

outreach

annual report



FISCAL YEAR 2019

OUR MISSION

Contents

The Current Landscape	4
Our Impact	6
New Initiatives	9
Major Programs	10
Resources	21
Partnerships	23

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

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 with similar goals.

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.



FINANCE AND ADMINISTRATION CABINET
KENTUCKY HIGHER EDUCATION ASSISTANCE AUTHORITY

Andy Beshear
Governor

P.O. Box 798
Frankfort, Kentucky 40602-0798
Phone: 1.800.928.8926
Fax: 502.696.7373
www.kheaa.com

Holly M. Johnson
Secretary

Eugene P. Hutchins
Executive Director

Dear Fellow Kentuckians:

The Kentucky Higher Education Assistance Authority (KHEAA) was created by the General Assembly to improve and expand access to college and technical training. KHEAA's mission is to promote and expand educational opportunities by providing financial aid and informational resources that enable Kentuckians to succeed in attaining their postsecondary educational goals.

KHEAA's work to encourage student success includes the successful transition into and the completion of the student's postsecondary educational program. This work is accomplished by providing an array of programs, services and pathways that enable students to be successful in reaching their educational goals.

An important part of our mission is to provide students and parents with the information they need to make informed decisions about postsecondary education. To that end, KHEAA's outreach services work in local schools and communities across the state to help Kentuckians understand their postsecondary options, prepare for postsecondary education and navigate the admissions and financial aid processes. Our comprehensive outreach efforts, many in partnership with other college-access organizations, support students, parents and counselors through presentations, help with filing the Free Application for Federal Student Aid (FAFSA) and a variety of online and printed informational resources.

This 2019 Outreach Annual Report highlights KHEAA's comprehensive outreach services which help students earn certificates and diplomas, two- year, four-year and advanced degrees. These services include, but are not limited to, regional field counselors; the College Info Road Show; an interactive website for college, career and student financial aid planning; award-winning publications for students of all ages; near-peer college coaches; and the Kentucky Goes to College campaigns.

The report will demonstrate how KHEAA positively impacts the state by helping students prepare for the future so they can successfully pursue career aspirations and answer the Commonwealth's need for residents qualified to compete in a global economy.

Sincerely,

A handwritten signature in black ink that reads "Eugene P. Hutchins".

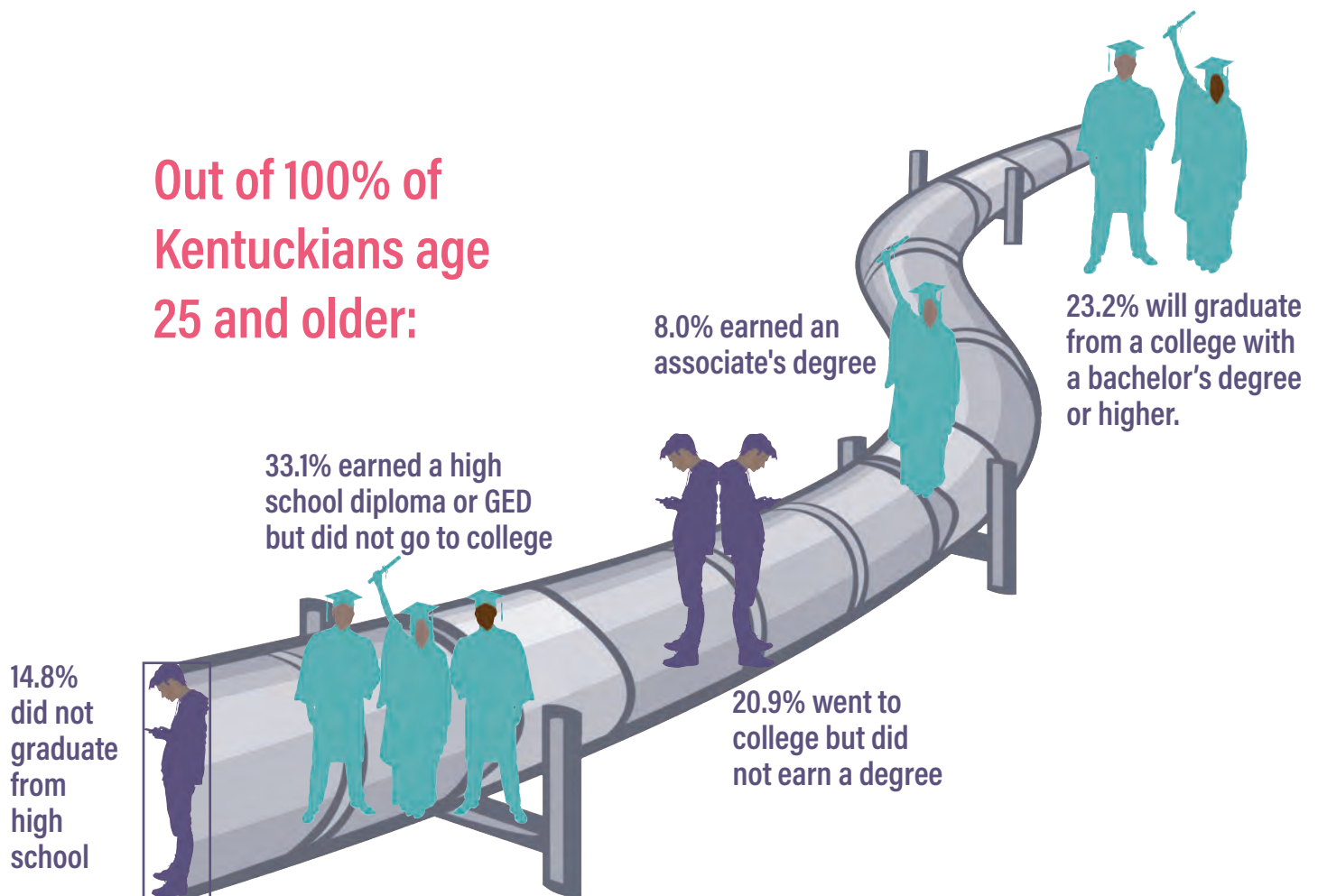
Eugene P. Hutchins
Executive Director, KHEAA

