

KnowHow2GoIndiana: Improving College Completion in Indiana

Cheryl Orr

Senior Associate Commissioner for
Communications and P-16 Programs and Planning

February 19, 2009

Learn More Indiana

Providing information

- In print
- In person
- Through partnerships
- And on the Web

To get more Hoosiers to and
through college



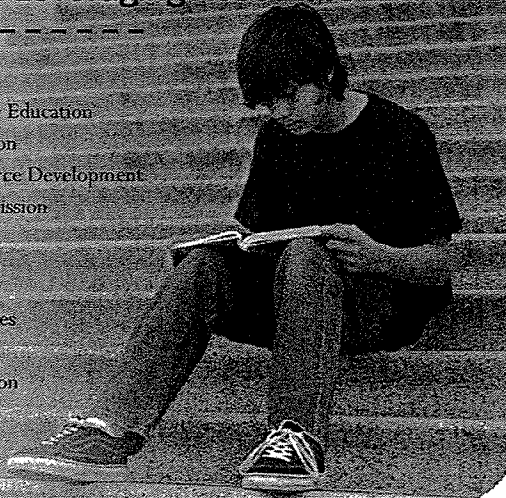
Learn More Indiana: Leveraging Resources

A partnership of:

- Indiana Commission for Higher Education
- Indiana Department of Education
- Indiana Department of Workforce Development
- State Student Assistance Commission of Indiana

With additional support from:

- Indiana's colleges and universities
- USA Funds
- Lumina Foundation for Education
- USDOE College Access Challenge Grant



Learn More Indiana

Desired impact of our work...see handout

About KnowHow2Go:

- The American Council on Education, Lumina Foundation for Education and the Ad Council launched the KnowHow2GO campaign in January 2007.
- This multiyear, multimedia effort includes television, radio and outdoor public service advertisements (PSAs) that encourage 8th through 10th graders to prepare for college using four simple steps.
- Learn More Indiana selected to lead campaign in Indiana.

The 4 steps

1. Push yourself
2. Find the right fit
3. Put your hands on some cash
4. Be a pain—in a good way



KnowHow2Go Creative Elements

Billboards, PSAs, viral marketing, transportation marketing, etc...

Lost.

(How most kids feel about preparing for college.)



KnowHow2GO.org

diddly squat
(What most kids know about preparing for college.)

KnowHow2GO.org

Logos for ACT, SAT, and AP are visible in the bottom left corner.

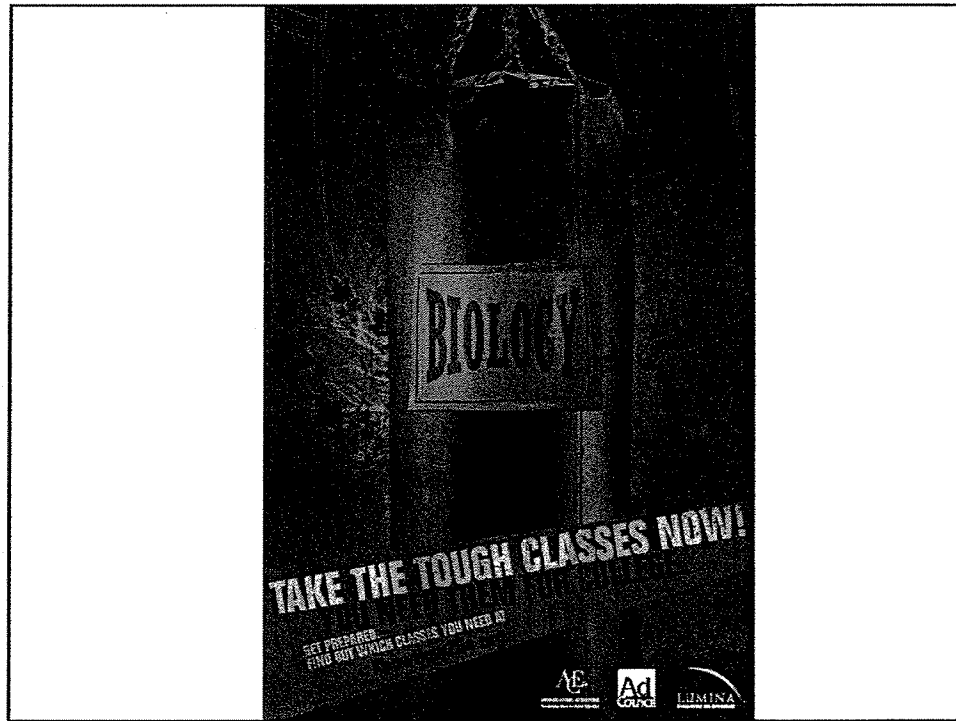
ALGEBRA II

FOREIGN LANGUAGES

BIOLOGY

TAKE ON THE TOUGH CLASSES

KnowHow2GO.org



Plus...

- Localized PSAs (TV and radio)
- Viral Videos (featuring the “tough” characters)

Name: Biology
Age: Approx. 3.5 billion years old
(give or take a 100 million years)

Biology is the study of the natural world and the organisms inhabiting it, everything from frogs to monkeys to your older brother. Many students are afraid to take biology because they think it's weird or for kids who like to play with Bunson burners. But if we don't understand who we are, how can we understand anything? (Don't let that blow your mind.)

Many students of Biology go on to be scientists, doctors or environmentalists. Would you rather work in a cubicle or outside in some exotic locale? Well, that's the one reason to take biology is that you can work in either place. Talk to your teacher and you'll be up to the challenge.

