreach provides publications, resources and staff support for financial literacy, college planning and student financial aid initiatives. Outreach Counselors Amanda Keller, Amy Marvin, Miranda Miller and Keith Ritchie conducted workshops and helped students with their Individual Learning Plans, MyKHEAA accounts and EXPLORE and PLAN results. During the third quarter of 2013 alone, more than 2,200 students received help and information from KHEAA.

Nearly 50 families joined the program's Family Empowerment Conference on April 12. Students attended a GEAR UP Youth Leadership Summit, while parents learned about supporting their child's education, paying for college as an adult student, reducing debt and creating savings plans. Families could also have their taxes done at no cost and meet Muse Watson, a Berea graduate and actor from *Prison Break* and *NCIS*. Ritchie conducted a *Paying for College 101* presentation and Miller manned an exhibit at the event, talking with attendees and networking with several community organizations in the region.



### **IG2C Mini Pep Rallies**

Outreach Counselor Candice Johnson participated in several mini pep rallies during the summer as part of the I'm Going to College effort. 55K Degrees sponsored pep rallies at various locations across Louisville, and Johnson visited four community centers and shared her excitement about college and how students could pay for it. The students ranged in age from 4 to 18. Volunteers and organizers gathered posters and materials for each community center to help create a college atmosphere at each location.

### **KHEAA, United Way Help Families Get *Back on Track***

Back on Track, a program of the United Way of the Bluegrass, helps people succeed by matching their savings. Someone who saves \$2,000 for a new home may receive another \$4,000. People may also receive another \$4,000 if they have saved \$1,000 toward getting more education or starting a business. There are income limits, and participants must attend classes on financial literacy and financial aid while they are saving. Outreach Counselor Summer Gortney presented the *It's Money, Baby* to participants.

### **Fraternity Learns to Survive College, KHEAA-Style**

Outreach Counselor Bob McDermott presented Surviving College to about 80 members of the Phi Kappa Alpha fraternity at Northern Kentucky University. Participants learned about freshman year 101, academics, financial basics, campus life, resources and moving on.

### **UK Students Face Reality**

Along with the Cooperative Extension's Managing in Tough Times initiative, students at the University of Kentucky participated in It's Your Reality, a real-life simulation and spinoff of the middle/high school Reality Store. Students learned the average starting monthly salary for graduates with their major. Students then "spent" their monthly income by selecting the lifestyle items they hope to have after college. Outreach Counselors Summer Gortney and Candice Johnson worked an exhibit at the event, providing college survival materials.

### **KACTE Summer Conference**

The Kentucky Association for Career and Technical Education (KACTE) has members at all instructional levels (middle schools, high schools, secondary career and technology centers, technical and community colleges, and universities), and at the Kentucky Department of Education and the Kentucky Community and Technical College System administrative office.

Outreach Counselors Summer Gortney, Candice Johnson and Gene Weis represented the agency at KACTE's annual conference in July, distributing information and answering questions in the exhibit area. Many of the participants who visited our booth were familiar with KHEAA and stopped to share how appreciative they were of our services and our outreach staff.

### **Attendance Soars at Butterfly Festival**

Outreach Counselor Shelley Putty exhibited at the fifth annual Butterfly Festival in Oak Grove in September. This fun, educational experience drew over 12,000 attendees, offering families numerous activities and interactive programs. Visitors to the KHEAA table were given a variety of publications and resources on college planning for students of all ages. The festival culminated with a release of hundreds of monarch, viceroy and painted lady butterflies.



### Outreach Staff Partners with the Kentucky Education Savings Plan Trust

Outreach continued to work with the Kentucky Education Savings Plan Trust, the state's official college-savings program, during FY2014.

In October and November, KHEAA Outreach helped with several summer reading ceremonies at libraries throughout Kentucky. Ceremonies were attended by Summer Reading winners, their families and the KHEAA outreach counselor responsible for that county or KESPT Administrator David Lawhorn, as well as library staff. Each winner received an oversized check as part of the ceremony. Eight children won \$1,000 KESPT accounts, and their libraries received \$500 each.

