

Outreach

Annual Report

Fiscal Year 2017



Kentucky Higher Education Assistance Authority

Our Mission

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The General Assembly established the Kentucky Higher Education Assistance Authority (KHEAA) in 1966 with a mission to improve students' access to higher education. To that end, KHEAA administers state financial aid programs and provides Kentuckians with information about higher education.

KHEAA's Outreach service is a vital component in fulfilling that mission. We work with many partners across the state to urge Kentuckians to give serious consideration to obtaining a higher education, whether that involves a months-long program that leads to a certificate or years of study leading to an advanced degree. If education after high school is something being pursued, we provide the resources needed to plan, prepare, and pay for their higher education.

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

One of our goals is to increase the college-going and graduation rates of students from underrepresented populations. To that end, we partner with other Kentucky organizations that have the same goal.

Through our publications, websites, 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.

Outreach Services are the backbone of our mission — to help Kentucky students and families prepare, plan and pay for higher education.

— Dr. Carl Rollins,
KHEAA Executive Director

A Message From Governor Bevin



Commonwealth of Kentucky
OFFICE OF THE GOVERNOR

Matthew G. Bevin
Governor



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November 06, 2017

Dear Friends:

The availability of a skilled and educated workforce is essential to growing Kentucky's economy and offering the best quality of life for its citizens. This means we must prepare our students for higher education opportunities that will help them to compete in a global marketplace and meet the demands of employers.

The Kentucky Higher Education Assistance Authority (KHEAA) continues to serve as a trusted source of information to help all Kentuckians reach their higher education goals. Working together with state, regional and national partners, KHEAA expands educational opportunities, provides student financial aid and engages students and families with informational resources to help them navigate the college admission and financial aid processes.

KHEAA's comprehensive outreach services, as highlighted in this *2017 Outreach Annual Report*, help students earn certificates and diplomas, two-year, four-year and advanced degrees. These services include 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; the Kentucky Goes to College campaigns, and much more.

We must work together to help Kentucky students ready themselves to achieve their future college and career goals. By helping them realize their potential—to be the best version of themselves—we are all creating a stronger Commonwealth. Thank you for your commitment and dedication to promoting college and career readiness for all.

Sincerely,

A handwritten signature in black ink that reads "Matthew G. Bevin".

Matthew G. Bevin
Governor

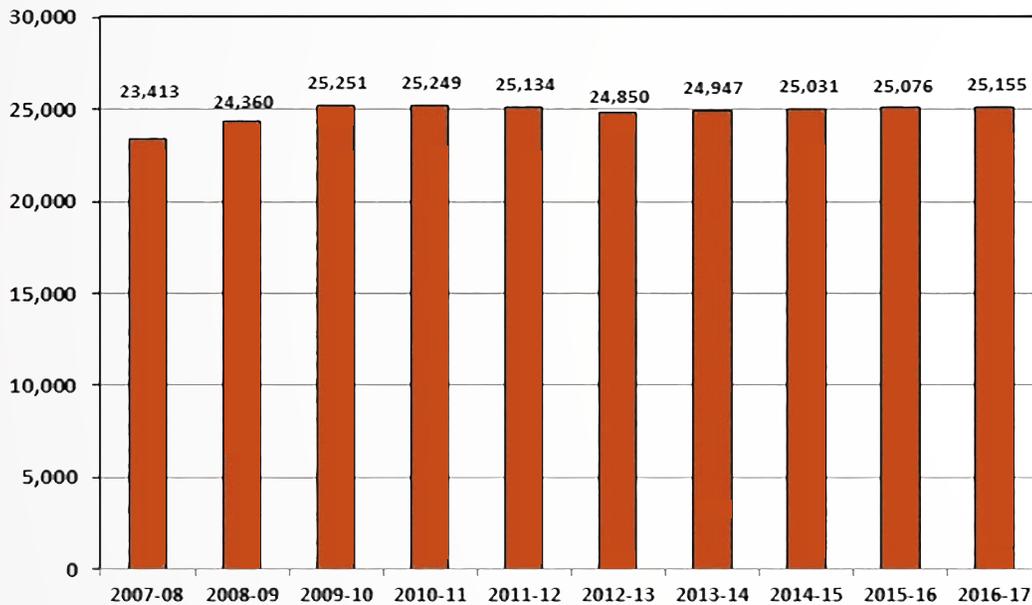
The Current Landscape

To understand how the work of KHEAA Outreach is shaped and the impact it has on students and families, one must first be familiar with the current landscape of college access in Kentucky.

College Enrollment

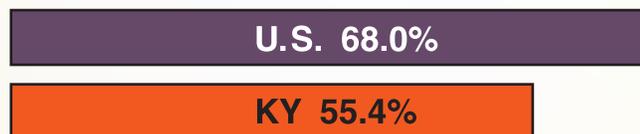
The goals of KHEAA Outreach are to help students and families understand that financial aid is available to help offset the cost of college and to provide information that helps students with enrolling in and graduating from college. Enrollments have remained steady despite substantial increases in college costs, but there is still work to be done if we want to see higher degree and credential attainment in Kentucky.

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



Source: KHEAA Data Files

Percent of Kentucky and U.S. High School Graduates Who Enrolled in Postsecondary Education Within One Year of High School Graduation in Academic Year 2014-15



U.S. data is from National Center for Education Statistics and includes Kentucky. Kentucky data is from Kentucky Center for Education and Workforce Statistics.

The Current Landscape

Pell Eligibility

Federal Pell Grant eligibility is one measure of the proportion of financially needy students attending college. The need-based Pell Grant is the primary federal financial aid source for postsecondary students. Awards are made to students enrolled at eligible institutions based on expected family contribution (EFC) and whether the student is enrolled full time or part time. A student's EFC is calculated using information from the Free Application for Federal Student Aid (FAFSA). For the 2016–17 academic year, students were eligible to receive Pell Grants if their EFC was less than \$5,235.

