



Outreach

Annual Report
FY 2015



**KENTUCKY HIGHER EDUCATION
ASSISTANCE AUTHORITY**



OUR MISSION

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.

Our outreach programs help students explore careers and areas of study; investigate school types; understand admissions requirements; apply to institutions of higher education; and apply for financial aid.

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.

Outreach initiatives are designed and carried out in collaboration with a variety of federal, state, regional and local partners.

KHEAA is a wonderful organization that works tirelessly to help students afford college. Anytime I have a question about financial aid, I call our outreach counselor!
— **High School Counselor**

Significantly increasing the number of underrepresented students who enter and remain in postsecondary education is the primary goal of our comprehensive outreach services.

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Message from Governor Beshear

Dear Kentucky Partners in Education,

The Commonwealth's economic success depends on access to higher education for every Kentuckian. The Kentucky Higher Education Assistance Authority (KHEAA) has served as a trusted source of information for students and families for decades.

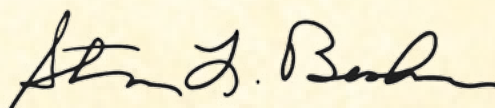
This *2015 Outreach Annual Report* highlights KHEAA's college access work, including regional field counselors; a mobile college-planning classroom; an interactive website for college, career and student financial aid planning; targeted publications for students of all ages; near-peer college coaches, the Kentucky College Application Month program and other initiatives.



KHEAA's comprehensive array of outreach services guides Kentuckians in going beyond high school to advance their skills with certificates, diplomas, and two-year, four-year and advanced degrees. College access providers around the state, region and nation look to KHEAA for guidance in helping students navigate the college admissions and financial aid processes.

Today's employers demand a critical-thinking, knowledgeable workforce, and education is the key to helping Kentuckians meet these needs. Thank you for your commitment to promoting college and career readiness for students of all ages across the Commonwealth. 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

KHEAA outreach encompasses a wide array of programs, activities, and electronic and printed resources designed to enhance students' access to postsecondary education and retention through successful completion. From the beginning stages of the college selection process, to enrollment in college, the KHEAA outreach team's work makes a positive and significant difference in the long-term educational and skills attainment of the citizens in 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 and updated annually, determines if a student is eligible for a Federal Pell Grant and other funds. For the 2014–2015 academic year, students were eligible for Pell Grants if their EFC was less than \$5,157.

2015 FAFSAs

277,772 Kentucky residents filled out FAFSA.

28% were first-time college students.

55% were first-generation students.

13% were GED or home schooled.

In Kentucky, about 75% of all students who submitted a FAFSA were eligible for Pell Grants. More than 52% 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. Forty-two percent of the students with zero EFCs were dependent students.

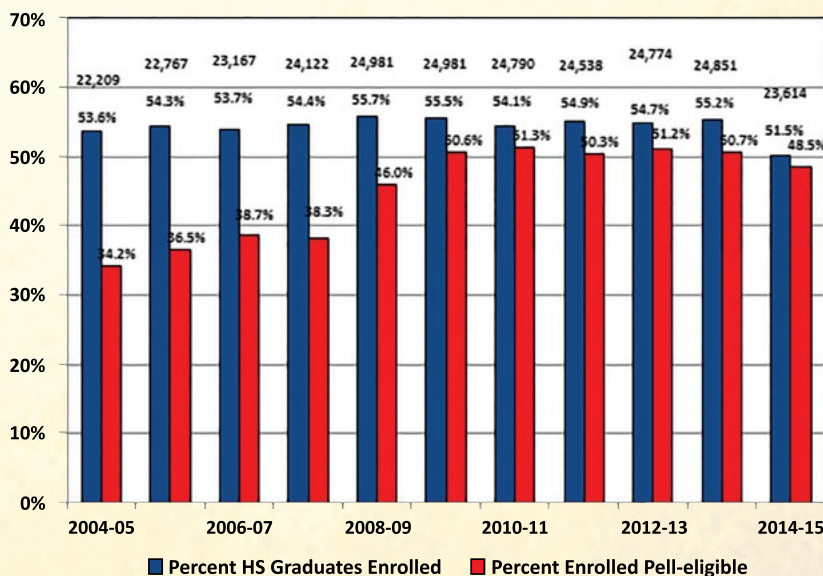
The number of FAFSA filers has increased an average of nearly 13,000 students per year for the past decade. Over that same timespan the number of FAFSA filers has increased an average of 1,008 students per 1,000 outreach contacts. Since 2006, the number of adults 25 and over filling out a FAFSA has increased by an average of 7,000 per year, and the number of first-generation students filling out a FAFSA has increased by an average of 5,700 per year.

Pell Eligibility

The federal Pell Grant is a means-tested, quasi-entitlement program serving as the primary national financial aid instrument for postsecondary students. Sliding scale awards are made in \$100 increments to individuals enrolled at Title IV eligible institutions based on a combination of the enrollment intensity and EFC, or more loosely "ability to pay," as calculated by the U.S. Department of Education. Pell Grant eligibility is often interpreted as one measure of the proportion of financially needy students attending college.

The percentage of low-income high school graduates in Kentucky, identified using the federal Pell Grant eligibility standard, has increased from 63% of the Class of 2006

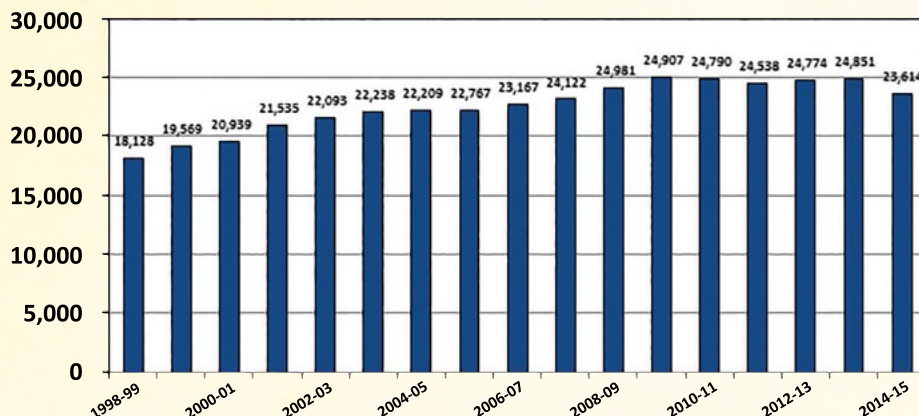
Kentucky High School Graduates Postsecondary Enrollment within One Year of High School



to 75% of the Class of 2015. The highest Pell grant eligibility rate during the period was 76% for the Class of 2014. The increase in Pell eligibility coincided with KHEAA's expanded outreach efforts and the U.S. Department of Education's increase to the EFC threshold. The annual rate of Pell-eligible high school graduates transitioning to postsecondary education within one year of high school graduation is shown in the chart on Page 4.

The in-state, half-time or greater postsecondary enrollment rate of Kentucky public and private high school graduates within one year of graduation has remained virtually flat for the last decade, averaging 54.6%, even as a larger proportion of students obtained a federal Pell grant. The range between the highest enrollment rate (Class of 2009 – 55.7%) and the lowest rate (Class of 2005 – 53.6%) is only 2.1%. The Class of 2009 first entered college in academic year 2009-2010 at the height of the economic recession when the civilian labor force unemployment rate was at its highest. The amelioration of the effects of the recession for subsequent cohorts meant that the prospects for immediate employment after high school graduation improved for some individuals during succeeding years and this was reflected in a very slight decline in the college going rates through the Class of 2011 (54.1%). Significant outreach efforts during the following years culminated in a return to a 55.2% in-state college going rate for the Class of 2014 during the 2014-2015 academic year.

Recent High School Graduates Enrolled in a Kentucky Postsecondary Institution by Academic Year



College Enrollment

The ultimate goal of KHEAA outreach is for Kentucky students to enroll and succeed in college. The number of recent Kentucky high school graduates continuing on to a Kentucky college within one year of high school graduation has increased by an average of 51 students per year over the past decade. Enrollments have remained steady despite substantial increases in college costs.

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

KHEAA staff asks students to fill out brief surveys either before or 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; and one 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 2014–2015 school year showed that students who attended KHEAA presentations placed greater importance on postsecondary education after the outreach counselor's presentation than they had prior to the presentation. The surveys also showed that after the presentation the students placed a higher level of importance on postsecondary education, as compared to other options, and that they were more likely to continue their education after the presentation.

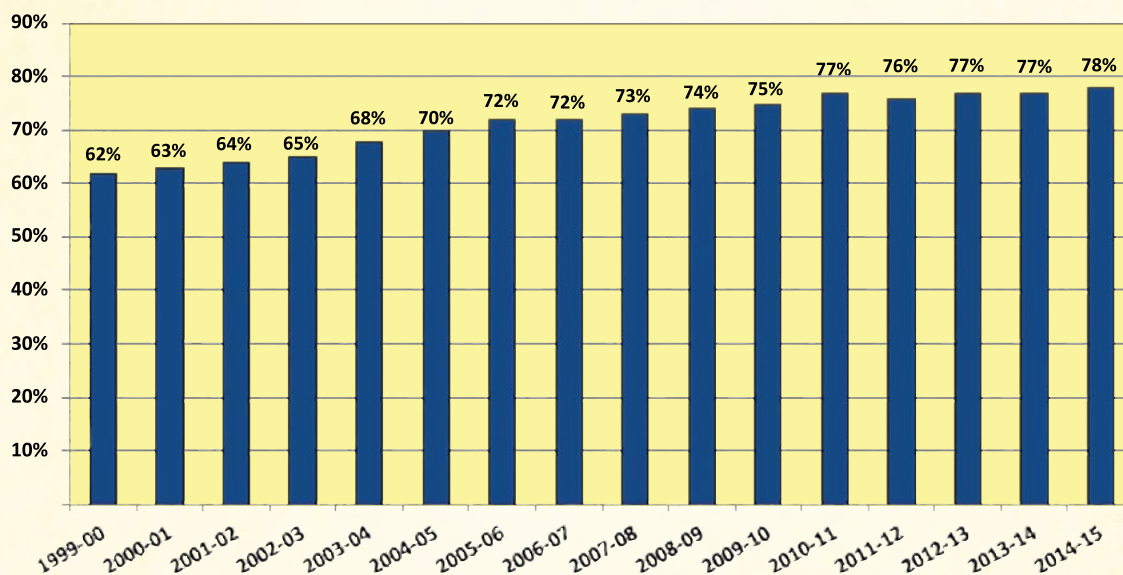
Honestly, I wasn't planning to go to college until you told my class about the income for people with just a high school diploma. —
High School Senior

Students attending outreach presentations were not only more aware of their financial aid options but also were able to correctly identify specific student financial aid programs and types of 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 33% 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.

