



Outreach

Annual Report: Fiscal Year 2016



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Our Mission

The Kentucky Higher Education Assistance Authority (KHEAA) is a public corporation and governmental agency and instrumentality of the Commonwealth established in 1966 to improve students' access to higher education. To that end, KHEAA administers several financial aid programs and disseminates information about higher education opportunities.

Our mission of expanding educational opportunities by providing financial and informational resources that enable Kentuckians to attain their higher education goals is carried out in each aspect of the outreach work detailed in this annual report. Outreach initiatives are designed in collaboration with a multitude of local, state, regional and federal partners.

Our college access resources and tools help students of all ages explore careers and areas of study, understand admissions requirements, apply to postsecondary institutions and apply for financial aid.

Significantly increasing the number of underrepresented students who enroll and persist through to degree attainment is the primary goal of our comprehensive outreach services. Through our age-appropriate publications, interactive websites, on-the-ground outreach counselors and mobile outreach unit, KHEAA:

- Provides resources for middle and high school counselors, adult education providers, financial aid administrators, college admission counselors and a variety of community contacts to help them educate students on the admissions and financial aid processes.
- Reaches out to students who may be at risk of not enrolling in or persisting in college.
- Informs students and families about higher education benefits, opportunities, planning and career preparation.
- Helps students and families complete the Free Application for Federal Student Aid (FAFSA).
- Provides information on financing options, including activities that promote financial literacy and debt management.

KHEAA has been helping Kentucky families make informed decisions about their higher education options for decades. Our outreach services ensure that we fulfill our mission of expanding educational opportunities to all Kentuckians.

- Dr. Carl Rollins, KHEAA Executive Director

A message from Governor Bevin



Commonwealth of Kentucky
OFFICE OF THE GOVERNOR

Matthew G. Bevin
Governor



700 Capitol Avenue
Suite 100
Frankfort, KY 40601
(502) 564-2611
Fax: (502) 564-2517

Dear Education Partners:

By providing the best education and support for transitioning to post-secondary opportunities, Kentucky students will have a competitive edge while securing in-demand jobs in a global marketplace. As Kentucky's economy grows, students' futures brighten and the overall quality of life improves throughout the Commonwealth.

The Kentucky Higher Education Assistance Authority (KHEAA) helps Kentuckians reach their higher education goals through expanding educational opportunities, providing student financial aid and engaging students and families with informational resources. Working together with state, regional and national partners, KHEAA's varied outreach programs help Kentuckians navigate the college admissions and financial aid processes.

A comprehensive array of outreach services is highlighted in this *2016 Outreach Annual Report* including, but not limited to, regional field counselors; the College Info Road Show; an interactive website for college, career and student financial aid planning; award-winning publications for students of all ages; near-peer college coaches; and the Kentucky College Application Month program.

Kentucky students can only reach their complete potential by being fully prepared for their future. For some that means entering college; for others it means entering a career field. By working together we can provide a brighter future for all students and their families. Your dedication to enhancing the lives of students is most appreciated.

Sincerely,

A handwritten signature in black ink, reading "Matthew G. Bevin", written in a cursive style.

Matthew G. Bevin
Governor

College Access

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. 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.

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 2015–16 academic year, students were eligible for Pell Grants if their EFC was less than \$5,198.

In Kentucky, about 72% of all students who submitted a FAFSA were eligible for Pell Grants. More than 50% 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.

2016 FAFSAs

259,904 Kentucky residents filled out a FAFSA.

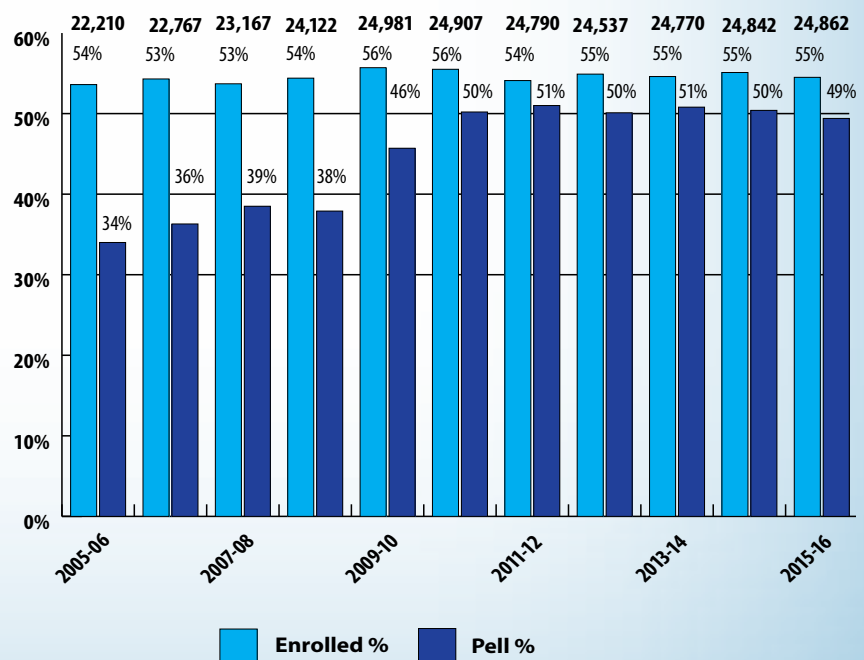
Of those:

28% were first-time college students.
53% were first-generation students.
12% were GED or home schooled.

Pell Eligibility

The federal Pell Grant is a means-tested, need based program serving as the primary national financial aid source 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.

Kentucky High School Graduates In-State Postsecondary Enrollment within One Year of High School Graduation and Percent of Enrollees Pell Eligible



College Access

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 2005-06 to 72% of the Class of 2015-16. The highest Pell Grant eligibility rate during the period was 76% for the Class of 2013-14. 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 2008-09 — 55.8%) and the lowest rate (Class of 2015-16 — 50.0%) is 6.0%.

College Enrollment

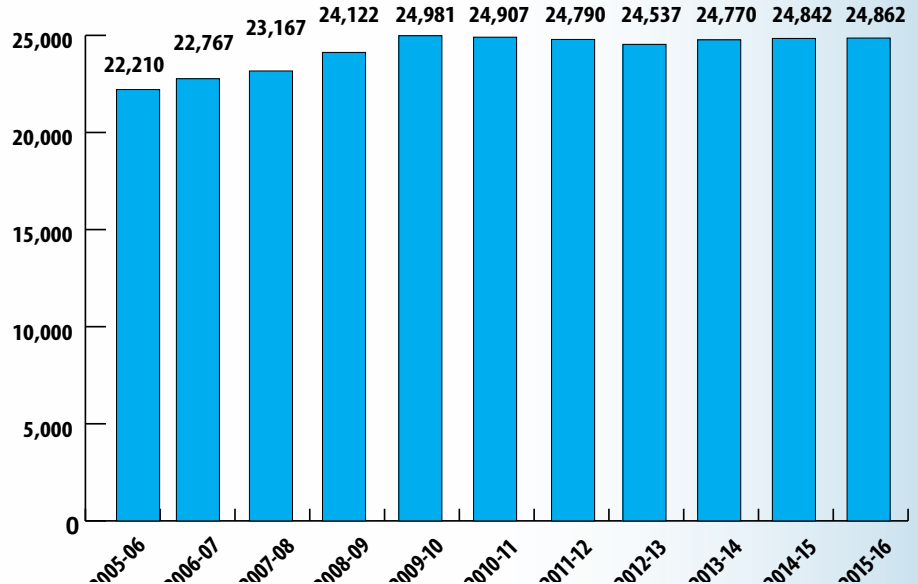
The ultimate goal of KHEAA outreach is for students and families to understand there is financial aid available to offset the cost of college, and to provide information to assist those students in enrolling and graduating from college. Enrollments have remained steady despite substantial increases in college costs.

Outreach Presentations: High School to College Knowledge Improvement Survey — Results

For the seventh year in a row, KHEAA outreach staff asked students to fill out a brief survey either before or after a presentation on college and financial aid awareness. In 2015-16, KHEAA for the first time used standard recording software to automate the tabulation of results. For the approximately 20,000 surveys administered (10,000 pre-presentation, 10,000 post-presentation), one KHEAA staff member singlehandedly recorded the results in one business day. In addition to the cost-saving efficiencies, accuracy was improved and a more detailed analysis of the impact is now available. The improved accuracy and additional detail will help us to fulfill our commitment to the continuous improvement of outreach services. The following are some results that we are particularly proud to share.

According to the results of the pre- and post- surveys, students were significantly more aware of their financial aid resources, differences between types of aid and where to get further information regarding aid. Results showed respondents were more aspirational for both themselves and the next generation of their families to go to college. The surveys also showed that approximately 27% of the students would, to their knowledge, be the first in their immediate families to attend college. Overall, the surveys show that KHEAA outreach activities are having a significantly positive effect on Kentucky students' ideas, attitudes, and knowledge about going to college.

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



College Access

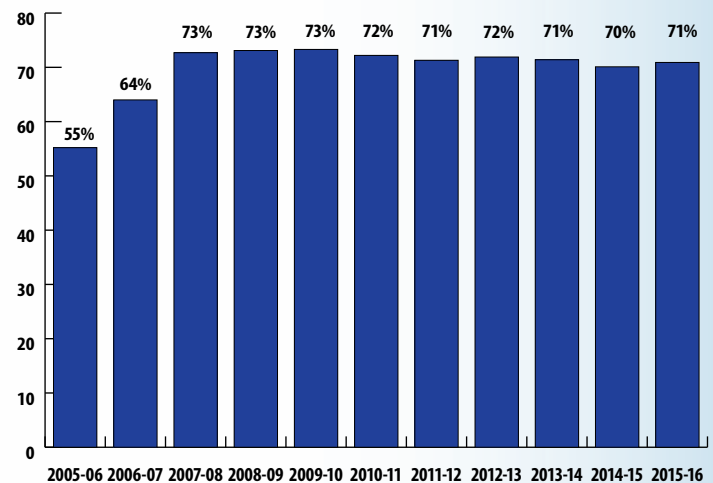
High-Achieving Kentucky High School Graduates

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 55% in the Class of 2005-06 to 71% in the class of 2015-16.

Long-Term Effects

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 27% in calendar year 2006 to 31% in 2015. KHEAA outreach and KHEAA programs are paying dividends for the Commonwealth as a whole.

College-Going Rate for Kentucky High School Graduates who scored a 28 or Higher on the ACT and attended an In-state College



You've got to have the skills to pay the bills.

-Eighth-grade student

College can help you get a job you actually want to go to.

- High school freshmen

Our school's FAFSA completion rate has increased drastically, and that it is a direct result of the KHEAA outreach counselor's work at the school! I am very thankful for the time that KHEAA has spent with my students and parents!

- High school principal

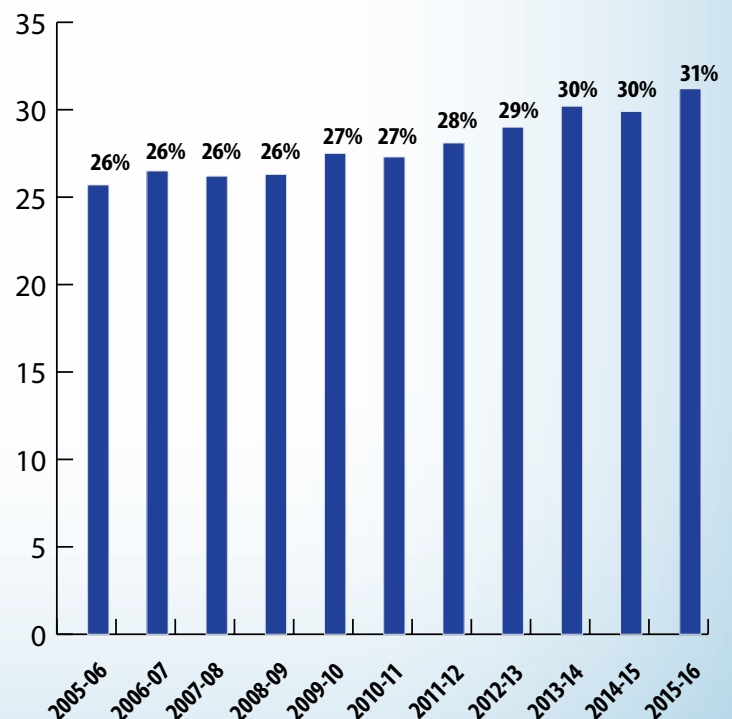
I had no idea there was so much money available to help pay for college. I'm going to be able to attend college with no loan debt this year.

- Adult student

I didn't know that I could pay for college using grants. I thought I would have to pay for everything myself. Thank you. Because of this, I can definitely go back to college.

- Adult student

Percent of Kentuckians with Earned Postsecondary Degrees 25 years or Greater



What's New

Significant Changes for FAFSA Processing

In the fall of 2015, President Barack Obama announced changes to the Free Application for Federal Student Aid (FAFSA). FAFSA applicants completing the 2017-2018 application are now able to file their FAFSA beginning October 1, 2016. They also will report prior prior year (PPY) income on the application.

These changes were significant, and the outreach staff worked diligently with school counselors to adjust traditional timelines and to determine how to best help students and families through the changes. Many schools adjusted their planning to conduct Paying for College 101 workshops and parent nights for junior students beginning each spring.

Changes were required in many of our KHEAA publications and presentations, and outreach management worked with the Publications Team to make the necessary corrections. In addition, changes have been made to the traditional Close the Deal and College Application Month formats to ensure students receive the information they need to make informed decisions in a timely manner.

