

Outreach

Annual Report

Fiscal Year 2018



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Ted Franzeim

Senior Vice President
for Customer Relations
tfranzeim@kheaa.com

Kim Dolan

Director of Outreach Services
kdolan@kheaa.com

Summer Gortney

Assistant Director
of Outreach Services
sgortney@kheaa.com

Keith Ritchie

College Coaches
Program Advisor
kritchie@kheaa.com

Jane Sullivan

Customer Relations
Management Assistant
jesullivan@kheaa.com

Susan Bradley

Outreach Services Assistant
sbradley@kheaa.com

Our Mission

The General Assembly established the Kentucky Higher Education Assistance Authority (KHEAA) in 1966 with a mission to improve students' access to higher education. For over half a century, KHEAA has enhanced the educational opportunities available to Kentucky students by administering state financial aid programs and providing Kentuckians with services and 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 credential, whether that involves a short-term program that leads to a certificate or diploma 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 admission 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 about the admissions and financial aid processes.
- Reaches out to students who may be at risk of not enrolling in or completing 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.
- Strives to broadcast the message that education beyond high school, regardless of the credential an individual chooses to pursue, only enhances future lifelong earning potential and life satisfaction.

Our College Outreach and Counseling Services are at the heart of our public mission to counsel and assist Kentucky students and families in planning and applying for postsecondary education programs and state and federal financial aid..

— Eugene Hutchins
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

December 18, 2018

Dear Friends,

Access to affordable education is a vital resource for Kentuckians seeking to compete in today's fast-paced, technology driven, global economy. As we seek to continue our trend of economic development and growth in the Commonwealth, an educated workforce will be an absolutely essential resource.

Kentucky is fortunate to have several state-based financial aid programs – administered by the Kentucky Higher Education Assistance Authority (KHEAA) and the Kentucky Higher Education Student Loan Corporation (KHESLC) – to help our citizens. These include a unique balance of need-based grants, merit-based scholarships, work-study opportunities, state-based loan products and college-savings plans. These resources can help students and their families achieve their educational goals at any of the Commonwealth's excellent public or private colleges and universities, community and technical colleges, trade schools or online programs.

Not only do these agencies administer the state-based aid, but they also work to help families plan and prepare for college. They tirelessly counsel Kentuckians on the importance of continuing their education beyond high school. I am proud of Kentucky's investment in education and I am gratified that organizations like KHEAA and KHESLC have the commitment and ability to help Kentuckians achieve their educational goals, enriching Kentucky's workforce and making our state more competitive in today's global economy.

Sincerely,

A handwritten signature in black ink, appearing to read "Matthew G. Bevin".