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



The blue columns in the chart above illustrate the percentage of Kentucky high school graduates who enrolled in an in-state postsecondary institution within one year of graduation, and the red columns represent the percentage of those students who were Pell eligible. 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 55.8 percent, even as a larger proportion of students obtained a Federal Pell Grant.

The overall percentage of low income high school graduates in Kentucky, based on Pell eligibility, has increased from 62 percent of the class of 2007–08 to 70 percent of the class of 2016–17. Most of the increase occurred as the recession took hold in 2009 and has remained relatively constant. This increase also coincided with the U.S. Department of Education's increase in the EFC threshold. KHEAA expanded outreach efforts at this time, in part to address these additional concerns.

The work outlined in this report is designed to help continue the progress Kentucky has been making to move more students into education and training beyond high school and on to successful completion of a degree or certificate that will make them competitive in their chosen career fields.

Our Impact

The KHEAA Outreach team works with students and families throughout the college access process to help make a positive and significant impact toward the postsecondary educational and skills attainment of all Kentuckians. A wide array of programs, activities and resources are designed to guide students through the process to access education beyond high school and persist through to successful completion.

FAFSA Completion

The FAFSA is used to apply for state and federal aid. The U.S. Department of Education uses financial information from the FAFSA to calculate an EFC for each student. The EFC, based on a formula set by Congress and updated annually, determines if a student is eligible for a Pell Grant and other funds.

In Kentucky, about 70 percent of all students who submitted a FAFSA were eligible for Pell Grants. Forty-eight percent 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-eight percent of the students with zero EFCs were dependent students (under 24, single and using parent information on the FAFSA).

KHEAA Outreach staff work closely with high school counselors and other college access partners to conduct FAFSA workshops that help students and families complete the application. While not a perfect measure, FAFSA completion rates are often considered a strong indicator of intent to pursue education beyond high school.

High School to College Knowledge Improvement Survey Results

For the eighth 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. Approximately 25,000 surveys were administered in 2016–2017 (12,500 pre-presentation, 12,500 post-presentation). Survey results allow for a more detailed analysis of the impact of our outreach services and additional detail to help us fulfill our commitment to continuous improvement. We are particularly proud to share these results from the surveys:

- Students were significantly more aware of their financial aid resources, differences between types of aid, and where to find more information regarding aid after the presentation.
- Respondents had more aspirations for themselves and the next generation of their families to go to college.
- Twenty-seven percent of the students would, to their knowledge, be the first in their immediate families to attend college.

Overall, the surveys show that KHEAA Outreach is having a significantly positive effect on Kentucky students' ideas, attitudes, and knowledge about going to college.

2017 FAFSAs

215,128 Kentucky residents filled out a FAFSA.

Of those:

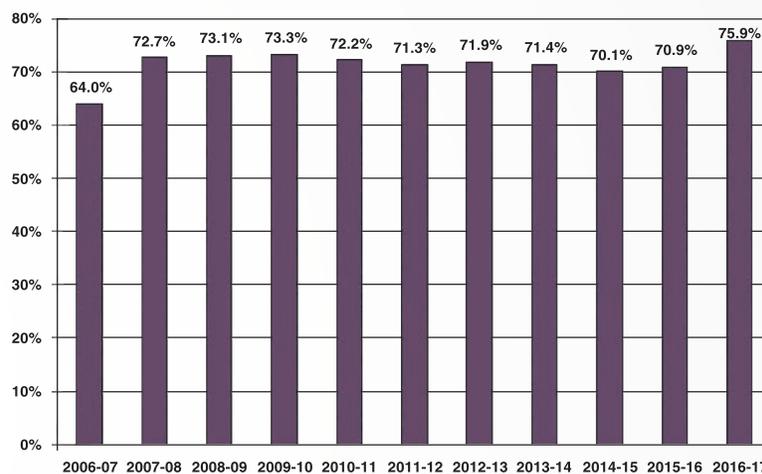
25% were first-time college students.
51% were first-generation students.
5% were GED or home schooled.

Our Impact

High-Achieving Kentucky High School Graduates

The number of high-achieving Kentucky students staying in state for college has increased considerably in recent years. The number of Kentucky high school students with an ACT score of 28 or above attending a Kentucky institution increased from 64 percent in the class of 2006–07 to 76 percent in the class of 2016–17.

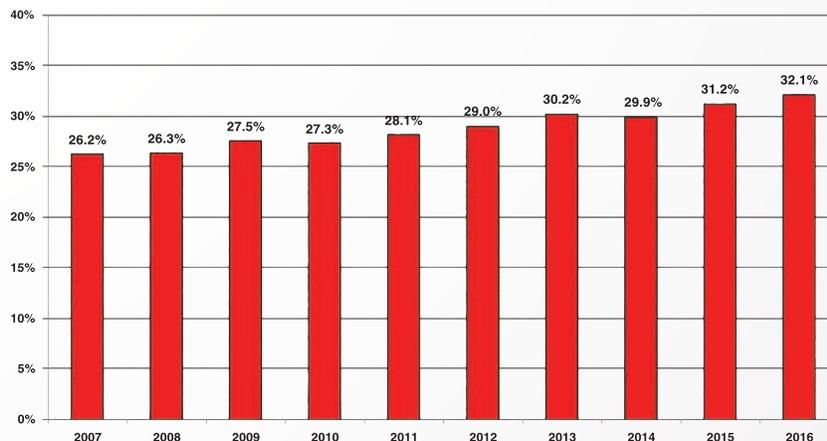
College-Going Rate for Kentucky High School Graduates Who Scored a 28 or Higher on the ACT and Attended an In-state College



Long-Term Effects

The percentage of Kentucky residents with a bachelor's degree is increasing. According to the American Community Survey (U.S. Census Bureau), the percentage of Kentucky adults 25 and older with a postsecondary degree has increased from 26 percent in calendar year 2007 to 32 percent in 2016.

