



OUTREACH ANNUAL REPORT



FY
20
21

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The General Assembly established the Kentucky Higher Education Assistance Authority (KHEAA) in 1966 with a mission to improve students' access to higher education. 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. We provide the resources needed by Kentuckians who want to pursue a 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
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Interim 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 throughout Kentucky. Our 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 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, diplomas and advanced degrees.

Due to school and business shutdowns during FY21 due to COVID-19, our dedicated staff continued to provide services over social media and other virtual platforms.

This 2021 Outreach Annual Report highlights KHEAA's comprehensive outreach services and demonstrates how KHEAA 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,

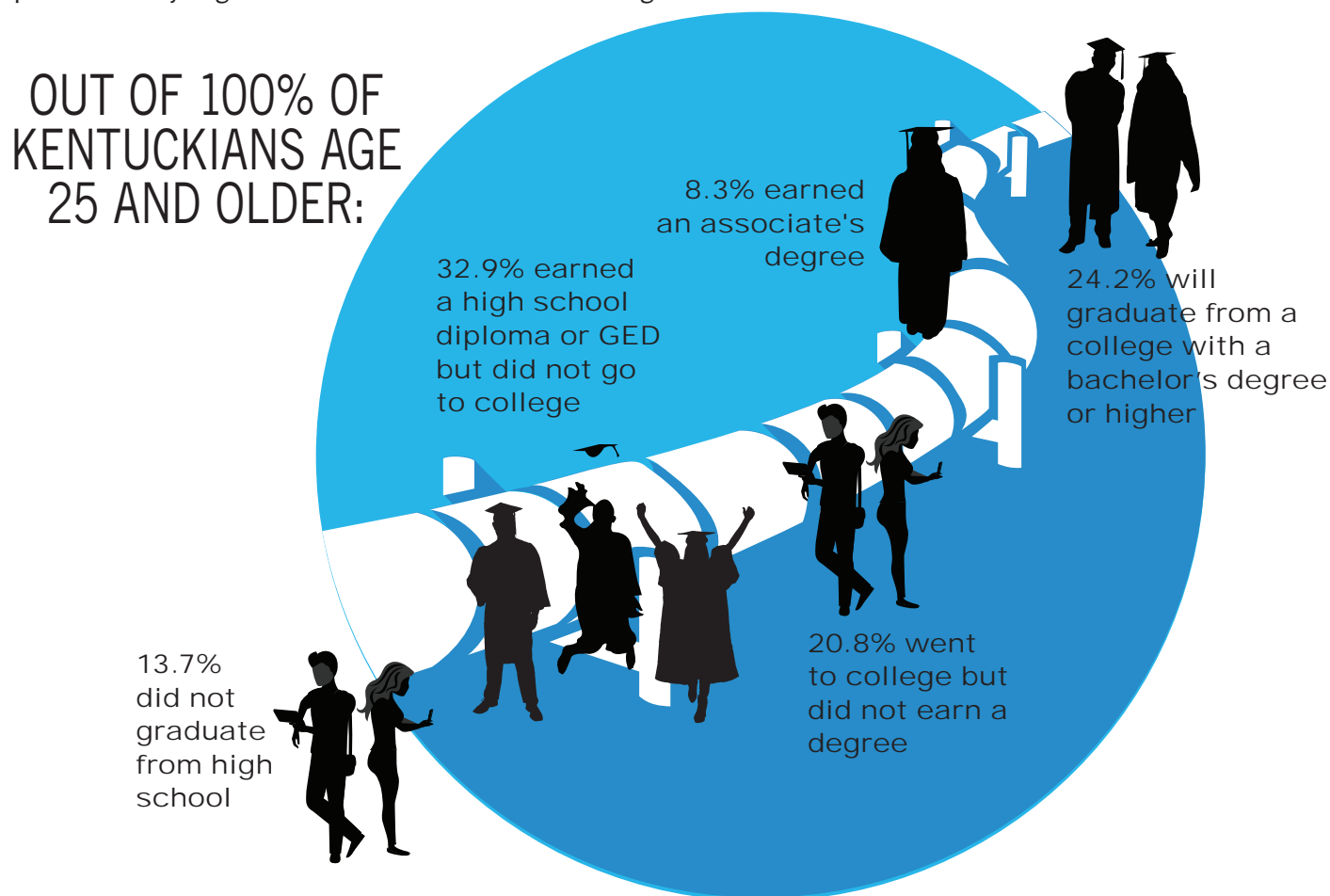
Diana L. Barber
Interim Executive Director, KHEAA