At the World's Largest Halloween Party at the Louisville Zoo in October, outreach staff joined KESPT to work exhibits. More than 62,000 people trick or treated during the 15-evening event. During sponsored nights, outreach counselors and KESPT staff worked a table in Super Hero City, giving away KESPT-branded items and literature, including the *I Can Go to College, Too!* activity book. Children of all ages enjoyed spinning the prize wheel for coloring books, sling packs and lip balm.

Six Kentucky students won \$1,500 college savings accounts in the 2014 KESPT Dream Out Loud Challenge. The challenge invited students in grades K-6 to submit an original poem, drawing, video or essay answering the question, "How will I change the world after college?" It also encouraged families to start thinking about saving for college. Contest entries included children who wanted to be doctors, veterinarians, teachers, inventors and engineers. Some 1,800 entries were submitted from across the state. In May, award ceremonies for the student winners were held in communities across Kentucky. Several ceremonies were hosted by Lawhorn and KHEAA outreach counselors. Each winner's school received \$500.



KESPT Program Administrator David Lawhorn with a winner and their family.

KESPT partnered with the Kentucky Department of Libraries and Archives for the 2014 Summer Reading Program, Fizz Boom Save! The science-themed partnership encouraged parents to enroll their children in local library programs and helped families learn more about saving for college. Parents could enter to win one of eight \$1,000 KESPT accounts. Each winning library also received a \$500 cash prize.



### KHEAA Works with the Appalachian Higher Education Network

Director of Outreach Services Susan Hopkins participated in a panel discussion, Meeting the Challenges of Improving Educational Outcomes of Appalachian Youth and Families, during the Appalachian Regional Commission's Appalachian Higher Education Network (AHEN) meeting in Morehead in November.



Hopkins joined Dan Connell, assistant vice president, Center for Adult Education and College access at Morehead State University; Dreama Gentry, executive director of Berea College's Partners for Education; and Sue Cain, College Readiness and Developmental Education Initiative coordinator for the Council on Postsecondary Education, to discuss individual initiatives and how the agencies can combine their resources to help students and families.

### **Governor's Commonwealth Institute for Parent Leadership Utilizes KHEAA Resources**

The Governor's Commonwealth Institute for Parent Leadership, based on a program of the Prichard Committee for Academic Excellence, helps Kentucky parents become more involved in improving public schools to enhance academic achievement for all students.

Outreach Counselors Candice Johnson, Amanda Keller and Bob McDermott presented 19 roundtable sessions at institute sessions in Prestonsburg, Louisville and Florence. They introduced parent participants to KHEAA's programs and college planning publications. In addition to materials to help their students make informed decisions about their higher education options, several parents were interested in our financial aid resources for adult students.

### **Rural Education Summit: Improving Educational Outcomes in Rural America**

Susan Hopkins, director of Outreach Services, represented KHEAA at the Rural Education Summit in November. The summit provided an opportunity to meet with practitioners, policy-makers, funders and others passionate about education in rural America. The event highlighted Berea College's approach to success for children, sharing information about partnerships and Berea's philosophy of working with community and focused on the need for private investment in rural education.

### **Making the Middle School Connection**

Several KHEAA Outreach staff members participated in the Jefferson County Public School System's Making the Middle School Connection, which helps middle school students get a jump start on career exploration and planning for their high school and college education. Seventh-graders met with community professionals to talk about life after middle school and how their choices can affect their future. The month-long event in October saw hundreds of community leaders connecting with thousands of students in 30-minute sessions. Participants received a *College Circuit* as a take-away and were encouraged to see how much KEES money they can earn by making good grades in high school.