Matthew G. Bevin
Governor

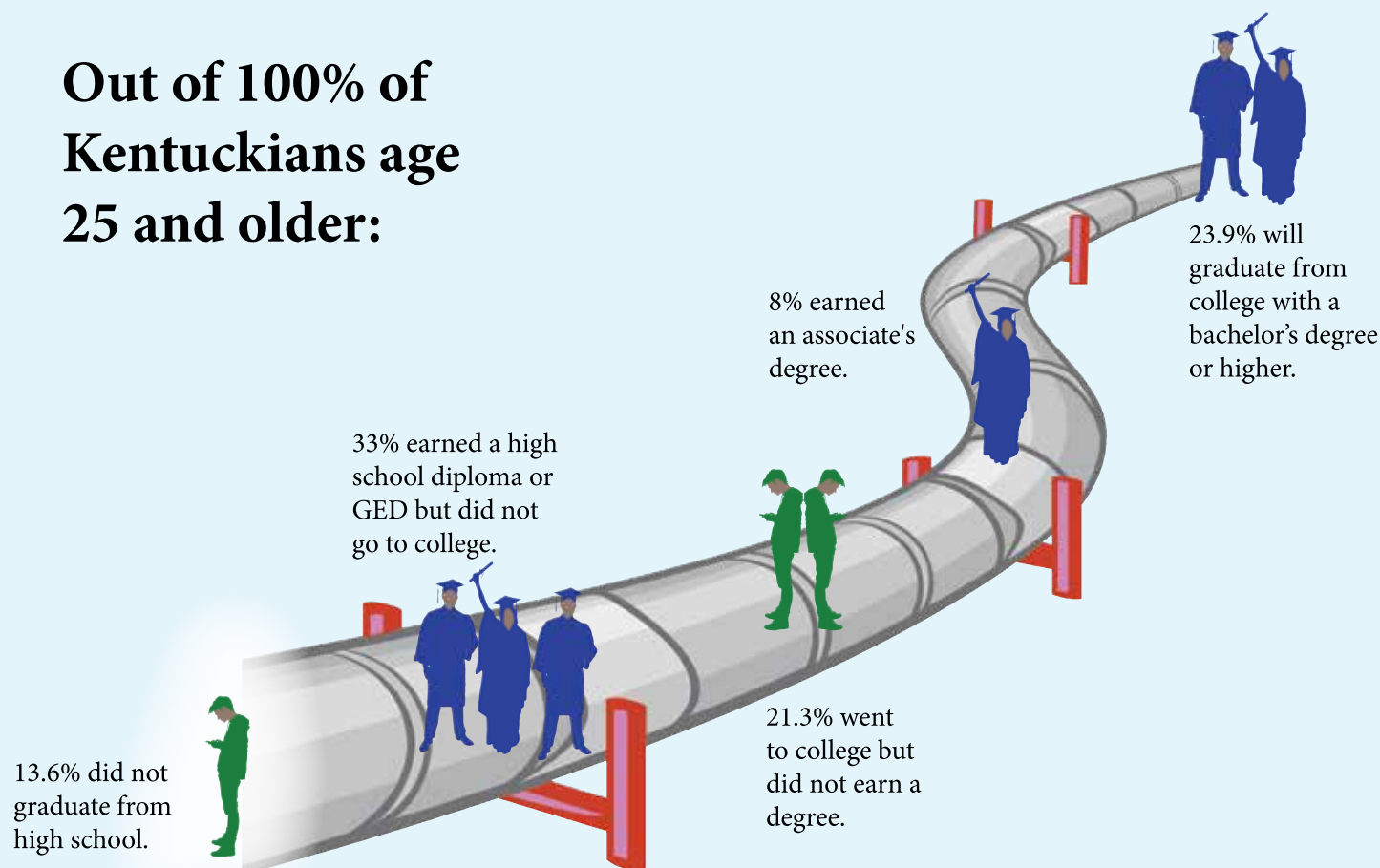
The Current Landscape

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 with enrolling in and graduating from college. The current landscape of college access in Kentucky greatly impacts our mission. Therefore, it is important to understand factors like high school graduation rates, college enrollment rates, college degree and credential attainment levels, and Pell eligibility so we know how to shape our programs to best help the students and families we serve.

Kentucky's College Transition Pipeline

The representation below shows how Kentuckians currently move through the pipeline from high school to postsecondary credential or degree attainment. The programs and services outlined in this report are meant to address the leaks in this pipeline by creating early awareness of the benefits of postsecondary education and training, and by removing barriers that could prevent a student from enrolling in and completing a postsecondary program. There is still work to be done if Kentucky wants to see higher postsecondary degree and credential attainment.

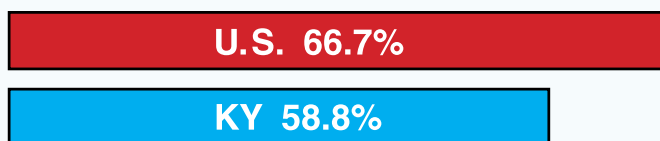
**Out of 100% of
Kentuckians age
25 and older:**



Source: U.S. Census Bureau, 2017 American Community Survey One Year Estimates (Table S-1501), accessed 30Nov2018

The Current Landscape

Percent of U.S. and Kentucky High School Graduates Enrolled in Postsecondary Education Within One Year After High School Graduation in Academic Year 2016–2017



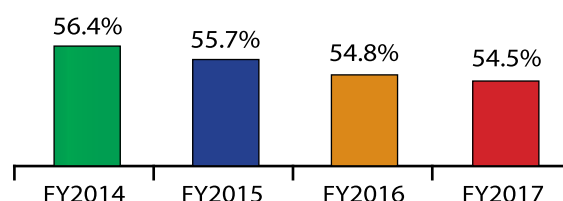
Source: U.S. Department of Labor, Bureau of Labor Statistics;
U.S. Department of Education, National Center for Education Statistics, IPEDS; and KHEAA

College Going and Pell Grant Eligibility in Kentucky

Pell Grant eligibility is commonly recognized as a primary indicator of financial need for students attending college. The federal Pell Grant is a means-tested, need-based program serving as the primary national financial aid source for postsecondary students. Awards are made by the U.S. Department of Education to students enrolled at eligible institutions based on their expected family contribution (EFC). A student's EFC is calculated using information from the Free Application for Federal Student Aid (FAFSA). The maximum Pell Grant for the 2017–2018 academic year was \$5,920 for students enrolled full time.

The percentage of low-income high school graduates in Kentucky eligible to receive the federal Pell Grant increased from 30 percent of the Class of 2008 to 39 percent of the Class of 2018. The annual rate of Pell-eligible high school graduates transitioning to postsecondary education within one year of high school graduation fell slightly from 69 to 64 percent over the same ten year period.

Kentucky High School Graduates Enrolled at an In-State College Within One Year after High School Graduation



Source: KHEAA

The overall college-going rate for all Kentucky high school graduates transitioning to any postsecondary institution, whether in state or out of state, within 12 months of graduation was 58.8 percent for the Class of 2018. The in-state college-going rate for the 2018 cohort was 54.5 percent, which continued a very slow rate of decline as Kentucky continues to come out of the recent national economic recession. The total number of individuals employed in Kentucky increased by over 40,000 persons in both 2016 and 2017 and by half that again in 2018, pushing the state unemployment rate down to 4.4 percent (July 2018). The number of unemployed individuals and the unemployment rate both fell to the lowest levels in 18 years.

The Outreach activities outlined in this report are designed to help move more students toward a path that will give them education and training beyond high school so they can earn a degree, certificate or industry-recognized credential that will make them competitive in their chosen career fields and support Kentucky's growing economy.

Our Impact

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

FAFSA Completion

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

Approximately 73 percent of Kentucky's 2017 high school graduates completed a FAFSA.¹ Of all Kentucky residents who submitted a FAFSA, 71 percent were eligible for Pell Grants. A little over half (50.4 percent) of the FAFSAs received by KHEAA were for students whose EFC was zero, meaning the federal government recognized that these students and their families had so great a financial need that they did not expect the students to pay anything toward their college education.