The Current Landscape

The ultimate goal of KHEAA Outreach is for students and families to understand the value of postsecondary education, to realize there is financial aid available to offset the cost, 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 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

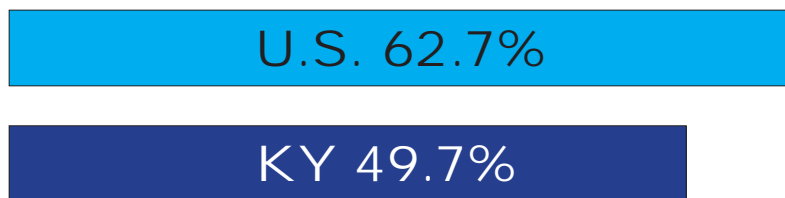
The representation below shows how Kentuckians move through the pipeline from high school to postsecondary credential or degree attainment. The programs and services outlined in this report are meant to address the leaks in this pipeline by creating early awareness of the benefits of postsecondary education and training and by removing barriers that could prevent a student from enrolling in and completing a postsecondary program. Pre-pandemic, 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. At that time, the percentage of students not graduating from high school had also improved over the previous year by 1 percent. While we celebrate these important gains, we recognize that the pandemic has led to decreased college enrollment, which will impact this pipeline for years to come. Ultimately, this means there is still work to be done if Kentucky wants to see increased postsecondary degree and credential attainment moving forward.



Source: Percentages will not add up to 100% because of rounding. U.S. Census Bureau, 2019 American Community Survey

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 2019–2020



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

College Going and Pell Grant Eligibility in Kentucky

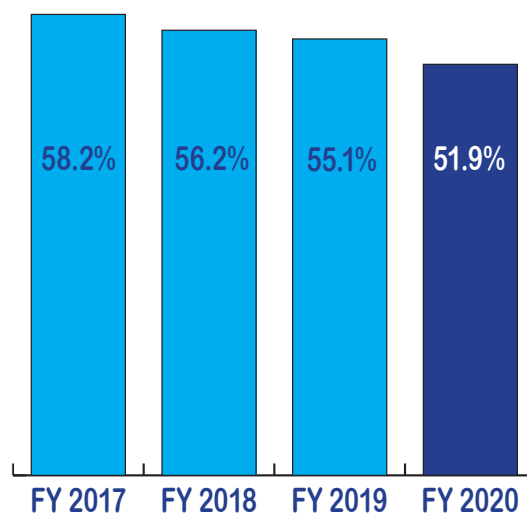
Pell Grant eligibility is commonly recognized as a primary indicator of financial need for students attending college. The federal Pell Grant is a means-tested, need-based program serving as the primary national financial aid source for postsecondary students. Awards are made by the U.S. Department of Education to students enrolled at eligible institutions based on expected family contribution (EFC). A student's EFC is calculated using information from the FAFSA. The maximum Pell Grant for the 2020–2021 academic year was \$6,345 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 56 percent of the Class of 2017 to 49 percent of the Class of 2021. The annual rate of high school graduates transitioning to postsecondary education within one year of high school graduation who were eligible for a Pell Grant also decreased from 53 to 48 percent over the same five-year period.

The in-state college-going rate for the 2020 cohort was 51.9 percent, which continued a gradual rate of decline from 58.2 percent in 2017. 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. More recently, however, high school graduates have faced unique circumstances with the Covid pandemic. While evidence is still being collected, it is widely assumed that the pandemic has had a more significant impact on college attendance than other outside factors like the job market. College enrollment has declined nationwide due to the pandemic.

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.

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



Source: KHEAA

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.

Over 57% of Kentucky's 2021 high school graduates completed a FAFSA.* Only undergraduate students may qualify for the federal 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.

Given the number of students in Kentucky who qualify for need-based financial aid, it is crucial that they know about the FAFSA and receive support and assistance in completing it correctly. 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 workshops that help students and families complete the FAFSA. While the pandemic made it more challenging to reach students for this valuable service, KHEAA Outreach counselors were still able to conduct nearly 1,000 in-person FAFSA-related workshops and over 2,000 virtual FAFSA appointments during the 2020–2021 academic year. FAFSA completion is often recognized as a strong indicator of intent to pursue education beyond high school.

The 2019–2020 school year marked the eleventh consecutive year in which KHEAA Outreach staff asked students to fill out a brief survey 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:

- aspirations toward postsecondary education after high school,
- the individual's perception of potential obstacles to postsecondary education, and
- factual knowledge about the types and extent of resources available to assist with postsecondary education.



