

**FISCAL YEAR  
2022**



# **OUTREACH ANNUAL REPORT**



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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 or technical training.
- 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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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.

Providing students and parents with the guidance and resources they need to make informed decisions about postsecondary education is a critical part of our mission. To that end, KHEAA's outreach services help Kentuckians in schools and communities across the Commonwealth 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, 2- and 4-year degrees and beyond. Through our outreach programs, we strive to inform students about all of their options so they can choose the best pathway for their future.

While FY2022 still presented some obstacles related to the continued COVID-19 pandemic, our dedicated staff continued to provide services in person as much as possible over social media and other virtual platforms.

This 2022 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,

A handwritten signature in blue ink that reads "Diana L. Barber".

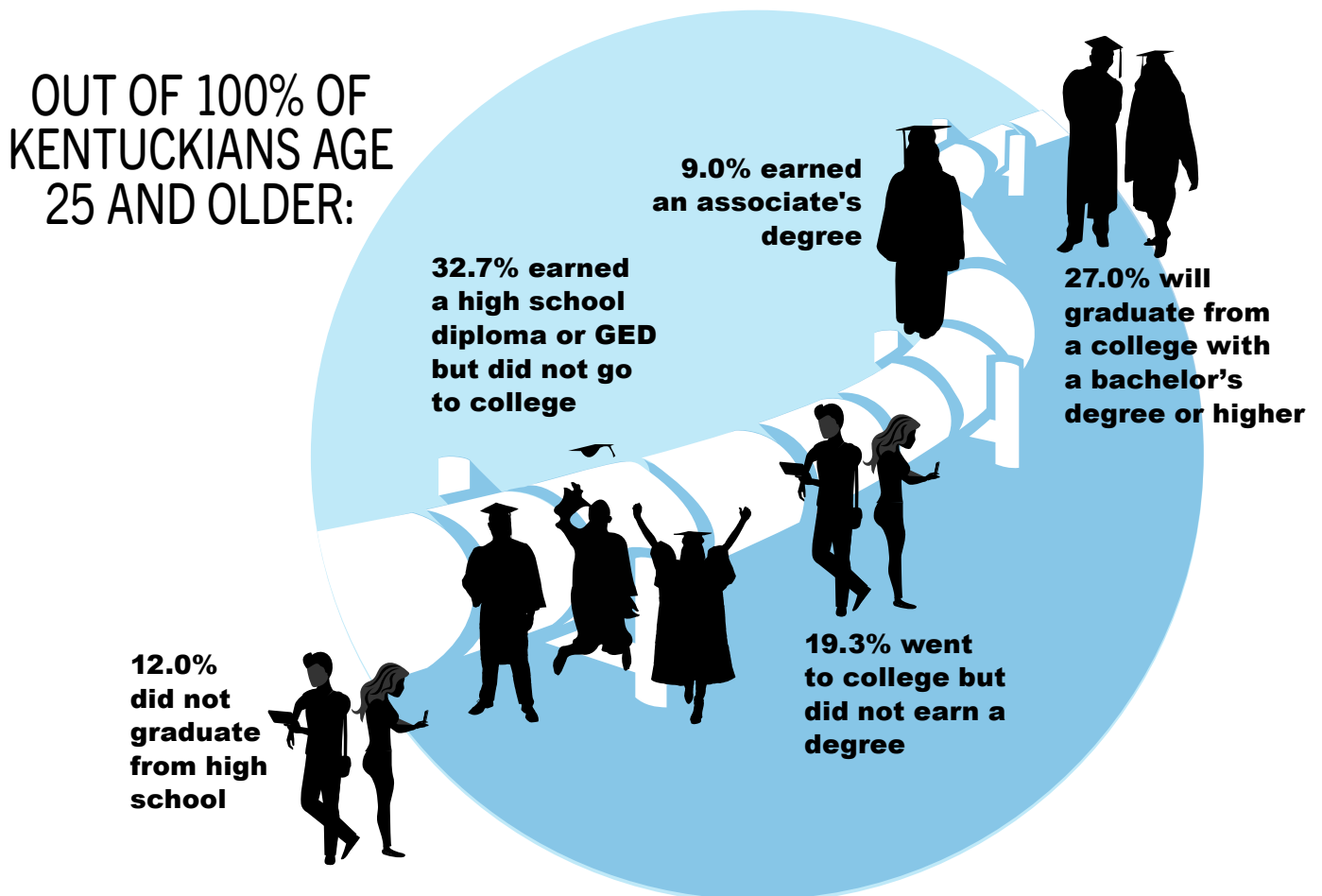
Diana L. Barber  
Interim Executive Director, KHEAA

# The Current Landscape

The ultimate goal of KHEAA Outreach is for students and families to understand the value of postsecondary education, that 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 Pell eligibility so we know how to shape our programs to best help the students and families we serve.

## Kentucky's College Transition Pipeline

The representation below shows how Kentuckians 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 modest 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 who did not graduate from high school had also improved over the previous year. While we celebrate these important gains, we recognize that we are still recovering from the impact the pandemic has had on high school completion and 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: U.S. Census Bureau, 2020 American Community Survey Five-Year Estimates (2017–2021), Table S-1501, accessed November 21, 2022.