New FSA ID Instruction Sheet Developed

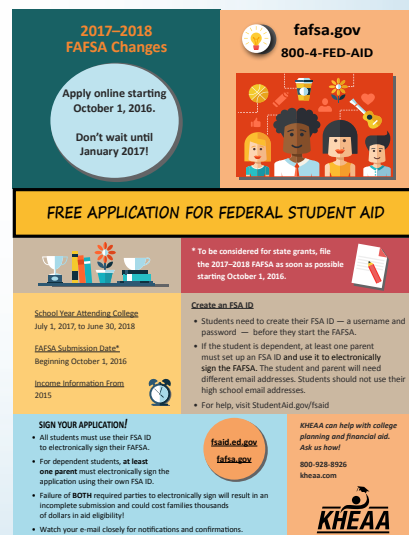
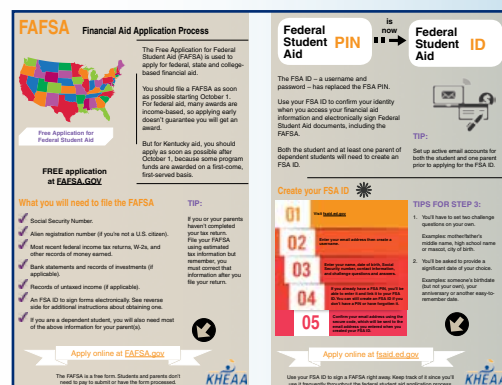
In addition to an earlier FAFSA date and the ability to use PPY income, a new secure sign-on process, the FSA ID, was instituted. Working with Eleanor Kley, Graphic Designer in the Publications area, Northeastern Kentucky Senior Outreach Counselor Amy Marvin and Assistant Director Kim Dolan helped gather content for and create a new FSA ID instruction sheet. The eye-catching, step-by-step piece guides students and parents through the process creating a new secure sign on for the FAFSA and several other federal websites.

FAFSA Infographic Increases Awareness

Louisville Metro East Senior Outreach Counselor Candice Johnson worked with Graphic Designer Eleanor Kley to create an easy-to-read infographic detailing the new timelines and dates for FAFSA completion. Students and families also used this quick-reference guide for website and contact information. Fliers were distributed to students at a variety of events.

This month, I helped conducted seven FSA ID events, and in one week alone, I was able to help over 1,000 students obtain an FSA ID.

— **Casi Clark, Northwestern KY Senior Outreach Counselor**



What's New

Hopkins Honored with Supervisor Award

Susan Hopkins, KHEAA Director of Outreach Services, received the Kentucky Association for College Admission Counseling's (KYACAC) Supervisor Award at the 35th annual conference in Owensboro March 16-18.

The award recognizes a professional in a leadership role who has demonstrated support for KYACAC through promoting awareness, encouraging participation and professional growth of its members, and by showing appreciation for the organization and its mission.

According to the nomination, "Susan truly has a heart for college access and has dedicated her professional career to creating partnerships, training KHEAA outreach staff and meeting the needs of Kentucky in the areas of college access and financial literacy."

From KHEAA outreach staff:

Motivator. Encourager. Supporter. Her trust and belief in me and the work I do is paramount to my growth as a college access professional

She leads with impeccable character, determined work ethic and care and compassion for those around her.

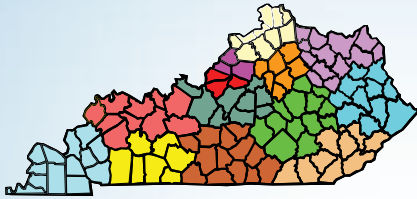
Susan has worked tirelessly for years to ensure that parents and families in the state of Kentucky have access to information that will assist in postsecondary enrollment. She is constantly searching for new avenues to disseminate this information as well as to provide the outreach staff with the tools they need to help students reach their educational goals.



Susan Hopkins, with plaque, was congratulated by Outreach staff. From left are Candice Johnson, Summer Gortney, Casi Clark, Gene Weis, Kim Dolan, Bob McDermott, Susan Hopkins, David Scott, Amy Marvin Rose, John Bergman, Matt Jones, Toni Wiley, Steven Held, Amanda Keller, Keith Ritchie, Audrey Price and Tyler Powers.

College Info Road Show

Mobile KHEAA



COUNTIES: Statewide

Steven Held



Publications distributed:	24,603
Student/Parent contacts:	8,376
Exhibits/Presentations:	660
Miles traveled:	12,421

* Steven Held became the new counselor aboard the College Info Road Show in FY2016.

Sessions on board KHEAA's mobile unit, the College Info Road Show, provide an overview of student financial aid programs and services. Visitors can access KHEAA account information and more by creating a MyKHEAA account on kheaa.com, find helpful resources for career assessment, test preparation and scholarship searches; and can even create a FAFSA ID, file their FASFA or request a personalized *Getting the Facts* report with assistance from the onboard counselor.

The College Info Road Show visits middle schools, high 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 across the Commonwealth.

The unit is equipped with Internet access, indoor and outdoor projection units and screens and 11 individual workstations, making it a great addition to an array of school and community events.

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

Many of the students are talking about KHEAA and the College Info Road Show being here, which created quite a buzz inside the school. We'll definitely use more of KHEAA's services!

- High school counselor

Steven Held

sheld@kheaa.com

502.352.5697

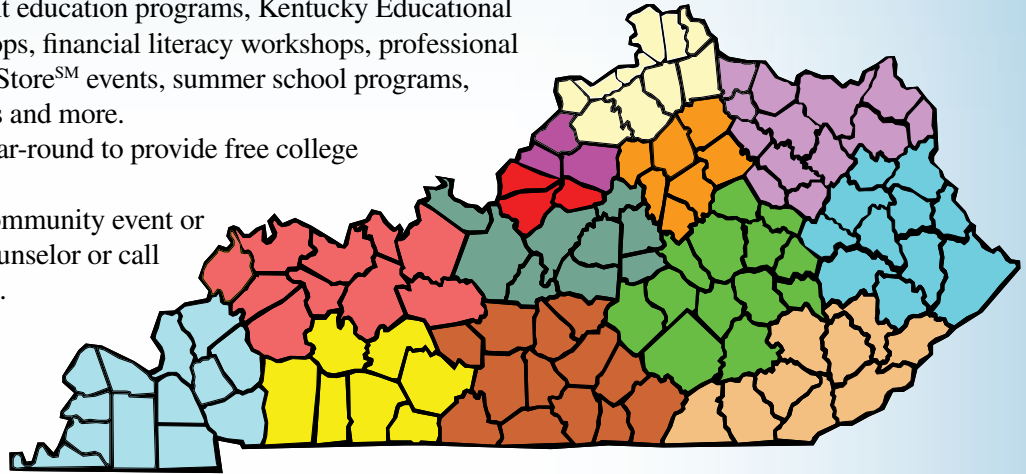


Regional Outreach

Outreach counselors 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. 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, library reading programs and more.

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

To schedule a visit to your school, community event or center, contact your regional outreach counselor or call toll-free 800.928.8926, extension 6-7577.



SOUTH CENTRAL



COUNTIES:

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

Keith Ritchie

Phone: 606.706.0120

Email: kritchier@kheaa.com

Publications distributed: 31,229
Student/Parent contacts: 27,955
Exhibits/Presentations: 739
On-site visits: 207
Miles traveled: 24,880



SOUTHEASTERN



COUNTIES:

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

Tyler Powers

Phone: 606.273.9644

Email: tpowers@kheaa.com

Publications distributed: 14,493
Student/Parent contacts: 12,465
Exhibits/Presentations: 498
On-site visits: 182
Miles traveled: 25,760



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: 33,972
Student/Parent contacts: 20,169
Exhibits/Presentations: 591
On-site visits: 213
Miles traveled: 30,469



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: 10,554
Student/Parent contacts: 9,993
Exhibits/Presentations: 340
On-site visits: 224
Miles traveled: 17,855



LOUISVILLE METRO WEST



COUNTIES:

Bullitt, Spencer and Jefferson
west of Interstate 65

Gene Weis

Phone: 502.608.7717

Email: gweis@kheaa.com

Publications distributed: 14,881
Student/Parent contacts: 13,393
Exhibits/Presentations: 388
On-site visits: 170
Miles traveled: 12,807



LOUISVILLE METRO EAST



COUNTIES:

Oldham, Shelby and Jefferson
east of Interstate 65

Candice Johnson

Phone: 502.541.7745

Email: cjohnson@kheaa.com

Publications distributed: 13,087
Student/Parent contacts: 10,358
Exhibits/Presentations: 427
On-site visits: 158
Miles traveled: 9,371



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: 6,748
Student/Parent contacts: 2,847
Exhibits/Presentations: 85
On-site visits: 65
Miles traveled: 12,343

* Putty resigned in fall 2015



FAR WESTERN



COUNTIES:

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

Matt Jones*

Phone: 270.498.8291

Email: mjones@kheaa.com

Publications distributed: 3,423
Student/Parent contacts: 3,645
Exhibits/Presentations: 150
On-site visits: 77
Miles traveled: 14,620

* Jones took over the territory in January 2016



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: 18,890
Student/Parent contacts: 11,698
Exhibits/Presentations: 301
On-site visits: 409
Miles traveled: 17,339



CENTRAL



COUNTIES:

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

David Scott

Phone: 859.229.0352

Email: dscott@kheaa.com

Publications distributed: 25,136
Student/Parent contacts: 9,437
Exhibits/Presentations: 377
On-site visits: 225
Miles traveled: 14,882



SOUTHWESTERN



COUNTIES:

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

John Bergman

Phone: 270.392.8675

Email: jbergman@kheaa.com

Publications distributed: 17,586
Student/Parent contacts: 13,868
Exhibits/Presentations: 527
On-site visits: 318
Miles traveled: 26,701



SOUTHERN



COUNTIES:

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

Audrey Price

Phone: 270.991.4481

Email: afowler@kheaa.com

Publications distributed: 19,922
Student/Parent contacts: 19,953
Exhibits/Presentations: 630
On-site visits: 157
Miles traveled: 25,536



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: 10,750
Student/Parent contacts: 14,884
Exhibits/Presentations: 643
On-site visits: 258
Miles traveled: 48,983



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: 14,024
Student/Parent contacts: 12,350
Exhibits/Presentations: 385
On-site visits: 262
Miles traveled: 17,362

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 2015

Audrey Price

4th Quarter 2015

Gene Weis

1st Quarter 2016

Entire Outreach Team

2nd Quarter 2016

David Lawhorn

College Coaches

Kentucky College Coaches Program Wins National Service Group Award

From left: Secretary Audrey Tayse Haynes, Susan Hopkins, Jenny Ceesay, Gayle Hilleke, Dr. Aaron Thompson, former Kentucky Lt. Gov. Crit Luallen, Kristen Hedgebeth and KHEAA Executive Director Dr. Carl Rollins



The Kentucky College Coach (KCC) Program, funded in part with a grant to the Kentucky Campus Compact through the Kentucky Commission on Community Volunteerism and Service (KCCVS), places AmeriCorps volunteers serving as near-peer college coaches in high schools across the Commonwealth. Working with whole school populations in grades 9-12 and with a core group of up to 80 students at each high school, coaches provide services and resources that prepare high school students at 30 participating sites for postsecondary opportunities. The 2015-16 academic year marked the sixth consecutive year that KHEAA has served as an intermediary partner in the KCC Program.

The program was honored with the AmeriCorps program National Service Group Award at the 20th Annual Governor's Service Award Ceremony on July 30, 2015, at the Kentucky Governor's Mansion.

The awards, given by KCCVS, an agency of the Kentucky Cabinet for Health and Family Services, honor outstanding individuals, groups, national service members, nonprofits and businesses making



a difference in communities across the Commonwealth and highlight the impact of volunteerism and service.

The National Service Award recognizes an individual member and/or group of members of a national service program (AmeriCorps, AmeriCorps VISTA, AmeriCorps NCCC or Senior Service Corps) who demonstrate service beyond standard expectations of the designated program. This individual and/or group provides an extraordinary example of the National Service spirit.

Program evaluation demonstrates that the Kentucky College Coaches effort effectively and substantially increases high school graduates' college-going rates.

Near-peer coaching of core groups of high school students results in successful transitions to postsecondary education for 2 out of 3 graduates, a rate more than 10% higher than non-coached students at the same high schools.

College Coaches

As my senior year was very busy with the basics, I was also loaded down with tasks to complete for my life after high school. Thankfully I was graced with the assistance of a College Coach. Rodney helped me manage all of my college plans, from the simple college application down to the detailed FAFSA application. My financial situation required extra attention, which made the process more complicated, but I knew that Rodney would help me figure it all out and get it completed on time. He never hesitated to make sure that I was staying on top of due dates and finding any assistance that may be available while assisting me with finding the right school to fulfill my dreams. There wasn't a time that I couldn't walk into his office with a ton of questions and leave without feeling at ease for the most part. I am truly thankful that I had a College Coach during my senior year, and will more than likely be visiting with him as I begin my college career.

— Alexia Smith,
Core Senior at McCreary Central High School



Kentucky College Coach Rodney Tucker and Alexia Smith

The college coach has been a wonderful addition to the program at our school! They always go above and beyond with their students, making every students' needs their professional priority until the need is met — even if that requires frequent reminders, personal contacts, phone calls and parent meetings. One of their biggest contributions this year was their work with the FAFSA. They truly facilitated as our FAFSA contact person and worked diligently to assist students throughout the financial aid process.

— Site supervisor

PROGRAM STATS

- 527 core students graduated high school in 2015-2016
- KCC core students sent college applications to 101 colleges throughout the nation
- KCC core students were offered, \$2,472,946 in scholarships (this doesn't include grants or any other type of financial aid)
- KHEAA KCCs served a total of 34,722 hours during their 10-month service term

KHEAA COLLEGE COACHES SCHOOLS FY2016

Anderson County High School
McCracken County High School
Belfry High School
McCreary Central High School
Breckinridge County High School
Meade County High School
Caldwell County High School
North Bullitt High School
Calloway County High School
North Hardin High School

Casey County High School
Ohio County High School
Christian County High School
Pendleton County High School
Edmonson County High School
Powell County High School
Fleming County High School
South Floyd High School
Gallatin County High School
Southern High School

Grant County High School
Tates Creek High School
Holmes High School
Valley Traditional High School
LaRue County High School
Warren East High School
Lynn Camp High School
West Carter High School
Marion County High School
Whitley County High School

College Application Month



November 2015 marked the fifth year for KHEAA's sponsorship of Kentucky College Application Month. November was proclaimed College Application Month (CAM) in Kentucky and across the nation. Kentucky's CAM 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 by helping them complete admission applications.