Percentage of Kentuckians 25 or Older with Earned Postsecondary Degrees



Source: American Community Survey 1-Year Estimates

New Initiatives

Launch of Kentucky Goes to College

Kentucky Goes to College, launched in July 2016, is KHEAA's new one-stop site for its major college access initiatives: Kentucky College Application Campaign, Close the Deal and College Decision Day.

The site, kygoestocollege.com, offers resources for schools and organizations interested in enhancing their college-going culture through these proven initiatives.

Working in collaboration with agency partner, The Center for Rural Development, the existing College Application Month website was re-envisioned to include a variety of new resources and a multitude of new student and counselor links and activities to enhance these outreach initiatives. A new logo was created, and posters, folders and other items were redesigned for the 2016–2017 campaigns.



KENTUCKY
goes to college

The revamped site offers the necessary tools to help school counselors, community leaders and college access providers implement one or more of these programs, as well as resources for students who are going through the college application and financial aid process. Schools planning to host a College Application Campaign or Close the Deal program during the 2016–17 school year were encouraged to register on the website. In addition to receiving some free promotional materials, registered schools were ensured to receive the most up-to-date program news and updates.

In spring 2017, KHEAA added a College Decision Day toolkit to the resources on kygoestocollege.com. This program is a way for schools to celebrate and recognize seniors for making educational plans beyond the high school level. Decision Day events are typically held on or around May 1 and are designed to coincide with the date that most seniors must inform a college of their plans to enroll. College Decision Day is inspired by the NCAA's National Signing Day to reinforce that excellence in the classroom should be given as much recognition as athletic excellence.



New Initiatives



Early FAFSA Implemented

For the first time, FAFSA applicants completing the 2017–2018 application were able to file their FAFSA beginning October 1, 2016. This was a major change in the FAFSA application process — moving up the date a full three months from the previous date of January 1.

Outreach staff worked diligently with school counselors to adjust the traditional timeline and to determine how to best help students and families through the changes. Many *Paying for College 101* workshops and parent nights for junior students began in the spring, followed by events for seniors at the start of the 2016–17 school year.

In response to the early FAFSA filing, changes were required to many of KHEAA's publications and presentations. In addition, changes were made to the traditional Close the Deal and College Application Campaign formats to ensure that students receive the information they need to make informed decisions in a timely manner. One advantage of the earlier filing date was that staff members had additional time and opportunities to help guide students and families through the FAFSA follow-up and verification processes in the spring.

Collectively, outreach staff conducted 1,675 FAFSA Workshop sessions and 647 FAFSA Follow-Up sessions statewide in the 2016–17 school year.



Louisville Metro East Senior Outreach Counselor Candice Johnson helps a student and parent during a FAFSA Friday event at Fern Creek High School.

Thank you for your assistance. The FAFSA was much easier than I thought.

— High school parent

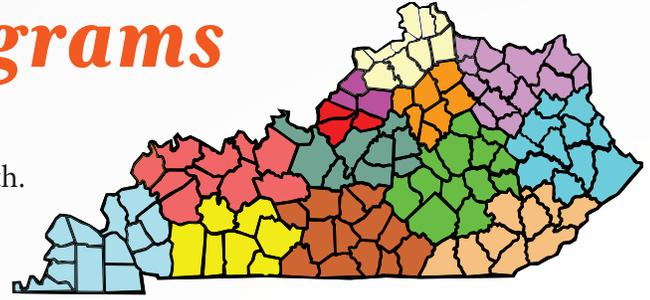
KHEAA is the go-to resource for college and financial aid information in the state. KHEAA really is the best at this. Be sure to ask the KHEAA outreach counselor any questions throughout the FAFSA process. Your KHEAA outreach counselor is available and can be very helpful in times of confusion.

— High school counselor

Major Programs

Regional Outreach

KHEAA has 13 outreach service areas across the Commonwealth. Counselors live and work in their regions, guiding students and parents through the admissions and financial aid processes.



EASTERN



COUNTIES:

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

Amanda Keller



SOUTHEASTERN



COUNTIES:

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

Tyler Powers



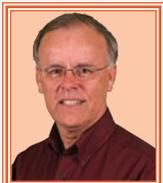
NORTHEASTERN



COUNTIES:

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

Amy Marvin



LOUISVILLE METRO WEST



COUNTIES:

Bullitt, Spencer and Jefferson west of Interstate 65

Gene Weis



LOUISVILLE METRO EAST



COUNTIES:

Oldham, Shelby and Jefferson east of Interstate 65

Candice Johnson



NORTHERN



COUNTIES:

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

Bob McDermott



CENTRAL



COUNTIES:

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

David Scott



SOUTH CENTRAL



COUNTIES:

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

Keith Ritchie



WEST CENTRAL



COUNTIES:

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

Toni Wiley



SOUTHERN



COUNTIES:

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

Audrey Price



NORTHWESTERN



COUNTIES:

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

Casi Benedict



SOUTHWESTERN



COUNTIES:

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

John Bergman



FAR WESTERN



COUNTIES:

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

Matt Jones

Counselors participate in college and financial aid nights, FAFSA workshops, 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.

Major Programs

College Info Road Show



COUNTIES: Statewide



Steven Held



The College Info Road Show, KHEAA's mobile classroom, 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.

Sessions on board 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. Students can also find helpful resources for career

assessment, test preparation and scholarship searches; and can even create a FAFSA ID, file their FAFSA or request a personalized *Getting the Facts* report with assistance from the on-board counselor.

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.

We loved having the College Info Road Show at our school. So much information in one session, and the counselor was so entertaining. The kids loved it!

— Middle school teacher



The College Info Road Show at Cumberland County Middle School in March 2017.

Major Programs

Workshops, Exhibits and Community Events

KHEEA Outreach staff deliver college planning information through a variety of activities, but primarily through presentations and workshops for groups of all sizes, exhibits at school and community events, and visits with contacts to promote KHEEA programs and initiatives. This chart shows the number of activities conducted in 2016–17 and the contacts made through these activities.