# 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 2020–2021

**U.S. 61.8%**

**KY 48.4%**

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 2021–2022 academic year was \$6,495 for students enrolled full time.

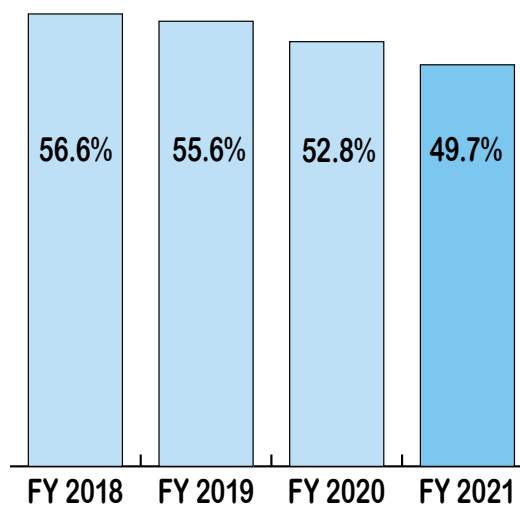
The percentage of low-income high school graduates in Kentucky who completed a FAFSA and were eligible to receive the Federal Pell Grant decreased from 54.2 percent of the Class of 2018 to 50.2 percent of the Class of 2022. The annual rate of high school graduates transitioning to postsecondary education within one year of high school graduation who were eligible for the Pell Grant also decreased from 51.9 to 49 percent over the same five-year period.

The in-state college going rate for the 2021 cohort was 49.7 percent, which continued a gradual rate of decline from 56.6

percent in 2018. 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, high school graduates have faced unique challenges with the pandemic. It is widely agreed upon that the pandemic has had a significant impact on college enrollment nationwide, and Kentucky is no exception.

The Outreach activities outlined in this report are designed to help move more students toward a pathway 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.

Approximately 62 percent of Kentucky's 2022 high school graduates completed a FAFSA, an increase of 2 percent from the previous year.\* Only undergraduate students can qualify for the Pell Grant, and in Kentucky 71.1 percent of undergraduate FAFSAs were eligible. Almost half (48.8 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.

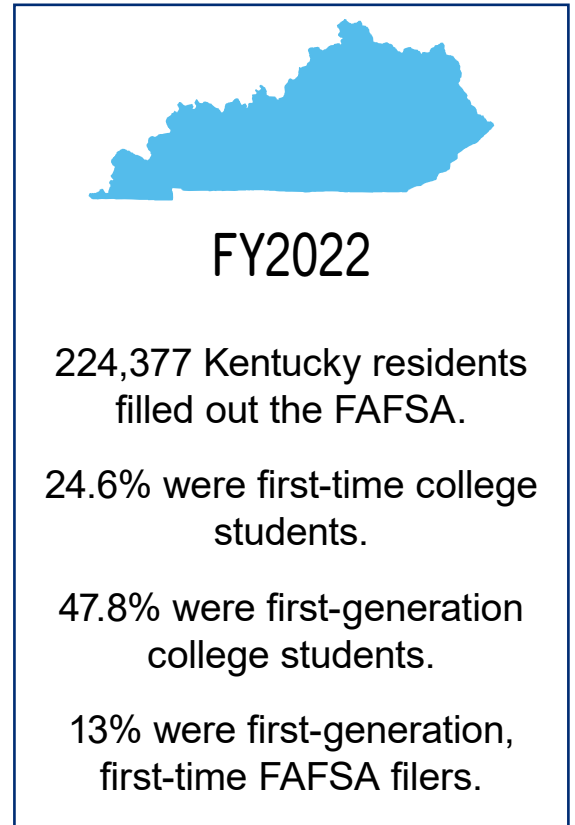
Given the number of students in Kentucky who qualify for need-based financial aid, it is crucial that they know about the FAFSA and receive support and assistance in completing it correctly. FAFSA completion assistance is one of KHEAA's most frequently requested outreach services, and staff work closely with high schools and other organizations to provide FAFSA workshops that help students and families complete the application. While the pandemic continued to make it challenging to reach students for this valuable service, KHEAA Outreach counselors were still able to conduct 1,263 in-person FAFSA-related workshops and over 800 virtual FAFSA appointments during the 2021–2022 academic year. FAFSA completion is often recognized as a strong indicator of intent to pursue education beyond high school.