During FY2016, KHEAA opened participation in the program to all schools in the state interested in organizing activities, asking them to register on the official CAM website. Involvement in 2015 was at the highest level to date, with 182 schools and organizations participating.

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 on the official CAM website with a variety of resources to help administrators, counselors and students. Registered participants also received access to training opportunities, both at the KHEAA office in Frankfort and via webinar, as well as timely program news and updates via email.



In an effort to spread the message of the program through social media, KHEAA also asked administrators, educators, students, parents and the general public to post to Facebook and Twitter using the hashtag #iappliedky. There were hundreds of posts using the hashtag, including students touting their top college choices and schools showcasing their application activities. KHEAA also tied in its quarterly iPad giveaway on agency social media

Northeastern Kentucky Senior Outreach Counselor Amy Marvin helps students navigate admissions applications at Fleming County High School.

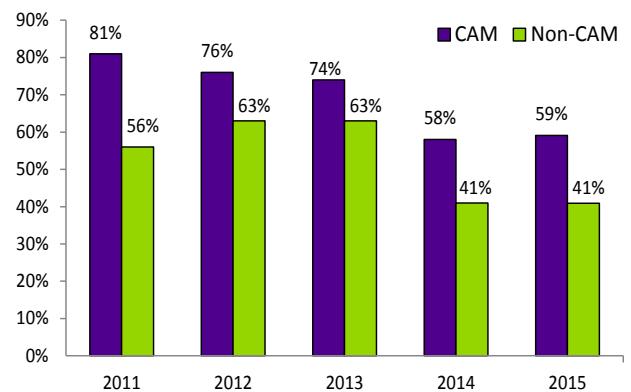
College Application Month

pages, asking entrants for the giveaway to respond to the question, “What advice would you give to a high school senior applying to college?”

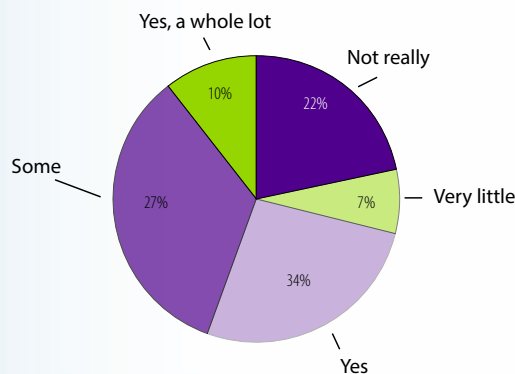
After their CAM events, schools were asked to submit data to KHEAA — primarily the number of participating students and the number of applications submitted during the event. Of the 176 schools registered for CAM, 110 submitted at least some of the requested data. From these 110 high schools, some 7,200 students were reported as having participated and as having submitted nearly 10,400 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.

Students were also asked to complete an online CAM survey. The charts below show 73.6% of respondents said CAM activities helped them feel better prepared to fill out college admission applications (an increase of 1.4% over last year). The second chart shows that 78.1% of respondents thought CAM activities changed their likelihood of going to college after they graduate high school (an increase of 1.8% over last year).

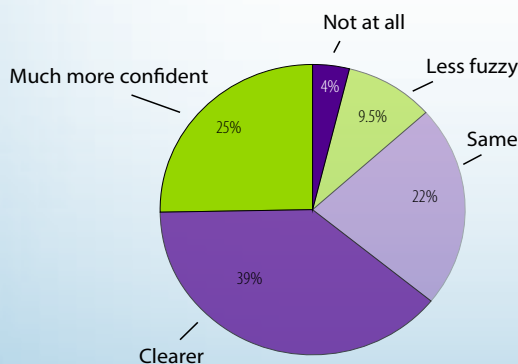
CAM vs. Non-CAM FAFSA Completion Rate



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



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



College App Month has brought so much to our students. We have found that more students are applying to college due to the stress-free and fun environment that we provide. Because we provide free applications for all students, it has increased our college application completion numbers exponentially!

— College counselor

I really liked having the opportunity to apply to colleges during my school day. I would have put it off if it didn't happen at school. I thought it would be a really scary process, but I am glad I did it early.

— High school senior

College Application Month is perhaps the best idea so far. My students are so prepared and ahead of the game since KHEAA began promoting this!

— High school counselor

Close the Deal



Louisville Metro East Senior Outreach Counselor Candice Johnson talked with seniors about financial aid opportunities and the many ways to pay for college.

Close the Deal is a one-day program that 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 are recruited to work with local students in setting and meeting 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 also assist counselors with college and career advising.

Close the Deal is 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 and providing students and caring adults with college knowledge.

Talking with the professionals at Close the Deal gave me answers to questions I've wanted to ask about college and careers but haven't had the opportunity to do so until now.

— High School senior

In FY2016, high schools were selected for participation based on their college-going rate, the percentage of students eligible for Free and Reduced Price Lunch and geographic distribution, to assist in the quality of opportunity to participate and a desire to create a stronger college-going culture at their school.

Grant County, Lincoln County, Paducah Tilghman and Wayne County High Schools participated in the official 2015 program. KHEAA outreach counselors throughout

the state also worked with schools continuing their programs from previous years and with new schools putting on their own, independent programs.

Close the Deal



KHEAA Executive Director Dr. Carl Rollins and Keynote Speaker Colmon Elridge at Lincoln County High School.

Close the Deal represents an opportunity for young people to invest in themselves and to also see that there is a community surrounding them that is also willing to invest in their success. That investment is critical for their success, but it is also critical for our Commonwealth's success, and it is an exciting journey for us all to take together.

– Colmon Elridge,
Director,
National Center of Interstate Compacts
for the Council on State Governments

KHEAA and our partner agencies — the Council on Postsecondary Education, the Kentucky Association for College Admission Counseling, the Kentucky Association of Student Financial Aid Administrators and the Kentucky Department of Education — provided dedicated staff to help each school develop an event planning team. Participating schools were provided

with a packet that included tips, timelines, sample resources, templates and student expectations. Financial aid and admissions experts were provided for the table talks and college resource fairs were also provided. College planning and student financial aid resource materials were distributed at each event.



Northwestern
Kentucky Senior
Outreach Counselor
Casi Clark advised
seniors about the
importance of
completing the Free
Application for Federal
Student Aid (FAFSA).

On-site Outreach

Academic Affairs/ Student Services	2	GEAR UP Programs (Partnership)	9
Admissions Offices	5	GEAR UP Programs (State)	2
Adults/Adult Education Centers	297	General Public	2
Alternative Education Centers	195	Governmental Offices	10
Area Health Education Centers	1	Head Start Programs	2
Area Technology Centers	40	Health Departments/Hospitals	10
Boards of Education	51	High Schools	2,563
Businesses/Factories/Industries	19	Home Schoolers	9
Cable Companies	1	Internal Contacts	16
Chambers of Commerce	8	Libraries	430
Child Advocacy Centers	2	Middle Schools	682
Children's Homes/Orphanages	3	Migrant Education Programs	5
Churches/ Faith-Based Services	28	Military Services	2
Civic Organizations	9	Newspaper Offices	149
College/Career/Health Fairs	87	Parent Groups	2
Colleges/Universities	156	Parks & Recreation Departments	6
Community-Based/Social Services	30	Professional Organizations	103
Community Centers	24	Radio Stations	102
Community Education Centers	6	Scholar Programs	22
Cooperative Extension Offices	44	Social Service Programs	8
Correctional Facilities	3	Summer Camps	32
County Fairs/Festivals/State Fair	55	Television Stations	6
Day Care Centers	1	TRIO Programs (ETS, EOC, SSS, UB)	89
Day Treatment Centers	5	Vocational Rehabilitation Offices	4
Elementary Schools	197	YMCA/YWCAs	9
Employment Services	20	Youth organizations	12
Family Resource/Youth Services Centers	81	Other	7
Financial Aid Offices	7	Totals	5,670

	College Info Road Show	Regional Outreach	Total
Contacts			
Contacts at Exhibits ¹	1,839	62,243	64,082
Contacts at Presentations ¹	4,810	129,503	134,313
Contacts at Visits ¹	n/a	6,271	6,271
Total	6,649	198,017	204,666
Activities			
Number of Exhibits ²	47	735	782
Number of Presentations ²	502	6,026	6,528
Number of Visits ¹	n/a	2,925	2,925
Total	549	9,686	10,235

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.

We school counselors are no longer able to help students with college. The complexities of financial aid and college admission combined with the day-to-day demands of counseling make that impossible. Thank goodness for KHEAA.

— High school counselor

Resources

Publications

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

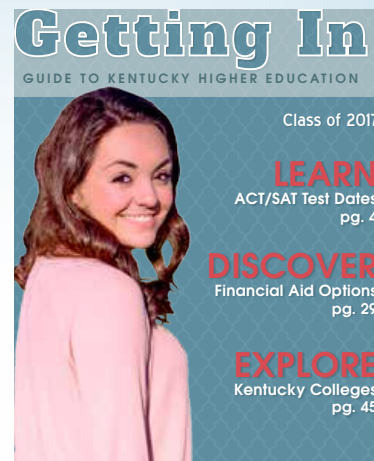
Resources are designed using feedback from our partners, and many are targeted to specific audiences — middle school, high school and adult students. Others address specific topics, such as financial literacy and financial aid programs for military members, their spouses and dependents. Each publication is updated on an annual basis.

kheaa.com

Students of all ages find the information to plan, prepare and pay for higher education at kheaa.com. KHEAA's website also helps professional school counselors, financial aid administrators, community partners and college access providers access a variety of resources. Users may register for a free, personalized MyKHEAA account that can be used to view and verify KEES award amounts; request *Getting the Facts*, a personalized breakdown of college costs and estimated financial aid based on each student's specific college choices and their family's unique financial circumstances; access the KHEAA ILP; apply for and check the status of state grants and scholarships; and submit documentation requested during the KHEAA Verify process.

Special sections of kheaa.com are dedicated to:

- **Students:** Planning for College, Picking a School, Paying for College, College Life, Money Management and Other Resources, plus KEES account information.
- **Families:** Saving for College, Planning for College, College Life, Fun Stuff and Homework Help, plus publications and KEES account information.
- **Adult Learners:** Planning for College, Selecting a School, Paying for College, Distance Learning, Transferring, Repaying Your Loan and publications.
- **Counselors:** Helping Your Students, KHEAA Outreach Services, Counselor Connection newsletter, Publication/Material Request



The Getting In book is going to be a student's best friend throughout their senior year. It has every piece of important information they need to get to college.

— Senior teacher

- **Financial Aid Professionals:** Products and Services, Newsletters, Publications, KHEAA Partners, Reference Materials, KHEAA Programs and Regulations and Ask Compliance.
- **Military and Veterans:** Federal Government Resources, Kentucky Resources and Benefits, Benefits for Spouses and Dependents, Publications and Other Resources.

KHEAA ILP for private school and home school students

The KHEAA ILP, accessible through kheaa.com, is an online tool that helps private and home school students conduct education and career activities 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 and 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 also.

Resources

MAJOR PUBLICATIONS

<i>Adults Returning to School</i>	12,437
<i>Affording Higher Education</i>	3,854
<i>College Circuit</i>	106,799
<i>Getting In</i>	63,990
<i>It's Money, Baby</i>	20,717
<i>Surviving College</i>	21,218
<i>Surviving College (Adults)</i>	7,939
TOTAL	236,954

OTHER MATERIALS DISTRIBUTED

Bookmarks	2,318
College Goal Sunday	
Timeline postcards	21,465
College Info Road Show flier	238
FAFSA Checklist	11,773
FAFSA on the Web worksheet	452
Financial Aid for Adults flier	4,515
Getting the Facts	15,601
High School Basics flier	36,404
KEES Brochure	82,272
Kentucky Advantage Loan brochure	2,400
Kentucky Education Savings Plan Trust brochure	1,785
KESPT Activity Book	39,816
kheaa.com brochure	34,482
Military Member/Spouse Financial Aid Programs fliers	4,904
Outreach Annual Report	129
Outreach Presentation Guide	1,359
Posters	6,296
Technical/Trade School flier	3,615
TOTAL	269,824

I love the College Circuit book that KHEAA publishes. The information is so easy to read and covers so much ground.

— High school counselor

Newsletters

Middle and high school counselors, adult education providers, college access personnel and community service offices receive college access newsletters throughout the year. Using our KEES database, parents of students from every certified high school in the state also receive time-sensitive updates and information.

Financial aid tips/press releases

Students and families are made aware of when they should be performing certain tasks during the financial aid and admissions cycles through timely press releases and financial aid tips. Media pieces and press releases are produced by KHEAA's Publications Team and cover topics ranging from earning KEES awards and preparing college applications to completing the FAFSA and learning about student aid opportunities. Updates and related videos are posted to our social media channels, and audio versions are distributed to media outlets across the state.



Morgan County High School students show off their future plans in West Liberty during College Application Month.

Resources

Social media

KHEAA uses Facebook and Twitter to push out timely information and updates to stakeholders. To further increase our reach in local communities, regional outreach counselors now have the option to create personalized social media accounts, targeting messages of interest in focused geographical areas.

During FY2016, the number of Facebook “likers” grew by 17% (1,632 new likers), while the number of Twitter followers grew by 18% (630 new followers).

Designed to engage students and families, an online contest awards a new iPad each quarter to a randomly selected entrant who completes required contest tasks. This year, the contest generated 884 unique entries.

Kentucky Center for Education and Workforce Statistics

KHEAA is a participating agency in the Kentucky Center for Education and Workforce Statistics (KCEWS). KCEWS collects and links data to evaluate education and workforce efforts in the Commonwealth. This includes developing reports and providing statistical data about these efforts so policy makers, agencies and the general public can make better informed decisions.

College Access Team Call Center

Extensively trained representatives are available at **1.800.928.8926** to help families across Kentucky through the college admissions and financial aid processes. Call center counselors also provide detailed information to help families complete and file their FAFSAs, provide documentation for verification and interpret the results of their personalized *Getting the Facts* report. More than 66,300 student and parent callers were served in FY2016.