High-Achieving Kentucky High School Graduates

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 62% in the Class of 1999-00 to 78% in the class of 2014-15.

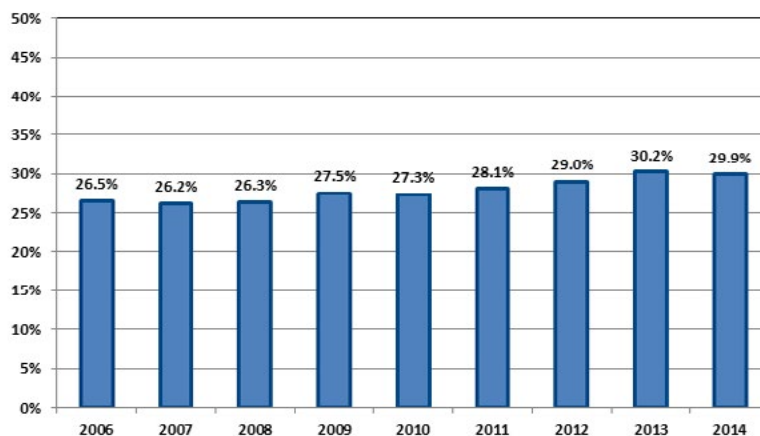
**Kentucky High School Graduates with ACT Exam
Score of 28+ College Going Rate**



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 postsecondary degree has increased from 26.5% in 2006 to 29.9% in 2014. The increase is a good sign for the long-term goals of Kentucky.

**Percent of Kentuckians with Earned
Postsecondary Degrees Age 25 Years or Greater**



Source: American Community Survey 1-Year Estimates

FAFSA Completion Initiative Launches

Outreach staff partnered with the Student Aid Services Division to promote the FAFSA Completion Initiative (FCI). The new program partners the U.S. Department of Education with state student grant agencies to provide secondary schools/districts with limited information on student progress in completing the FAFSA. The initiative promotes college access and success by ensuring that students have access to financial aid to fund their education.

I am excited about the FAFSA Completion Initiative. I think it is going to be a game changer for our students. — High school counselor

Becky Gilpatrick, Director of Student Aid Services, worked diligently with KHEAA's Legal staff to develop the FCI Data Sharing Agreement and with KHEAA's Office of Technology staff to set up the reporting mechanism for the FCI, assigning oversight of the program to Shelia Roe, State Grant Coordinator.

KHEAA is making the FAFSA completion reports available to participating high schools/districts via KHEAA's website. The reports contain the student's name, date of birth, ZIP code (not the full address), the date the student submitted their FAFSA, the date the FAFSA was processed and the status of the FAFSA (i.e., FAFSA complete, incomplete or additional information needed). The FCI reporting began in January 2015 with FAFSAs being completed for the 2015-16 academic year.

Participation is voluntary. Districts with high schools wanting to participate must execute a Data Sharing Agreement with KHEAA.

Outreach counselors have been promoting the initiative in their regions, providing talking points to school counselors and directing district personnel to the KHEAA office for more details. As of December 31, 2014, 60 data sharing agreements had been sent, with 54 districts executing a final agreement.

Technology Upgrade Complete Onboard the College Info Road Show

In the spring and summer of 2015, the College Info Road Show sped into the 21st century with the installation of new technology that allows students faster and more enhanced access to KHEAA's resources. The first addition to the new system was an Internet source called CradlePoint, which is a mi-fi device that allows access through cellular towers.

Service is provided through Verizon. The modem delivers immediate Internet connectivity to the 12 computers on the mobile unit. It provides high-speed access and is more reliable than the previous satellite system, which is now being used as a backup on the Road Show.



The interior looks amazing! Did you remodel this recently? — School Counselor

In addition, new computers, keyboards, and a touchscreen monitor were installed. The mobile unit now features 12 Dell 9020 micro-computers with Intel Core I7 processors, 8 GB RAM, Windows 7, and Solid State drives. This, in addition to improved Internet connectivity, provides an even faster and more efficient presentation for students who experience

sessions onboard the Road Show. Further enhancing the experience is the new 42" HP LED touchscreen instructor's monitor. The touchscreen display provides a clearer screen and allows the presenter to easily access new screens and scroll through pages without leaning over to the mouse and blocking the students' view of the screen.

New KHEAA Outreach Leadership Teams Formed

In an effort to foster a more dynamic work environment for outreach staff, the newly formed Outreach Leadership Teams create a small group structure that encourages more intentional collaboration among field staff.

These teams, led by Senior Outreach Counselors, allow for additional training and mentoring opportunities, encourage pooling of knowledge and skills, give all staff an opportunity to give and receive feedback outside of monthly staff meetings, help address in-the-field challenges and ultimately create a positive and supportive system for staff to encourage each other and hold teammates accountable. Senior Outreach Counselors also have an opportunity to grow professionally as they develop their leadership and mentoring skills.

Teams are selected based, as much as possible, on geographic proximity, with the goal being to make it easier for the teams to meet and for team leaders (senior counselors) to conduct observations.

Ky3C Coalition Launces to Expand and Align College and Career Outreach in Kentucky

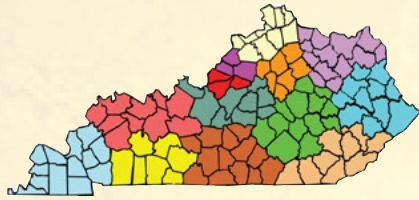
The Kentucky Council on Postsecondary Education, the Kentucky Department of Education, the Kentucky Higher Education Assistance Authority, and Kentucky Adult Education joined together in February 2015 to formally create the Kentucky College and Career Connections (Ky3C) Coalition.

Facilitated by GEAR UP Kentucky, the coalition is a statewide network of outreach programs, proponents and practitioners that will seek to align, enhance, and expand college and career outreach statewide. Charter members, including KHEAA leadership and outreach management, include forty individuals representing more than 26 agencies, institutions, and organizations who are each focused on reaching out to students and families from every segment of the education pipeline.

The purpose of Ky3C is to align, enhance, and expand college and career outreach efforts statewide. The strategic vision of the coalition is a statewide culture where Kentuckians seeking educational opportunities at all levels have access to the information and resources they need to prepare for an succeed in the college or career of their choice. The mission of the Coalition is to foster collaboration and increase communication among college and career outreach efforts in Kentucky through the creation of a self-sustaining statewide network of individuals and organizations who are actively engaged in the promotion and expansion of outreach for the benefit of all Kentuckians seeking educational opportunities at all levels.

Current member organizations include: 55,000 Degrees, Advance Kentucky, Association of Independent Kentucky Colleges and Universities, Council on Postsecondary Education, Education and Workforce Development Cabinet, Family Resources and Youth Services Centers, Kentucky Adult Education, Kentucky Association of Educational Opportunity Program Personnel, Kentucky Campus Compact, Kentucky Community and Technical College System, Kentucky Chamber of Commerce, Kentucky Department of Education, Kentucky Education Association, Kentucky Educational Television, Kentucky Higher Education Assistance Authority, Kentucky Latino Educational Alliance, Kentucky Parent Teacher Association, Kentucky Race to the Top District Project, National Association of College Admission Counselors, Navigo, Office of the Lieutenant Governor, Office of the Governor, Partners in Education at Berea College, Partnership for Successful Schools, Prichard Committee for Academic Excellence and the University of Kentucky.

COLLEGE INFO ROAD SHOW



COUNTIES: Statewide

David Scott*



Publications distributed:	25,883
Student/Parent contacts:	7,234
Exhibits/Presentations:	711
Miles traveled:	18,786

* Scott took a position as the outreach counselor for Central Kentucky at the end of the fiscal year. Steven Held became the new counselor aboard the College Info Road Show in FY2016.

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.

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.

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, 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.

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

Steven Held

sheld@kheaa.com

502.352.5697

A student was in tears after leaving the bus and told me she was so excited about the scholarship opportunities she learned about that it made her cry! — High school counselor



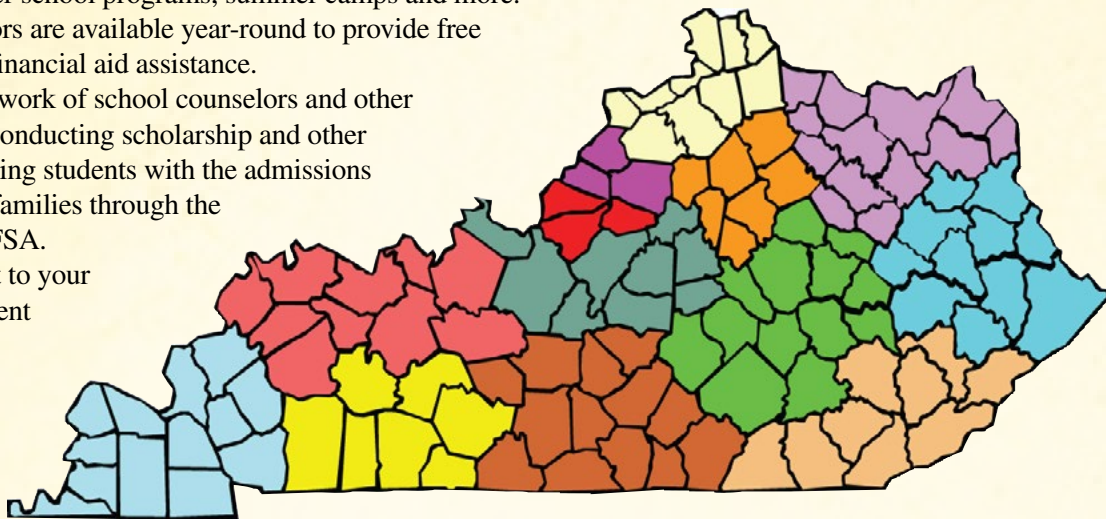
REGIONAL OUTREACH

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 StoreSM events, summer school programs, summer camps and more.

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

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.