FY2021

229,968 Kentucky residents filled out the FAFSA.

24.8% were first-time college students.

48.1% were first-generation college students.

13.2% were first-generation, first-time FAFSA filers.

*FAFSAs completed through December 5, 2021, for 45,019 students with KEES records. The open period for the 2021 high school graduation cohort to file FAFSAs started on October 1, 2020, and runs through June 30, 2022.

Our Impact

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

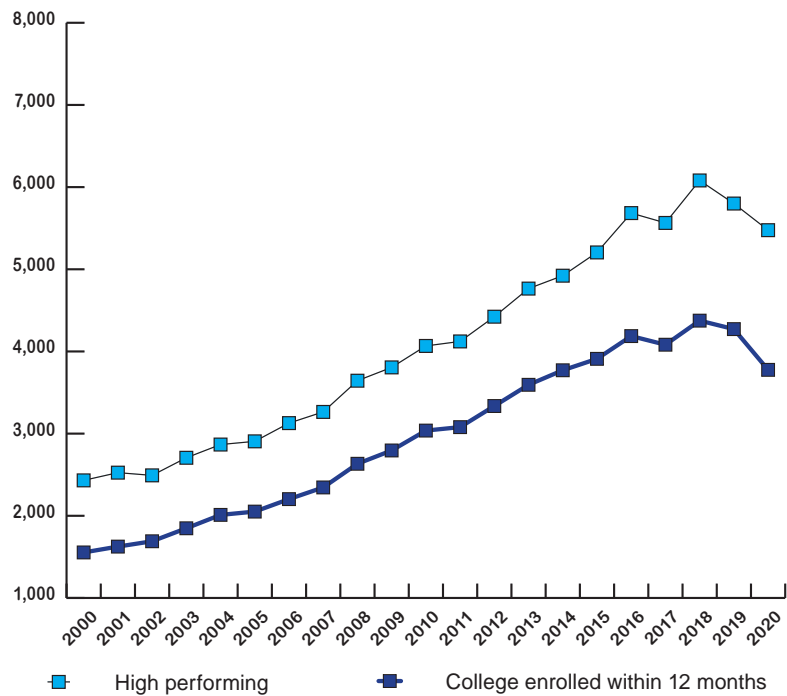
- Survey respondents were distributed relatively evenly between younger and older students, with 45 percent of surveys being completed by students in middle school through 10th grade and 55 percent completed by 11th- and 12th-graders.
- Enhanced aspiration toward postsecondary education as a result of the Outreach presentations was notably apparent in grades 9 and 12.
- Some 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 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 younger 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 2021 dropped slightly but still follows an overall positive trend over time. High-performing high school graduates currently constitute 10 percent of all Kentucky high school graduates, and this proportion has nearly doubled in the past two decades. The college-going rate for these students was 67 percent for 2021.

High-Performing Graduates College-Going Rate Within 12 Months of Graduation by High School Graduation Cohort

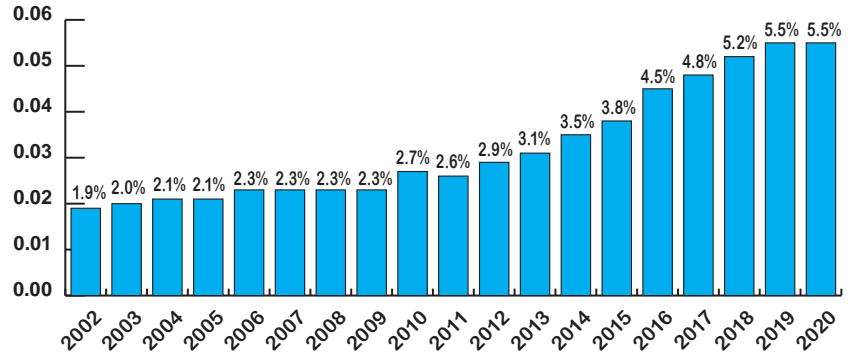


Source: KHEAA

Our Impact

Senator Jeff Green Scholars are the highest performing high school graduates in Kentucky. They earn a 4.0 GPA each year of high school and also have a 28 or higher composite score on the ACT. These students earn the maximum base and supplemental awards for the Kentucky Education Excellence Scholarship (KEES). In 2020–2021, 5.3 percent of all Kentucky high school graduates earned this distinction. Those students had an in-state college-going rate of 70 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 2021 can be attributed to the pandemic.