## High School to College Knowledge Improvement Survey Results

The 2021–2022 year marked the twelfth consecutive year in which KHEAA Outreach staff asked students to fill out a brief survey before or after the presentations on college planning and financial aid awareness. A total of 11,445 total surveys were completed on paper or electronically (6,958 pre-presentation and 4,487 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 2022 high school graduates is open until June 30, 2023. 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 the 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:

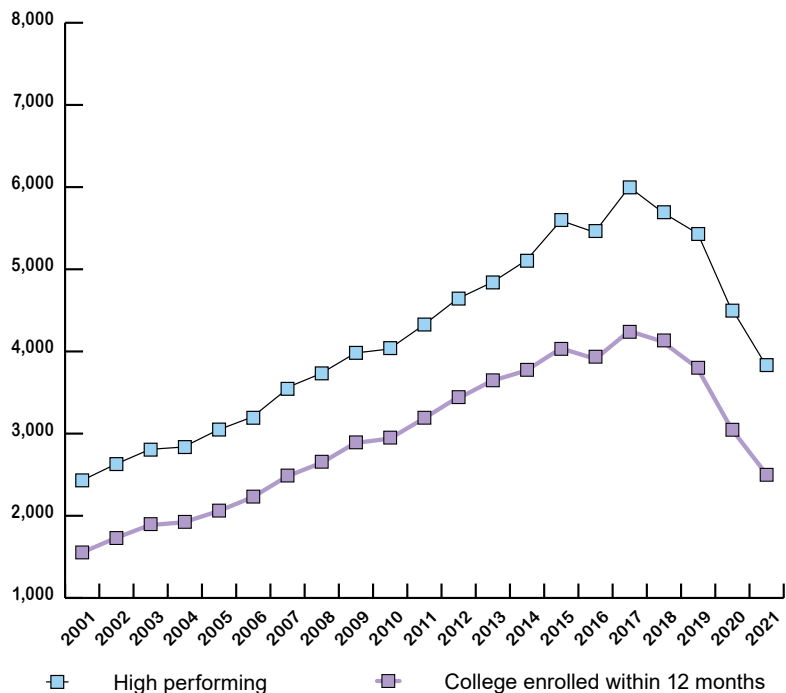
- Survey respondents were distributed relatively evenly between younger and older students, with 41.3 percent of surveys being completed by students in middle school through 10th grade and 58.7 percent completed by 11th- and 12th-graders.
- Enhanced aspiration toward postsecondary education as a result of the Outreach presentations was notably apparent in grades 9 and 12.
- Approximately 99 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 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 2022 dropped slightly, following a downward trend from the past several years, but there continues to be an overall positive trend over time. High-performing high school graduates currently constitute 9 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 67.1 percent for 2022, holding steady compared to the previous year.

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

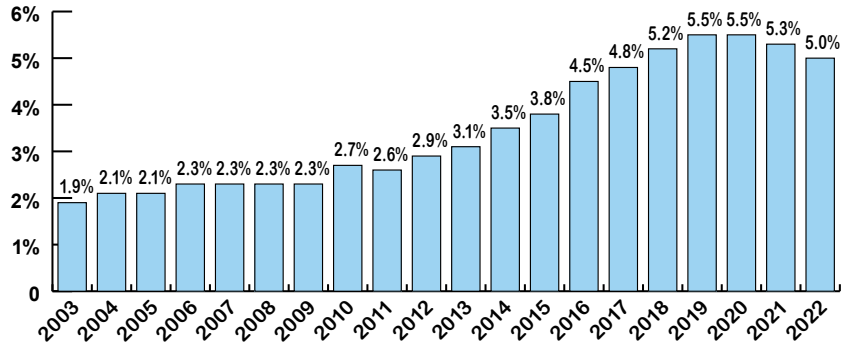


Source: KHEAA

# Our Impact

Senator Jeff Green Scholars are the highest performing high school graduates in Kentucky, maintaining a 4.0 GPA each year of high school and scoring 28 or higher on the ACT exam. These students are the recipients of the maximum base and supplemental awards for the Kentucky Education Excellence Scholarship (KEES). In the 2021–2022 year, 5% of all Kentucky high school graduates earned this distinction and had an in-state college-going rate of 69%. 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 2022 can be attributed to the pandemic.

