

**KnowHow2GOKy  
COLLEGE ACCESS INITIATIVE  
STATEWIDE LAUNCH**

**P-16 Council  
Agenda Item IX  
June 10, 2008**

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The KnowHow2GOKy college access initiative was launched May 29, 2008, at 10 a.m. on the steps of the Capitol in Frankfort. The outreach initiative outlines the steps to prepare for college for middle and high school students and features mass media and grassroots components, including a consumer-driven, audience-based Web site (<http://www.knowhow2goKy.org/>).

KnowHow2GOKy is a multiyear, multimedia effort modeled after the national KnowHow2GO campaign developed by the American Council on Education, the Lumina Foundation for Education, and the National Ad Council and is coordinated by the Council on Postsecondary Education. With funding primarily from Kentucky GEAR UP and the National Postsecondary Education Cooperative, the college outreach campaign supports Kentucky's Double the Numbers plan (<http://cpe.ky.gov/doublethenumbers/>), which targets four key audiences: returning adults, at-risk middle and high school students, potential transfer students, and potential GED students and GED graduates (<http://cpe.ky.gov/news/collegeaccess/>).

Sue Patrick, CPE's director of communications, will highlight the television and radio advertisements and distribute materials at the June 10 P-16 Council meeting.