High School Basics is, hands down, one of the best products KHEAA has produced. Concise, accurate and invaluable.

— Talent Search coordinator

Order Free Resources

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

My daughter and I had to call the KHEAA Verify Customer Service line last week. They were so helpful and our problem was resolved in less than two days. Kudos to this team.

— Parent of a current college student

Electronic Transcripts

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

Presentations

To help school staff make the most use of their students' time, many of our presentations are aligned with the Kentucky Department of Education's Core Academic Standards for Practical Living/Vocational Studies. These comprehensive presentations and workshops are conducted statewide by regional outreach counselors to direct Kentucky students of all ages to higher education.

Your Map to College (Middle School and Parent Editions)

Purpose:	Encourages middle school students to explore careers and education after high school. 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

KHEAA's presentations can change kids' lives. I really do mean that. I've noticed how the students perk up when outreach counselors talk about financial aid opportunities.

— Middle school counselor

How To Handle Your Future (High School Freshman/Sophomore Edition)

Purpose:	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)

The Drive To Successful College Admissions

Purpose:	Students learn 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 <i>Getting In</i> 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' 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

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

1. Paying for College 101

Purpose: Helps students and their families understand the nuts and bolts of the financial aid process. Participants walk through a detailed case study of how an aid package is put together and learn when and how to apply for state and federal funds.

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

Time Frame: 1 to 1½ hours

KHEAA's Paying for College 101 is one of the most important presentations a high school student will ever hear.

— TRIO counselor

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 correcting the FAFSA and in interpreting post-FAFSA completion documents, including those required for verification.

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

Time Frame: 30-minute appointments are typical

It's Money, Baby (Financial Literacy)

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

Audience: High school students and adults

Time Frame: 1 hour

Surviving College: A Guide to Get You Through Your Freshman Year

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

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

Time Frame: 1 hour

kheaa.com

Purpose: Walks users through the website features designed to help students navigate the career exploration, college preparation and financial aid processes.

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

Presentations

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 and program directors 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

Thank you for being here. I just overheard my students in the hallway discussing your presentation and how they need to begin applying to college. KHEAA makes a difference!

— High school counselor

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.
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 , get help with FAFSA completion and can access helpful online resources.
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

Getting the Facts

Purpose:	Helps students complete a <i>Getting the Facts</i> 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 tax information.
Audience:	High school students or adults returning to school
Time Frame:	20 to 30 minutes per session

Anyone who wants a heads up about financial aid before completing the FAFSA should check out Getting the Facts on kheaa.com

— High school counselor

Highlights

First Bi-Annual Northwest Kentucky Counselor Roundtable Held

On July 27, 2015, Northwestern Kentucky Senior Outreach Counselor Casi Clark hosted the first Bi-Annual Northwest Kentucky Counselor Roundtable.

Prior to setting the agenda for the event, Clark polled her contacts to see what topics they would like for her to cover. She sent out “Save the Date” emails in May and a reminder/confirmation email in early July. A total of 17 guidance counselors, assistant principals, and College and Career Readiness Coordinators participated in the event and provided positive feedback.

Topics discussed included college fairs; FAFSA changes, the new FSA ID, KHEAA’s FAFSA Completion Initiative and verification; Close the Deal; College Application Month; KHEAA updates; and a roundtable session in which participants shared best practices revolving around electronic transcripts, ILPs, GPAs and honors awards programs.

KHEAA Partners with Governor’s Scholars Program

The Governor’s Scholars Program (GSP) strives to enhance Kentucky’s next generation of civic and economic leaders. Established in 1983, the program provides academic and personal growth through the balance of a strong liberal arts program with a full co-curricular and residential life experience. Students must complete an application and compete with others from across the state.

KHEAA Outreach continued its partnership with GSP in a number of ways this summer. Multiple KHEAA outreach counselors conducted a series of college access presentations at Bellarmine, Morehead State and Murray State Universities in July 2015. Sessions focused on merit-based financial aid, featuring KHEAA’s *Affording Higher Education* resource; need-based financial aid, featuring state and federal programs; *It’s Money, Baby*, focusing on financial literacy skills; FAFSA-specific instruction; and financial aid packaging.

KHEAA leadership and regional staff were invited to participate in “A Place at the Table,” a forum showcasing student voices sponsored by GSP at Morehead State University, the Prichard Committee’s Student Voice Team and the Kentucky YMCA Youth Association. The event, held on July 15, featured an overview of the Student Voice Team’s report, *Uncovering the Tripwires to Postsecondary Success*. The report identifies three primary barriers to higher education — College and Career Unreadiness, Veiled College Costs and The Birthright Lottery.

This year, for the first time, KHEAA outreach staff was invited to participate in GSP’s Application and Selection Training, where they learned important information and received instructions, examples and strategies for helping students complete successful applications to this highly competitive program. In addition, staff participated in three GSP college fairs, reaching more than 1,100 seniors from all over the state.

Thank you for your participation in GSP’s financial aid workshops, college fairs and “A Place at the Table” student summit. Your willingness to listen and engage with our scholars is greatly appreciated, along with your help and support throughout our program in various ways. We found the conversations within the campus community both during and after the event exceptionally fruitful and your presence and insights were recognized and valued by our scholars.

— Tyler Murphy, Governor’s Scholars Program

Highlights

College Boot Camp

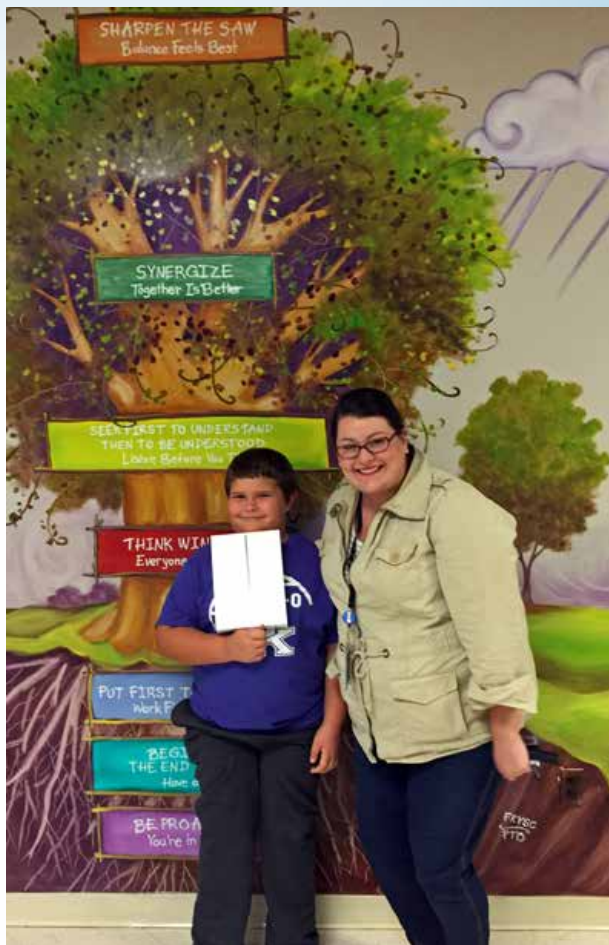
College Boot Camp, a new program coordinated by Lorraine Wilbur, Regional Independent Living Coordinator in Louisville, is designed to introduce students to several different aspects of college life. The camp was held in late July 2015 at Simmons College of Kentucky, the 10^{seventh} Historically Black College and University.

Students from Louisville's Maryhurst, Boys and Girls Haven and Home of the Innocents programs participated in campus life sessions, including Kentucky college preparation and time management. Louisville Metro East Senior Outreach Counselor Candice Johnson presented KHEAA's *Surviving College* presentation, focusing on study skills, budgeting, time management and campus resources and provided each student with a copy of the companion publication.

Kentucky Association for Career and Technical Education (KACTE) Summer Program

The Kentucky Association for Career and Technical Education (KACTE) is a professional association for all career and technical educators in Kentucky. KACTE's mission is to develop and provide leadership and advocacy to advance career and technical education (CTE).

KACTE members work in all levels of CTE: middle schools, high schools, secondary career and technology centers, technical and community colleges, and universities, as well as at the Kentucky Department of Education and the Kentucky Community and Technical College System offices. The KACTE summer program brings together teachers and administrators from across the state. Louisville Metro East and West Outreach Counselors Candice Johnson and Gene Weis exhibited and conducted the *KHEAA At-Your-Service* presentation at the event.



Southern Kentucky Outreach Counselor Audrey Price and iPad winner Justin Colgate.

Racing to Excellence with the Kentucky Speedway

Racing to Excellence is a program created to motivate teachers and students to achieve excellence in the classroom through the technology and visual artistry of stock car racing. At its core, Racing to Excellence is a student reward and recognition program for schools with students in grades 1-12. This multifaceted program also incorporates a variety of in- and out-of-classroom STEM and graphic art activities in addition to opportunities for educators to reward student achievement, including free tickets to NASCAR events at the Speedway. Winners of essay contests showcasing STEM knowledge can gain hands-on experience as an honorary pit crew member for a NASCAR Series team. A graphic arts competition provides aspiring high school artists the opportunity to showcase their talent by creating the cover art for magazine-style race souvenir programs. Northern Kentucky Outreach Counselor Bob McDermott shared information about the program with schools in his territory and helped promote this unique opportunity to students and families in his region. KHEAA also posted information about the 2016 program on the agency's Facebook and Twitter feeds.

Highlights

Alternative Strategies for Educating Students at Risk Conference

The Kentucky Educational Collaborative for State Agency Children (KESAC) is a statewide organization works with state agencies, school districts, and local programs to ensure that children in the custody or supervision of the Commonwealth receive a quality education. As a part of this mission, KESAC distributes state agency children's funds to school districts for local programs, provides training and technical support to educators, and provides facilitation and mediation support to school districts.

In July, KESAC hosted the 14 annual Alternative Strategies for Educating Students at Risk Conference on the campus of Eastern Kentucky University. Over 200 alternative education professionals from day treatment centers, juvenile justice residential programs, private child care homes and behavioral/hospital programs across Kentucky attended.

KHEAA counselors David Scott and Keith Ritchie exhibited materials and scheduled workshops. KHEAA's mobile outreach capabilities were also showcased as attendees sat in on kheaa.com presentations on board the vehicle. During the conference, a reporter from National Public Radio affiliate WEKU interviewed Scott and Ritchie about KHEAA's outreach services and the importance of serving at-risk students throughout the state.

Thank you for being here. It's nice to see that there are others who care about these children. So many agencies write our students off because they have problems.

— Day treatment
teacher

KHEAA Counselors Tour Lineman Training Center

The Lineman Training Center through Somerset Community and Technical College has one of the most expansive indoor training facilities and comprehensive curriculums in the nation. The objective of the program is to provide an opportunity for apprentice-level students to embark on a meaningful and rewarding career in the electrical line work industry.

The eight-week program has an 85% placement rate, and students typically start out making \$28,000 to \$31,000 per year. After five years, graduates can take an Advanced Line Training two-week course that will help to further increase their income.

In July 2015, several outreach counselors toured the facility and learned more about the program. While state grants and KEES funds cannot be used to pay for the course, the Kentucky WIA (Workforce Investment Act) covers most of the cost. Many Kentucky students have asked about this program, and the tour provided outreach staff an opportunity to get more detailed information to share with students and families.

One thing we need prospective students to understand is that college is different than high school. These technical programs are shorter than they expect, and sometimes they graduate making more than their peers who attend a four-year institution.

— Community and
technical college
tour guide

Highlights

College Info Road Show Draws Visitors to Kentucky State Fair Booth

Over 45 employees from multiple areas of both the Louisville and Frankfort offices joined the Outreach team to work the exhibit at the Kentucky State Fair.

During the August 20-30, 2015, 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 and register for a \$500 Kentucky Education Savings Plan Trust account. More than 17,000 fliers, brochures and booklets were distributed.

KHEAA is my favorite! Your agency does a great job teaching students how to plan and pay for college.

— Parent at Kentucky State Fair

Jefferson County High School Students Learn to Make *Getting In* Fun

Which school cost \$22,000 for tuition and fees? What school has a big red blob as a mascot? What do all of these schools have in common? These are just a few of the questions Louisville Metro East Senior Outreach Counselor Candice Johnson posed to Jefferson County High School seniors at the beginning of her *Getting In* presentation on August 26.

Jefferson County High School is an alternative high school program available for adults and youth 16 years old or older who have withdrawn from high school. Qualified students may begin at any time, work at their own pace, and earn credits needed to earn a diploma and graduate. The program operates on a flexible schedule at multiple sites, which allows students to schedule classes around work and other commitments.

Johnson posted signs with college logos around the classroom during her presentation. For each question, the students were asked to stand underneath the college sign, based on their answer. Each college represented a different type of institution: public, private, two-year and proprietary. This was a great activity to not only keep the students engaged but to increase their knowledge about college options in our state.

Appalachian Outreach Planned Through Berea College's Partners for Education

Partners for Education at Berea College uses a place-based, student-focused approach to improve educational outcomes in Appalachian Kentucky. Through programs such as GEAR UP, Investing in Innovation (i3), and the first rural Promise Neighborhood, Partners for Education leverages \$18 million annually to serve 15,000 young people and their families.

The Parent University, held in October at Madison Central High School in Richmond, is a series of college-related and financial literacy seminars aimed at increasing parent involvement in college-access measures. South Central Kentucky Outreach Senior Counselor Keith Ritchie was invited back for a second year to speak with parents about college financial aid and KHEAA's resources. He presented *Paying for College 101*, and distributed *The College Circuit* to the attendees. Ritchie returned to showcase *Getting the Facts* and other resources in the spring.

During these meetings, Ritchie scheduled presentations to work with GEAR UP Appalachia's cohort of tenth- and eleventh-grade students. Among the events scheduled include KHEAA presentations such as *The Drive to Successful College Admissions*, and *Getting the Facts*. Ritchie also met with the Service Coordinator of GEAR UP Appalachia to schedule KHEAA training sessions at GEAR UP Appalachia's Academic Specialist staff meetings throughout the school year. Ritchie will promote KHEAA's resources and educate GEAR UP academic specialists on how to best use KHEAA's outreach services and counselors.