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

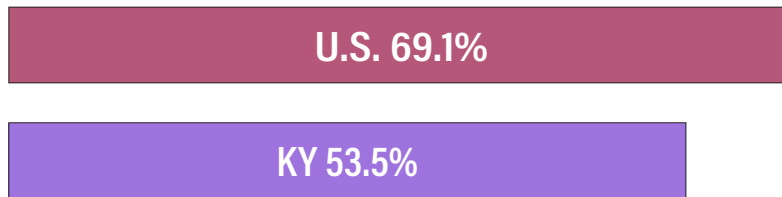
The representation below shows how Kentuckians currently move through the pipeline from high school to postsecondary credential or degree attainment. The programs and services outlined in this report are meant to address the leaks in this pipeline by creating early awareness of the benefits of postsecondary education and training and by removing barriers the 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.



Source: U.S. Census Bureau, 2013–2017 American Community Survey Five-Year Estimates (Table S-1501), accessed September 25, 2019

THE CURRENT LANDSCAPE

Percent of United States and Kentucky High School Graduates Enrolled in Postsecondary Education within One Year after High School Graduation in Academic Year 2017-2018



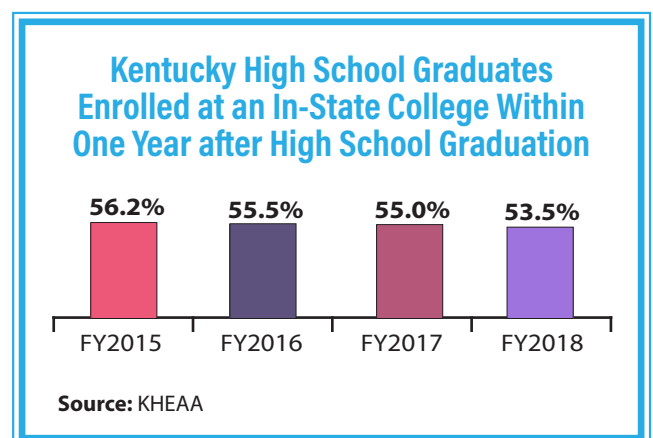
Source: U.S. Department of Labor, Bureau of Labor Statistics; U.S. Department of Education, National Center for Education Statistics, IPEDS; and KHEAA

College Going and Pell Grant Eligibility in Kentucky

Pell Grant eligibility is commonly recognized as a primary indicator of high financial need for students attending college. The Federal Pell Grant is a means-tested, need-based program serving as the primary national financial aid resource for postsecondary students. Awards are made by the U.S. Department of Education to students enrolled at eligible institutions based on expected family contribution (EFC). A student's EFC is calculated using information from the FAFSA. The maximum Pell Grant for the 2018–2019 academic year was \$6,095 for students enrolled full time.

The percentage of low-income high school graduates in Kentucky who completed a FAFSA and were eligible to receive the federal Pell grant decreased from 58 percent of the Class of 2015 to 54 percent of the Class of 2019. The annual rate of Pell-eligible high school graduates transitioning to postsecondary education within one year of high school graduation fell slightly from 54 to 53 percent over the same five-year period.

The in-state college going rate for the 2019 cohort was 53.5 percent, which continued a slow rate of decline as Kentucky continues to come out of the recent national economic recession. The total number of individuals employed in Kentucky continued to increase for the fourth consecutive year, although the rate of increase moderated somewhat in 2018–2019. The monthly unemployment rate has remained less than 4.5 percent for well over a year — the lowest unemployment rate the state has experienced in over a decade. The number of individuals participating in the workforce is now at an all-time high, which impacts college-going rates.



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 workforce needs.

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 the amount of money, if any, the student should be able to contribute toward financing their education and if a student is eligible to receive a Federal Pell Grant and other funds.

Approximately 66 percent of Kentucky's 2019 high school graduates completed a FAFSA.* Only undergraduate students can qualify for the Pell Grant, and in Kentucky nearly 70 percent of undergraduate applicants were eligible. Almost half (47.7 percent) of undergraduate applicants in Kentucky were students whose EFC was zero, meaning the federal government recognized these students and their families had such financial need that they qualified for the maximum amount for the Pell Grant as well as other federal and state need-based programs .

FAFSA completion assistance is one of KHEAA's most frequently requested services, and Outreach 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 1,700 FAFSA-related workshops during the 2018-2019 academic year. FAFSA completion has historically been recognized as a strong indicator of intent to pursue education beyond high school.

FY2019 FAFSAs

241,434 Kentucky residents filled out FAFSA.

25.7% were first-time college students.

49.2% were first-generation students.

High School to College Knowledge Improvement Survey Results

For the tenth 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. Some 25,400 surveys were administered in 2018-2019 (18,600 pre-presentation, 6,800 post-presentation). They contained 11 quick questions to measure three key concepts:

- demographic and family history relative to postsecondary education,
- 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.

The analysis of the survey results gives valuable 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:

*The FAFSA application period for 2019 high school graduates is open until June 30, 2020. This is the completion rate at the time this report was written.