**Percentage of Kentucky graduates who are Jeff Green Scholars**



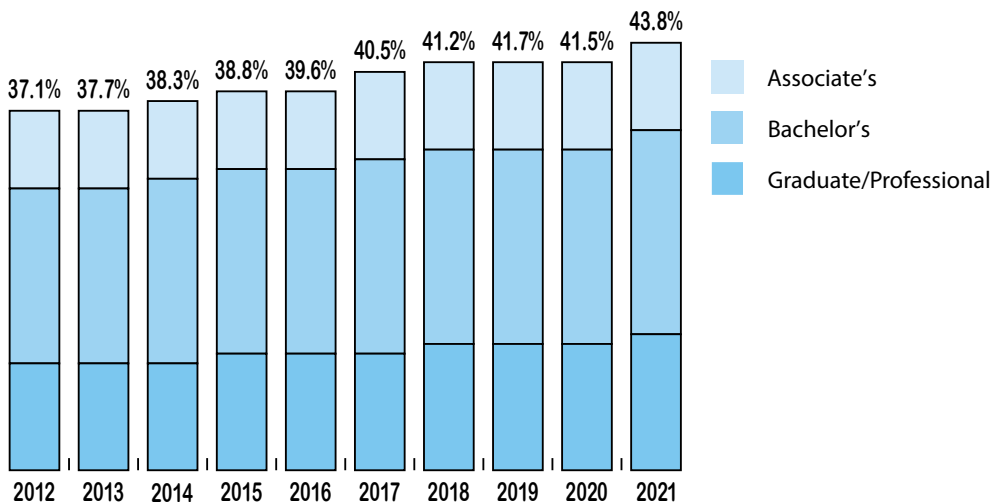
Source: KHEAA

## Long-Term Effects

The U.S. Census Bureau’s American Community Survey tracks the proportion of individuals aged 25 and older in each state who have attained an associate’s, bachelor’s, and graduate/professional degree. In the past decade, the Commonwealth of Kentucky has increased the percentage of adults with a postsecondary credential by 6.7 percent. By 2021, nearly half of Kentuckians, 43.8 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**

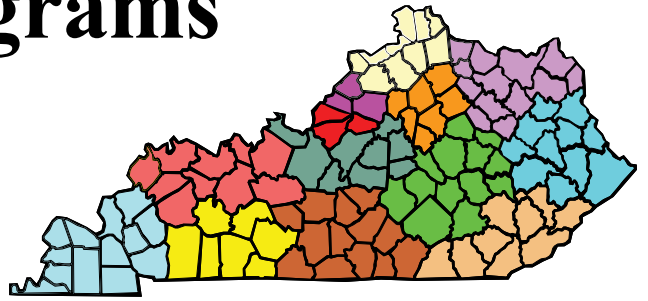
**Persons Age 25 and Older**



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



# 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

**Melanie Adams**



### 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

**Kelly Smith**



### 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

**Candis Tingle**



### 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**

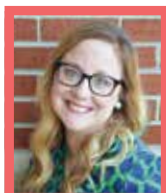


### SOUTHERN



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

**MacKenzie Massey**



### 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

**Katie Bower**



### FAR WESTERN



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

**Jeremi Bumpus**

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 Store<sup>SM</sup> 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

KHEEA'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.

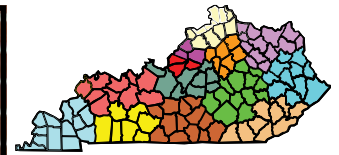
Sessions on board the College Info Road Show provide an overview of student financial aid programs and services. Visitors can access KHEEA account information and more by creating a MyKHEEA account on [kheea.com](http://kheea.com). Students can also find helpful resources for career assessment, test 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 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.*



# Major Programs

## Workshops, Exhibits and Community Events

KHEEA Outreach staff deliver college planning information through a variety of activities, but primarily through presentations and workshops for groups of all sizes, exhibits at school and community events, and visits with contacts to promote KHEEA programs and initiatives. This chart shows the number of activities conducted in 2021–2022 and the contacts made through these activities. (Numbers for FY2022 were reduced due to the continued impact of the pandemic.)

	COLLEGE INFO ROAD SHOW	REGIONAL OUTREACH	TOTAL
<b>Contacts</b>			
Contacts at Exhibits <sup>1</sup>	504	22,573	23,077
Contacts at Presentations <sup>1</sup>	5,149	72,431	77,580
Contacts at Visits	n/a	2,956	2,956
Contacts at One-on-One Sessions	n/a	3,022	3,022
<b>Total</b>	<b>5,653</b>	<b>100,982</b>	<b>106,635</b>
<b>Activities</b>			
Number of Exhibits <sup>2</sup>	18	542	560
Number of Presentations <sup>2</sup>	557	3,558	4,115
Number of Visits <sup>1</sup>	n/a	2,018	2,018
<b>Total</b>	<b>575</b>	<b>6,118</b>	<b>6,693</b>

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	State Agencies
Churches/Faith-Based Services	Governmental Offices	Summer Camps
Civic Organizations	Head Start Programs	Television Stations
College/Career/Health Fairs	Health Departments/Hospitals	TRiO Programs
Colleges/Universities	High Schools	Vocational Rehabilitation Offices
Community-Based/Social Services	Home Schoolers	YMCAs/YWCAs
		Youth Organizations