The KHEAA presentations are very helpful! They offer a lot of in-depth information, but also make financial aid easy to understand.

— GEAR UP academic specialist

Highlights

STEAM Academy Junior Wins Scholarship and School Photo Shoot

Katelyn Mofield, a junior at the STEAM Academy in Lexington, was the winner of KHEAA's 2015 "Promote Your School" essay contest. She earned a \$500 college scholarship and the opportunity for her school to be featured in future college planning materials published by KHEAA. The contest, held annually since 2003, was open to all rising Kentucky high school juniors and offered a choice of four essay topics.

STEAM — Science, Technology, Engineering, Arts and Mathematics — is the broad umbrella for how the curriculum in this "innovation zone" program is organized. Students tackle high school concepts at very high levels, all through authentic, problem-based learning within the STEAM lens. They can also earn college credits in courses taught by University of Kentucky faculty, undergraduate and graduate students.

Mofield chose to write about the topic "My aspiration for my generation." She wrote that she wanted her generation to make the world a better place and that hers is a generation capable of "enormous passion."

In September, Outreach Counselors Steven Held and David Scott talked to an assembly of students at the STEAM Academy and presented the \$500 scholarship check to Mofield.



Central Kentucky Outreach Counselor David Scott, far left, STEAM Academy Counselor Eric Ridd, winner Katelyn Mofield and College Info Road Show Counselor Steven Held.

College Counselor Information Exchange

The Kentucky Association for College Admission Counseling's College Counselor Info Exchange (CCIE) provides college access professionals from around the state with an opportunity to network and allows college admissions representatives and high school counselors time to schedule high school visits. Roundtable discussions about current trends are featured and school counselors are given information about Kentucky's higher education institutions and resources.

KHEAA Outreach Counselors Steven Held, Candice Johnson, David Scott and Gene Weis were on hand at the event in Louisville on September 11th to present updates about our programs and services, highlighting changes in the financial aid process for the coming year. They also distributed a variety of college planning materials.

Governor's Commonwealth Institute for Parent Leadership at Morehead State University

The Governor's Commonwealth Institute for Parent Leadership (GCIPL) is an organization under the Prichard Committee that provides training opportunities to parents and community members to develop the capacity to support and advocate for successful public schools. This supports the planning and implementation of productive partnerships to improve student achievement.

In September, South Central Kentucky Senior Outreach Counselor Keith Ritchie participated in a GCIPL event at Morehead State University. Roughly 40 parent leaders attended the event to gather information about local and regional agencies. Ritchie distributed *The College Circuit* and led roundtable discussions regarding financial aid opportunities available for Kentucky students, as well as ways to use KHEAA's outreach team at community events. Topics discussed included the Kentucky Educational Excellence Scholarship (KEES), as well as resources found on kheaa.com.

Highlights

Keller Helps Develop Middle School Career Choices Curriculum

Eastern Kentucky Outreach Counselor Amanda Keller consulted and helped create the curriculum for a new Career Choices class at Wolfe County Middle School for all college-bound students in seventh and eighth grade. Essentially, if students' test scores, grades and interest suggest they have the desire to and the capability of attending a four-year school, they are put on a pre-college track earlier, taking advanced math (Pre-Algebra and Algebra 1 during seventh and eighth grade and then transitioning into higher level math by freshmen year).

Using *The College Circuit* and other materials, Keller recommended incorporating the kheaa.com Scavenger Hunt, Reality Test Drive (in conjunction with ILPs), Your College Plan (completed prior to college/campus tours), and Scholarship Search activities, as well as the ILP Educational Plan.

Careers Constructed in Shelby County

The 11th annual Construction Career Days was sponsored by the Kentucky Construction Career Choice Council (K4C), demonstrating a major effort by the construction industry to entice quality-level students to make construction their career choice. High school students from all over Kentucky visited during the two-day event, September 29-30th, learning about careers in construction, carpentry, welding, plumbing and more. More than 2,300 students from across the Commonwealth attended.

KHEAA has participated in the event for the last several years. This year, Louisville Metro East Senior Outreach Counselor Candice Johnson and College Info Road Show Counselor Steven Held represented the agency, distributing college planning materials, talking with students and answering questions about higher education options.

KYACAC Regional College Fairs

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.

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

Kentucky Counseling Association Fall Conference

The Kentucky Counseling Association (KCA) is a nonprofit professional and education organization dedicated to the growth and enhancement of the counseling profession. KCA provides leadership training, publications, continuing education opportunities and advocacy services to members, as well as helping counseling professionals develop their skills and expand their knowledge base.

KHEAA outreach staff work closely with KCA members on daily basis, providing professional level support and direct service to students. As a co-sponsor of each year's annual conference, KHEAA provides an informational session, sets up an exhibit, advertises and receives special recognition in the conference program and has an opportunity to speak to conference participants at the School Counselors Luncheon.

The conference was held in November at the Crowne Plaza in Louisville. Its theme was Certified, Licensed, and Prepared: KCA Professional Counselors Serving at a High Standard.

Highlights

KHEAA's session, Bridging the College Access Gap, was conducted by Southeastern Kentucky Outreach Counselor Tyler Powers. Powers guided attendees through a timeline of college access activities that can take place in an academic year. Participants were given ideas for how to best organize and schedule college access programs for all grade levels, with a special focus on senior year, including discussions about Close the Deal, College Application Month, FAFSA completion and FAFSA follow-up activities.

Louisville Metro East Outreach Counselor Gene Weis set up a resource exhibit table, and Steven Held brought the College Info Road Show to provide an overview of KHEAA programs and services to conference attendees. Director of Outreach Services Susan Hopkins and Louisville Metro East Senior Outreach Counselor Candice Johnson met with counselors, worked the exhibit table and attended applicable interest sessions.



Students at College Signing Day in Louisville proudly display their college choices at the event designed to help boost college applications.

KNCT-3 TRIO Conference

KAEOPP (the Kentucky Association of Educational Opportunity Program Personnel) is a nonprofit educational organization dedicated to helping disadvantaged students of all ages, from middle school to adults. Students typically come from lower-income households where no one has previously completed a college degree. KAEOPP members are employed through the federally funded TRIO programs —Talent Search, Upward Bound, Veteran's Upward Bound, Upward Bound Math and Science, Student Support Services, Education Opportunity Centers, Ronald E. McNair Scholars Program — or other educational opportunity programs like GEAR-UP.

Each year, KAEOPP hosts a joint conference with the Tennessee and North Carolina associations. The event, KNCT-3, is an annual opportunity for the professionals of TRIO programs to connect and learn from one another. The conference was held November 16-18, 2015, at the Marriott Griffin Gate Resort in Lexington. Central Kentucky Outreach Counselor David Scott exhibited and shared resources with attendees.

HOT Expo! Sizzles in Southern Kentucky

The Southern Kentucky Area Health Education Center (AHEC) is an organization aimed at using education to improve health in a 15-county region around the I-75 corridor. Part of AHEC's mission is to connect students to health careers by promoting postsecondary healthcare-related programs across Kentucky (soahec.org).

Each year, the Southern Kentucky AHEC organizes the Health Occupations Today (HOT) Expo at the Center for Rural Development in Somerset. This year, nearly 1,500 students from 33 high schools attended the event on November 4.

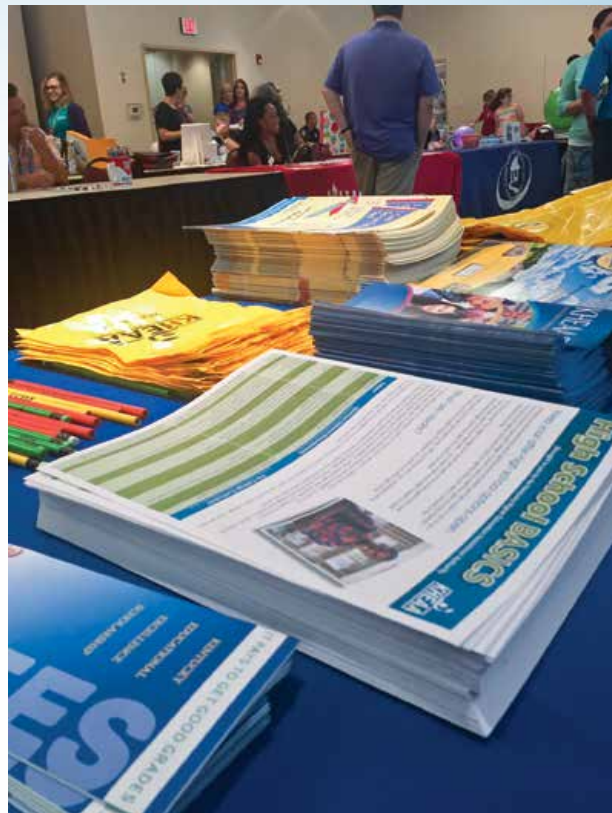
Representatives from area health care agencies, hospitals and postsecondary education institutions were on hand to distribute information to the students. Outreach Counselors Audrey Price and Keith Ritchie exhibited at the event to discuss college financial aid, and distributed KHEAA publications.

Highlights

TRIO Hosts Weekend Academies

The U.S. Department of Education's Federal TRIO Programs provide outreach and student services designed to identify and provide services for individuals from disadvantaged backgrounds. The programs specifically target low-income, first-generation students, and work to encourage postsecondary education (ed.gov).

In November, South Central Kentucky Senior Outreach Counselor Keith Ritchie presented at three TRIO program weekend academy events; hosted by Somerset Community College Upward Bound, Eastern Kentucky University Educational Talent Search, and Eastern Kentucky University Upward Bound. At each event, Ritchie presented *Paying for College 101* to high school seniors, discussed federal and state aid programs and led a question-and-answer session involving FAFSA completion.



KHEAA materials are distributed statewide at conferences, guidance offices and student events.

Financial Aid Night for English Language Learners (ELL)

Fern Creek High School in Louisville hosted a college and financial aid night specifically geared toward ELL and English as a second language (ESL) students. Fern Creek has a large population of ESL and ELL students, and the administration is working hard to make sure the students have the resources they need to successfully transition from high school to postsecondary education.

Louisville Metro East Senior Outreach Counselor Candice Johnson spoke about the financial aid process and what resources were available for students to fund their college education. Representatives from Bluegrass Community and Technical College, Kentucky State University, the University of Louisville and Northern Kentucky University were also present to provide information. The students and families were very engaged and had to the opportunity to speak one-on-one with the representatives.

Johnson created a customized *Paying for College* presentation to walk the students and their families through the financial aid process. She also provided information from the Department of Education's resource guide to helping undocumented students.

Family Resource and Youth Services Center Outreach

The Cabinet for Health and Family Services provides administrative support, technical assistance and training to local school-based Family Resource and Youth Services Centers (FRYSC). The primary goal of these centers is to remove nonacademic barriers to learning as a means to enhance student academic success. Each center offers a unique blend of programs and services determined by the needs of the population being served, available resources, location and other local characteristics. The mission of FRYSCs is to enhance students' ability to succeed in school by developing and sustaining partnerships that promote early learning and successful transition to school, academic achievement and well-being and graduation and transition into adult life.

Highlights

KHEAA outreach counselors work closely with FRYSCs in each of their schools, providing resources, conducting workshops and assisting with events throughout the year. FRYSC coordinators often take the lead in Close the Deal, College Application Month and other college access initiatives.

The Family Resource and Youth Services Coalition of Kentucky (FRYSCKY) is a nonprofit organization of professionals (including educators and human services providers) who come together to provide legislative advocacy, training and support for FRYSC Coordinators and their staff in Kentucky. The goal of the coalition is to promote a network that strives to remove barriers to success in school through learning from each other, sharing resources and collaborating more effectively on behalf of children, youth and families.

Outreach Counselors Candice Johnson and David Scott represented the agency on November 11th with a presentation and exhibit at the FRYSC Fall Institute in Lexington, answering questions and sharing KHEAA materials. During December, Northwestern Kentucky Senior Outreach Counselor Casi Clark held meetings for two separate regions of FRYSC personnel. She addressed FAFSA changes and how KHEAA can help their students understand and successfully navigate the changes. Clark spoke about how KHEAA outreach staff can present in middle and high schools, and can provide resources to all ages, including elementary schools.

KASFAA Counselor Workshops

In the fall of 2015, the Kentucky Association of Student Financial Aid Administrators (KASFAA) hosted the 2015 Effective Instructional Leadership Training Program, titled Counselor Training for College and Career Planning for High School Students. This free one-day workshop enhanced school counselors' and college access professionals' knowledge of college financial aid programs, provided updates from ACT and KHEAA, and informed participants of other important services for students. Nine sessions were conducted across the state between October 20 and November 12. Participants earned 6 credit hours applicable towards Instructional Leadership Training requirements.

Outreach staff members and counselors conducted KHEAA update sessions, providing details about Close the Deal, College Application Month, kheaa.com, *Getting the Facts*, the FAFSA Completion Initiative, state aid updates and outreach staffing changes. Participants also enjoyed a rousing game of The KHEAA College Challenge, which tested their college access knowledge.

Highlights

Students Connect Up with KHEAA College Access Resources

Southwestern Kentucky Outreach Counselor John Bergman presented sessions to students and parents as part of Todd County High School's Connect Up program. Connect Up allows sophomores and juniors to receive college access information and a free ACT fee waiver at the school.

Over the course of several days, Bergman conducted KHEAA's *How to Handle Your Future* and *Paying for College 101* workshops. Participants were engaged and had several questions about grants, loans, the FAFSA and the verification process.

Laurel County Center for Innovation

In its inaugural academic year, the Laurel County Center for Innovation in London offers technical education programs to high school students from North Laurel and South Laurel High Schools.

In December, South Central Kentucky Senior Outreach Counselor Keith Ritchie teamed up with a representative from Morehead State University's Commonwealth Educational Opportunity Center (EOC) to offer the school's first pre-FAFSA information workshop. Morehead State's EOC is a program aimed at increasing the educational attainment level and college-going rate of adults living in a 35-county region in eastern Kentucky.