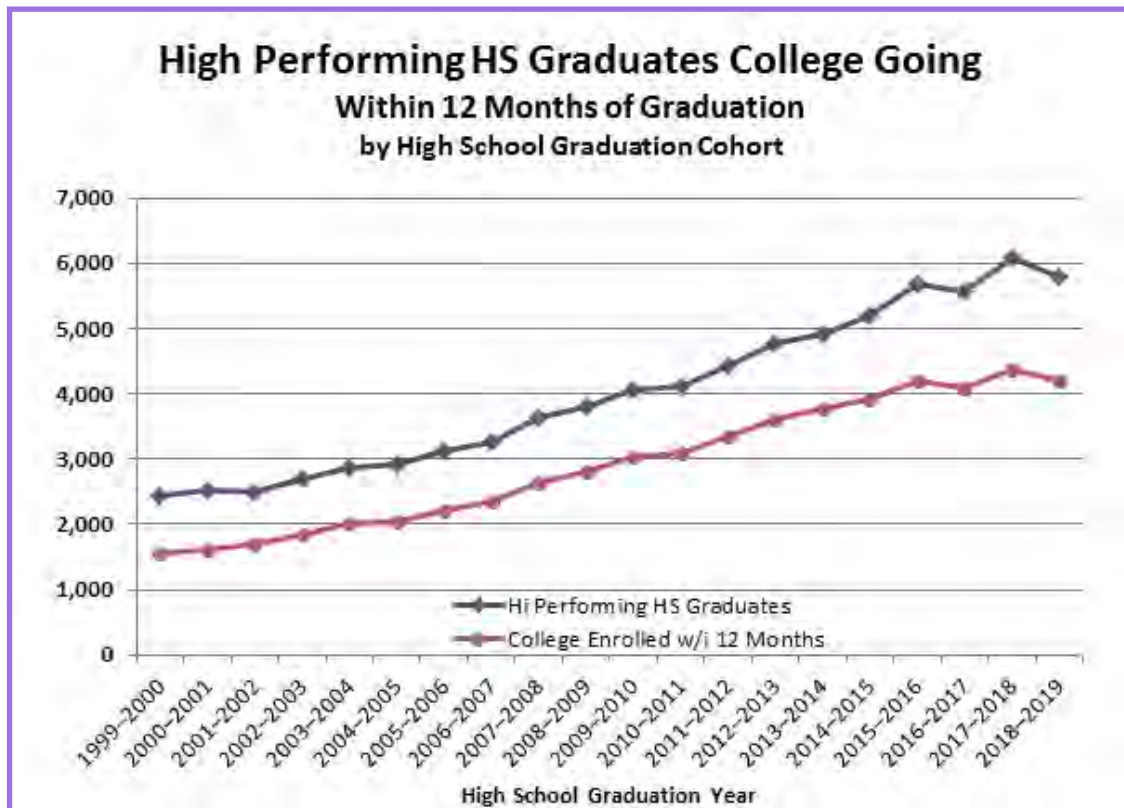
OUR IMPACT

- Survey respondents' perceptions about the importance of postsecondary education and the likelihood that they would pursue education after high school were positive across all measures.
- One question asked if the respondent thought it was likely he/she would go to college. Affirmative answers increased by 3.2 percent and negative answers declined almost 30 percent between the pre-presentation and post-presentation survey groups.
- Increases in factual knowledge about postsecondary education resources between the pre-presentation and post-presentation survey groups were shown to be statistically significant, with students improving their ability to correctly identify facts about the FAFSA, types of financial aid, KEES program requirements and other KHEAA resources.

These results continue to be a valuable tool to facilitate understanding of how our message is received so we can meaningfully adapt that message for new generations of Kentucky students. Overall, KHEAA Outreach activities are having a significantly positive effect on Kentucky students' knowledge and attitudes toward continuing their education after high school.

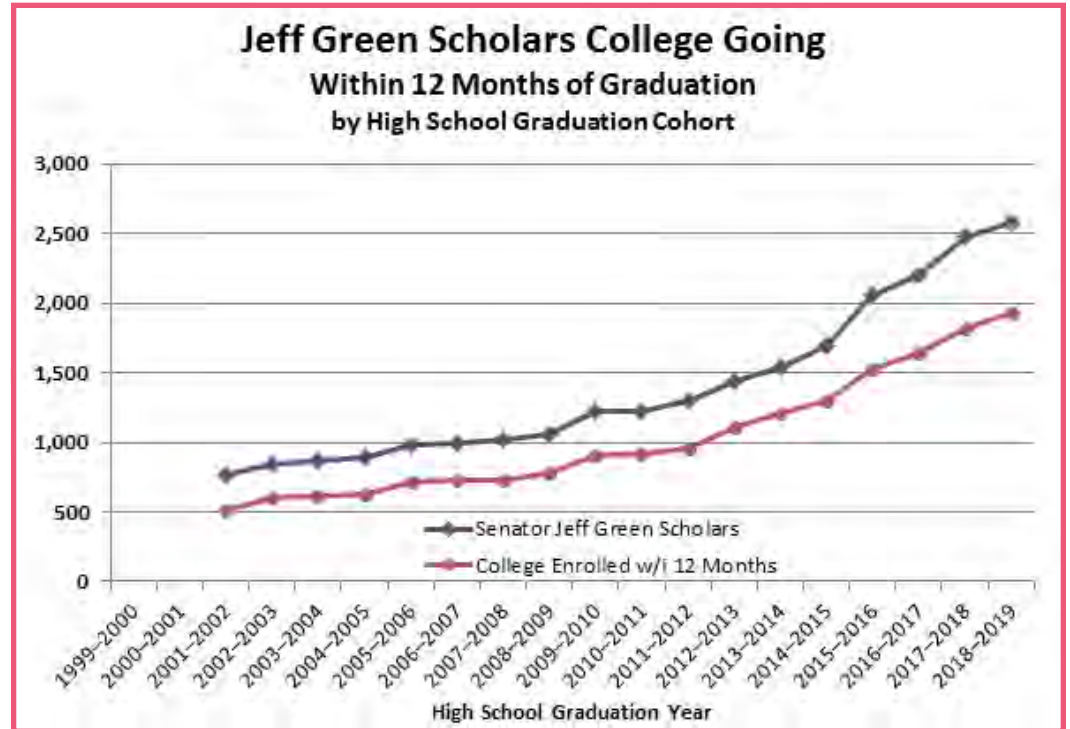
High-Performing Kentucky High School Graduates