FY2018 FAFSAs

251,473 Kentucky residents filled out FAFSA.

Of those:

30.1% were first-time college students.

51.4% were first-generation students.

10.1% were GED or home schooled.

FAFSA completion assistance is one of KHEAA's most frequently requested outreach services, and our staff work closely with high schools and other organizations to provide FAFSA workshops that help students and families complete the application. KHEAA Outreach counselors conducted over 2,300 FAFSA-related workshops during the 2017–2018 academic year. FAFSA completion is often recognized as a strong indicator of intent to pursue education beyond high school.

High School to College Knowledge Improvement Survey Results

For the ninth consecutive year, KHEAA Outreach staff asked students to fill out a brief survey either before or after a presentation on college and financial aid awareness. Approximately 17,000 surveys were administered in 2017–2018 (10,000 pre-presentation, 7,000 post-presentation), which contained 11 quick questions to measure three key concepts:

- demographic and family history relative to postsecondary education,
- very basic measures of the individuals' intent to pursue secondary education, and
- factual knowledge about the types and extent of resources available to assist with postsecondary education.

¹The FAFSA application period for 2018 high school graduates is open until June 30, 2019, so final numbers are not yet available for that cohort. At the time this report was completed, it was around 70 percent completion.

Our Impact

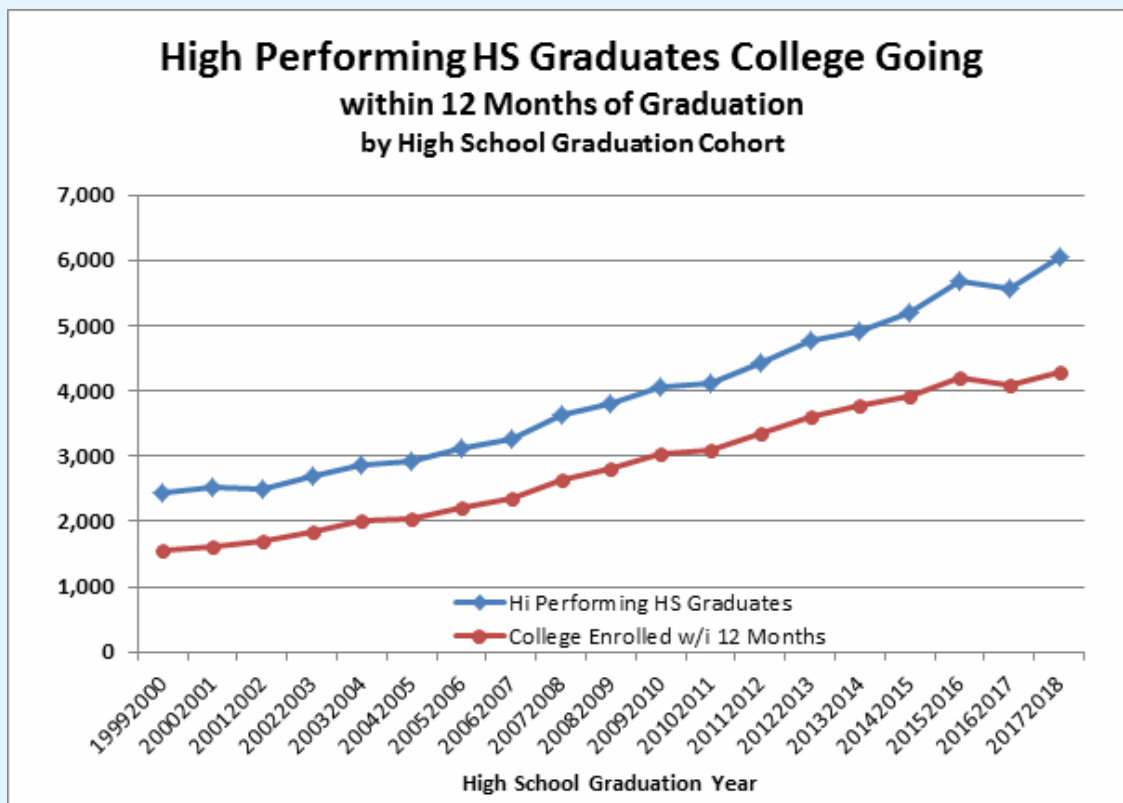
The analysis of the survey results gives insight into the impact of KHEAA Outreach programs and provides an indication of how well the agency is fulfilling its commitment to the continuous improvement of outreach services. The following are some results that we are particularly proud to share:

- Measures of intention to pursue postsecondary education were generally much more positive in the post-presentation surveys, where differences were statistically significant for all items.
- Factual knowledge about postsecondary education resources dramatically increased between the pre-presentation and post-presentation surveys, with all responses being positive and statistically significant.

Overall, the surveys show that KHEAA Outreach activities are having a significantly positive effect on Kentucky students' knowledge and attitudes toward continuing their education after high school.