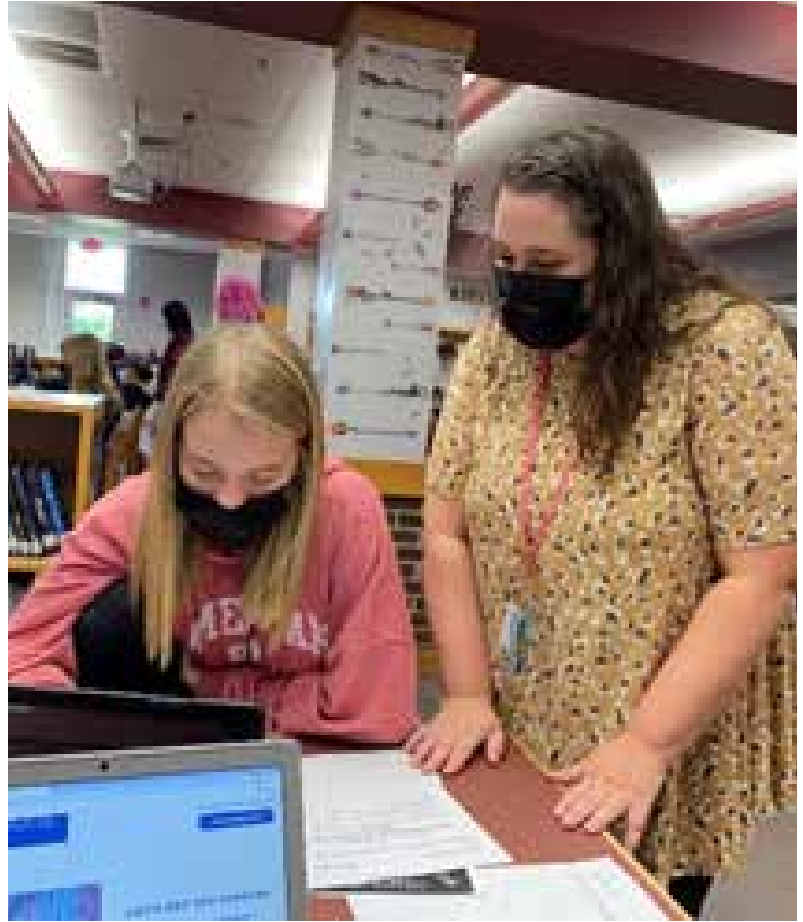
# Major Programs

## College Coaches

KHEAA participates in the Kentucky College Coach (KCC) Program, which is funded in part with a grant to the Kentucky Campus Compact through Serve Kentucky, the 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 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 2021–2022 academic year marked the twelfth consecutive year that KHEAA has served as an intermediary partner in the KCC Program.



*Kansas Adams (right), Kentucky College Coach at Powell County High School, helps a student with the college application process.*

### FY2022 KHEAA College Coach Schools

Adair County High School	Marion County High School
Anderson County High School	McCracken County High School
Belfry High School	McCreary Central High School
Breckinridge County High School	Meade County High School
Calloway County High School	Nicholas County High School
Casey County High School	North Bullitt High School
Christian County High School	North Hardin High School
Edmonson County High School	Ohio County High School
Fleming County High School	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
Iroquois High School	Warren East High School
LaRue County High School	West Carter High School
Lynn Camp High School	Whitley County High School

### Program Statistics for 2021–2022

- KCC core students were offered more than \$3.7 million in scholarships.  
(This does not include grants or any other type of financial aid.)
- 32 KHEAA KCCs served over 23,043 hours during their service term.
- 87% of core seniors completed the FAFSA
- 90% of core seniors completed at least one college application at KCC schools.



# Major Programs

I started my service as an AmeriCorps Kentucky College Coach at North Bullitt High School and am proud to now serve at Edmonson County High School, where I graduated. This past year has been so rewarding for me and for our students. After the struggles of the pandemic the previous school year, the 2021–2022 year saw normalcy slowly return. We saw smiling faces again, a rise in attendance, GPAs coming up, and a 6% increase in FAFSA completions! Our Edmonson County Wildcats were “roaring” again.

There were a few things in particular that stood out to me this year. In December 2021, we completed our homeless mat service project. This was a task that several KCC students proudly participated in. We collected plastic bags with the help of the whole school to flatten, cut, and weave into mats for displaced people in the area. The students came to my office in their spare time and worked diligently not only to create the mats but also to learn more about the people in our community who live in different circumstances. This was a very eye-opening and rewarding experience for the KCC students.

I was also able to take my KCC students on tours of the Western Kentucky University and Southcentral Kentucky Community and Technical College extended campuses in Glasgow. Since we live in a small town, many of the students choose small campuses for their postsecondary education. I wanted them to see that they have options close to home. I feel that many of them appreciated being exposed to another option outside of the main campuses.

It is an honor and privilege to work with the students of Edmonson County High School. Informing them of steps they can take to realize their college and career dreams is priceless. There are no words to describe the expression on their faces when they realize what’s ahead of them after they have filled out their college applications, many of them as first-generation college students. It’s a great feeling!

– Carmon Hughes,

**Kentucky College Coach, Edmonson County High School**

*I don't know what we would do without our college coach. She is continuously making an effort to work with our students and helping them with college applications, the FAFSA and career choices.*

– High school counselor

*Our Kentucky College Coach is an essential part of our school's college-readiness process. Our students seek him out regularly. We truly don't know what we would do without him!*

– High school assistant principal

*My daughter meets with the college coach at her school on a regular basis. As a parent, I appreciate that she is getting the help she needs to prepare for college, and I also have someone at the school I can reach out to if I have questions. It's been a great program for us.*

– Parent of KCC core student



Carmon Hughes (front center) poses with KCC students from Edmonson County High School during a college tour.

# 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, FAFSA for the Win

Challenge and College Decision Day. The [kygoestocollege.com](http://kygoestocollege.com) site offers resources for schools and organizations interested in enhancing their college-going culture through these proven initiatives.