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 2019 dropped slightly to 5,780 but still follows an overall positive trend over time. High-performing high school graduates currently constitute 12.3 percent of all Kentucky high school graduates, and this proportion has more than doubled over the past two decades. The college going rate for these students was 72 percent for 2019.



OUR IMPACT

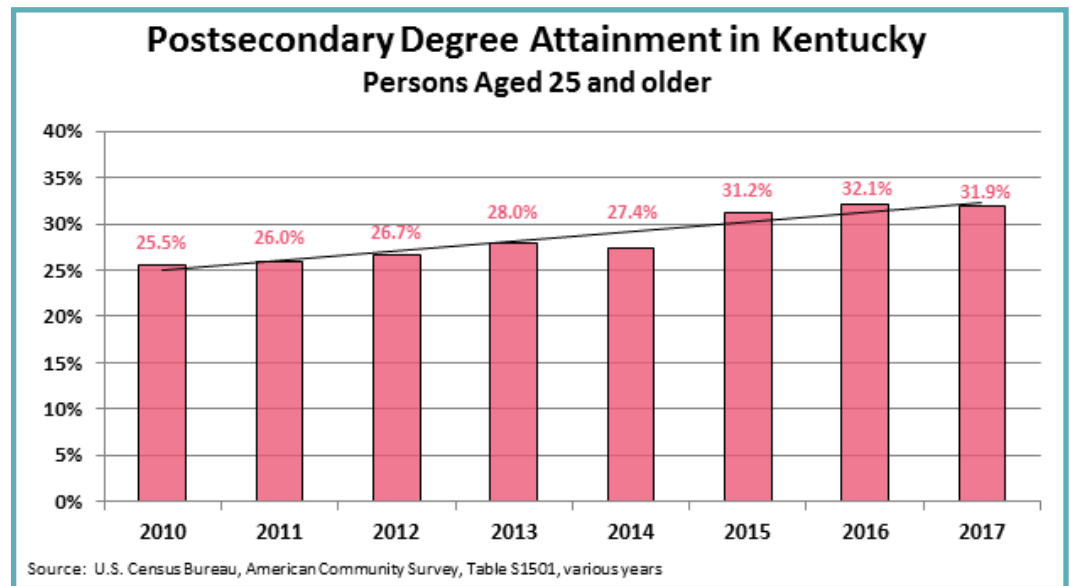
Senator Jeff Green Scholars are the highest performing high school graduates in Kentucky. To earn this designation, students must earn a 4.0 GPA each year of high school in addition to scoring 28 or higher on the ACT exam. These students are the recipients of the maximum base and supplemental awards for the Kentucky Education Excellence Scholarship (KEES). In 2018–2019, 5.5 percent of all Kentucky high



school graduates earned this distinction. They had an in-state college going rate of 75 percent. Since the Jeff Green Scholars program began, the number of high school graduates qualifying has increased every year.

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. 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. If the 10-year trend holds, 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

Student Vlogger

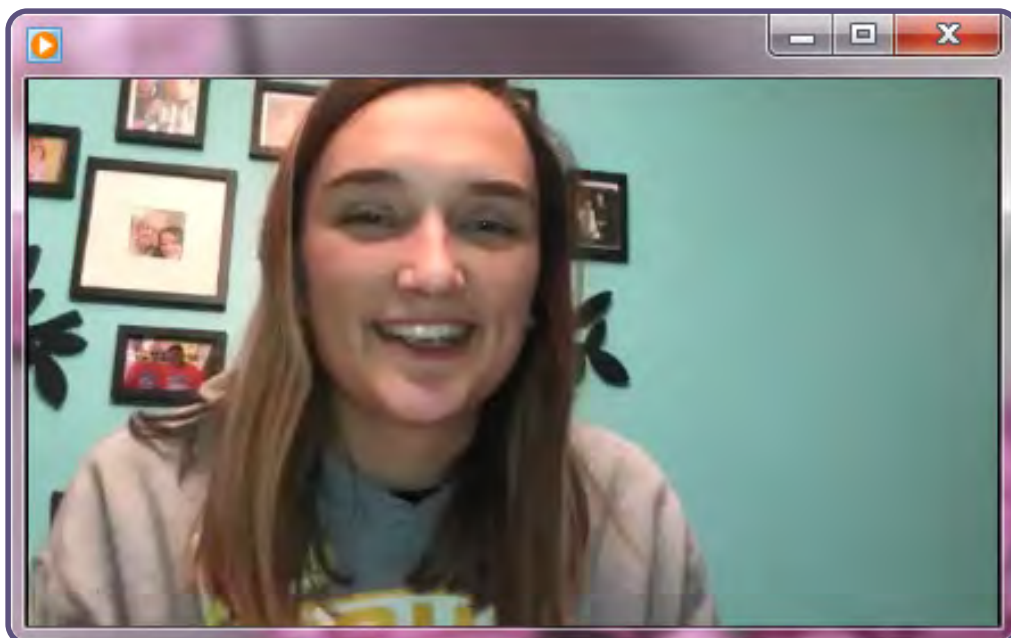
In October 2018, KHEAA launched its first contest to find a student vlogger (video blogger) to create video content for use on the agency website and social media pages. The contest was aimed at high school seniors willing to share their experiences navigating the college access process on video in exchange for a \$500 scholarship to the Kentucky college of their choice. Entrants to the contest submitted brief introductory videos, which were judged by a panel to determine the winner.