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: kritchie@kheaa.com

Publications distributed: 28,680
Student/Parent contacts: 20,518
Exhibits/Presentations: 700
On-site visits: 313
Miles traveled: 21,654



SOUTHEASTERN



COUNTIES:

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

Tyler Powers

Phone: 606.273.9644

Email: tpowers@kheaa.com

Publications distributed: 10,426
Student/Parent contacts: 7,513
Exhibits/Presentations: 332
On-site visits: 262
Miles traveled: 19,168



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: 29,691
Student/Parent contacts: 19,102
Exhibits/Presentations: 526
On-site visits: 170
Miles traveled: 27,326



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: 16,721
Student/Parent contacts: 13,576
Exhibits/Presentations: 412
On-site visits: 238
Miles traveled: 20,456



LOUISVILLE METRO WEST



COUNTIES:

Bullitt, Jefferson west of Interstate 65 and Spencer

Gene Weis

Phone: 502.608.7717

Email: gweis@kheaa.com

Publications distributed: 15,608
Student/Parent contacts: 13,696
Exhibits/Presentations: 421
On-site visits: 177
Miles traveled: 13,211



LOUISVILLE METRO EAST



COUNTIES:

Jefferson east of Interstate 65, Oldham and Shelby

Candice Johnson

Phone: 502.541.7745

Email: cjohnson@kheaa.com

Publications distributed: 12,560
Student/Parent contacts: 9,364
Exhibits/Presentations: 343
On-site visits: 157
Miles traveled: 7,142

REGIONAL OUTREACH



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: 20,179
Student/Parent contacts: 9,990
Exhibits/Presentations: 377
On-site visits: 174
Miles traveled: 30,505



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: 11,793
Student/Parent contacts: 6,681
Exhibits/Presentations: 287
On-site visits: 196
Miles traveled: 11,222



CENTRAL



COUNTIES:

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

Summer Gortney

Phone: 502.330.4711

Email: sgortney@kheaa.com

Publications distributed: 11,765
Student/Parent contacts: 12,237
Exhibits/Presentations: 386
On-site visits: 213
Miles traveled: 9,897



SOUTHWESTERN



COUNTIES:

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

John Bergman*

Phone: 270.392.8675

Email: jbergman@kheaa.com

Publications distributed: 8,263
Student/Parent contacts: 5,481
Exhibits/Presentations: 286
On-site visits: 292
Miles traveled: 14,592



SOUTHWESTERN



COUNTIES:

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

Destiny O'Rourke*

Phone: 270.392.8675

Email: dorourke@kheaa.com

Publications distributed: 4,375
Student/Parent contacts: 4,225
Exhibits/Presentations: 79
On-site visits: 52
Miles traveled: 6,065



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: 24,096
Student/Parent contacts: 20,340
Exhibits/Presentations: 451
On-site visits: 222
Miles traveled: 24,807

* Bergman took over the territory after O'Rourke resigned in fall 2014.

* O'Rourke resigned in fall 2014.



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: 10,234
Student/Parent contacts: 13,467
Exhibits/Presentations: 662
On-site visits: 228
Miles traveled: 39,529



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: 13,655
Student/Parent contacts: 12,537
Exhibits/Presentations: 379
On-site visits: 291
Miles traveled: 17,285

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 2014	David Scott
4th Quarter 2014	Amanda Keller
1st Quarter 2015	Amy Marvin
2nd Quarter 2015	David Scott



KHEAA has partnered in the Kentucky College Coach (KCC) program for five consecutive years. KCC, funded, in part, through a grant from the Kentucky Commission on Community Volunteerism and Service to the Kentucky Campus Compact, places AmeriCorps volunteers in high schools as near-peer college coaches. Coaches provide services and resources that prepare high school students at our 30 participating sites for postsecondary educational opportunities. Working with whole school populations in grades 9–12 and with a core group of up to 100 students at each high school, coaches work to improve the academic success of all students and help facilitate a smooth transition to college for targeted students.

KHEAA College Coaches Schools FY2015

Anderson County High School
Belfry High School
Breckinridge County High School
Caldwell County High School
Calloway County High School
Casey County High School
Christian County High School
Edmonson County High School
Fleming County High School
Gallatin County High School
Grant County High School
Harrison County High School
Holmes High School
LaRue County High School
Lynn Camp High School

Marion County High School
McCracken County High School
McCreary Central High School
Meade County High School
North Hardin High School
Ohio County High School
Pendleton County High School
Powell County High School
South Floyd High School
Southern High School
Tates Creek High School
Valley Traditional High School
Warren East High School
West Carter High School
Whitley County High School

College Application Month participation reached 100% in FY2015! Events and activities were held at all 30 schools enrolled in the KCC program for the 2014-15 school year. Events included college fairs, *Paying for College 101* parent nights and ACT practice tests. Activities included registering students for electronic transcripts, setting up and reviewing KEES account information, completing the Individual Learning Plan (ILP) and registering for the ACT.

Several sites also were able to participate in Close the Deal events. High school seniors had an opportunity to meet in small groups with admissions counselors, financial aid experts, community leaders

and business representatives to set goals for college and their future careers. Students learned the importance of having a plan in place to attend college, a technical education program or the military. Juniors at several sites were invited to participate in the college fair portion of the event to get a head start on their college planning.

Since “Economic Opportunity” was this year’s focus for the Martin Luther King (MLK) Day of Service, many members hosted FAFSA workshops at their local public libraries. In addition, members participated in activities such as writing letters to veterans, volunteering at food pantries, leading elementary MLK art activities and reading to children at local elementary schools. Other members participated in MLK walks, attended memorial services and created bulletin boards to recognize and honor King.

Participation reached 100% for providing some sort of FAFSA assistance at each school site in the spring of 2015. Kentucky College Coaches were tasked with coordinating, facilitating and rescheduling financial aid workshops through mid-March, due to inclement weather and event cancellations in January and February.

Coaches Keisha Alexander, Anderson County High School, and Mitzi Englebright, Caldwell County High School, were nominated for Governor's Service Awards by their program advisor, along with letters of support from site supervisors, faculty and students. While neither was selected for the final award, each received a certificate of commendation from Governor Steve Beshear.

The Kentucky College Coaches program continues to post dramatic successes in terms of college access.

College enrollment rates for the core group of coached high school seniors remains solid at a level approaching 2 out of 3 seniors. This rate is proving to be consistent over time and substantially higher than the college going rates for non-core seniors at the same high schools.



Summer Gortney was named the program advisor for the Kentucky College Coaches Program in May 2015.

Gortney, a native of Frankfort, was most recently KHEAA's regional outreach counselor in Central Kentucky. She has a bachelor's degree from Georgetown College and a master's degree from Kentucky State University.



Jamie Smith
Southern High School,
Class of 2015
University of Louisville,
Class of 2019

The College Coach experience at Southern High School in Louisville changed my life. My senior year was very hectic. My mom and I were having constant issues, and this made it very hard to focus in school. The college coach's room was my sanctuary. They pushed me in so many ways that, without them, I wouldn't be a successful freshman at the University of Louisville.

My biggest fear about college was how I was supposed to pay for it. My parents are not that wealthy, and I didn't want so much student debt. I expressed my concerns to my college coach, and they found the University of Louisville Cardinal Covenant Scholarship for me. I dreaded scholarship applications and waited until the last minute to complete it, but my coach was on me the whole time to complete it! They helped edit my essay and ultimately helped me submit my essay materials for the scholarship. After many months, tears and nerves, I had heartfelt joy when I finally received news that I had been awarded the scholarship. I can't tell you how much stress was lifted off my shoulders.

My college coach is so supportive of students and really wants to help them and watch them succeed. They are still supporting me today. Now, they are not only a mentor but also a lifelong friend. My coach is the best at what they do, and I hope many more students will be touched by them and helped just the way I was.

COLLEGE APPLICATION MONTH



November 2014 was proclaimed College Application Month (CAM) in Kentucky by Governor Steve Beshear, as well as National College Application Month by President Barack Obama. 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 fourth year for the program in Kentucky, which helps high school seniors apply to college.

For the first time since the program began in Kentucky in 2011, KHEAA moved away from targeting specific schools to bring into the program and opened up participation to any school in the state that wanted to organize a CAM program. As a result, participation in 2014 was at an all-time high, with 176 schools and organizations registering to participate.

Interested schools were asked to register on the official CAM website. All schools that registered by June 30 were given free promotional materials to help make their events special, including folders for students to organize application materials, *I Applied* stickers for students to wear after completing their applications, and posters to promote the event in the school and community. In addition, every school had access to an online toolkit with a variety of resources to help administrators, counselors and students. The registration process also helped KHEAA better track participation and communicate important program updates to participants.



The College Application Month initiative has great tools and resources to help us motivate our seniors to apply for college in a timely fashion! — High school counselor

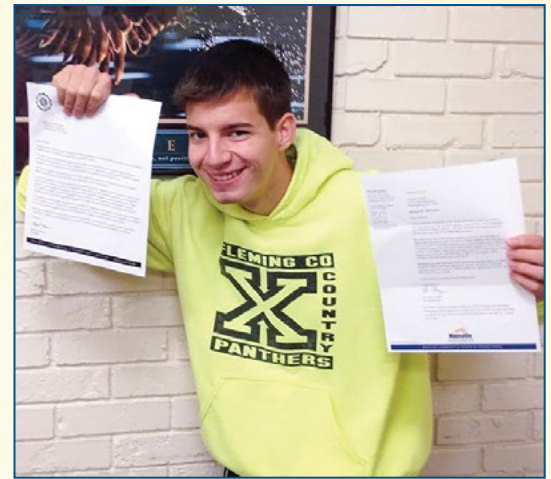


West Central Kentucky Outreach Counselor Toni Wiley helped Bardstown High School seniors apply for college admission during College Application Month in November 2014.

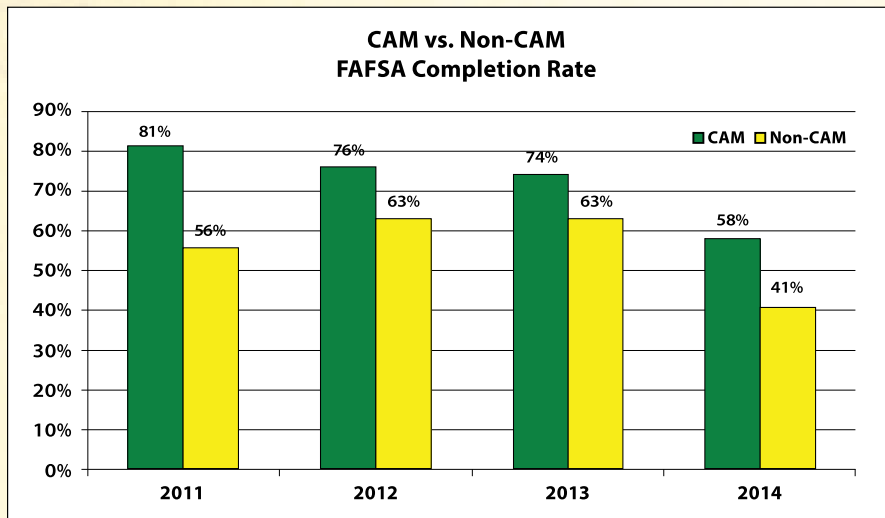
There was also an increased social media presence for the 2014 CAM program. Using the hashtag #whyichose, part of a national social media campaign, KHEAA asked administrators, educators, students, parents and the general public to post to Facebook and Twitter their reasons for choosing to go to college. There were a variety of responses to this campaign, including a post from former Lieutenant Governor Jerry Abramson, in which he said, "Only through higher education would I be able to expand my options in life!"