Percentage of Kentucky graduates who are Jeff Green Scholars

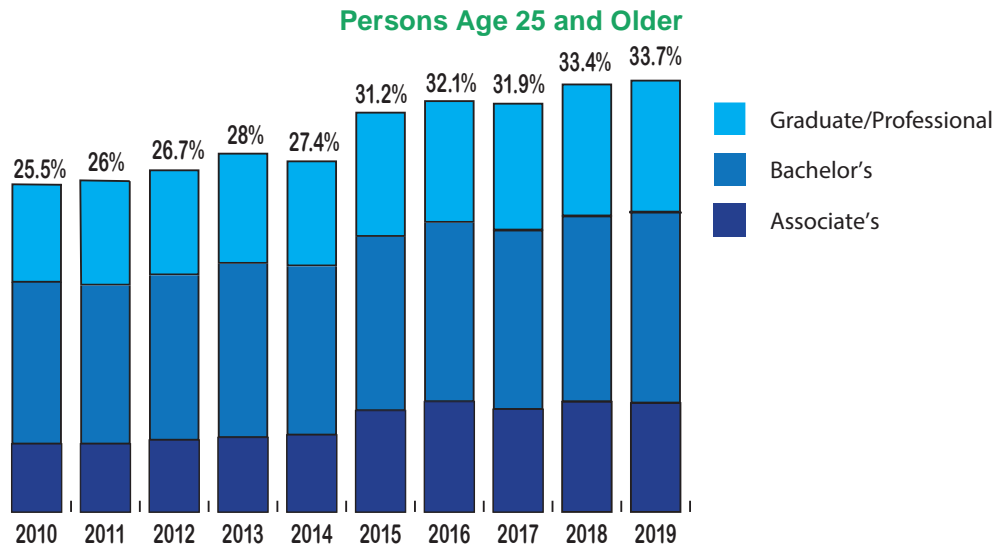


Source: KHEAA

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. In the past decade, the Commonwealth of Kentucky has increased the percentage of adults with a postsecondary credential by 8.2 percent. By 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.

Postsecondary Degree Attainment



Source: U.S. Census Bureau, American Community Survey

New Initiatives

FAFSA Completion Challenge

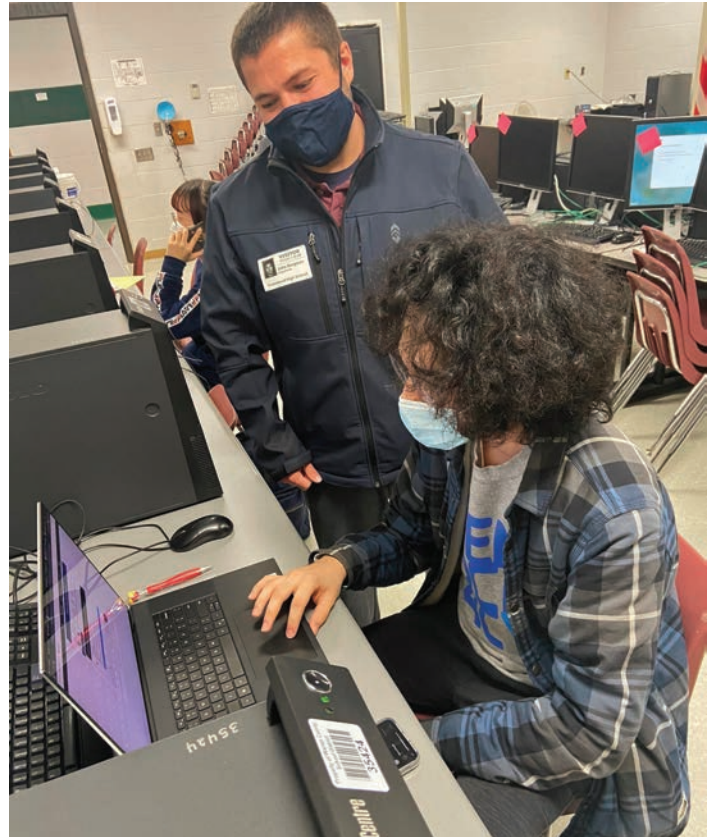
In May 2021, KHEAA launched the first statewide FAFSA for the Win Challenge. Public and private high schools in Kentucky were invited to join the Challenge to promote FAFSA completion for the Class of 2021 and for the chance to win \$500 for their school. The pandemic had a significant impact on lowering FAFSA completion rates among high school seniors, and the Challenge was a way to keep the importance of FAFSA completion on the forefront even as seniors were transitioning out of high school and finalizing postsecondary plans.

