

OUTREACH ANNUAL REPORT

FISCAL YEAR 2020



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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 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

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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.

An important part of our mission is to provide students and parents with the guidance and resources 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 workshops, help with filing the Free Application for Federal Student Aid (FAFSA) and a variety of online and printed informational resources.

KHEAA believes the successful transition into postsecondary education can include a variety of pathways, including apprenticeship programs, certificates or diplomas and two-year, four-year and advanced degrees. We provide an array of programs, services and information that enable students to be successful in reaching their educational goals.

Even as we are in the middle of a world-wide health pandemic, we continue to provide robust outreach activities via virtual means. Our outreach activities continue to extend to every county in the Commonwealth, assisting students and families as they prepare and plan for college. Due to school and business shutdowns in the last few months of FY20, our dedicated staff continued to provide services over social media and via other virtual platforms instead of in-person due to COVID-19.

This 2020 Outreach Annual Report highlights KHEAA's comprehensive outreach services and 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 blue ink, reading "Eugene P. Hutchins".

Eugene P. Hutchins
Executive Director, KHEAA

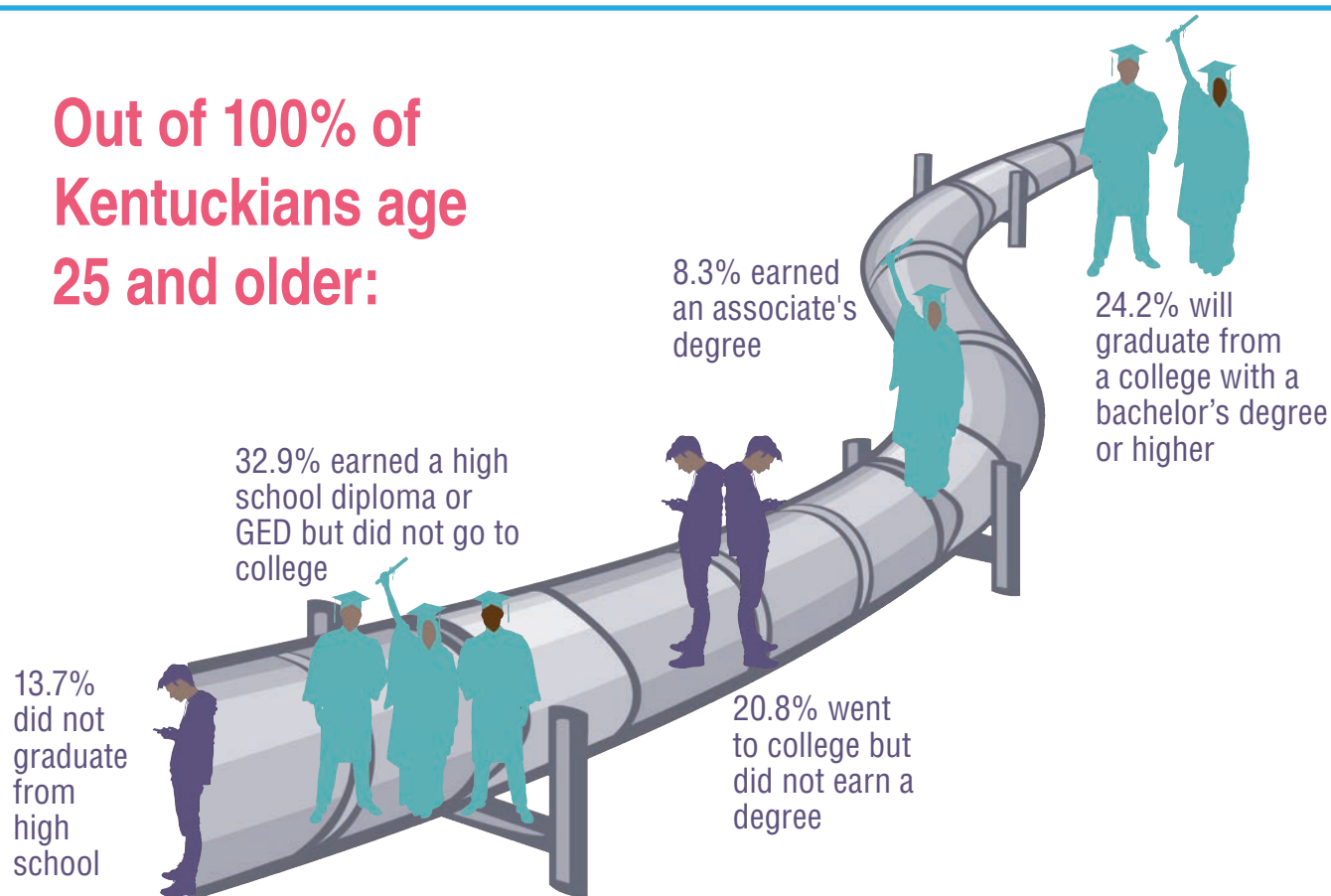
The Current Landscape

KHEAA Outreach has two ultimate goals: to educate students and families about the availability of financial aid to offset the cost of higher education and to provide information that will assist those students in enrolling in and graduating from postsecondary programs. 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 Federal Pell Grant eligibility so we know how to shape our programs to best help the students and families we serve.

Kentucky's College Transition Pipeline

The graphic 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. In the last year, Kentucky saw a 1 percent gain in the number of students graduating with a bachelor's degree or higher and a slightly smaller gain in the number of students earning an associate's degree. The percentage of students not graduating from high school also improved over the previous year by 1 percent. While we celebrate these important gains, we also recognize there is still work to be done if Kentucky wants to see higher postsecondary degree and credential attainment.