COLLEGE APPLICATION MONTH

After their CAM events, schools were asked to submit data to KHEAA — primarily the number of participating students and the number of applications submitted during the event. Eighty-two of the 176 schools registered for CAM submitted data. From these 82 high schools, some 9,600 seniors participated and submitted nearly 22,500 applications. Data submitted by the schools also showed that the **students who participated in CAM activities had a higher FAFSA completion rate than students who did not participate**. This is significant because research suggests that FAFSA completion is a strong indicator of intention to enroll in college.



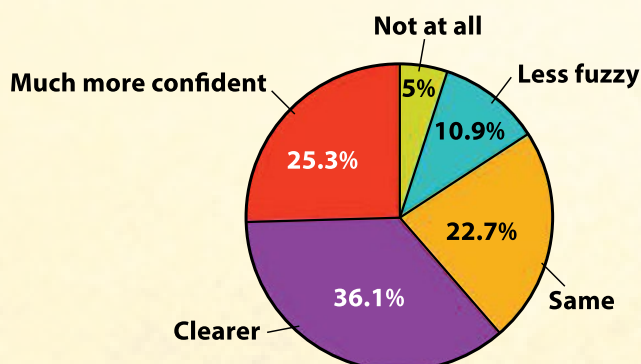
College Application Month paid off for this Fleming County High School senior in the form of **two** college acceptance letters!



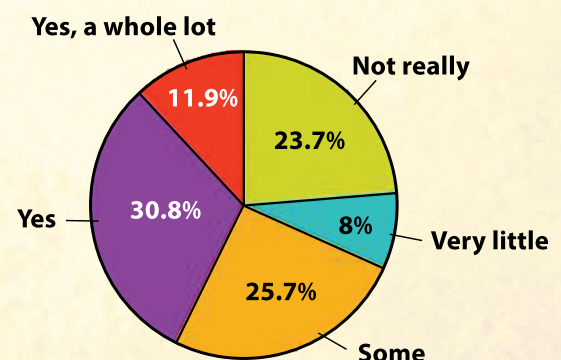
I'm confident that without this program, I would not have applied nor gone to college. — High school senior

Also, students were asked to complete an online survey about CAM. The chart at left below shows that 72.3% of respondents said CAM activities helped them feel better prepared to fill out college admission applications. The second chart shows that **76.3% of respondents thought that CAM activities changed their likelihood of going to college after they graduate high school**.

How well prepared do you feel now about filling out your college applications?



Do you think the College Application Month information and activities changed the likelihood that you'll go to college somewhere after you graduate?



CLOSE THE DEAL

The Close the Deal initiative was created in 2008 by Louisville Mayor Jerry Abramson. Concerned about the ability of the city's future workforce to fill high-paying, knowledge-based jobs, Abramson wanted to challenge high school students who might not be thinking of going to college to pursue some sort of postsecondary education or training. Close the Deal was designed to counteract the factors that hinder students from making the transition from high school to college by:

- Creating a college-going culture,
- Improving transitions to postsecondary education,
- Providing students and caring adults with college knowledge.



Southwestern Kentucky Outreach Counselor Destiny O'Rourke discussed financial aid options with Ohio County High School seniors during the 2014 Close the Deal event.

The success of the initial program prompted former Lieutenant Governor Abramson to create a statewide partnership, working with 55,000 Degrees, the Council on Postsecondary Education, the Kentucky Association for College Admission Counseling, the Kentucky Association of Student Financial Aid Administrators, the Kentucky Department of Education, KHEAA and others, to expand the program to selected high schools throughout the Commonwealth.

Close the Deal helps Kentucky high school seniors make the transition to college by assisting them with the admission and financial aid processes. Schools, community leaders and business representatives work with local students to set and meet goals for college and their future careers. Students hear from state and community leaders about the importance of having a plan to attend college or a technical education program. They also have an opportunity to speak in small groups with a college representative, a financial aid expert and a local business leader or school alumnus. State education officials attend to help counselors with college and career advising. The day-long events are held during October.

Breathitt County, Campbellsville, Livingston Central and Ohio County High Schools participated in the official 2014 program. KHEAA outreach counselors in every region of the state also worked with schools returning from previous years and with new schools putting on their own, independent programs.

In January 2015, upon Abramson's acceptance of a position with the Obama administration at the White House, KHEAA Outreach was designated to lead the program moving forward.

We feel Close the Deal was so successful in reaching and making an impact on our students that we plan to make this initiative an annual event. — County school superintendent

Having the opportunity to speak to high school seniors about college and their future was exciting for me — each group I spoke to had something to add to the conversation. It's encouraging that Close the Deal affected students in such a positive way and that they are taking a profound interest in their career and future. — Tyler Powers, Southeastern Kentucky Outreach Counselor

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

Admissions Offices	4	GEAR UP Programs (Partnership)	24
Adults/Adult Education Centers	303	GEAR UP Programs (State)	4
Alternative Education Centers	188	Governmental Agencies	12
Area Health Education Centers	6	Head Start Programs	2
Area Technology Centers	38	Health Departments/Hospitals	9
Board of Education	45	High Schools	2,131
Businesses/Factories/Industries	11	Home School Groups	7
Cable Companies	5	Internal	218
Campus Career Centers	1	Libraries	353
Chambers of Commerce	13	Middle Schools	721
Child Advocacy Centers	1	Migrant Education Programs	2
Children's Homes/Orphanages	6	Military Services	5
Churches/ Faith-Based Services	27	Newspaper Offices	211
Civic Organizations	4	Parent Groups	2
College/Career/Health Fairs	92	Parks and Recreation Departments	11
Colleges/Universities	185	Professional Organizations	127
Community-Based/Social Services	54	Radio Stations	182
Community Centers	24	Scholar Programs	20
Community Education Centers	19	Social Service Programs	10
Cooperative Extension Offices	25	Summer Camps	33
Correctional Facilities	16	Television Stations	8
County Fairs/Festivals/State Fair	55	TRIO Programs (ETS, EOC, SSS, UB)	66
Day Treatment Centers	2	Vocational Rehabilitation Offices	9
Elementary Schools	167	YMCAs/YWCAs	9
Employment Services	20	Youth Organizations	11
Family Resource/Youth Services Centers	108	TOTALS	5,613
Financial Aid Offices	7		

	COLLEGE INFO ROAD SHOW	REGIONAL OUTREACH	TOTAL
CONTACTS			
Contacts at Exhibits¹	1,694	59,830	61,524
Contacts at Presentations¹	5,173	110,264	115,437
Contacts at Visits¹	N/A	3,304	3,304
TOTAL CONTACTS	6,867	173,398	180,265
ACTIVITIES			
Number of Exhibits²	52	650	702
Number of Presentations²	633	5,063	5,696
Number of Visits¹	N/A	2,995	2,995
TOTAL ACTIVITIES	685	8,708	9,393

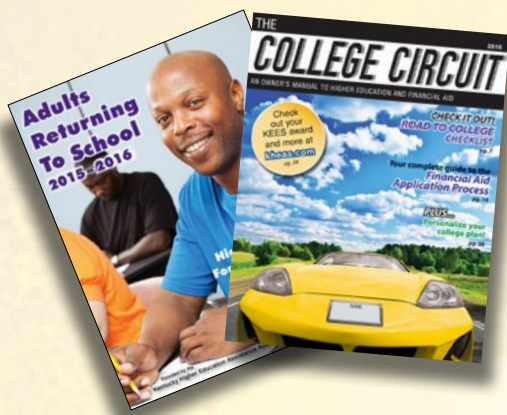
A county-by-county or complete listing of FY2015 outreach contacts is available upon request.

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

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

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

RESOURCES



Don't ever stop printing the senior bible (Getting In). School counselors will revolt. — High school youth service center director

graphic design team provide students, parents, counselors and other college access professionals with critical information about higher education planning.

kheaa.com: KHEAA's website is used by students, families, adult learners and military members and their dependents 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.

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

kheaa.com features:

- **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.

Publications: Updated annually, 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.

Including both federal and Kentucky-specific data, publications produced by KHEAA's award-winning in-house

MAJOR PUBLICATIONS

<i>Adults Returning to School</i>	16,058
<i>Affording Higher Education</i>	4,251
<i>College Circuit</i>	97,871
<i>Getting In</i>	63,761
<i>It's Money Baby</i>	27,567
<i>Surviving College</i>	25,216
<i>Surviving College (Adults)</i>	7,140
TOTAL	241,864

OTHER MATERIALS DISTRIBUTED

College Goal Sunday postcards	19,276
College Info Road Show flyer	87
FAFSA Checklist	12,827
FAFSA on the Web worksheet	638
Financial Aid Dictionary	115
Financial Aid for Adults	4,061
Getting the Facts	9,015
Gotocollege.ky.gov/kheaa.com bookmarks	4,380
High School Basics flyer	37,387
KEES Brochure	67,382
Kentucky Advantage Loan brochure	4,520
Kentucky Education Savings Plan Trust brochure	671
KESPT Activity Book	43,622
KHEAA.com brochure	31,984
Military Financial Aid Programs flyers	4,588
Outreach Annual Report	89
Outreach Presentation Guides	1,519
Posters	9,052
Technical/Trade School flyer	5,421
TOTAL	256,634



- **Money Management:** Financial literacy, avoiding money troubles, interactive games, online resources, borrower rights and responsibilities.
- **Personalized MyKHEAA 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.

KHEAA ILP for private school and home school students: The KHEAA ILP, accessible through kheaa.com, is an online tool that helps private school and home school 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.

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.

Newsletters: College access newsletters are sent to middle and high school counselors, adult education providers, college access personnel and community service offices 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 state.

Financial aid tips/press releases: Timely releases and tips 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. Audio versions are produced in house and distributed to media outlets across the state. Updates and related videos are posted to our social media channels.



The KHEAA Financial Aid Tip of the Month is a valuable resource for our students and parents. My outreach counselor sends it to me via email, and I put it on our website every month! — **High school counselor**

RESOURCES



Social media: KHEAA pushes out timely information and updates via Facebook and a Twitter feed. During FY2015, the number of Facebook “likers” grew by 27% (2,052 new likers), while the number of Twitter followers grew by 32% (858 new followers).

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 2,458 unique entries during FY2015.

KHEAA’s website is great! It is so easy to navigate and I love having the college planning and financial aid resources altogether. — Parent

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. KHEAA sponsors this project as part of its efforts to track students who participate in its state student financial aid programs. The service also provides excellent data for program evaluation and intervention initiatives.