As a part of the Challenge, high school seniors were also given the opportunity to win one of several \$500 scholarships to help pay for educational expenses. To qualify, students had to complete a FAFSA and a brief entry form. The first FAFSA for the Win Challenge ran through the end of August 2021.

Support for this first Challenge was provided by a grant from the National College Attainment Network. Moving forward, the FAFSA for the Win Challenge will become a permanent part of the Kentucky Goes to College suite of college access campaigns.



FAFSA[®]
COMPLETION CHALLENGE



Senior Outreach Counselor John Bergman shares information during a Greenwood High School FAFSA event.

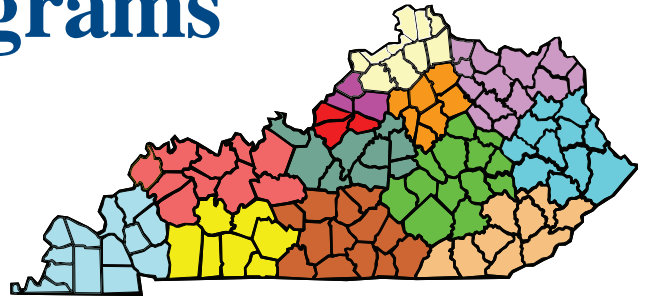


Congratulations to the
2021 Challenge winners!

- Apollo High School
- Boyd County High School
- Dawson Springs Jr./Sr. High School
- DuPont Manual High School
- Oneida Baptist Institute
- Raceland-Worthington High School
- St. Mary High School
- Western Hills High School

To sign up for the 2021–2022 FAFSA for the Win Challenge, visit kygoestocollege.com.

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.



Brandon Brown

EASTERN



COUNTIES:

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



Emily Bowman

SOUTHEASTERN



COUNTIES:

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



Amy Marvin

NORTHEASTERN



COUNTIES:

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



Steven Held

LOUISVILLE METRO WEST



COUNTIES:

Bullitt, Spencer, and Jefferson west of Interstate 65



Candice Johnson

LOUISVILLE METRO EAST



COUNTIES:

Oldham, Shelby, and Jefferson east of Interstate 65



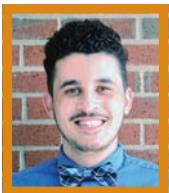
Bob McDermott

NORTHERN



COUNTIES:

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



Tré Sims

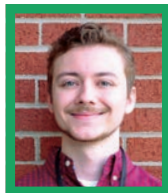
Tré Sims left KHEAA in September 2020, position remained vacant due to pandemic.

CENTRAL



COUNTIES:

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



Joplin Rice

SOUTH CENTRAL



COUNTIES:

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



Toni Wiley

WEST CENTRAL



COUNTIES:

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



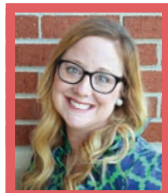
MacKenzie Massey

SOUTHERN



COUNTIES:

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



Casi Benedict

NORTHWESTERN



COUNTIES:

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



John Bergman

SOUTHWESTERN



COUNTIES:

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



Chase Durrance

FAR WESTERN



COUNTIES:

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

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

KHEAA's mobile classroom, the College Info Road Show visits middle schools, high schools, adult education centers, public libraries, and a variety of other venues, providing college access and financial aid planning services directly to students and families across the Commonwealth.

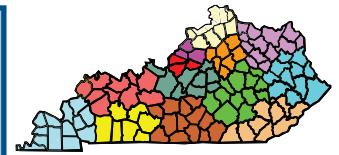
Sessions on board the College Info Road Show provide an overview of student financial aid programs and services. Visitors can access KHEAA account information and more by creating a MyKHEAA account on kheaa.com. Students can also find helpful resources for career assessment, test preparation, and scholarship 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.

During the Covid pandemic, The Road Show was mostly grounded. Kevin Wilson attended a few outdoor exhibits with the mobile classroom and assisted in other Outreach regions.



Kevin Wilson



COUNTIES: Statewide



College Info Road Show counselor Kevin Wilson helps high school students navigate the internet to find financial aid for college at a Morehead State University event.



Major Programs

Workshops, Exhibits and Community Events

KHEAA Outreach staff deliver college planning information through a variety of activities, but primarily through presentations and workshops for groups of all sizes, exhibits at school and community events, and visits with contacts to promote KHEAA programs and initiatives. This chart shows the number of activities conducted in 2020–2021 and the contacts made through these activities. (Numbers for FY2021 were significantly reduced due to the Covid pandemic.)