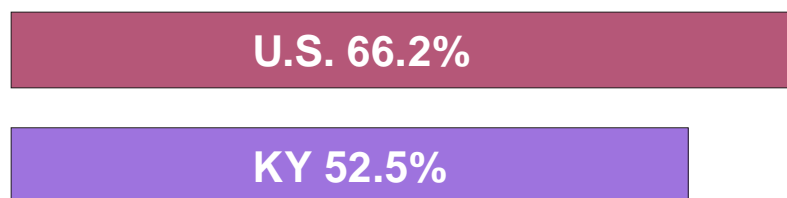
**Out of 100% of
Kentuckians age
25 and older:**



Source: U.S. Census Bureau, 2019 American Community Survey Five-Year Estimates (2015–2019), Table S-1501, accessed January 10, 2021.

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 2018–2019



Source: U.S. Department of Labor, Bureau of Labor Statistics and KHEAA

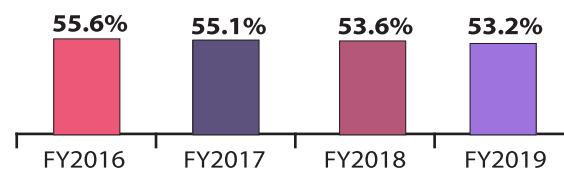
College Going and Pell Grant Eligibility in Kentucky

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 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 2019–2020 academic year was \$6,195 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 57 percent of the Class of 2016 to 53 percent of the Class of 2020. The annual rate of high school graduates transitioning to postsecondary education within one year of high school graduation who were also eligible for the Pell Grant increased slightly, from 67 to 69 percent, over the same five-year period.

The in-state college-going rate for the 2020 cohort was 52.5 percent, which continued a gradual rate of decline from a peak of 56.4 percent in 2014. Decline in previous years has been attributed to an increase in the number of individuals employed in Kentucky due to a more robust job market, which impacts college-going rates. The 2020 cohort, however, faced unique circumstances with the coronavirus pandemic, which began in March 2020. While there is no direct evidence, it is widely assumed that the pandemic had a more significant impact on college-going than other outside factors like the job market. College enrollment declined nationwide during the pandemic.

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



Source: KHEAA

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 if a student is eligible to receive a Federal Pell Grant and other funds.

Approximately 64 percent of Kentucky's 2020 high school graduates completed a FAFSA.* Only undergraduate students can qualify for the Pell Grant, and in Kentucky 67 percent of undergraduate FAFSAs were eligible. Almost half (46.6 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 Outreach services, and 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 1,600 FAFSA-related workshops during the 2019–2020 academic year. FAFSA completion is often recognized as a strong indicator of intent to pursue education beyond high school.

FY2020 FAFSAs

234,630 Kentucky residents filled out the FAFSA.

25.5% were first-time college students.

48.7% were first-generation students.

High School to College Knowledge Improvement Survey Results

The 2019–2020 fiscal year marked the eleventh consecutive year in which KHEAA Outreach staff asked students to fill out a brief survey either before or after their presentations on college planning and financial aid awareness. A total of 11,654 total surveys were completed either on paper or electronically (6,140 pre-presentation and 5,514 post-presentation). The surveys were designed to minimize the time required to complete them, preserving as much time as possible for the Outreach presentations, and consisted of eleven multiple-choice questions measuring three key concepts:

- family history/experience relative to postsecondary education,
- the individual's general intent to pursue postsecondary education, and
- factual knowledge about the types and extent of resources available to assist with postsecondary education.

*The FAFSA application period for 2020 high school graduates is open until June 30, 2021. This is the completion rate at the time this report was written.

Our Impact

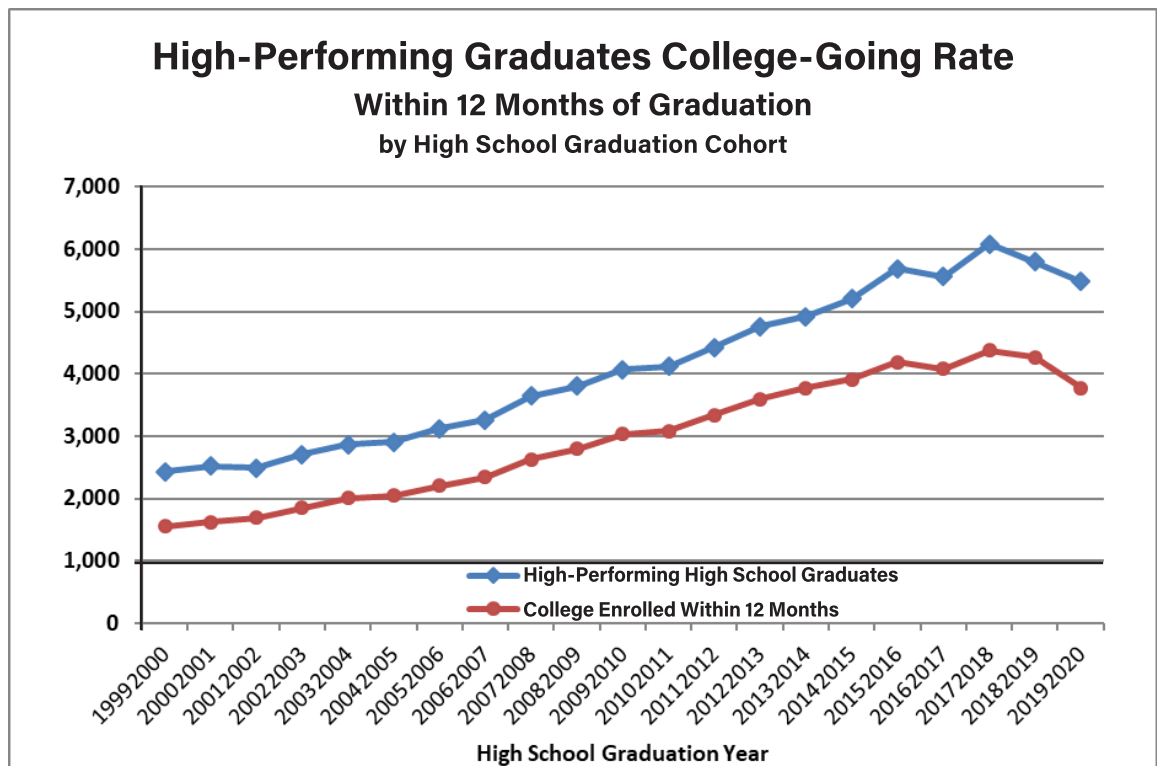
Analysis of the survey results confirms KHEAA Outreach staff and programs are fulfilling their goal to advance middle and high school students' aspirations to pursue postsecondary education by helping those students to gain a better understanding of the resources available. The following are some particularly noteworthy survey findings:

- Survey respondents were distributed relatively evenly between younger and older students, with 45 percent of surveys being completed by students in middle school through 10th grade and 55 percent completed by 11th- and 12th-graders.
- Approximately 94 percent of all students surveyed, regardless of grade level, expressed positive or strongly positive views regarding the importance of postsecondary education. Those perceptions became more positive at each higher grade level.
- Similarly, the base of knowledge students at each grade level expressed about postsecondary resources was significantly enhanced between the pre-presentation and post-presentation surveys.

KHEAA Outreach presentation surveys continue to be a very valuable tool facilitating the agency's understanding of exactly how its messages are received and understood by each new generation of Kentucky's students. The Outreach message is reaching large audiences and helping shape the educational aspirations and expectations of upcoming Kentuckians.

High-Performing Kentucky High School Graduates

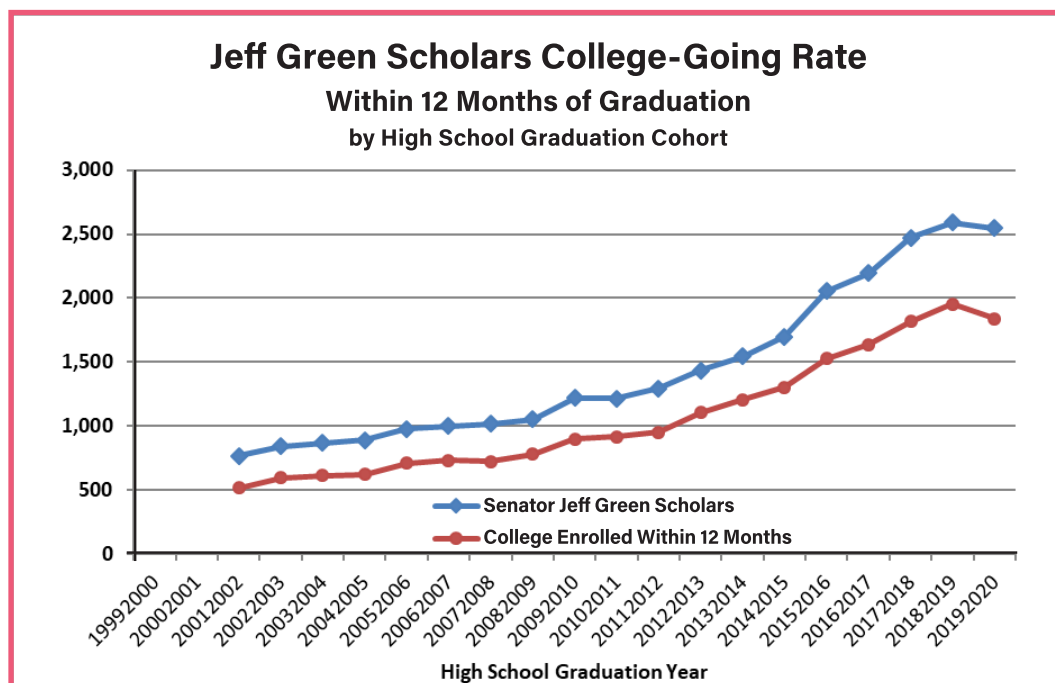
High school graduates scoring 28 or higher on the ACT exam are considered high-performing high school graduates. The number of high-performing students graduating from high school in fiscal year 2020 dropped slightly but still follows an overall positive trend over time. High-performing high school graduates currently constitute 12 percent of all Kentucky high school graduates, and this proportion has doubled in the past two decades. The college-going rate for these students was 69 percent for 2020.