College Access Team Call Center: Customer care representatives are available at **1.800.928.8926** to 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 FY2015. Call center counselors also provide families with detailed information and help them interpret the results of their personalized *Getting the Facts* report.

Electronic Transcripts: KHEAA, the Kentucky Department of Education (KDE) and Parchment work together to provide electronic transcript services to Kentucky public schools. 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. 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.

Order Free Resources

From kheaa.com, hover your pointer over the *Counselors* tab/*Publication/Material Request* and then click on *Order Form*. Simply choose the quantity of each resource and provide the contact information. We’ll send them directly to you.



Several students have come in today and talked to me about their Getting the Facts reports. One of the students came in excited because she noticed that she will be able to receive different types of financial aid for college. Thank you for completing this with our students. Many students don’t know that college is an option and this report allows them to see that college is a possibility. — High school staff member

Comprehensive presentations and workshops are conducted by regional outreach counselors to direct students to higher education. 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.

***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 or 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)

I have been waiting on this presentation all week. Thank you for explaining how financial aid works. My family doesn't have a lot of income, and I was worried about how I was going to pay for college. I am going to apply early!
— High school senior

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

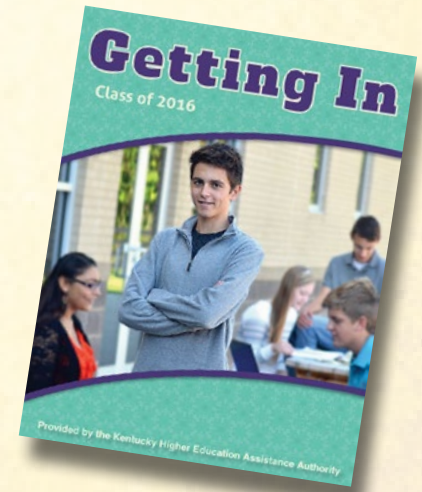
Time Frame: 1 hour

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 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



PRESENTATIONS

KHEAA Combo: Financial Aid 3-Workshop Series

Comprehensive overview of student financial aid, designed as a three-part series in fall, early spring and spring semesters.

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 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

I learned so much at the KHEAA financial aid workshop. The slide showing how the grant money stacks up and explaining the EFC (Expected Family Contribution) and total costs of the different types of colleges made it much clearer.
— Senior parent at *Paying for College 101* session

*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, insurance, credit, college money, credit scores, fraud and identity theft and social networking.

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. Topics include “Freshman Year 101,” academics, financial basics, campus life, resources and moving on.

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, financial aid professionals 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 and home school populations an overview of the web-based tool.

Audience: Private school students and home school students. Teachers, counselors, program directors of private schools and home school groups 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 and can access helpful online resources for career assessments, scholarship searches, KHEAA account information, including KEES, 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

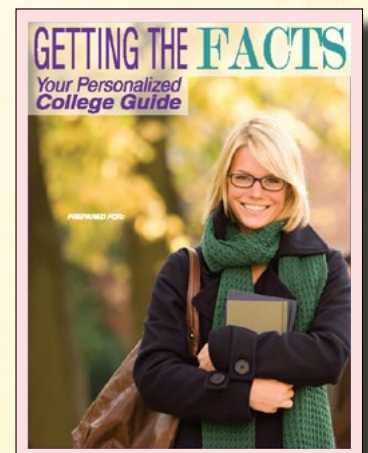
We are so excited about doing Getting the Facts with our students because it gives them a real perspective of the breakdown of college expenses and also what goes into completing the financial aid process. — Kentucky College Coach

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 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



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

KHEAA outreach management and staff partner with a variety of organizations and college access initiatives across the Commonwealth each year. A few are featured in the following pages of this *Highlights* section.

Bluegrass Community and Technical College Showcases Innovative Programs

On July 28, 2014, ten members of the outreach staff took advantage of an opportunity to learn more about the Bluegrass Community and Technical College's (BCTC) Advanced Manufacturing Technician (AMT) and North America Racing Academy (NARA) programs.

According to Wil James, President of Toyota Motor Manufacturing Kentucky, there are currently 600,000 advanced manufacturing jobs available that no one is trained to fill. Manufacturing is still Kentucky's number one economic driver and third in the United States for auto manufacturing jobs. BCTC, in partnership with Toyota, created AMT in an effort to secure a reliable and consistent pipeline of global quality technical talent to sustain and improve advanced manufacturing operations in the United States. The program begins engaging students and parents starting in the fifth grade to encourage participation in STEM and to create favorable exposure to manufacturing. College students enrolled in AMT work three days a week while taking classes two days a week. Students have a variety of options within the AMT program; they can earn credentials in maintenance, manufacturing, management and engineering.

Touring the Toyota plant before the overview of AMT helped put into perspective the demand for quality, well-trained employees specialized and familiar with the manufacturing industry.

In 2006, BCTC-NARA became the first accredited professional jockey school in the United States. Today, it offers much more with certificates and degrees in equine studies, which includes jockey, horseman and business tracks. Certificates in equine industry workforce and veterinary assistant, which prepares students for the AAS in veterinary technology at Morehead State University, are also available. Since 2006, over 80 percent of BCTC-NARA students have been successfully placed in either internships or mentorships or have gone straight on to full-time employment.



Both of these programs offered through BCTC uphold the community and technical college system's purpose, to provide quality education for the citizens of their communities, while also serving the community's workforce needs. KHEAA outreach staff is now better equipped to counsel students through their postsecondary options in these two programs.



Members of the KHEAA Outreach Team visited BCTC's North American Racing Academy in 2014 and met renowned jockey Chris McCarron (*center*) and program coordinator Dixie Hayes (*far right*).

KHEAA's Kentucky State Fair Exhibit Popular with Visitors of All Ages

Once again employees from the Louisville and Frankfort offices joined the outreach team to work the exhibit at the Kentucky State Fair. During the August 14-24, 2014, run of the event, staff members provided college planning materials and financial aid information to students and families, school counselors, community organizers and others interested in improving college access. Fairgoers were able to ask questions, learn more about higher education opportunities, register for a \$500 Kentucky Education Savings Plan Trust account and snap their picture with the exhibit's popular Morty the Mortarboard mascot. New this year, staff members from the Kentucky Department of Education shared the exhibit space to help students and families learn more about the Individual Learning Plan tool.



College Info Road Show Outreach Counselor David Scott distributed KHEAA publications to parents and students at the 2014 Kentucky State Fair.

College Transition Action Network (CTAN) Advance

Assistant Director of Outreach Services Kim Dolan and Louisville Metro East Outreach Counselor Candice Johnson participated in the College Transition Action Network Advance, sponsored by 55,000 Degrees (55K) in September.

55K is committed to increasing the percentage of Louisville's workforce with college diplomas from one-third to one-half and increasing college degree attainment in Louisville to 55,000 degrees by 2020.

The advance was a full day of planning to improve systems and processes for assisting students in their transition from high school to college. It was designed to help organizations involved (such as KHEAA) to work together effectively and measure and track their progress for continuous improvement. Dolan and Johnson added to the discussion about pooling resources, narrowing the focus and strategizing ways to meet the degree attainment goal.

KHEAA Joins KYACAC on College Fair Circuit and at College Counselor Information Exchange

The Kentucky Association for College Admission Counseling (KYACAC) is a professional association that brings together those who work with students as they make the transition from high school to postsecondary education. Membership is made up primarily of high school counselors, postsecondary college admission professionals and others interested in helping Kentucky students navigate the college admission process. The goal of KYACAC is to serve college-bound students within the Commonwealth and to improve their access to higher education.

KHEAA has partnered with KYACAC for many years, helping to sponsor its annual conference and participating in its statewide college fair schedule of events. This year, staff members from every KHEAA

HIGHLIGHTS

regional outreach territory provided college planning and student financial aid materials to college fair attendees. Staff distributed publications, answered questions and counseled students on making informed decisions about their higher education options.

Outreach Counselors Summery Gortney, Gene Weis and Toni Wiley also exhibited at the KYACAC College Counselor Information Exchange (CCIE) on September 5, 2014, at Papa John's Stadium in Louisville. Weis conducted the KHEAA update, during which school counselors were given additional information about the FAFSA Completion Initiative. Many attendees were interested in participating, taking information sheets to share with their district superintendents.

"Very professional outreach counselors. Very useful financial aid and college prep information. I use the materials every day while working with adults returning to school and high school seniors making valuable decisions about picking a college and/or major." — Employment counselor



KHEAA Executive Director Carl Rollins presented the 2014 Promote Your School scholarship award to McGregor Scott, a high school junior at Somerset Christian School.

College Info Road Show Participates in Promote Your School Celebration

Onboard counselor David Scott and the College Info Road Show participated in KHEAA's Promote Your School scholarship presentation at Somerset Christian School on September 11, 2014.

The contest, designed by the KHEAA publications team, encourages rising juniors at one of Kentucky's public or private high schools to submit an essay about one of these subjects: "What my aspiration for my generation is," "How I am preparing for my future," "How my education plans will affect my community," or "What a middle school student should do in high school to prepare for college." The essay must be no more than 200 words long and cannot mention the student's name, school, county or community.

The winner receives a \$500 scholarship, and the school's students will be featured on KHEAA websites and in *Getting In* and other publications during their senior year. This year's winner chose to write about what middle school students should do in high school to prepare for college.

KHEAA Executive Director Carl Rollins presented the student with the award in front of the entire school, after which students boarded the mobile unit for kheaa.com presentations and to set up *MyKHEAA* accounts to check their Kentucky Educational Excellence Scholarship award amounts.


KHEAA Continues Partnership with Kentucky Governor's Scholars Program

Established in 1983, the Governor's Scholars Program (GSP) provides academic and personal growth through the balance of a strong liberal arts program with a full co-curricular and residential life experiences. GSP strives to enhance Kentucky's next generation of civic and economic leaders and has welcomed KHEAA as a partner in their summer camp programs for a number of years.

This year, Outreach Counselors 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.

Owensboro Community and Technical College Reaches out to Welfare Recipients

Owensboro Community and Technical College (OCTC) is a public, two-year, open admissions college and is one of the sixteen colleges that make up the Kentucky Community and Technical College System. The college values innovation, is focused on student learning and is responsive to economic trends. Most OCTC students are from the counties of Daviess, Ohio, Hancock and McLean in Kentucky, but many others travel from elsewhere in Kentucky and southern Indiana, attracted by the Advance Technology Center and other distinctive programs.