Ritchie presented information about kheaa.com, KEES and FAFSA completion. He helped with an FSA ID workshop for the 30 high school senior attendees.. In January, Ritchie led the school's first FAFSA workshop.

Thank you for coming out to talk to us about college. We have really have benefited from your presentations. My son knows what he needs to do next year as a senior! Also, thank you for the information you provided me on adults returning to college.

— Connect Up parent



The KESPT Summer Reading Contest means so much to this library. The \$500 will be used for purchasing more books for children. I am thrilled!

— Librarian

Bob McDermott awards \$1,000 to KESPT scholarship winner Monica Juelg.

Highlights

Outreach Staff Promotes Kentucky Education Savings Plan Trust

Beginning in October, with assistance from the KHEAA Outreach Team, several summer reading ceremonies were held at winning libraries throughout Kentucky. Ceremonies were attended by winners, their families, the KHEAA outreach counselor responsible for that county, as well as library staff. Each winner received an oversized check as part of the ceremony. Eight children benefited from a \$1,000 account set up on their behalf, and their libraries received \$500 cash.

Benefits of the Summer Reading Program include providing statewide outreach, reaching all demographics and income levels; providing winners with a college savings account; supporting community partners and building awareness for KESPT during the lowest contributing months.

We've been giving away the KESPT promotion entry forms to any kid who finishes their summer reading, and we're nearly out! The entire library system is enthusiastically on board with participating in the summer reading program!

— Library branch manager

KHEAA Talks College Access at KYACAC Conference

The 35th annual Kentucky Association for College Admission Counseling's (KYACAC) conference was held in Owensboro March 16-18. As part of the event, KHEAA outreach exhibited in the vendor resource area and presented a Let's Talk College Access! panel discussion, facilitated by West Central Kentucky Outreach Counselor Toni Wiley.

The interactive session brought together a panel of college access experts to discuss upcoming changes in the college planning and financial aid application timeline, including the new October 1 availability of the Free Application for Federal Student Aid (FAFSA). Participants learned about recommended activities for high school juniors and seniors from the perspective of a KHEAA outreach counselor, a professional high school counselor and college admission and financial aid representatives. Session attendees were given an opportunity to share their best practices and lessons learned and to get their questions answered about how to best prepare their students for higher education. Panelists included Casi Clark, Northwestern Kentucky Outreach Counselor; Kristie Miller, School Counselor, Owensboro High School; John-Mark Francis, Assistant Director of Admissions/Recruitment, Western Kentucky University; and Janet Balok, Financial Aid Director, Murray State University.

This year, KYACAC received over 200 applications from around the state for the 2016 Kimberly D. Merritt Achieve Your Dreams Scholarship contest. Outreach counselors Amanda Keller, Bob McDermott and Keith Ritchie were selected to judge the applicants' essays. The team selected one winner from each of the four regions in the state. Each winner received a \$500 scholarship.

Johnson Featured on *WAVE 3 Listens Live*

Louisville Metro East Senior Outreach Counselor Candice Johnson was a guest on the Louisville-based television show, *Wave 3 Listens Live*, on January 8, 2016. The program broadcasts to the Louisville metropolitan area and surrounding counties.

Johnson discussed the financial aid process and College Goal Kentucky. She used this, her second time on the show, to spread the word out about the importance of completing the FAFSA. The segment can be found at: <https://www.dropbox.com/l/s/Oh6sQHssL84nsVxX3oGJRn>.

Highlights

Super Sunday

Super Sunday is an annual initiative targeting African-American and Latino students and their families with information and resources to support college admissions and enrollment. The Kentucky Community and Technical College System (KCTCS) and each of its 16 colleges partnered with KHEAA Outreach Services, along with statewide African-American and Latino churches to host college information fairs for prospective college students and their families.

This February marked the sixth year of the partnership. Since 2011, over 200 churches across the state shared the “Yes We Can Go to College” message with more than 42,000 individuals.

Nine KHEAA staff members participated in events across the state on February 28, 2016. Churches included educational messages in their sermons and/or hosted college and informational fairs. For locations where an outreach representative was unavailable, materials were mailed to the event coordinator in advance.

I would never have known that college was accessible if it wasn't for you and the information you have here today. Thank you so much for this.

— Super Sunday attendee

Operation Preparation Targets Eighth and Tenth Graders Statewide

Operation Preparation is a joint effort of the Kentucky Department of Education and the Department of Workforce Development that provides an opportunity for schools, students, parents and communities to collaborate in the process of effective advising and focus attention on the importance of planning for college and careers.

Community advisors use students' career matchmaker inventories and postsecondary goals and assessment scores — included in their Individual Learning Plans (ILPs) — in order to discuss career aspirations and the required education. Sessions help eighth and tenth grade students determine if they are on target to meet their goals, including whether they are taking or planning to take the recommended high school course.

KHEAA regional and mobile outreach staff participated in various Operation Preparation events around the state during March 2016. Many served as community advisors, while others led financial literacy sessions, facilitated panel discussions with guest high school and college students or conducted college planning and student financial aid presentations.

Eighth-graders are preparing for high school and they are eager for their future and the possibilities it may hold. Tenth-graders are feeling confident at high school, still looking for options, and are not yet weighed down by deadlines and decisions that come with being a junior or a senior. Therefore, both groups are at a receptive stage in their lives and engage in table talks with career professionals and higher education folks with enthusiasm. This is one of my favorite times of the year because they are looking at their future and still have time to make adjustments to help make their dreams come true.

—Toni Wiley, West Central
Kentucky Outreach Counselor

Highlights

Kentucky School Counselor Association Conference

The Kentucky School Counselor Association's annual leadership conference was held in February in Lexington. The conference theme, Delivering 5-Star Counseling Services, focused on reenergizing school counselors in the areas of mental health, leadership, advocacy, collaboration and systematic change.

Susan Hopkins, Director of Outreach Services, facilitated a Let's Talk College Access! panel discussion focusing on the impact of the October 1 FAFA date, the integration of College Application Month activities into a revised school calendar, specific campus accomplishments and challenges, strategies to combat "summer melt" and recommendations for college access resources. Panelists included Bob Fultz, Director of Student Financial Planning, Georgetown College; Kari McGee, School Counselor, Bourbon County High School; Candice Johnson, KHEAA Louisville Metro East Senior Outreach Counselor; and Eric Orr, Associate Director of Admissions, University of Kentucky.

In addition to Hopkins and Johnson, Outreach counselors Matt Jones, Audrey Price and David Scott worked the exhibit at the event and rotated through open sessions.

Louisville Education and Employment Partnership Celebrates Student Triumphs

The Louisville Education and Employment Partnership (LEEP) is a collaborative effort between the Jefferson County Public School District, Louisville Metro Government and Metro United Way. The partnership provides assistance to students to help them remain in school, graduate and successfully transition from high school to postsecondary education, employment or military service. The program serves nearly 1,000 students each year.

KHEAA Outreach partners with LEEP to help students who are striving to change the trajectory of their lives and high school careers — students who have beaten the odds and are planning to enroll and succeed in college. Outreach counselors provide students with college planning and financial aid resources, assistance and encouragement to continue their education and achieve their career goals.

On March 23, 2016, Kim Dolan, Summer Gortney, Susan Hopkins, Candice Johnson and Gene Weis represented KHEAA at the 28 Annual LEEP Business Breakfast to celebrate student achievements and triumphs. Students, mentors, business partners and community members supported the program and recognized its accomplishments.

KHEAA is truly a community of dedicated folks who care very deeply about the future of students in Kentucky. The staff does a wonderful service by solving and resolving problems which pop up on the path of the student that might deter them from being successful. Parent workshops, financial aid blitzes and, sometimes a little detective work to understand how to truly meet the needs of students, goes a long way in ensuring acceptance and enrollment into the college of their choice.

— Linda Witt, Coordinator, LEEP

iLEAD Academy Offers Students a Competitive Advantage in Global Economy

Highlights

Incoming high school freshman from Carroll, Gallatin, Henry, Owen and Trimble Counties have a groundbreaking choice about where to go to high school. The superintendents of the five school districts have opened Kentucky's first regional career academy so their students can pursue competitive advantage for the highest-demand, highest-wage jobs in Kentucky's Golden Triangle region. (The Golden Triangle region is bordered by the metropolitan areas of Louisville, Lexington, and Boone, Kenton and Campbell counties in Northern Kentucky.)

iLEAD Academy, located in Carrollton, offers innovative high school education integrated into regional workforce development. The Ohio Valley Educational Cooperative (OVEC) developed the Regional Jobs Forecast driving career pathways of study available at iLEAD and operates the school for the five districts.

Northern Kentucky Outreach Counselor Bob McDermott conducted a How to Handle Your Future presentation to high school freshmen at the academy this spring and has developed a relationship through which to share KHEAA materials, resources and services with students and families.

A Catalyst for Economic Development

Northwestern Kentucky Senior Outreach Counselor Casi Clark was asked to serve on a focus group as part of a partnership between Owensboro Community and Technical College and Catalyst, an initiative supporting health careers, scholarship and research.

Part of the project's mission is to "promote and coordinate healthcare workforce development and educational resources to meet regional demand, reduce unemployment, and increase the healthcare of Western Kentucky." Clark was able to help connect the project intern to KHEAA resources such as *Getting In*, *Affording Higher Education*, and kheaa.com to help launch the portal and to provide input into implementing, promoting, and expanding the program. She will continue work with this on-going project, looking for ways to incorporate KHEAA resources and services.

Sustainability for Women Workshop

Northwestern Kentucky Senior Outreach Counselor Casi Clark presented at Owensboro Community and Technical College's Sustainability for Women Workshop in March. The day-long workshop targeted women who are single mothers receiving KCHIP benefits.

Clark discussed options for getting a GED, college financial aid, overcoming existing debt and how to finish college debt-free. Attendees had many questions and indicated a need for FAFSA completion assistance. As a result, Clark will follow up with FAFSA and other workshops.

Youth Development in Morehead

Northeastern Kentucky Senior Outreach Counselor Amy Marvin and College Info Road Show Counselor Steven Held worked with residents at the Morehead Youth Development Center, a Department of Juvenile Justice facility, on March 15. Marvin and Held spent time exploring the kheaa.com website and teaching residents about the tools and resources available there. Residents looked at career options and became familiar with America's Job Bank and how to use it. They also spent time going through the *Getting In* book, looking at postsecondary institutions close to their home or ones that had the program of study they were interested in. Often felt overlooked by other assistance programs, center staff members were very appreciative of KHEAA's outreach efforts.

Kentucky Highlands Promise Zone

In 2014, the Kentucky Highlands Corporation (KHIC), in partnership with eight counties in southeastern

Highlights

Kentucky, was designated the first and only rural promise zone in the nation by President Barack Obama. Promise zones are high-poverty communities in which the federal government partners with local leaders to increase economic activity, improve educational opportunities, increase access to public health and address other priorities of the community. Kentucky Highlands Promise Zone is one of only five such areas in the nation. With this designation, the partners engage the communities in a collaborative, comprehensive process aimed at improving the overall quality of life in the region.

As lead entity for the Kentucky Highlands Promise Zone, KHIC built upon its 45-year track record of successful economic and community development to concentrate resources in a targeted manner. The resources are coordinated and managed by KHIC and include partnerships between local, state and federal governments; the nonprofit sector; schools, colleges and universities; law enforcement; and, private sector investment.

Outreach Counselors Amanda Keller (Eastern Kentucky) and Tyler Powers (Southeastern Kentucky) are involved with a new initiative, Pathways to Promise, a collaborative in the Promise Zone. Leveraging resources and established relationships with Educational Opportunity Center counselors, EKCEP, WIA, GEAR UP, Shaping Our Appalachian Region (SOAR) and others in Bell, Clay, Harlan, Knox, Leslie, Letcher, Perry and Whitley counties, Keller and Powers will provide services and materials to this program focused on defining and ensuring educational success in eastern Kentucky.

Governor Bevin Declares Adult College Readiness Month

Kentucky Adult Education (KYAE) and KHEAA launched an awareness campaign on April 1st focusing on the agencies' shared mission of helping qualified adults transition or return to college or technical school. As part of the initiative, Governor Matt Bevin proclaimed April as Kentucky Adult College Readiness Month.

The partnership provides college-going adults with training and resources, ranging from free academic instruction for those who want to brush up on college prep skills to webinars geared toward navigating the college environment and paying for college, including filling out the FAFSA. Other highlights included KHEAA college planning and financial aid workshops and the availability of the College Info Road Show for adult education directors and staff.

KYAE programs offer free classes in all 120 counties to help qualified individuals earn a GED diploma, Kentucky Essential Skills Certificate or National Career Readiness Certificate and/or prepare for postsecondary training, college and career.

A series of webinars for adult education providers, students and staff began April 12-13, with KHEAA at Your Service presentations. *Paying for College 101 for Adults* followed on June 7, with *Surviving College for Adults* on August 2; *It's Money, Baby* scheduled on November 1st and *kheaa.com* scheduled on December 6. Webinars were recorded for those who were unable to participate, and copies can be found on the KYAE website. Webinars were created and hosted by Amy Marvin, KHEAA's Northeastern Kentucky Senior Outreach Counselor. Prior to coming to KHEAA, Marvin worked in adult education and used her knowledge and experiences in this arena to tailor the presentations to the issues that adult education providers face. Outreach staff members focused on distributing publications and conducting workshops with adult education partners around the state.

KHEAA looks forward to working with KYAE to help the state's adults realize not only that they may need more education to reach their career goals but also that Kentucky has the resources to help them obtain that education. A more highly trained workforce will help the Commonwealth attract new business and industries that will make life better for Kentuckians.

— Dr. Carl Rollins,
KHEAA Executive Director

Highlights

Outreach Enhances KHEAA's Social Media Presence

Social media has proven to be a successful outreach tool for KHEAA. Our Publications Team has grown our Facebook and Twitter presence tremendously over the last several years.

