

State Panel: Combined Campaigns

- **Carlos Bing**, Ohio's 3 to Get Ready
- **Summer Gortney**, Kentucky Goes to College
- **Jamie Covell**, Iowa's Course to College



#WHYAPPLY DAY

September 20, 2019

SEP - NOV

AMERICAN COLLEGE
APPLICATION
CAMPAIGN

FAFSA AVAILABLE

October 1, 2019

OCT - APR

FORM YOUR FUTURE

COLLEGE TRANSITION

COLLEGE TRANSITION

June - September, 2019

JUN - SEP

COLLEGE SIGNING DAY

NATIONAL SIGNING
CELEBRATION

On or around May 1, 2019

APR - MAY

[DOWNLOAD TIMELINE \(PDF\)](#)



3 to GET READY!!!

Preparing for college is as easy as **1-2-3.**

CARLOS BING
STATE DIRECTOR, GEAR UP OHIO
OHIO DEPARTMENT OF HIGHER EDUCATION



Department of
Higher Education

 **OhioHigherEd.org**



3 to GET READY!!!

Preparing for college is as easy as 1-2-3.



Ohio FAFSA Completion Initiative



Ohio College Application Month



College Signing Day

About

Registration &
Participating Sites

Resources

What's Next?

What is the "3 To Get Ready!!!" Campaign?

A new campaign coordinated by the Ohio Department of Higher Education will help high school students prepare for college by focusing on applying for financial aid, submitting college applications, and selecting where they'll pursue their college education. To read the full press release, click [here](#).

How the process began.....

Attended the ACAC Convening in Washington DC last summer

Returned to Ohio and shared the concept with my supervisor

Requested and received permission from the USDOE to use GEAR UP funds to support the statewide campaign

The work began.....

Successes

- Received permission to use existing funding through the grant
- A new website was created to promote the opportunity
 - <https://www.ohiohighered.org/3ToGetReady>
- Leveraged the existing partners in the state to assist with the promotion of the campaign
 - GEAR UP Ohio sites
 - Access Organizations
- Restart to prior work (OCAN)
- Combined the efforts of existing activities and priorities into one streamlined campaign

Lessons Learned

- **Schools like free stuff**
 - **Even though we had free stuff, our numbers fell short of expectations**
- **Some schools will not participate if the program seems to focus only on college success**
- **Data collection can be challenging**
- **Collaboration with other entities doing the same work is necessary but presents some challenges**
 - **FAFSA Help Ohio**
 - **Complete to Compete**

Resources

- **GEAR UP Grant funding**
- **GEAR UP Sites**
- **Agency Communications team**
- **Local access organizations**

What' s new for the next cycle?

- **Improve the campaign social media usage**
- **Collaborate with Ohio Tuition Trust Authority**

Benefits of Connecting the Dots

- **Reduces the confusion that students and families experience**
- **Streamlines the process**
- **Demonstrates the importance of each step in the college/career process**



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KENTUCKY

goes to college

*Summer Gortney
Assistant Director of Outreach Services
Kentucky Higher Education Assistance
Authority*