Our Impact

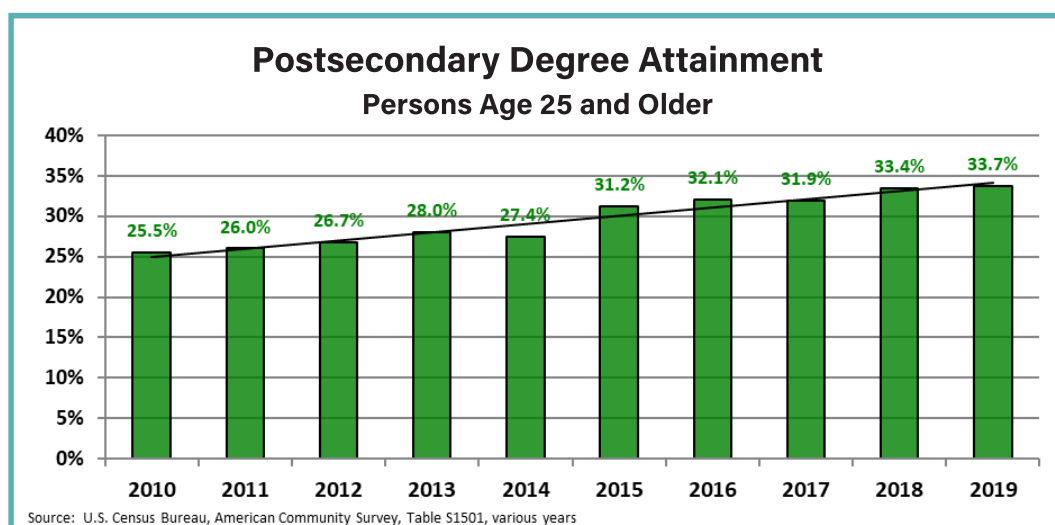
Senator Jeff Green Scholars are the highest performing high school graduates in Kentucky. They have earned a 4.0 GPA each year of high school in addition to scoring 28 or higher on the ACT exam. These students are the recipients of the maximum base and supplemental awards for the Kentucky Education Excellence Scholarship (KEES). In the 2019–2020 academic year,

5.5 percent of all Kentucky high school graduates earned this distinction. They had an in-state college going rate of 72 percent. Since the Jeff Green Scholars program began, the number of high school graduates qualifying has steadily increased. We believe the slight dip in this upward trend for both the number of students qualifying and the number going to college in 2020 can be attributed to the coronavirus pandemic.



Long-Term Effects

The US Census Bureau's American Community Survey tracks the proportion of individuals in each state, 25 and older, who have attained an associate's, bachelor's or graduate/professional degree. In the past decade, the Commonwealth of Kentucky has increased the percentage of adults with a postsecondary credential by 8.2 percent. In 2019, more than one out of three Kentuckians, 33.7 percent, had attained a postsecondary degree. KHEAA Outreach and KHEAA programs are vitally important to making a positive and lasting impact for the citizens of the Commonwealth.



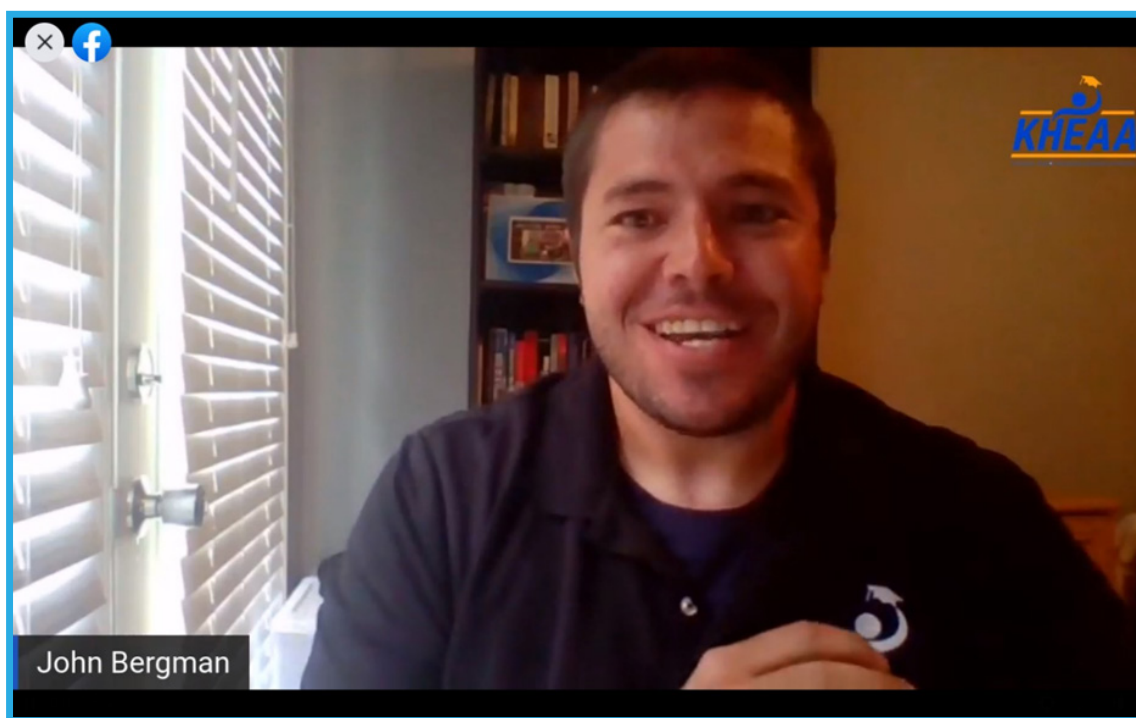
New Initiatives

Social Media Live Events

In response to the shutdowns related to the COVID-19 pandemic, KHEAA Outreach began offering live social media events on Facebook, Twitter and Instagram in March 2020. The events allowed staff to share important college planning information with students and families during a time when it was unsafe to interact in person.