To further increase our reach in local communities, outreach counselors are now able to create personalized regional social media accounts (ex. Casi at KHEAA, @Candice_KHEAA).

Through targeted messages of interest in focused areas, we hope to engage students, families and other stakeholders by keeping them informed of the financial aid and college access resources available to them in their immediate vicinities via popular communications media.

Several outreach counselors have volunteered to participate in a trial run of using regional social media accounts to promote KHEAA outreach events and information. They are sharing Facebook posts and tweeting and retweeting important news from the official KHEAA accounts, agency partners, the U.S. Department of Education and other educational and college access groups.

Even though I have just begun using social media to promote my outreach activities, I notice it plays a nice role in complementing the agency's social media presence. As the word continues to spread, more families will receive needed college access information. If students prefer social media as a method of contacting representatives about college information, then we should accommodate this. I believe the use of social media may contribute to higher turnouts at events in the future.

— Keith Ritchie, South Central Kentucky Senior Outreach Counselor

Kentucky Association of Blacks in Higher Education Connects with KHEAA Resources

The Kentucky Association of Blacks in Higher Education (KABHE) held its annual conference on the campus of Western Kentucky University on April 10-12, 2016. KABHE promotes the advancement of blacks in higher education by articulating needs and concerns, promoting unity and cooperation, and enhancing the personal and professional growth of its membership.

The theme of the 2016 conference was Diversity and Inclusion. A variety of workshops were offered to stimulate dialogue about diversity and inclusion and what it means for the future of African American students, faculty, and staff at Kentucky higher education institutions.

Candice Johnson, Louisville Metro East Senior Outreach Counselor participated in the event and exhibited KHEAA materials such as *The College Circuit*, *Surviving College*, *Surviving College for Adults*, *Adults Returning to School* and KEES brochures. Johnson made connections with colleagues, highlighting the services that KHEAA provides to students. During a workshop about a pre-college program to introduce low income/first generation to college middle school and high school students, Johnson suggested ideas on how to keep students engaged throughout the school year, beyond a week-long summer camp. She referred to the summer melt initiatives that the Louisville-based organization, 55,000 Degrees has developed.

There are so many students who ask us for information on how to get money above and beyond what's in their aid packages. Having these KHEAA resources will really help!

— Financial aid administrator

Highlights

Helping Appalachian Students SOAR

Shaping Our Appalachian Region (SOAR) is an organization comprised of business and community leaders aimed at improving the lives of Appalachian residents from a 54-county area in eastern Kentucky. The network's mission is to expand job creation; enhance regional opportunity; innovation and identity; improve the quality of life; and support all those working to achieve these goals in Appalachian Kentucky.

SOAR held its third annual summit this year in Pikeville on June 6. Over 1,100 people from across the country came to the summit to hear about what people in the region are doing to shape the future. The focus of the day was about innovation and how SOAR could help people connect, inspire, and shape the region. Guest speakers were Governor Matt Bevin and Congressman Hal Rogers; many other key players from the region were in attendance at the event.

This year, KHEAA sent Outreach counselors — Amanda Keller, Amy Marvin, Tyler Powers and Keith Ritchie — who serve the region to showcase the broad range of products and materials offered and to highlight the agency's variety of resources for learners of all ages. *Getting In*, Financial Aid for Adult Learners, *Getting the Facts* flyers and kheaa.com brochures were distributed; and attendees were introduced to the resources available at kheaa.com.

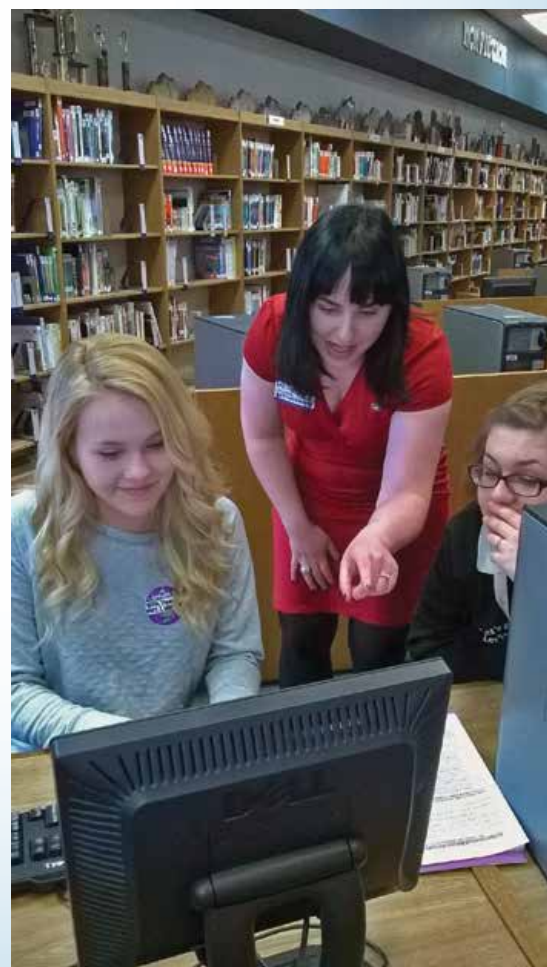
Our KHEAA outreach counselor is in my speed dial. Seriously. They are the person I call when I know a student needs help with college access or financial aid.

— School administrator

Getting In Presentations Popular for with Schools and Students across the State

To maximize the college planning experience, Outreach's *Getting In* presentation is designed to provide high school juniors with tips and guidance for using KHEAA's *Getting In* booklet. Students are directed to detailed information about planning for college, financial aid and budgeting and Kentucky college specifics as outlined in *Getting In*.

The presentation can be downloaded from the kheaa.com website for school counselors' direct use with students or can be scheduled as a workshop led by one of KHEAA's regional outreach staff. During FY2016, KHEAA outreach counselors conducted more than 375 *Getting In* presentations for various student groups. Many found the presentation a good avenue for meaningful conversation with students and counselors.



Kentucky College Coach Meredith Dean helps students research college options at Grant County High School.

Highlights

Spring KASFAA Conference Provides Updates and Professional Development Opportunities

The Kentucky Association of Student Financial Aid Administrators, (KASFAA) is a professional organization established to serve practitioners, users, and providers of student financial aid programs.

The spring 2016 KASFAA Conference was held April 13-15 in Lexington. Northwestern Kentucky Senior Outreach Counselor Casi Clark and South Central Kentucky Senior Outreach Counselor Keith Ritchie attended the three-day conference to learn about current issues in the financial aid field, as well as to network with college financial aid representatives from around the state.

Clark and Becky Gilpatrick, Director of Student Aid Services, worked together to create a Prezi presentation and companion handout titled “Puzzled about Scholarships? Help Your Students put the Pieces Together.” More than 20 financial aid administrators participated in KHEAA’s breakout session.

Youth Build Students in Eastern Kentucky Gain Financial Literacy Skills

At YouthBuild programs in the United States and across the globe, low-income young people learn construction skills through building affordable housing for low-income people in their neighborhoods, as well as other community assets such as schools, playgrounds, and community centers. For unemployed young people who left high school without a diploma, YouthBuild is an opportunity to reclaim their educations, gain the skills they need for employment, and become leaders in their communities.

YouthBuild USA is sponsored and managed by local nonprofits, community colleges, and public agencies. Their primary funding source is the U.S. Department of Labor (DOL) through the federal YouthBuild program administered by the Employment and Training Administration. Eastern Kentucky Outreach Counselor Amanda Keller met with YouthBuild students in Jackson in April, providing a financial literacy workshop and a brief overview of the financial aid process.

Bilingual Version of *Paying for College 101* Provided to Students and Families

The Hispanic Mission at Richmond’s First Baptist Church serves the Latino community in the Madison County area. The mission’s goal is to provide bilingual programs. In April, the mission hosted the Hispanic Parents Higher Education Conference. Community agency and college representatives were on hand to exhibit resources to help families plan for higher education. South Central Kentucky Senior Outreach Counselor Keith Ritchie presented a bilingual version of *Paying for College 101* to nearly 100 attendees. Ritchie also showcased the Spanish translation of kheaa.com, as well as KHEAA materials such as *Sobrevivir a la Universidad* (*Surviving College*), *It’s Money, Baby* and *Getting the Facts*.

Lexington Public Library System to Partner with KHEAA’s College Info Road Show

The Lexington Public Library serves a merged city-county jurisdiction of over 300,000 people through a central library, five neighborhood branches, an active outreach department and rapidly expanding virtual services. The College Info Road Show Counselor, Steven Held, visited the central library and two branches to speak with library representatives on May 20th. He was introduced to the library outreach manager and booked several events with the Lexington library system. Other partnership opportunities are planned to increase KHEAA’s reach with families and adult learners in the area.

The Surviving College presentation is very beneficial to the students who are graduating. They need to know that high school and college are completely different.

— High school teacher

Highlights

Students Get Tech Savvy

In May, Central Kentucky Outreach Counselor David Scott attended the Tech Savvy Conference of The American Association of University Women (AAUW).

AAUW is a nationwide network of 170,000 members and supporters, 1,000 branches, and 800 college/university institution partners. AAUW's mission is to advance equity for women and girls through advocacy, education, philanthropy and research. Through its public policy program, all AAUW members inform themselves and influence national and local educational policies.

Tech Savvy is a science, technology, engineering, and math (STEM) career conference designed for girls in sixth through ninth grades. Students and parents attend sessions on how to prepare girls for STEM careers and college.

Scott presented *Paying for College 101* and *It's Money, Baby* presentations for middle and high school students and parents. He answered questions about saving for college, college costs and FAFSA requirements. Scott also distributed copies of KHEAA's *The College Circuit* and *It's Money, Baby* publications.



Students from the Louisville Urban League's Summer Reach program onboard the College Info Road Show.

KHEAA is leading the way in college access in Kentucky. It would be a pleasure to partner with them and receive their guidance in the future.

— TRIO counselor



Kentucky College Coach Advisor Summer Gortney, College Coach Leah Cann, Governor Matthew Bevin, College Coach Lori Shea Fuson and Program Coordinator Megan Morris at the Governor's Service Awards.

Highlights

Murray State University's Commonwealth Honors Academy

Murray State University's Commonwealth Honors Academy is a three-week academic, social and personal growth program for outstanding high school students who have completed their junior year. Students are selected from Kentucky and the surrounding region. Attendees receive six hours of university credit; have the opportunity to take an additional six hours during their senior year at no cost; and could be awarded a four-year, \$2,000-per-year housing scholarship at Murray State University.

This year's Commonwealth Honors Academy was held from June 4-25, 2016. Matt Jones, Far Western Kentucky Outreach Counselor, worked with the program staff to create a partnership with KHEAA, making outreach counselors available to work with the students attending the academy.

KHEAA Outreach Partners to Combat Summer Melt

Concentrated outreach services were offered in spring 2016 to high school students in an effort to combat summer melt, the phenomenon during which college-eligible and enrolled students do not show up on campus during the fall semester following their high school graduation, but instead melt away during the summer.

Amanda Keller, Eastern Kentucky Outreach Counselor, used social media and word of mouth to help Morgan County youth receive additional help and outreach this summer with their college admission and financial aid processes. Keller worked closely with students in Morgan and surrounding counties to encourage follow up and vigilance this summer to ensure more students follow through and go to college in the fall. While seeing much success in her home county, Keller is seeking ways to reach out to students throughout her territory using TRIO programs and summer enrichment camps.

Gene Weis, Louisville Metro West Outreach Counselor, coordinated with Jefferson Community and Technical College (JCTC) personnel to support the admissions processing of high school seniors at various public high schools in Jefferson County. The events, scheduled by the Admissions Office at JCTC, were designed to support the matriculation of students through the admissions process, including evaluation and scheduling of any additional testing needed, plus scheduling orientation and registration dates for students. Weis helped ensure that these students had a solid plan in place before the end of their senior year, addressing FAFSA questions and verification needs and pointed them to KHEAA resources and materials.



Louisville Metro West Outreach Counselor Gene Weis talks college options from the *College Circuit* with students.

Highlights

Transition Age Youth Launching Realized Dreams

Seven Counties Services delivers community-based treatment for persons with severe mental illnesses, children with severe emotional and behavioral disorders, individuals with developmental or intellectual disabilities, and adults and adolescents with addiction or substance abuse disorders.

Seven Counties was selected by the Department of Behavioral Health in Kentucky as one of the administrators of the “Now is the Time” Healthy Transitions Grant Program. This new model for young people, “TAYLRD” (Transition Age Youth Launching Realized Dreams) was funded to open drop-in centers where people aged 16 to 25 can come to build community and find support and services.

The centers, named The Taylorsville Drop and The Louisville Drop, are staffed by youth peer support specialists and youth coordinators who are in the transition age group and have had some form of system involvement themselves. TAYLRD programming includes life skills, vocational services, academic support, therapeutic support, court support and case management.

In May and June 2016, Louisville Metro Outreach Counselors Gene Weis and Candice Johnson met with program organizers. Weis participated in an advisory meeting with TAYLRD program administrators in Spencer County, while Johnson met with a program director in Louisville. Both provided an overview of KHEAA programs and services and brainstormed ways that the agency can deliver needed college planning and financial aid resources to program participants.

Craft Academy Students Learn the Basics of Paying for College

The Craft Academy for Excellence in Science and Mathematics is a dual-credit residential high school for academically exceptional Kentucky students. The academy, housed on the campus of Morehead State University, meets the unique educational needs of academically gifted and talented high school juniors and seniors in the Commonwealth. A college-level curriculum allows students to finish high school while also completing up to two years of college coursework.

The academic rigor of the Craft Academy challenges students to excel at the highest level. Students are focused on a core of math and science courses while engaging in electives in arts and humanities. In addition, the Craft Academy offers unique, project-based STEM+X courses that enriches educational experiences and develops competencies in entrepreneurship and innovation, design and creativity, and civic and regional engagement.

Northeastern Kentucky Senior Outreach Counselor Amy Marvin co-presented for the first time to the juniors at the Academy on May 4, 2016. She presented *Paying for College 101*, and another speaker presented admissions information that was targeted towards these academically gifted students. The students received KHEAA’s *Getting In* and *College Circuit* booklets.