KHEAA's first student vlogger, Cortney Bolt, a senior at North Bullitt High School, was introduced in January 2019 with her video about applying to college. Subsequent videos by Cortney would discuss scholarship search tips, attending orientation and preparing to move into a dorm room. To preserve a student voice, Cortney's videos were self-produced and showcased her own experiences in her own words.

In June 2019, KHEAA launched its second vlogger contest to find another high school senior for the 2019–2020 school year. In addition, Cortney Bolt was selected to continue vlogging for KHEAA during her freshman year at the University of Louisville.



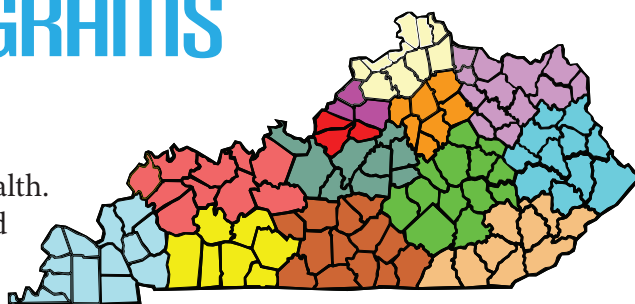
Cortney Bolt was KHEAA's first student vlogger.



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

Emily Bowman began covering this region in June 2019.



NORTHEASTERN



COUNTIES:

Bath, Boyd, Bracken, 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



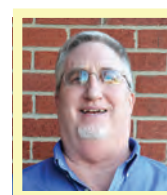
LOUISVILLE METRO EAST



COUNTIES:

Oldham, Shelby and Jefferson east of Interstate 65

Candice Johnson



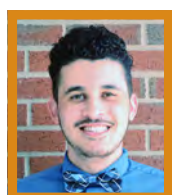
NORTHERN



COUNTIES:

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

Bob McDermott



CENTRAL



COUNTIES:

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

Tré Sims



SOUTH CENTRAL



COUNTIES:

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

Joplin Rice



WEST CENTRAL



COUNTIES:

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

Toni Wiley



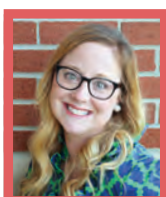
SOUTHERN



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, 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.

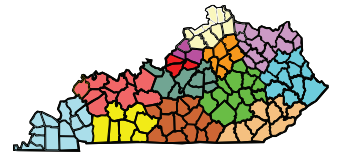
MAJOR PROGRAMS

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



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.



College Info Road Show counselor Kevin Wilson (standing) helps high school students navigate the internet to find financial aid for college.

After they visited the KHEAA bus, my students couldn't stop talking about how much KEES money they could earn to pay for college. This is the most excited I've seen them in a while!

— Middle school teacher

This is such a great resource for our state. We can't wait to schedule another visit in the future.

— School counselor

Will you come back every year? This was a lot of fun!

— Student



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 show the number of activities conducted in 2018–2019 and the contacts made through these activities.

	College Info Road Show	Regional Outreach	Total
Contacts			
Contacts at Exhibits ¹	545	48,233	48,778
Contacts at Presentations ¹	6,954	116,211	123,165
Contacts at Visits ¹	n/a	3,870	3,870
Total	7,499	168,314	175,813
Activities			
Number of Exhibits ²	33	606	639
Number of Presentations ²	725	5,400	6,125
Number of Visits ¹	n/a	2,729	2,729
Total	758	8,735	9,493

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.

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

Career Centers

Chambers of Commerce

Child Advocacy Centers

Children's Homes/Orphanages

Churches/ Faith-Based Services

Civic Organizations

College/Career/Health Fairs

Colleges/Universities

Youth organizations

Community Centers

Community Education Centers

Cooperative Extension Offices

Correctional Facilities

County Fairs/Festivals/State Fair

Day Care Centers

Day Treatment Centers

Elementary Schools

Employment Services

Family Resource/Youth Services Centers

Financial Aid Offices

GEAR UP Programs

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 and Recreation Departments

Professional Organizations

Radio Stations

Scholar Programs

Social Service Programs

Summer Camps

Television Stations

TRIO Programs

Vocational Rehabilitation Offices

YMCAs/YWCAs

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, KHEAA's coaches provide services and resources that prepare high school students at 31 participating sites for postsecondary opportunities. The 2018–19 academic year marked the ninth consecutive year that KHEAA has served as an intermediary partner in the KCC Program.



Kentucky College Coaches pose proudly in front of their banner as they begin service in August 2018.



Emily Bowman (left), Lynn Camp High School college coach, and Kody Ruark (center), Nicholas County High School college coach, accept their Governor's Service Awards from Lt. Gov. Jenean Hampton and Secretary Adam Meier, Cabinet for Health and Family Services, in Frankfort on March 6, 2019.