The site offers a variety of resources, links, and activities to help school counselors, community leaders or college access providers implement one or more of these programs, as well as to help students who are going through the college application and financial aid processes. Schools or organizations that planned to host a Close the Deal, College Application Campaign or College Decision Day program during the 2021–2022 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 continued impact of the pandemic, some schools that participated in these campaigns conducted virtual programs. Though participation from both schools and students rebounded from the previous year, it was still down compared to pre-pandemic years. KHEAA Outreach continued to support schools and students with virtual presentations and workshops, webinars, one-on-one appointments and live social media events to supplement when in-person programming was not possible.



**KENTUCKY**  
goes to college

## Close the Deal

KHEAA's Close the Deal (CTD) is a one-day program that helps high school students prepare to make the transition to life after high school by arming them with knowledge about college and career exploration and the college admission and financial aid processes. Schools, community leaders, and business representatives work with local students in setting and meeting goals for college and their future careers. Students hear from community leaders about the importance of having a plan to attend college or a technical education program. They also have an opportunity to speak in small groups with: 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 is available on [kygoestocollege.com](http://kygoestocollege.com), allowing schools to customize their events. Seventy-five high schools registered to participate in the program in the 2021–2022 school year.



**CLOSE**  
the deal



Outreach counselor Bob McDermott speaks with a student during a Close the Deal event.



# Major Programs

## FAFSA Completion Challenge

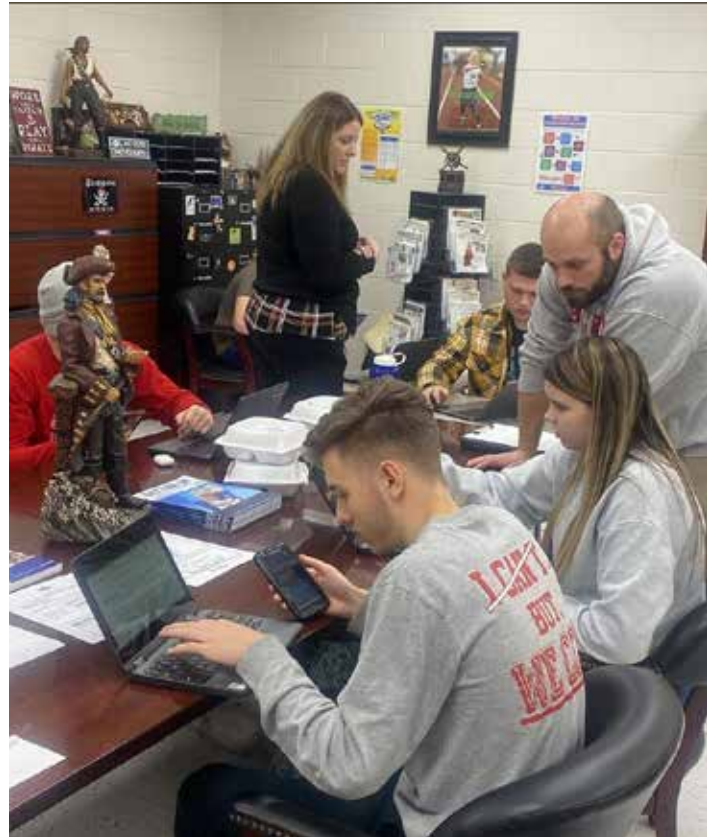
The 2021–2022 school year marked the second year KHEAA conducted the FAFSA for the Win Challenge. Public and private high schools in Kentucky were invited to join the Challenge to promote FAFSA completion for the class of 2022 and for the chance to win \$500 for their school. The goal of FAFSA for the Win is to reinforce the importance of FAFSA completion as a key step seniors need to complete to find out what resources they may receive to help pay for postsecondary education. The prizes incentivize schools to do what they can to encourage as many of their seniors as possible to file their FAFSA.

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 completed a FAFSA and a brief entry form. Winners were selected by random draw.

The FAFSA for the Win Challenge ran October 1, 2021, through April 29, 2022. Schools could track their progress on FAFSA completion through the FAFSA dashboard on [kygoestocollege.com](https://kygoestocollege.com). More than 125 high schools participated and nearly 3,000 students registered for the scholarship drawing. School winners and student scholarship winners were determined and announced in May 2022.



**FAFSA**  
completion challenge



Students at Belfry High School receive assistance during a FAFSA workshop.



## Congratulations to the 2022 Challenge winners!

- Bell County ATC/Bell County High School
- Franklin County High School
- Frederick Douglass High School
- Lafayette High School
- Oneida Baptist Institute
- Robertson County High School
- Russellville High School
- St. Patrick High School

To sign up for the 2022–2023 FAFSA for the Win Challenge, visit [kygoestocollege.com](https://kygoestocollege.com).

# Major Programs

## Kentucky College Application Campaign

This was the eleventh 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](http://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, #ipliedky, and #kygoestocollege hashtags. Hundreds of posts used the hashtags, including posts by students touting their top college choices and schools showcasing their application events and activities.