KENTUCKY

goes to college



CLOSE
the deal



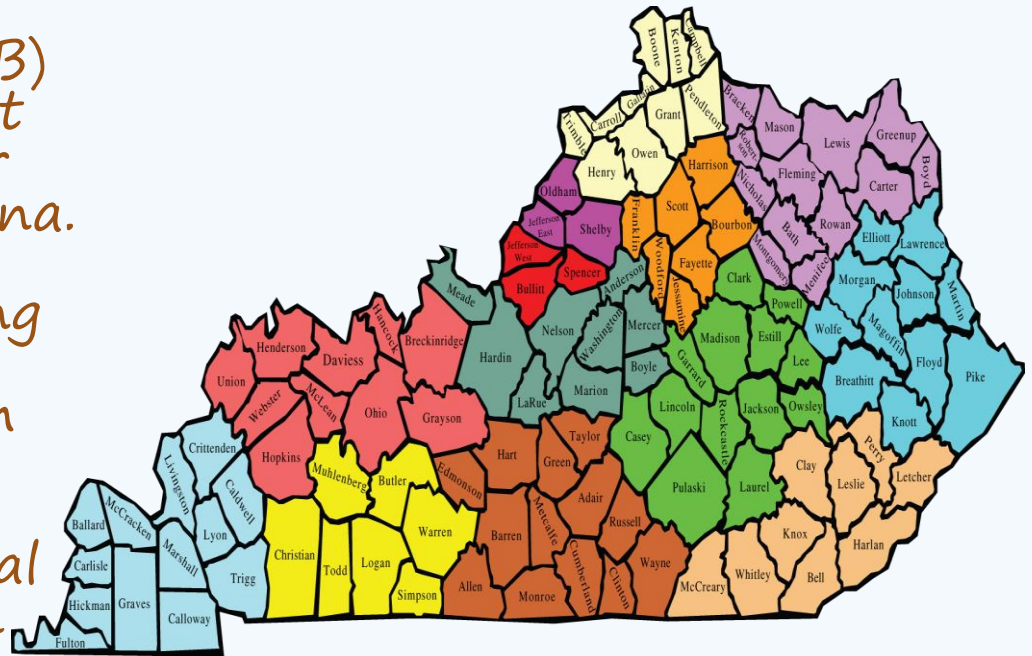
KY COLLEGE
application campaign



COLLEGE
decision day

How the process began in 2011

- We attended the Southern Regional Education Board (SREB) conference and brought the idea back from our friends in North Carolina.
- Coincided with receiving the College Access Challenge Grant, which provided funding.
- Staff and organizational support was already in place.
- We formed a steering committee.



Successes and Lessons Learned

Successes

Starting with pilot programs

KYGoestoCollege.com

Enlisting outreach staff

Working with key partners

Tremendous agency support

Lessons Learned

Students love stickers

Collecting data can be challenging

Providing EILA credit for training

These programs have become a school culture

Letting schools take ownership

Resources

- 55,000 Degrees
- Association of Independent Kentucky Colleges and Universities (AIKCU)
- College Access Partnership
- Council on Postsecondary Education (CPE)
- GEAR UP Alliance
- Jefferson County Public Schools (JCPS)
- Kentucky Association for College Admission Counseling (KYACAC)
- Kentucky Association of Collegiate Registrars and Admissions Officers (KACRAO)
- Kentucky Association of Educational Opportunity Program Personnel (KAEOPP)
- Kentucky Association of Student Financial Aid Administrators (KASFAA)
- Kentucky Campus Compact
- Kentucky College Coaches Program
- Kentucky Counseling Association (KCA)
- Kentucky Department of Education
- Kentucky School Counselor Association (KSCA)
- Southern Regional Education Board (SRSB)



Continual Progress

- *Create a FAFSA challenge to coincide with other KY Goes to College events.*
- *Engage our state's 60x30 campaign.*



Benefits of Connecting the Dots

- Allows for easy, one time registration*
- Creates a college access timeline for schools*
- Ease of ordering promotional items*



Thank you!

Summer Gortney

Assistant Director of Outreach Services

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Course to College: Initiatives to programming

Agenda

Iowa College Aid Overview

Course to College Overview

What's Next?

Iowa College Aid Overview



Iowa College Aid: Community Engagement

GEAR UP

Iowa College & Career Readiness

Local College Access Networks (LCANs)

Course to College Corps (AmeriCorps)

Course to College

Other Iowa Agencies

ICAN

Future Ready Iowa

Iowa Student Loan

Course to College Overview

Course to College Overview: Initiatives to Programming

Initiatives: Application Campaign, FAFSA Completion, Decision Day

Programming: College preparing, applying, financing, deciding, going

Course to College Overview: Initiatives to Programming

Logic Model

Development of participation tracks

Engagement of schools

Tool development

Procedures & Policies

Timeline

Research

Course to College Overview: Program Setup

Participant Site

General Marketing
Materials

Weekly Collaboration
Calls

Weekly Email Updates

Access to Shared
Resource Folder

General Statewide Data

Partner Site

Student Marketing
Materials

School-Specific Data
Reports

Eligibility for Mini
Grants

Eligibility for
AmeriCorps volunteer

Materials Provided

Event Posters

Automated FAFSA Report

Your Course to College Guidebook

“Ask Me More” Signs

“I Applied” Stickers

FSA ID Cards

“I Decided” Locker Signs

Student Incentives/Trinkets

What's Next?