FY2019 KHEAA College Coach Schools

Anderson County High School	McCracken County High School
Belfry High School	McCreary Central High School
Breckinridge County High School	Meade County High School
Calloway County High School	Nicholas County High School
Casey County High School	North Bullitt High School
Christian County High School	North Hardin High School
Edmonson County High School	Ohio County High School
Fleming County High School	Pendleton County High School
Floyd Central High School	Powell County High School
Gallatin County High School	Southern High School
Grant County High School	Tates Creek High School
Holmes High School	Valley Traditional High School
LaRue County High School	Warren East High School
Lynn Camp High School	West Carter High School
Marion County High School	Whitley County High School

Program Stats for 2018–19

- 584 core students graduated high school
- KCC core students were offered more than \$6.9 million in scholarships (this does not include grants or any other type of financial aid)
- 30 KHEAA KCCs served a total of 31,200 hours during their 10 month service term
- KHEAA Outreach staff conducted over 560 presentations and exhibits at KCC schools

MAJOR PROGRAMS

I have the privilege to serve the students of Floyd Central High School, who have allowed me to become a part of their lives at a significant time: preparing for life after high school.

The 2018–2019 school year was an amazing time that brought laughter, joy, hurdles, self-reflection and growth. There were so many moments, both big and small, that it is hard to say which was most significant, but one in particular stands out to me given the impact it had on my students.

Not long into the school year, I learned that my core seniors had an obsession with the University of Kentucky's football star, Kash Daniel. Kash, a senior linebacker playing for his final year for the University of Kentucky football team, is also a proud eastern Kentuckian. In the spring of 2019, my



Jessica Green (front right) is pictured with Floyd Central High School students and UK football player Kash Daniel (front center) during a campus visit to the University of Kentucky.

seniors and juniors voted to do a college visit to the University of Kentucky, so I planned a surprise for them—my students got to meet Kash while we were on campus and have lunch with him! He spoke to the students about being proud of where they come from while at the same time recognizing that they can love home and still leave home in order to better themselves.

I serve first-generation, low-income students who, for the most part, do not go on vacations or own extravagant belongings or have the same things or opportunities that some of their peers do. This encounter made them feel important and special and had a lasting impact that they will not soon forget."

**— Jessica Green,
Kentucky College Coach,
Floyd Central High School**

The college coach is a true blessing to our school. She contributes leadership, enthusiasm, and unparalleled care for the futures of our students!

— High school principal

The Kentucky College Coaches program has done wonders for our students. It has provided opportunities for some students that otherwise might not be so readily available to them. This is a great program. It is my hope that this program will continue for years to come.

— High school counselor

The college coach helps bring our kids along to where they need to be for life after high school. The program is crucial to our college access goals.

— Principal

My college coach is always available to help me with college questions. I've applied to three schools already. Next on my list is to fill out my FAFSA!

— Student

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



KENTUCKY
goes to college

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 2018–2019 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 announcements.

Close the Deal

KHEAA's Close the Deal (CTD) is a one-day program that helps 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 a college representative, a financial aid expert and 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 for sophomores and juniors to encourage earlier college exploration and planning.

The program is open to any school that wants to participate. Resources available at kygoestocollege.com allow schools to customize their events. Ninety-four schools registered to participate in the program in the 2018–2019 school year.



CLOSE
the deal



Senior Outreach Counselor Casi Benedict delivers important financial aid and college planning information to students during a Close the Deal event at Apollo High School in Daviess County.

MAJOR PROGRAMS

Kentucky College Application Campaign

The 2018–2019 school year marked the eighth year that KHEAA has 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 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



KY COLLEGE
application campaign



Students show off their college choices during a KCAC event.

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 a variety of online resources to help administrators, counselors 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, #iappliedky and #kygoestocollege hashtags. There were hundreds of posts using the hashtags, including students touting their top college choices and schools showcasing their application activities.



A student at Allen County-Scottsville High School celebrates applying to college at a KCAC event.

MAJOR PROGRAMS

More than 130 high schools participated in the event, reaching upwards of 26,000 seniors with admission application assistance. In addition, 100% of the site coordinators who responded to a post-event survey indicated that their students' ability to complete college admission applications was enhanced by participating in the KCAC program. Over 96% 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 chart at left shows that over 73% of respondents said KCAC activities helped them feel better prepared to fill out college admission applications. The second chart shows that over 76% of respondents thought the KCAC activities in their school changed their likelihood of going to college after they graduate high school.

This program encouraged me to apply to college early. I probably would have done it eventually, but definitely not this soon.

— High school senior

Students love the "Applied" stickers! This event really makes them feel like they've accomplished something important. Thank you!

— High school counselor

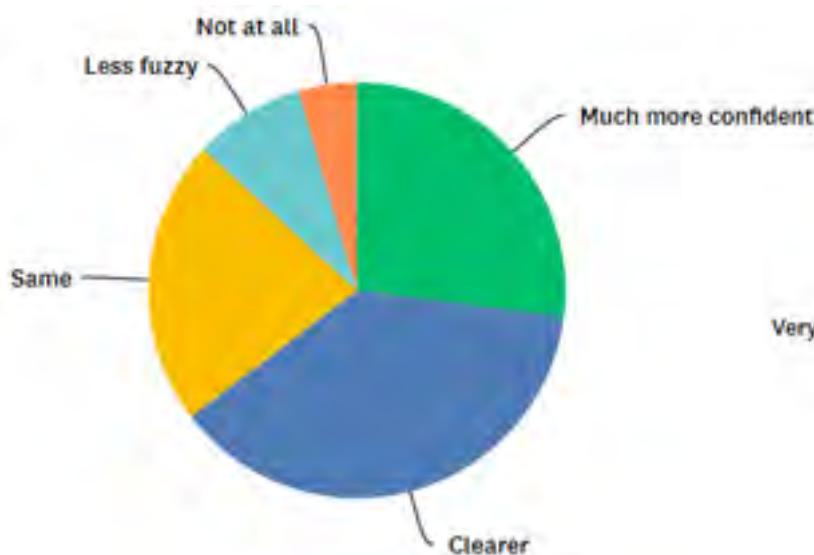
I really liked having someone from the college I want to attend here at our school to help me apply. That made me feel like I was definitely doing it right and not going to mess anything up!