### **KHEAA Reaches out to TRIO Practitioners at KNCT-3's *We Are One* Conference**

The KNCT-3 conference in October marked the first time Kentucky, North Carolina and Tennessee TRIO professionals convened to learn, share and grow. TRIO is a series of eight federally-funded college access programs: Upward Bound, Educational Talent Search, Student Support Services, Educational Opportunity Centers, Veterans Upward Bound, McNair Postbaccalaureate Achievement, Upward Bound Math-Science and TRIO Staff Training. The conference theme, *We Are One*, celebrated the coming together of and collaboration among the three states.

Outreach Counselors Summer Gortney and Amy Marvin presented and exhibited at the event, distributing college planning publications and reaching out to state and regional college access colleagues.



### **Kentucky Counselors Expand their College Knowledge with KHEAA**

Eight regional KHEAA outreach counselors provided training to school counselors and college access providers at the Counselor Training for College and Career Planning for High School Students workshops in October and November. The sessions are sponsored by the Kentucky Association of Student Financial Aid Administrators.

KHEAA's presentation focused on College Application Month, Close the Deal, [kheaa.com](http://kheaa.com), *Surviving College*, *Getting the Facts*, electronic transcripts through Infinite Campus, Kentucky college coaches and outreach staffing changes.

### **Bluegrass Latino and Multicultural College Fair**

The Bluegrass Latino and Multicultural College Fair, hosted by Eastern Kentucky University in November, served 595 students from 24 Central Kentucky schools. Each student received a drawstring backpack from EKU, pre-stuffed with the Spanish version of *Surviving College*. Outreach Counselor Keith Ritchie conducted a Paying for College 101 presentation, while Outreach Counselor Summer Gortney distributed financial aid and college planning materials and answered questions at KHEAA's exhibit table.

Sessions included college preparation and planning, how first-generation college students can succeed, and how students can talk with their parents about college.

### **Back to the Basics at Westport TAPP**

The Georgia Chaffee Teenage Parent Program (TAPP) in Louisville helps teens who are pregnant or have children stay in school. Outreach Counselors Candice Johnson and Gene Weis have developed a strong partnership with the counseling staff at the Westport site in eastern Jefferson County, reaching out to program participants about the benefits of higher education.

Westport TAPP's counselor joined KHEAA's College Application Month initiative, dedicating all of November to activities surrounding applying to college.

### **Get Schooled FAFSA Helpout**

Get Schooled, a nonprofit organization, uses popular media and messengers to improve high school graduation rates and empower more students to go to and succeed in college.

The Get Schooled Helpout, facilitated by First Lady Michelle Obama and Secretary of Education Arne Duncan, reached out to help students with the FAFSA during February. Outreach Counselor Summer Gortney participated in FAFSA Helpout sessions, answering questions and helping students overcome barriers to higher education. Gortney was one of only 50 financial aid experts from around the country to provide real-time, one-on-one video assistance.

### **Outreach Staff Engage Students in Transfer Madness**

For the second year, KHEAA Outreach staff participated in Transfer Madness, an online transfer fair designed to provide high school and community and technical college students with information on alternative pathways to a four-year degree.



Co-sponsored by KHEAA, the Kentucky Council on Postsecondary Education and the Kentucky Community and Technical College System, the virtual event brought together all sectors of higher education to encourage talented students to stay in state and to foster strong career opportunities.

This year's KHEAA booth, updated by Graphic Designer Crystal Dempsey-Gillum, included a Paying for College 101 video, links to helpful sections of the [kheaa.com](http://kheaa.com) website and online publications and a live video chat on financing college hosted by Outreach Counselor Summer Gortney. She and Outreach Counselors Amanda Keller, Amy Marvin, Shelley Putty, Keith Ritchie and Toni Wiley staffed online chat sessions, answering questions from event visitors.

### **Operation Preparation Reaches Out to Eighth- and Tenth-Graders**

The Kentucky Department of Education designated March as Operation Preparation Month. The effort helps eighth- and tenth-graders see if their academic standing is on track with their chosen career path. This generally means looking at standardized test scores and Individual Learning Plans to see if students are college ready and on target to achieve their goals.

KHEAA regional and mobile outreach staff worked with local school counselors, family resource/youth services center directors and other college access partners to provide career exploration, college planning and financial aid workshops and resources to students across the state.