Topics covered in the live events included FAFSA completion, state and federal financial aid, college admissions, scholarships, career exploration, navigating the kheaa.com website, test prep and more. Outreach staff worked to create new content on a monthly basis for a variety of audiences and age ranges. Participants in the events could ask questions and receive live responses, and all content was available for viewing after the events for those who could not join live.

In addition to the events on Facebook, Twitter and Instagram, KHEAA staff also began adding more content to the KHEAA YouTube channel. With YouTube content being searchable by anyone, this allowed those who did not have access to one of the other social media platforms the opportunity to search for college planning and preparation videos from KHEAA Outreach staff.



Senior Outreach Counselor John Bergman shares information during a Facebook Live event.

"My son and I have found your Facebook videos so helpful! We weren't sure what to do when schools closed in March, then his school counselor sent us your social media schedule. We appreciate it!"

— Parent of high school senior

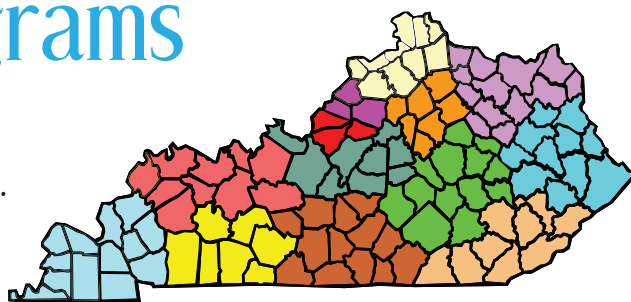
"Thanks for the social media content! I've had my students tune in, and it's also been giving me great information I can use to help them with college planning."

— College access program advisor

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.



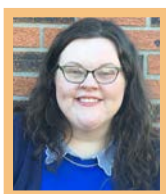
EASTERN



COUNTIES:

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

Brandon Brown



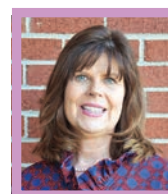
SOUTHEASTERN



COUNTIES:

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

Emily Bowman



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



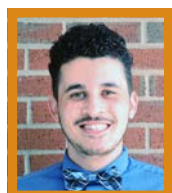
NORTHERN



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



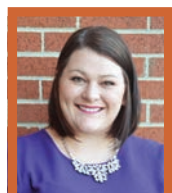
WEST CENTRAL



COUNTIES:

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

Toni Wiley



SOUTHERN

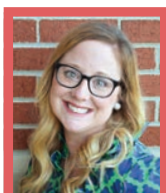


COUNTIES:

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

Audrey Price

Audrey Price left KHEAA in April 2020.
Position vacant due to pandemic.



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.

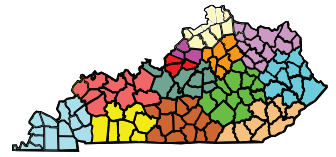
Major Programs

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 they 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 helps high school students navigate the internet to find financial aid for college.

"We look forward to having the CIRS visit our school every year! Our students get so much out of the information you share, and getting out of the school and onto the vehicle makes it more memorable for them. Thank you!"

— School counselor

"This is the coolest bus I've ever seen!"

— Student

"The CIRS counselor did a great job with our students."

— School counselor



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 2019–2020 and the contacts made through these activities. (Numbers for FY2020 were significantly reduced due to COVID-19 shutdowns.)

	College Info Road Show	Regional Outreach	Total
Contacts			
Contacts at Exhibits ¹	348	27,056	27,404
Contacts at Presentations ¹	4,148	75,443	79,591
Contacts at Visits ¹	n/a	2,766	2,766
Contacts at One-on-One Sessions	n/a	1,737	1,737
Total	4,496	107,002	111,498
Activities			
Number of Exhibits ²	16	461	477
Number of Presentations ²	451	3,992	4,443
Number of Visits ¹	n/a	1,886	1,886
Total	467	6,339	6,806

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	Community Centers	Internal Contacts
Admissions Offices	Community Education Centers	Libraries
Adults/Adult Education Centers	Cooperative Extension Offices	Middle Schools
Alternative Education Centers	Correctional Facilities	Migrant Education Programs
Area Health Education Centers	County Fairs/Festivals/State Fair	Military Services
Area Technology Centers	Day Care Centers	Newspaper Offices
Boards of Education	Day Treatment Centers	Parent Groups
Businesses/Factories/Industries	Elementary Schools	Parks and Recreation Departments
Cable Companies	Employment Services	Professional Organizations
Career Centers	Family Resource/Youth Services Centers	Radio Stations
Chambers of Commerce	Financial Aid Offices	Scholar Programs
Child Advocacy Centers	GEAR UP Programs	Social Service Programs
Children's Homes/Orphanages	General Public	Summer Camps
Churches/Faith-Based Services	Governmental Offices	Television Stations
Civic Organizations	Head Start Programs	TRIO Programs
College/Career/Health Fairs	Health Departments/Hospitals	Vocational Rehabilitation Offices
Colleges/Universities	High Schools	YMCAs/YWCAs
Community-Based/Social Services	Home Schoolers	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 high school students at our 32 participating sites for postsecondary opportunities. KHEAA selected the 32 sites by identifying public high schools with traditionally low college-going rates and high free-and-reduced lunch eligibility that were being served by few or no college access programs. The 2019–2020 academic year marked the tenth consecutive year that KHEAA has served as an intermediary partner in the KCC Program.