— High school senior

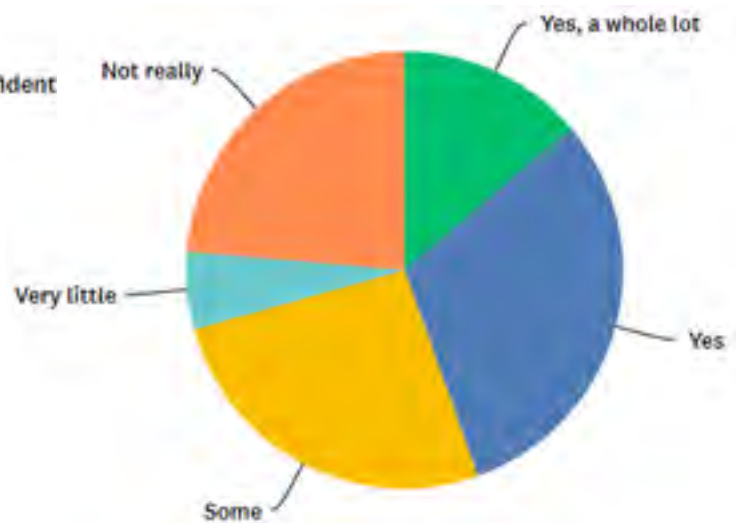
It's a great event at our school, and our KHEAA counselor and college partners are a great asset.

— High school counselor

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 2019, 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.



A group of seniors at Nicholas County High School celebrate College Decision Day by showing their commitment to attend Eastern Kentucky University after graduation.

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. Over 100 schools registered to participate in College Decision Day in Kentucky for the 2018–2019 year.

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.



COLLEGE
decision day

I am so proud of our [College Decision Day] program. It's a great way for all of us — students, parents and staff — to celebrate how much we've accomplished together.

—High school counselor

MAJOR PROGRAMS

FAFSA Completion and Verification Support

With the release of the 2019–2020 FAFSA on October 1, 2018, 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 1,450 FAFSA workshops during the fiscal year.

For the 2019–2020 FAFSA cycle, Kentucky again ranked #1 in FAFSA completion among high school seniors nationally from October 1 through the mid-November and maintained a Top 10 ranking through March 2019 (source: Form Your Future FAFSA Tracker). In addition, KHEAA's 2019–2020 FAFSA Completion Guide was used by schools and organizations across the Commonwealth as a resource to aid students and parents in successful FAFSA completion. The checklist was 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.

Throughout the spring and summer months, Outreach counselors also spent a significant amount of time helping guide students and families through the FAFSA follow-up and verification processes, helping them make FAFSA corrections, submit necessary documentation to complete verification, interpret award letters from institutions and conduct other FAFSA-related support activities. Many institutions that participate in the KHEAA Verify process also invited Outreach staff to their campuses during student registration and orientation events to assist students and families through the KHEAA Verify process and to answer their verification questions. Over 310 FAFSA follow-up and verification sessions were conducted in the 2018–2019 year.



Outreach Counselor Chase Durrance (standing, left) helps students and parents with FAFSA completion during a FAFSA workshop at Calloway County High School.

I just wanted to say thank you for coming and helping our school with FAFSA. What a beast it is, and you are so patient. I SO appreciate you! Thanks again.

— School counselor

Thank you so much for helping me fill out the FAFSA. You've really changed my life.

— Student

I am so glad we finished the FAFSA. If it wasn't for KHEAA, I don't think we would have.

— Parent

I don't know how you do this! Last night, I tried to finish my son's FAFSA, but I just kept getting stuck and didn't know what to do! Thank you for explaining the FAFSA to me and for your help! I don't think I would have been able to complete it without you.

— Parent

I showed my director the FAFSA Completion Guide, and she loved it. We plan to order some to give out to students on campus.

— College admissions representative

MAJOR PROGRAMS

Early Awareness

Part of KHEAA's Outreach programming is designed 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 KEES.

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

Text Nudging

KHEAA texting service, launched in August 2017, allows students, parents, college access professionals and others to opt in to receive college access updates and reminders about 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 include tips about college research, college admission, financial aid programs, FAFSA completion, verification, ACT/SAT prep, KEES, searching for scholarships and more. Messages serve as important reminders or calls to action and keep students and families engaged and aware throughout the year. This service is particularly important during the summer, when summer melt occurs. Summer melt happens 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 valuable support for those who may not have access to a school counselor or other professional to guide them through the summer until they reach campus.

to enroll, but also persist and ultimately earn a postsecondary credential. During 2018–19, KHEAA Outreach conducted more than 1,000 on-site workshops for elementary school students, middle school students, high school underclassmen and their families.

The education you provide to my 8th graders about how the KEES program works is invaluable. I know it helps them once they get to high school.

— School counselor

Thank you for introducing my students to KEES and discussing the importance of taking GPA seriously from the beginning of freshman year instead of waiting until they are an upperclassmen to begin preparing for college. That is so important for them to hear!