	COLLEGE INFO ROAD SHOW	REGIONAL OUTREACH	TOTAL
Contacts			
Contacts at Exhibits ¹	60	2,956	3,016
Contacts at Presentations ¹	0	40,496	40,496
Contacts at Visits	n/a	2,160	2,160
Contacts at One-on-One Sessions	n/a	3,847	3,847
Total	60	49,459	49,519
Activities			
Number of Exhibits ²	2	456	458
Number of Presentations ²	0	2,281	4,443
Number of Visits ¹	n/a	1,579	1,886
Total	2	4,316	6,806

1 Number is unduplicated. Contacts for each event and for individual site visits are reported by only one staff member.

2 Number 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 Commonwealth's State Service Commission. AmeriCorps members are placed to serve as near-peer college coaches in high schools across the state.

Working with whole school populations in grades 9–12 and with a core group of up to 60 to 80 students at each high school, coaches provide services and resources that prepare high school students at our 31 participating sites for postsecondary opportunities.

KHEAA selected the 31 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 2020–2021 academic year marked the eleventh consecutive year that KHEAA has served as an intermediary partner in the KCC Program.



Kentucky College Coach Hunter Cleary (right) helps a student during a college fair at Casey County High School.

FY2021 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	Powell County High School
Fleming County High School	Southern High School
Floyd Central High School	Tates Creek High School
Gallatin County High School	Union County High School
Grant County High School	Valley Traditional High School
Holmes High School	Warren East High School
LaRue County High School	West Carter High School
Lynn Camp High School	Whitley County High School
Marion County High School	

Program Statistics for 2020–2021

- 517 core students graduated high school in 2020–2021.
- KCC core students were offered more than \$6.4 million in scholarships.
(This does not include grants or any other type of financial aid.)
- 31 KHEAA KCCs served over 39,464 hours during their service term.
- 70% of core seniors completed the FAFSA and at least one college application exhibits at KCC schools.

Major Programs

Before I became a Kentucky College Coach, I was a substitute teacher at North Hardin High School where I now serve. At that time, I substituted in a 9th-grade science class, and in the class there were three students I made a connection with. I would talk to them about their futures and what they wanted out of life. At the time, they all had goals, but only one of them was putting in the work to make their goal a reality. I always did my best to encourage them to be successful.

Once I began my job as a Kentucky College Coach, I continued to reach out to these three students, though still only one of them was really taking the steps he needed to take in order to meet his goals and prepare for his future. While he could have easily strayed from his goals like the other students did, he listened to me and paid attention to what I would say about preparing for his future. After he graduated high school, he joined the Navy and is very successful. When he finished his training, he came back to school to see me. I was very proud!

— **Annette Neblett,**
Kentucky College Coach, North Hardin High School



North Hardin High School KCC Annette Neblett (right) celebrates with one of her students after his Navy training.



College coaches went virtual during Covid.

“The Kentucky College Coaches program has been so helpful to me as a school counselor. Just knowing that our coach stays on top of college-related activities makes my job easier.”

– **High school counselor**

“Our Kentucky College Coach has been very proactive. She participates in administration meetings, takes on projects, and has been able to work with teachers to help with ACT prep.”

– **High school principal**

“Having a college coach to help take the lead with college access projects allows us to do things we would not be able to do otherwise. We appreciate how motivated our coach has been through remote learning. With our coach being a recent college grad, she easily builds rapport with our students. It makes a huge difference.”

– **High school counselor**

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 2020–2021 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.

Due to the Covid pandemic, many schools that participated in the Kentucky Goes to College campaigns conducted virtual programs. Participation from both schools and students was down compared to previous years given the lack of in-school programming, but KHEAA Outreach continued to support schools and students with virtual presentations and workshops, webinars, one-on-one appointments and live social media events.

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 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. A toolkit and implementation guide is available on kygoestocollege.com, allowing schools to customize their events. Fifty-two schools registered to participate in the program in the 2020–2021 school year.



CLOSE
the deal



North Bullitt High School KCC Ciara Sandefur, right, helps students with after graduation plans.

Major Programs

Kentucky College Application Campaign

This was the tenth 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 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 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



KY COLLEGE
application campaign



A student at Nicholas County High School shows off his application folder received at a KCAC event.

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.

Sixty-eight high schools participated in the event, reaching upwards of 15,200 seniors with admission application assistance. In addition, the site coordinators who responded to a post-event survey indicated that their students' ability to complete college admission applications was enhanced and that their schools' college-going rates were positively impacted by participating in KCAC.