	College Info Road Show	Regional Outreach	Total
Contacts			
Contacts at Exhibits ¹	3,096	46,640	49,736
Contacts at Presentations ¹	6,193	122,831	129,024
Contacts at Visits ¹	n/a	6,899	6,899
Total	9,289	176,370	185,659
Activities			
Number of Exhibits ²	49	702	751
Number of Presentations ²	662	6,102	6,764
Number of Visits ¹	n/a	2,562	2,562
Total	711	9,366	10,077

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.

On-site Outreach services are provided for a wide variety of places, programs and organizations, including:

Academic Affairs/ Student Services

Admissions Offices

Adults/Adult Education Centers

Alternative Education Centers

Area Health Education Centers

Area Technology Centers

Boards of Education

Businesses/Factories/Industries

Cable Companies

Chambers of Commerce

Children's Homes/Orphanages

Churches/ Faith-Based Services

Civic Organizations

College/Career/Health Fairs

Colleges/Universities

Community-Based/Social Services

Community Centers

Community Education Centers

Cooperative Extension Offices

Correctional Facilities

County Fairs/Festivals/State Fair

Day Treatment Centers

Elementary Schools

Employment Services

Family Resource/Youth Services Centers

Financial Aid Offices

GEAR UP Programs (Partnership)

GEAR UP Programs (State)

General Public

Governmental Offices

Head Start Programs

Health Departments/Hospitals

High Schools

Home Schoolers

Internal Contacts

Libraries

Middle Schools

Migrant Education Programs

Military Services

Newspaper Offices

Parent Groups

Parks & Recreation Departments

Professional Organizations

Radio Stations

Scholar Programs

Social Service Programs

Summer Camps

Television Stations

TRIO Programs (ETS, EOC, SSS, UB)

Vocational Rehabilitation Offices

YMCA/YWCAs

Youth organizations

Major Programs

College Coaches

KHEEA participates in 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). The commission places AmeriCorps volunteers as near-peer college coaches in high schools across the Commonwealth. We selected our 31 participating sites by identifying public high schools with traditionally low college-going rates and high free-and-reduced lunch eligibility that were being served by few or no college access programs.

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 for postsecondary opportunities. The 2016–17 academic year marked the seventh consecutive year that KHEEA has served as an intermediary partner in the KCC Program.

Two members of the Kentucky College Coaches Program, Leah Cann and Lori Shea Fuson, were honored with the National Service AmeriCorps Member Award at the 21st Annual Governor’s Service Award Ceremony on August 12, 2016. Governor Matt Bevin, Lieutenant Governor Jenean Hampton and Kentucky Cabinet for Health and Family Services (CHFS) Secretary Vickie Yates Brown Glisson presented the Governor’s Service Awards at a ceremony in the State Capitol. They were joined by Wendy Spencer, CEO of the Corporation for National and Community Service, the federal agency that administers AmeriCorps and leads volunteer and service initiatives for the nation. The awards are given by KCCVS, an agency of the CHFS. They

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. National Service Awards recognize individual members or groups of members of a national service program (AmeriCorps, AmeriCorps VISTA, AmeriCorps NCCC or Senior Service Corps) who have demonstrated service beyond standard expectations of the designated program.



Governor Matt Bevin presents the Governor’s Service Award to Leah Cann, second from left, and Lori Shea Fuson, second from right. Also pictured are Summer Gortney, left, and Megan Morris, right.

Numerous external evaluations have demonstrated the Kentucky College Coach program continues to be effective at substantially increasing first-year college-going rates for recent high school graduates and second-year retention rates.

Near-peer coaching of “core” groups of students throughout high school results in successful transitions to postsecondary education for two out of three graduates, more than 10 percent higher than non-coached students from the same high schools.

Major Programs

My senior year was hectic. From AP classes to my job, I had very little time to think about everything that I needed to complete before I started college. Thankfully, my college coach was there to help me. Emily was one of the reasons my senior year went smoothly. I could always go into her office to ask her any questions I had, and she would explain in a way that left no room for confusion. When it came time to apply for scholarships, she gave students the applications as soon as she got them and made sure they met the deadlines. Emily was determined to get everyone prepared for college. I believe that she accomplished that and much more. I'm glad we had someone who cared as much about our postsecondary career as she did. Emily was truly a blessing to have in high school. I hope to keep in contact with her as I continue my education.

— Laura Everly,
Core Senior at Lynn Camp High School



Lynn Camp High School KCC Emily Bowman with core student Laura Everly.

The work that the college coach provides for our school is beyond amazing. They took on many different activities and worked with not only their core students but anyone who needed help with college-related tasks. Without the assistance they provided, we would have had more students who either would not have applied to college or would have been unable to complete the FAFSA.

—KCC Site Supervisor

PROGRAM STATS

- 449 core students graduated high school in 2016–2017
- KCC core students were offered \$6,830,574 in scholarships (this does not include grants or any other type of financial aid)
- 31 KHEAA KCCs served a total of 34,300 hours during their 10-month service term

KHEAA COLLEGE COACH SCHOOLS FY2017

Anderson County High School
Belfry High School
Breckinridge County High School
Caldwell County High School
Calloway County High School
Casey County High School
Christian County High School
Edmonson County High School
Fleming County High School
Gallatin County High School
Grant County High School

Holmes High School
LaRue County High School
Lynn Camp High School
Marion County High School
McCracken County High School
McCreary Central High School
Meade County High School
Nicholas County High School
North Bullitt High School
North Hardin High School
Ohio County High School

Pendleton County High School
Powell County High School
Southern High School
South Floyd High School
Tates Creek High School
Valley Traditional High School
Warren East High School
West Carter High School
Whitley County High School

Major Programs

Kentucky Goes to College

The website kygoestocollege.com offers resources for schools and organizations interested in enhancing their college-going culture through these proven initiatives:

- Close the Deal
- Kentucky College Application Campaign
- College Decision Day



Each of these programs is detailed below.