KHEAA's College Coaches helped coordinate programs, organize community and business volunteers, promote events and assisted students with their ILPs.

*Thank you for coming to our Operation Preparation. I think that it is an important time of the year for our 8<sup>th</sup> graders to hear about the KEES scholarship now. We have been discussing transitioning to high school and are reviewing careers. This information is meaningful to them at this time of year. — Middle school counselor*

### **Education Matters at Kentucky Educational Television (KET)**

Outreach Counselor Summer Gortney represented KHEAA as one of four panelists on a financial aid call-in segment during KET's *Education Matters*. The show featured a segment that highlighted high school seniors' thoughts on choosing a school based on cost and the concerns they had about paying for college. Following the segment, the panelists discussed basic financial aid questions, such as how to apply for financial aid and the types of financial aid available.

### **Super Sunday and Super Someday Events**

For the fourth year, KHEAA partnered with the Kentucky Community and Technical College System's annual Super Sunday initiative. Super Sunday targets African-American students and their families with information and resources to support college admissions and enrollment. The statewide program, held in February, matched staff from 16 KCTCS schools and KHEAA with African-American churches.

A spinoff of Super Sunday, Super Someday, is an initiative to encourage more youth to attend college. African-American, Latino students and others who may not consider college an option were bused from local high schools to four Bluegrass Community and Technical College's campuses in February. Outreach Counselor Summer Gortney exhibited at the Newtown Campus.

*I am so glad that the Super Sunday event is a reality. It gives the youth in our area a chance to see their options for the future! — Parent, New Hope Church*



### **KHEAA Outreach Partners with Fifth Third Financial**

Fifth Third Financial's Empowerment Mobile targets low- to moderate-income individuals who have been traditionally underserved by banks. It provides financial assistance and helps people set up a bank account at community locations. The initiative worked with the United Way of the Bluegrass, which provides free tax preparation for low-income families, on an event at the Community Action Council-Russell School. Outreach Counselor Summer Gortney exhibited and distributed financial aid and college planning resources.

### **Junior Achievement Curriculum Complements KHEAA's Financial Literacy Efforts**

Junior Achievement provides work-readiness, entrepreneurship and financial literacy skills to inspire students to set goals for their futures in our global economy.

Outreach Counselor Summer Gortney worked with an eighth-grade class at Bondurant Middle School in Frankfort to implement the six-week Junior Achievement program. The middle school focus is financial literacy, a topic that is at the core of several KHEAA presentations. Gortney focused each lesson on the importance of a higher education and ways the students can prepare to pay for college.

### **Steps 2 Success Youth Leadership Summit**

The Steps 2 Success Youth Leadership Summit, an initiative of the Bluegrass Workforce Investment Board's Youth Development Program, provides education and employment help to 16- to 18-year-olds who are high school seniors or dropouts working on their GED. The initiative links businesses, vocational training groups, postsecondary institutions, faith- and community-based organizations and others providing educational and employment assistance to youth in need.

In March, some 100 young people involved in the program demonstrated their successes at the Steps 2 Success Youth Leadership Summit.

Outreach Counselor Summer Gortney presented *Getting In* to the students and fielded the many questions they had about making college a reality, from FAFSA questions to college application questions.

### **Education Finance Council (EFC) Twitter Chats**

EFC, a group for nonprofit student loan organizations, works to improve college access, success and affordability. As a member of EFC's College Success Committee, KHEAA participated in Twitter chat events focused on education-related topics.

Before each chat, EFC provides questions to which participants are asked to prepare as many tweets in response as they'd like, along with any other points they feel are important. In addition, partners tweet reminders about the chat to increase participation.

The chat conducted in March focused on financial aid award letters and included Outreach Counselor Casi Clark. Clark generated 40 tweets, was retweeted 14 times and made 99,802 impressions.