POSTER: BIOLOGY

VIDEO:

WEB: BUNSON BURNERS

FOR MORE INFORMATION: ALGEBRA II - BIOLOGY - 33

KnowHow2GOIndiana

- Phase I—Media Outreach
- Phase II—Ground Campaign

KnowHow2GOIndiana

Media Outreach:

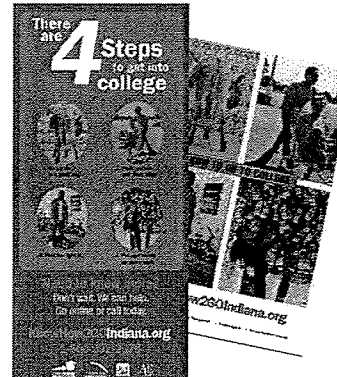
- Coordinate media efforts to get the KH2GOIndiana PSA's in radio and TV rotation.
- Pursue opportunities to get KH2GOIndiana billboards posted.
- Distribute KH2GOIndiana materials widely.
- Conduct direct mail campaigns targeting high school students – including first generation college households.
- Respond to college access/success questions and information needs via the KH2GOIndiana and Learn More Indiana web sites, Learn More Indiana's 24/7 Helpline and publication center.

KnowHow2GOIndiana

- KH2GOIndiana materials are also distributed via the Helpline and “order materials” section of the Web site.

Selected totals for distribution are listed below (January 2008 – November 2008):

- KH2GOIndiana posters (4 steps) – 4,871
- KH2GOIndiana posters (TOUGH) - 515
- KH2GOIndiana Airplane –16, 228
- KH2GOIndiana Bookmark –27,422
- Mini- (4-step) KH2GO Postcards –13,516
- KH2GO brochures (English) – 6,136
- KH2GO brochures (Spanish) - 2,101



KnowHow2GOIndiana.org

USER LINKS - SEARCH

KnowHow2GOIndiana SEND TO A FRIEND

<p>MIDDLE SCHOOL</p> <p>FRESHMEN</p> <p>SOPHOMORES</p> <p>JUNIORS</p> <p>SENIORS</p> <p>MENTORS</p>	<p>1. BE A PAIN (in a good way)</p>	<p>2. PUSH YOURSELF</p>	<p>3. FIND THE RIGHT FIT</p>	<p>4. PUT YOUR HANDS ON SOME CASH</p>
	<p>Find an adult who can help you with the steps to college. Let everyone know you want to go to college. And don't stop until you find the adult who can help.</p>	<p>Colleges require you to take certain classes in high school. Find out which classes and sign up!</p>	<p>Think about interests and activities that you enjoy. Explore colleges with programs that suit your interests.</p>	<p>There's money out there to help you pay for college. Apply for it.</p>
	<p>Find a college in Indiana</p>			
	<p>KnowHow2GOIndiana.org</p>			

KnowHow2GOIndiana

OnTrack Student Success mini-magazines include the 4-steps message throughout the magazines for grades 7 – 10.

KnowHow2GOIndiana Facebook Application—The College Spirit Challenge

facebook Home Profile Friends Inbox

Home Settings Standings Future College Student Current College Student College Graduate

Indiana College Leaderboard


#	College	Score
1	facebook	
2		
3		
4		
5		

My Spirit Challenge Profile

DEPAUW UNIVERSITY

My College:
DEPAUW UNIVERSITY
My Status:
College Graduate

Current College Student



You've made it to college! Good for you!
College provides you with many opportunities and challenges, and Learn More Indiana can help you make the most out of your experience. Keep reaching for details.

Transitioning from high school to college

Most students are excited about being on their own as they get ready for college. And along with the excitement, they sometimes feel anxious about the uncertainties they face. Read this quick article for some tips on how to prepare yourself for college life and then check out a college student's advice for how to do well in college.

Picking a career; selecting a major

Still not sure what you want to be when you "grow up"? No worries! If you haven't decided what to study, you're not alone

Applications

Indiana's College SUCCESS COALITION KnowHow2GOIndiana

Ground Campaign—

Indiana's College Success Coalition increases community involvement and capacity for improving college access and success and strengthens local support systems for underrepresented students.



KnowHow2GOIndiana

Ground Campaign— Indiana's College Success Coalition....

- The Coalition focuses on strategies that help:
 - Increase the number of eligible students that enroll in Twenty-first Century Scholars and stay on-track for high school graduation, Scholars affirmation and college admission;
 - Increase support to help Scholars understand the steps they need to take to get to college and succeed (KH2GOIndiana);
 - Improve efforts in higher education to increase degree completion for Scholars.



Indiana's College Success Coalition

Do a little.

Do a lot.

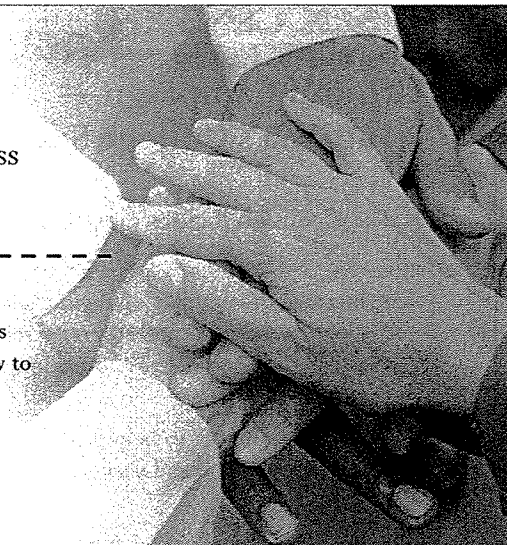




Indiana's College Success Coalition ...

A growing statewide alliance of local individuals and organizations helping more Hoosiers know how to go to college and succeed.

The coalition is led by Learn More Indiana, the state's college and career connection.



Our Goal ...

10,000 more college graduates each year

For our state and our communities to be economically competitive.

