



COLLEGE ACCESS CHALLENGE GRANT

NEVADA “GO TO COLLEGE” PROGRAM DESCRIPTION & UPDATE

Nevada “Go To College”

- In an effort to increase postsecondary participation in the state, Nevada will conduct a public information campaign using recently awarded College Access Challenge Grant (CACG) funds that will foster a college-going culture, while communicating workforce-readiness expectations.

Nevada “Go To College”

- The Nevada P-16 Advisory Council and its partners will build on the Nevada System of Higher Education’s (NSHE) “Go To College” program to target third, sixth, and eighth grade students, and high school students applying for college or preparing to enter the workforce.

Nevada “Go To College”

- The program will use a cadre of middle and high school teachers and counselors, college and university representatives, business leaders, and recognizable community figures to convey the benefits of a college education for students and their families.

Nevada P-16 Advisory Council

- The P-16 Advisory Council, consists of 11 voting members, and was created to assist in the coordination between elementary, secondary and higher education in Nevada.
 - One representative of higher education in Nevada
 - One representative of elementary and secondary education in Nevada
 - One representative of private business in Nevada
 - One member who is a parent of a pupil enrolled in a public school in Nevada
 - One member of the Senate
 - One member of the Assembly

Program Administration

- The Western Interstate Commission for Higher Education (WICHE) will administer Nevada's CACG grant on behalf of the P-16 Council and will provide project planning, technical assistance, and program evaluation.

Program Update ~ Website

- The Nevada “Go To College” interactive website is currently under development and will launch August 14.

<http://www.GoToCollegeNevada.org>

Program Update ~ Marketing

- KPSI3, a Nevada advertising agency located in Reno, will conduct the “Go To College” marketing campaign.
 - ▣ Two television spots aimed at low-income student and their families
 - ▣ Create a *facebook* network page and run targeted *facebook* ads
 - ▣ Design a campaign brochure which will be widely disseminated across the state
 - ▣ Disseminated a press release about the “Go To College” campaign
 - ▣ Began conducting focus group research

Program Update ~ Workshops

- College access workshops will be held in Clark, Elko, and Washoe counties.
 - Reno, October 19, 2009
 - Las Vegas, October 21, 2009
 - Elko, TBD

Program Update ~ Evaluation

- Secured the services of an external evaluator who will monitor Nevada's progress meeting the state's CACG goals.

Program Update ~ Activities

- Electronically distributed CACG Classroom Speaker FAQ and Application
- Participated in first CACG Network Meeting, April 14-15
- Presented at the May 7 State Superintendents meeting
- Submitted first annual progress report to U.S. Department of Education on May 15
- Electronically distributed CACG classroom presentation information to State Superintendents requesting further dissemination throughout their districts
- Sent electronic request for volunteers to participate as CACG classroom speakers

Program Update ~ Challenges

- Geographic diversity of Nevada
- Lack of state-wide speakers bureau
- The organization of a Nevada CACG Network
- Statewide student population over 433,000

Questions

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