### **ACES Black and Latino Student Symposium**

The ACES Symposium, sponsored by the Liberal Studies Project, was hosted on the University of Louisville's campus in February. The focus was on the anniversary of *Brown vs. the Board of Education*, the Supreme Court case that ruled segregation in public schools was unconstitutional.



The goal of the symposium was to move forward and recognize the struggles that minorities still face today and ways to aid those students to overcome and succeed in education. Outreach Counselors Summer Gortney and Candice Johnson represented the agency at the event.

### **Kentucky College Readiness and Access Outreach Coalition**

Senior Vice President Ted Franzeim and Director of Outreach Services Susan Hopkins participated in the inaugural meeting of the Kentucky College Readiness and Access Outreach Coalition in April.

Convened by the Council on Postsecondary Education in partnership with KHEAA, the Kentucky Department of Education and the Association of Independent Kentucky Colleges and Universities, the meeting addressed strengthening and supporting college readiness and access by more cooperation and communication among organizations and institutions focused on college preparation and success.

Participants worked together to examine statewide efforts around the four lenses of value, affordability, readiness and completion. Attendees were also asked to contribute information to and edit documents and charts to create a timeline of college access activities and a directory of programs and services.

At a second meeting in June, participants worked to define the value, key activities, resources and channels of the coalition. Attendees discussed plans for an Institute for a College-Going Culture convening and helped develop an operating agreement for the group.

### **KHEAA Partners with Forward in the Fifth, Kentucky Valley Educational Cooperative**

Forward in the Fifth is a nonprofit organization partnering with businesses, schools and community leaders to improve education levels in southern and eastern Kentucky. The Kentucky Valley Educational Cooperative (KVEC) is a co-op of individual educational groups offering services to schools in eastern Kentucky.

Director of Outreach Services Susan Hopkins and South Central Kentucky Outreach Counselor Keith Ritchie conducted a KHEAA — At Your Service presentation for representatives of Forward in the Fifth and KVEC in June in Hazard.

The group discussed ways KHEAA could provide financial aid expertise and materials at school and community events. Members were interested in connecting with their regional outreach representatives and in having the College Info Road Show visit their campuses and organizations.

### **“All Call” Brings out Nelson County Students and Families**

Outreach Counselor Toni Wiley and College Info Road Show Counselor David Scott conducted a KEES, FAFSA follow-up and verification session at the Nelson County Public Library in April. Using the local “all call” system, families at the four high schools in the area were invited to attend. Middle and high school students and their families, plus some adults who were thinking of going back to college, stopped in for information and were given copies of *The College Circuit* and *Adults Returning to School*.

### **Engaging Families through Parent Cafés**

Outreach Counselor Gene Weis has reached out to parents through the Metro United Way’s Parent Café program, which helps families get potentially at-risk children prepared for kindergarten. Parents and caregivers met once a week for support, access to resources and activities with their children. Weis provided resources to the attendees, sharing information about the Kentucky Education Savings Plan Trust program and talking with adults who may be interested in returning to school themselves.



### Celebrating Senior Success!

Outreach Counselor Amy Marvin participated in the Senior Celebration events hosted by Ashland Community and Technical College. Students from Boyd County, East Carter, West Carter, Elliott County, Fairview, Greenup County, Lawrence County and Raceland high schools participated in the on-campus gatherings.

The events recognized seniors for their hard work, provided tours of the college, gave students an opportunity to take the COMPASS test and allowed participants to attend orientations meetings. Students taking dual credit classes met with the registrar's office to request that their college transcripts be sent to the college they would be attending during the fall. Marvin set up an exhibit table, answered questions about financial aid and admissions and provided copies of *Surviving College*.



Amy Marvin gives a copy of *Surviving College* to a senior.

### Fayette County Public Schools' Parent University

Fayette County Public Schools partnered with the Lexington-Fayette County Public Library and the 16th District PTA to host Parent University in April to educate families about services available through the libraries.

Parents learned how to partner in their child's education, find free tutoring support and search for a job. Workshops discussed reading programs, grade level success strategies, College 101, the Individual Learning Plan, Infinite Campus and healthy living. Central Kentucky Outreach Counselor Summer Gortney exhibited.