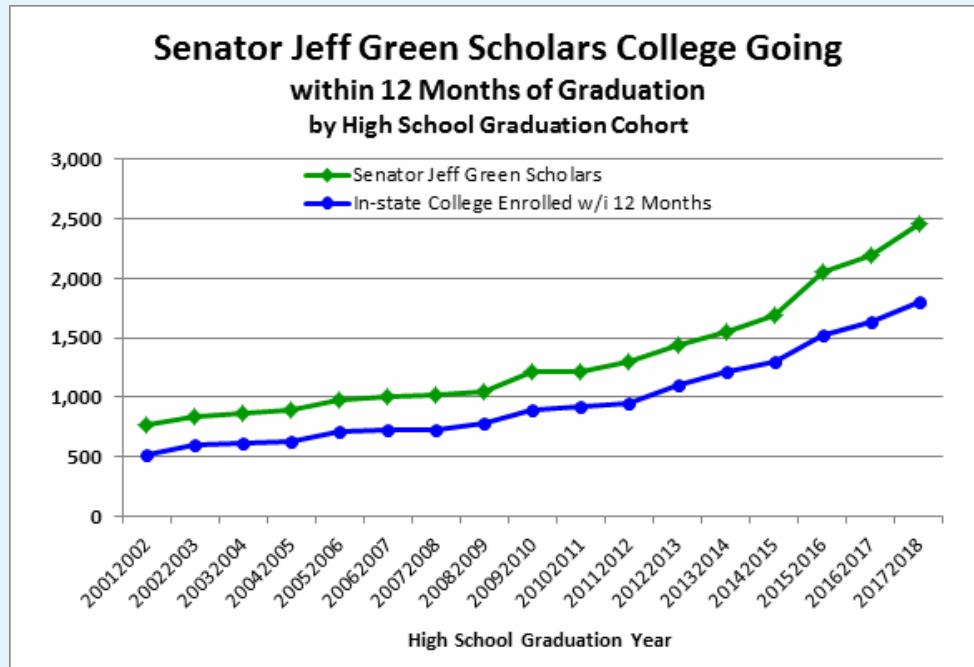
High-Performing Kentucky High School Graduates

High school graduates scoring 28 or higher on the ACT exam are considered high-performing high school graduates. The number of high-performing students graduating from high school in fiscal year 2018 reached an all-time high of 6,039, an 8.7 percent increase over the previous year. High-performing high school graduates currently constitute 12.8 percent of all Kentucky high school graduates, and this proportion has more than doubled since fiscal year 2000. The college going rate for these students was 71.1 percent for 2018.



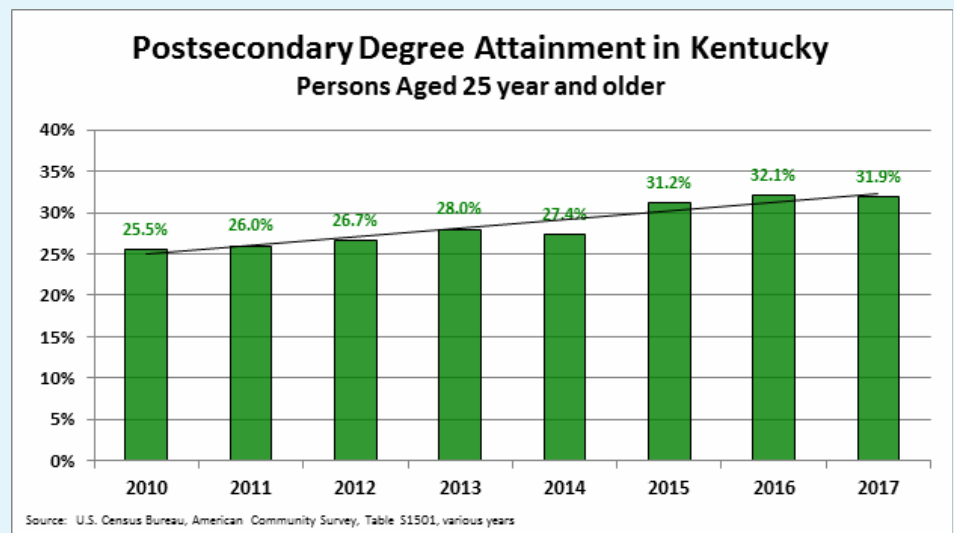
Our Impact

Senator Jeff Green Scholars are the highest-performing high school graduates in Kentucky, maintaining a 4.0 GPA each year of high school and scoring 28 or higher on the ACT exam. These students are the recipients of the maximum base and supplemental awards for the Kentucky Education Excellence Scholarship (KEES). In the 2017–2018 academic year, 5.2 percent of all Kentucky high school graduates earned this distinction, and they had an in-state college going rate of 73.1 percent.



Long-Term Effects

The U.S. Census Bureau's American Community Survey tracks the proportion of individuals in each state, aged 25 and older, who have attained an associate's, bachelor's or graduate/professional degree. The Commonwealth of Kentucky has been on pace since 2010 to increase this percentage slightly more than 1 percent per year. The percentage of people in Kentucky with a postsecondary degree in 2017 was 31.9 percent, and if the 10-year trend holds, fully one out of three Kentuckians will have attained a postsecondary degree by 2019. KHEAA Outreach and KHEAA programs are vitally important to making a positive and lasting impact for the citizens of the Commonwealth.