Warren East High School KCC Ashleigh Rufus proudly promotes AmeriCorps Service on the annual Day of the 'A' in March.



Kentucky College Coaches pose as a group at their first training before beginning service in August 2019.

Program Stats for 2019–2020

- 603 core students graduated high school
- KCC core students were offered more than \$4.25 million in scholarships (this does not include grants or any other type of financial aid)
- 32 KHEAA KCCs served a total of 29,675 hours during their 10-month service term
- KHEAA Outreach staff conducted over 515 presentations and exhibits at KCC schools

FY2020 KHEAA College Coach Schools

Adair County High School	McCracken County High School
Anderson County High School	McCreary Central High School
Belfry High School	Meade County High School
Breckinridge County High School	Nicholas County High School
Calloway County High School	North Bullitt High School
Casey County High School	North Hardin High School
Christian County High School	Ohio County High School
Edmonson County High School	Pendleton County High School
Fleming County High School	Powell County High School
Floyd Central High School	Southern High School
Gallatin County High School	Tates Creek High School
Grant County High School	Union County 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

Major Programs

The 2019–2020 school year was my second year as a Kentucky College Coach at Whitley County High School. A college coach wears many hats beyond being a near-peer advisor. At times we take on the role of leader, role model, counselor, teacher, parental figure and friend. Many students across Kentucky are faced with significant challenges in their lives. Some are more concerned with where their next meal will come from or where they will lay their head that night than with where they will go to college or how they will pay for it. This is where I come in as a college coach. I am here to help my students see that higher education is obtainable by providing them with the resources and knowledge they need to be successful. One success story that comes to mind is a student named

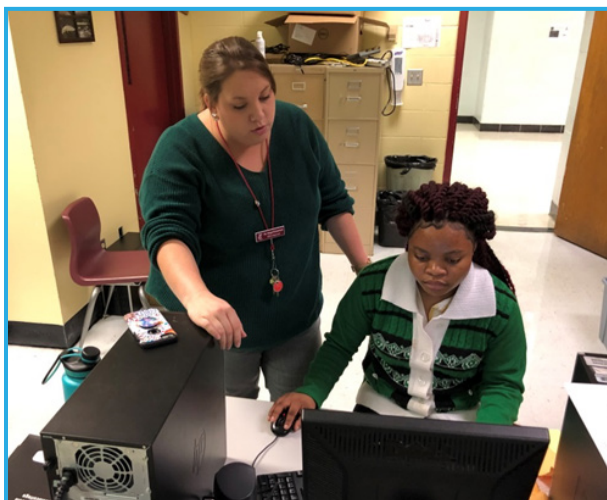
Nadia I worked closely with who had quite a few challenges to overcome in order to go to college. She knew she wanted to do something after high school and had an interest in business, but she didn't know where she wanted to go or how to get there. She would come to me frequently to talk about how she was doing in class, how work was going, applying for college and for financial aid, and anything else that was on her mind. Today Nadia is a student at Western Kentucky University majoring in political science with a minor in Mandarin. She bought her



Whitley County High School KCC Jessica Jones (right) works with Nadia (left) during the school's Kentucky College Application Campaign event.

first car and is in an apartment with her daughter. I am incredibly proud of her and her determination to be successful, and I'm glad I could help her on her journey.

— Jessica Jones,
Kentucky College Coach,
Whitley County High School



Tates Creek High School KCC Abigail Emerson helps a student complete the FAFSA.

"Our students and faculty love our College Coach. The coach has jumped right into this role and is a valuable part of our team."

— High school principal

"We have seen how much of an impact our college coach makes with our students. The dedication they show to the students is remarkable."

— High school counselor

"Our college coach plans events and coordinates with local college representatives to provide our students with opportunities to make connections with college staff they would not otherwise have access to."

— Site supervisor

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 2019–2020 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 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 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 are available on kygoestocollege.com, allowing schools to customize their events. Eighty-nine schools registered to participate in the program in the 2019–2020 school year.



CLOSE
the deal



Outreach Counselor Chase Durrance shares financial aid and college planning information with a student during a Close the Deal event at Muhlenberg County High School.

Major Programs

Kentucky College Application Campaign

This was the ninth year that KHEAA sponsored the 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



KY COLLEGE
application campaign



Students show off their college choices on stickers received during a KCAC event at Monroe County High School.

application process and encourage seniors to take this important step toward continuing their post-high school education.

Schools that registered on kygoestocollege.com 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 website with a variety of 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, #iapplieky and #kygoestocollege



A student at Caverna High School in Hart County shows off his college choice on stickers received at a KCAC event.

Major Programs

hashtags. There were hundreds of posts using the hashtags, including students touting their top college choices and schools showcasing their application activities.

More than 145 high schools participated in the event, reaching upwards of 30,000 seniors with admission application assistance. In addition, over 96% 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, and 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 first chart below 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 78% of respondents thought the KCAC activities in their school changed their likelihood of going to college after they graduate high school.