"Thank you so much for being a part of today. We planned the entire day around your schedule because we knew we couldn't do it without you. When it comes to financial aid and financial literacy, everyone told us we had to get KHEAA to come work with our families. They really benefited from having you here today." — **Coordinator, OCTC financial literacy workshop**

On July 11, 2014, Northwestern Kentucky Outreach Counselor Casi Clark and College Info Road Show Counselor David Scott participated in an OCTC adult outreach program designed to help families on welfare learn more about financial aid for college and financial literacy.

Participants heard stories from former students about how they were able to graduate college and obtain gainful employment, from current college students about programs that helped them get transportation to and from school and from KHEAA outreach staff through *Adults Returning to School* and *It's Money, Baby* presentations. During the event, participants visited KHEAA's mobile classroom, setting up KEES accounts and adult ILPs and filing, updating and verifying their FAFSAs.

New Early College and Career Center (EC³) to Utilize KHEAA Resources

The new Early College and Career Center (EC³) in Elizabethtown brings together senior students from Central Hardin, John Hardin and North Hardin High Schools to take learning to a higher level. Spending half days at EC³, students have a greater opportunity to explore their interests and get in-depth, hands-on instruction. Students still take classes and enjoy all the extracurricular activities and events offered at their high schools, too.

Students may follow one of seven pathways to success: advanced manufacturing, automotive technology, culinary arts, engineering, health sciences, information technology or welding. Participants can explore careers in these fields and are given experience applying what they learn in the classroom to real-world situations.

Working with Elizabethtown Community and Technical College, Western Kentucky University and Sullivan University, as well as many area businesses, the program has built a robust educational partnership that will bring unprecedented prospects for students. Partners have weighed in on everything from the lessons taught to the design of a new facility, ensuring EC³ is preparing students for their next steps.

HIGHLIGHTS

West Central Kentucky Outreach Counselor Toni Wiley met with the program's counselor to see how KHEAA can help EC³ strengthen the connection between the classroom and what lies beyond graduation and to help find a balance between learning technical skills and becoming a lifelong learner. They have begun collaborating to provide KHEAA presentations, exhibits and assistance with financial aid for the students. To date, Wiley has participated in two exhibits and has conducted two of KHEAA's financial literacy workshops, including *It's Money, Baby!*

This is an exciting opportunity to work with a new type of school designed to directly meet the needs of the community and its growing requirements for a skilled labor force. — Toni Wiley, West Central Kentucky Outreach Counselor

Mom's Closet Resource Center Provides KHEAA Resources to Clients

Mom's Closet Resource Center (MCRC) assists single moms who are struggling to make ends meet and who are willing to make the extra effort to secure the future for themselves and their children. The organization is a liaison between resources and services for single moms in the Louisville Metro community. MCRC is not welfare or charity, but a hand up.

It seeks to uplift the spiritual, physical and emotional needs of single moms. MCRC wants to empower single moms to seek a better quality of life through higher education, so they can become self-supportive through a new career.

Louisville Metro East Outreach Counselor Candice Johnson provided the program director and staff with *The College Circuit* and *Adults Returning to School* and is working to schedule presentations to the moms and to help with completing admissions and financial aid forms.

In addition, MCRC is cultivating a relationship with the Teenage Parent Program schools (TAPP), a program that Johnson and Louisville Metro West Outreach Counselor Gene Weis work closely with on a regular basis. Our staff hopes to strengthen the relationship between TAPP and the MCRC by advocating their programs and services.

Working with single moms is near and dear to my heart because I am single mom, so I understand how challenging it can be. I am so excited about this partnership and I look forward to working with moms and showing them that college is possible. — Candice Johnson, Louisville Metro East Outreach Counselor

Latino Leadership and College Experience Camp (LLCEC)

For the third year in row, Central Kentucky Outreach Counselor Summer Gortney taught a class on financial aid and financial literacy at the Latino Leadership and College Experience Camp (LLCEC). The one-week residential camp is hosted by Bluegrass Community and Technical College, Eastern Kentucky University and the University of Kentucky.

The LLCEC provides Latino and immigrant youth with an intensive college preparation and leadership development experience. Simulating college processes, high school students from across Kentucky enjoy a creative mix of college-like courses, leadership development workshops, team-building activities, cultural experiences, sports activities and social justice awareness. The LLCEC introduces participants to current college students, college professors, community leaders and an extensive peer network. Close work with the professors lets students forge healthy and challenging professor/student mentorships that focus on academic success and personal accomplishment.

During the camp, each student can visit with representatives from all major colleges and universities in Kentucky; participate in workshops on college planning, financial aid and scholarships; and gain insights from leadership workshops, motivational speakers, community artists and current college students.

The LLCEC has set out to improve degree attainment among Latino students. The program has served 260 students; of those who have completed high school, 84% have enrolled in college. LLCEC participants have enrolled in nearly every Kentucky regional flagship institution and several Kentucky Community and Technical College System colleges. The first LLCEC cohort in 2006 boasts a 79% college completion rate, far exceeding the state average for Latino students.

I just wanted to let you know that I learned a lot from your class. I did not know anything about financial aid and I was starting to get worried. My parents do not know anything about this either. I really wanted you to know that I appreciate the information that you gave us. I am so relieved. —

LLCEC Participant

KHEAA's partnership with the Kentucky Latino Education Alliance (K'LEA) aids our outreach services by providing connections to the Latino population and others that serve these students to better reach and meet these students' and families' needs.

Family Resource Center Advisory Councils

The Kentucky Family Resource and Youth Services Centers (FRYSC) were established as a component of the Kentucky Education Reform Act of 1990. The mission of these school-based centers is to help academically at-risk students succeed in school by minimizing or eliminating barriers to learning. Schools where at least 20 percent of the student population is eligible for free or reduced lunch may compete for FRYSC funding. About 51 percent of students enrolled in Kentucky's public schools are eligible for free school meals.

FRYSCs are strengthened by community partnerships in their ability to provide vital programs, services and referrals to students and their families. These partnerships are critical in promoting early learning and successful transition to school, academic achievement and well-being, and graduation and transition into adult life.

Advisory councils have parents, school and community representatives as members. The major purpose of the council is to provide the center coordinator with input, guidance and recommendations for the planning, development, implementation and coordination of center services, programs and activities.

I am very impressed with the work (often unrecognized) that Family Resource/Youth Service Centers coordinators do in the schools in my area. My region is infamous for high unemployment rates and high illiteracy rates and, therefore, students often come to school ill-prepared for learning. This is where Youth Service Centers bridge the gap. Whether it is handing out pencils, pens and notebooks or explaining how to register for the ACT and giving career advice, they are essential in the functioning of elementary, middle and high schools. FRYSC directors are the unsung heroes for many of our local rural schools. — Amanda Keller, Eastern Kentucky Outreach Counselor

Eastern Kentucky Outreach Counselor Amanda Keller and Central Kentucky Outreach Counselor Summer Gortney were asked to serve as members of the Morgan County High School and Hearn Elementary School's advisory councils. Both counselors plan to use their experiences with FRYSCs' objectives to learn how KHEAA can partner with service and resource centers throughout the state.

HIGHLIGHTS

Making the Middle School Connection

Eight members of the KHEAA Outreach team participated in the Jefferson County Public School System's *Making the Middle School Connection*, an initiative to help middle school students get a jump start on career exploration and planning for their high school and college education. Seventh-grade students met with community professionals in small group or classroom settings to talk about life after middle school and how students' choices as a teen can affect their future. The month-long event was held in October 2014 and involved 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.

I thoroughly enjoy the sessions because we speak to about 5-6 students at a time, and this affords them the opportunity to ask individual questions about our college and career experience. I purposely chose to speak at my old middle school to show the students how important it is to come back and give back. — Candice Johnson, Louisville Metro East Outreach Counselor

Promising Practices Summit

The College Info Road Show exhibited at the inaugural Promising Practices Summit presented by the Kentucky Valley Educational Cooperative and the Appalachian Renaissance Initiative (ARI).

The event, held in Pikeville on October 24, 2014, brought together nearly 600 educators from many of Kentucky's rural school districts and leaders from various organizations that were hand-picked to participate in this initiative. According to *The Salyersville Independent*, the summit is the largest multi-district K-12 educational professional learning event in Eastern Kentucky's history.

ARI is a collaboration of organizations and institutions dedicated to advancing personalized learning, teacher and leader effectiveness, and college and career success among rural public school districts. The participating 17 school districts are at work enhancing personalized learning for more than 42,200 students and 2,860 educators in 100 schools in 14 counties with \$30 million in Race to the Top grant funding over the next four years.

Kentucky Counselors Expand their College Knowledge with KHEAA

Seven KHEAA outreach staff members and 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 2014. The sessions, part of the Kentucky Association of Student Financial Aid Administrators' Effective Instructional Leadership Training Program, enhanced participants' knowledge of college financial aid programs, provided updates from ACT and informed attendees of other important services for students.

I learn so much every time I go to one of your sessions for professionals. KHEAA is our state's most valuable financial aid resource. — High school counselor

KHEAA's presentation included details about College Application Month, kheaa.com, *Surviving College for Adults*, *Getting the Facts*, electronic transcripts through Infinite Campus, the new FAFSA Completion Initiative and early graduation programs, the Kentucky Coal County College Completion Scholarship, College Goal Kentucky and outreach staffing changes.

Outreach Staff Promotes Kentucky Education Savings Plan Trust (KESPT)

- *Summer Reading Ceremonies*: During October and November 2014, with help from the KHEAA Outreach Team, several summer reading ceremonies were held at winning 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 a \$1,000 account set up in their names, and their libraries received a \$500 cash prize.
- *World's Largest Halloween Party at the Louisville Zoo*: During four weekends in October 2014, twelve members of the KHEAA outreach team joined KESPT to work exhibits at the Louisville Zoo. More than 68,000 people trick or treated during the 16-evening run of the event. During sponsored nights, outreach counselors and KESPT staff worked a table in *Super Hero City*, from which KESPT-branded items and literature, including account giveaway cards, brochures and the popular *I Can Go to College, Too!* activity book, were distributed to attendees. Children of all ages enjoyed spinning the prize wheel for coloring books, hand sanitizers, sling packs and lip balm. New in 2014, KESPT also gave away 20 tickets to five different winners via KHEAA's Facebook page and in the process generated nearly 200 requests for more information about saving for college.

I think starting a KESPT account is a wonderful idea. Our daughter is in the first grade, and my wife and I have been discussing opening an account. We figure it will certainly make it easier to pay for college if we start saving now. —

Parent at World's Largest Halloween Party, Louisville Zoo

Latino Multicultural College Fair

KHEAA outreach staff continues to work with Latino students and parents, helping them navigate the college admissions and financial aid processes.

Central Kentucky Outreach Counselor Summer Gortney exhibited at the Latino Multicultural College Fair hosted by Bluegrass Community and Technical College on October 14, 2014. Some 400 multicultural students from several Kentucky counties attended sessions and collected resources from colleges and other resources at the college and career fair.