**KY COLLEGE**  
application campaign



*Seniors at Allen County-Scottsville High School show off their college choice during a Kentucky College Application Campaign event at their school.*

Over 120 high schools participated in the event, reaching upwards of 28,100 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.

Students who completed an online survey about KCAC after their school's program indicated that the program helped them to feel much more confident about filling out college admission applications and that the KCAC program at their school changed their likelihood of going to college after they 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 the Reach Higher initiative, and is supported by organizations like Better Make Room and American College Application Campaign. Over 100 schools registered to participate in the 2022 College Decision Day in Kentucky.

KHEAA offered a training webinar in early spring for participating high schools to explain more about the event and share tips and best practices for implementing the program. Most College Decision Day events take place in April or May and involve recognition for seniors from school and district leaders and a culminating moment when the students sign certificates indicating where they plan to go after high school. In recent years, many schools have expanded their celebrations to include all postsecondary pathways including college, trade and technical school, apprenticeship, military and workforce.

*Our (College Decision Day) celebration has become one of the best events our school does all year! The students feel so proud, and the teachers, staff and parents all participate too. It's a great way to show off the work and planning our students have done for their futures.*

—High school counselor



**COLLEGE**  
decision day



Senior outreach counselor Amy Marvin, right, poses with a student from Robertson County High School during their College Decision Day event.



A bulletin board at McCreary Central High School touts the future plans of graduating seniors in celebration of College Decision Day.

# Major Programs

## FAFSA Completion and Verification Support

With the release of the 2022–2023 FAFSA on October 1, 2021, outreach staff began providing FAFSA completion assistance at high schools, adult education centers and community organizations all across their regions. Conducting FAFSA completion workshops is one of the most highly demanded services provided by KHEAA Outreach, and collectively, outreach counselors conducted more than 1,260 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 800 one-on-one FAFSA appointments were conducted by Outreach staff.

For the 2022–2023 FAFSA cycle, Kentucky ranked #2 in FAFSA completion among high school seniors nationally through mid-November, maintaining a Top 20 ranking through June 2021 (source: Form Your Future FAFSA Tracker). In

addition, KHEAA’s 2022–2023 FAFSA Completion Guide was utilized by schools and organizations across the Commonwealth as a resource to aid students and parents in successful FAFSA completion. The four-page guide was made available for download on [kheaa.com](http://kheaa.com) and hard copies could be requested

through the online publication order form, as well as through outreach staff. KHEAA also posted a step-by-step FAFSA tutorial on its YouTube channel for those who may need a more in-depth guide.

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



John Bergman helps students complete the FAFSA during a workshop at Warren East High School in Bowling Green.

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 200 in-person and an additional 180 one-on-one FAFSA follow-up and verification sessions in the 2021–2022 year.

*We still reach out to our KHEAA Outreach Counselor every year to get help with my daughter’s FAFSA. She’ll be graduating from college next year! The help this has been to us over the years is priceless.*

**– Parent of college student**

*I always make sure I have plenty of copies of KHEAA’s FAFSA Completion Guide in my office for students and their parents! It’s the most comprehensive and easy to understand guide on the FAFSA that I’ve found. Thank you for providing it each year!*

**– School counselor**

*I probably wouldn’t have done the FAFSA on my own. Thank you for taking the time to walk me through it.*

**– High school senior**

*Your FAFSA walkthrough video on YouTube is so helpful! I sent that link to all my students who aren’t able to come to a FAFSA workshop in person.*

**– School counselor**

# Major Programs

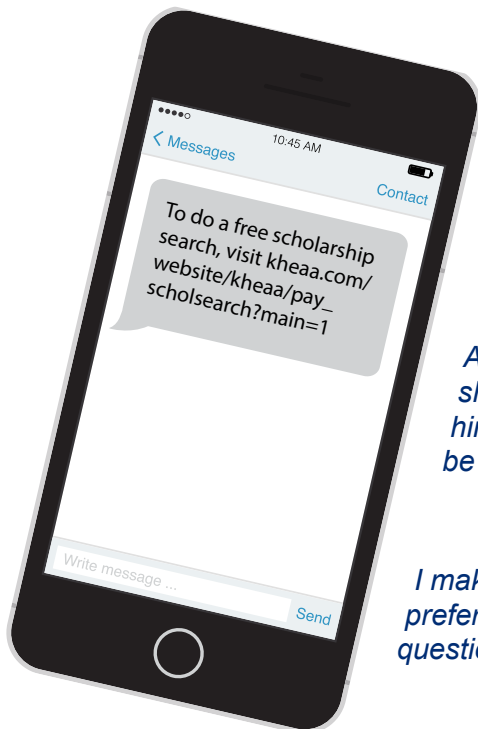
## Text Nudging

For the past five years KHEAA's texting service has allowed students, parents, college access professionals and others to opt in to receive college access updates and reminders approximately twice a month. The goal of the service is to "nudge" students and those who support them in the right direction when it comes to remembering and completing various important steps in the college access process. In FY2022 the service had over 1,600 subscribers..