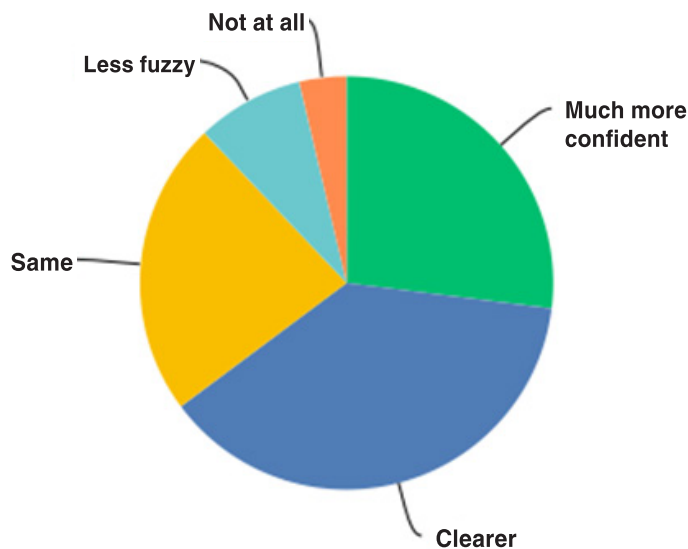
"This was our first time having a college application program and it was a success. Frankly, I'm surprised at how many of my seniors completed applications! We hope to expand our activities next year."

— School counselor

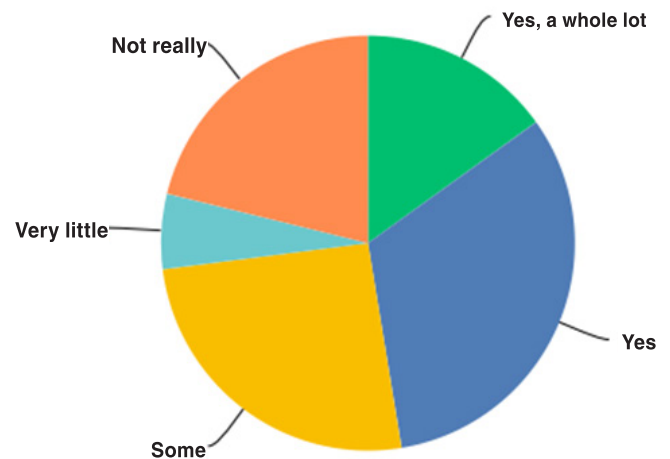
"This program enhances the students' chances of actually committing to attend a college or university after graduation."

— 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

Schools across the state hold 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
decision day

College Application Campaign. Over 120 schools registered to participate in College Decision Day in Kentucky for the 2019–2020 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. This year, due to the COVID-19 pandemic, many schools had to take their events to a virtual platform, and most elected to combine this important recognition for seniors with graduation ceremonies due to school closures and scheduling challenges.

Student Vloggers

Each year KHEAA awards a \$500 scholarship to a high school senior who will create video content for use on the agency website and social media pages. The vlogger was found as a part of the annual Student Vlogger Contest aimed at rising high school seniors willing to share their experiences navigating the college access process on video. Entrants to the contest submitted brief introductory videos, which were judged by a panel to determine the winner.



Shelby Newman

KHEAA's high school vlogger for FY2020 was Shelby Newman, a senior at Valley High School in Louisville. Shelby began vlogging in September 2019 and created a series of videos throughout the 2019–2020 school year. Topics Shelby covered in her videos included tips

for fellow seniors planning for college, applying to college and completing the FAFSA, searching

for scholarships and encouragement for students to finish their senior year strong. In an effort to preserve student voice, Shelby's videos were self-produced and showcased her own experiences in her own words.

The college vlogger for FY2020 was KHEAA's first high school student vlogger, Cortney Bolt. Cortney created videos about her experience adjusting to life as a college student at the University of Louisville. She was also awarded a \$500 scholarship.



Cortney Bolt

Major Programs

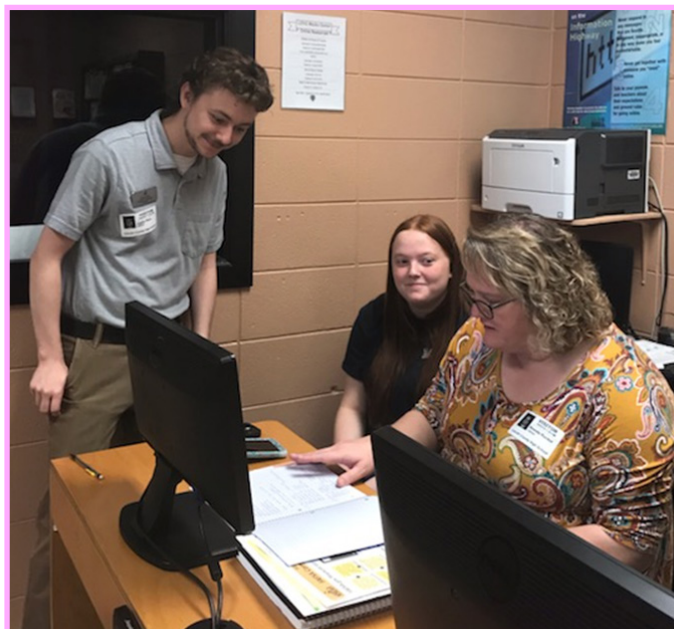
FAFSA Completion and Verification Support

Outreach staff spent a significant amount of time in the fall and spring 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 1,380 FAFSA workshops during the fiscal year.