Close the Deal

KHEAA's Close the Deal (CTD) is a one-day program that helps Kentucky high school seniors make the transition to life after high school by teaching them about college and career exploration and the college admission and financial aid processes. Schools, community leaders and business representatives work with local students in setting and meeting goals for college and 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/career advising.

For the first time, the CTD program was open to any school interested in participating and not by invitation only, which led to 98 schools registering! The schools could customize their events with the new toolkits and revised implementation guides available on the kygoestocollege.com website.



Louisville Metro West Outreach Counselor Gene Weis delivers important financial aid and college planning information to students during a Close the Deal event.

The Close the Deal program at our school continues to provide our students with the needed motivation to keep doing their best and develop a plan for after high school.

— High school principal

Major Programs

CTD was traditionally held in the fall, but the October 1 FAFSA release date changed the college access timeline for many students. Schools were able to get creative with the timing of CTD, some planning spring events for sophomores and juniors to encourage earlier college exploration and planning.

I did four Close the Deal events in September. All of these started out as pilot programs in previous years, and the schools have found value in continuing to provide this experience for their seniors. At each school, Close the Deal is an event that students, staff and teachers look forward to every year!

**— Bob McDermott,
Northern Kentucky Outreach**

Kentucky College Application Campaign

Fall 2016 marked the sixth year for KHEAA's sponsorship of the Kentucky College Application Campaign (KCAC), formerly called College Application Month. Kentucky's program is a 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.

For many students, particularly those who do not have an immediate family member who attended college, applying to college can seem overwhelming. For those students, not having someone who can help them navigate the college application process can be enough to prevent them from pursuing postsecondary education.

By implementing KCAC, KHEAA and partnering agencies and high schools ensure that all seniors have the opportunity to receive hands-on assistance as they complete one of the biggest steps in the college access time-line. The program is designed to build excitement around the college application process and encourage seniors to take this important step toward continuing their post-high school education.

Schools that registered on kygoestocollege.com by May 31 were given free promotional materials to help make



South Central Kentucky Senior Outreach Counselor Keith Ritchie helps students complete college admission applications during a KCAC event.

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

Major Programs

online toolkit with resources to help administrators, counselors and students. Registered participants also received access to training opportunities, both at the KHEAA office in Frankfort and by 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 #iappliedky and #kygoestocollege hashtags. Hundreds of posts used the hashtag, including students touting their top college choices and schools showcasing their application activities.

Schools were asked to submit the number of their participating students and the number of applications

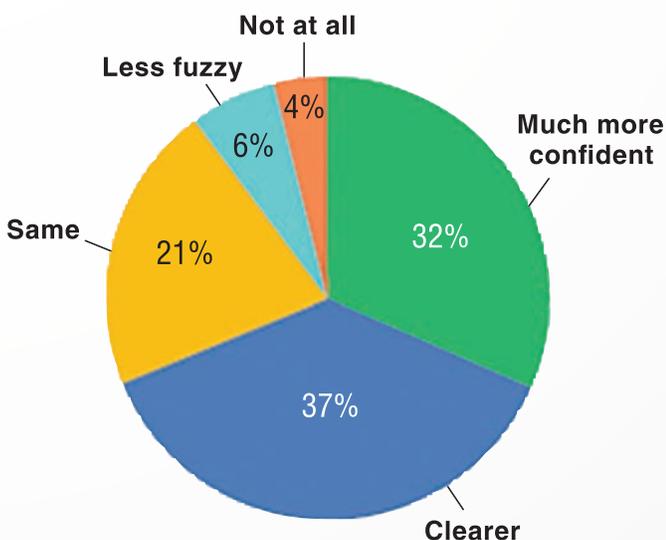
submitted during the event. Over 91 percent of the respondents on the school survey indicated that their students' ability to complete college admission applications was enhanced by participating in the KCAC program and over 98 percent of respondents indicated that their school's college-going rate was positively impacted by participating in KCAC.

Students were also asked to complete an online survey about KCAC. The first chart below shows that 75 percent of respondents said KCAC activities helped them feel better prepared to fill out college admission applications (an increase of 1.5 percent over last year). The second chart below shows that 76.5 percent of respondents thought the KCAC activities in their school changed their likelihood of going to college after they graduate high school.

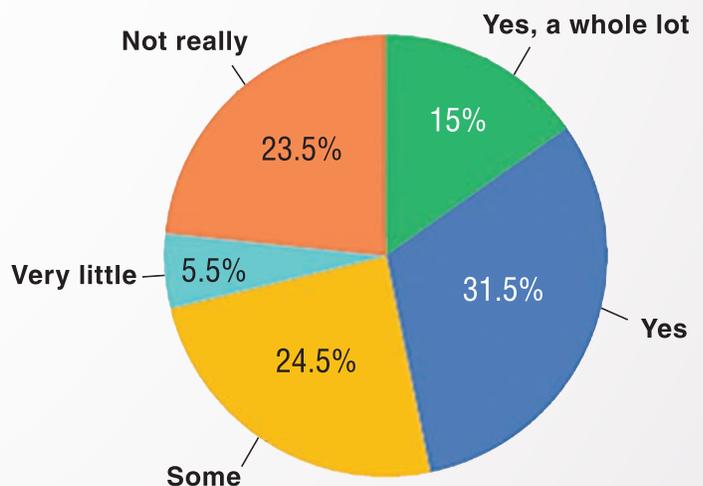
Thanks for helping me with my application! I'm glad my teacher made me come in here. I'm not sure I would have done it by myself.

— High school senior

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



Do you think your school's College Application Campaign information and activities changed the likelihood that you'll go to college or technical school somewhere after you graduate?