Major Programs

College Decision Day

School 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 to coincide with the date that most seniors must inform a college of their plans to enroll. College Decision Day is inspired by the NCAA's National Signing Day to reinforce that excellence in the classroom should be given as much recognition as athletic excellence.

The desire to recognize and celebrate all college-bound high school seniors, not just student athletes, has gained momentum on the national level in recent years through former First Lady Michelle Obama's Reach Higher initiative, and is supported by organizations like Better Make Room and American College Application Campaign. Over 60 schools registered to participate in College Decision Day in Kentucky for the 2020–2021 year.

This year, due to the Covid pandemic, many schools hosted their events virtually, so a social media toolkit was provided to give schools the resources to enhance virtual programs. KHEAA Outreach also hosted a two-week long social media campaign at the end of April and into May to build excitement and acknowledge students for their postsecondary plans. Among other things, the social media campaign included an Instagram contest which awarded gift cards to students who found the most creative way to display their postsecondary plans with photos and videos.

“Our students really needed this (College Decision Day) program to end what has been a difficult year on a positive note! I look forward to doing this every year, but it was particularly special this year. Thank you for supporting our students!”

—High school counselor



COLLEGE
decision day



Students at Mason County High School show off their college choices during a College Decision Day program.

Major Programs

FAFSA Completion and Verification Support

With the release of the 2021-2022 FAFSA on October 1, 2020, 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 750 in-person FAFSA workshops during the fiscal year. In addition, Outreach counselors provided virtual one-on-one FAFSA completion assistance to students throughout the pandemic when in-person options were not available. More than 1,800 one-on-one FAFSA contacts were made by Outreach staff.

For the 2021–2022 FAFSA cycle, Kentucky again ranked #1 in FAFSA completion among high school seniors nationally through mid-October, and maintained a Top 15 ranking through June 2020 (source: Form Your Future FAFSA Tracker).

In addition, KHEAA’s 2021-2022 FAFSA Completion Guide was used



A Lawrence County High School family gets FAFSA help from Outreach Counselor Brandon Brown.

by schools and organizations across the Commonwealth to help students and parents complete the FAFSA successfully. 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 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.

Outreach staff conducted over 100 in-person and an additional 220 one-on-one FAFSA follow-up and verification sessions in the 2020–2021 year.

I appreciate you providing me with the FAFSA Completion Guide. It truly helped me create my FSA ID and gave me a great starting point.

– Parent

KHEAA’s FAFSA Completion Guide is amazing! It is the best item out there that informs people about the FAFSA.

– School counselor

I wanted to follow up and let you know that the FAFSA help was totally amazing! You definitely know your stuff. I was so impressed and thankful that we got it done

– Parent

Major Programs



“I am so glad we signed up for your text messages. Your reminder to check KEES balances on your website helped us to catch an error that we might have otherwise overlooked. We got it corrected and it helped to increase his scholarship amount!”

—High school parent

“Every year I tell my seniors to sign up for your text messages. Having those reminders hitting their phones, especially during the summer, is invaluable!”

—School counselor

Students at Bullitt East High School check for college planning updates.

Text Nudging

For four years KHEAA’s texting service has allowed students, parents, college access professionals, and others to opt in to receive college access updates and reminders every 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. In FY2021, over 2,200 people subscribed to this service.

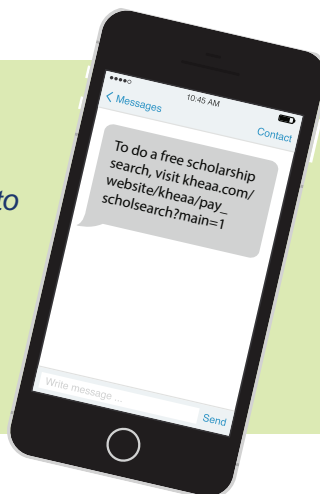
Topics include tips about college research, college admission, financial aid programs, FAFSA completion, verification, ACT/SAT prep, KEES, scholarship searches, and more. Messages are important reminders or calls to action and keep students and families engaged and aware

throughout the year. This service serves a particularly important purpose during the summer. This is when summer melt can occur, meaning students who have completed the necessary steps to enroll in college do not end up showing 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 their college campus.

In addition to receiving texts, subscribers can text back with questions or comments and receive a personalized response from a KHEAA Outreach staff member. As the Covid pandemic continued to impact student engagement in schools throughout 2020–2021, this two-way communication feature saw steady 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.

“I’m glad I get your texts. They don’t always apply to me, but the ones that do are really helpful.”

– High school student



Major Programs

Student Vlogger

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 through 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.