New Initiatives

New texting service sends updates, reminders to students and parents

In August 2017, KHEAA launched a texting service for students, parents, college access professionals and others. Subscribers who opt in to the service receive college access updates and reminders from KHEAA approximately twice a month.

The goal of the service is to “nudge” students and those who support them in the right direction when it comes to remembering and completing various important steps in the college access process.

Text topics have included tips about college research, college admission, financial aid programs, FAFSA completion, verification, ACT/SAT prep, KEES, searching for scholarships and more.

Not only do the text messages serve as important reminders or calls to action, but they also keep students and families engaged and aware throughout the year. This is particularly important during the summer months when a phenomenon called summer melt can occur, which is when students who have completed the necessary steps to enroll in

college do not show up on a college campus in the fall. Text nudges can provide a valuable service for those who may not have access to a school counselor or other professional to guide them through the summer until they reach their college campus.

In addition to receiving texts, subscribers can also text back with questions or comments and receive a personalized response from a KHEAA Outreach staff member. Those interested in receiving the texts can opt in at any time by texting the word OUTREACH to 800.928.8926.

Kim Dolan named new Outreach Director

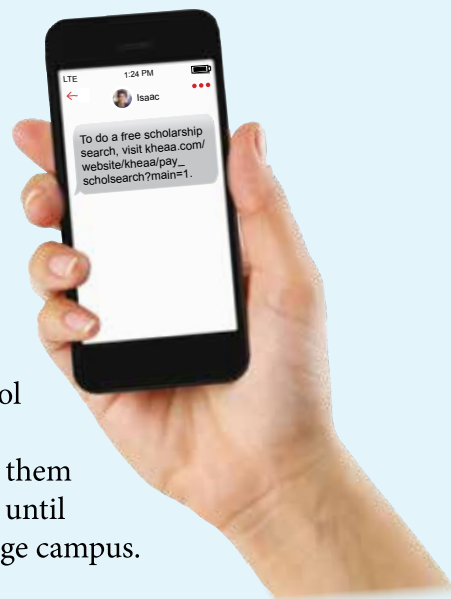
In August 2017, Kim Dolan was promoted to Director of Outreach Services, replacing longtime director Susan Hopkins, who retired after 28 years with KHEAA. Kim started with KHEAA in 2005 as Jefferson County Outreach Counselor and was later promoted to Assistant Director of Outreach Services in 2010.

I've been telling my students to sign up for your texting service. They may not hear everything I tell them, but they all read their texts!

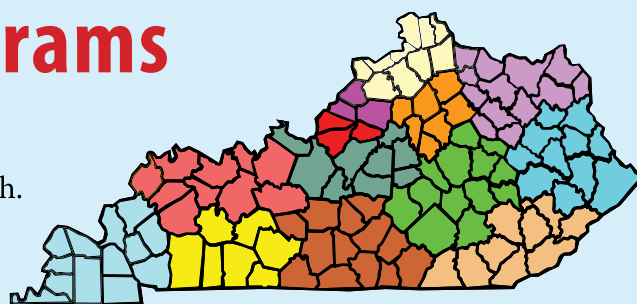
— High school counselor

Your text reminders help me know what to ask my son in case he forgets to tell me about a deadline or something important.

— High school parent



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

Brandon Brown



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

Steven Held

Gene Weis covered this region for the first half of FY2018.



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

Joplin Rice

Keith Ritchie covered this region for the first part of FY2018.



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

Chase Durrance

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

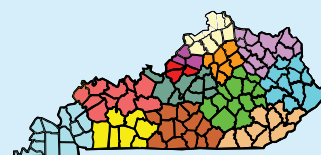
College Info Road Show

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.



Kevin Wilson

Steven Held was the on-board counselor for the first half of FY2018.



COUNTIES: Statewide

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.



What a great service to have for free! The students are still talking about it. Thank you so much for bringing the College Info Road Show vehicle to our school.

— High school counselor

This has, by far, been the most fun presentation of the day!

— Middle school student
(after visiting the CIRS during an Operation Preparation event)

CIRS counselor Kevin Wilson (left) helps high school students navigate the internet to find financial aid for college.

Major Programs

Workshops, Exhibits and Community Events

KHEAA 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 KHEAA programs and initiatives. This chart shows the number of activities conducted in 2017–18 and the contacts made through these activities.

	College Info Road Show	Regional Outreach	Total
Contacts			
Contacts at Exhibits ¹	824	54,760	55,584
Contacts at Presentations ¹	2,768	113,393	116,181
Contacts at Visits ¹	n/a	3,458	3,458
Total	3,592	171,611	175,203
Activities			
Number of Exhibits ²	34	718	752
Number of Presentations ²	260	5,728	5,988
Number of Visits ¹	n/a	2,379	2,379
Total	294	8,825	9,119

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

KHEAA participates in the Kentucky College Coach (KCC) Program, which is funded in part with a grant to the Kentucky Campus Compact through Serve Kentucky. The program 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 students at our 31 participating schools for postsecondary opportunities. The 2017–18 academic year marked the eighth consecutive year that KHEAA has served as an intermediary partner in the KCC Program.

KHEAA COLLEGE COACH SCHOOLS FY2018

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
Floyd Central High School
Gallatin County High School
Grant County High School
Holmes High School
LaRue County High School
Lynn Camp High School



In April 2018, four Kentucky College Coaches were recognized at a meeting of the Lexington-Fayette Urban County Government in honor of National Service Recognition Day. *Left to right:* Lauren Grant of Grant County H.S., Jennifer Holt of Holmes H.S., Nathan Messenger of Gallatin County H.S., and Faith Christian of Tates Creek H.S.