Major Programs

College Decision Day

In spring 2017, KHEEA introduced College Decision Day on kygoestocollege.com. College Decision Day is a way for Kentucky schools to celebrate and recognize seniors for making educational plans beyond the high school level. Decision Day events are typically held about May 1 and are designed to coincide with the date that most seniors must inform a college of their plans to enroll. Inspired by the NCAA's National Signing Day, College Decision Day reinforces the message that excellence in the classroom deserves as much recognition as athletic excellence.

The desire to recognize and celebrate all college-bound high school seniors, not just student athletes, has gained momentum on the national level in recent years through the Reach Higher initiative and is supported by organizations like Better Make Room and American College Application Campaign.



Seniors at Gallatin County High School celebrate during a College Decision Day event.

High schools in Kentucky were notified about the launch of the toolkit and online counselor and student resources in March. Many schools took immediate action and used these resources to plan a Decision Day event for their seniors. Most events involve recognition for seniors from school and district leaders and a culminating moment when the students sign certificates indicating where they plan to attend college after high school.

Kentucky College Application Campaign

It was nice to see that other students needed help applying to college too and that I wasn't the only one.

— High school senior

College Decision Day

If it hadn't been for you telling me what Decision Day is and showing me the resources on your website, we would never have had a program like this. The students have loved it, and it even helped our younger students to get excited about when they are seniors.

— High school counselor

At a Decision Day event in April, I recognized a student whom I have met with several times throughout the last few years. Knowing where this student began compared to where he is now, committed to a college and receiving multiple scholarships, makes me extremely proud of our outreach efforts.

— Keith Ritchie, South Central Kentucky Outreach 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.

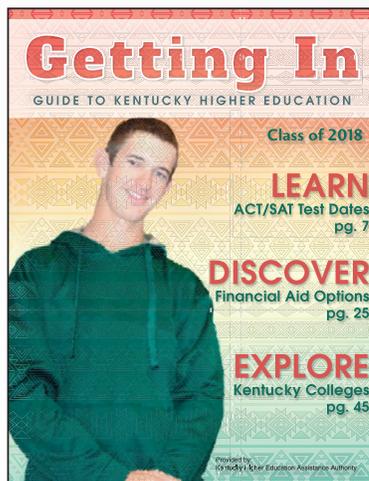
Resources are designed using feedback from our partners, and many are targeted to specific audiences — middle school, high school and adult students. Others address specific topics, such as financial literacy and financial aid programs for military members, their spouses and dependents. Our publications are updated regularly and are used by nearly every college access organization in the state.

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 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.

KHEAA ILP for private school and home school students

The KHEAA ILP 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



*I tell my students if they don't hang on to anything else, just don't lose the **Getting In** book! It will be their college bible for the next year.*

— High school counselor

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.

Newsletters

KHEAA produces newsletters with topics geared specifically for middle and high school counselors, adult education providers, college access personnel, and community service officers, as well as students and their parents. Throughout the year, the newsletters are sent to these various audiences to keep them informed of key dates and valuable 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 with 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.

Resources

Social media

KHEEA uses Facebook and Twitter to push out timely information and updates to stakeholders. To further increase our reach in local communities, some regional Outreach counselors have created personalized social media accounts, targeting messages of interest in focused geographical areas.

During FY2017, the number of Facebook “likers” grew by 16 percent (1,835 new likers), with Twitter followers growing by 11 percent (476 new followers).

Kentucky Center for Education and Workforce Statistics

KHEEA participates in the Kentucky Center for Education and Workforce Statistics, which 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 55,800 student and parent callers were served in FY2017.

Electronic Transcripts

KHEEA, KDE, and Parchment provide electronic transcript services to Kentucky public schools. School counselors, administrators, college admissions staff, and students and families have access to a tool that streamlines the transcript process. The electronic process reduces walk-up requests and in-office traffic for school staff, eliminates phone calls about transcript statuses, and saves time and money spent on processing, printing, and mailing paper transcripts.

MAJOR PUBLICATIONS distributed in FY2017

<i>Adults Returning to School</i>	10,728
<i>Affording Higher Education</i>	4,087
<i>College Circuit</i>	82,447
<i>Getting In</i>	63,639
<i>It's Money, Baby</i>	21,298
<i>Surviving College</i>	23,679
<i>Surviving College (Adults)</i>	6,894
TOTAL	191,474

OTHER MATERIALS DISTRIBUTED

Bookmarks	6,723
FAFSA Checklist	25,700
FAFSA Infographic	16,302
Financial Aid for Adults flier	4,302
Getting the Facts	12,801
High School Basics flier	30,427
KEES Brochure	69,675
Kentucky Advantage Loan brochure	3,516
Kentucky Advantage Refinance Loan brochure	5,215
Kentucky Education Savings Plan Trust brochure	1,326
KESPT Activity Book	32,617
kheaa.com brochure	29,962
KHEEA Verify flier	1,446
Military Member/Spouse Financial Aid Programs fliers	6,337
Outreach Annual Report	76
Outreach Presentation Guide	1,132
Posters	5,593
Technical/Trade School flier	6,831
TOTAL	259,981

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.

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.

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.

Getting In: Your Guide To College Admittance

Purpose: Provides high school juniors with tips and guidance for using KHEAA's *Getting In* booklet to maximize their college-planning experience. Students will be directed to detailed information about planning for college, financial aid and budgeting, and Kentucky college specifics. This presentation can be downloaded from kheaa.com for counselors' use with students or can be scheduled as a workshop led by one of KHEAA's regional outreach staff.

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.

2. FAFSA Completion

Purpose: Provides help in completing the FAFSA. Sessions may be conducted for large groups or by individual appointment.

Presentations

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.

It's Money, Baby (Financial Literacy)

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

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.

kheaa.com

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

KHEAA — At Your Service!

Purpose: Provides an overview of the free resources, programs and services available from KHEAA.

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.

Getting the Facts

Purpose: Helps students complete a *Getting the Facts* report, a planning tool that gives students and families a personalized breakdown of college costs and estimated financial aid. Students will log in to their MyKHEAA account at kheaa.com to create their report with their family's tax information.