Highlights

Lake Cumberland Area Development District Partnership

Lake Cumberland Area Development District (LCADD) is a quasi-governmental agency working with city governments, county governments, and special districts within the ten-county Lake Cumberland region to improve the quality of life for the area's citizens. Its mission is to provide a regional forum for local governments and citizens to identify issues and opportunities and to then provide leadership, scholarships and grants for implementing projects and programs to improve the quality of life in Adair, Casey, Clinton, Cumberland, Green, McCreary, Pulaski, Russell, Taylor and Wayne counties.

President Barack Obama signed the Workforce Innovation and Opportunity Act (WIOA) into law in 2014. WIOA is designed to strengthen and improve the nation's public workforce system and help get Americans, including youth and those with significant barriers to employment, into high-quality jobs and careers and help employers hire and retain skilled workers.

Southern Kentucky Outreach Counselor Audrey Price has developed a new partnership with LCADD's WIOA career manager that will provide KHEAA services, materials and resources to ensure that students are aware of funding options available to help them further their education after high school.

Kentucky River Foothills Development Council, Inc.

The Kentucky River Foothills Development Council (KRFDC) is a community action agency that offers a myriad of services that promote stability and independence throughout the life cycle. These services begin with Head Start, continue through skills training programs and culminate with adult day services for the frail and elderly.

Staff members provide family preservation counseling, operate senior citizens centers, promote volunteer service, provide nutrition education, build houses for first time homeowners and help families in financial crisis. KRFDC primarily serves Clark, Estill, Madison, and Powell counties. Head Start serves Clark, Estill, Madison, Powell, Garrard, Jackson, Laurel, and Rockcastle counties.

Among the community initiatives KFDC supports is the Madison County Human Services Council. This interagency council meets every other month to promote community services and look for ways to collaborate on projects. South Central Kentucky Senior Outreach Counselor Keith Ritchie met with a representative of KFDC in May to discuss ways in which KHEAA's outreach services could assist local families pursuing higher education. Ritchie showcased adult student resources such as *Financial Aid for Adult Learners*, *Adults Returning to School*, and *Surviving College for Adults*. Ritchie was then invited to showcase KHEAA's services to the Madison County Human Services Council meeting in July.

Summer Camps Engage Students of All Ages

This summer, Northwestern Kentucky Senior Outreach Counselor Casi Clark partnered with multiple summer camps in her region to present hands-on activities to students ranging from first grade to tenth grade. Camps were held in Daviess, Union, Grayson, and McLean Counties with over 85 students in attendance.

We love that KHEAA will come in and do activities with our campers. The students need to hear this information earlier and earlier, and the outreach counselors have such fun and engaging ways to teach them.

— Summer camp director

Highlights

Fort Campbell High School Debuts College and Career Commitment Day

Fort Campbell is one of two Department of Defense Education Activity (DoDEA) school systems in Kentucky (the other is Fort Knox). DoDEA is responsible for planning, directing, coordinating, and managing prekindergarten through twelfth grade educational programs on behalf of the Department of Defense. DoDEA is committed to improving academic achievement for all students while supporting the mission of military families.

In May, John Bergman, Southwestern Kentucky Outreach Counselor, participated in several events at Fort Campbell High School to help students prepare for the school's first College and Career Commitment Day. During the month, John presented KHEAA's *Surviving College* workshop to the senior classes, which included about 100 students, and also presented to several junior English classes on the topic of college admissions. On May 5, 2016, Bergman exhibited at the event, where he provided an address on the importance of college to underclassmen and the graduating class at the high school.

DORMS Program Targets First-Generation College Students

On June 11th, Candice Johnson, Louisville Metro East Senior Outreach Counselor, presented at the first Decision, Organization, Ready, Meet, Study (DORMS) program, sponsored by the Diversity, Equity and Poverty Programs Department of Jefferson County Public Schools. The DORMS program helps first-generation college students bridge the summer gap between acceptance to college and starting classes in the fall.

Johnson conducted an original presentation "*So when do I get my FAFSA?*," and discussed the time-line and financial aid process. She introduced specific financial aid programs in a "museum" format. Signs were hung around the room with various financial aid programs and terms, such as KEES, Pell

Grant, College Access Program Grant, and satisfactory academic progress. The participants followed Johnson around as she guided them to each financial aid "exhibit" and explained the details of each program. The students were very engaged and asked questions.



Jefferson County students surround Candice Johnson, in red sweater, at the DORMS program.

Fatherhood in the Park

The Lexington Leadership Foundation (LLF) is a faith-based, intermediary organization that helps connect the community of resource with the community of need. LLF develops leadership and capacity in people and organizations in an effort to engage them in meaningful service to the city. The foundation provides direct services and operational capability to start-up programs in the Lexington area.

The Fatherhood in the Park program was held on June 18, 2016, at Douglas Park in Lexington. College Info Road Show Outreach Counselor Steven Held celebrated Father's Day with the group and shared information with attendees. More than 100 people interacted with KHEAA at the event.

Highlights

KHEAA and Murray State University AIM to Improve College Access

The Murray State University Adventures in Math and Science (AIMS) Program is an Upward Bound Math and Science program that is part of the TRIO programs, federally funded by the United States Department of Education. Every summer, AIMS recruits 126 participants from the target area and invites them to participate in camp. Students have an opportunity to take classes, complete a research project with a Murray State professor or graduate student and travel and participate in other fun activities. Participants can return to the program each summer and can continue to receive supports in the summer following high school graduation, helping them successfully transition from high school to college.

Far Western Kentucky Outreach Counselor Matt Jones has worked with the AIMS coordinator to develop a partnership in which college access resources and support are provided to the students the program serves. Jones presented KHEAA's *Getting In* session to students in grades 9-12 participating in the program. Jones also scheduled additional presentations, workshops and FAFSA completion services for students throughout the school year.

Stand for Children

Stand for Children works to ensure a better education for all children through family engagement and organizing, policy and advocacy work, and electoral initiatives. Its mission is to ensure that all children, regardless of their background, graduate from high school and have access to college or career training.

Stand for Children Day provides fun activities for children while providing information to families and caregivers about the services available in the community. Families, summer camps and child care centers attend free of charge and bring children to play at countless booths and activities manned by area agencies and businesses.

On June 16, Outreach counselors John Bergman, Matt Jones and Audrey Price participated in a Stand for Children event at the Hot Rods Stadium in Bowling Green. More than 500 students and their families took part in the event, hosted by Warren County Community Education. KHEAA materials and resources were showcased in the exhibit area.

Highlights

KHEAA Helps Rogers Scholars Prepare for Leadership Roles

Rogers Scholars — the Center for Rural Development's flagship youth program — provides leadership and college scholarship opportunities to help upcoming high school juniors in southern and eastern Kentucky develop the skills they need to seize their potential as the region's next generation of business and entrepreneurial leaders.

During this intensive week-long program, Rogers Scholars work on building their leadership skills; participate in a series of team-building exercises; receive hands-on instructional training from professional experts in engineering, health care and video production; and interact with nationally recognized business leaders and entrepreneurs. The program focuses on developing skills in leadership, technology, entrepreneurship and community service.

High school students apply during their sophomore year and, if selected, will attend one of two Rogers Scholars summer sessions just before they enter the eleventh grade. All lodging, meals, and program expenses (with the exception of transportation to and from the program) are free to the student.

Since its inception in 1998, 1,056 high school students have graduated from the program; and potential scholarships valued at more than \$7.2 million have been offered to graduates by 17 participating colleges and universities.

KHEAA has partnered with Rogers Scholars for many years, sharing information about college admissions, paying for college, scholarship opportunities, financial literacy and more. In FY2016, Outreach counselors Keith Ritchie and Audrey Price conducted *Paying for College 101* workshops for Rogers Scholars participants at Lindsey Wilson College, distributed resources and information and led a question-and-answer session on the topics of *Getting the Facts*, scholarship searches, state and federal financial aid programs and the FAFSA.

KHEAA mascot Morty the Mortarboard makes a new friend at Louisville's College Signing Day event.



Highlights

Migrant Education Program

The Southeastern Kentucky Migrant Education Program is a supplemental education program that provides support for migrant children and their families. The program focuses primarily on the educational needs of the migrant child and attempts to reduce barriers for successful educational achievement. To be eligible for the program, children must have moved with their families from one school district to another to do various types of agriculture work.

In June, the program hosted the annual Summer KEYS (Knowledge. Education. Yes I can attitude. Success.) Academy at Eastern Kentucky University. This year's event was attended by middle school students from around central, southern and eastern Kentucky. The mission of the week-long academy was to assist students with the transition to high school, focusing on educational and career goals, as well as overcome barriers to success due to the migratory lifestyle.

For the second year, Outreach counselors David Scott and Keith Ritchie attended the event to present *Your Map to College* and *KHEAA College Challenge* to the roughly 120 students. The counselors discussed topics such as the types of colleges in Kentucky, KEES, grants, resources found on kheaa.com and Deferred Action for Childhood Arrivals resources.

Our families really appreciate KHEAA. They have many educational struggles, and KHEAA makes it easier for them.

— Migrant Education event coordinator

Upward Bound Summer Seminars

Upward Bound, a TRIO program from the Department of Education, provides fundamental support to participants in their preparation for college entrance. The program provides opportunities for participants to succeed in their precollege performance and ultimately in their higher education pursuits. Upward Bound serves high school students from low-income families; and high school students from families in which neither parent holds a bachelor's degree.

Each summer, Upward Bound programs host summer seminar camps on various college campuses to give rising high school sophomores, juniors and seniors additional academic instruction and college-planning information.

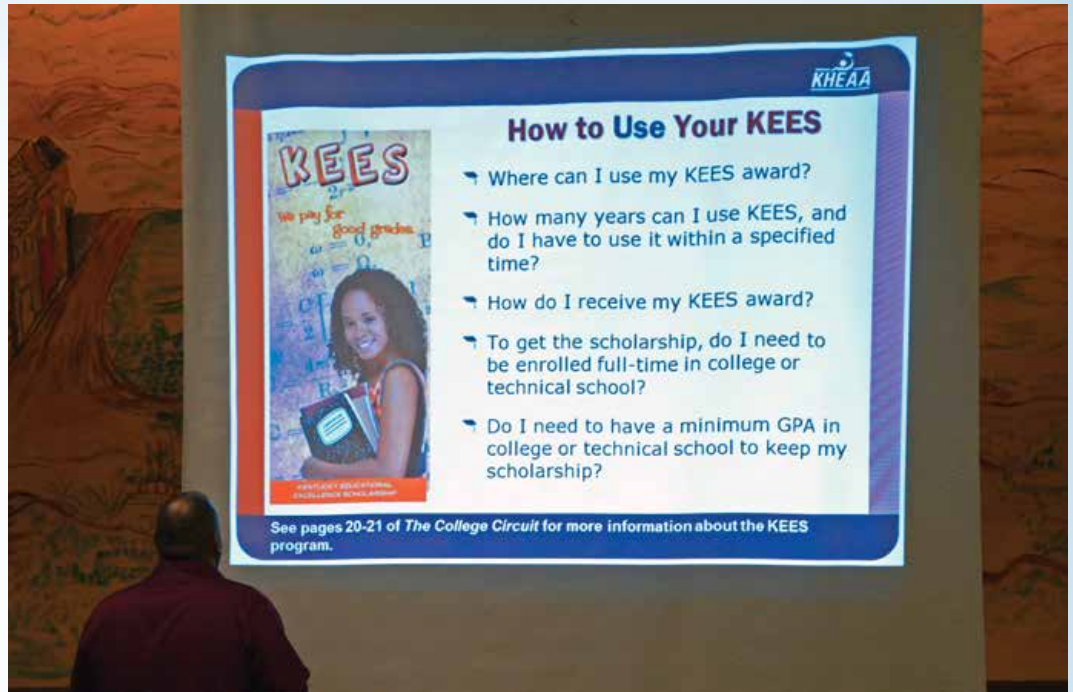
This summer, outreach counselors around the state participated in several Upward Bound events, presenting *KHEAA College Challenge*, kheaa.com, *Your Drive to Successful College Admissions*, *Surviving College* and other workshops.

In June, Berea College hosted the Kentucky Upward Bound Rally Day, in which some 500 students from central and eastern Kentucky participated in a college resource fair with 30 college representatives in attendance. Outreach counselors Audrey Price and Keith Ritchie co-exhibited to answer questions and distribute KHEAA materials such as *The College Circuit*, College Planning Timeline, *Surviving College*, KEES brochures and kheaa.com brochures.

Also in June, Southwestern Kentucky Outreach Counselor John Bergman worked with two Upward Bound programs in his region. On June 24, Bergman worked with Christian County freshmen, sophomores and juniors in learning about the college admissions process. On June 30th, he worked with Western Kentucky University's program, talking with rising seniors about kheaa.com and helping them check their MyKHEAA accounts to see how much KEES money they had earned so far.

Highlights

KEES is one of KHEAA's most popular programs and is heavily featured in Outreach presentations. David Scott prepares for a presentation at STEAM Academy in Lexington.



Governor's School for Entrepreneurs

The Governor's School for Entrepreneurs (GSE) is a summer enrichment program for high school students from across the state. It exposes young, aspiring entrepreneurs to the mind-set, culture, innovative thinking and skills necessary to start a company. Student entrepreneurs spend significant time on design thinking and customer discovery, with an emphasis placed on the triple bottom line — caring about profitability, social equity and environmental conservation. GSE is an immersive, exploratory dive into entrepreneurship and innovation.

On June 27, 2016, Central Kentucky Outreach Counselor David Scott attended the GSE program at Georgetown College, where he gave a *kheaa.com* presentation to over 40 high school students from around the state. He fielded many great questions about the KEES scholarship, Individual Learning Plan and searching for scholarships. Afterwards, Scott provided an exhibit for the students during a college fair. Students were able to receive publications and ask Scott their individual questions.

Our Mission

Expanding educational opportunities by providing financial and informational resources that enable Kentuckians to attain their higher education goals.

KHEAA can help you with college planning and financial aid.

Ask us how!



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