Gortney gathered and shared information with the outreach staff regarding the process from Deferred Action for Childhood Arrivals students, as well as a scholarship program at the University of Kentucky for first generation college students.

KHEAA Services Featured on Fayette County Educational Television

Fayette County Educational Television highlights events, activities, people and educational programs that are part of the Fayette County Public Schools, thereby enhancing communication between schools and the community. Channel 13 is available in each school, to every cable subscriber in the Lexington-Fayette County area and online through live video streaming and video-on-demand services.

Dick Simpson, Channel 13 coordinator, has said numerous times that the information that KHEAA shares is one of the most beneficial segments that he airs.



HIGHLIGHTS

This year's segment, featuring Central Kentucky Outreach Counselor Summer Gortney, focused on KHEAA's partnerships and initiatives, such as Close the Deal, College Application Month, College Goal Kentucky and 15 to Finish, as well as information about KHEAA's outreach services. Gortney also highlighted KHEAA's financial aid programs and gave an update on the Early Graduation Certificate Scholarship.

KNCT-3 TRiO Conference

KNCT-3 is an annual opportunity for the professionals of TRiO programs to connect and learn from one another. Kentucky, North Carolina and Tennessee are working together to provide the region with a unique experience for professional development. The theme of the 2014 conference was *L.E.A.D.: Listen, Engage, Activate, and Develop*, developing new strategies for team building and the cultivation of community.

Eastern Kentucky Outreach Counselor Amanda Keller participated in the event November 9-12, 2014, at the invitation of Kentucky TRiO leaders. She presented a session highlighting KHEAA resources, specifically *It's Money, Baby and Surviving College*. Keller asked service providers to think about the barriers students face with college retention and graduation and offered that financial literacy and surviving college information is vital in assisting students navigate through college and the barriers — especially first generation, low income students.

Native American Employment and Training Conference

In early November, Louisville Metro Outreach Counselors Candice Johnson and Gene Weis exhibited and presented at the Native American Employment and Training Conference at The Brown Hotel. Sponsored by KentuckianaWorks, the local workforce investment board, the conference was designed to train those working directly with National Indian and Native Americans. The conference provided a forum for the members to deliberate issues of pressing concern to Native American workforce development programs and to develop strategies to attain the goals of their membership and communities.

Our session topic was *The Good Fit: Choosing the Right Postsecondary Education and Career*. Johnson provided participants with the timeline, resources and information they would need to help a student or client successfully research and choose the postsecondary school or career that was the best fit. Participants, many of whom were direct service providers, learned about the admissions, financial aid and KHEAA resources.

Black Males Working Academy

The Black Males Working Academy (BMW) is a private academic enrichment program for African-American boys. The mission of BMW is to educate, motivate and activate the potential for excellence that lies within every African-American male.

More than 200 elementary, middle school and high school boys attend the BMW academy. Students are taught math, literacy and foreign languages and are tutored for the ACT and SAT. They also tour various college campuses during the summer months.

The program, founded in 2005 by longtime Fayette County public schools educator Roszalyne Akins, has been so successful that BMW academies for younger boys have been formed, as well as the Carter G. Woodson Academy, an intense program for boys in grades 6-9, at Crawford Middle School.

Central Kentucky Outreach Counselor Summer Gortney presented financial aid information to the parents of these students at First Baptist Church-Bracktown in Lexington on November 1, 2014, and has been invited to participate in future events.

KET Financial Aid Call-In 2015

Northwestern Kentucky Outreach Counselor Casi Clark was a panelist on KET's annual *Financial Aid Call-In* show on Monday, January 26, 2015.

High school students planning to attend college (and their families) were encouraged to tune in to learn the ins and outs of applying for and receiving student financial aid. In this special live edition of *Education Matters*, host Bill Goodman welcomed four Kentucky financial aid experts, including Clark, who shared advice about the application process and answered questions from viewers about paying for college. The show started with a brief video of Kentucky high school seniors asking questions about college affordability.



Other panelists for the program included Will Bradley, Financial Aid and Scholarships Coordinator, Gateway Community and Technical College; Bob Fultz, Associate Director of Student Financial Planning, Georgetown College; and Sandra J. Neel, Executive Director of Financial Aid, University of Louisville. Louisville Metro East Outreach Counselor Candice Johnson, Senior Marketing Representative Chester Priest and other KASFAA members also participated in the event as phone bank experts, answering calls from students and parents.

KHEAA Financial Aid Session Highlighted on JCPS' *Our Kids* Program

Our Kids is an award-winning, 30-minute, monthly television program that highlights Jefferson County Public School students and school programs. The show includes reports from student correspondents from Ballard, Pleasure Ridge Park, and Fern Creek High Schools, as well as stories that feature elementary and middle school students.

The February 2015 show featured a segment on student financial aid and highlighted a presentation conducted by Louisville Metro East Outreach Counselor Candice Johnson. Johnson was interviewed by the student correspondent at Ballard High School, who also talked with senior students about the importance of finding financial aid resources to help pay for college.

College Goal Kentucky

College Goal Kentucky (CGK) is a statewide charitable program that provides free information and assistance to Kentucky families applying for college financial aid. CGK mobilizes financial aid professionals from KHEAA and Kentucky colleges and universities to help college-bound students and their families complete the Free Application for Federal Student Aid (FAFSA).

I'm sorry I'm getting emotional. It just seems like 'how do you pay for your kids to go to college?' is this weight on your head constantly. To come here and learn there is so much out there to help us, that it's not all coming out of my checkbook, is a blessing. You're a blessing. — Parent

Thank you so much for correcting my FAFSA. I didn't realize that I made some big mistakes! — High school senior

I didn't think this was possible. Thank you so much for taking the time to show me everything and helping me realize I can go back to school and actually afford it! — Adult returning to school

Eastern Kentucky Asset Building Coalition Makes KHEAA Resources Available to Clients

The nonprofit Eastern Kentucky Asset Building Coalition (EKABC) works to enhance the financial stability and economic independence of families in Eastern Kentucky. EKABC is a collaboration of Bell-Whitley, Community Action Kentucky, Partners for Education at Berea College, Owsley County Action Team, Kentucky Coalition Against Domestic Violence, Appalachian Community Federal Credit Union and the University of Pikeville. The coalition works with families to increase their knowledge of and access to free tax preparation through the Volunteer Income Tax Assistance program, which helps families claim the Earned Income Tax Credit. The coalition also empowers families to better understand their own finances through sessions on budgeting, credit counseling and home ownership.

Last tax season, the EKABC provided free tax preparation to 2,231 families in Eastern Kentucky. The organization currently serves families in 25 counties.

Keith Ritchie, South Central Kentucky Outreach Counselor, visited the EKABC office in January to discuss opportunities in which KHEAA's outreach team could work with EKABC to provide its families with college and financial aid information. During the meeting, Ritchie showcased KHEAA's publications and services provided by the outreach staff. Given the relationship between FAFSA completion and tax preparation, it was discussed that collaboration between KHEAA's outreach counselors and EKABC's tax preparation events would offer an opportunity for attendees to gain more knowledge about postsecondary education.

In February, Ritchie exhibited KHEAA materials to families attending a tax preparation event at the Garland Building in Laurel County. Ritchie discussed college financial aid options and distributed materials such as *The College Circuit* and *Financial Aid for Adult Learners*. Ritchie also reminded those who filed a FAFSA with estimated information to update the FAFSA with the current tax information.

Super Sunday

For the fifth year, KHEAA partnered with the Kentucky Community and Technical College System (KCTCS) in its Super Sunday initiative. Super Sunday is an annual recruitment push that targets African-American and Latino students and their families with information and resources to support college admissions and enrollment. The statewide program matches staff from 16 KCTCS institutions and KHEAA with African-American and Latino churches to provide information about degree, career and financial aid opportunities. Churches included educational messages in their sermons and/or hosted college and informational fairs. Since there were more locations than KHEAA staff members, KHEAA either had a representative in place at a location or materials were mailed to the event coordinator in advance.

Operation Preparation Targets Eighth- and Tenth-Graders Statewide

Operation Preparation is a program sponsored by the Kentucky Department of Education that encourages eighth- and tenth-graders to see if they are on target to meet their educational goals. Each student's Individual Learning Plan is reviewed by a community member/volunteer to see what types of careers the student is interested in. The student's EXPLORE and PLAN test scores are also reviewed to see if they are congruent with their educational goals. If the test scores are low but the student is interested in graduate- or professional-level careers, the volunteer can then start a conversation about the link between their performance in school and their future career options.

KHEAA outreach counselors conduct presentations, participate in panel discussions, answer questions and lead interactive games to help students learn about



college costs and college admissions requirements. They introduce eighth-graders to common definitions, types of other financial aid and the importance of their academic transcript to colleges and potential employers. Many times, this is the student's first introduction to college costs and admission requirements. Importantly, outreach counselors also discuss how the student's current academic performance including study skills, class attendance and behavior starting in ninth grade is going to affect their ability to earn money through the KEES program.

Cinderella's Closet Laura Eads Memorial Scholarship Awarded

The late Laura Eads was a KHEAA employee and avid volunteer for Cinderella's Closet, which provides prom dresses to girls who could otherwise not afford them. To honor Laura, the First United Methodist Church, where she was a member, has funded a \$500 scholarship to a Cinderella's Closet participant. The recipient must describe her "happily ever after" and tell how a college degree will help her attain that. Director of Outreach Services Susan Hopkins and Kentucky College Coaches Program Advisor Summer Gortney have served on the scholarship committee since its inception. This year's recipient was Destiny Calhoun from Henry Clay High School in Lexington. Destiny's "happily ever after" is to become a dietician for cancer patients. Through her own battle with cancer, she realized the importance of a proper diet to keep her body strong throughout her fight. A college degree will help make her aspirations a reality.



KHEAA mascot Morty the Mortarboard helped Louisville high school seniors celebrate their commitment to attend college at the third annual College Signing Day event at Louisville's KFC Yum! Center.

College Signing Day a Fun Celebration for All!

College Signing Day, held May 18, 2015, recognized high school seniors as they made a commitment to enter college and graduate. Students in Louisville and around the country participated in events and pep rallies to celebrate their accomplishments and future plans.

Planned by 55,000 Degrees Director of Community Engagement Emma Brown, over 1,000 students from all of the Louisville area public high schools participated in the event at the Yum! Center.

Students had an opportunity to interact with KHEAA's mascot, Morty the Mortarboard, and met with the college representatives of the school they are attending in the fall to sign their names as future freshmen, committing to not only going to college, but to graduating. Assistant Director of Outreach Services Kim Dolan and Louisville Metro Outreach Counselors Gene Weis and Candice Johnson joined students in hearing from Mayor Greg Fischer and other local dignitaries and celebrities.