Highlights

Partnership with Governor's Scholars Program Remains Strong

KHEAA Outreach partners with the Governor's Scholars Program (GSP) to help some of Kentucky's best and brightest students find funding for college. Customized financial aid presentations, panel discussions, open question-and-answer forums and college fair exhibits are held at each GSP during the summer to help students in postsecondary planning. This year, outreach counselors participated in residential camps at Murray State University, Northern Kentucky University and Morehead State University. A few staff also attended the GSP counselor's training to enhance their ability to assist students with information about college access via the program.

I found the GSP training extremely helpful in developing a better understanding of the process of selecting the scholars. The event included an in-depth run through of the selection process, as well as commentary from GSP judges regarding helpful essay-writing strategies for candidates. We often receive many questions about GSP and I now feel much more prepared to provide assistance to students working through the application process.

— Keith Ritchie,
South Central Kentucky Outreach

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 co-curricular and residential life experience. Students must complete an application and compete with others from across the state. Those selected attend the program free of charge.



At college fairs KHEAA staff always gives away a variety of college prep and financial aid materials to students and parents.

KHEAA Makes the KYACAC College Fair Circuit

The Kentucky Association for College Admission Counseling (KYACAC) is a professional association that brings together those who help students 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.

As in past years, the college fair season was kicked off with the College Counselor

Highlights

Information Exchange on September 9, 2016, in Louisville. Outreach staff gave a KHEAA update to all college admission and school counselors in attendance and stayed on hand throughout the day to answer questions, schedule school visits and hand out publications.

Throughout the fall and into the spring, staff members from every KHEAA regional Outreach territory provided college planning and student financial aid materials to college fair attendees. Staff distributed publications; answered questions about early FAFSA, prior prior year earnings, and other financial aid issues; and counseled students on making informed decisions about their higher education options.

Thank you for attending the college fair. You are the person that I have told students about, and I appreciate that you were able to answer my questions about the FAFSA. I was very worried but feel more confident about it.

— Parent

I think the new Work Ready Kentucky Scholarship will be a great asset for students interested in technical fields. We are excited for this opportunity.

— High school counselor

New Dual Credit and Work Ready Kentucky Scholarships Promoted by KHEAA Outreach

Two new state aid programs in Kentucky kept KHEAA Outreach staff busy in the 2016–17 school year. In fall 2016, KHEAA began administering the Dual Credit Scholarship, a program that provided financial assistance to Kentucky public high school students taking dual credit classes at participating Kentucky colleges and universities. Throughout the

fall, Outreach counselors spoke about the program and fielded questions from school contacts. While many technical questions were forwarded to KHEAA's Division of Student Aid, outreach staff served a vital role as their schools' primary contacts with the agency, ensuring that all stakeholders were connected with the correct resources and information so that students could take advantage of this valuable program.

In December, another new state aid program was established when Governor Matt Bevin signed an executive order to create the Work Ready Kentucky Scholarship. The program helps Kentuckians who have not yet earned an associate's degree afford an industry-recognized certificate or diploma in a high-demand workforce sector. While the scholarship was not scheduled to start until the 2017–2018 school year, KHEAA immediately began working on program administration, and Outreach staff started spreading the word about details such as eligibility requirements, award amount and application process throughout the state, particularly among graduating high school seniors and adult education centers.

Outreach Services and State Aid Programs Highlighted at Statewide Counseling Conferences

In addition to providing direct services to students and families, KHEAA staff also work closely with major statewide counseling organizations to ensure that these professionals have the support and information they need to promote Kentucky's state aid programs and other resources. As a co-sponsor of the three major conferences for school counselors in the state — the Kentucky Counseling Association conference, the Kentucky School Counselor Association conference, and the KYACAC conference — KHEAA provides an informational session, sets up an exhibit, advertises and receives special recognition in the conference program and has an opportunity to address conference participants during general sessions at each event.

Outreach staff conduct KHEAA's sessions at each conference. This year's sessions focused on resources

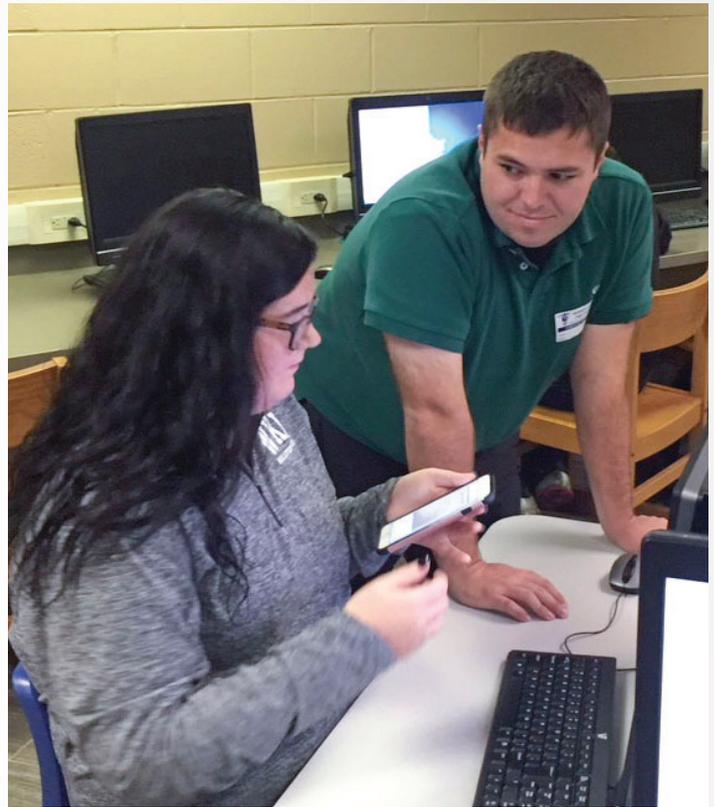
Highlights

I just had to tell you guys how fun your presentation was! I had a blast and was actually learning new things without realizing it. The KHEAA outreach counselors are always so high energy and engaging—they make everyone want to be a part of that group!