KHEAA's high school vlogger for FY2021 was Ramona Morris, a senior at Opportunity Middle College in Lexington. Ramona's vlogs covered topics such as applying to college, searching for scholarships, and completing the FAFSA. She also discussed topics related to being a high school senior and navigating the college access process during a global pandemic, offering encouragement to her fellow students. The goal of the



Kentucky high school senior Ramona Morris created a variety of vlogs about her experiences for KHEAA's YouTube channel and social media platforms.

student vlogger program is to leverage student voice to help influence more students to pursue postsecondary educational opportunities.

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 to enroll but also persist and earn a postsecondary credential. During FY2020–2021, KHEAA Outreach conducted more than 760 workshops, both in-person and virtually, for elementary school students, middle school students, high school underclassmen and their families.

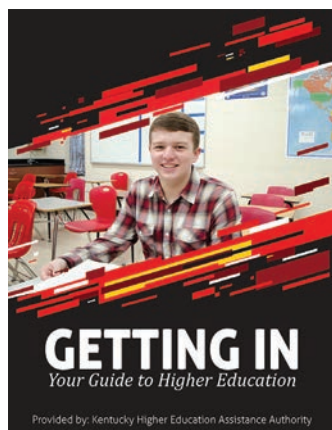


Outreach Counselor Emily Bowman plays a game to teach middle school students at Hayes Lewis School in Leslie County about the Kentucky Educational Excellence Scholarship.

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 to 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 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.



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 FY2021, the number of Facebook “likers” grew by 3.1 percent, with Twitter followers staying steady.

Resources

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. Nearly 63,000 student and parent callers were served in FY2021.

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 FY2021	
<i>Adults Returning to School</i>	968
<i>Affording Higher Education</i>	2,925
<i>College Circuit</i>	15,834
<i>Getting In</i>	118,918
<i>It's Money, Baby</i>	8,110
<i>Surviving College</i>	5,270
<i>Surviving College (Adults)</i>	1,320
TOTAL	153,345
OTHER MATERIALS DISTRIBUTED	
Bookmarks	92
FAFSA Checklist	18,782
FAFSA Infographic	3,805
Financial Aid for Adults flyer	968
Getting the Facts flyer	3,295
High School Basics flyer	10,156
KEES Brochure	19,139
Kentucky Advantage Loan brochure	751
Kentucky Advantage Refinance Loan brochure	492
Kentucky Education Savings Plan Trust brochure	23
KESPT Activity Book	4,913
kheaa.com brochure	9,727
KHEAA Verify flyer	655
Military Member/Spouse Financial Aid Programs flyer	1,156
Outreach Annual Report	50
Outreach Presentation Guide	227
Posters	2,414
Technical/Trade School flyer	2,222
Work Ready flyer	2,934
TOTAL	81,801

Publication distribution was down significantly in FY2021 due to the pandemic

Your publication team is unbelievably fast. I put in an order, and it arrived within two days. We appreciate the resources so much!

– School counselor

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.

ACT State Council	Kentucky Career Center
American College Application Campaign (ACAC)	Kentucky College and Career
Association of Independent Kentucky Colleges and Universities (AIKCU)	Connections Coalition (Ky3C)
Berea Partners for Education	Kentucky College and Career
The Center for Rural Development	Readiness Coach Association
Council on Postsecondary Education	Kentucky College Coaches Program
Evolve502	Kentucky Counseling Association (KCA)
Family Resource and Youth Service Centers	Kentucky Department of Education
GEAR UP Kentucky	Kentucky Educational Collaborative for State Agency Children
Governor's Scholars Program	Kentucky Jump\$tart Coalition
Governor's School for Entrepreneurs	Kentucky School Counselors Association (KSCA)
Governor's School for the Arts	Kentucky Skills U
Green River Regional Educational Cooperative (GREEC)	Kentucky State Fair Board
KentuckianaWorks College Access Center	Kentucky TRiO Programs (Upward Bound, ETS, EOC, SSS)
Kentucky Association of Career and Technical Education (KACTE)	Kentucky Youth Career Center
Kentucky Association of College Admission Counselors (KYACAC)	Louisville Education and Employment Partnership (LEEP)
Kentucky Association of College Registrars and Admission Officers (KACRAO)	National College Attainment Network (NCAN)
Kentucky Association of Educational Opportunity Program Personnel (KAEOPP)	Ohio Valley Educational Cooperative
Kentucky Association of Student Financial Aid Administrators (KASFAA)	Prichard Committee for Academic Excellence
Kentucky Campus Compact	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