Challenges We Face

Motto: “Building the plane as we fly it”

Timeline of completion

Strategy

Engagement of schools

Importance of programming

Research & evidenced-based work

Build Upon

Engaging the local experts

Immerging internal programs together

Research & evaluation

Community & state partnerships

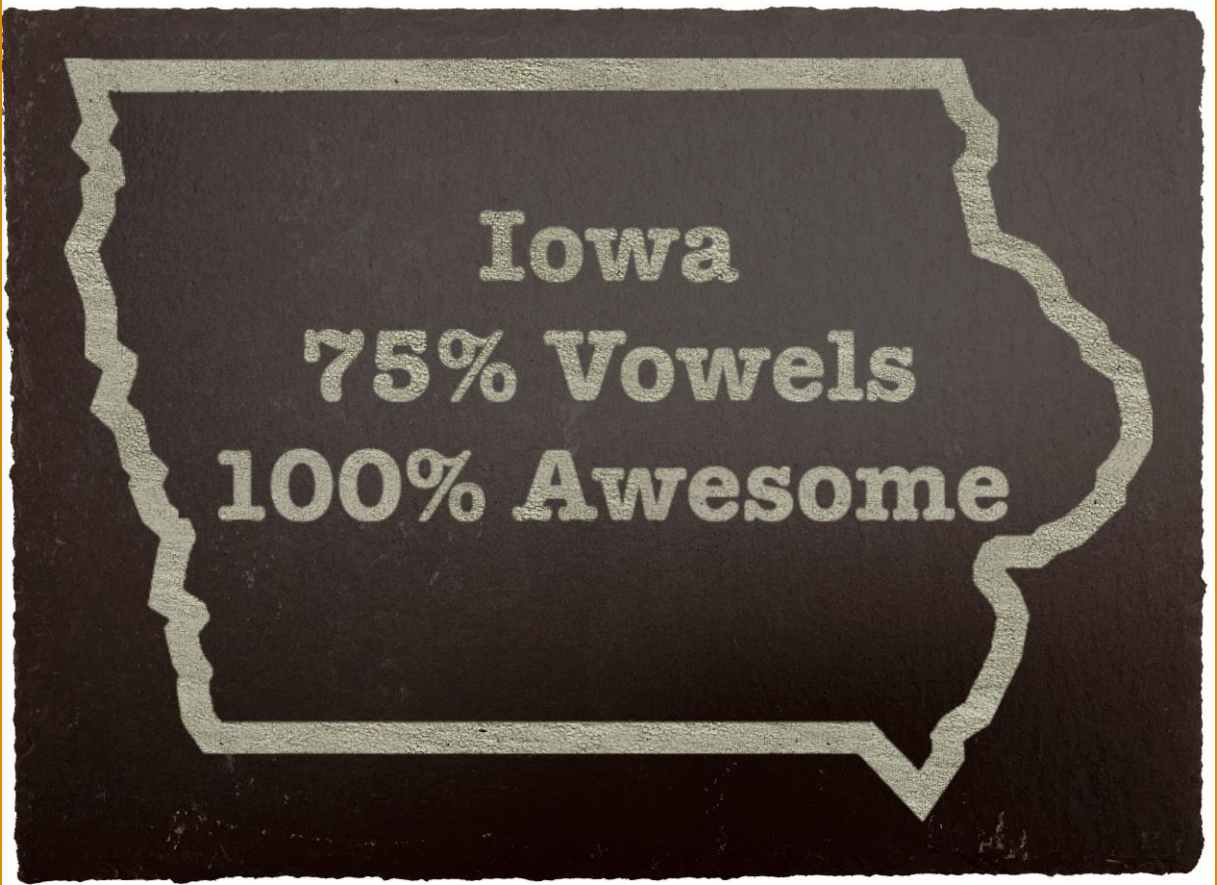
Future Programming

Able to hone in on specific student populations

More data informed/evidence-based

All schools able to participate

Work more closely with other college-going program and organizations



Iowa
75% Vowels
100% Awesome

Thank you!

Jamie Covell

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