— College admission professional

and strategies to help navigate the changes to the college planning and financial aid application processes due to the early FAFSA, plus activities and workshops

to keep students engaged in the spring and summer following their senior year to combat summer melt. Updates about the Dual Credit and Work Ready Kentucky Scholarships were also shared. KHEAA's participation in these events strengthens partnerships with schools and higher education institutions around the state and gives Outreach counselors valuable networking and professional development opportunities.



Outreach counselor Johnny Bergman visits high schools in the Southwestern Kentucky region to help students complete their FAFSAs online.

KHEAA Outreach Provides Verification Assistance, FAFSA Follow-ups Statewide

With applicants completing the 2017–18 FAFSA beginning in October 2016, outreach staff had to work creatively to adjust traditional timelines. One advantage of the earlier filing date is that staff members had more time and opportunities to help guide students and families through the FAFSA follow-up and verification processes. Many high schools invited their KHEAA outreach counselors to come back several times during the spring semester to help students correct FAFSA errors, complete the verification process, and read and understand financial aid award letters.

This year Outreach counselors also provided support for KHEAA Verify, KHEAA's electronic verification service, during student orientation programs in the spring and summer at several participating institutions, including Western Kentucky University,

Murray State University and Eastern Kentucky University. At these events, KHEAA staff were available to assist students who had been selected for verification, helping them complete the KHEAA Verify process or answering their verification questions.

Verification assistance became particularly valuable when FAFSA's IRS Data Retrieval Tool, an easy way for students and parents to electronically transfer their tax information directly from the IRS to the FAFSA, was shut down due to security concerns. Outreach staff helped

Verification really confuses me. Without you and your co-worker, I might have dropped out this semester. I can't thank you all (KHEAA) enough.

— College student

Highlights

countless students obtain tax return transcripts to complete the verification process.

Filing the FAFSA is just the first step. For many students, the steps that come after the initial FAFSA filing can be confusing and stressful and may prevent them from pursuing postsecondary education. By providing this valuable support service, KHEAA helps more students complete the financial aid application process and gain access to the resources they need to pay for college.

Operation Preparation Events Canvass the Commonwealth

Operation Preparation is a joint effort of the Kentucky Department of Education and the Department of Workforce Development. The program provides an opportunity for schools, students, parents and communities to collaborate in advising and planning for college and/or career. The initiative is a community-based, one-on-one college/career readiness advising month targeting every eighth- and tenth-grade public school student in Kentucky.

Using each student's career interest inventory, Individual Learning Plan (ILP) and assessment results, trained volunteer advisors discuss students' career aspirations and required education and training, whether students are on track to meet their goals and whether they are taking the courses recommended to prepare them for their future.

I feel like my KEES money was what kept a roof over my head. I couldn't afford a student loan, and it helped pay for books and food and things that I might not have otherwise been able to afford.

— Kentucky State University junior

During the first quarter of 2017, Outreach counselors around the state participated in Operation Preparation events, including conducting



Outreach counselor Toni Wiley listens to a student during an advising session at Kentucky State University's Operation Preparation event.

sessions on postsecondary education options and hosting booths at career fairs and Reality Stores, a financial simulation during which students choose careers and make decisions about their budget and lifestyles. The College Info Road Show made the rounds to many Operation Preparation events as well.

Rogers Scholars Partnership Continues

The Rogers Scholars Program — 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 leadership skills; participate in team-building exercises; receive hands-on instructional training from experts in engineering, health care and video production; and interact with nationally recognized business leaders and entrepreneurs. The program focuses on developing

Highlights

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 11th grade. All lodging, meals, and program expenses (except transportation to and from the program) are free.

Since the program began in 1998, 1,056 high school students have graduated as Rogers Scholars, and potential scholarships valued at more than \$7.2 million have been offered to graduates by 17 participating colleges and universities. For years, KHEAA Outreach staff has provided information about college admissions and financial aid to the scholars, as well as distributing their official Rogers Scholars participation certificates.



Kim Dolan, Assistant Director of Outreach Services (third from left), helped kick off Kentucky Saves Week, a Kentucky Jump\$Start initiative, in February 2017 at the Capitol in Frankfort.

KHEAA Programs and Services Promoted Through Jump\$Start Coalition Partnership

The Kentucky Jump\$Start Coalition, an affiliate of the National Jump\$Start Coalition for Personal Financial Literacy, believes all Kentuckians need to have the financial literacy and money management skills necessary to make informed financial decisions. This collaborative organization is made up of more than two dozen individuals and organizations representing business, government and education who have joined together to improve the financial literacy of all Kentuckians.

Through its partnership with Kentucky Jump\$Start, KHEAA is able to promote financial aid and college savings tips and program information via the coalition's Facebook page and quarterly newsletter, which is sent to member organizations, financial literacy educators and other key stakeholders. KHEAA's *It's Money, Baby!* financial literacy booklet

and workshop for students has been highlighted, as well as the Kentucky Education Savings Plan Trust. The newsletter also runs the Financial Aid Tip of the Month or Money Tip of the Month.

In February 2017, KHEAA participated in Kentucky Saves Week, sponsored by Kentucky Jump\$Start in an effort to promote positive savings habits to help Kentuckians work toward financial stability. Outreach staff was on hand during the Kentucky Saves Week celebration that took place in the Capitol in Frankfort on February 28, exhibiting KHEAA materials to visitors, elected officials and state government employees. A poster highlighting the Kentucky Education Savings Plan Trust was also displayed, along with other Jump\$Start partner posters, in the Capitol for Kentucky Saves Week and throughout March.

Our Mission

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

KHEAA can help you with college planning and financial aid. Ask us how!



www.kheaa.com
800.928.8926