The average senior year GPA of KCC core students is 3.13 versus the statewide average senior year GPA of 2.96.

Program evaluations show that core students graduate high school on time at a rate of 98.9 percent, 5.9 percent higher than the statewide average.

The college readiness rate, 65.3 percent, for junior and senior core students exceeds the statewide readiness rate of 56.9 percent.

64 percent of core students attend college versus 50.5 percent of juniors and seniors statewide.

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
Tates Creek High School
Valley Traditional High School
Warren East High School
West Carter High School
Whitley County High School

Major Programs

I had a student this year who, for numerous reasons, felt college was out of reach.

She is an independent student and has been living on her own and working nearly full-time in the evenings for over a year while maintaining strong grades and earning a 26 on the ACT. I knew she would require more mentoring sessions due to her skepticism about college being within her reach.

I am happy to report she now has a full ride to Northern Kentucky University, and she was admitted to their honors program.

My proud moment came when I watched this student pay it forward with her best friend. Her friend had dropped out of high school, but due to my student's intervention, she re-enrolled and obtained her high school diploma. My student brought her friend into my



Jen Holt (far right) pictured with Holmes High School students during a College Decision Day event.

office and helped her with her FAFSA, verification, and with applying to colleges.

I was so proud to see my student teaching her friend. She had internalized what I taught her, and it made a difference to her

and her friends and family. This was one of the most meaningful things that happened to me this year.

— Jen Holt,
Kentucky College Coach,
Holmes High School

Our coach has been a blessing to our students. She has made the position her own — not only meeting the expectations set for her, but also going beyond those. As a college coach, she has the ability to focus on a group of children with high need. This is so important.

— High school principal

Our Kentucky College Coach has been so helpful to our students. She relates well to the students, and they listen to what she has to say. She has been a real asset to our school. I can see her becoming a school counselor one day.

— High School counselor

PROGRAM STATS

- 508 core students graduated high school in 2017–2018
- KCC core students were offered more than \$6.8 million in scholarships (this does not include grants or any other type of financial aid)
- 31 KHEAA KCCs served a total of 33,800 hours during their 10-month service term

Major Programs



KENTUCKY goes to college

Kentucky Goes to College is KHEAA's one-stop site for its major college access initiatives — Close the Deal, Kentucky College Application Campaign and College Decision Day. The site, at kygoestocollege.com, offers resources for schools and organizations interested in enhancing their college-going culture through these proven initiatives.

The site offers a variety of resources, links, and activities to help school counselors, community leaders or college access providers implement one or more of these programs, as well as to help students who are going through the college application and financial aid processes. Schools or organizations that planned to host a Close the Deal, College Application Campaign or College Decision Day program during the 2017-2018 school year were encouraged to register on the website. In addition to receiving some free promotional materials, registered schools received access to training webinars and the most up-to-date program news and updates.

Close the Deal

KHEAA's Close the Deal (CTD) is a one-day program that helps Kentucky high school students prepare to make the transition to life after high school by arming them with knowledge 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 their future careers. Students hear from 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: 1) a college representative, 2) a financial aid expert and 3) a local business leader or school alumnus.

Some schools choose to hold their CTD programs in the fall for seniors. Other schools plan spring events



Outreach Counselor Kevin Wilson delivers important financial aid and college planning information to students during the Close the Deal event at Bourbon County High School.

for sophomores and juniors to encourage earlier college exploration and planning.

The program is open to any school that wants to participate. A toolkit and implementation guide is available on kygoestocollege.com, allowing schools to customize their events. Sixty schools registered to participate in the program in the 2017–2018 school year.

Major Programs

Kentucky College Application Campaign

The 2017–2018 school year marks the seventh year in a row that KHEAA sponsored Kentucky College Application Campaign (KCAC). 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.

Applying to college can seem overwhelming to many students, particularly those who do not have an immediate family member who attended college. For those students, not having someone who can help them navigate the college application process can be



Students at Louisville Male High School show why applying to college is important for the **#WhyApply** social media campaign.

intimidating — and enough to prevent them from pursuing postsecondary education.

By implementing the KCAC program, 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 timeline. 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 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



Students at Webster County High School celebrate applying to college at a KCAC event.

Major Programs

and students. Registered participants also received access to training opportunities 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 **#whyapply**, **#ipliedky** and **#kygoestocollege** hashtags. There were hundreds of posts using the hashtags, 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. Participating schools

reported over 5,800 seniors participated and submitted nearly 13,000 college admission applications. In addition, over 93% 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% 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 over 76% of respondents said KCAC activities helped them feel better prepared to fill out college admission applications. The second chart below shows that nearly 69% of respondents thought the KCAC activities in their school changed their likelihood of going to college after they graduate high school.