NaviGo Scholars Program

The Northern Kentucky Education Council's NaviGo Scholars program provides high school students with college/career mentors from the local business community. Business sponsors from Northern Kentucky and the Cincinnati area personally select the participants — students whom they would like to recruit into their firms. The program is mutually beneficial to both students, who receive free guidance, and businesses, who get the unique opportunity to hand-pick future employees and groom them from an early age.

Northern Kentucky Outreach Counselor Bob McDermott met with NaviGo Scholars staff on May 13, 2015, to discuss ways KHEAA's services and publications can be utilized as free resources to help students.

Ashland Community and Technical College Hosts Senior Celebrations

Northeastern Kentucky Outreach Counselor Amy Marvin worked with Ashland Community and Technical College (ACTC) and Boyd County, Greenup County and Carter County High Schools to celebrate senior successes.

Every spring, ACTC provides year-end celebrations for all area high school seniors. The half-day events celebrate local seniors graduating from high school and provide them with the opportunity to finish any enrollment, admission or registration activity at ACTC.

During the day students can watch a movie, play games or just socialize with friends. They also are given the opportunity to talk with financial aid representatives, take a college tour, complete admission applications, schedule the COMPASS test or register for classes. Marvin was on hand to answer questions about financial aid, FAFSA, award letters and the verification process. She also assisted with FAFSA completions, corrections and verifications and reminded students to send their college transcripts from dual credit classes.

Regional Counseling Associations Learn More about KHEAA Resources

In April, South Central Kentucky Outreach Counselor Keith Ritchie reached out to regional counseling organizations, such as the Mid-Cumberland Counseling Association (MCCA) and the Upper Cumberland Counseling Association (UCCA), to promote KHEAA's outreach services. Both organizations are under the umbrella of the Kentucky Counseling Association and the American Counseling Association. Ritchie spoke with regional leaders about using MCCA and UCCA meetings during the summer and fall to promote and lead question-and-answer sessions regarding College Application Month (CAM) events. Several MCCA and UCCA school counselors mentioned that incorporating KHEAA-led sessions at regional meetings would be beneficial to the organizations' members and could lead to multiple school districts collaborating efforts to improve CAM events around the region.

Kentuckiana Girl Scouts Learn High School Basics and More

Outreach Counselors John Bergman and Audrey Fowler participated in the Kentuckiana Girl Scout Council's *Passport to the Future* annual meeting in Bowling Green April 24-15, 2015. The convention brought

together scouts, leaders, parents and community members for an annual business meeting, awards luncheon and special program recognizing Gold Award projects. The event, subtitled *Today's Girl Scouts are Tomorrow's Leaders*, also included guest speakers and reports from the national scouting convention and Girl Scout Leadership Institute. Invited for the first time by conference organizers, KHEAA outreach counselors exhibited information about our outreach presentations and provided attendees with publications and resources for college and career planning. Our *High School Basics* flyer was especially popular with participants. This publication lists Kentucky high school graduation requirements, provides details about the KEES program and helps students calculate a GPA and understand a transcript.



You Go Girl!

West Central Kentucky Outreach Counselor Toni Wiley participated in the *You Go Girl* conference at Elizabethtown Community and Technical College for seventh-grade girls at T.K. Stone Middle School.

Thank you so much for your participation in our conference. The surveys reflect a high level of satisfaction and the feeling that they really acquired some important information for making future decisions in the direction of their lives. — Middle school youth services coordinator

The keynote speaker was Missy Jenkins, who was wounded in the 1997 school shooting at Heath High School in West Paducah, Kentucky. During the next 17 years, Missy would graduate from college, become a counselor for troubled students, marry her college sweetheart, have two children, speak publicly about her life to tens of thousands of youth and adults, write an award-winning memoir and confront the shooter face to face in prison. She would earn many local and national honors, from “Kentuckian of the Year” to one of *Ladies’ Home Journal’s* “Most Fascinating Women,” and would appear on *Oprah*, *Good Morning America*, *Dateline*, and *Anderson Cooper 360*. (Visit missyjenkinssmith.com for more information.)

American Association of University Women Presents Showcases STEM Careers

The American Association of University Women (AAUW) is a national organization aimed at advancing equity for women and girls through advocacy, education, philanthropy and research. The AAUW provided more than \$3.7 million in fellowships and grants to women and nonprofit organizations during the 2014-15 academic year. The organization currently reports having more than 170,000 members and supporters, 1,000 local branches, and 800 college and university partners.

In May, the AAUW’s Bluegrass Central Branch partnered with Kentucky State University to offer Tech Savvy, a one-day conference designed to help sixth- through ninth-grade girls learn more about science, technology, engineering and mathematics careers.

As part of this event, the AAUW organized sessions to help parents better understand how to help students once they reach high school. South Central Kentucky Outreach Counselor Keith Ritchie participated in the event, distributing the *College Circuit* and presenting *Paying for College 101* to parents. Ritchie discussed financial aid opportunities, the college admissions process and postsecondary education options available in Kentucky. After presenting, Ritchie led a question-and-answer session with parents about college planning.

KHEAA Outreach Counselors Serve as Judges in KYACAC Scholarship Contest

The Kentucky Association for College Admission Counseling (KYACAC) held a scholarship contest in May, in which high school seniors from around the state competed for four \$500 scholarships. Northern Kentucky Outreach Counselor Bob McDermott, Eastern Kentucky Outreach Counselor Amanda Keller, and South Central Kentucky Outreach Counselor Keith Ritchie helped judge the competition. Over 70 applications were graded in academics, essay and résumé. The four winners were invited to the KYACAC conference and were recognized on stage.

HIGHLIGHTS

KHEAA Stands for Children at Annual Bowling Green Event

Southwestern Kentucky Outreach Counselor John Bergman represented KHEAA at the *Stand for Children* event at Western Kentucky University on June 14, 2015. WKU's South Lawn was turned into a place for children to play and for adults to learn about a variety of services available in the area.

The event, which has been celebrated in Bowling Green and Warren County each year since 1998, provides a safe day of celebration and education for families. The day includes music, games, a scavenger hunt, face painting, water games and more.

Bergman met with nearly 300 participants, talking about options for college, answering questions and distributing KHEAA publications and materials.

Partnership Formed with Army Community Service Group

Outreach counselors Toni Wiley and Gene Weis met with Army Community Service (ACS) representatives at the Fort Knox military base in June 2015. ACS focuses on providing real-life solutions for successful Army living. Wiley and Weis talked with ACS contacts about financial aid opportunities for military personnel and their dependents. The group reviewed the KEES program, Advantage Education Loans and ways KHEAA outreach can be involved on base in the community to assist with financial aid awareness. The ACS contact helped Wiley and Weis to get better understanding of the educational benefits veterans receive, especially the options they have post-9/11. Military dependents were encouraged to come to the fall college fairs and include their parents in KHEAA's *Paying for College101* workshops.

KHEAA Resources and Services Presented at KYACAC-OACAC Super Conference

This summer, for the first time, the Kentucky and Ohio Associations for College Admission Counseling held a joint professional development conference, *Building Bridges*. The event, held June 10-12, 2015, at the Northern Kentucky Convention Center, was designed to build bridges of communication, merge energies and share expertise from high school and college admission counseling members.

Thank you so much for presenting Bridging the College Access Gap with KHEAA Outreach at the conference. We truly appreciate your insight and expertise. —
KYACAC Conference board member

KHEAA's resources and services were highlighted during our *Bridging the College Access Gap with KHEAA Outreach* session, presented by Southern Kentucky Outreach Counselor Audrey Fowler. The session focused on particulars of senior year programming, including Close the Deal, College Application Month, financial aid nights, FAFSA completion and follow-up supports and our *Surviving College* and *It's Money, Baby* publications and workshops. Attendees also looked ahead for ways to reach out to high school juniors and at programming for underclassmen and middle school students.

Further exposure to KHEAA materials was provided with an exhibit, a banner ad on the conference website, a half-page ad in the conference program and multiple networking and professional development opportunities for staff.

28th Annual Academically Proficient High School Junior and Senior Diversity Conference

In mid-June, Louisville Metro East Outreach Counselor Candice Johnson co-presented at the Academically Proficient High School Junior and Senior Diversity Conference with Sandy Neel, Director of Financial Aid at the University of Louisville. Neel and Johnson presented to over 250 students from across the state about financing their college education.

Neel spoke about the scholarships and programs offered at U of L, as well as the federal programs. Johnson talked about how to access private scholarships, state aid and KEES.

Thank you for presenting. Many students were very complimentary of the information you shared — **Dr. Rana Johnson, Chief Diversity Officer, Kentucky Council on Postsecondary Education**

Life Fundamentals Financial Literacy Summits

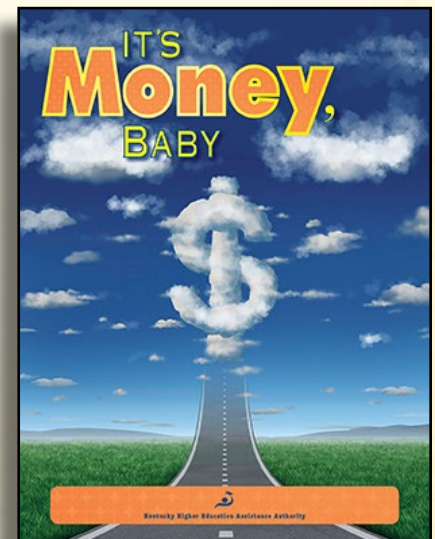
The Kentucky Council on Economic Education (KCEE) is a statewide, not-for-profit organization whose mission is to champion teaching and learning economics and personal finance with academic integrity, responsiveness and creativity. KCEE works with teachers, advocates and organizations to help Kentuckians develop the practical, life-long skills necessary in making good economic choices.

Louisville Metro Outreach Counselors Candice Johnson and Gene Weis participated in and exhibited at KCEE's Life Fundamentals Financial Literacy Summit on the University of Louisville's Shelby Campus on June 16, 2015.

This year, for the first time, the event was expanded to two other regions. Summits were held in June at the Murray State University Regional Campus in Paducah and the Eastern Kentucky University Regional Campus in Corbin. Outreach counselors Shelley Putty and Tyler Powers represented the agency at these events, sharing KHEAA resources and materials.

Summit sessions included information about new technology applications, content from business leaders, resource exploration and best practices by colleagues focused on teaching economics and personal finance.

More than 175 career and technical education teachers from around the state, many unfamiliar with KHEAA programs and services, were able to take samples of publications, including *It's Money, Baby!*, and to get contact information for KHEAA outreach counselors in their regions during these events.





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