### Literacy, Education, Experience and Postsecondary (LEEP) Program Fair

LEEP targets youth ages 16 to 24 who are in school but struggling to complete a high school diploma or out of school and working toward a GED. The program offers cash incentives, tutoring and study skills, help with education and work goals, job skills training, GED classes, support in applying for college or job placement and more.

LEEP held its spring College/Technical School and Employment Fair at in May. Outreach Counselor Keith Ritchie distributed a wide range of KHEAA publications, including the *College Circuit* and *Adults Returning to School*.

### Medical Career and Science Institute Orientation

The Bluegrass Workforce Investment Board hosted a one-week, nonresidential camp for middle school and high school students interested in health careers. The Medical Career and Science Institute exposes students to health professions so they know what high school classes to take in preparation.

Outreach Counselors Summer Gortney and Gene Weis worked with campers at Spencerian College, highlighting KHEAA's *Getting In* publication and the information and resources within for planning and paying for college.



**Governor's Minority Student College Preparation Program**

The Governor's Minority Student College Preparation Program informs students about the benefits they can get from college and helps prepare them to be successful in college-level work.

In 2014, Morehead State University hosted the program, which consists of a one-week residential experience for fifty high school and middle school students. Transportation to and from campus, meals, classes and social activities are provided at no expense to the students. Students take English, math, science, computer, career planning and African-American history classes.

Outreach Counselor Candice Johnson presented to students at Morehead in June, sharing information about college planning, student financial aid and a variety of resources.

**Lexmark's Youth Science Summit**

Lexmark, in partnership with the Kentucky Science Center, hosted the 2014 Youth Science Summit in June. The event complements Lexmark's focus on diversity and, technology, engineering and math education. Giving back to the communities in which Lexmark employees live and work is also a core value of the company. The Kentucky Science Center is a statewide resource that brings science to all Kentucky students in fun and engaging ways.

During the day-long summit, middle and high school students got hands-on learning in areas such as veterinary science, computer science, meteorology and biofuel. Participants also participated in a science fair scavenger hunt in which they had to seek out answers to questions that exhibitors had submitted prior to the event.

At the KHEAA booth, students talked with Outreach Counselor Summer Gortney to find out about financial aid programs available to help them pay for their postsecondary education.

**EKU's Southeastern Kentucky Migrant Education Camp**

The Migrant Education Program provides support for migrant children and their families to help the children do well in school. The staff provides tutoring and works with other school and community agencies to provide social and health needs that families may require. To be eligible for the program, children ages 3 through 21 must have moved with their families from one school district to another to do various types of agriculture work.

Eastern Kentucky University and the Southeastern Kentucky Migrant Education Program held an on-campus summer camp for migrant students in June. Outreach Counselor Keith Ritchie presented Paying for College 101 to more than 50 students in attendance and participated in a college scavenger hunt game in which students had to search for information about different Kentucky institutions.





### **Rogers Scholars Camp at Lindsey Wilson College**

Rogers Scholars — The Center for Rural Development’s flagship youth program — provides leadership and college scholarship opportunities to help rising high school juniors in Southern and Eastern Kentucky. High school students apply during their sophomore year and, if selected, will attend one of two Rogers Scholars summer sessions just before they enter their junior year. The program is presented tuition-free to students in the center’s 45-county service region. Since the program’s inception in 1998, more than 782 high school students have graduated from Rogers Scholars.

For 17 years, Lindsey Wilson College has hosted a weeklong program for Rogers Scholars focused on leadership skills by giving students hands-on instructional training from professional experts in energy technology, healthcare and video production. They also hear from education and leadership experts and develop interpersonal skills at an etiquette dinner and receive ballroom dancing instructions and practice. KHEAA Outreach Counselors Audrey Fowler and Keith Ritchie met with the Scholars in June to conduct a Paying for College 101 workshop.





## 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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