

# KnowHow2GOKy

## Sponsors

### National KnowHow2GO

In order to turn these students' college dreams into action-oriented goals, 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 encourages 8th through 10th graders to prepare for college using four simple steps.

### American Council on Education

The American Council on Education (ACE) is the only higher education organization that represents presidents and chancellors of all types of U.S. accredited, degree-granting institutions: community colleges and four-year institutions, private and public universities, and nonprofit and for-profit colleges. This cross-sector membership enables ACE to serve as higher education's unifying voice.

Since 1918, ACE has provided leadership and a unified voice on key higher education issues. Through advocacy, research and innovative programs, ACE represents the interests of more than 1,800 campus executives, as well as the leaders of higher education - related associations and organizations. Together, ACE member institutions serve 80% of today's college students. ACE speaks as higher education's voice in matters of public policy in Washington, DC, and throughout the nation, and provides vital programs, information, and a forum for dialogue on key issues.

### Lumina Foundation for Education

Lumina Foundation for Education, an Indianapolis-based, private, independent foundation, strives to help people achieve their potential by expanding access and success in education beyond high school.

Through grants for research, innovation, communication, and evaluation, as well as policy education and leadership development, Lumina Foundation addresses issues that affect access and educational attainment among all students, particularly underserved student groups, including adult learners. The Foundation bases its mission on the belief that postsecondary education remains one of the most beneficial investments that individuals can make in themselves and that society can make in its people.

### The Ad Council

The Ad Council has endeavored to improve the lives of all Americans since first creating the category of public service advertising in 1942. From their earliest efforts including "**Loose Lips Sink Ships**" to the more recent "**I am an American**," Ad Council PSAs have been raising awareness, inspiring action and saving lives for more than 60 years.

The Ad Council is a private, non-profit organization that marshals volunteer talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities to deliver critical messages to the American public. The Ad Council produces, distributes and promotes thousands of public service campaigns on behalf of non-profit organizations and government agencies in issue areas such as improving the quality of life for children, preventative health, education, community well being, environmental preservation and strengthening families.

## **National Postsecondary Education Cooperative**

National Postsecondary Education Cooperative's (NPEC) mission is to promote the quality, comparability and utility of postsecondary data and information that support policy development at the federal, state, and institution levels.

NPEC is a voluntary partnership of postsecondary institutions, associations, government agencies, and organizations. NPEC receives funding from the National Center for Education Statistics (NCES), U.S. Department of Education.

NPEC encompasses all sectors of the postsecondary education community including federal agencies, each of the 50 states, postsecondary institutions, associations and any other organization with a major interest in postsecondary education.

# **KnowHow2GO**Ky

## **Partners**

### **GEAR UP**

Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) is designed to increase the number of students who are prepared to enter and succeed in postsecondary education. GEAR UP provides six-year grants to states and partnerships to provide services at targeted middle and high schools. GEAR UP grantees serve an entire cohort of students beginning no later than the seventh grade and follow the cohort through high school. GEAR UP funds also provide college scholarships.

GEAR UP offers state and partnership grants. State grants are competitive six-year matching grants that include both an early intervention component designed to increase college attendance and success and raise the expectations of students and a scholarship component.

Partnership grants are competitive six-year matching grants that must support an early intervention component and may support a scholarship component designed to increase college attendance and success and raise the expectations of students.

### **KentuckyCAN!**

The Council on Postsecondary Education in partnership with the Prichard Committee and with significant funding support from the Lumina Foundation for Education launched a statewide college access network to promote college access programs in the state and to develop a network of programs both large and small.

Despite moderate successes, existing access organizations recognized that more needed to be done to encourage Kentuckians to pursue their education beyond high school. A vision evolved of a state college access network that would promote and enhance existing college access programs, advocate for new programs, and provide a network for college access providers to exchange ideas and best practices.

Today, with a membership roster of more than 200 individuals and organizations the network's goals have been refined to reflect Kentucky's needs.

- To provide existing college access services the opportunity and vehicle to coordinate and support efforts
- To identify gaps in college access services statewide
- To support creation of new programs targeted to low-income, underrepresented and first-generation students
- To speak with one voice raising awareness of the need and value of postsecondary education
- To increase the “college-going” rate in Kentucky, particularly among minority populations and adult learners

### **Kentucky Higher Education Assistance Authority**

The Kentucky Higher Education Assistance Authority (KHEAA) is a public corporation and governmental agency of the Commonwealth of Kentucky established in 1966 to improve students' access to higher education. KHEAA administers financial aid programs and provides significant college access and awareness services across the state. KHEAA is the sponsor of GoHigherKy.org a critical online companion to the KnowHow2GOKy.org Web site.

Throughout each of Kentucky nine service area, outreach counselors promote higher education opportunities by disseminating college access information, materials, media packets and publications; participating in career fairs, college nights, financial aid workshops and other related events; providing radio, television and newspaper public service announcements; and making personal, on-site visits to those who can help KHEAA provide information about higher education opportunities.

Community contacts in each area include: adult education centers, boards of education, elementary schools, churches, community-based agencies, cooperative extension (4-H) offices, family resource/youth services centers, GEAR UP programs, health departments/hospitals, high schools, libraries, media outlets (newspapers, radio/TV stations), middle schools, professional organizations, social service programs and TRIO programs.

### **Kentucky Adult Education**

A 1998 task force concluded that adult illiteracy was “a fundamental barrier to every major challenge facing the state” – from education reform and economic development to its citizens' basic health and well-being.

Recognizing the weight that an undereducated workforce has been on the state's economy, Kentucky's leaders moved aggressively to make adult education a top priority. The Kentucky Adult Education Act passed by the 2000 General Assembly created a partnership with the Council on Postsecondary Education, increased funding and set the stage for dramatic improvements in the educational status of adult Kentuckians who lack a high school diploma, function at low levels of literacy or want to learn English.

Enrollment in Kentucky Adult Education is at an all-time high and, more important, students are succeeding. They're getting their GEDs, they're moving on to postsecondary education, they're getting jobs, and they're advancing in their careers

### **Kentucky Department of Education**

The Kentucky Department of Education is a service agency of the Commonwealth of Kentucky. The department provides resources and guidance to Kentucky's public schools and districts as they implement the state's K-12 education requirements. The department also serves as the state liaison for federal education requirements and funding opportunities.

The department is an agency of the state Education Cabinet. An appointed Commissioner of Education, who answers to the 11-member Kentucky Board of Education, leads it.

**The department's major activities include:**

- administering the statewide assessment and accountability system;
- providing technical assistance to schools and districts in the areas of finance, management and curriculum;
- providing support and information to the Kentucky Board of Education as it promulgates state education regulations;
- overseeing the state's education technology system; and
- monitoring school and district compliance with state and federal laws.

### **Kentucky Broadcaster Association**

The Kentucky Broadcasters Association (KBA) unites public and commercial radio and television stations across the state of Kentucky.

The purpose of the KBA is to represent and further the interest of broadcasters, communicate relevant information to broadcasters through meetings and publications, and provide educational services through conventions, workshops, or other means to serve the public.

Through the **Public Education Partnership**, the KBA arranges placement of the sponsor's PEP announcements on radio and television stations throughout every market of the state. Broadcasters generously contribute their best available unsold time to air the PEP announcements providing the sponsoring agencies with time slots that are varied.

The KBA staff works as a team to ensure that all public education campaigns are successful. These PEP announcements are neither paid commercials nor public service announcements. They are a unique entity unto themselves.