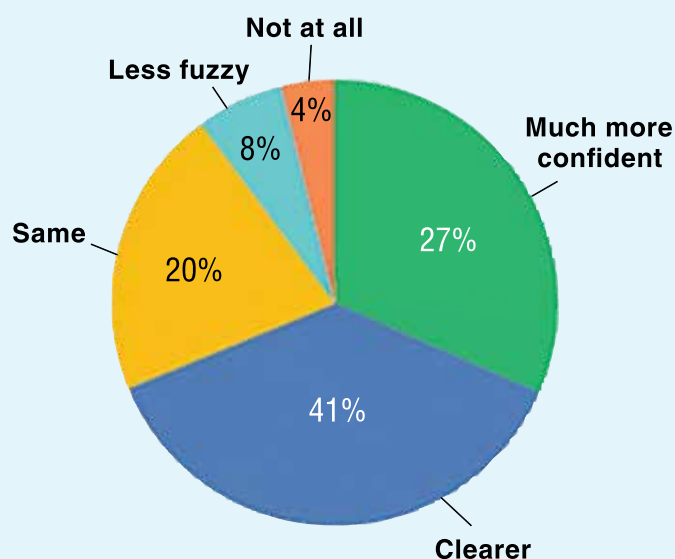
Having our KHEAA outreach counselor and college admissions reps here to answer all of our students' questions was the best thing about our application event.

— High school counselor

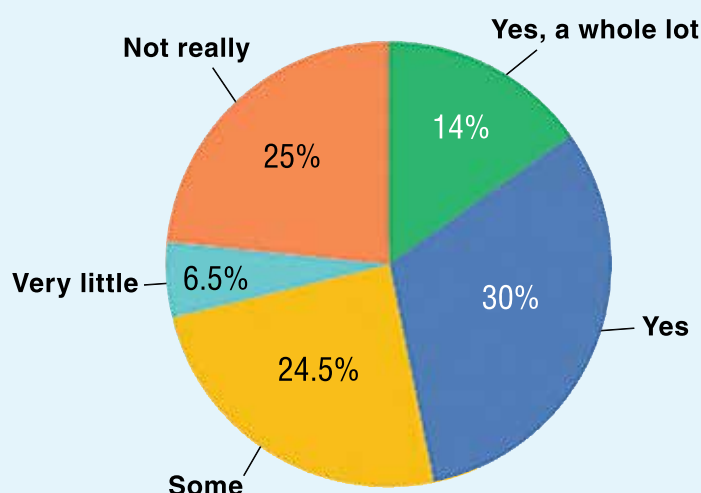
My friends seem to have everything figured out, but I just don't. It's good to know there are other students like me who need help too.

— 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 2018, schools across the state held College Decision Day programs 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.

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 former First Lady Michelle Obama's Reach Higher initiative, and is supported by organizations like Better Make Room and American College Application Campaign.



Seniors at Nicholas County High School celebrating College Decision Day with KHEAA mascot, Morty the Mortarboard.

KHEAA offered a training webinar in early spring for participating high schools to explain more about the event and share tips and best practices for implementing the program. Most events take place in April or May and 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.



This program has quickly become one of my favorite things we do all year. We not only recognize our college-bound students, but also our military, apprenticeship and workforce students. When they see people applauding the choices and plans they've made for their futures, it's really powerful.

— High school counselor

Major Programs



Southern Kentucky Senior Outreach Counselor Audrey Price helps a student with FAFSA completion.

FAFSA Completion and Verification Support

With the release of the 2018–2019 FAFSA on October 1, 2017, outreach staff began providing FAFSA completion assistance at high schools, adult education centers and community organizations all across their regions. Conducting FAFSA completion workshops is one of the most highly demanded services provided by KHEAA Outreach, and collectively, outreach counselors conducted more than 1,860 FAFSA workshops during the fiscal year.

The first 18–19 FAFSA filed nationwide came from Kentucky, and Kentucky ranked #1 in FAFSA completion nationally from October 1 through the first week of December (source: *Form Your Future FAFSA Tracker*). In addition, KHEAA's *FAFSA Checklist* was touted as an essential component to successful FAFSA completion in Kentucky. The checklist is made available for download on kheaa.com, and hard copies could be requested through the online publication order form, as well as through outreach staff.

A student came to see me this afternoon and he was literally BEAMING! He is so incredibly thankful for your help (with the FAFSA). And I thank you! You have made, and are making an incredible difference, not just for our student's futures but for our community financially as well. I am so grateful for your help. You are AWESOME!

— School counselor

My son and I really appreciate all you did for us. This FAFSA thing is so stressful and neither his father nor I have done this before. You made it look easy.

— Parent

I am so glad you are here! I was locked out and thought I could never get back in. You are so helpful. Thank you for helping me finish this FAFSA!

— Student

With the FAFSA process starting in October, outreach counselors also had additional time and opportunities to help guide students and families through the FAFSA follow-up and verification processes into the spring and summer months. Many postsecondary institutions that participate in the KHEAA Verify process also invited Outreach staff to their campuses during student registration and orientation programs to guide students and their families through the KHEAA Verify process and to answer their verification questions. Over 460 FAFSA follow-up sessions were conducted in the 2017–2018 year.

KHEAA's dedication to providing FAFSA help to the community is such a huge asset. I love seeing our patrons taking advantage of the KHEAA workshops.

— Youth librarian

Major Programs



Kentucky middle school students show off their KEES brochures during a KHEAA Outreach presentation.

