

# KnowHow2GOKy

## Fact Sheet

### Introduction

KnowHow2GOKY is a multiyear, multimedia effort to encourage more Kentuckians to plan, enroll and succeed in college. KnowHow2GOKy supports Kentucky's efforts to double the number of college graduates in the state by 2020.

Middle school and high school students are challenged to take the "tough" classes to prepare for college through radio and TV ads. This component of the outreach is funded primarily with federal funds through the GEAR UP Kentucky program. Included in the outreach is an interactive Web site - KnowHow2GOKy.org. In addition to traditional students, the Web site targets transfer students, GED students and graduates, and returning and first-time adult learners. The Council secured a \$100,000 grant from the National Postsecondary Education Cooperative to fund the online component of the outreach.

KnowHow2GOKY is modeled after the national KnowHow2GO campaign developed by the American Council on Education, Lumina Foundation for Education and the Council.

### A college access Web site for all Kentuckians- KnowHow2GoKY.org

**Description:** The KnowHow2GOKy Web site provides comprehensive college access resources for all target audiences and features an audience-based navigation that outlines the specific steps to college for each audience. A key feature of the site includes a "Find Help" section, which allows users to locate education-related organizations and programs in their county to assist them in planning, paying and enrolling in college.

**CPE Partners:** National Ad Council, American Council on Education, Lumina Foundation, National Postsecondary Education Cooperative, GEAR UP Kentucky, the Kentucky Higher Education Assistance Authority, and the Kentucky Department of Education.

### KnowHow2GoKy - Middle and high school students

**Description:** KnowHow2GOKy focuses primarily on encouraging middle and high school students to take a rigorous curriculum in high school and enroll in college upon graduation. Outreach efforts also target their parents and/or mentors to stay involved in their child's academic life and help them plan early for college.

Using free creative resources from the national "Know How 2 Go" outreach initiative, efforts include a Web site, direct mail, print and statewide TV and radio ads. Outreach messages and materials will be distributed through a coordinated grassroots network, the Kentucky College Access Network, developed in partnership with the Prichard Committee for Academic Excellence. Through the sponsorship of the Kentucky Broadcasters Association's Public Education Partnership program, statewide TV and radio ads began circulation May 2008.

**CPE Partners:** GEAR UP, Kentucky College Access Network, the Prichard Committee for Academic Excellence, National Ad Council, Lumina Foundation, American Council on Education, National Postsecondary Education Cooperative, the Kentucky Broadcaster's Association

### KnowHow2GoKy - Returning Adults

**Description:** While the KnowHow2GOKy Web site provides resources for all adult learners, a key component of the effort - Kentucky's Project Graduate initiative - focuses on more than 11,000 Kentucky adults who have 90 or more credit hours but no bachelor's degree. All of Kentucky's public colleges and universities and nine independent colleges and universities are participating in Project Graduate, an outreach that consists primarily of a direct mail effort and Web presence, coupled with a high-touch experience. Colleges and universities are contacting their former students with letters and Project Graduate postcards that list the incentives they are offering to encourage their former students to re-enroll and earn a degree. Incentives vary by institution, but include tuition assistance, application fee waivers, personal advising and simplified admissions paperwork. Further, each campus has designated a Project Graduate advocate to ensure those who respond can take full advantage of incentives and quickly navigate the admissions process. In addition to the Project Graduate Web site available at <http://www.projectgraduate.org>, the Adults section of the KnowHow2GOKy Web site also offers information about this program.

The CPE and a team of institutional representatives are currently working to develop a comprehensive outreach plan to continue outreach through Project Graduate with one component focusing on engaging the business community.

**CPE Partners:** All Kentucky's public colleges and universities, Asbury College, Bellarmine University, Brescia University, Kentucky Wesleyan College, Lindsey Wilson College, Spalding University, St. Catharine College, Union College and University of the Cumberlands

### KnowHow2GoKy - Transfer students

**Description:** KnowHow2GOKy targets students currently enrolled at a Kentucky community or technical college system to encourage them to transfer to and complete a bachelor's degree program at a four-year college or university. Outreach efforts include the development and distribution of printed transfer student handbooks to KCTCS students and the development of extensive online resources for transfer students in the 'College Transfer' section at [www.KnowHow2GOKy.org/transfer](http://www.KnowHow2GOKy.org/transfer).

**CPE Partners:** The Kentucky Community and Technical College System and the Kentucky Association of College Registrars and Admissions Officers

### KnowHow2GoKy - Adults with a high school diploma or GED and GED graduates

**Description:** This component of the KnowHow2GOKy initiative targets approximately 800,000 Kentucky adults without a high school diploma or GED for recruitment purposes and 9,500 Kentucky adults with a GED who are not currently enrolled in college. Building upon the results of a survey of 3,200 GED graduates conducted by KYAE in spring 2007, the KnowHow2GOKy Web site offers this audience comprehensive online resources to help them get their GED and transition to college. In partnership with Kentucky Adult Education, CPE plans to expand outreach to this audience to include the development and distribution of recruitment and transition toolkits for 900 adult educators.

**CPE Partners:** Kentucky Adult Education