Text topics include tips about college research, college admission, financial aid programs, FAFSA completion, verification, ACT/SAT prep, KEES, searching for scholarships and more. Messages serve as important reminders or calls to action and keep students and families engaged and aware throughout the year. This service serves a particularly important purpose during the summer, when students who have completed the

necessary steps to enroll in college do not show up on a college campus in the fall (the summer melt). 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 also text back with questions or comments and receive a personalized response from a KHEAA Outreach staff member. As the pandemic continued to impact student engagement in schools this year, this two-way communication feature provided an additional option for subscribers needing college access guidance outside of traditional in-person interaction. Those interested in receiving the texts can opt in at any time by texting the word OUTREACH to 800-928-8926.



*We encourage our seniors to sign up for your texting service before they graduate in case they have questions over the summer. It's great that they can receive an individual response.*

**—School counselor**

*As a parent, your texts help me stay on top of what my student should be doing when it comes to getting ready for college. I like him to take the lead, but these reminders let me know what I should be asking him about.*

**—High school parent**

*I make sure all my students opt in to your text messages. Many of them prefer texting over anything else, so it's a great way for them to ask questions in a way they are comfortable with.*

**—College coach**



# Major Programs

## Social Media Outreach

Outreach staff utilizes KHEAA's social media presence to get information to students, parents, and college access professionals. Staff worked to provide live content on Facebook and Twitter several times a month to ensure all Kentuckians had access to valuable college planning information in the most convenient way possible. Outreach counselors also posted regularly on Instagram and created FAFSA tutorials and other helpful videos for the agency's YouTube channel.

Topics covered in live events included FAFSA completion, state and federal financial aid, college admissions, scholarships, career exploration, navigating the [kheaa.com](http://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.

KHEAA also awards a \$500 scholarship to a high school senior who will create video content for use on KHEAA's social media pages. KHEAA's vlogger for the 2021–2022



*Kentucky high school senior Veronica Pulley created a variety of vlogs about her experiences for KHEAA's social media platforms.*

school year, selected as a part of the annual Student Vlogger Contest, was Veronica Pulley from Fulton High School. Her vlogs covered topics such as applying to college, completing the FAFSA, and searching for scholarships. The goal of the vlogger program is to leverage student voice to help influence more students to pursue postsecondary education.

## 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 persist and ultimately earn a postsecondary credential. During the 2021–2022 fiscal year, KHEAA Outreach



*Senior Outreach Counselor Toni Wiley speaks with students at Stuart Pepper Middle School about the Kentucky Educational Excellence Scholarship.*

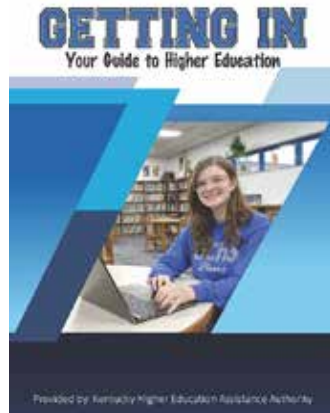
conducted more than 1,400 workshops, both in person and virtually, for elementary school students, middle school students, high school underclassmen and their families.



# 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](http://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, Twitter, and YouTube 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 FY2022, the number of Facebook followers increased by 3.7%, and Twitter followers stayed steady. In addition, the agency's Instagram followers increased by 24.1% and YouTube subscribers increased by 49%.

# 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 **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, understand their eligibility for state aid programs and interpret the results of their *Getting the Facts* report. Nearly 35,000 student and parent callers were served in FY2022.

## 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 FY2022

<i>Adults Returning to School</i>	7,295
<i>Affording Higher Education</i>	3,508
<i>College Circuit</i>	39,999
<i>Getting In*</i>	10,761
<i>It's Money, Baby</i>	17,111
<i>Thriving in College</i>	10,618
<i>Surviving College (Adults)</i>	1,520
<b>TOTAL</b>	<b>90,812</b>

### OTHER MATERIALS DISTRIBUTED

Bookmarks	416
FAFSA Checklist	23,956
FAFSA Infographic	5,660
Financial Aid for Adults flyer	1,415
Getting the Facts flyer	5,874
High School Basics flyer	20,164
KEES Brochure	46,403
Kentucky Advantage Loan brochure	3,080
Kentucky Advantage Refinance Loan brochure	654
Kentucky Education Savings Plan Trust brochure	356
KESPT Activity Book	21,139
<a href="http://kheaa.com">kheaa.com</a> brochure	18,599
KHEAA Verify flyer	495
Military Member/Spouse Financial Aid Programs flyer	2,234
Outreach Presentation Guide	565
Posters	5,593
Technical/Trade School flyer	4,211
Work Ready flyer	8,635
<b>TOTAL</b>	<b>169,449</b>

*Publication distribution was down in FY2022 due to the pandemic  
\*Supply chain issues delayed distribution of Getting In until FY2023*

*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

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 (GRREC)

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](http://www.kheaa.com)

800.928.8926