Early Awareness

Each year, KHEAA outreach counselors seek to reach high school underclassmen, middle school students and elementary school students with age-appropriate workshops and publications designed to promote career exploration and college planning. Topics range from encouraging students to aspire to further their education beyond high school to connecting hobbies with possible career interests to understanding how scholarships and other financial aid resources can help pay college costs, including the KEES scholarship.

In reaching out early, KHEAA aims to educate younger students and their families on the variety of higher education opportunities available and motivate them

to take the steps necessary not only to enroll, but also persist and ultimately earn a postsecondary credential. During the 2017-18 fiscal year, KHEAA Outreach conducted more than 920 on-site workshops for elementary school students, middle school students, high school underclassmen and their families.

Thank you for presenting Your Map to College to our eighth graders. This presentation is so helpful, showing them how they should start their high school careers and what they need to do to become college ready.

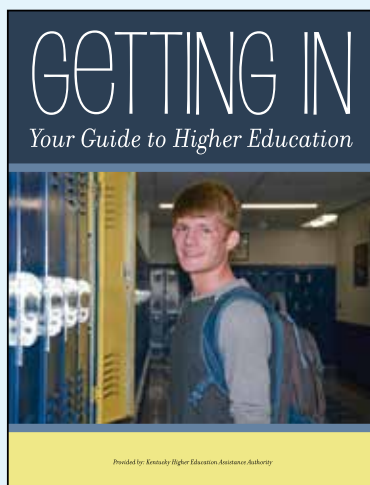
— School counselor

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. Our publications are updated regularly and are used by nearly every college access organization in the state.



I love the resources you provide, especially the (Kentucky Goes to College) folders, and that they emphasize all they need to know to apply and keep on track for senior year.

— High school counselor



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.

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

KHEAA 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 FY2018, the number of Facebook “likers” grew by 9 percent (1,201 new likers), with Twitter followers growing by 10 percent (441 new followers).

Kentucky Center for Statistics

KHEAA participates in the Kentucky Center for Statistics (KY Stats), 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 57,600 student and parent callers were served in FY2018.

Electronic Transcripts

KHEAA, 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 FY2018

<i>Adults Returning to School</i>	7,088
<i>Affording Higher Education</i>	4,275
<i>College Circuit</i>	71,810
<i>Getting In</i>	70,105
<i>It's Money, Baby</i>	16,928
<i>Surviving College</i>	16,520
<i>Surviving College (Adults)</i>	4,231
TOTAL	190,957

OTHER MATERIALS DISTRIBUTED

Bookmarks	1,762
FAFSA Checklist	30,642
FAFSA Infographic	11,180
Financial Aid for Adults flier	3,399
<i>Getting the Facts</i>	11,443
High School Basics flier	30,102
KEES Brochure	59,901
Kentucky Advantage Loan brochure	1,499
Kentucky Advantage Refinance Loan brochure	790
Kentucky Education Savings Plan Trust brochure	767
KESPT Activity Book	24,817
kheaa.com brochure	27,142
KHEAA Verify flier	571
Military Member/Spouse Financial Aid Programs fliers	1,293
Outreach Annual Report	94
Outreach Presentation Guide	952
Posters	4,592
Technical/Trade School flier	4,985
TOTAL	215,931

Partnerships

KHEAA Outreach has the privilege of working with these amazing organizations, as well as countless school districts, community-based organizations, postsecondary institutions and other entities across the Commonwealth that are too numerous to list. We thank you for your partnership in this important work.

55,000 Degrees

American College Application Campaign (ACAC)
Association of Independent Kentucky Colleges and Universities (AIKCU)
Berea Partners in Education
Council on Postsecondary Education
Family Resource and Youth Service Centers
Governor's Scholars Program
Governor's School for Entrepreneurs
Governor's School for the Arts
Green River Regional Educational Cooperative (GREEC)
KentuckianaWorks College Access Center
Kentucky Adult Education Skills U
Kentucky Association of Career and Technical Education (KACTE)
Kentucky Association of College Admission Counselors (KYACAC)
Kentucky Association of College Registrars and Admission Officers (KACRAO)
Kentucky Association of Educational Opportunity Program Personnel (KAEOPP)
Kentucky Association of Student Financial Aid Administrators (KASFAA)
Kentucky Campus Compact
Kentucky Career Center
Kentucky College and Career Connections Coalition (Ky3C)
Kentucky College and Career Readiness Coach Association
Kentucky College Coaches Program
Kentucky Counseling Association (KCA)
Kentucky Department of Education
Kentucky Educational Collaborative for State Agency Children
Kentucky GEAR UP Programs
Kentucky Jump\$tart Coalition
Kentucky Latino Education Alliance (K LEA)
Kentucky School Counselors Association (KSCA)
Kentucky State Fair Board
Kentucky TRiO Programs (Upward Bound, ETS, EOC, SSS)
Kentucky Youth Career Center
Louisville Education and Employment Partnership (LEEP)
National College Access Network (NCAN)
Ohio Valley Educational Cooperative
Prichard Committee for Academic Excellence
Rogers Scholars Program
Serve Kentucky
The Center for Rural Development
West Kentucky Educational Cooperative (WKEC)
Whitney M. Young Scholars Program
YMCA Black Achievers

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!

Text OUTREACH to 800.928.8926 to begin receiving college access updates and reminders from KHEAA Outreach staff. You'll receive approximately two texts every month!



www.kheaa.com
800.928.8926