For the 2020–2021 FAFSA cycle, which opened on October 1, 2019, Kentucky again ranked #1 in FAFSA completion among high school seniors nationally from October 1 through mid-November and maintained a Top 5 ranking through January 2020 and Top 10 ranking through May 2020 (source: Form Your Future FAFSA Tracker). In addition, KHEAA's 2020–2021 FAFSA Completion Guide was used by schools and organizations across the Commonwealth to help students and parents complete the FAFSA. The four-page guide 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, 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. Outreach staff conducted over 230 FAFSA follow-up and verification sessions in the 2019–2020 year.

Much of the FAFSA support offered from mid-March through the summer months was provided virtually due to the COVID-19 pandemic. KHEAA joined a #FAFSAFriday campaign in partnership



Outreach Counselor Joplin Rice (left) helps a student and parent with FAFSA completion during a FAFSA workshop at Lincoln County High School.

with the Kentucky Council on Postsecondary Education and the Prichard Committee to encourage students to continue to complete the FAFSA and seek assistance from KHEAA Outreach. Outreach counselors also took to a variety of social media platforms to offer interactive messaging about the importance of completing the FAFSA.

"You have been so helpful through the FAFSA completion process. You were able to not only help our family with the FAFSA but also helped us get through verification. Thank you so much!"

— Parent

"You don't understand how much I appreciate that KHEAA provides FAFSA completion help. As a counselor, I get questions about it, and I don't know what to tell them. I am just glad I have an expert to answer their questions!"

— School counselor

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 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



Senior Outreach Counselor Candice Johnson is pictured with high school students from Louisville Adventist Academy during a Getting In presentation.

persist and ultimately earn a postsecondary credential. During the 2019–2020 fiscal year, KHEAA Outreach conducted more than 1,020 on-site workshops for elementary school students, middle school students, high school underclassmen and their families.

Text Nudging

For three years, KHEAA's texting service has allowed students and parents to receive college access updates and reminders every month. The goal of the service is to nudge students in the right direction when it comes to remembering and completing various important steps in the college access process. In FY2020 there was a 70 percent increase in subscribers to this service.

Text topics include tips about college admission, financial aid programs, FAFSA completion, verification, ACT/SAT prep, KEES and more. Messages serve as important reminders or calls to action and keep students and families engaged and aware throughout the year. This texting serves a particularly important purpose during the summer, when a phenomenon called summer melt can occur. Summer melt 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 valuable support for those who may not have access

to a school counselor 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. When schools were closed in March 2020 due to the COVID-19 pandemic, this two-way communication feature saw an increase in usage as subscribers sought new ways to receive college access guidance remotely. Those interested in receiving the texts can opt in at any time by texting OUTREACH to 800.928.8926.

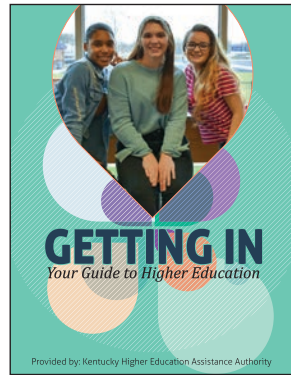
"With everything going on this spring, I almost forgot to send in my housing application until I saw your text!"

— High school senior

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.

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.

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 family financial circumstances; apply for and check the status of state grants and scholarships; and submit documentation requested during the KHEAA Verify process.



"You have wonderful comprehensive resources for adults who want to go to college. I give them your Adults Returning to School, and they don't need anything else!"

— Adult education provider

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 FY2020, the number of Facebook “likers” grew by 5.4 percent, with Twitter followers growing nearly 6 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 63,000 student and parent callers were served in FY2020.

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 FY2020	
<i>Adults Returning to School</i>	8,797
<i>Affording Higher Education</i>	3,614
<i>College Circuit</i>	59,518
<i>Getting In</i>	11,197
<i>It's Money, Baby</i>	17,239
<i>Surviving College</i>	14,148
<i>Surviving College (Adults)</i>	4,301
TOTAL	118,814
OTHER MATERIALS DISTRIBUTED	
Bookmarks	5,181
FAFSA Checklist	43,556
FAFSA Infographic	19,368
Financial Aid for Adults flyer	1,526
<i>Getting the Facts</i>	8,023
High School Basics flyer	16,147
KEES Brochure	39,269
Kentucky Advantage Loan brochure	6,803
Kentucky Advantage Refinance Loan brochure	3,732
Kentucky Education Savings Plan Trust brochure	458
KESPT Activity Book	13,846
kheaa.com brochure	17,121
KHEAA Verify flyer	5,234
Military Member/Spouse Financial Aid Programs flyer	2,730
Outreach Annual Report	54
Outreach Presentation Guide	1,503
Posters	4,480
Technical/Trade School flyer	5,467
Work Ready flyer	12,153
TOTAL	184,621

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

ACT State Council

American College Application Campaign (ACAC)

Association of Independent Kentucky Colleges
and Universities (AIKCU)

Berea Partners for Education

The Center for Rural Development

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
(GREEC)

KentuckianaWorks College Access Center

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 Jump\$tart Coalition

Kentucky School Counselors Association (KSCA)

Kentucky Skills U

Kentucky State Fair Board

Kentucky TRiO Programs (Upward Bound, ETS,
EOC, SSS)

Kentucky Youth Career Center

Louisville Education and Employment Partnership
(LEEP)

National College Attainment Network (NCAN)

Ohio Valley Educational Cooperative

Prichard Committee for Academic Excellence

Rogers Scholars Program

Serve Kentucky

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 receive college access updates and reminders from KHEAA Outreach staff. You'll receive texts every month!



www.kheaa.com
800.928.8926