— Middle school teacher

I got one of your texts and sent a question back. The reply came really quickly!

— High school student

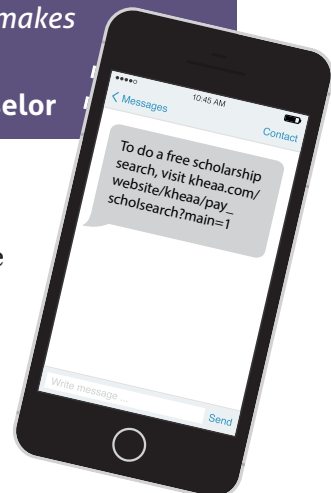
Your texts reminded us it was time to do the FAFSA again. Thanks!

— Parent of college student

I tell all my students to sign up for your text messages. That's how they prefer to communicate anyway, so it just makes sense!

— School counselor

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.

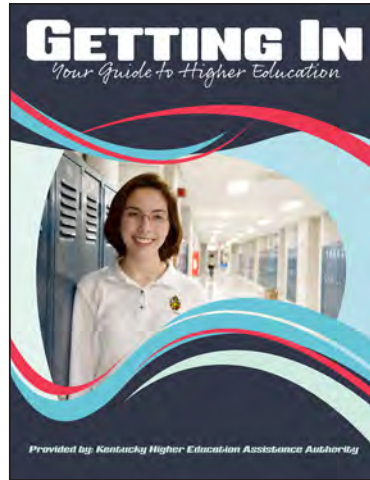


RESOURCES

Publications

Produced by KHEAA's 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. Publications are updated regularly and are used by nearly every college access organization in the state.



Getting In and Affording Higher Education are wonderful! I couldn't live without them!

— School counselor

and estimated financial aid based on each student's specific college choices and their family's unique financial circumstances; apply for and check the status of state grants and scholarships; and submit documentation requested during the KHEAA Verify process.



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

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 to stakeholders. To further increase our local reach, some regional Outreach counselors have created personalized social media accounts, targeting messages in focused geographical areas.

During FY2019, the number of Facebook “likers” grew by 3.3 percent, with Twitter followers growing nearly 1 percent.

Kentucky Center for Statistics

KHEAA participates in the Kentucky Center for Statistics, which collects data to evaluate education and workforce efforts in the state. This includes reports and statistical data about those efforts so policy makers, agencies and the general public can make better informed decisions.

College Access Team Call Center

Trained representatives are available at **1.800.928.8926** to help Kentucky families through the admissions and financial aid processes. Call center counselors also provide information to help families complete and file their FAFSAs, provide documentation for verification and interpret the results of their *Getting the Facts* report. More than 56,450 student and parent callers were served in FY2019.

Electronic Transcripts

KHEAA, the Kentucky Department of Education and Parchment (a digital credential service) 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>	4,589
<i>Affording Higher Education</i>	3,184
<i>College Circuit</i>	77,366
<i>Getting In</i>	73,749
<i>It's Money, Baby</i>	24,323
<i>Surviving College</i>	18,610
<i>Surviving College (Adults)</i>	4,557
TOTAL	206,378

OTHER MATERIALS DISTRIBUTED

Bookmarks	10,665
FAFSA Checklist	35,996
FAFSA Infographic	15,560
Financial Aid for Adults flier	6,111
<i>Getting the Facts</i>	11,092
High School Basics flier	36,536
KEES Brochure	75,111
Kentucky Advantage Loan brochure	28,885
Kentucky Advantage Refinance Loan brochure	2,804
Kentucky Education Savings Plan Trust brochure	2,106
KESPT Activity Book	10,575
kheaa.com brochure	36,926
KHEAA Verify flier	2,259
Military Member/Spouse Financial Aid Programs fliers	3,892
Outreach Annual Report	139
Outreach Presentation Guide	1,548
Posters	3,888
Technical/Trade School flier	7,707
Work Ready Flier	12,777
TOTAL	304,577

PARTNERSHIPS

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

55,000 Degrees

American College Application Campaign

Association of Independent Kentucky
Colleges and Universities

Berea Partners in Education

Council on Postsecondary Education

Evolve502

Family Resource and Youth Service Centers

GEAR UP Kentucky

Governor's Scholars Program

Governor's School for Entrepreneurs

Governor's School for the Arts

Green River Regional Educational
Cooperative

KentuckianaWorks College Access Center

Kentucky Adult Education Skills U

Kentucky Association of Career and
Technical Education

Kentucky Association of College Admission
Counselors

Kentucky Association of College Registrars
and Admission Officers

Kentucky Association of Educational
Opportunity Program Personnel

Kentucky Association of Student Financial
Aid Administrators

Kentucky Campus Compact

Kentucky Career Center

Kentucky College and Career Connections
Coalition

Kentucky College and Career Readiness
Coach Association

Kentucky College Coaches Program

Kentucky Counseling Association

Kentucky Department of Education

Kentucky Educational Collaborative for State
Agency Children

Kentucky GEAR UP Programs

Kentucky Jump\$tart Coalition

Kentucky Latino Education Alliance

Kentucky School Counselors Association

Kentucky State Fair Board

Kentucky TRIO Programs

Kentucky Youth Career Center

Louisville Education and Employment
Partnership

National College Access Network

Ohio Valley Educational Cooperative

Prichard Committee for Academic
Excellence

Rogers Scholars Program

Serve Kentucky

The Center for Rural Development

West Kentucky Educational Cooperative

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 texts every month!



www.kheaa.com

800.928.8926

